
The 2007-2012 Outlook for Graphic Design Services in the United States



by
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About this Series

The estimates given in this report were created using a methodology developed by and implemented under the direct supervision of Professor Philip M. Parker, the Chaired Professor of Management Science, at INSEAD. The methodology relies on historical figures across states. Reported figures should be seen as estimates of past and future levels of latent demand.

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1 INTRODUCTION

1.1 OVERVIEW

This study covers the latent demand outlook for graphic design services across the states and cities of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given some 12,920 cities across in the United States. For each city in question, the percent share the city is of its state and of the United States is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state and city, latent demand estimates are created for graphic design services. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study does not report actual sales data (which are simply unavailable, in a comparable or consistent manner in virtually all of the cities in the United States). This study gives, however, my estimates for the latent demand, or the P.I.E., for graphic design services in the United States. It also shows how the P.I.E. is divided and concentrated across the cities and regional markets of the United States. For each state, I also show my estimates of how the P.I.E. grows over time. In order to make these estimates, a multi-stage methodology was employed that is often taught in courses on strategic planning at graduate schools of business.

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

The concept of *latent demand* is rather subtle. The term *latent* typically refers to something that is dormant, not observable, or not yet realized. *Demand* is the notion of an economic quantity that a target population or market requires under different assumptions of price, quality, and distribution, among other factors. Latent demand, therefore, is commonly defined by economists as the industry earnings of a market when that market becomes accessible and attractive to serve by competing firms. It is a measure, therefore, of *potential* industry earnings (P.I.E.) or total revenues (not profit) if the United States is served in an efficient manner. It is typically expressed as the total revenues potentially extracted by firms. The “market” is defined at a given level in the value chain. There can be latent demand at the retail level, at the wholesale level, the manufacturing level, and the raw materials level (the P.I.E. of higher levels of the value chain being always smaller than the P.I.E. of levels at lower levels of the same value chain, assuming all levels maintain minimum profitability).

The latent demand for graphic design services in the United States is not actual or historic sales. Nor is latent demand future sales. In fact, latent demand can be either lower or higher than actual sales if a market is inefficient (i.e., not representative of relatively competitive levels). Inefficiencies arise from a number of factors, including the lack of international openness, cultural barriers to consumption, regulations, and cartel-like behavior on the part of firms. In general, however, latent demand is typically larger than actual sales in a market.

For reasons discussed later, this report does not consider the notion of “unit quantities”, only total latent revenues (i.e., a calculation of price times quantity is never made, though one is implied). The units used in this report are U.S. dollars not adjusted for inflation (i.e., the figures incorporate inflationary trends). If inflation rates vary in a substantial way compared to recent experience, actual sales can also exceed latent demand (not adjusted for inflation). On the other hand, latent demand can be typically higher than actual sales as there are often distribution inefficiencies that reduce actual sales below the level of latent demand.

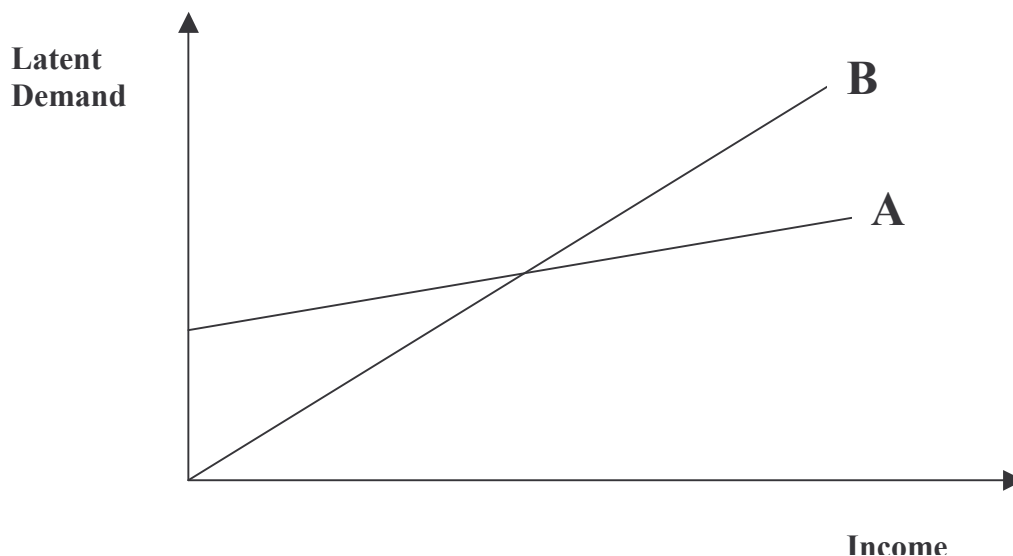
As mentioned in the introduction, this study is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved. In fact, all the current products or services on the market can cease to exist in their present form (i.e., at a brand-, R&D specification, or corporate-image level) and all the players can be replaced

by other firms (i.e., via exits, entries, mergers, bankruptcies, etc.), and there will still be latent demand for graphic design services at the aggregate level. Product and service offerings, and the actual identity of the players involved, while important for certain issues, are relatively unimportant for estimates of latent demand.

1.3 THE METHODOLOGY

In order to estimate the latent demand for graphic design services across the states and cities of the United States, I used a multi-stage approach. Before applying the approach, one needs a basic theory from which such estimates are created. In this case, I heavily rely on the use of certain basic economic assumptions. In particular, there is an assumption governing the shape and type of aggregate latent demand functions. Latent demand functions relate the income of a state, city, household, or individual to realized consumption. Latent demand (often realized as consumption when an industry is efficient), at any level of the value chain, takes place if an equilibrium is realized. For firms to serve a market, they must perceive a latent demand and be able to serve that demand at a minimal return. The single most important variable determining consumption, assuming latent demand exists, is income (or other financial resources at higher levels of the value chain). Other factors that can pivot or shape demand curves include external or exogenous shocks (i.e., business cycles), and or changes in utility for the product in question.

Ignoring, for the moment, exogenous shocks and variations in utility across geographies, the aggregate relation between income and consumption has been a central theme in economics. The figure below concisely summarizes one aspect of problem. In the 1930s, John Meynard Keynes conjectured that as incomes rise, the average propensity to consume would fall. The average propensity to consume is the level of consumption divided by the level of income, or the slope of the line from the origin to the consumption function. He estimated this relationship empirically and found it to be true in the short-run (mostly based on cross-sectional data). The higher the income, the lower the average propensity to consume. This type of consumption function is labeled "A" in the figure below (note the rather flat slope of the curve). In the 1940s, another macroeconomist, Simon Kuznets, estimated long-run consumption functions which indicated that the marginal propensity to consume was rather constant (using time series data). This type of consumption function is shown as "B" in the figure below (note the higher slope and zero-zero intercept).¹ The average propensity to consume is constant.



¹ For a general overview of this subject area, see *Principles of Macroeconomics* by N. Gregory Mankiw, South-Western College Publishing; ISBN: 0030340594; 2nd edition (February 2002).

Is it declining or is it constant? A number of other economists, notably Franco Modigliani and Milton Friedman, in the 1950s (and Irving Fisher earlier), explained why the two functions were different using various assumptions on intertemporal budget constraints, savings, and wealth. The shorter the time horizon, the more consumption can depend on wealth (earned in previous years) and business cycles. In the long-run, however, the propensity to consume is more constant. Similarly, in the long run, households with no income eventually have no consumption (wealth is depleted). While the debate surrounding beliefs about how income and consumption are related is interesting, in this study a very particular school of thought is adopted. In particular, we are considering the latent demand for graphic design services across the states and cities of the United States. The smallest cities have few inhabitants. I assume that all of these cities fall along a "long-run" aggregate consumption function. This long-run function applies despite some of these states having wealth; current income dominates the latent demand for graphic design services. So, latent demand in the long-run has a zero intercept. However, I allow different propensities to consume (including being on consumption functions with differing slopes, which can account for differences in industrial organization, and end-user preferences).

Given this overriding philosophy, I will now describe the methodology used to create the latent demand estimates for graphic design services in the United States. Since ICON Group has asked me to apply this methodology to a large number of categories, the rather academic discussion below is general and can be applied to a wide variety of categories and geographic locations, not just graphic design services in the United States.

1.3.1 Step 1. Product Definition and Data Collection

Any study of latent demand requires that some standard be established to define "efficiently served". Having implemented various alternatives and matched these with market outcomes, I have found that the optimal approach is to assume that certain key indicators are more likely to reflect efficiency than others. These indicators are given greater weight than others in the estimation of latent demand compared to others for which no known data are available. Of the many alternatives, I have found the assumption that the highest aggregate income and highest income-per-capita markets reflect the best standards for "efficiency". High aggregate income alone is not sufficient (i.e. some cities have high aggregate income, but low income per capita and can not assumed to be efficient). Aggregate income can be operationalized in a number of ways, including gross domestic product (for industrial categories), or total disposable income (for household categories; population times average income per capita, or number of households times average household income).

Latent demand is therefore estimated using data collected for relatively efficient markets from independent data sources (e.g. Official Chinese Agencies, the World Resources Institute, the Organization for Economic Cooperation and Development, various agencies from the United Nations, industry trade associations, the International Monetary Fund, Euromonitor, Mintel, Thomson Financial Services, the U.S. Industrial Outlook, and the World Bank). Depending on original data sources used, the definition of "graphic design services" is established. In the case of this report, the data were reported at the aggregate level, with no further breakdown or definition. In other words, any potential product or service that might be incorporated within graphic design services falls under this category. Public sources rarely report data at the disaggregated level in order to protect private information from individual firms that might dominate a specific product-market. These sources will therefore aggregate across components of a category and report only the aggregate to the public. While private data are certainly available, this report only relies on public data at the aggregate level without reliance on the summation of various category components. In other words, this report does not aggregate a number of components to arrive at the "whole". Rather, it starts with the "whole", and estimates the whole for all states and cities in the United States (without needing to know the specific parts that went into the whole in the first place).

Given this caveat, this study covers "graphic design services" as defined by the NAICS coding system (pronounced "nakes"). For a complete definition of graphic design services, please refer to the Web site at <http://www.icongrouponline.com/codes/NAICS.html>. The NAICS code for graphic design services is 54143. It is for this definition of graphic design services that the aggregate latent demand estimates are derived for the states and cities of the United States. "Graphic design services" is specifically defined as follows:

- 54143 See industry description for 541430 below.
- 541430 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 identities. 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.
- 5414301 Establishments primarily engaged in planning, designing and managing the production of the design of printed materials, packaging video screen displays, advertising signage systems, and corporate logos.
- 5414302 Establishments primarily engaged in providing commercial art and illustration services.
- 5414303 Establishments primarily engaged in providing commercial sketches and drawings of body parts and other biological objects.

1.3.2 Step 2. Filtering and Smoothing

Based on the aggregate view of graphic design services as defined above, data were then collected for as many geographic locations as possible for that same definition, at the same level of the value chain. This generates a convenience sample of indicators from which comparable figures are available. If the series in question do not reflect the same accounting period, then adjustments are made. In order to eliminate short-term effects of business cycles, the series are smoothed using an 2 year moving average weighting scheme (longer weighting schemes do not substantially change the results). If data are available for a geographic region, but these reflect short-run aberrations due to exogenous shocks (such as would be the case of beef sales in a state or city stricken with foot and mouth disease), these observations were dropped or "filtered" from the analysis.

1.3.3 Step 3. Filling in Missing Values

In some cases, data are available on a sporadic basis. In other cases, data may be available for only one year. From a Bayesian perspective, these observations should be given greatest weight in estimating missing years. Assuming that other factors are held constant, the missing years are extrapolated using changes and growth in aggregate national, state and city-level income. Based on the overriding philosophy of a long-run consumption function (defined earlier), states and cities which have missing data for any given year, are estimated based on historical dynamics of aggregate income for that geographic entity.²

² This report was prepared from a variety of sources including excerpts from documents and official reports or databases published by the Official Chinese Agencies, the World Bank, various national agencies, the International Monetary Fund, the Central Intelligence Agency, various agencies from the United Nations (e.g. ILO, ITU, UNDP, etc.), the U.S. Department of Commerce, the U.S. State Department, and non-governmental sources, including ICON

1.3.4 Step 4. Varying Parameter, Non-linear Estimation

Given the data available from the first three steps, the latent demand is estimated using a “varying-parameter cross-sectionally pooled time series model”.³ Simply stated, the effect of income on latent demand is assumed to be constant unless there is empirical evidence to suggest that this effect varies (i.e., the slope of the income effect is not necessarily same for all states or cities). This assumption applies along the aggregate consumption function, but also over time (i.e., not all states or cities in the United States are perceived to have the same income growth prospects over time). Another way of looking at this is to say that latent demand for graphic design services is more likely to be similar across states or cities that have similar characteristics in terms of economic development.

This approach is useful across geographic regions for which some notion of non-linearity exists in the aggregate cross-region consumption function. For some categories, however, the reader must realize that the numbers will reflect a state’s or city’s contribution to latent demand in the United States and may never be realized in the form of local sales.

1.3.5 Step 5. Fixed-Parameter Linear Estimation

Nonlinearities are assumed in cases where filtered data exist along the aggregate consumption function. Because the United States consists of more than 15,000 cities, there will always be those cities, especially toward the bottom of the consumption function, where non-linear estimation is simply not possible. For these cities, equilibrium latent demand is assumed to be perfectly parametric and not a function of wealth (i.e., a city’s stock of income), but a function of current income (a city’s flow of income). In the long run, if a state has no current income, the latent demand for graphic design services is assumed to approach zero. The assumption is that wealth stocks fall rapidly to zero if flow income falls to zero (i.e., cities which earn low levels of income will not use their savings, in the long run, to demand graphic design services). In a graphical sense, for low income cities, latent demand approaches zero in a parametric linear fashion with a zero-zero intercept. In this stage of the estimation procedure, a low-income city is assumed to have a latent demand proportional to its income, based on the cities closest to it on the aggregate consumption function.

1.3.6 Step 6. Aggregation and Benchmarking

Based on the models described above, latent demand figures are estimated for all major cities in the United States. These are then aggregated to get state totals. This report considers a city as a part of the regional and national market. The purpose is to understand the density of demand within a state and the extent to which a city might be used as a point of distribution within its state. From an economic perspective, however, a city does not represent a population within rigid geographical boundaries. To an economist or strategic planner, a city represents an area of dominant influence over markets in adjacent areas. This influence varies from one industry to another, but also from one period of time to another. I allocate latent demand across areas of dominant influence based on the relative economic importance of cities within its state. Not all cities (e.g. the smaller towns) are estimated within each state as demand may be allocated to adjacent areas of influence. Since some cities have higher economic wealth than others within the same state, a city’s population is not generally used to allocate latent demand. Rather, the level of economic activity of the city vis-à-vis others is used. Figures are rounded, so minor inconsistencies may exist across tables.

Group International, Inc., Euromonitor, the US Resources Institute, Mintel, the U.S. Industrial Outlook, and various public sources cited in the trade press.

³ The interested reader can find longer discussions of this type of modeling in *Studies in Global Econometrics (Advanced Studies in Theoretical and Applied Econometrics V. 30)*, by Henri Theil, et al., Kluwer Academic Publishers; ISBN: 0792336607; (June 1996), and in *Principles of Econometrics*, by Henri Theil John Wiley & Sons; ISBN: 0471858455; (December 1971), and in *Econometric Models and Economic Forecasts* by Robert S. Pindyck, Daniel L. Rubinfeld McGraw Hill Text; ISBN: 0070500983; 3rd edition (December 1991).

2 SUMMARY OF FINDINGS

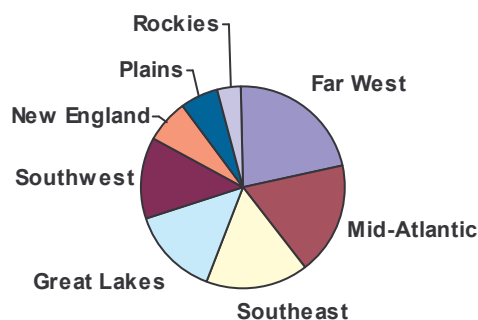
Based on the methodology described above, the latent demand for graphic design services in the United States is estimated to be \$10,324.3 million in 2007. The distribution of the latent demand (or potential industry earnings) in the United States, however, is not evenly distributed across regions. The Far West is the largest market with \$2,227.1 million or 21.57 percent, followed by the Mid-Atlantic with \$1,804.3 million or 17.48 percent, and then the Southeast with \$1,688.1 million or 16.35 percent of the latent demand in the United States. In essence, if firms target these top 3 regions, they cover some 55.4 percent of the latent demand for graphic design services in the United States.

2.1 LATENT DEMAND IN THE US

| Latent Demand across Regions across the US for Graphic Design Services (US \$ mln): 2007 | | |
|--|-------------------------|--------------|
| Region | Latent Demand US \$ mln | % of US |
| Far West | 2,227.12 | 21.6 |
| Mid-Atlantic | 1,804.33 | 17.5 |
| Southeast | 1,688.06 | 16.4 |
| Great Lakes | 1,465.56 | 14.2 |
| Southwest | 1,388.25 | 13.4 |
| New England | 733.08 | 7.1 |
| Plains | 629.65 | 6.1 |
| Rockies | 388.26 | 3.8 |
| Total | 10,324.31 | 100.0 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Latent Demand across Regions across the US for Graphic Design Services (US \$ mln): 2007



| US Market for Graphic Design Services: 2002 - 2012 | |
|---|----------------------------|
| Year | US Market US \$ mln |
| 2002 | 10,249.68 |
| 2003 | 10,171.69 |
| 2004 | 10,094.79 |
| 2005 | 10,018.95 |
| 2006 | 10,000.68 |
| 2007 | 10,324.31 |
| 2008 | 10,717.69 |
| 2009 | 11,126.57 |
| 2010 | 11,551.57 |
| 2011 | 11,993.35 |
| 2012 | 12,452.59 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

3 FAR WEST

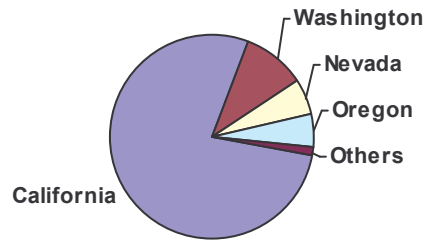
3.1 EXECUTIVE SUMMARY

The Latent Demand for Graphic Design Services in the Far West: 2007

| State | Latent Demand US \$ mln | % of Far West |
|--------------|-------------------------|---------------|
| California | 1,697.92 | 76.24% |
| Washington | 217.61 | 9.77% |
| Nevada | 120.36 | 5.40% |
| Oregon | 116.55 | 5.23% |
| Hawaii | 46.99 | 2.11% |
| Alaska | 27.69 | 1.24% |
| Total | 2,227.12 | 100.0 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

The Latent Demand for Graphic Design Services in the Far West: 2007



The Far West - Executive Summary for Graphic Design Services: in 2002 - 2012

| Year | US \$ mln | % of US |
|-------------|------------------|----------------|
| 2002 | 2,247.06 | 21.92 |
| 2003 | 2,218.12 | 21.81 |
| 2004 | 2,189.60 | 21.69 |
| 2005 | 2,161.51 | 21.57 |
| 2006 | 2,148.84 | 21.49 |
| 2007 | 2,227.12 | 21.57 |
| 2008 | 2,324.07 | 21.68 |
| 2009 | 2,425.30 | 21.80 |
| 2010 | 2,530.99 | 21.91 |
| 2011 | 2,641.35 | 22.02 |
| 2012 | 2,756.59 | 22.14 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

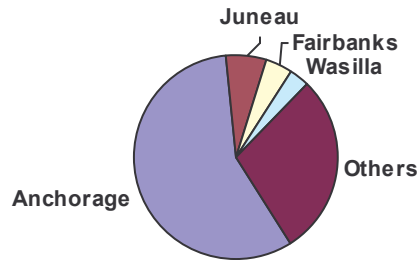
3.2 LATENT DEMAND BY YEAR - ALASKA

The Latent Demand for Graphic Design Services in Alaska: 2002 - 2012

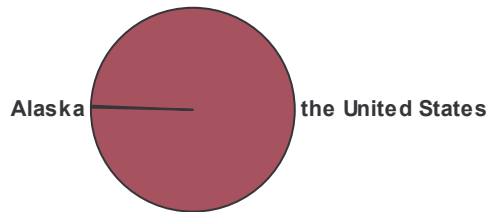
| Year | Alaska | % of Region | % of USA |
|------|--------|-------------|----------|
| 2002 | 27.02 | 1.20% | 0.26% |
| 2003 | 26.97 | 1.22% | 0.27% |
| 2004 | 26.92 | 1.23% | 0.27% |
| 2005 | 26.86 | 1.24% | 0.27% |
| 2006 | 26.93 | 1.25% | 0.27% |
| 2007 | 27.69 | 1.24% | 0.27% |
| 2008 | 28.58 | 1.23% | 0.27% |
| 2009 | 29.51 | 1.22% | 0.27% |
| 2010 | 30.47 | 1.20% | 0.26% |
| 2011 | 31.46 | 1.19% | 0.26% |
| 2012 | 32.49 | 1.18% | 0.26% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Alaska - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Alaska: 2007



3.3 CITIES SORTED BY RANK - ALASKA

Alaska - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|-----------|---------|----------|-------|
| Anchorage (313,869) | 60 | 15.605 | 56.37 | 0.70 | 0.15 |
| Juneau (32,347) | 1,171 | 1.796 | 6.49 | 0.08 | 0.02 |
| Fairbanks (31,079) | 1,867 | 1.129 | 4.08 | 0.05 | 0.01 |
| Wasilla (21,923) | 2,193 | 0.946 | 3.42 | 0.04 | 0.01 |
| Palmer (15,503) | 3,088 | 0.632 | 2.28 | 0.03 | 0.01 |
| College (11,402) | 3,318 | 0.577 | 2.09 | 0.03 | 0.01 |
| Bethel (8,487) | 4,085 | 0.435 | 1.57 | 0.02 | 0.00 |
| Sitka (8,902) | 4,241 | 0.414 | 1.49 | 0.02 | 0.00 |
| Kenai (8,863) | 4,618 | 0.365 | 1.32 | 0.02 | 0.00 |
| Knik-Fairview (7,049) | 4,941 | 0.329 | 1.19 | 0.01 | 0.00 |
| Kodiak (6,060) | 5,232 | 0.299 | 1.08 | 0.01 | 0.00 |
| Tanaina (4,993) | 5,372 | 0.288 | 1.04 | 0.01 | 0.00 |
| Kalifornsky (5,846) | 5,382 | 0.287 | 1.04 | 0.01 | 0.00 |
| Unalaska (4,456) | 5,478 | 0.277 | 1.00 | 0.01 | 0.00 |
| Ketchikan (6,107) | 5,834 | 0.250 | 0.90 | 0.01 | 0.00 |
| Valdez (4,053) | 5,937 | 0.241 | 0.87 | 0.01 | 0.00 |
| Soldotna (4,908) | 6,377 | 0.213 | 0.77 | 0.01 | 0.00 |
| Barrow (3,499) | 6,418 | 0.210 | 0.76 | 0.01 | 0.00 |
| Nome (3,868) | 6,497 | 0.206 | 0.74 | 0.01 | 0.00 |
| Sterling (4,705) | 6,589 | 0.201 | 0.73 | 0.01 | 0.00 |
| Nikiski (4,327) | 6,640 | 0.198 | 0.72 | 0.01 | 0.00 |
| Kotzebue (3,605) | 6,913 | 0.184 | 0.67 | 0.01 | 0.00 |
| Meadow Lakes (4,819) | 7,048 | 0.177 | 0.64 | 0.01 | 0.00 |
| Eielson AFB (5,400) | 7,119 | 0.174 | 0.63 | 0.01 | 0.00 |
| Gateway (2,952) | 7,460 | 0.160 | 0.58 | 0.01 | 0.00 |
| Homer (3,946) | 7,679 | 0.151 | 0.55 | 0.01 | 0.00 |
| Seward (3,507) | 8,014 | 0.139 | 0.50 | 0.01 | 0.00 |
| Butte (2,561) | 8,367 | 0.127 | 0.46 | 0.01 | 0.00 |
| Dillingham (2,437) | 8,877 | 0.112 | 0.41 | 0.01 | 0.00 |
| Petersburg (2,484) | 8,993 | 0.109 | 0.39 | 0.00 | 0.00 |
| Big Lake (2,635) | 9,266 | 0.102 | 0.37 | 0.00 | 0.00 |
| Fishhook (2,030) | 9,350 | 0.100 | 0.36 | 0.00 | 0.00 |
| Cordova (2,059) | 9,681 | 0.092 | 0.33 | 0.00 | 0.00 |
| Ridgeway (1,932) | 9,889 | 0.088 | 0.32 | 0.00 | 0.00 |
| Bear Creek (1,748) | 10,056 | 0.084 | 0.30 | 0.00 | 0.00 |
| Houston (2,354) | 10,101 | 0.083 | 0.30 | 0.00 | 0.00 |
| Diamond Ridge (1,802) | 10,152 | 0.082 | 0.30 | 0.00 | 0.00 |
| North Pole (1,959) | 10,411 | 0.078 | 0.28 | 0.00 | 0.00 |
| Kodiak Station (1,840) | 10,527 | 0.076 | 0.27 | 0.00 | 0.00 |
| Ester (1,680) | 10,541 | 0.076 | 0.27 | 0.00 | 0.00 |
| Deltana (1,570) | 10,896 | 0.070 | 0.25 | 0.00 | 0.00 |
| Anchor Point (1,845) | 11,068 | 0.068 | 0.25 | 0.00 | 0.00 |
| Wrangell (1,734) | 11,123 | 0.067 | 0.24 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Alaska - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------|----------|---------------|--------------|-------------|-------------|
| Haines (1,811) | 11,294 | 0.065 | 0.23 | 0.00 | 0.00 |
| Fritz Creek (1,603) | 11,700 | 0.059 | 0.21 | 0.00 | 0.00 |
| Willow (1,658) | 11,829 | 0.058 | 0.21 | 0.00 | 0.00 |
| Metlakatla (1,375) | 12,189 | 0.054 | 0.19 | 0.00 | 0.00 |
| Farm Loop (1,067) | 12,270 | 0.053 | 0.19 | 0.00 | 0.00 |
| Lazy Mountain (1,158) | 12,677 | 0.048 | 0.17 | 0.00 | 0.00 |
| Tok (1,393) | 12,766 | 0.047 | 0.17 | 0.00 | 0.00 |
| Total 579,210 | | 27.685 | 100.0 | 1.24 | 0.27 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

3.4 CITIES SORTED BY ZIPCODE - ALASKA

Alaska - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Anchorage (99519; 313,869) | 60 | 15.605 | 56.37 | 0.70 | 0.15 |
| Anchor Point (99556; 1,845) | 11,068 | 0.068 | 0.25 | 0.00 | 0.00 |
| Dillingham (99576; 2,437) | 8,877 | 0.112 | 0.41 | 0.01 | 0.00 |
| Fritz Creek (99603; 1,603) | 11,700 | 0.059 | 0.21 | 0.00 | 0.00 |
| Diamond Ridge (99603; 1,802) | 10,152 | 0.082 | 0.30 | 0.00 | 0.00 |
| Homer (99603; 3,946) | 7,679 | 0.151 | 0.55 | 0.01 | 0.00 |
| Kenai (99611; 8,863) | 4,618 | 0.365 | 1.32 | 0.02 | 0.00 |
| Kodiak Station (99615; 1,840) | 10,527 | 0.076 | 0.27 | 0.00 | 0.00 |
| Kodiak (99619; 6,060) | 5,232 | 0.299 | 1.08 | 0.01 | 0.00 |
| Wasilla (99629; 21,923) | 2,193 | 0.946 | 3.42 | 0.04 | 0.01 |
| Nikiski (99635; 4,327) | 6,640 | 0.198 | 0.72 | 0.01 | 0.00 |
| Lazy Mountain (99645; 1,158) | 12,677 | 0.048 | 0.17 | 0.00 | 0.00 |
| Gateway (99645; 2,952) | 7,460 | 0.160 | 0.58 | 0.01 | 0.00 |
| Fishhook (99645; 2,030) | 9,350 | 0.100 | 0.36 | 0.00 | 0.00 |
| Farm Loop (99645; 1,067) | 12,270 | 0.053 | 0.19 | 0.00 | 0.00 |
| Butte (99645; 2,561) | 8,367 | 0.127 | 0.46 | 0.01 | 0.00 |
| Palmer (99645; 15,503) | 3,088 | 0.632 | 2.28 | 0.03 | 0.01 |
| Big Lake (99652; 2,635) | 9,266 | 0.102 | 0.37 | 0.00 | 0.00 |
| Knik-Fairview (99654; 7,049) | 4,941 | 0.329 | 1.19 | 0.01 | 0.00 |
| Tanaina (99654; 4,993) | 5,372 | 0.288 | 1.04 | 0.01 | 0.00 |
| Meadow Lakes (99654; 4,819) | 7,048 | 0.177 | 0.64 | 0.01 | 0.00 |
| Seward (99664; 3,507) | 8,014 | 0.139 | 0.50 | 0.01 | 0.00 |
| Bear Creek (99664; 1,748) | 10,056 | 0.084 | 0.30 | 0.00 | 0.00 |
| Kalifornsky (99669; 5,846) | 5,382 | 0.287 | 1.04 | 0.01 | 0.00 |
| Soldotna (99669; 4,908) | 6,377 | 0.213 | 0.77 | 0.01 | 0.00 |
| Ridgeway (99669; 1,932) | 9,889 | 0.088 | 0.32 | 0.00 | 0.00 |
| Sterling (99672; 4,705) | 6,589 | 0.201 | 0.73 | 0.01 | 0.00 |
| Cordova (99677; 2,059) | 9,681 | 0.092 | 0.33 | 0.00 | 0.00 |
| Bethel (99680; 8,487) | 4,085 | 0.435 | 1.57 | 0.02 | 0.00 |
| Willow (99683; 1,658) | 11,829 | 0.058 | 0.21 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Alaska - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|---------------|--------------|-------------|-------------|
| Unalaska (99685; 4,456) | 5,478 | 0.277 | 1.00 | 0.01 | 0.00 |
| Valdez (99686; 4,053) | 5,937 | 0.241 | 0.87 | 0.01 | 0.00 |
| Houston (99694; 2,354) | 10,101 | 0.083 | 0.30 | 0.00 | 0.00 |
| Eielson AFB (99702; 5,400) | 7,119 | 0.174 | 0.63 | 0.01 | 0.00 |
| North Pole (99705; 1,959) | 10,411 | 0.078 | 0.28 | 0.00 | 0.00 |
| College (99709; 11,402) | 3,318 | 0.577 | 2.09 | 0.03 | 0.01 |
| Ester (99725; 1,680) | 10,541 | 0.076 | 0.27 | 0.00 | 0.00 |
| Barrow (99734; 3,499) | 6,418 | 0.210 | 0.76 | 0.01 | 0.00 |
| Deltana (99737; 1,570) | 10,896 | 0.070 | 0.25 | 0.00 | 0.00 |
| Kotzebue (99752; 3,605) | 6,913 | 0.184 | 0.67 | 0.01 | 0.00 |
| Nome (99762; 3,868) | 6,497 | 0.206 | 0.74 | 0.01 | 0.00 |
| Tok (99779; 1,393) | 12,766 | 0.047 | 0.17 | 0.00 | 0.00 |
| Fairbanks (99790; 31,079) | 1,867 | 1.129 | 4.08 | 0.05 | 0.01 |
| Juneau (99824; 32,347) | 1,171 | 1.796 | 6.49 | 0.08 | 0.02 |
| Haines (99827; 1,811) | 11,294 | 0.065 | 0.23 | 0.00 | 0.00 |
| Petersburg (99833; 2,484) | 8,993 | 0.109 | 0.39 | 0.00 | 0.00 |
| Sitka (99835; 8,902) | 4,241 | 0.414 | 1.49 | 0.02 | 0.00 |
| Ketchikan (99919; 6,107) | 5,834 | 0.250 | 0.90 | 0.01 | 0.00 |
| Metlakatla (99926; 1,375) | 12,189 | 0.054 | 0.19 | 0.00 | 0.00 |
| Wrangell (99929; 1,734) | 11,123 | 0.067 | 0.24 | 0.00 | 0.00 |
| Total 579,210 | | 27.685 | 100.0 | 1.24 | 0.27 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

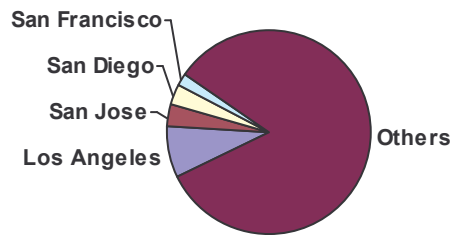
3.5 LATENT DEMAND BY YEAR - CALIFORNIA

The Latent Demand for Graphic Design Services in California: 2002 - 2012

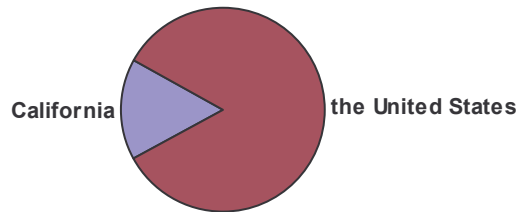
| Year | California | % of Region | % of USA |
|------|------------|-------------|----------|
| 2002 | 1,712.83 | 76.23% | 16.71% |
| 2003 | 1,690.91 | 76.23% | 16.62% |
| 2004 | 1,669.26 | 76.24% | 16.54% |
| 2005 | 1,647.90 | 76.24% | 16.45% |
| 2006 | 1,638.25 | 76.24% | 16.38% |
| 2007 | 1,697.92 | 76.24% | 16.45% |
| 2008 | 1,771.78 | 76.24% | 16.53% |
| 2009 | 1,848.85 | 76.23% | 16.62% |
| 2010 | 1,929.28 | 76.23% | 16.70% |
| 2011 | 2,013.20 | 76.22% | 16.79% |
| 2012 | 2,100.77 | 76.21% | 16.87% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and California: 2007



3.6 CITIES SORTED BY RANK - CALIFORNIA

California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Los Angeles (4,338,201) | 2 | 141.495 | 8.33 | 6.35 | 1.37 |
| San Jose (934,701) | 6 | 58.371 | 3.44 | 2.62 | 0.57 |
| San Diego (1,393,042) | 7 | 56.639 | 3.34 | 2.54 | 0.55 |
| San Francisco (654,340) | 14 | 32.124 | 1.89 | 1.44 | 0.31 |
| Irvine (344,943) | 33 | 22.097 | 1.30 | 0.99 | 0.21 |
| Sacramento (631,486) | 37 | 20.800 | 1.23 | 0.93 | 0.20 |
| Lincoln (445,422) | 46 | 18.036 | 1.06 | 0.81 | 0.17 |
| Long Beach (525,318) | 49 | 17.406 | 1.03 | 0.78 | 0.17 |
| Rancho Cucamonga (308,987) | 52 | 16.738 | 0.99 | 0.75 | 0.16 |
| Fresno (560,725) | 56 | 16.070 | 0.95 | 0.72 | 0.16 |
| Riverside (416,108) | 61 | 15.406 | 0.91 | 0.69 | 0.15 |
| Bakersfield (430,706) | 62 | 15.310 | 0.90 | 0.69 | 0.15 |
| Anaheim (352,126) | 66 | 14.752 | 0.87 | 0.66 | 0.14 |
| Oakland (393,219) | 71 | 14.003 | 0.82 | 0.63 | 0.14 |
| Santa Ana (357,311) | 73 | 13.790 | 0.81 | 0.62 | 0.13 |
| Fremont (199,353) | 75 | 13.572 | 0.80 | 0.61 | 0.13 |
| Chula Vista (336,623) | 76 | 13.426 | 0.79 | 0.60 | 0.13 |
| Stockton (423,458) | 77 | 13.347 | 0.79 | 0.60 | 0.13 |
| Santa Clarita (214,009) | 80 | 12.694 | 0.75 | 0.57 | 0.12 |
| Huntington Beach (213,415) | 83 | 12.299 | 0.72 | 0.55 | 0.12 |
| Brentwood (198,794) | 86 | 12.230 | 0.72 | 0.55 | 0.12 |
| Corona (229,307) | 87 | 12.153 | 0.72 | 0.55 | 0.12 |
| Fontana (296,068) | 88 | 12.051 | 0.71 | 0.54 | 0.12 |
| Roseville (225,534) | 95 | 11.503 | 0.68 | 0.52 | 0.11 |
| Moreno Valley (264,969) | 98 | 11.163 | 0.66 | 0.50 | 0.11 |
| Tracy (189,624) | 104 | 10.586 | 0.62 | 0.48 | 0.10 |
| Thousand Oaks (152,767) | 105 | 10.433 | 0.61 | 0.47 | 0.10 |
| Oxnard (229,984) | 110 | 9.938 | 0.59 | 0.45 | 0.10 |
| Modesto (271,474) | 114 | 9.749 | 0.57 | 0.44 | 0.09 |
| Simi Valley (144,834) | 129 | 9.061 | 0.53 | 0.41 | 0.09 |
| Glendale (221,922) | 140 | 8.248 | 0.49 | 0.37 | 0.08 |
| Ontario (211,851) | 146 | 7.996 | 0.47 | 0.36 | 0.08 |
| Torrance (158,370) | 148 | 7.953 | 0.47 | 0.36 | 0.08 |
| Orange (150,094) | 149 | 7.872 | 0.46 | 0.35 | 0.08 |
| Santa Rosa (173,319) | 151 | 7.848 | 0.46 | 0.35 | 0.08 |
| Folsom (119,894) | 153 | 7.800 | 0.46 | 0.35 | 0.08 |
| Sunnyvale (117,557) | 155 | 7.777 | 0.46 | 0.35 | 0.08 |
| Palmdale (186,242) | 156 | 7.772 | 0.46 | 0.35 | 0.08 |
| Oceanside (188,345) | 158 | 7.753 | 0.46 | 0.35 | 0.08 |
| Chino Hills (109,695) | 163 | 7.643 | 0.45 | 0.34 | 0.07 |
| Carlsbad (131,227) | 164 | 7.600 | 0.45 | 0.34 | 0.07 |
| Antioch (139,899) | 165 | 7.507 | 0.44 | 0.34 | 0.07 |
| Mission Viejo (106,408) | 166 | 7.402 | 0.44 | 0.33 | 0.07 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Garden Grove (173,959) | 167 | 7.385 | 0.43 | 0.33 | 0.07 |
| Pasadena (179,475) | 168 | 7.342 | 0.43 | 0.33 | 0.07 |
| Fullerton (158,479) | 174 | 7.083 | 0.42 | 0.32 | 0.07 |
| Santa Clara (109,073) | 186 | 6.736 | 0.40 | 0.30 | 0.07 |
| San Bernardino (243,056) | 187 | 6.729 | 0.40 | 0.30 | 0.07 |
| Rocklin (116,764) | 188 | 6.720 | 0.40 | 0.30 | 0.07 |
| Concord (132,326) | 197 | 6.541 | 0.39 | 0.29 | 0.06 |
| Hayward (142,918) | 198 | 6.502 | 0.38 | 0.29 | 0.06 |
| Yorba Linda (80,193) | 205 | 6.388 | 0.38 | 0.29 | 0.06 |
| Livermore (93,670) | 209 | 6.273 | 0.37 | 0.28 | 0.06 |
| Pomona (174,858) | 211 | 6.221 | 0.37 | 0.28 | 0.06 |
| Lancaster (165,134) | 222 | 6.038 | 0.36 | 0.27 | 0.06 |
| Fairfield (131,310) | 226 | 5.971 | 0.35 | 0.27 | 0.06 |
| Pleasanton (73,333) | 228 | 5.924 | 0.35 | 0.27 | 0.06 |
| Vacaville (113,593) | 232 | 5.824 | 0.34 | 0.26 | 0.06 |
| Victorville (178,967) | 237 | 5.758 | 0.34 | 0.26 | 0.06 |
| Visalia (156,278) | 238 | 5.745 | 0.34 | 0.26 | 0.06 |
| San Clemente (101,112) | 241 | 5.709 | 0.34 | 0.26 | 0.06 |
| La Quinta (117,451) | 242 | 5.696 | 0.34 | 0.26 | 0.06 |
| West Covina (120,133) | 244 | 5.661 | 0.33 | 0.25 | 0.05 |
| Vallejo (123,390) | 257 | 5.488 | 0.32 | 0.25 | 0.05 |
| Salinas (139,896) | 260 | 5.438 | 0.32 | 0.24 | 0.05 |
| Chino (110,304) | 261 | 5.433 | 0.32 | 0.24 | 0.05 |
| Clovis (143,413) | 264 | 5.391 | 0.32 | 0.24 | 0.05 |
| Laguna Niguel (74,969) | 266 | 5.381 | 0.32 | 0.24 | 0.05 |
| San Marcos (131,260) | 267 | 5.357 | 0.32 | 0.24 | 0.05 |
| Escondido (141,231) | 268 | 5.345 | 0.31 | 0.24 | 0.05 |
| San Buenaventura (Ventura) (114,049) | 272 | 5.303 | 0.31 | 0.24 | 0.05 |
| Costa Mesa (115,796) | 276 | 5.223 | 0.31 | 0.23 | 0.05 |
| Newport Beach (70,032) | 281 | 5.196 | 0.31 | 0.23 | 0.05 |
| Daly City (92,117) | 287 | 5.103 | 0.30 | 0.23 | 0.05 |
| San Mateo (87,761) | 294 | 5.053 | 0.30 | 0.23 | 0.05 |
| Carson (106,965) | 297 | 4.972 | 0.29 | 0.22 | 0.05 |
| Manteca (119,074) | 303 | 4.941 | 0.29 | 0.22 | 0.05 |
| Burbank (116,440) | 305 | 4.914 | 0.29 | 0.22 | 0.05 |
| Downey (119,847) | 309 | 4.866 | 0.29 | 0.22 | 0.05 |
| Union City (75,550) | 314 | 4.831 | 0.28 | 0.22 | 0.05 |
| Cupertino (54,071) | 315 | 4.827 | 0.28 | 0.22 | 0.05 |
| Norwalk (117,597) | 319 | 4.814 | 0.28 | 0.22 | 0.05 |
| Redondo Beach (78,079) | 321 | 4.802 | 0.28 | 0.22 | 0.05 |
| Dublin (69,517) | 326 | 4.776 | 0.28 | 0.21 | 0.05 |
| Milpitas (62,698) | 330 | 4.706 | 0.28 | 0.21 | 0.05 |
| Rialto (127,293) | 332 | 4.669 | 0.27 | 0.21 | 0.05 |
| Santa Monica (99,933) | 345 | 4.506 | 0.27 | 0.20 | 0.04 |
| Lakewood (86,558) | 350 | 4.480 | 0.26 | 0.20 | 0.04 |

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California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Danville (43,736) | 352 | 4.435 | 0.26 | 0.20 | 0.04 |
| Richmond (112,132) | 354 | 4.407 | 0.26 | 0.20 | 0.04 |
| Hesperia (118,124) | 380 | 4.222 | 0.25 | 0.19 | 0.04 |
| Westminster (95,075) | 389 | 4.180 | 0.25 | 0.19 | 0.04 |
| Indio (135,625) | 390 | 4.175 | 0.25 | 0.19 | 0.04 |
| Palo Alto (51,896) | 392 | 4.170 | 0.25 | 0.19 | 0.04 |
| San Ramon (48,408) | 395 | 4.125 | 0.24 | 0.19 | 0.04 |
| El Monte (142,588) | 397 | 4.112 | 0.24 | 0.18 | 0.04 |
| Camarillo (73,967) | 398 | 4.107 | 0.24 | 0.18 | 0.04 |
| Manhattan Beach (44,870) | 405 | 4.019 | 0.24 | 0.18 | 0.04 |
| Redwood City (67,564) | 408 | 4.009 | 0.24 | 0.18 | 0.04 |
| Whittier (91,278) | 409 | 3.997 | 0.24 | 0.18 | 0.04 |
| Diamond Bar (64,855) | 412 | 3.971 | 0.23 | 0.18 | 0.04 |
| Upland (91,341) | 414 | 3.957 | 0.23 | 0.18 | 0.04 |
| Mountain View (64,161) | 415 | 3.956 | 0.23 | 0.18 | 0.04 |
| Redlands (91,739) | 419 | 3.927 | 0.23 | 0.18 | 0.04 |
| Rancho Palos Verdes (45,964) | 423 | 3.903 | 0.23 | 0.18 | 0.04 |
| Berkeley (97,906) | 426 | 3.872 | 0.23 | 0.17 | 0.04 |
| Encinitas (66,586) | 435 | 3.786 | 0.22 | 0.17 | 0.04 |
| Pittsburg (84,004) | 437 | 3.776 | 0.22 | 0.17 | 0.04 |
| Inglewood (123,816) | 438 | 3.772 | 0.22 | 0.17 | 0.04 |
| Fountain Valley (60,685) | 441 | 3.762 | 0.22 | 0.17 | 0.04 |
| Walnut Creek (66,390) | 446 | 3.733 | 0.22 | 0.17 | 0.04 |
| Cerritos (57,299) | 448 | 3.720 | 0.22 | 0.17 | 0.04 |
| Napa (84,888) | 449 | 3.710 | 0.22 | 0.17 | 0.04 |
| Buena Park (82,737) | 450 | 3.703 | 0.22 | 0.17 | 0.04 |
| Citrus Heights (94,654) | 452 | 3.691 | 0.22 | 0.17 | 0.04 |
| Vista (96,905) | 454 | 3.670 | 0.22 | 0.16 | 0.04 |
| Turlock (105,689) | 455 | 3.669 | 0.22 | 0.16 | 0.04 |
| Moorpark (53,599) | 456 | 3.652 | 0.22 | 0.16 | 0.04 |
| Saratoga (29,015) | 461 | 3.609 | 0.21 | 0.16 | 0.03 |
| Tustin (71,958) | 468 | 3.582 | 0.21 | 0.16 | 0.03 |
| San Leandro (78,472) | 470 | 3.564 | 0.21 | 0.16 | 0.03 |
| Lake Forest (58,707) | 473 | 3.547 | 0.21 | 0.16 | 0.03 |
| Redding (116,290) | 477 | 3.535 | 0.21 | 0.16 | 0.03 |
| South Gate (110,138) | 485 | 3.495 | 0.21 | 0.16 | 0.03 |
| Apple Valley (96,514) | 492 | 3.468 | 0.20 | 0.16 | 0.03 |
| Placentia (61,878) | 493 | 3.455 | 0.20 | 0.16 | 0.03 |
| Santa Maria (106,096) | 499 | 3.447 | 0.20 | 0.15 | 0.03 |
| Arden-Arcade (96,025) | 500 | 3.443 | 0.20 | 0.15 | 0.03 |
| Alameda (67,776) | 507 | 3.391 | 0.20 | 0.15 | 0.03 |
| Alhambra (95,039) | 521 | 3.313 | 0.20 | 0.15 | 0.03 |
| Castro Valley (57,292) | 523 | 3.304 | 0.19 | 0.15 | 0.03 |
| Poway (51,822) | 524 | 3.304 | 0.19 | 0.15 | 0.03 |
| Rancho Santa Margarita (47,214) | 526 | 3.294 | 0.19 | 0.15 | 0.03 |

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California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Baldwin Park (88,737) | 529 | 3.284 | 0.19 | 0.15 | 0.03 |
| Arcadia (65,748) | 531 | 3.279 | 0.19 | 0.15 | 0.03 |
| La Mirada (59,285) | 538 | 3.248 | 0.19 | 0.15 | 0.03 |
| Elk Grove (59,984) | 542 | 3.235 | 0.19 | 0.15 | 0.03 |
| South San Francisco (57,942) | 549 | 3.182 | 0.19 | 0.14 | 0.03 |
| Petaluma (57,888) | 550 | 3.174 | 0.19 | 0.14 | 0.03 |
| East Los Angeles (124,283) | 555 | 3.154 | 0.19 | 0.14 | 0.03 |
| Santa Barbara (73,967) | 560 | 3.123 | 0.18 | 0.14 | 0.03 |
| Novato (54,433) | 577 | 3.071 | 0.18 | 0.14 | 0.03 |
| Temecula (57,716) | 580 | 3.054 | 0.18 | 0.14 | 0.03 |
| Gilroy (54,338) | 595 | 3.002 | 0.18 | 0.13 | 0.03 |
| Cypress (52,029) | 601 | 2.978 | 0.18 | 0.13 | 0.03 |
| Glendora (55,608) | 606 | 2.967 | 0.17 | 0.13 | 0.03 |
| Compton (104,853) | 607 | 2.966 | 0.17 | 0.13 | 0.03 |
| Goleta (55,204) | 610 | 2.960 | 0.17 | 0.13 | 0.03 |
| Cathedral City (85,532) | 614 | 2.957 | 0.17 | 0.13 | 0.03 |
| Chico (112,728) | 616 | 2.942 | 0.17 | 0.13 | 0.03 |
| San Rafael (54,073) | 618 | 2.932 | 0.17 | 0.13 | 0.03 |
| Perris (92,698) | 621 | 2.927 | 0.17 | 0.13 | 0.03 |
| Palm Desert (67,798) | 626 | 2.912 | 0.17 | 0.13 | 0.03 |
| El Cajon (91,472) | 629 | 2.892 | 0.17 | 0.13 | 0.03 |
| Lake Elsinore (77,432) | 635 | 2.883 | 0.17 | 0.13 | 0.03 |
| Merced (105,986) | 639 | 2.867 | 0.17 | 0.13 | 0.03 |
| Morgan Hill (39,241) | 642 | 2.859 | 0.17 | 0.13 | 0.03 |
| Bellflower (81,677) | 643 | 2.858 | 0.17 | 0.13 | 0.03 |
| Davis (75,251) | 648 | 2.840 | 0.17 | 0.13 | 0.03 |
| Los Altos (25,018) | 655 | 2.819 | 0.17 | 0.13 | 0.03 |
| Hacienda Heights (53,122) | 658 | 2.809 | 0.17 | 0.13 | 0.03 |
| Lodi (79,581) | 660 | 2.800 | 0.16 | 0.13 | 0.03 |
| Aliso Viejo (40,166) | 686 | 2.728 | 0.16 | 0.12 | 0.03 |
| Hercules (40,681) | 691 | 2.720 | 0.16 | 0.12 | 0.03 |
| Walnut (36,904) | 715 | 2.658 | 0.16 | 0.12 | 0.03 |
| Hawthorne (93,185) | 721 | 2.642 | 0.16 | 0.12 | 0.03 |
| La Habra (62,350) | 722 | 2.641 | 0.16 | 0.12 | 0.03 |
| Brea (49,613) | 725 | 2.636 | 0.16 | 0.12 | 0.03 |
| Newark (42,639) | 729 | 2.629 | 0.15 | 0.12 | 0.03 |
| Highland (71,718) | 730 | 2.629 | 0.15 | 0.12 | 0.03 |
| Pico Rivera (70,829) | 734 | 2.617 | 0.15 | 0.12 | 0.03 |
| Yucaipa (75,098) | 735 | 2.613 | 0.15 | 0.12 | 0.03 |
| Monterey Park (69,987) | 759 | 2.534 | 0.15 | 0.11 | 0.02 |
| Beverly Hills (39,355) | 781 | 2.482 | 0.15 | 0.11 | 0.02 |
| Lynwood (77,366) | 787 | 2.468 | 0.15 | 0.11 | 0.02 |
| Lafayette (27,109) | 791 | 2.461 | 0.14 | 0.11 | 0.02 |
| Foster City (29,020) | 792 | 2.458 | 0.14 | 0.11 | 0.02 |
| Santee (51,325) | 797 | 2.447 | 0.14 | 0.11 | 0.02 |

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|-------------------------------|----------|-----------|---------|----------|-------|
| Agoura Hills (31,522) | 800 | 2.438 | 0.14 | 0.11 | 0.02 |
| Murrieta (44,282) | 812 | 2.398 | 0.14 | 0.11 | 0.02 |
| Santa Cruz (53,082) | 815 | 2.388 | 0.14 | 0.11 | 0.02 |
| Woodland (60,184) | 817 | 2.378 | 0.14 | 0.11 | 0.02 |
| Montebello (68,598) | 821 | 2.367 | 0.14 | 0.11 | 0.02 |
| South Whittier (55,193) | 838 | 2.325 | 0.14 | 0.10 | 0.02 |
| Hemet (96,554) | 846 | 2.304 | 0.14 | 0.10 | 0.02 |
| Los Banos (59,231) | 847 | 2.301 | 0.14 | 0.10 | 0.02 |
| La Canada Flintridge (23,489) | 848 | 2.297 | 0.14 | 0.10 | 0.02 |
| Altadena (42,610) | 851 | 2.294 | 0.14 | 0.10 | 0.02 |
| Gardena (66,029) | 854 | 2.289 | 0.13 | 0.10 | 0.02 |
| Calabasas (27,246) | 864 | 2.274 | 0.13 | 0.10 | 0.02 |
| Laguna Hills (36,318) | 870 | 2.268 | 0.13 | 0.10 | 0.02 |
| Claremont (38,575) | 876 | 2.260 | 0.13 | 0.10 | 0.02 |
| Rowland Heights (48,553) | 881 | 2.256 | 0.13 | 0.10 | 0.02 |
| Covina (52,092) | 884 | 2.245 | 0.13 | 0.10 | 0.02 |
| Hanford (66,309) | 903 | 2.215 | 0.13 | 0.10 | 0.02 |
| San Dimas (39,526) | 905 | 2.210 | 0.13 | 0.10 | 0.02 |
| Los Gatos (26,047) | 917 | 2.184 | 0.13 | 0.10 | 0.02 |
| Dana Point (38,902) | 922 | 2.180 | 0.13 | 0.10 | 0.02 |
| Temple City (49,937) | 934 | 2.163 | 0.13 | 0.10 | 0.02 |
| Pacific (33,830) | 938 | 2.158 | 0.13 | 0.10 | 0.02 |
| Madera (77,709) | 951 | 2.144 | 0.13 | 0.10 | 0.02 |
| West Sacramento (75,939) | 952 | 2.141 | 0.13 | 0.10 | 0.02 |
| Pleasant Hill (35,686) | 953 | 2.141 | 0.13 | 0.10 | 0.02 |
| Hollister (42,782) | 959 | 2.134 | 0.13 | 0.10 | 0.02 |
| San Juan Capistrano (38,228) | 963 | 2.120 | 0.12 | 0.10 | 0.02 |
| Martinez (37,628) | 969 | 2.108 | 0.12 | 0.09 | 0.02 |
| San Bruno (38,134) | 971 | 2.105 | 0.12 | 0.09 | 0.02 |
| Orinda (20,035) | 974 | 2.095 | 0.12 | 0.09 | 0.02 |
| Carmichael (49,742) | 981 | 2.080 | 0.12 | 0.09 | 0.02 |
| La Verne (38,152) | 982 | 2.080 | 0.12 | 0.09 | 0.02 |
| Laguna (34,309) | 988 | 2.057 | 0.12 | 0.09 | 0.02 |
| Tustin Foothills (24,044) | 989 | 2.057 | 0.12 | 0.09 | 0.02 |
| Colton (64,368) | 996 | 2.047 | 0.12 | 0.09 | 0.02 |
| Paramount (62,175) | 1,008 | 2.031 | 0.12 | 0.09 | 0.02 |
| Campbell (33,885) | 1,013 | 2.025 | 0.12 | 0.09 | 0.02 |
| Menlo Park (26,909) | 1,014 | 2.024 | 0.12 | 0.09 | 0.02 |
| Norco (35,884) | 1,027 | 1.999 | 0.12 | 0.09 | 0.02 |
| Culver City (43,342) | 1,029 | 1.996 | 0.12 | 0.09 | 0.02 |
| Tulare (66,061) | 1,036 | 1.976 | 0.12 | 0.09 | 0.02 |
| Azusa (56,440) | 1,041 | 1.966 | 0.12 | 0.09 | 0.02 |
| Rancho Cordova (55,060) | 1,045 | 1.963 | 0.12 | 0.09 | 0.02 |
| Rosemead (60,953) | 1,046 | 1.961 | 0.12 | 0.09 | 0.02 |
| San Carlos (24,641) | 1,060 | 1.938 | 0.11 | 0.09 | 0.02 |

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|-------------------------------------|----------|-----------|---------|----------|-------|
| Ceres (53,289) | 1,066 | 1.930 | 0.11 | 0.09 | 0.02 |
| Beaumont (72,954) | 1,068 | 1.928 | 0.11 | 0.09 | 0.02 |
| Watsonville (56,957) | 1,092 | 1.905 | 0.11 | 0.09 | 0.02 |
| Alamo (15,626) | 1,094 | 1.905 | 0.11 | 0.09 | 0.02 |
| Rohnert Park (41,215) | 1,095 | 1.903 | 0.11 | 0.09 | 0.02 |
| La Mesa (51,311) | 1,097 | 1.902 | 0.11 | 0.09 | 0.02 |
| Palm Springs (59,312) | 1,100 | 1.897 | 0.11 | 0.09 | 0.02 |
| American Canyon (39,847) | 1,139 | 1.846 | 0.11 | 0.08 | 0.02 |
| Coachella (70,875) | 1,166 | 1.801 | 0.11 | 0.08 | 0.02 |
| Windsor (31,877) | 1,174 | 1.793 | 0.11 | 0.08 | 0.02 |
| Calexico (69,651) | 1,175 | 1.791 | 0.11 | 0.08 | 0.02 |
| Huntington Park (68,219) | 1,209 | 1.755 | 0.10 | 0.08 | 0.02 |
| Laguna Beach (25,886) | 1,213 | 1.745 | 0.10 | 0.08 | 0.02 |
| Porterville (60,354) | 1,234 | 1.719 | 0.10 | 0.08 | 0.02 |
| Palos Verdes Estates (15,600) | 1,240 | 1.713 | 0.10 | 0.08 | 0.02 |
| San Gabriel (46,011) | 1,245 | 1.709 | 0.10 | 0.08 | 0.02 |
| Hillsborough (9,946) | 1,248 | 1.708 | 0.10 | 0.08 | 0.02 |
| Monrovia (42,202) | 1,252 | 1.702 | 0.10 | 0.08 | 0.02 |
| Granite Bay (19,388) | 1,253 | 1.702 | 0.10 | 0.08 | 0.02 |
| Riverbank (42,080) | 1,277 | 1.671 | 0.10 | 0.08 | 0.02 |
| La Puente (45,159) | 1,288 | 1.655 | 0.10 | 0.07 | 0.02 |
| East Palo Alto (41,040) | 1,299 | 1.642 | 0.10 | 0.07 | 0.02 |
| Hermosa Beach (22,746) | 1,300 | 1.641 | 0.10 | 0.07 | 0.02 |
| Belmont (22,522) | 1,323 | 1.620 | 0.10 | 0.07 | 0.02 |
| Benicia (26,748) | 1,334 | 1.608 | 0.09 | 0.07 | 0.02 |
| Moraga (18,408) | 1,338 | 1.605 | 0.09 | 0.07 | 0.02 |
| Suisun City (29,615) | 1,342 | 1.602 | 0.09 | 0.07 | 0.02 |
| Delano (63,977) | 1,344 | 1.601 | 0.09 | 0.07 | 0.02 |
| Coto de Caza (13,057) | 1,350 | 1.587 | 0.09 | 0.07 | 0.02 |
| Rancho Mirage (29,835) | 1,351 | 1.587 | 0.09 | 0.07 | 0.02 |
| Fair Oaks (28,008) | 1,359 | 1.575 | 0.09 | 0.07 | 0.02 |
| Seaside (42,637) | 1,366 | 1.569 | 0.09 | 0.07 | 0.02 |
| Montclair (42,694) | 1,382 | 1.549 | 0.09 | 0.07 | 0.01 |
| Burlingame (25,336) | 1,385 | 1.544 | 0.09 | 0.07 | 0.01 |
| Galt (37,636) | 1,419 | 1.507 | 0.09 | 0.07 | 0.01 |
| El Dorado Hills (18,016) | 1,427 | 1.497 | 0.09 | 0.07 | 0.01 |
| Oakley (25,619) | 1,430 | 1.494 | 0.09 | 0.07 | 0.01 |
| San Marino (14,292) | 1,433 | 1.490 | 0.09 | 0.07 | 0.01 |
| Banning (51,706) | 1,454 | 1.474 | 0.09 | 0.07 | 0.01 |
| National City (55,560) | 1,457 | 1.473 | 0.09 | 0.07 | 0.01 |
| Malibu (15,757) | 1,495 | 1.429 | 0.08 | 0.06 | 0.01 |
| West Hollywood (40,830) | 1,512 | 1.413 | 0.08 | 0.06 | 0.01 |
| Blackhawk-Camino Tassajara (10,048) | 1,541 | 1.381 | 0.08 | 0.06 | 0.01 |
| Ripon (27,157) | 1,550 | 1.376 | 0.08 | 0.06 | 0.01 |
| Stanton (39,538) | 1,551 | 1.375 | 0.08 | 0.06 | 0.01 |

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|--|----------|-----------|---------|----------|-------|
| Orcutt (28,830) | 1,561 | 1.365 | 0.08 | 0.06 | 0.01 |
| Los Altos Hills (8,824) | 1,564 | 1.362 | 0.08 | 0.06 | 0.01 |
| Florence-Graham (60,197) | 1,565 | 1.361 | 0.08 | 0.06 | 0.01 |
| South Pasadena (27,450) | 1,566 | 1.360 | 0.08 | 0.06 | 0.01 |
| Bell Gardens (49,579) | 1,584 | 1.349 | 0.08 | 0.06 | 0.01 |
| Coronado (22,789) | 1,586 | 1.348 | 0.08 | 0.06 | 0.01 |
| Lompoc (40,297) | 1,589 | 1.347 | 0.08 | 0.06 | 0.01 |
| La Presa (32,721) | 1,600 | 1.336 | 0.08 | 0.06 | 0.01 |
| Patterson (30,661) | 1,627 | 1.302 | 0.08 | 0.06 | 0.01 |
| Atwater (39,171) | 1,630 | 1.300 | 0.08 | 0.06 | 0.01 |
| Monterey (29,669) | 1,638 | 1.295 | 0.08 | 0.06 | 0.01 |
| Atascadero (29,504) | 1,656 | 1.278 | 0.08 | 0.06 | 0.01 |
| El Paso de Robles (Paso Robles) (36,474) | 1,666 | 1.272 | 0.07 | 0.06 | 0.01 |
| North Highlands (44,187) | 1,673 | 1.268 | 0.07 | 0.06 | 0.01 |
| Orangevale (26,705) | 1,674 | 1.267 | 0.07 | 0.06 | 0.01 |
| San Jacinto (45,959) | 1,690 | 1.251 | 0.07 | 0.06 | 0.01 |
| San Luis Obispo (43,637) | 1,703 | 1.239 | 0.07 | 0.06 | 0.01 |
| Atherton (6,936) | 1,714 | 1.233 | 0.07 | 0.06 | 0.01 |
| Rancho San Diego (20,155) | 1,727 | 1.222 | 0.07 | 0.05 | 0.01 |
| Lawndale (34,726) | 1,752 | 1.204 | 0.07 | 0.05 | 0.01 |
| Piedmont (10,021) | 1,766 | 1.196 | 0.07 | 0.05 | 0.01 |
| Millbrae (19,573) | 1,773 | 1.190 | 0.07 | 0.05 | 0.01 |
| El Centro (39,983) | 1,789 | 1.179 | 0.07 | 0.05 | 0.01 |
| El Cerrito (23,069) | 1,796 | 1.174 | 0.07 | 0.05 | 0.01 |
| California City (28,858) | 1,797 | 1.173 | 0.07 | 0.05 | 0.01 |
| Ridgecrest (28,831) | 1,826 | 1.153 | 0.07 | 0.05 | 0.01 |
| Spring Valley (26,663) | 1,839 | 1.144 | 0.07 | 0.05 | 0.01 |
| Lemoore (31,907) | 1,840 | 1.144 | 0.07 | 0.05 | 0.01 |
| Fallbrook (29,100) | 1,861 | 1.133 | 0.07 | 0.05 | 0.01 |
| Duarte (24,838) | 1,881 | 1.121 | 0.07 | 0.05 | 0.01 |
| Truckee (21,361) | 1,886 | 1.118 | 0.07 | 0.05 | 0.01 |
| Clayton (12,300) | 1,896 | 1.112 | 0.07 | 0.05 | 0.01 |
| San Pablo (33,624) | 1,897 | 1.112 | 0.07 | 0.05 | 0.01 |
| Pinole (19,974) | 1,912 | 1.106 | 0.07 | 0.05 | 0.01 |
| Bell (41,282) | 1,920 | 1.099 | 0.06 | 0.05 | 0.01 |
| Lathrop (22,396) | 1,928 | 1.096 | 0.06 | 0.05 | 0.01 |
| San Lorenzo (21,898) | 1,936 | 1.094 | 0.06 | 0.05 | 0.01 |
| Santa Paula (29,165) | 1,963 | 1.080 | 0.06 | 0.05 | 0.01 |
| Yuba City (36,758) | 1,973 | 1.074 | 0.06 | 0.05 | 0.01 |
| La Palma (17,616) | 1,976 | 1.072 | 0.06 | 0.05 | 0.01 |
| Adelanto (36,839) | 2,037 | 1.035 | 0.06 | 0.05 | 0.01 |
| West Whittier-Los Nietos (25,129) | 2,049 | 1.026 | 0.06 | 0.05 | 0.01 |
| Mill Valley (12,651) | 2,057 | 1.021 | 0.06 | 0.05 | 0.01 |
| Barstow (32,527) | 2,071 | 1.014 | 0.06 | 0.05 | 0.01 |
| Casa de Oro-Mount Helix (18,874) | 2,072 | 1.013 | 0.06 | 0.05 | 0.01 |

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California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Parkway-South Sacramento (36,468) | 2,080 | 1.011 | 0.06 | 0.05 | 0.01 |
| Rubidoux (29,180) | 2,092 | 1.005 | 0.06 | 0.05 | 0.01 |
| West Puente Valley (22,589) | 2,094 | 1.003 | 0.06 | 0.05 | 0.01 |
| La Crescenta-Montrose (18,532) | 2,109 | 0.990 | 0.06 | 0.04 | 0.01 |
| Montecito (10,000) | 2,125 | 0.984 | 0.06 | 0.04 | 0.01 |
| Canyon Lake (15,722) | 2,132 | 0.980 | 0.06 | 0.04 | 0.01 |
| El Segundo (17,969) | 2,133 | 0.980 | 0.06 | 0.04 | 0.01 |
| Tamalpais-Homestead Valley (10,691) | 2,149 | 0.970 | 0.06 | 0.04 | 0.01 |
| Selma (31,376) | 2,156 | 0.968 | 0.06 | 0.04 | 0.01 |
| Valinda (21,776) | 2,168 | 0.960 | 0.06 | 0.04 | 0.01 |
| Marina (25,101) | 2,169 | 0.960 | 0.06 | 0.04 | 0.01 |
| San Fernando (26,925) | 2,174 | 0.955 | 0.06 | 0.04 | 0.01 |
| Seal Beach (25,425) | 2,183 | 0.951 | 0.06 | 0.04 | 0.01 |
| Half Moon Bay (13,379) | 2,213 | 0.933 | 0.05 | 0.04 | 0.01 |
| West Carson (21,138) | 2,235 | 0.923 | 0.05 | 0.04 | 0.01 |
| Prunedale (16,432) | 2,241 | 0.920 | 0.05 | 0.04 | 0.01 |
| Rosemont (22,904) | 2,245 | 0.917 | 0.05 | 0.04 | 0.01 |
| Oakdale (26,192) | 2,248 | 0.916 | 0.05 | 0.04 | 0.01 |
| Dixon (18,688) | 2,267 | 0.905 | 0.05 | 0.04 | 0.01 |
| Loma Linda (26,186) | 2,301 | 0.889 | 0.05 | 0.04 | 0.01 |
| South San Jose Hills (20,218) | 2,335 | 0.875 | 0.05 | 0.04 | 0.01 |
| Rolling Hills Estates (9,014) | 2,339 | 0.874 | 0.05 | 0.04 | 0.01 |
| Imperial (19,736) | 2,351 | 0.868 | 0.05 | 0.04 | 0.01 |
| Foothill Ranch (10,899) | 2,360 | 0.863 | 0.05 | 0.04 | 0.01 |
| Bay Point (21,534) | 2,366 | 0.861 | 0.05 | 0.04 | 0.01 |
| Lomita (22,129) | 2,388 | 0.852 | 0.05 | 0.04 | 0.01 |
| Lakeside (19,560) | 2,392 | 0.851 | 0.05 | 0.04 | 0.01 |
| Port Hueneme (22,641) | 2,395 | 0.850 | 0.05 | 0.04 | 0.01 |
| Reedley (27,504) | 2,402 | 0.848 | 0.05 | 0.04 | 0.01 |
| Willowbrook (34,138) | 2,411 | 0.844 | 0.05 | 0.04 | 0.01 |
| Maywood (31,123) | 2,413 | 0.843 | 0.05 | 0.04 | 0.01 |
| Tiburon (8,769) | 2,448 | 0.831 | 0.05 | 0.04 | 0.01 |
| Florin (27,653) | 2,449 | 0.831 | 0.05 | 0.04 | 0.01 |
| Lemon Grove (23,449) | 2,452 | 0.830 | 0.05 | 0.04 | 0.01 |
| Imperial Beach (25,917) | 2,454 | 0.827 | 0.05 | 0.04 | 0.01 |
| Sanger (28,853) | 2,461 | 0.823 | 0.05 | 0.04 | 0.01 |
| Winter Gardens (19,771) | 2,516 | 0.805 | 0.05 | 0.04 | 0.01 |
| Fillmore (19,759) | 2,519 | 0.799 | 0.05 | 0.04 | 0.01 |
| Solana Beach (12,516) | 2,521 | 0.799 | 0.05 | 0.04 | 0.01 |
| Rossmoor (10,298) | 2,542 | 0.792 | 0.05 | 0.04 | 0.01 |
| Wasco (30,346) | 2,569 | 0.782 | 0.05 | 0.04 | 0.01 |
| Westlake Village (9,271) | 2,574 | 0.779 | 0.05 | 0.03 | 0.01 |
| Paradise (27,479) | 2,580 | 0.778 | 0.05 | 0.03 | 0.01 |
| Bonita (12,401) | 2,593 | 0.773 | 0.05 | 0.03 | 0.01 |
| Woodside (5,081) | 2,594 | 0.773 | 0.05 | 0.03 | 0.01 |

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California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Cameron Park (14,549) | 2,599 | 0.772 | 0.05 | 0.03 | 0.01 |
| Mira Loma (17,617) | 2,615 | 0.767 | 0.05 | 0.03 | 0.01 |
| South Lake Tahoe (24,871) | 2,616 | 0.767 | 0.05 | 0.03 | 0.01 |
| Rio Vista (19,332) | 2,619 | 0.765 | 0.05 | 0.03 | 0.01 |
| North Fair Oaks (15,440) | 2,626 | 0.763 | 0.04 | 0.03 | 0.01 |
| Albany (15,544) | 2,640 | 0.759 | 0.04 | 0.03 | 0.01 |
| Ashland (20,793) | 2,660 | 0.754 | 0.04 | 0.03 | 0.01 |
| Indian Wells (9,018) | 2,664 | 0.754 | 0.04 | 0.03 | 0.01 |
| Yucca Valley (27,314) | 2,705 | 0.739 | 0.04 | 0.03 | 0.01 |
| Arroyo Grande (17,224) | 2,706 | 0.739 | 0.04 | 0.03 | 0.01 |
| South El Monte (23,892) | 2,717 | 0.736 | 0.04 | 0.03 | 0.01 |
| Cudahy (28,418) | 2,727 | 0.734 | 0.04 | 0.03 | 0.01 |
| Sierra Madre (12,471) | 2,741 | 0.731 | 0.04 | 0.03 | 0.01 |
| Dinuba (24,395) | 2,767 | 0.723 | 0.04 | 0.03 | 0.01 |
| Alpine (13,143) | 2,768 | 0.722 | 0.04 | 0.03 | 0.01 |
| San Anselmo (11,328) | 2,774 | 0.720 | 0.04 | 0.03 | 0.01 |
| Discovery Bay (8,981) | 2,784 | 0.718 | 0.04 | 0.03 | 0.01 |
| Artesia (18,072) | 2,794 | 0.715 | 0.04 | 0.03 | 0.01 |
| Grand Terrace (14,791) | 2,830 | 0.705 | 0.04 | 0.03 | 0.01 |
| Vincent (15,097) | 2,841 | 0.703 | 0.04 | 0.03 | 0.01 |
| Signal Hill (16,101) | 2,847 | 0.701 | 0.04 | 0.03 | 0.01 |
| Desert Hot Springs (30,239) | 2,858 | 0.699 | 0.04 | 0.03 | 0.01 |
| Hughson (19,305) | 2,868 | 0.693 | 0.04 | 0.03 | 0.01 |
| Kingsburg (19,140) | 2,877 | 0.689 | 0.04 | 0.03 | 0.01 |
| Scotts Valley (10,676) | 2,882 | 0.688 | 0.04 | 0.03 | 0.01 |
| Ramona (15,691) | 2,910 | 0.678 | 0.04 | 0.03 | 0.01 |
| Oildale (27,885) | 2,944 | 0.670 | 0.04 | 0.03 | 0.01 |
| Corte Madera (9,399) | 2,953 | 0.667 | 0.04 | 0.03 | 0.01 |
| Kentfield (6,351) | 2,970 | 0.663 | 0.04 | 0.03 | 0.01 |
| Larkspur (11,171) | 2,973 | 0.663 | 0.04 | 0.03 | 0.01 |
| East San Gabriel (14,512) | 2,975 | 0.662 | 0.04 | 0.03 | 0.01 |
| Gold River (8,023) | 2,999 | 0.656 | 0.04 | 0.03 | 0.01 |
| Avocado Heights (15,148) | 3,003 | 0.656 | 0.04 | 0.03 | 0.01 |
| Westmont (31,623) | 3,005 | 0.656 | 0.04 | 0.03 | 0.01 |
| Alum Rock (13,479) | 3,015 | 0.654 | 0.04 | 0.03 | 0.01 |
| Pacific Grove (14,558) | 3,023 | 0.650 | 0.04 | 0.03 | 0.01 |
| Villa Park (6,290) | 3,025 | 0.650 | 0.04 | 0.03 | 0.01 |
| Avenal (24,519) | 3,032 | 0.648 | 0.04 | 0.03 | 0.01 |
| Salida (12,560) | 3,036 | 0.646 | 0.04 | 0.03 | 0.01 |
| Fairview (9,470) | 3,039 | 0.645 | 0.04 | 0.03 | 0.01 |
| San Diego Country Estates (9,262) | 3,066 | 0.639 | 0.04 | 0.03 | 0.01 |
| Brawley (22,861) | 3,078 | 0.636 | 0.04 | 0.03 | 0.01 |
| Santa Fe Springs (15,959) | 3,092 | 0.632 | 0.04 | 0.03 | 0.01 |
| La Habra Heights (6,892) | 3,143 | 0.619 | 0.04 | 0.03 | 0.01 |
| Los Alamitos (12,538) | 3,160 | 0.616 | 0.04 | 0.03 | 0.01 |

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California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Rio del Mar (9,198) | 3,162 | 0.616 | 0.04 | 0.03 | 0.01 |
| Wildomar (14,064) | 3,171 | 0.614 | 0.04 | 0.03 | 0.01 |
| South Yuba City (12,651) | 3,174 | 0.613 | 0.04 | 0.03 | 0.01 |
| Pedley (11,207) | 3,211 | 0.603 | 0.04 | 0.03 | 0.01 |
| Portola Valley (4,287) | 3,214 | 0.603 | 0.04 | 0.03 | 0.01 |
| Auburn (13,757) | 3,226 | 0.599 | 0.04 | 0.03 | 0.01 |
| Baywood-Los Osos (14,351) | 3,246 | 0.594 | 0.03 | 0.03 | 0.01 |
| Foothill Farms (17,426) | 3,264 | 0.589 | 0.03 | 0.03 | 0.01 |
| Vineyard (10,109) | 3,275 | 0.586 | 0.03 | 0.03 | 0.01 |
| Bloomington (19,318) | 3,276 | 0.586 | 0.03 | 0.03 | 0.01 |
| View Park-Windsor Hills (10,958) | 3,287 | 0.584 | 0.03 | 0.03 | 0.01 |
| Rancho Santa Fe (3,252) | 3,310 | 0.578 | 0.03 | 0.03 | 0.01 |
| Lennox (22,950) | 3,319 | 0.577 | 0.03 | 0.03 | 0.01 |
| Rosedale (8,445) | 3,338 | 0.573 | 0.03 | 0.03 | 0.01 |
| Eureka (24,885) | 3,343 | 0.572 | 0.03 | 0.03 | 0.01 |
| Laguna West-Lakeside (8,414) | 3,345 | 0.572 | 0.03 | 0.03 | 0.01 |
| Nipomo (12,626) | 3,408 | 0.560 | 0.03 | 0.03 | 0.01 |
| Carpinteria (12,778) | 3,509 | 0.542 | 0.03 | 0.02 | 0.01 |
| Healdsburg (12,448) | 3,510 | 0.542 | 0.03 | 0.02 | 0.01 |
| East Foothills (8,133) | 3,516 | 0.541 | 0.03 | 0.02 | 0.01 |
| Rosamond (14,349) | 3,518 | 0.540 | 0.03 | 0.02 | 0.01 |
| Sausalito (6,929) | 3,520 | 0.539 | 0.03 | 0.02 | 0.01 |
| Livingston (18,633) | 3,523 | 0.538 | 0.03 | 0.02 | 0.01 |
| Hawaiian Gardens (17,430) | 3,539 | 0.535 | 0.03 | 0.02 | 0.01 |
| Cherryland (13,837) | 3,569 | 0.527 | 0.03 | 0.02 | 0.01 |
| Ladera Heights (6,568) | 3,571 | 0.527 | 0.03 | 0.02 | 0.01 |
| Newman (15,001) | 3,575 | 0.526 | 0.03 | 0.02 | 0.01 |
| El Sobrante (12,260) | 3,577 | 0.526 | 0.03 | 0.02 | 0.01 |
| East Hemet (14,823) | 3,582 | 0.525 | 0.03 | 0.02 | 0.01 |
| Woodcrest (8,342) | 3,598 | 0.521 | 0.03 | 0.02 | 0.01 |
| Citrus (10,581) | 3,618 | 0.518 | 0.03 | 0.02 | 0.01 |
| Sonoma (11,529) | 3,625 | 0.518 | 0.03 | 0.02 | 0.01 |
| Aptos (9,396) | 3,631 | 0.517 | 0.03 | 0.02 | 0.01 |
| Portola Hills (6,391) | 3,634 | 0.516 | 0.03 | 0.02 | 0.01 |
| Walnut Park (16,180) | 3,641 | 0.516 | 0.03 | 0.02 | 0.00 |
| Emeryville (12,718) | 3,656 | 0.513 | 0.03 | 0.02 | 0.00 |
| Shafter (19,411) | 3,669 | 0.509 | 0.03 | 0.02 | 0.00 |
| Bostonia (15,169) | 3,703 | 0.501 | 0.03 | 0.02 | 0.00 |
| Marina del Rey (8,176) | 3,716 | 0.498 | 0.03 | 0.02 | 0.00 |
| Commerce (16,284) | 3,746 | 0.493 | 0.03 | 0.02 | 0.00 |
| Glen Avon (14,853) | 3,756 | 0.491 | 0.03 | 0.02 | 0.00 |
| Kerman (17,559) | 3,771 | 0.487 | 0.03 | 0.02 | 0.00 |
| Stanford (13,315) | 3,774 | 0.487 | 0.03 | 0.02 | 0.00 |
| Lake Arrowhead (8,934) | 3,794 | 0.483 | 0.03 | 0.02 | 0.00 |
| Escalon (10,912) | 3,795 | 0.483 | 0.03 | 0.02 | 0.00 |

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California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Lucas Valley-Marinwood (6,357) | 3,796 | 0.483 | 0.03 | 0.02 | 0.00 |
| Sun City (17,773) | 3,851 | 0.471 | 0.03 | 0.02 | 0.00 |
| Rodeo (8,717) | 3,864 | 0.469 | 0.03 | 0.02 | 0.00 |
| El Granada (5,724) | 3,869 | 0.468 | 0.03 | 0.02 | 0.00 |
| McKinleyville (13,599) | 3,923 | 0.460 | 0.03 | 0.02 | 0.00 |
| Ukiah (15,815) | 3,925 | 0.460 | 0.03 | 0.02 | 0.00 |
| Jamul (5,920) | 3,927 | 0.460 | 0.03 | 0.02 | 0.00 |
| Waterford (13,104) | 3,936 | 0.458 | 0.03 | 0.02 | 0.00 |
| Greenfield (13,671) | 3,939 | 0.457 | 0.03 | 0.02 | 0.00 |
| Monte Sereno (3,304) | 3,965 | 0.453 | 0.03 | 0.02 | 0.00 |
| Las Flores (5,625) | 3,984 | 0.450 | 0.03 | 0.02 | 0.00 |
| Gonzales (12,141) | 3,990 | 0.449 | 0.03 | 0.02 | 0.00 |
| La Riviera (10,273) | 3,992 | 0.449 | 0.03 | 0.02 | 0.00 |
| Parlier (20,525) | 3,995 | 0.448 | 0.03 | 0.02 | 0.00 |
| Laguna Woods (16,507) | 3,998 | 0.447 | 0.03 | 0.02 | 0.00 |
| Cloverdale (11,868) | 4,002 | 0.446 | 0.03 | 0.02 | 0.00 |
| Del Aire (9,012) | 4,024 | 0.442 | 0.03 | 0.02 | 0.00 |
| Emerald Lake Hills (3,899) | 4,032 | 0.441 | 0.03 | 0.02 | 0.00 |
| Grover Beach (12,958) | 4,060 | 0.439 | 0.03 | 0.02 | 0.00 |
| Cotati (9,333) | 4,069 | 0.438 | 0.03 | 0.02 | 0.00 |
| East La Mirada (9,538) | 4,081 | 0.436 | 0.03 | 0.02 | 0.00 |
| Loyola (3,478) | 4,091 | 0.435 | 0.03 | 0.02 | 0.00 |
| Quartz Hill (9,890) | 4,110 | 0.432 | 0.03 | 0.02 | 0.00 |
| Susanville (13,541) | 4,126 | 0.429 | 0.03 | 0.02 | 0.00 |
| Soledad (11,263) | 4,147 | 0.427 | 0.03 | 0.02 | 0.00 |
| Hidden Hills (2,394) | 4,149 | 0.426 | 0.03 | 0.02 | 0.00 |
| Valley Center (7,323) | 4,186 | 0.421 | 0.02 | 0.02 | 0.00 |
| Arvin (19,806) | 4,207 | 0.417 | 0.02 | 0.02 | 0.00 |
| Larkfield-Wikiup (7,479) | 4,239 | 0.414 | 0.02 | 0.02 | 0.00 |
| Winters (9,504) | 4,260 | 0.411 | 0.02 | 0.02 | 0.00 |
| Rio Linda (10,466) | 4,269 | 0.410 | 0.02 | 0.02 | 0.00 |
| Twentynine Palms (14,764) | 4,275 | 0.409 | 0.02 | 0.02 | 0.00 |
| Kensington (4,936) | 4,276 | 0.409 | 0.02 | 0.02 | 0.00 |
| Charter Oak (9,027) | 4,288 | 0.407 | 0.02 | 0.02 | 0.00 |
| West Menlo Park (3,629) | 4,295 | 0.406 | 0.02 | 0.02 | 0.00 |
| Crestline (10,218) | 4,315 | 0.402 | 0.02 | 0.02 | 0.00 |
| Del Monte Forest (4,531) | 4,316 | 0.402 | 0.02 | 0.02 | 0.00 |
| Home Gardens (9,461) | 4,331 | 0.400 | 0.02 | 0.02 | 0.00 |
| Fairbanks Ranch (2,244) | 4,338 | 0.399 | 0.02 | 0.02 | 0.00 |
| Lake Los Angeles (11,523) | 4,351 | 0.397 | 0.02 | 0.02 | 0.00 |
| Grass Valley (15,823) | 4,357 | 0.396 | 0.02 | 0.02 | 0.00 |
| Red Bluff (16,475) | 4,359 | 0.396 | 0.02 | 0.02 | 0.00 |
| Corcoran (14,458) | 4,361 | 0.396 | 0.02 | 0.02 | 0.00 |
| Coalinga (11,668) | 4,362 | 0.396 | 0.02 | 0.02 | 0.00 |
| North Auburn (11,847) | 4,364 | 0.395 | 0.02 | 0.02 | 0.00 |

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California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Highlands-Baywood Park (4,210) | 4,371 | 0.394 | 0.02 | 0.02 | 0.00 |
| Newport Coast (2,671) | 4,398 | 0.391 | 0.02 | 0.02 | 0.00 |
| Placerville (11,954) | 4,427 | 0.387 | 0.02 | 0.02 | 0.00 |
| Blythe (12,155) | 4,468 | 0.382 | 0.02 | 0.02 | 0.00 |
| Bonadelle Ranchos-Madera Ranchos (7,300) | 4,474 | 0.381 | 0.02 | 0.02 | 0.00 |
| Rolling Hills (2,122) | 4,503 | 0.377 | 0.02 | 0.02 | 0.00 |
| Exeter (12,193) | 4,604 | 0.366 | 0.02 | 0.02 | 0.00 |
| Tehachapi (14,037) | 4,619 | 0.364 | 0.02 | 0.02 | 0.00 |
| Loomis (6,725) | 4,637 | 0.361 | 0.02 | 0.02 | 0.00 |
| Mira Monte (7,177) | 4,706 | 0.353 | 0.02 | 0.02 | 0.00 |
| Arcata (17,807) | 4,707 | 0.353 | 0.02 | 0.02 | 0.00 |
| Interlaken (7,328) | 4,731 | 0.351 | 0.02 | 0.02 | 0.00 |
| Capitola (8,556) | 4,735 | 0.350 | 0.02 | 0.02 | 0.00 |
| Fortuna (12,619) | 4,747 | 0.349 | 0.02 | 0.02 | 0.00 |
| Fairfax (6,697) | 4,758 | 0.348 | 0.02 | 0.02 | 0.00 |
| King City (11,364) | 4,761 | 0.348 | 0.02 | 0.02 | 0.00 |
| South San Gabriel (7,595) | 4,785 | 0.345 | 0.02 | 0.02 | 0.00 |
| Clearlake (19,528) | 4,789 | 0.345 | 0.02 | 0.02 | 0.00 |
| Anderson (15,779) | 4,791 | 0.345 | 0.02 | 0.02 | 0.00 |
| Ojai (8,614) | 4,819 | 0.342 | 0.02 | 0.02 | 0.00 |
| Pismo Beach (8,246) | 4,831 | 0.340 | 0.02 | 0.02 | 0.00 |
| Country Club (9,462) | 4,866 | 0.337 | 0.02 | 0.02 | 0.00 |
| Marysville (13,284) | 4,871 | 0.337 | 0.02 | 0.02 | 0.00 |
| Shasta Lake (14,328) | 4,893 | 0.335 | 0.02 | 0.02 | 0.00 |
| Strawberry (5,302) | 4,913 | 0.332 | 0.02 | 0.01 | 0.00 |
| Alta Sierra (6,522) | 4,933 | 0.330 | 0.02 | 0.01 | 0.00 |
| Ione (9,101) | 4,942 | 0.329 | 0.02 | 0.01 | 0.00 |
| St. Helena (6,264) | 4,949 | 0.328 | 0.02 | 0.01 | 0.00 |
| Santa Ynez (4,584) | 4,957 | 0.327 | 0.02 | 0.01 | 0.00 |
| Orange Cove (16,438) | 4,960 | 0.327 | 0.02 | 0.01 | 0.00 |
| Wheatland (10,538) | 4,961 | 0.327 | 0.02 | 0.01 | 0.00 |
| Del Mar (4,533) | 4,964 | 0.326 | 0.02 | 0.01 | 0.00 |
| Oroville East (8,680) | 5,043 | 0.318 | 0.02 | 0.01 | 0.00 |
| Golden Hills (7,434) | 5,052 | 0.318 | 0.02 | 0.01 | 0.00 |
| Madera Acres (7,741) | 5,090 | 0.313 | 0.02 | 0.01 | 0.00 |
| Farmersville (12,651) | 5,105 | 0.311 | 0.02 | 0.01 | 0.00 |
| Morro Bay (10,186) | 5,108 | 0.311 | 0.02 | 0.01 | 0.00 |
| Mammoth Lakes (7,771) | 5,142 | 0.308 | 0.02 | 0.01 | 0.00 |
| Sebastopol (7,434) | 5,155 | 0.307 | 0.02 | 0.01 | 0.00 |
| Rancho Murieta (4,193) | 5,161 | 0.306 | 0.02 | 0.01 | 0.00 |
| Alondra Park (8,622) | 5,180 | 0.304 | 0.02 | 0.01 | 0.00 |
| Chowchilla (11,127) | 5,183 | 0.304 | 0.02 | 0.01 | 0.00 |
| Magalia (10,569) | 5,186 | 0.304 | 0.02 | 0.01 | 0.00 |
| Vandenberg Village (5,802) | 5,201 | 0.303 | 0.02 | 0.01 | 0.00 |
| Valle Vista (10,488) | 5,203 | 0.303 | 0.02 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Lamont (13,296) | 5,205 | 0.302 | 0.02 | 0.01 | 0.00 |
| Boyes Hot Springs (6,665) | 5,219 | 0.300 | 0.02 | 0.01 | 0.00 |
| Delhi (8,022) | 5,259 | 0.297 | 0.02 | 0.01 | 0.00 |
| Carmel Valley Village (4,700) | 5,278 | 0.296 | 0.02 | 0.01 | 0.00 |
| Olivehurst (11,061) | 5,306 | 0.294 | 0.02 | 0.01 | 0.00 |
| Calimesa (8,679) | 5,326 | 0.292 | 0.02 | 0.01 | 0.00 |
| Santa Venetia (4,298) | 5,366 | 0.289 | 0.02 | 0.01 | 0.00 |
| East Pasadena (6,045) | 5,387 | 0.287 | 0.02 | 0.01 | 0.00 |
| West Athens (9,101) | 5,391 | 0.287 | 0.02 | 0.01 | 0.00 |
| Mentone (7,803) | 5,397 | 0.286 | 0.02 | 0.01 | 0.00 |
| Bermuda Dunes (6,229) | 5,422 | 0.283 | 0.02 | 0.01 | 0.00 |
| Wilton (4,551) | 5,466 | 0.278 | 0.02 | 0.01 | 0.00 |
| El Rio (6,193) | 5,485 | 0.277 | 0.02 | 0.01 | 0.00 |
| Linda (13,474) | 5,533 | 0.273 | 0.02 | 0.01 | 0.00 |
| Gustine (7,849) | 5,552 | 0.271 | 0.02 | 0.01 | 0.00 |
| San Joaquin Hills (2,959) | 5,556 | 0.271 | 0.02 | 0.01 | 0.00 |
| Oroville (13,853) | 5,574 | 0.270 | 0.02 | 0.01 | 0.00 |
| Big Bear Lake (8,770) | 5,590 | 0.269 | 0.02 | 0.01 | 0.00 |
| Tara Hills (5,332) | 5,605 | 0.267 | 0.02 | 0.01 | 0.00 |
| Waldon (5,133) | 5,606 | 0.267 | 0.02 | 0.01 | 0.00 |
| Garden Acres (9,747) | 5,640 | 0.265 | 0.02 | 0.01 | 0.00 |
| Mendota (12,545) | 5,648 | 0.264 | 0.02 | 0.01 | 0.00 |
| San Martin (4,230) | 5,659 | 0.263 | 0.02 | 0.01 | 0.00 |
| Isla Vista (18,344) | 5,665 | 0.263 | 0.02 | 0.01 | 0.00 |
| Lindsay (12,144) | 5,680 | 0.262 | 0.02 | 0.01 | 0.00 |
| Roseland (6,369) | 5,705 | 0.260 | 0.02 | 0.01 | 0.00 |
| East Compton (9,286) | 5,714 | 0.259 | 0.02 | 0.01 | 0.00 |
| Camp Pendleton South (8,854) | 5,726 | 0.258 | 0.02 | 0.01 | 0.00 |
| McFarland (11,562) | 5,772 | 0.255 | 0.02 | 0.01 | 0.00 |
| Lake Wildwood (4,868) | 5,801 | 0.252 | 0.01 | 0.01 | 0.00 |
| Mayflower Village (5,081) | 5,822 | 0.251 | 0.01 | 0.01 | 0.00 |
| Montara (2,950) | 5,838 | 0.250 | 0.01 | 0.01 | 0.00 |
| Broadmoor (4,026) | 5,839 | 0.250 | 0.01 | 0.01 | 0.00 |
| Soquel (5,081) | 5,848 | 0.249 | 0.01 | 0.01 | 0.00 |
| Cambria (6,232) | 5,851 | 0.249 | 0.01 | 0.01 | 0.00 |
| Durham (5,220) | 5,869 | 0.247 | 0.01 | 0.01 | 0.00 |
| Calipatria (8,965) | 5,878 | 0.247 | 0.01 | 0.01 | 0.00 |
| Oceano (7,260) | 5,895 | 0.245 | 0.01 | 0.01 | 0.00 |
| Opal Cliffs (6,458) | 5,899 | 0.245 | 0.01 | 0.01 | 0.00 |
| Morada (3,726) | 5,965 | 0.239 | 0.01 | 0.01 | 0.00 |
| Winton (8,832) | 6,042 | 0.234 | 0.01 | 0.01 | 0.00 |
| Cambrian Park (3,258) | 6,043 | 0.234 | 0.01 | 0.01 | 0.00 |
| Colusa (7,458) | 6,047 | 0.234 | 0.01 | 0.01 | 0.00 |
| Day Valley (3,587) | 6,095 | 0.231 | 0.01 | 0.01 | 0.00 |
| Castroville (6,724) | 6,100 | 0.231 | 0.01 | 0.01 | 0.00 |

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California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Running Springs (5,125) | 6,109 | 0.230 | 0.01 | 0.01 | 0.00 |
| Bear Valley Springs (4,232) | 6,111 | 0.230 | 0.01 | 0.01 | 0.00 |
| Belvedere (1,976) | 6,118 | 0.230 | 0.01 | 0.01 | 0.00 |
| Lexington Hills (2,454) | 6,162 | 0.227 | 0.01 | 0.01 | 0.00 |
| Bayview-Montalvin (5,004) | 6,176 | 0.226 | 0.01 | 0.01 | 0.00 |
| Templeton (4,687) | 6,220 | 0.223 | 0.01 | 0.01 | 0.00 |
| Twentynine Palms Base (8,413) | 6,244 | 0.221 | 0.01 | 0.01 | 0.00 |
| Boulder Creek (4,081) | 6,267 | 0.219 | 0.01 | 0.01 | 0.00 |
| Freedom (6,000) | 6,308 | 0.217 | 0.01 | 0.01 | 0.00 |
| Vandenberg AFB (6,151) | 6,320 | 0.216 | 0.01 | 0.01 | 0.00 |
| Tierra Buena (4,587) | 6,358 | 0.214 | 0.01 | 0.01 | 0.00 |
| Oak View (4,199) | 6,385 | 0.212 | 0.01 | 0.01 | 0.00 |
| Granite Hills (3,246) | 6,395 | 0.211 | 0.01 | 0.01 | 0.00 |
| Fowler (6,723) | 6,407 | 0.211 | 0.01 | 0.01 | 0.00 |
| San Antonio Heights (3,122) | 6,427 | 0.210 | 0.01 | 0.01 | 0.00 |
| Huron (9,569) | 6,434 | 0.209 | 0.01 | 0.01 | 0.00 |
| Yosemite Lakes (4,160) | 6,453 | 0.209 | 0.01 | 0.01 | 0.00 |
| Carmel-by-the-Sea (4,031) | 6,455 | 0.208 | 0.01 | 0.01 | 0.00 |
| Camp Pendleton North (8,197) | 6,460 | 0.208 | 0.01 | 0.01 | 0.00 |
| Cherry Valley (5,891) | 6,507 | 0.205 | 0.01 | 0.01 | 0.00 |
| Angels City (6,919) | 6,508 | 0.205 | 0.01 | 0.01 | 0.00 |
| Phoenix Lake-Cedar Ridge (5,123) | 6,538 | 0.204 | 0.01 | 0.01 | 0.00 |
| Muscoy (8,919) | 6,548 | 0.203 | 0.01 | 0.01 | 0.00 |
| Solvang (4,918) | 6,602 | 0.200 | 0.01 | 0.01 | 0.00 |
| Ross (2,192) | 6,630 | 0.199 | 0.01 | 0.01 | 0.00 |
| Sunnyslope (4,437) | 6,643 | 0.198 | 0.01 | 0.01 | 0.00 |
| Orosi (7,318) | 6,647 | 0.198 | 0.01 | 0.01 | 0.00 |
| Guadalupe (7,093) | 6,670 | 0.197 | 0.01 | 0.01 | 0.00 |
| Brisbane (3,443) | 6,700 | 0.195 | 0.01 | 0.01 | 0.00 |
| Edwards AFB (5,909) | 6,722 | 0.194 | 0.01 | 0.01 | 0.00 |
| Taft (6,400) | 6,749 | 0.193 | 0.01 | 0.01 | 0.00 |
| Ridgemark (2,741) | 6,750 | 0.193 | 0.01 | 0.01 | 0.00 |
| Twin Lakes (5,533) | 6,760 | 0.192 | 0.01 | 0.01 | 0.00 |
| Oak Park (2,320) | 6,769 | 0.192 | 0.01 | 0.01 | 0.00 |
| Lakeport (6,680) | 6,777 | 0.191 | 0.01 | 0.01 | 0.00 |
| El Verano (3,954) | 6,781 | 0.191 | 0.01 | 0.01 | 0.00 |
| Orland (7,663) | 6,792 | 0.191 | 0.01 | 0.01 | 0.00 |
| Lincoln Village (4,216) | 6,862 | 0.187 | 0.01 | 0.01 | 0.00 |
| Lake San Marcos (4,138) | 6,864 | 0.187 | 0.01 | 0.01 | 0.00 |
| Casa Conejo (3,180) | 6,868 | 0.187 | 0.01 | 0.01 | 0.00 |
| Rancho Calaveras (4,182) | 6,871 | 0.187 | 0.01 | 0.01 | 0.00 |
| Corning (8,195) | 6,907 | 0.185 | 0.01 | 0.01 | 0.00 |
| Harbison Canyon (3,645) | 6,911 | 0.185 | 0.01 | 0.01 | 0.00 |
| Mission Canyon (2,610) | 6,922 | 0.184 | 0.01 | 0.01 | 0.00 |
| West Compton (5,435) | 6,934 | 0.184 | 0.01 | 0.01 | 0.00 |

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California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Bonsall (3,401) | 6,941 | 0.183 | 0.01 | 0.01 | 0.00 |
| Lake of the Pines (3,956) | 6,942 | 0.183 | 0.01 | 0.01 | 0.00 |
| Big Bear City (5,779) | 6,943 | 0.183 | 0.01 | 0.01 | 0.00 |
| Nuevo (4,135) | 6,986 | 0.181 | 0.01 | 0.01 | 0.00 |
| Woodlake (8,555) | 6,995 | 0.180 | 0.01 | 0.01 | 0.00 |
| Calistoga (5,254) | 6,998 | 0.180 | 0.01 | 0.01 | 0.00 |
| Hidden Meadows (3,463) | 7,046 | 0.177 | 0.01 | 0.01 | 0.00 |
| August (7,808) | 7,086 | 0.175 | 0.01 | 0.01 | 0.00 |
| Hilmar-Irwin (4,807) | 7,087 | 0.175 | 0.01 | 0.01 | 0.00 |
| Live Oak (7,628) | 7,096 | 0.175 | 0.01 | 0.01 | 0.00 |
| Pollock Pines (4,728) | 7,123 | 0.174 | 0.01 | 0.01 | 0.00 |
| Meiners Oaks (3,750) | 7,144 | 0.173 | 0.01 | 0.01 | 0.00 |
| Aromas (2,797) | 7,163 | 0.172 | 0.01 | 0.01 | 0.00 |
| Wrightwood (3,837) | 7,168 | 0.172 | 0.01 | 0.01 | 0.00 |
| East Richmond Heights (3,357) | 7,171 | 0.172 | 0.01 | 0.01 | 0.00 |
| East Oakdale (2,742) | 7,180 | 0.171 | 0.01 | 0.01 | 0.00 |
| Lakeland Village (5,626) | 7,192 | 0.171 | 0.01 | 0.01 | 0.00 |
| Needles (7,252) | 7,251 | 0.168 | 0.01 | 0.01 | 0.00 |
| Holtville (5,197) | 7,259 | 0.168 | 0.01 | 0.01 | 0.00 |
| Yreka (6,807) | 7,308 | 0.166 | 0.01 | 0.01 | 0.00 |
| Meadow Vista (3,096) | 7,328 | 0.165 | 0.01 | 0.01 | 0.00 |
| Fort Bragg (6,454) | 7,358 | 0.164 | 0.01 | 0.01 | 0.00 |
| West Modesto (6,096) | 7,370 | 0.163 | 0.01 | 0.01 | 0.00 |
| Channel Islands Beach (3,142) | 7,379 | 0.163 | 0.01 | 0.01 | 0.00 |
| South Oroville (7,695) | 7,382 | 0.163 | 0.01 | 0.01 | 0.00 |
| Dos Palos (6,255) | 7,401 | 0.162 | 0.01 | 0.01 | 0.00 |
| Hidden Valley Lake (3,777) | 7,402 | 0.162 | 0.01 | 0.01 | 0.00 |
| Firebaugh (5,743) | 7,420 | 0.161 | 0.01 | 0.01 | 0.00 |
| Arnold (4,218) | 7,436 | 0.160 | 0.01 | 0.01 | 0.00 |
| North El Monte (3,703) | 7,449 | 0.160 | 0.01 | 0.01 | 0.00 |
| Willows (6,548) | 7,451 | 0.160 | 0.01 | 0.01 | 0.00 |
| Moss Beach (1,953) | 7,456 | 0.160 | 0.01 | 0.01 | 0.00 |
| Mission Hills (3,142) | 7,467 | 0.159 | 0.01 | 0.01 | 0.00 |
| Diamond Springs (4,888) | 7,488 | 0.158 | 0.01 | 0.01 | 0.00 |
| Angwin (3,148) | 7,495 | 0.158 | 0.01 | 0.01 | 0.00 |
| Lemoore Station (5,749) | 7,573 | 0.156 | 0.01 | 0.01 | 0.00 |
| Palermo (5,720) | 7,577 | 0.156 | 0.01 | 0.01 | 0.00 |
| Thousand Palms (5,120) | 7,578 | 0.156 | 0.01 | 0.01 | 0.00 |
| Beale AFB (5,115) | 7,605 | 0.154 | 0.01 | 0.01 | 0.00 |
| Williams (5,373) | 7,632 | 0.153 | 0.01 | 0.01 | 0.00 |
| Corralitos (2,431) | 7,635 | 0.153 | 0.01 | 0.01 | 0.00 |
| Jackson (4,776) | 7,642 | 0.153 | 0.01 | 0.01 | 0.00 |
| Buellton (3,517) | 7,673 | 0.152 | 0.01 | 0.01 | 0.00 |
| East Porterville (6,730) | 7,711 | 0.150 | 0.01 | 0.01 | 0.00 |
| Aptos Hills-Larkin Valley (2,361) | 7,761 | 0.148 | 0.01 | 0.01 | 0.00 |

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California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Avalon (4,174) | 7,807 | 0.146 | 0.01 | 0.01 | 0.00 |
| Pacheco (3,562) | 7,833 | 0.145 | 0.01 | 0.01 | 0.00 |
| Thermalito (6,045) | 7,873 | 0.144 | 0.01 | 0.01 | 0.00 |
| West Bishop (2,807) | 7,914 | 0.143 | 0.01 | 0.01 | 0.00 |
| Gridley (6,520) | 7,956 | 0.141 | 0.01 | 0.01 | 0.00 |
| Vine Hill (3,260) | 8,002 | 0.139 | 0.01 | 0.01 | 0.00 |
| Green Valley (1,859) | 8,031 | 0.138 | 0.01 | 0.01 | 0.00 |
| Crockett (3,194) | 8,043 | 0.138 | 0.01 | 0.01 | 0.00 |
| Crest (2,716) | 8,064 | 0.137 | 0.01 | 0.01 | 0.00 |
| Sonora (5,255) | 8,138 | 0.135 | 0.01 | 0.01 | 0.00 |
| Acton (2,390) | 8,153 | 0.134 | 0.01 | 0.01 | 0.00 |
| Las Lomas (3,078) | 8,166 | 0.134 | 0.01 | 0.01 | 0.00 |
| Shingle Springs (2,643) | 8,284 | 0.129 | 0.01 | 0.01 | 0.00 |
| Keyes (4,575) | 8,302 | 0.129 | 0.01 | 0.01 | 0.00 |
| Kings Beach (4,037) | 8,366 | 0.127 | 0.01 | 0.01 | 0.00 |
| Denair (3,446) | 8,386 | 0.127 | 0.01 | 0.01 | 0.00 |
| Groveland-Big Oak Flat (3,388) | 8,403 | 0.126 | 0.01 | 0.01 | 0.00 |
| Earlimart (6,583) | 8,453 | 0.125 | 0.01 | 0.01 | 0.00 |
| Rollingwood (2,900) | 8,462 | 0.124 | 0.01 | 0.01 | 0.00 |
| Lockeford (3,179) | 8,484 | 0.124 | 0.01 | 0.01 | 0.00 |
| Colma (2,340) | 8,533 | 0.122 | 0.01 | 0.01 | 0.00 |
| Bret Harte (5,161) | 8,545 | 0.122 | 0.01 | 0.01 | 0.00 |
| South Woodbridge (2,825) | 8,552 | 0.122 | 0.01 | 0.01 | 0.00 |
| Yountville (2,916) | 8,555 | 0.122 | 0.01 | 0.01 | 0.00 |
| Willits (5,175) | 8,586 | 0.121 | 0.01 | 0.01 | 0.00 |
| Ben Lomond (2,364) | 8,601 | 0.120 | 0.01 | 0.01 | 0.00 |
| Pine Hills (3,108) | 8,603 | 0.120 | 0.01 | 0.01 | 0.00 |
| Sutter Creek (2,842) | 8,651 | 0.119 | 0.01 | 0.01 | 0.00 |
| Mono Vista (3,072) | 8,768 | 0.116 | 0.01 | 0.01 | 0.00 |
| Pajaro (3,384) | 8,778 | 0.115 | 0.01 | 0.01 | 0.00 |
| Del Rio (1,168) | 8,874 | 0.112 | 0.01 | 0.01 | 0.00 |
| Cayucos (2,943) | 8,885 | 0.112 | 0.01 | 0.01 | 0.00 |
| Idyllwild-Pine Cove (3,504) | 8,925 | 0.111 | 0.01 | 0.00 | 0.00 |
| Bystrom (4,518) | 8,932 | 0.111 | 0.01 | 0.00 | 0.00 |
| Mecca (5,402) | 8,948 | 0.110 | 0.01 | 0.00 | 0.00 |
| Lenwood (3,222) | 9,006 | 0.108 | 0.01 | 0.00 | 0.00 |
| Twain Harte (2,586) | 9,020 | 0.108 | 0.01 | 0.00 | 0.00 |
| Forestville (2,370) | 9,048 | 0.107 | 0.01 | 0.00 | 0.00 |
| Humboldt Hill (3,246) | 9,061 | 0.107 | 0.01 | 0.00 | 0.00 |
| Shackelford (5,170) | 9,064 | 0.107 | 0.01 | 0.00 | 0.00 |
| Lake Nacimiento (2,176) | 9,096 | 0.106 | 0.01 | 0.00 | 0.00 |
| Sutter (2,885) | 9,108 | 0.106 | 0.01 | 0.00 | 0.00 |
| Crescent City North (4,028) | 9,129 | 0.106 | 0.01 | 0.00 | 0.00 |
| Sunol (1,332) | 9,163 | 0.105 | 0.01 | 0.00 | 0.00 |
| Toro Canyon (1,697) | 9,194 | 0.104 | 0.01 | 0.00 | 0.00 |

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California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| Ivanhoe (4,474) | 9,206 | 0.104 | 0.01 | 0.00 | 0.00 |
| French Camp (4,109) | 9,217 | 0.103 | 0.01 | 0.00 | 0.00 |
| San Joaquin (4,650) | 9,234 | 0.103 | 0.01 | 0.00 | 0.00 |
| Nevada City (3,161) | 9,236 | 0.103 | 0.01 | 0.00 | 0.00 |
| Mountain View Acres (2,521) | 9,249 | 0.103 | 0.01 | 0.00 | 0.00 |
| Elkhorn (1,591) | 9,382 | 0.100 | 0.01 | 0.00 | 0.00 |
| Joshua Tree (4,207) | 9,393 | 0.099 | 0.01 | 0.00 | 0.00 |
| Amesti (2,436) | 9,421 | 0.099 | 0.01 | 0.00 | 0.00 |
| Fetters Hot Springs-Agua Caliente (2,505) | 9,437 | 0.098 | 0.01 | 0.00 | 0.00 |
| Valley Springs (2,560) | 9,439 | 0.098 | 0.01 | 0.00 | 0.00 |
| Cutler (4,491) | 9,488 | 0.097 | 0.01 | 0.00 | 0.00 |
| Weaverville (3,554) | 9,540 | 0.096 | 0.01 | 0.00 | 0.00 |
| Empire (3,903) | 9,551 | 0.095 | 0.01 | 0.00 | 0.00 |
| Dixon Lane-Meadow Creek (2,702) | 9,597 | 0.095 | 0.01 | 0.00 | 0.00 |
| Armona (3,239) | 9,603 | 0.094 | 0.01 | 0.00 | 0.00 |
| Planada (4,369) | 9,606 | 0.094 | 0.01 | 0.00 | 0.00 |
| Squaw Valley (2,691) | 9,607 | 0.094 | 0.01 | 0.00 | 0.00 |
| Black Point-Green Point (1,143) | 9,615 | 0.094 | 0.01 | 0.00 | 0.00 |
| Highgrove (3,445) | 9,625 | 0.094 | 0.01 | 0.00 | 0.00 |
| Cutten (2,933) | 9,643 | 0.093 | 0.01 | 0.00 | 0.00 |
| North Woodbridge (1,320) | 9,650 | 0.093 | 0.01 | 0.00 | 0.00 |
| Bethel Island (2,312) | 9,707 | 0.092 | 0.01 | 0.00 | 0.00 |
| Bishop (3,764) | 9,711 | 0.091 | 0.01 | 0.00 | 0.00 |
| Lagunitas-Forest Knolls (1,835) | 9,725 | 0.091 | 0.01 | 0.00 | 0.00 |
| Sunnyside-Tahoe City (1,761) | 9,811 | 0.089 | 0.01 | 0.00 | 0.00 |
| Copperopolis (2,363) | 9,887 | 0.088 | 0.01 | 0.00 | 0.00 |
| North Lakeport (2,879) | 9,896 | 0.087 | 0.01 | 0.00 | 0.00 |
| Burney (3,217) | 9,905 | 0.087 | 0.01 | 0.00 | 0.00 |
| Loma Rica (2,075) | 9,954 | 0.086 | 0.01 | 0.00 | 0.00 |
| Mount Shasta (3,651) | 9,966 | 0.086 | 0.01 | 0.00 | 0.00 |
| Colfax (2,581) | 9,973 | 0.086 | 0.01 | 0.00 | 0.00 |
| Pine Valley (1,501) | 9,976 | 0.086 | 0.01 | 0.00 | 0.00 |
| Three Rivers (2,248) | 9,995 | 0.085 | 0.01 | 0.00 | 0.00 |
| Frazier Park (2,348) | 10,019 | 0.085 | 0.01 | 0.00 | 0.00 |
| Mojave (3,836) | 10,041 | 0.084 | 0.00 | 0.00 | 0.00 |
| Borrego Springs (2,535) | 10,100 | 0.083 | 0.00 | 0.00 | 0.00 |
| Romoland (2,764) | 10,144 | 0.082 | 0.00 | 0.00 | 0.00 |
| Deer Park (1,433) | 10,206 | 0.081 | 0.00 | 0.00 | 0.00 |
| San Juan Bautista (2,100) | 10,228 | 0.081 | 0.00 | 0.00 | 0.00 |
| Rio Dell (3,110) | 10,229 | 0.081 | 0.00 | 0.00 | 0.00 |
| Guerneville (2,441) | 10,231 | 0.081 | 0.00 | 0.00 | 0.00 |
| Del Rey Oaks (1,510) | 10,293 | 0.080 | 0.00 | 0.00 | 0.00 |
| Cottonwood (2,960) | 10,312 | 0.079 | 0.00 | 0.00 | 0.00 |
| Sedco Hills (3,078) | 10,363 | 0.079 | 0.00 | 0.00 | 0.00 |
| Graton (1,815) | 10,367 | 0.079 | 0.00 | 0.00 | 0.00 |

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California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Ford City (3,512) | 10,368 | 0.079 | 0.00 | 0.00 | 0.00 |
| Terra Bella (3,466) | 10,420 | 0.078 | 0.00 | 0.00 | 0.00 |
| Woodacre (1,393) | 10,427 | 0.078 | 0.00 | 0.00 | 0.00 |
| Murphys (2,061) | 10,444 | 0.078 | 0.00 | 0.00 | 0.00 |
| Desert View Highlands (2,337) | 10,446 | 0.078 | 0.00 | 0.00 | 0.00 |
| Cobb (1,638) | 10,454 | 0.077 | 0.00 | 0.00 | 0.00 |
| Tahoe Vista (1,668) | 10,480 | 0.077 | 0.00 | 0.00 | 0.00 |
| East Quincy (2,398) | 10,534 | 0.076 | 0.00 | 0.00 | 0.00 |
| San Andreas (2,615) | 10,563 | 0.076 | 0.00 | 0.00 | 0.00 |
| Caruthers (2,103) | 10,590 | 0.075 | 0.00 | 0.00 | 0.00 |
| Heber (2,988) | 10,593 | 0.075 | 0.00 | 0.00 | 0.00 |
| Summerland (1,545) | 10,648 | 0.074 | 0.00 | 0.00 | 0.00 |
| Rainbow (2,026) | 10,674 | 0.074 | 0.00 | 0.00 | 0.00 |
| Arbuckle (2,332) | 10,688 | 0.074 | 0.00 | 0.00 | 0.00 |
| Boron (2,025) | 10,707 | 0.073 | 0.00 | 0.00 | 0.00 |
| Bodega Bay (1,423) | 10,797 | 0.072 | 0.00 | 0.00 | 0.00 |
| Eldridge (1,534) | 10,804 | 0.072 | 0.00 | 0.00 | 0.00 |
| Crescent City (4,006) | 10,814 | 0.072 | 0.00 | 0.00 | 0.00 |
| Murrieta Hot Springs (2,948) | 10,825 | 0.072 | 0.00 | 0.00 | 0.00 |
| Parksdale (2,688) | 10,845 | 0.071 | 0.00 | 0.00 | 0.00 |
| Kennedy (3,275) | 10,862 | 0.071 | 0.00 | 0.00 | 0.00 |
| Oakhurst (2,868) | 10,881 | 0.071 | 0.00 | 0.00 | 0.00 |
| Weed (3,392) | 10,895 | 0.070 | 0.00 | 0.00 | 0.00 |
| Jamestown (3,017) | 10,975 | 0.069 | 0.00 | 0.00 | 0.00 |
| Stallion Springs (1,522) | 10,989 | 0.069 | 0.00 | 0.00 | 0.00 |
| Val Verde (1,472) | 11,006 | 0.069 | 0.00 | 0.00 | 0.00 |
| Chester (2,316) | 11,009 | 0.069 | 0.00 | 0.00 | 0.00 |
| Mi-Wuk Village (1,485) | 11,028 | 0.069 | 0.00 | 0.00 | 0.00 |
| Esparto (1,858) | 11,042 | 0.068 | 0.00 | 0.00 | 0.00 |
| Homeland (3,710) | 11,062 | 0.068 | 0.00 | 0.00 | 0.00 |
| Lakeview (1,619) | 11,178 | 0.066 | 0.00 | 0.00 | 0.00 |
| Alturas (3,045) | 11,211 | 0.066 | 0.00 | 0.00 | 0.00 |
| Soulsbyville (1,729) | 11,252 | 0.065 | 0.00 | 0.00 | 0.00 |
| Dollar Point (1,539) | 11,268 | 0.065 | 0.00 | 0.00 | 0.00 |
| Shingletown (2,222) | 11,275 | 0.065 | 0.00 | 0.00 | 0.00 |
| East Sonora (2,078) | 11,312 | 0.065 | 0.00 | 0.00 | 0.00 |
| Julian (1,621) | 11,321 | 0.064 | 0.00 | 0.00 | 0.00 |
| Pine Mountain Club (1,600) | 11,324 | 0.064 | 0.00 | 0.00 | 0.00 |
| Riverdale (2,416) | 11,338 | 0.064 | 0.00 | 0.00 | 0.00 |
| Winchester (2,155) | 11,344 | 0.064 | 0.00 | 0.00 | 0.00 |
| Parkwood (2,119) | 11,346 | 0.064 | 0.00 | 0.00 | 0.00 |
| Lucerne (2,870) | 11,374 | 0.064 | 0.00 | 0.00 | 0.00 |
| Kelseyville (2,928) | 11,395 | 0.063 | 0.00 | 0.00 | 0.00 |
| Auberry (2,053) | 11,413 | 0.063 | 0.00 | 0.00 | 0.00 |
| Irwindale (1,578) | 11,417 | 0.063 | 0.00 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

California - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|-------------------|---------------|--------------|--------------|--------------|
| Taft Heights (1,865) | 11,465 | 0.062 | 0.00 | 0.00 | 0.00 |
| Columbia (2,405) | 11,471 | 0.062 | 0.00 | 0.00 | 0.00 |
| Morongo Valley (1,929) | 11,472 | 0.062 | 0.00 | 0.00 | 0.00 |
| Occidental (1,272) | 11,569 | 0.061 | 0.00 | 0.00 | 0.00 |
| Goshen (2,394) | 11,641 | 0.060 | 0.00 | 0.00 | 0.00 |
| Searles Valley (1,885) | 11,653 | 0.060 | 0.00 | 0.00 | 0.00 |
| Inverness (1,421) | 11,659 | 0.060 | 0.00 | 0.00 | 0.00 |
| Bolinas (1,246) | 11,737 | 0.059 | 0.00 | 0.00 | 0.00 |
| Lake Isabella (3,315) | 11,778 | 0.058 | 0.00 | 0.00 | 0.00 |
| Strathmore (2,584) | 11,823 | 0.058 | 0.00 | 0.00 | 0.00 |
| Los Alamos (1,372) | 11,832 | 0.058 | 0.00 | 0.00 | 0.00 |
| Palo Cedro (1,247) | 11,888 | 0.057 | 0.00 | 0.00 | 0.00 |
| Hamilton City (1,903) | 11,981 | 0.056 | 0.00 | 0.00 | 0.00 |
| Portola (2,244) | 11,987 | 0.056 | 0.00 | 0.00 | 0.00 |
| Biggs (1,881) | 12,016 | 0.056 | 0.00 | 0.00 | 0.00 |
| Richgrove (2,723) | 12,034 | 0.055 | 0.00 | 0.00 | 0.00 |
| China Lake Acres (1,761) | 12,036 | 0.055 | 0.00 | 0.00 | 0.00 |
| Chualar (1,444) | 12,037 | 0.055 | 0.00 | 0.00 | 0.00 |
| Boronda (1,325) | 12,055 | 0.055 | 0.00 | 0.00 | 0.00 |
| Lost Hills (1,938) | 12,079 | 0.055 | 0.00 | 0.00 | 0.00 |
| Foresthill (1,791) | 12,098 | 0.055 | 0.00 | 0.00 | 0.00 |
| Forest Meadows (1,197) | 12,104 | 0.055 | 0.00 | 0.00 | 0.00 |
| Bayview (2,359) | 12,109 | 0.055 | 0.00 | 0.00 | 0.00 |
| Easton (1,966) | 12,115 | 0.054 | 0.00 | 0.00 | 0.00 |
| Nice (2,509) | 12,128 | 0.054 | 0.00 | 0.00 | 0.00 |
| Tuolumne City (1,865) | 12,174 | 0.054 | 0.00 | 0.00 | 0.00 |
| Pixley (2,586) | 12,183 | 0.054 | 0.00 | 0.00 | 0.00 |
| Mountain Ranch (1,557) | 12,239 | 0.053 | 0.00 | 0.00 | 0.00 |
| Bertsch-Oceanview (2,238) | 12,304 | 0.052 | 0.00 | 0.00 | 0.00 |
| Clearlake Oaks (2,402) | 12,314 | 0.052 | 0.00 | 0.00 | 0.00 |
| Temelec (1,556) | 12,400 | 0.051 | 0.00 | 0.00 | 0.00 |
| Quincy (1,879) | 12,414 | 0.051 | 0.00 | 0.00 | 0.00 |
| Seven Trees (1,666) | 12,418 | 0.051 | 0.00 | 0.00 | 0.00 |
| Linden (1,103) | 12,477 | 0.050 | 0.00 | 0.00 | 0.00 |
| Ferndale (1,479) | 12,510 | 0.050 | 0.00 | 0.00 | 0.00 |
| Wofford Heights (2,276) | 12,583 | 0.049 | 0.00 | 0.00 | 0.00 |
| Little Rock (1,402) | 12,639 | 0.049 | 0.00 | 0.00 | 0.00 |
| Weldon (2,387) | 12,654 | 0.049 | 0.00 | 0.00 | 0.00 |
| Weedpatch (2,726) | 12,692 | 0.048 | 0.00 | 0.00 | 0.00 |
| Quail Valley (1,639) | 12,782 | 0.047 | 0.00 | 0.00 | 0.00 |
| Hayfork (2,315) | 12,798 | 0.047 | 0.00 | 0.00 | 0.00 |
| Los Molinos (1,952) | 12,851 | 0.046 | 0.00 | 0.00 | 0.00 |
| Buena Vista (1,704) | 12,865 | 0.046 | 0.00 | 0.00 | 0.00 |
| Grayson (1,077) | 12,888 | 0.046 | 0.00 | 0.00 | 0.00 |
| Hydesville (1,209) | 12,898 | 0.046 | 0.00 | 0.00 | 0.00 |
| Le Grand (1,760) | 12,916 | 0.045 | 0.00 | 0.00 | 0.00 |
| Felton (1,051) | 12,919 | 0.045 | 0.00 | 0.00 | 0.00 |
| Total | 39,038,020 | 1697.9 | 100.0 | 76.24 | 16.45 |

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3.7 CITIES SORTED BY ZIPCODE - CALIFORNIA

| California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Florence-Graham (90001; 60,197) | 1,565 | 1.361 | 0.08 | 0.06 | 0.01 |
| East Los Angeles (90022; 124,283) | 555 | 3.154 | 0.19 | 0.14 | 0.03 |
| Commerce (90040; 16,284) | 3,746 | 0.493 | 0.03 | 0.02 | 0.00 |
| View Park-Windsor Hills (90043; 10,958) | 3,287 | 0.584 | 0.03 | 0.03 | 0.01 |
| West Hollywood (90046; 40,830) | 1,512 | 1.413 | 0.08 | 0.06 | 0.01 |
| Westmont (90047; 31,623) | 3,005 | 0.656 | 0.04 | 0.03 | 0.01 |
| West Athens (90047; 9,101) | 5,391 | 0.287 | 0.02 | 0.01 | 0.00 |
| Brentwood (90049; 198,794) | 86 | 12.230 | 0.72 | 0.55 | 0.12 |
| Ladera Heights (90056; 6,568) | 3,571 | 0.527 | 0.03 | 0.02 | 0.01 |
| Los Angeles (90082; 4,338,201) | 2 | 141.495 | 8.33 | 6.35 | 1.37 |
| Cudahy (90201; 28,418) | 2,727 | 0.734 | 0.04 | 0.03 | 0.01 |
| Bell Gardens (90201; 49,579) | 1,584 | 1.349 | 0.08 | 0.06 | 0.01 |
| Beverly Hills (90213; 39,355) | 781 | 2.482 | 0.15 | 0.11 | 0.02 |
| East Compton (90221; 9,286) | 5,714 | 0.259 | 0.02 | 0.01 | 0.00 |
| Compton (90222; 104,853) | 607 | 2.966 | 0.17 | 0.13 | 0.03 |
| Willowbrook (90222; 34,138) | 2,411 | 0.844 | 0.05 | 0.04 | 0.01 |
| Culver City (90233; 43,342) | 1,029 | 1.996 | 0.12 | 0.09 | 0.02 |
| Downey (90239; 119,847) | 309 | 4.866 | 0.29 | 0.22 | 0.05 |
| El Segundo (90245; 17,969) | 2,133 | 0.980 | 0.06 | 0.04 | 0.01 |
| West Compton (90248; 5,435) | 6,934 | 0.184 | 0.01 | 0.01 | 0.00 |
| Gardena (90249; 66,029) | 854 | 2.289 | 0.13 | 0.10 | 0.02 |
| Alondra Park (90249; 8,622) | 5,180 | 0.304 | 0.02 | 0.01 | 0.00 |
| Del Aire (90250; 9,012) | 4,024 | 0.442 | 0.03 | 0.02 | 0.00 |
| Hawthorne (90251; 93,185) | 721 | 2.642 | 0.16 | 0.12 | 0.03 |
| Hermosa Beach (90254; 22,746) | 1,300 | 1.641 | 0.10 | 0.07 | 0.02 |
| Huntington Park (90255; 68,219) | 1,209 | 1.755 | 0.10 | 0.08 | 0.02 |
| Walnut Park (90255; 16,180) | 3,641 | 0.516 | 0.03 | 0.02 | 0.00 |
| Lawndale (90261; 34,726) | 1,752 | 1.204 | 0.07 | 0.05 | 0.01 |
| Lynwood (90262; 77,366) | 787 | 2.468 | 0.15 | 0.11 | 0.02 |
| Malibu (90264; 15,757) | 1,495 | 1.429 | 0.08 | 0.06 | 0.01 |
| Manhattan Beach (90267; 44,870) | 405 | 4.019 | 0.24 | 0.18 | 0.04 |
| Maywood (90270; 31,123) | 2,413 | 0.843 | 0.05 | 0.04 | 0.01 |
| Bell (90270; 41,282) | 1,920 | 1.099 | 0.06 | 0.05 | 0.01 |
| Rolling Hills Estates (90274; 9,014) | 2,339 | 0.874 | 0.05 | 0.04 | 0.01 |
| Rolling Hills (90274; 2,122) | 4,503 | 0.377 | 0.02 | 0.02 | 0.00 |
| Palos Verdes Estates (90275; 15,600) | 1,240 | 1.713 | 0.10 | 0.08 | 0.02 |
| Rancho Palos Verdes (90275; 45,964) | 423 | 3.903 | 0.23 | 0.18 | 0.04 |
| Redondo Beach (90277; 78,079) | 321 | 4.802 | 0.28 | 0.22 | 0.05 |
| South Gate (90280; 110,138) | 485 | 3.495 | 0.21 | 0.16 | 0.03 |
| Marina del Rey (90292; 8,176) | 3,716 | 0.498 | 0.03 | 0.02 | 0.00 |
| Inglewood (90301; 123,816) | 438 | 3.772 | 0.22 | 0.17 | 0.04 |
| Lennox (90304; 22,950) | 3,319 | 0.577 | 0.03 | 0.03 | 0.01 |
| Santa Monica (90404; 99,933) | 345 | 4.506 | 0.27 | 0.20 | 0.04 |
| West Carson (90502; 21,138) | 2,235 | 0.923 | 0.05 | 0.04 | 0.01 |
| Torrance (90506; 158,370) | 148 | 7.953 | 0.47 | 0.36 | 0.08 |
| Avocado Heights (90601; 15,148) | 3,003 | 0.656 | 0.04 | 0.03 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Whittier (90602; 91,278) | 409 | 3.997 | 0.24 | 0.18 | 0.04 |
| South Whittier (90604; 55,193) | 838 | 2.325 | 0.14 | 0.10 | 0.02 |
| East La Mirada (90604; 9,538) | 4,081 | 0.436 | 0.03 | 0.02 | 0.00 |
| West Whittier-Los Nietos (90606; 25,129) | 2,049 | 1.026 | 0.06 | 0.05 | 0.01 |
| Buena Park (90623; 82,737) | 450 | 3.703 | 0.22 | 0.17 | 0.04 |
| La Palma (90623; 17,616) | 1,976 | 1.072 | 0.06 | 0.05 | 0.01 |
| Cypress (90630; 52,029) | 601 | 2.978 | 0.18 | 0.13 | 0.03 |
| La Habra Heights (90631; 6,892) | 3,143 | 0.619 | 0.04 | 0.03 | 0.01 |
| La Habra (90631; 62,350) | 722 | 2.641 | 0.16 | 0.12 | 0.03 |
| La Mirada (90639; 59,285) | 538 | 3.248 | 0.19 | 0.15 | 0.03 |
| Montebello (90640; 68,598) | 821 | 2.367 | 0.14 | 0.11 | 0.02 |
| Norwalk (90652; 117,597) | 319 | 4.814 | 0.28 | 0.22 | 0.05 |
| Pico Rivera (90660; 70,829) | 734 | 2.617 | 0.15 | 0.12 | 0.03 |
| Santa Fe Springs (90670; 15,959) | 3,092 | 0.632 | 0.04 | 0.03 | 0.01 |
| Stanton (90680; 39,538) | 1,551 | 1.375 | 0.08 | 0.06 | 0.01 |
| Artesia (90701; 18,072) | 2,794 | 0.715 | 0.04 | 0.03 | 0.01 |
| Cerritos (90703; 57,299) | 448 | 3.720 | 0.22 | 0.17 | 0.04 |
| Avalon (90704; 4,174) | 7,807 | 0.146 | 0.01 | 0.01 | 0.00 |
| Bellflower (90706; 81,677) | 643 | 2.858 | 0.17 | 0.13 | 0.03 |
| Lakewood (90712; 86,558) | 350 | 4.480 | 0.26 | 0.20 | 0.04 |
| Hawaiian Gardens (90716; 17,430) | 3,539 | 0.535 | 0.03 | 0.02 | 0.01 |
| Lomita (90717; 22,129) | 2,388 | 0.852 | 0.05 | 0.04 | 0.01 |
| Rossmoor (90720; 10,298) | 2,542 | 0.792 | 0.05 | 0.04 | 0.01 |
| Los Alamitos (90721; 12,538) | 3,160 | 0.616 | 0.04 | 0.03 | 0.01 |
| Paramount (90723; 62,175) | 1,008 | 2.031 | 0.12 | 0.09 | 0.02 |
| Seal Beach (90740; 25,425) | 2,183 | 0.951 | 0.06 | 0.04 | 0.01 |
| Carson (90749; 106,965) | 297 | 4.972 | 0.29 | 0.22 | 0.05 |
| Signal Hill (90806; 16,101) | 2,847 | 0.701 | 0.04 | 0.03 | 0.01 |
| Long Beach (90899; 525,318) | 49 | 17.406 | 1.03 | 0.78 | 0.17 |
| Altadena (91001; 42,610) | 851 | 2.294 | 0.14 | 0.10 | 0.02 |
| Mayflower Village (91006; 5,081) | 5,822 | 0.251 | 0.01 | 0.01 | 0.00 |
| North El Monte (91006; 3,703) | 7,449 | 0.160 | 0.01 | 0.01 | 0.00 |
| Duarte (91010; 24,838) | 1,881 | 1.121 | 0.07 | 0.05 | 0.01 |
| La Canada Flintridge (91012; 23,489) | 848 | 2.297 | 0.14 | 0.10 | 0.02 |
| Monrovia (91016; 42,202) | 1,252 | 1.702 | 0.10 | 0.08 | 0.02 |
| Sierra Madre (91025; 12,471) | 2,741 | 0.731 | 0.04 | 0.03 | 0.01 |
| South Pasadena (91031; 27,450) | 1,566 | 1.360 | 0.08 | 0.06 | 0.01 |
| Arcadia (91077; 65,748) | 531 | 3.279 | 0.19 | 0.15 | 0.03 |
| East Pasadena (91107; 6,045) | 5,387 | 0.287 | 0.02 | 0.01 | 0.00 |
| San Marino (91108; 14,292) | 1,433 | 1.490 | 0.09 | 0.07 | 0.01 |
| Pasadena (91110; 179,475) | 168 | 7.342 | 0.43 | 0.33 | 0.07 |
| Glendale (91207; 221,922) | 140 | 8.248 | 0.49 | 0.37 | 0.08 |
| La Crescenta-Montrose (91214; 18,532) | 2,109 | 0.990 | 0.06 | 0.04 | 0.01 |
| Calabasas (91301; 27,246) | 864 | 2.274 | 0.13 | 0.10 | 0.02 |
| Agoura Hills (91301; 31,522) | 800 | 2.438 | 0.14 | 0.11 | 0.02 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Oak Park (91301; 2,320) | 6,769 | 0.192 | 0.01 | 0.01 | 0.00 |
| Hidden Hills (91302; 2,394) | 4,149 | 0.426 | 0.03 | 0.02 | 0.00 |
| Casa Conejo (91320; 3,180) | 6,868 | 0.187 | 0.01 | 0.01 | 0.00 |
| San Fernando (91346; 26,925) | 2,174 | 0.955 | 0.06 | 0.04 | 0.01 |
| Green Valley (91350; 1,859) | 8,031 | 0.138 | 0.01 | 0.01 | 0.00 |
| Westlake Village (91359; 9,271) | 2,574 | 0.779 | 0.05 | 0.03 | 0.01 |
| Thousand Oaks (91359; 152,767) | 105 | 10.433 | 0.61 | 0.47 | 0.10 |
| Santa Clarita (91382; 214,009) | 80 | 12.694 | 0.75 | 0.57 | 0.12 |
| Val Verde (91384; 1,472) | 11,006 | 0.069 | 0.00 | 0.00 | 0.00 |
| Mission Hills (91395; 3,142) | 7,467 | 0.159 | 0.01 | 0.01 | 0.00 |
| Burbank (91526; 116,440) | 305 | 4.914 | 0.29 | 0.22 | 0.05 |
| Citrus (91702; 10,581) | 3,618 | 0.518 | 0.03 | 0.02 | 0.01 |
| Azusa (91702; 56,440) | 1,041 | 1.966 | 0.12 | 0.09 | 0.02 |
| Baldwin Park (91706; 88,737) | 529 | 3.284 | 0.19 | 0.15 | 0.03 |
| Irwindale (91706; 1,578) | 11,417 | 0.063 | 0.00 | 0.00 | 0.00 |
| Chino Hills (91709; 109,695) | 163 | 7.643 | 0.45 | 0.34 | 0.07 |
| Ontario (91710; 211,851) | 146 | 7.996 | 0.47 | 0.36 | 0.08 |
| Claremont (91711; 38,575) | 876 | 2.260 | 0.13 | 0.10 | 0.02 |
| Covina (91722; 52,092) | 884 | 2.245 | 0.13 | 0.10 | 0.02 |
| Vincent (91722; 15,097) | 2,841 | 0.703 | 0.04 | 0.03 | 0.01 |
| Charter Oak (91724; 9,027) | 4,288 | 0.407 | 0.02 | 0.02 | 0.00 |
| Rancho Cucamonga (91730; 308,987) | 52 | 16.738 | 0.99 | 0.75 | 0.16 |
| South El Monte (91733; 23,892) | 2,717 | 0.736 | 0.04 | 0.03 | 0.01 |
| El Monte (91735; 142,588) | 397 | 4.112 | 0.24 | 0.18 | 0.04 |
| Glendora (91740; 55,608) | 606 | 2.967 | 0.17 | 0.13 | 0.03 |
| Valinda (91744; 21,776) | 2,168 | 0.960 | 0.06 | 0.04 | 0.01 |
| South San Jose Hills (91744; 20,218) | 2,335 | 0.875 | 0.05 | 0.04 | 0.01 |
| La Puente (91744; 45,159) | 1,288 | 1.655 | 0.10 | 0.07 | 0.02 |
| Hacienda Heights (91745; 53,122) | 658 | 2.809 | 0.17 | 0.13 | 0.03 |
| West Puente Valley (91746; 22,589) | 2,094 | 1.003 | 0.06 | 0.05 | 0.01 |
| Rowland Heights (91748; 48,553) | 881 | 2.256 | 0.13 | 0.10 | 0.02 |
| La Verne (91750; 38,152) | 982 | 2.080 | 0.12 | 0.09 | 0.02 |
| Mira Loma (91752; 17,617) | 2,615 | 0.767 | 0.05 | 0.03 | 0.01 |
| Monterey Park (91756; 69,987) | 759 | 2.534 | 0.15 | 0.11 | 0.02 |
| Chino (91762; 110,304) | 261 | 5.433 | 0.32 | 0.24 | 0.05 |
| Montclair (91763; 42,694) | 1,382 | 1.549 | 0.09 | 0.07 | 0.01 |
| Diamond Bar (91765; 64,855) | 412 | 3.971 | 0.23 | 0.18 | 0.04 |
| Pomona (91769; 174,858) | 211 | 6.221 | 0.37 | 0.28 | 0.06 |
| South San Gabriel (91770; 7,595) | 4,785 | 0.345 | 0.02 | 0.02 | 0.00 |
| Rosemead (91772; 60,953) | 1,046 | 1.961 | 0.12 | 0.09 | 0.02 |
| San Dimas (91773; 39,526) | 905 | 2.210 | 0.13 | 0.10 | 0.02 |
| East San Gabriel (91775; 14,512) | 2,975 | 0.662 | 0.04 | 0.03 | 0.01 |
| San Gabriel (91778; 46,011) | 1,245 | 1.709 | 0.10 | 0.08 | 0.02 |
| Temple City (91780; 49,937) | 934 | 2.163 | 0.13 | 0.10 | 0.02 |
| San Antonio Heights (91784; 3,122) | 6,427 | 0.210 | 0.01 | 0.01 | 0.00 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Upland (91786; 91,341) | 414 | 3.957 | 0.23 | 0.18 | 0.04 |
| Walnut (91788; 36,904) | 715 | 2.658 | 0.16 | 0.12 | 0.03 |
| West Covina (91793; 120,133) | 244 | 5.661 | 0.33 | 0.25 | 0.05 |
| Alhambra (91841; 95,039) | 521 | 3.313 | 0.20 | 0.15 | 0.03 |
| Alpine (91901; 13,143) | 2,768 | 0.722 | 0.04 | 0.03 | 0.01 |
| Bonita (91902; 12,401) | 2,593 | 0.773 | 0.05 | 0.03 | 0.01 |
| Chula Vista (91921; 336,623) | 76 | 13.426 | 0.79 | 0.60 | 0.13 |
| Imperial Beach (91932; 25,917) | 2,454 | 0.827 | 0.05 | 0.04 | 0.01 |
| Jamul (91935; 5,920) | 3,927 | 0.460 | 0.03 | 0.02 | 0.00 |
| Casa de Oro-Mount Helix (91941; 18,874) | 2,072 | 1.013 | 0.06 | 0.05 | 0.01 |
| La Mesa (91943; 51,311) | 1,097 | 1.902 | 0.11 | 0.09 | 0.02 |
| Lemon Grove (91946; 23,449) | 2,452 | 0.830 | 0.05 | 0.04 | 0.01 |
| National City (91951; 55,560) | 1,457 | 1.473 | 0.09 | 0.07 | 0.01 |
| Pine Valley (91962; 1,501) | 9,976 | 0.086 | 0.01 | 0.00 | 0.00 |
| Spring Valley (91976; 26,663) | 1,839 | 1.144 | 0.07 | 0.05 | 0.01 |
| La Presa (91977; 32,721) | 1,600 | 1.336 | 0.08 | 0.06 | 0.01 |
| Bonsall (92003; 3,401) | 6,941 | 0.183 | 0.01 | 0.01 | 0.00 |
| Borrego Springs (92004; 2,535) | 10,100 | 0.083 | 0.00 | 0.00 | 0.00 |
| Del Mar (92014; 4,533) | 4,964 | 0.326 | 0.02 | 0.01 | 0.00 |
| Carlsbad (92018; 131,227) | 164 | 7.600 | 0.45 | 0.34 | 0.07 |
| Granite Hills (92019; 3,246) | 6,395 | 0.211 | 0.01 | 0.01 | 0.00 |
| Rancho San Diego (92019; 20,155) | 1,727 | 1.222 | 0.07 | 0.05 | 0.01 |
| Harbison Canyon (92019; 3,645) | 6,911 | 0.185 | 0.01 | 0.01 | 0.00 |
| Bostonia (92021; 15,169) | 3,703 | 0.501 | 0.03 | 0.02 | 0.00 |
| Crest (92021; 2,716) | 8,064 | 0.137 | 0.01 | 0.01 | 0.00 |
| Encinitas (92023; 66,586) | 435 | 3.786 | 0.22 | 0.17 | 0.04 |
| Escondido (92025; 141,231) | 268 | 5.345 | 0.31 | 0.24 | 0.05 |
| Hidden Meadows (92026; 3,463) | 7,046 | 0.177 | 0.01 | 0.01 | 0.00 |
| Rainbow (92028; 2,026) | 10,674 | 0.074 | 0.00 | 0.00 | 0.00 |
| Julian (92036; 1,621) | 11,321 | 0.064 | 0.00 | 0.00 | 0.00 |
| Winter Gardens (92040; 19,771) | 2,516 | 0.805 | 0.05 | 0.04 | 0.01 |
| Lakeside (92040; 19,560) | 2,392 | 0.851 | 0.05 | 0.04 | 0.01 |
| Camp Pendleton South (92054; 8,854) | 5,726 | 0.258 | 0.02 | 0.01 | 0.00 |
| Camp Pendleton North (92054; 8,197) | 6,460 | 0.208 | 0.01 | 0.01 | 0.00 |
| Oceanside (92057; 188,345) | 158 | 7.753 | 0.46 | 0.35 | 0.08 |
| Ramona (92065; 15,691) | 2,910 | 0.678 | 0.04 | 0.03 | 0.01 |
| San Diego Country Estates (92065; 9,262) | 3,066 | 0.639 | 0.04 | 0.03 | 0.01 |
| Fairbanks Ranch (92067; 2,244) | 4,338 | 0.399 | 0.02 | 0.02 | 0.00 |
| Lake San Marcos (92069; 4,138) | 6,864 | 0.187 | 0.01 | 0.01 | 0.00 |
| Santee (92072; 51,325) | 797 | 2.447 | 0.14 | 0.11 | 0.02 |
| Poway (92074; 51,822) | 524 | 3.304 | 0.19 | 0.15 | 0.03 |
| Solana Beach (92075; 12,516) | 2,521 | 0.799 | 0.05 | 0.04 | 0.01 |
| San Marcos (92079; 131,260) | 267 | 5.357 | 0.32 | 0.24 | 0.05 |
| Valley Center (92082; 7,323) | 4,186 | 0.421 | 0.02 | 0.02 | 0.00 |
| Vista (92084; 96,905) | 454 | 3.670 | 0.22 | 0.16 | 0.04 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Fallbrook (92088; 29,100) | 1,861 | 1.133 | 0.07 | 0.05 | 0.01 |
| El Cajon (92090; 91,472) | 629 | 2.892 | 0.17 | 0.13 | 0.03 |
| Rancho Santa Fe (92091; 3,252) | 3,310 | 0.578 | 0.03 | 0.03 | 0.01 |
| San Diego (92121; 1,393,042) | 7 | 56.639 | 3.34 | 2.54 | 0.55 |
| Coronado (92178; 22,789) | 1,586 | 1.348 | 0.08 | 0.06 | 0.01 |
| Indio (92201; 135,625) | 390 | 4.175 | 0.25 | 0.19 | 0.04 |
| Bermuda Dunes (92203; 6,229) | 5,422 | 0.283 | 0.02 | 0.01 | 0.00 |
| Indian Wells (92210; 9,018) | 2,664 | 0.754 | 0.04 | 0.03 | 0.01 |
| Banning (92220; 51,706) | 1,454 | 1.474 | 0.09 | 0.07 | 0.01 |
| Cherry Valley (92223; 5,891) | 6,507 | 0.205 | 0.01 | 0.01 | 0.00 |
| Beaumont (92223; 72,954) | 1,068 | 1.928 | 0.11 | 0.09 | 0.02 |
| Blythe (92226; 12,155) | 4,468 | 0.382 | 0.02 | 0.02 | 0.00 |
| Brawley (92227; 22,861) | 3,078 | 0.636 | 0.04 | 0.03 | 0.01 |
| Calexico (92231; 69,651) | 1,175 | 1.791 | 0.11 | 0.08 | 0.02 |
| Calipatria (92233; 8,965) | 5,878 | 0.247 | 0.01 | 0.01 | 0.00 |
| Cathedral City (92234; 85,532) | 614 | 2.957 | 0.17 | 0.13 | 0.03 |
| Coachella (92236; 70,875) | 1,166 | 1.801 | 0.11 | 0.08 | 0.02 |
| Desert Hot Springs (92241; 30,239) | 2,858 | 0.699 | 0.04 | 0.03 | 0.01 |
| El Centro (92244; 39,983) | 1,789 | 1.179 | 0.07 | 0.05 | 0.01 |
| La Quinta (92247; 117,451) | 242 | 5.696 | 0.34 | 0.26 | 0.06 |
| Heber (92249; 2,988) | 10,593 | 0.075 | 0.00 | 0.00 | 0.00 |
| Holtville (92250; 5,197) | 7,259 | 0.168 | 0.01 | 0.01 | 0.00 |
| Imperial (92251; 19,736) | 2,351 | 0.868 | 0.05 | 0.04 | 0.01 |
| Joshua Tree (92252; 4,207) | 9,393 | 0.099 | 0.01 | 0.00 | 0.00 |
| Mecca (92254; 5,402) | 8,948 | 0.110 | 0.01 | 0.00 | 0.00 |
| Morongo Valley (92256; 1,929) | 11,472 | 0.062 | 0.00 | 0.00 | 0.00 |
| Palm Desert (92260; 67,798) | 626 | 2.912 | 0.17 | 0.13 | 0.03 |
| Rancho Mirage (92270; 29,835) | 1,351 | 1.587 | 0.09 | 0.07 | 0.02 |
| Thousand Palms (92276; 5,120) | 7,578 | 0.156 | 0.01 | 0.01 | 0.00 |
| Twentynine Palms (92277; 14,764) | 4,275 | 0.409 | 0.02 | 0.02 | 0.00 |
| Twentynine Palms Base (92278; 8,413) | 6,244 | 0.221 | 0.01 | 0.01 | 0.00 |
| Yucca Valley (92285; 27,314) | 2,705 | 0.739 | 0.04 | 0.03 | 0.01 |
| Palm Springs (92292; 59,312) | 1,100 | 1.897 | 0.11 | 0.09 | 0.02 |
| Adelanto (92301; 36,839) | 2,037 | 1.035 | 0.06 | 0.05 | 0.01 |
| Apple Valley (92307; 96,514) | 492 | 3.468 | 0.20 | 0.16 | 0.03 |
| Barstow (92310; 32,527) | 2,071 | 1.014 | 0.06 | 0.05 | 0.01 |
| Lenwood (92311; 3,222) | 9,006 | 0.108 | 0.01 | 0.00 | 0.00 |
| Grand Terrace (92313; 14,791) | 2,830 | 0.705 | 0.04 | 0.03 | 0.01 |
| Big Bear City (92314; 5,779) | 6,943 | 0.183 | 0.01 | 0.01 | 0.00 |
| Big Bear Lake (92315; 8,770) | 5,590 | 0.269 | 0.02 | 0.01 | 0.00 |
| Bloomington (92316; 19,318) | 3,276 | 0.586 | 0.03 | 0.03 | 0.01 |
| Calimesa (92320; 8,679) | 5,326 | 0.292 | 0.02 | 0.01 | 0.00 |
| Colton (92324; 64,368) | 996 | 2.047 | 0.12 | 0.09 | 0.02 |
| Crestline (92325; 10,218) | 4,315 | 0.402 | 0.02 | 0.02 | 0.00 |
| Fontana (92334; 296,068) | 88 | 12.051 | 0.71 | 0.54 | 0.12 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Hesperia (92340; 118,124) | 380 | 4.222 | 0.25 | 0.19 | 0.04 |
| Highland (92346; 71,718) | 730 | 2.629 | 0.15 | 0.12 | 0.03 |
| Lake Arrowhead (92352; 8,934) | 3,794 | 0.483 | 0.03 | 0.02 | 0.00 |
| Loma Linda (92357; 26,186) | 2,301 | 0.889 | 0.05 | 0.04 | 0.01 |
| Mentone (92359; 7,803) | 5,397 | 0.286 | 0.02 | 0.01 | 0.00 |
| Needles (92363; 7,252) | 7,251 | 0.168 | 0.01 | 0.01 | 0.00 |
| Redlands (92373; 91,739) | 419 | 3.927 | 0.23 | 0.18 | 0.04 |
| Rialto (92377; 127,293) | 332 | 4.669 | 0.27 | 0.21 | 0.05 |
| Running Springs (92382; 5,125) | 6,109 | 0.230 | 0.01 | 0.01 | 0.00 |
| Mountain View Acres (92392; 2,521) | 9,249 | 0.103 | 0.01 | 0.00 | 0.00 |
| Victorville (92393; 178,967) | 237 | 5.758 | 0.34 | 0.26 | 0.06 |
| Wrightwood (92397; 3,837) | 7,168 | 0.172 | 0.01 | 0.01 | 0.00 |
| Yucaipa (92399; 75,098) | 735 | 2.613 | 0.15 | 0.12 | 0.03 |
| Muscoy (92407; 8,919) | 6,548 | 0.203 | 0.01 | 0.01 | 0.00 |
| San Bernardino (92414; 243,056) | 187 | 6.729 | 0.40 | 0.30 | 0.07 |
| Woodcrest (92504; 8,342) | 3,598 | 0.521 | 0.03 | 0.02 | 0.01 |
| Highgrove (92507; 3,445) | 9,625 | 0.094 | 0.01 | 0.00 | 0.00 |
| Sunnyslope (92509; 4,437) | 6,643 | 0.198 | 0.01 | 0.01 | 0.00 |
| Pedley (92509; 11,207) | 3,211 | 0.603 | 0.04 | 0.03 | 0.01 |
| Glen Avon (92509; 14,853) | 3,756 | 0.491 | 0.03 | 0.02 | 0.00 |
| Riverside (92514; 416,108) | 61 | 15.406 | 0.91 | 0.69 | 0.15 |
| Rubidoux (92519; 29,180) | 2,092 | 1.005 | 0.06 | 0.05 | 0.01 |
| Sedco Hills (92530; 3,078) | 10,363 | 0.079 | 0.00 | 0.00 | 0.00 |
| Lakeland Village (92530; 5,626) | 7,192 | 0.171 | 0.01 | 0.01 | 0.00 |
| Lake Elsinore (92532; 77,432) | 635 | 2.883 | 0.17 | 0.13 | 0.03 |
| Valle Vista (92544; 10,488) | 5,203 | 0.303 | 0.02 | 0.01 | 0.00 |
| East Hemet (92544; 14,823) | 3,582 | 0.525 | 0.03 | 0.02 | 0.01 |
| Hemet (92546; 96,554) | 846 | 2.304 | 0.14 | 0.10 | 0.02 |
| Homeland (92548; 3,710) | 11,062 | 0.068 | 0.00 | 0.00 | 0.00 |
| Idyllwild-Pine Cove (92549; 3,504) | 8,925 | 0.111 | 0.01 | 0.00 | 0.00 |
| Moreno Valley (92552; 264,969) | 98 | 11.163 | 0.66 | 0.50 | 0.11 |
| Murrieta Hot Springs (92562; 2,948) | 10,825 | 0.072 | 0.00 | 0.00 | 0.00 |
| Murrieta (92562; 44,282) | 812 | 2.398 | 0.14 | 0.11 | 0.02 |
| Nuevo (92567; 4,135) | 6,986 | 0.181 | 0.01 | 0.01 | 0.00 |
| Lakeview (92567; 1,619) | 11,178 | 0.066 | 0.00 | 0.00 | 0.00 |
| Perris (92572; 92,698) | 621 | 2.927 | 0.17 | 0.13 | 0.03 |
| San Jacinto (92583; 45,959) | 1,690 | 1.251 | 0.07 | 0.06 | 0.01 |
| Sun City (92584; 17,773) | 3,851 | 0.471 | 0.03 | 0.02 | 0.00 |
| Romoland (92585; 2,764) | 10,144 | 0.082 | 0.00 | 0.00 | 0.00 |
| Canyon Lake (92587; 15,722) | 2,132 | 0.980 | 0.06 | 0.04 | 0.01 |
| Quail Valley (92587; 1,639) | 12,782 | 0.047 | 0.00 | 0.00 | 0.00 |
| Temecula (92592; 57,716) | 580 | 3.054 | 0.18 | 0.14 | 0.03 |
| Wildomar (92595; 14,064) | 3,171 | 0.614 | 0.04 | 0.03 | 0.01 |
| Winchester (92596; 2,155) | 11,344 | 0.064 | 0.00 | 0.00 | 0.00 |
| Foothill Ranch (92610; 10,899) | 2,360 | 0.863 | 0.05 | 0.04 | 0.01 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| Lake Forest (92610; 58,707) | 473 | 3.547 | 0.21 | 0.16 | 0.03 |
| Irvine (92614; 344,943) | 33 | 22.097 | 1.30 | 0.99 | 0.21 |
| Dana Point (92624; 38,902) | 922 | 2.180 | 0.13 | 0.10 | 0.02 |
| Costa Mesa (92628; 115,796) | 276 | 5.223 | 0.31 | 0.23 | 0.05 |
| Huntington Beach (92646; 213,415) | 83 | 12.299 | 0.72 | 0.55 | 0.12 |
| Laguna Woods (92653; 16,507) | 3,998 | 0.447 | 0.03 | 0.02 | 0.00 |
| Laguna Hills (92656; 36,318) | 870 | 2.268 | 0.13 | 0.10 | 0.02 |
| San Joaquin Hills (92657; 2,959) | 5,556 | 0.271 | 0.02 | 0.01 | 0.00 |
| Newport Coast (92657; 2,671) | 4,398 | 0.391 | 0.02 | 0.02 | 0.00 |
| Newport Beach (92658; 70,032) | 281 | 5.196 | 0.31 | 0.23 | 0.05 |
| San Clemente (92673; 101,112) | 241 | 5.709 | 0.34 | 0.26 | 0.06 |
| Laguna Niguel (92677; 74,969) | 266 | 5.381 | 0.32 | 0.24 | 0.05 |
| Laguna Beach (92677; 25,886) | 1,213 | 1.745 | 0.10 | 0.08 | 0.02 |
| Portola Hills (92679; 6,391) | 3,634 | 0.516 | 0.03 | 0.02 | 0.01 |
| Coto de Caza (92679; 13,057) | 1,350 | 1.587 | 0.09 | 0.07 | 0.02 |
| Westminster (92684; 95,075) | 389 | 4.180 | 0.25 | 0.19 | 0.04 |
| Las Flores (92688; 5,625) | 3,984 | 0.450 | 0.03 | 0.02 | 0.00 |
| Rancho Santa Margarita (92688; 47,214) | 526 | 3.294 | 0.19 | 0.15 | 0.03 |
| San Juan Capistrano (92691; 38,228) | 963 | 2.120 | 0.12 | 0.10 | 0.02 |
| Mission Viejo (92692; 106,408) | 166 | 7.402 | 0.44 | 0.33 | 0.07 |
| Aliso Viejo (92698; 40,166) | 686 | 2.728 | 0.16 | 0.12 | 0.03 |
| Tustin Foothills (92705; 24,044) | 989 | 2.057 | 0.12 | 0.09 | 0.02 |
| Santa Ana (92725; 357,311) | 73 | 13.790 | 0.81 | 0.62 | 0.13 |
| Fountain Valley (92728; 60,685) | 441 | 3.762 | 0.22 | 0.17 | 0.04 |
| Tustin (92781; 71,958) | 468 | 3.582 | 0.21 | 0.16 | 0.03 |
| Anaheim (92812; 352,126) | 66 | 14.752 | 0.87 | 0.66 | 0.14 |
| Brea (92821; 49,613) | 725 | 2.636 | 0.16 | 0.12 | 0.03 |
| Fullerton (92832; 158,479) | 174 | 7.083 | 0.42 | 0.32 | 0.07 |
| Garden Grove (92846; 173,959) | 167 | 7.385 | 0.43 | 0.33 | 0.07 |
| Norco (92860; 35,884) | 1,027 | 1.999 | 0.12 | 0.09 | 0.02 |
| Villa Park (92861; 6,290) | 3,025 | 0.650 | 0.04 | 0.03 | 0.01 |
| Orange (92864; 150,094) | 149 | 7.872 | 0.46 | 0.35 | 0.08 |
| Placentia (92870; 61,878) | 493 | 3.455 | 0.20 | 0.16 | 0.03 |
| Home Gardens (92879; 9,461) | 4,331 | 0.400 | 0.02 | 0.02 | 0.00 |
| Corona (92879; 229,307) | 87 | 12.153 | 0.72 | 0.55 | 0.12 |
| Yorba Linda (92887; 80,193) | 205 | 6.388 | 0.38 | 0.29 | 0.06 |
| San Buenaventura (Ventura) (93003; 114,049) | 272 | 5.303 | 0.31 | 0.24 | 0.05 |
| Camarillo (93010; 73,967) | 398 | 4.107 | 0.24 | 0.18 | 0.04 |
| Toro Canyon (93013; 1,697) | 9,194 | 0.104 | 0.01 | 0.00 | 0.00 |
| Carpinteria (93013; 12,778) | 3,509 | 0.542 | 0.03 | 0.02 | 0.01 |
| Fillmore (93015; 19,759) | 2,519 | 0.799 | 0.05 | 0.04 | 0.01 |
| Moorpark (93021; 53,599) | 456 | 3.652 | 0.22 | 0.16 | 0.04 |
| Oak View (93022; 4,199) | 6,385 | 0.212 | 0.01 | 0.01 | 0.00 |
| Ojai (93023; 8,614) | 4,819 | 0.342 | 0.02 | 0.02 | 0.00 |
| Mira Monte (93023; 7,177) | 4,706 | 0.353 | 0.02 | 0.02 | 0.00 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Meiners Oaks (93023; 3,750) | 7,144 | 0.173 | 0.01 | 0.01 | 0.00 |
| El Rio (93030; 6,193) | 5,485 | 0.277 | 0.02 | 0.01 | 0.00 |
| Oxnard (93032; 229,984) | 110 | 9.938 | 0.59 | 0.45 | 0.10 |
| Channel Islands Beach (93035; 3,142) | 7,379 | 0.163 | 0.01 | 0.01 | 0.00 |
| Port Hueneme (93044; 22,641) | 2,395 | 0.850 | 0.05 | 0.04 | 0.01 |
| Santa Paula (93061; 29,165) | 1,963 | 1.080 | 0.06 | 0.05 | 0.01 |
| Simi Valley (93065; 144,834) | 129 | 9.061 | 0.53 | 0.41 | 0.09 |
| Summerland (93067; 1,545) | 10,648 | 0.074 | 0.00 | 0.00 | 0.00 |
| Mission Canyon (93105; 2,610) | 6,922 | 0.184 | 0.01 | 0.01 | 0.00 |
| Isla Vista (93117; 18,344) | 5,665 | 0.263 | 0.02 | 0.01 | 0.00 |
| Goleta (93118; 55,204) | 610 | 2.960 | 0.17 | 0.13 | 0.03 |
| Montecito (93150; 10,000) | 2,125 | 0.984 | 0.06 | 0.04 | 0.01 |
| Santa Barbara (93190; 73,967) | 560 | 3.123 | 0.18 | 0.14 | 0.03 |
| Armona (93202; 3,239) | 9,603 | 0.094 | 0.01 | 0.00 | 0.00 |
| Arvin (93203; 19,806) | 4,207 | 0.417 | 0.02 | 0.02 | 0.00 |
| Avenal (93204; 24,519) | 3,032 | 0.648 | 0.04 | 0.03 | 0.01 |
| Coalinga (93210; 11,668) | 4,362 | 0.396 | 0.02 | 0.02 | 0.00 |
| Corcoran (93212; 14,458) | 4,361 | 0.396 | 0.02 | 0.02 | 0.00 |
| Delano (93216; 63,977) | 1,344 | 1.601 | 0.09 | 0.07 | 0.02 |
| Earlimart (93219; 6,583) | 8,453 | 0.125 | 0.01 | 0.01 | 0.00 |
| Exeter (93221; 12,193) | 4,604 | 0.366 | 0.02 | 0.02 | 0.00 |
| Pine Mountain Club (93222; 1,600) | 11,324 | 0.064 | 0.00 | 0.00 | 0.00 |
| Frazier Park (93222; 2,348) | 10,019 | 0.085 | 0.01 | 0.00 | 0.00 |
| Farmersville (93223; 12,651) | 5,105 | 0.311 | 0.02 | 0.01 | 0.00 |
| Goshen (93227; 2,394) | 11,641 | 0.060 | 0.00 | 0.00 | 0.00 |
| Hanford (93232; 66,309) | 903 | 2.215 | 0.13 | 0.10 | 0.02 |
| Huron (93234; 9,569) | 6,434 | 0.209 | 0.01 | 0.01 | 0.00 |
| Ivanhoe (93235; 4,474) | 9,206 | 0.104 | 0.01 | 0.00 | 0.00 |
| Lake Isabella (93240; 3,315) | 11,778 | 0.058 | 0.00 | 0.00 | 0.00 |
| Weedpatch (93241; 2,726) | 12,692 | 0.048 | 0.00 | 0.00 | 0.00 |
| Lamont (93241; 13,296) | 5,205 | 0.302 | 0.02 | 0.01 | 0.00 |
| Lemoore Station (93245; 5,749) | 7,573 | 0.156 | 0.01 | 0.01 | 0.00 |
| Lemoore (93245; 31,907) | 1,840 | 1.144 | 0.07 | 0.05 | 0.01 |
| Lindsay (93247; 12,144) | 5,680 | 0.262 | 0.02 | 0.01 | 0.00 |
| Lost Hills (93249; 1,938) | 12,079 | 0.055 | 0.00 | 0.00 | 0.00 |
| McFarland (93250; 11,562) | 5,772 | 0.255 | 0.02 | 0.01 | 0.00 |
| Pixley (93256; 2,586) | 12,183 | 0.054 | 0.00 | 0.00 | 0.00 |
| East Porterville (93257; 6,730) | 7,711 | 0.150 | 0.01 | 0.01 | 0.00 |
| Porterville (93257; 60,354) | 1,234 | 1.719 | 0.10 | 0.08 | 0.02 |
| Richgrove (93261; 2,723) | 12,034 | 0.055 | 0.00 | 0.00 | 0.00 |
| Shafter (93263; 19,411) | 3,669 | 0.509 | 0.03 | 0.02 | 0.00 |
| Strathmore (93267; 2,584) | 11,823 | 0.058 | 0.00 | 0.00 | 0.00 |
| Ford City (93268; 3,512) | 10,368 | 0.079 | 0.00 | 0.00 | 0.00 |
| Taft Heights (93268; 1,865) | 11,465 | 0.062 | 0.00 | 0.00 | 0.00 |
| Taft (93268; 6,400) | 6,749 | 0.193 | 0.01 | 0.01 | 0.00 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| Terra Bella (93270; 3,466) | 10,420 | 0.078 | 0.00 | 0.00 | 0.00 |
| Three Rivers (93271; 2,248) | 9,995 | 0.085 | 0.01 | 0.00 | 0.00 |
| Tulare (93275; 66,061) | 1,036 | 1.976 | 0.12 | 0.09 | 0.02 |
| Visalia (93279; 156,278) | 238 | 5.745 | 0.34 | 0.26 | 0.06 |
| Wasco (93280; 30,346) | 2,569 | 0.782 | 0.05 | 0.04 | 0.01 |
| Weldon (93283; 2,387) | 12,654 | 0.049 | 0.00 | 0.00 | 0.00 |
| Wofford Heights (93285; 2,276) | 12,583 | 0.049 | 0.00 | 0.00 | 0.00 |
| Woodlake (93286; 8,555) | 6,995 | 0.180 | 0.01 | 0.01 | 0.00 |
| Oildale (93308; 27,885) | 2,944 | 0.670 | 0.04 | 0.03 | 0.01 |
| Rosedale (93312; 8,445) | 3,338 | 0.573 | 0.03 | 0.03 | 0.01 |
| Bakersfield (93314; 430,706) | 62 | 15.310 | 0.90 | 0.69 | 0.15 |
| Baywood-Los Osos (93402; 14,351) | 3,246 | 0.594 | 0.03 | 0.03 | 0.01 |
| San Luis Obispo (93412; 43,637) | 1,703 | 1.239 | 0.07 | 0.06 | 0.01 |
| Arroyo Grande (93421; 17,224) | 2,706 | 0.739 | 0.04 | 0.03 | 0.01 |
| Atascadero (93422; 29,504) | 1,656 | 1.278 | 0.08 | 0.06 | 0.01 |
| Lake Nacimiento (93426; 2,176) | 9,096 | 0.106 | 0.01 | 0.00 | 0.00 |
| Buellton (93427; 3,517) | 7,673 | 0.152 | 0.01 | 0.01 | 0.00 |
| Cambria (93428; 6,232) | 5,851 | 0.249 | 0.01 | 0.01 | 0.00 |
| Cayucos (93430; 2,943) | 8,885 | 0.112 | 0.01 | 0.01 | 0.00 |
| Grover Beach (93433; 12,958) | 4,060 | 0.439 | 0.03 | 0.02 | 0.00 |
| Guadalupe (93434; 7,093) | 6,670 | 0.197 | 0.01 | 0.01 | 0.00 |
| Vandenberg Village (93436; 5,802) | 5,201 | 0.303 | 0.02 | 0.01 | 0.00 |
| Lompoc (93437; 40,297) | 1,589 | 1.347 | 0.08 | 0.06 | 0.01 |
| Vandenberg AFB (93437; 6,151) | 6,320 | 0.216 | 0.01 | 0.01 | 0.00 |
| Los Alamos (93440; 1,372) | 11,832 | 0.058 | 0.00 | 0.00 | 0.00 |
| Morro Bay (93443; 10,186) | 5,108 | 0.311 | 0.02 | 0.01 | 0.00 |
| Nipomo (93444; 12,626) | 3,408 | 0.560 | 0.03 | 0.03 | 0.01 |
| El Paso de Robles (Paso Robles) (93446; 36,474) | 1,666 | 1.272 | 0.07 | 0.06 | 0.01 |
| Pismo Beach (93448; 8,246) | 4,831 | 0.340 | 0.02 | 0.02 | 0.00 |
| Orcutt (93455; 28,830) | 1,561 | 1.365 | 0.08 | 0.06 | 0.01 |
| Santa Maria (93457; 106,096) | 499 | 3.447 | 0.20 | 0.15 | 0.03 |
| Santa Ynez (93460; 4,584) | 4,957 | 0.327 | 0.02 | 0.01 | 0.00 |
| Solvang (93464; 4,918) | 6,602 | 0.200 | 0.01 | 0.01 | 0.00 |
| Templeton (93465; 4,687) | 6,220 | 0.223 | 0.01 | 0.01 | 0.00 |
| Oceano (93475; 7,260) | 5,895 | 0.245 | 0.01 | 0.01 | 0.00 |
| California City (93505; 28,858) | 1,797 | 1.173 | 0.07 | 0.05 | 0.01 |
| Acton (93510; 2,390) | 8,153 | 0.134 | 0.01 | 0.01 | 0.00 |
| West Bishop (93514; 2,807) | 7,914 | 0.143 | 0.01 | 0.01 | 0.00 |
| Dixon Lane-Meadow Creek (93514; 2,702) | 9,597 | 0.095 | 0.01 | 0.00 | 0.00 |
| Bishop (93515; 3,764) | 9,711 | 0.091 | 0.01 | 0.00 | 0.00 |
| Boron (93516; 2,025) | 10,707 | 0.073 | 0.00 | 0.00 | 0.00 |
| Mojave (93519; 3,836) | 10,041 | 0.084 | 0.00 | 0.00 | 0.00 |
| Edwards AFB (93523; 5,909) | 6,722 | 0.194 | 0.01 | 0.01 | 0.00 |
| Lancaster (93535; 165,134) | 222 | 6.038 | 0.36 | 0.27 | 0.06 |
| Lake Los Angeles (93535; 11,523) | 4,351 | 0.397 | 0.02 | 0.02 | 0.00 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| Quartz Hill (93536; 9,890) | 4,110 | 0.432 | 0.03 | 0.02 | 0.00 |
| Littlerock (93543; 1,402) | 12,639 | 0.049 | 0.00 | 0.00 | 0.00 |
| Mammoth Lakes (93546; 7,771) | 5,142 | 0.308 | 0.02 | 0.01 | 0.00 |
| Palmdale (93550; 186,242) | 156 | 7.772 | 0.46 | 0.35 | 0.08 |
| Desert View Highlands (93551; 2,337) | 10,446 | 0.078 | 0.00 | 0.00 | 0.00 |
| China Lake Acres (93555; 1,761) | 12,036 | 0.055 | 0.00 | 0.00 | 0.00 |
| Ridgecrest (93556; 28,831) | 1,826 | 1.153 | 0.07 | 0.05 | 0.01 |
| Rosamond (93560; 14,349) | 3,518 | 0.540 | 0.03 | 0.02 | 0.01 |
| Golden Hills (93561; 7,434) | 5,052 | 0.318 | 0.02 | 0.01 | 0.00 |
| Stallion Springs (93561; 1,522) | 10,989 | 0.069 | 0.00 | 0.00 | 0.00 |
| Tehachapi (93561; 14,037) | 4,619 | 0.364 | 0.02 | 0.02 | 0.00 |
| Bear Valley Springs (93561; 4,232) | 6,111 | 0.230 | 0.01 | 0.01 | 0.00 |
| Searles Valley (93562; 1,885) | 11,653 | 0.060 | 0.00 | 0.00 | 0.00 |
| Auberry (93602; 2,053) | 11,413 | 0.063 | 0.00 | 0.00 | 0.00 |
| Riverdale (93607; 2,416) | 11,338 | 0.064 | 0.00 | 0.00 | 0.00 |
| Caruthers (93609; 2,103) | 10,590 | 0.075 | 0.00 | 0.00 | 0.00 |
| Chowchilla (93610; 11,127) | 5,183 | 0.304 | 0.02 | 0.01 | 0.00 |
| Clovis (93613; 143,413) | 264 | 5.391 | 0.32 | 0.24 | 0.05 |
| Yosemite Lakes (93614; 4,160) | 6,453 | 0.209 | 0.01 | 0.01 | 0.00 |
| Cutler (93615; 4,491) | 9,488 | 0.097 | 0.01 | 0.00 | 0.00 |
| Dinuba (93618; 24,395) | 2,767 | 0.723 | 0.04 | 0.03 | 0.01 |
| Dos Palos (93620; 6,255) | 7,401 | 0.162 | 0.01 | 0.01 | 0.00 |
| Firebaugh (93622; 5,743) | 7,420 | 0.161 | 0.01 | 0.01 | 0.00 |
| Fowler (93625; 6,723) | 6,407 | 0.211 | 0.01 | 0.01 | 0.00 |
| Kerman (93630; 17,559) | 3,771 | 0.487 | 0.03 | 0.02 | 0.00 |
| Kingsburg (93631; 19,140) | 2,877 | 0.689 | 0.04 | 0.03 | 0.01 |
| Los Banos (93635; 59,231) | 847 | 2.301 | 0.14 | 0.10 | 0.02 |
| Parkwood (93637; 2,119) | 11,346 | 0.064 | 0.00 | 0.00 | 0.00 |
| Bonadelle Ranchos-Madera Ranchos (93638; 7,300) | 4,474 | 0.381 | 0.02 | 0.02 | 0.00 |
| Parksdale (93638; 2,688) | 10,845 | 0.071 | 0.00 | 0.00 | 0.00 |
| Madera Acres (93638; 7,741) | 5,090 | 0.313 | 0.02 | 0.01 | 0.00 |
| Madera (93639; 77,709) | 951 | 2.144 | 0.13 | 0.10 | 0.02 |
| Mendota (93640; 12,545) | 5,648 | 0.264 | 0.02 | 0.01 | 0.00 |
| Oakhurst (93644; 2,868) | 10,881 | 0.071 | 0.00 | 0.00 | 0.00 |
| Orange Cove (93646; 16,438) | 4,960 | 0.327 | 0.02 | 0.01 | 0.00 |
| Orosi (93647; 7,318) | 6,647 | 0.198 | 0.01 | 0.01 | 0.00 |
| Parlier (93648; 20,525) | 3,995 | 0.448 | 0.03 | 0.02 | 0.00 |
| Reedley (93654; 27,504) | 2,402 | 0.848 | 0.05 | 0.04 | 0.01 |
| Sanger (93657; 28,853) | 2,461 | 0.823 | 0.05 | 0.04 | 0.01 |
| San Joaquin (93660; 4,650) | 9,234 | 0.103 | 0.01 | 0.00 | 0.00 |
| Selma (93662; 31,376) | 2,156 | 0.968 | 0.06 | 0.04 | 0.01 |
| Squaw Valley (93675; 2,691) | 9,607 | 0.094 | 0.01 | 0.00 | 0.00 |
| Easton (93706; 1,966) | 12,115 | 0.054 | 0.00 | 0.00 | 0.00 |
| Fresno (93728; 560,725) | 56 | 16.070 | 0.95 | 0.72 | 0.16 |
| Salinas (93902; 139,896) | 260 | 5.438 | 0.32 | 0.24 | 0.05 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Prunedale (93907; 16,432) | 2,241 | 0.920 | 0.05 | 0.04 | 0.01 |
| Boronda (93907; 1,325) | 12,055 | 0.055 | 0.00 | 0.00 | 0.00 |
| Carmel-by-the-Sea (93921; 4,031) | 6,455 | 0.208 | 0.01 | 0.01 | 0.00 |
| Carmel Valley Village (93924; 4,700) | 5,278 | 0.296 | 0.02 | 0.01 | 0.00 |
| Chualar (93925; 1,444) | 12,037 | 0.055 | 0.00 | 0.00 | 0.00 |
| Gonzales (93926; 12,141) | 3,990 | 0.449 | 0.03 | 0.02 | 0.00 |
| Greenfield (93927; 13,671) | 3,939 | 0.457 | 0.03 | 0.02 | 0.00 |
| King City (93930; 11,364) | 4,761 | 0.348 | 0.02 | 0.02 | 0.00 |
| Marina (93933; 25,101) | 2,169 | 0.960 | 0.06 | 0.04 | 0.01 |
| Del Rey Oaks (93940; 1,510) | 10,293 | 0.080 | 0.00 | 0.00 | 0.00 |
| Monterey (93943; 29,669) | 1,638 | 1.295 | 0.08 | 0.06 | 0.01 |
| Pacific Grove (93950; 14,558) | 3,023 | 0.650 | 0.04 | 0.03 | 0.01 |
| Del Monte Forest (93953; 4,531) | 4,316 | 0.402 | 0.02 | 0.02 | 0.00 |
| Seaside (93955; 42,637) | 1,366 | 1.569 | 0.09 | 0.07 | 0.02 |
| Soledad (93960; 11,263) | 4,147 | 0.427 | 0.03 | 0.02 | 0.00 |
| Belmont (94002; 22,522) | 1,323 | 1.620 | 0.10 | 0.07 | 0.02 |
| Brisbane (94005; 3,443) | 6,700 | 0.195 | 0.01 | 0.01 | 0.00 |
| Hillsborough (94010; 9,946) | 1,248 | 1.708 | 0.10 | 0.08 | 0.02 |
| Burlingame (94011; 25,336) | 1,385 | 1.544 | 0.09 | 0.07 | 0.01 |
| Colma (94014; 2,340) | 8,533 | 0.122 | 0.01 | 0.01 | 0.00 |
| Broadmoor (94015; 4,026) | 5,839 | 0.250 | 0.01 | 0.01 | 0.00 |
| Daly City (94017; 92,117) | 287 | 5.103 | 0.30 | 0.23 | 0.05 |
| El Granada (94018; 5,724) | 3,869 | 0.468 | 0.03 | 0.02 | 0.00 |
| Half Moon Bay (94019; 13,379) | 2,213 | 0.933 | 0.05 | 0.04 | 0.01 |
| Los Altos (94024; 25,018) | 655 | 2.819 | 0.17 | 0.13 | 0.03 |
| Loyola (94024; 3,478) | 4,091 | 0.435 | 0.03 | 0.02 | 0.00 |
| Los Altos Hills (94024; 8,824) | 1,564 | 1.362 | 0.08 | 0.06 | 0.01 |
| Menlo Park (94025; 26,909) | 1,014 | 2.024 | 0.12 | 0.09 | 0.02 |
| West Menlo Park (94025; 3,629) | 4,295 | 0.406 | 0.02 | 0.02 | 0.00 |
| Atherton (94027; 6,936) | 1,714 | 1.233 | 0.07 | 0.06 | 0.01 |
| Portola Valley (94028; 4,287) | 3,214 | 0.603 | 0.04 | 0.03 | 0.01 |
| Millbrae (94030; 19,573) | 1,773 | 1.190 | 0.07 | 0.05 | 0.01 |
| Montara (94037; 2,950) | 5,838 | 0.250 | 0.01 | 0.01 | 0.00 |
| Moss Beach (94038; 1,953) | 7,456 | 0.160 | 0.01 | 0.01 | 0.00 |
| Mountain View (94041; 64,161) | 415 | 3.956 | 0.23 | 0.18 | 0.04 |
| Pacifica (94044; 33,830) | 938 | 2.158 | 0.13 | 0.10 | 0.02 |
| Woodside (94062; 5,081) | 2,594 | 0.773 | 0.05 | 0.03 | 0.01 |
| Emerald Lake Hills (94062; 3,899) | 4,032 | 0.441 | 0.03 | 0.02 | 0.00 |
| Redwood City (94062; 67,564) | 408 | 4.009 | 0.24 | 0.18 | 0.04 |
| North Fair Oaks (94063; 15,440) | 2,626 | 0.763 | 0.04 | 0.03 | 0.01 |
| San Bruno (94066; 38,134) | 971 | 2.105 | 0.12 | 0.09 | 0.02 |
| San Carlos (94070; 24,641) | 1,060 | 1.938 | 0.11 | 0.09 | 0.02 |
| South San Francisco (94083; 57,942) | 549 | 3.182 | 0.19 | 0.14 | 0.03 |
| Sunnyvale (94089; 117,557) | 155 | 7.777 | 0.46 | 0.35 | 0.08 |
| San Francisco (94128; 654,340) | 14 | 32.124 | 1.89 | 1.44 | 0.31 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Sacramento (94250; 631,486) | 37 | 20.800 | 1.23 | 0.93 | 0.20 |
| East Palo Alto (94303; 41,040) | 1,299 | 1.642 | 0.10 | 0.07 | 0.02 |
| Palo Alto (94309; 51,896) | 392 | 4.170 | 0.25 | 0.19 | 0.04 |
| Stanford (94309; 13,315) | 3,774 | 0.487 | 0.03 | 0.02 | 0.00 |
| San Mateo (94401; 87,761) | 294 | 5.053 | 0.30 | 0.23 | 0.05 |
| Highlands-Baywood Park (94402; 4,210) | 4,371 | 0.394 | 0.02 | 0.02 | 0.00 |
| Foster City (94404; 29,020) | 792 | 2.458 | 0.14 | 0.11 | 0.02 |
| Alameda (94502; 67,776) | 507 | 3.391 | 0.20 | 0.15 | 0.03 |
| Blackhawk-Camino Tassajara (94506; 10,048) | 1,541 | 1.381 | 0.08 | 0.06 | 0.01 |
| Alamo (94507; 15,626) | 1,094 | 1.905 | 0.11 | 0.09 | 0.02 |
| Antioch (94509; 139,899) | 165 | 7.507 | 0.44 | 0.34 | 0.07 |
| Benicia (94510; 26,748) | 1,334 | 1.608 | 0.09 | 0.07 | 0.02 |
| Bethel Island (94511; 2,312) | 9,707 | 0.092 | 0.01 | 0.00 | 0.00 |
| Oakley (94513; 25,619) | 1,430 | 1.494 | 0.09 | 0.07 | 0.01 |
| Discovery Bay (94514; 8,981) | 2,784 | 0.718 | 0.04 | 0.03 | 0.01 |
| Calistoga (94515; 5,254) | 6,998 | 0.180 | 0.01 | 0.01 | 0.00 |
| Clayton (94517; 12,300) | 1,896 | 1.112 | 0.07 | 0.05 | 0.01 |
| Pleasant Hill (94523; 35,686) | 953 | 2.141 | 0.13 | 0.10 | 0.02 |
| Crockett (94525; 3,194) | 8,043 | 0.138 | 0.01 | 0.01 | 0.00 |
| Danville (94526; 43,736) | 352 | 4.435 | 0.26 | 0.20 | 0.04 |
| Concord (94529; 132,326) | 197 | 6.541 | 0.39 | 0.29 | 0.06 |
| El Cerrito (94530; 23,069) | 1,796 | 1.174 | 0.07 | 0.05 | 0.01 |
| Suisun City (94534; 29,615) | 1,342 | 1.602 | 0.09 | 0.07 | 0.02 |
| Fairfield (94535; 131,310) | 226 | 5.971 | 0.35 | 0.27 | 0.06 |
| Fremont (94538; 199,353) | 75 | 13.572 | 0.80 | 0.61 | 0.13 |
| Cherryland (94541; 13,837) | 3,569 | 0.527 | 0.03 | 0.02 | 0.01 |
| Hayward (94541; 142,918) | 198 | 6.502 | 0.38 | 0.29 | 0.06 |
| Fairview (94541; 9,470) | 3,039 | 0.645 | 0.04 | 0.03 | 0.01 |
| Rodeo (94547; 8,717) | 3,864 | 0.469 | 0.03 | 0.02 | 0.00 |
| Hercules (94547; 40,681) | 691 | 2.720 | 0.16 | 0.12 | 0.03 |
| Lafayette (94549; 27,109) | 791 | 2.461 | 0.14 | 0.11 | 0.02 |
| Livermore (94550; 93,670) | 209 | 6.273 | 0.37 | 0.28 | 0.06 |
| Castro Valley (94552; 57,292) | 523 | 3.304 | 0.19 | 0.15 | 0.03 |
| Vine Hill (94553; 3,260) | 8,002 | 0.139 | 0.01 | 0.01 | 0.00 |
| Pacheco (94553; 3,562) | 7,833 | 0.145 | 0.01 | 0.01 | 0.00 |
| Martinez (94553; 37,628) | 969 | 2.108 | 0.12 | 0.09 | 0.02 |
| Napa (94558; 84,888) | 449 | 3.710 | 0.22 | 0.17 | 0.04 |
| Newark (94560; 42,639) | 729 | 2.629 | 0.15 | 0.12 | 0.03 |
| Orinda (94563; 20,035) | 974 | 2.095 | 0.12 | 0.09 | 0.02 |
| Pinole (94564; 19,974) | 1,912 | 1.106 | 0.07 | 0.05 | 0.01 |
| Pittsburg (94565; 84,004) | 437 | 3.776 | 0.22 | 0.17 | 0.04 |
| Bay Point (94565; 21,534) | 2,366 | 0.861 | 0.05 | 0.04 | 0.01 |
| Dublin (94568; 69,517) | 326 | 4.776 | 0.28 | 0.21 | 0.05 |
| Pleasanton (94568; 73,333) | 228 | 5.924 | 0.35 | 0.27 | 0.06 |
| Rio Vista (94571; 19,332) | 2,619 | 0.765 | 0.05 | 0.03 | 0.01 |

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| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| St. Helena (94574; 6,264) | 4,949 | 0.328 | 0.02 | 0.01 | 0.00 |
| Moraga (94575; 18,408) | 1,338 | 1.605 | 0.09 | 0.07 | 0.02 |
| Angwin (94576; 3,148) | 7,495 | 0.158 | 0.01 | 0.01 | 0.00 |
| Deer Park (94576; 1,433) | 10,206 | 0.081 | 0.00 | 0.00 | 0.00 |
| San Leandro (94579; 78,472) | 470 | 3.564 | 0.21 | 0.16 | 0.03 |
| Ashland (94580; 20,793) | 2,660 | 0.754 | 0.04 | 0.03 | 0.01 |
| San Lorenzo (94580; 21,898) | 1,936 | 1.094 | 0.06 | 0.05 | 0.01 |
| San Ramon (94583; 48,408) | 395 | 4.125 | 0.24 | 0.19 | 0.04 |
| Sunol (94586; 1,332) | 9,163 | 0.105 | 0.01 | 0.00 | 0.00 |
| Union City (94587; 75,550) | 314 | 4.831 | 0.28 | 0.22 | 0.05 |
| American Canyon (94589; 39,847) | 1,139 | 1.846 | 0.11 | 0.08 | 0.02 |
| Vallejo (94592; 123,390) | 257 | 5.488 | 0.32 | 0.25 | 0.05 |
| Waldon (94596; 5,133) | 5,606 | 0.267 | 0.02 | 0.01 | 0.00 |
| Walnut Creek (94597; 66,390) | 446 | 3.733 | 0.22 | 0.17 | 0.04 |
| Yountville (94599; 2,916) | 8,555 | 0.122 | 0.01 | 0.01 | 0.00 |
| Oakland (94617; 393,219) | 71 | 14.003 | 0.82 | 0.63 | 0.14 |
| Piedmont (94620; 10,021) | 1,766 | 1.196 | 0.07 | 0.05 | 0.01 |
| Emeryville (94662; 12,718) | 3,656 | 0.513 | 0.03 | 0.02 | 0.00 |
| Kensington (94708; 4,936) | 4,276 | 0.409 | 0.02 | 0.02 | 0.00 |
| Berkeley (94708; 97,906) | 426 | 3.872 | 0.23 | 0.17 | 0.04 |
| Albany (94710; 15,544) | 2,640 | 0.759 | 0.04 | 0.03 | 0.01 |
| Richmond (94804; 112,132) | 354 | 4.407 | 0.26 | 0.20 | 0.04 |
| East Richmond Heights (94805; 3,357) | 7,171 | 0.172 | 0.01 | 0.01 | 0.00 |
| San Pablo (94806; 33,624) | 1,897 | 1.112 | 0.07 | 0.05 | 0.01 |
| Rollingwood (94806; 2,900) | 8,462 | 0.124 | 0.01 | 0.01 | 0.00 |
| Tara Hills (94806; 5,332) | 5,605 | 0.267 | 0.02 | 0.01 | 0.00 |
| Bayview-Montalvin (94806; 5,004) | 6,176 | 0.226 | 0.01 | 0.01 | 0.00 |
| El Sobrante (94820; 12,260) | 3,577 | 0.526 | 0.03 | 0.02 | 0.01 |
| Lucas Valley-Marinwood (94903; 6,357) | 3,796 | 0.483 | 0.03 | 0.02 | 0.00 |
| Santa Venetia (94903; 4,298) | 5,366 | 0.289 | 0.02 | 0.01 | 0.00 |
| San Rafael (94912; 54,073) | 618 | 2.932 | 0.17 | 0.13 | 0.03 |
| Kentfield (94914; 6,351) | 2,970 | 0.663 | 0.04 | 0.03 | 0.01 |
| Tiburon (94920; 8,769) | 2,448 | 0.831 | 0.05 | 0.04 | 0.01 |
| Belvedere (94920; 1,976) | 6,118 | 0.230 | 0.01 | 0.01 | 0.00 |
| Bodega Bay (94923; 1,423) | 10,797 | 0.072 | 0.00 | 0.00 | 0.00 |
| Bolinas (94924; 1,246) | 11,737 | 0.059 | 0.00 | 0.00 | 0.00 |
| Cotati (94926; 9,333) | 4,069 | 0.438 | 0.03 | 0.02 | 0.00 |
| Rohnert Park (94927; 41,215) | 1,095 | 1.903 | 0.11 | 0.09 | 0.02 |
| Fairfax (94930; 6,697) | 4,758 | 0.348 | 0.02 | 0.02 | 0.00 |
| Lagunitas-Forest Knolls (94933; 1,835) | 9,725 | 0.091 | 0.01 | 0.00 | 0.00 |
| Inverness (94937; 1,421) | 11,659 | 0.060 | 0.00 | 0.00 | 0.00 |
| Tamalpais-Homestead Valley (94941; 10,691) | 2,149 | 0.970 | 0.06 | 0.04 | 0.01 |
| Mill Valley (94941; 12,651) | 2,057 | 1.021 | 0.06 | 0.05 | 0.01 |
| Black Point-Green Point (94945; 1,143) | 9,615 | 0.094 | 0.01 | 0.00 | 0.00 |
| Novato (94948; 54,433) | 577 | 3.071 | 0.18 | 0.14 | 0.03 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Ross (94957; 2,192) | 6,630 | 0.199 | 0.01 | 0.01 | 0.00 |
| Sausalito (94965; 6,929) | 3,520 | 0.539 | 0.03 | 0.02 | 0.01 |
| Woodacre (94973; 1,393) | 10,427 | 0.078 | 0.00 | 0.00 | 0.00 |
| Petaluma (94975; 57,888) | 550 | 3.174 | 0.19 | 0.14 | 0.03 |
| Corte Madera (94976; 9,399) | 2,953 | 0.667 | 0.04 | 0.03 | 0.01 |
| Larkspur (94977; 11,171) | 2,973 | 0.663 | 0.04 | 0.03 | 0.01 |
| San Anselmo (94979; 11,328) | 2,774 | 0.720 | 0.04 | 0.03 | 0.01 |
| Rio del Mar (95003; 9,198) | 3,162 | 0.616 | 0.04 | 0.03 | 0.01 |
| Aptos (95003; 9,396) | 3,631 | 0.517 | 0.03 | 0.02 | 0.01 |
| Day Valley (95003; 3,587) | 6,095 | 0.231 | 0.01 | 0.01 | 0.00 |
| Aromas (95004; 2,797) | 7,163 | 0.172 | 0.01 | 0.01 | 0.00 |
| Ben Lomond (95005; 2,364) | 8,601 | 0.120 | 0.01 | 0.01 | 0.00 |
| Boulder Creek (95006; 4,081) | 6,267 | 0.219 | 0.01 | 0.01 | 0.00 |
| Capitola (95010; 8,556) | 4,735 | 0.350 | 0.02 | 0.02 | 0.00 |
| Campbell (95011; 33,885) | 1,013 | 2.025 | 0.12 | 0.09 | 0.02 |
| Castroville (95012; 6,724) | 6,100 | 0.231 | 0.01 | 0.01 | 0.00 |
| Elkhorn (95012; 1,591) | 9,382 | 0.100 | 0.01 | 0.00 | 0.00 |
| Cupertino (95015; 54,071) | 315 | 4.827 | 0.28 | 0.22 | 0.05 |
| Felton (95018; 1,051) | 12,919 | 0.045 | 0.00 | 0.00 | 0.00 |
| Freedom (95019; 6,000) | 6,308 | 0.217 | 0.01 | 0.01 | 0.00 |
| Gilroy (95020; 54,338) | 595 | 3.002 | 0.18 | 0.13 | 0.03 |
| Hollister (95023; 42,782) | 959 | 2.134 | 0.13 | 0.10 | 0.02 |
| Ridgemark (95023; 2,741) | 6,750 | 0.193 | 0.01 | 0.01 | 0.00 |
| Monte Sereno (95030; 3,304) | 3,965 | 0.453 | 0.03 | 0.02 | 0.00 |
| Los Gatos (95033; 26,047) | 917 | 2.184 | 0.13 | 0.10 | 0.02 |
| Lexington Hills (95033; 2,454) | 6,162 | 0.227 | 0.01 | 0.01 | 0.00 |
| Milpitas (95035; 62,698) | 330 | 4.706 | 0.28 | 0.21 | 0.05 |
| Morgan Hill (95037; 39,241) | 642 | 2.859 | 0.17 | 0.13 | 0.03 |
| San Juan Bautista (95045; 2,100) | 10,228 | 0.081 | 0.00 | 0.00 | 0.00 |
| San Martin (95046; 4,230) | 5,659 | 0.263 | 0.02 | 0.01 | 0.00 |
| Santa Clara (95051; 109,073) | 186 | 6.736 | 0.40 | 0.30 | 0.07 |
| Santa Cruz (95061; 53,082) | 815 | 2.388 | 0.14 | 0.11 | 0.02 |
| Opal Cliffs (95062; 6,458) | 5,899 | 0.245 | 0.01 | 0.01 | 0.00 |
| Twin Lakes (95062; 5,533) | 6,760 | 0.192 | 0.01 | 0.01 | 0.00 |
| Scotts Valley (95067; 10,676) | 2,882 | 0.688 | 0.04 | 0.03 | 0.01 |
| Saratoga (95071; 29,015) | 461 | 3.609 | 0.21 | 0.16 | 0.03 |
| Soquel (95073; 5,081) | 5,848 | 0.249 | 0.01 | 0.01 | 0.00 |
| Las Lomas (95076; 3,078) | 8,166 | 0.134 | 0.01 | 0.01 | 0.00 |
| Amesti (95076; 2,436) | 9,421 | 0.099 | 0.01 | 0.00 | 0.00 |
| Corralitos (95076; 2,431) | 7,635 | 0.153 | 0.01 | 0.01 | 0.00 |
| Interlaken (95076; 7,328) | 4,731 | 0.351 | 0.02 | 0.02 | 0.00 |
| Pajaro (95076; 3,384) | 8,778 | 0.115 | 0.01 | 0.01 | 0.00 |
| Watsonville (95076; 56,957) | 1,092 | 1.905 | 0.11 | 0.09 | 0.02 |
| Aptos Hills-Larkin Valley (95076; 2,361) | 7,761 | 0.148 | 0.01 | 0.01 | 0.00 |
| Seven Trees (95111; 1,666) | 12,418 | 0.051 | 0.00 | 0.00 | 0.00 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------------|----------|-----------|---------|----------|-------|
| Cambrian Park (95124; 3,258) | 6,043 | 0.234 | 0.01 | 0.01 | 0.00 |
| Buena Vista (95126; 1,704) | 12,865 | 0.046 | 0.00 | 0.00 | 0.00 |
| East Foothills (95127; 8,133) | 3,516 | 0.541 | 0.03 | 0.02 | 0.01 |
| Alum Rock (95127; 13,479) | 3,015 | 0.654 | 0.04 | 0.03 | 0.01 |
| San Jose (95132; 934,701) | 6 | 58.371 | 3.44 | 2.62 | 0.57 |
| Stockton (95202; 423,458) | 77 | 13.347 | 0.79 | 0.60 | 0.13 |
| Country Club (95204; 9,462) | 4,866 | 0.337 | 0.02 | 0.02 | 0.00 |
| August (95205; 7,808) | 7,086 | 0.175 | 0.01 | 0.01 | 0.00 |
| Kennedy (95206; 3,275) | 10,862 | 0.071 | 0.00 | 0.00 | 0.00 |
| Lincoln Village (95207; 4,216) | 6,862 | 0.187 | 0.01 | 0.01 | 0.00 |
| Morada (95212; 3,726) | 5,965 | 0.239 | 0.01 | 0.01 | 0.00 |
| Garden Acres (95215; 9,747) | 5,640 | 0.265 | 0.02 | 0.01 | 0.00 |
| Angels City (95222; 6,919) | 6,508 | 0.205 | 0.01 | 0.01 | 0.00 |
| Arnold (95223; 4,218) | 7,436 | 0.160 | 0.01 | 0.01 | 0.00 |
| Copperopolis (95228; 2,363) | 9,887 | 0.088 | 0.01 | 0.00 | 0.00 |
| French Camp (95231; 4,109) | 9,217 | 0.103 | 0.01 | 0.00 | 0.00 |
| Linden (95236; 1,103) | 12,477 | 0.050 | 0.00 | 0.00 | 0.00 |
| Lockeford (95237; 3,179) | 8,484 | 0.124 | 0.01 | 0.01 | 0.00 |
| Lodi (95240; 79,581) | 660 | 2.800 | 0.16 | 0.13 | 0.03 |
| Mountain Ranch (95246; 1,557) | 12,239 | 0.053 | 0.00 | 0.00 | 0.00 |
| Murphys (95247; 2,061) | 10,444 | 0.078 | 0.00 | 0.00 | 0.00 |
| Forest Meadows (95247; 1,197) | 12,104 | 0.055 | 0.00 | 0.00 | 0.00 |
| San Andreas (95249; 2,615) | 10,563 | 0.076 | 0.00 | 0.00 | 0.00 |
| Valley Springs (95252; 2,560) | 9,439 | 0.098 | 0.01 | 0.00 | 0.00 |
| Rancho Calaveras (95252; 4,182) | 6,871 | 0.187 | 0.01 | 0.01 | 0.00 |
| North Woodbridge (95258; 1,320) | 9,650 | 0.093 | 0.01 | 0.00 | 0.00 |
| South Woodbridge (95258; 2,825) | 8,552 | 0.122 | 0.01 | 0.01 | 0.00 |
| Atwater (95301; 39,171) | 1,630 | 1.300 | 0.08 | 0.06 | 0.01 |
| Ceres (95307; 53,289) | 1,066 | 1.930 | 0.11 | 0.09 | 0.02 |
| Columbia (95310; 2,405) | 11,471 | 0.062 | 0.00 | 0.00 | 0.00 |
| Delhi (95315; 8,022) | 5,259 | 0.297 | 0.02 | 0.01 | 0.00 |
| Denair (95316; 3,446) | 8,386 | 0.127 | 0.01 | 0.01 | 0.00 |
| Empire (95319; 3,903) | 9,551 | 0.095 | 0.01 | 0.00 | 0.00 |
| Escalon (95320; 10,912) | 3,795 | 0.483 | 0.03 | 0.02 | 0.00 |
| Groveland-Big Oak Flat (95321; 3,388) | 8,403 | 0.126 | 0.01 | 0.01 | 0.00 |
| Gustine (95322; 7,849) | 5,552 | 0.271 | 0.02 | 0.01 | 0.00 |
| Hilmar-Irwin (95324; 4,807) | 7,087 | 0.175 | 0.01 | 0.01 | 0.00 |
| Hughson (95326; 19,305) | 2,868 | 0.693 | 0.04 | 0.03 | 0.01 |
| Jamestown (95327; 3,017) | 10,975 | 0.069 | 0.00 | 0.00 | 0.00 |
| Keyes (95328; 4,575) | 8,302 | 0.129 | 0.01 | 0.01 | 0.00 |
| Lathrop (95330; 22,396) | 1,928 | 1.096 | 0.06 | 0.05 | 0.01 |
| Le Grand (95333; 1,760) | 12,916 | 0.045 | 0.00 | 0.00 | 0.00 |
| Livingston (95334; 18,633) | 3,523 | 0.538 | 0.03 | 0.02 | 0.01 |
| Manteca (95336; 119,074) | 303 | 4.941 | 0.29 | 0.22 | 0.05 |
| Mi-Wuk Village (95346; 1,485) | 11,028 | 0.069 | 0.00 | 0.00 | 0.00 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| Merced (95348; 105,986) | 639 | 2.867 | 0.17 | 0.13 | 0.03 |
| Modesto (95350; 271,474) | 114 | 9.749 | 0.57 | 0.44 | 0.09 |
| Bystrom (95351; 4,518) | 8,932 | 0.111 | 0.01 | 0.00 | 0.00 |
| West Modesto (95351; 6,096) | 7,370 | 0.163 | 0.01 | 0.01 | 0.00 |
| Shackelford (95351; 5,170) | 9,064 | 0.107 | 0.01 | 0.00 | 0.00 |
| Del Rio (95356; 1,168) | 8,874 | 0.112 | 0.01 | 0.01 | 0.00 |
| Bret Harte (95358; 5,161) | 8,545 | 0.122 | 0.01 | 0.01 | 0.00 |
| Newman (95360; 15,001) | 3,575 | 0.526 | 0.03 | 0.02 | 0.01 |
| East Oakdale (95361; 2,742) | 7,180 | 0.171 | 0.01 | 0.01 | 0.00 |
| Oakdale (95361; 26,192) | 2,248 | 0.916 | 0.05 | 0.04 | 0.01 |
| Patterson (95363; 30,661) | 1,627 | 1.302 | 0.08 | 0.06 | 0.01 |
| Grayson (95363; 1,077) | 12,888 | 0.046 | 0.00 | 0.00 | 0.00 |
| Planada (95365; 4,369) | 9,606 | 0.094 | 0.01 | 0.00 | 0.00 |
| Ripon (95366; 27,157) | 1,550 | 1.376 | 0.08 | 0.06 | 0.01 |
| Riverbank (95367; 42,080) | 1,277 | 1.671 | 0.10 | 0.08 | 0.02 |
| Salida (95368; 12,560) | 3,036 | 0.646 | 0.04 | 0.03 | 0.01 |
| East Sonora (95370; 2,078) | 11,312 | 0.065 | 0.00 | 0.00 | 0.00 |
| Mono Vista (95370; 3,072) | 8,768 | 0.116 | 0.01 | 0.01 | 0.00 |
| Phoenix Lake-Cedar Ridge (95370; 5,123) | 6,538 | 0.204 | 0.01 | 0.01 | 0.00 |
| Soulsbyville (95372; 1,729) | 11,252 | 0.065 | 0.00 | 0.00 | 0.00 |
| Sonora (95373; 5,255) | 8,138 | 0.135 | 0.01 | 0.01 | 0.00 |
| Strawberry (95375; 5,302) | 4,913 | 0.332 | 0.02 | 0.01 | 0.00 |
| Tuolumne City (95379; 1,865) | 12,174 | 0.054 | 0.00 | 0.00 | 0.00 |
| Turlock (95380; 105,689) | 455 | 3.669 | 0.22 | 0.16 | 0.04 |
| Twain Harte (95383; 2,586) | 9,020 | 0.108 | 0.01 | 0.00 | 0.00 |
| Waterford (95386; 13,104) | 3,936 | 0.458 | 0.03 | 0.02 | 0.00 |
| Winton (95388; 8,832) | 6,042 | 0.234 | 0.01 | 0.01 | 0.00 |
| Tracy (95391; 189,624) | 104 | 10.586 | 0.62 | 0.48 | 0.10 |
| Larkfield-Wikiup (95403; 7,479) | 4,239 | 0.414 | 0.02 | 0.02 | 0.00 |
| Santa Rosa (95407; 173,319) | 151 | 7.848 | 0.46 | 0.35 | 0.08 |
| Roseland (95407; 6,369) | 5,705 | 0.260 | 0.02 | 0.01 | 0.00 |
| Boyes Hot Springs (95416; 6,665) | 5,219 | 0.300 | 0.02 | 0.01 | 0.00 |
| Clearlake (95422; 19,528) | 4,789 | 0.345 | 0.02 | 0.02 | 0.00 |
| Clearlake Oaks (95423; 2,402) | 12,314 | 0.052 | 0.00 | 0.00 | 0.00 |
| Cloverdale (95425; 11,868) | 4,002 | 0.446 | 0.03 | 0.02 | 0.00 |
| Cobb (95426; 1,638) | 10,454 | 0.077 | 0.00 | 0.00 | 0.00 |
| Eldridge (95431; 1,534) | 10,804 | 0.072 | 0.00 | 0.00 | 0.00 |
| El Verano (95433; 3,954) | 6,781 | 0.191 | 0.01 | 0.01 | 0.00 |
| Forestville (95436; 2,370) | 9,048 | 0.107 | 0.01 | 0.00 | 0.00 |
| Graton (95444; 1,815) | 10,367 | 0.079 | 0.00 | 0.00 | 0.00 |
| Guerneville (95446; 2,441) | 10,231 | 0.081 | 0.00 | 0.00 | 0.00 |
| Healdsburg (95448; 12,448) | 3,510 | 0.542 | 0.03 | 0.02 | 0.01 |
| Kelseyville (95451; 2,928) | 11,395 | 0.063 | 0.00 | 0.00 | 0.00 |
| North Lakeport (95453; 2,879) | 9,896 | 0.087 | 0.01 | 0.00 | 0.00 |
| Lakeport (95453; 6,680) | 6,777 | 0.191 | 0.01 | 0.01 | 0.00 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Lucerne (95458; 2,870) | 11,374 | 0.064 | 0.00 | 0.00 | 0.00 |
| Nice (95464; 2,509) | 12,128 | 0.054 | 0.00 | 0.00 | 0.00 |
| Occidental (95465; 1,272) | 11,569 | 0.061 | 0.00 | 0.00 | 0.00 |
| Hidden Valley Lake (95467; 3,777) | 7,402 | 0.162 | 0.01 | 0.01 | 0.00 |
| Sebastopol (95472; 7,434) | 5,155 | 0.307 | 0.02 | 0.01 | 0.00 |
| Temelec (95476; 1,556) | 12,400 | 0.051 | 0.00 | 0.00 | 0.00 |
| Sonoma (95476; 11,529) | 3,625 | 0.518 | 0.03 | 0.02 | 0.01 |
| Fetters Hot Springs-Agua Caliente (95476; 2,505) | 9,437 | 0.098 | 0.01 | 0.00 | 0.00 |
| Ukiah (95482; 15,815) | 3,925 | 0.460 | 0.03 | 0.02 | 0.00 |
| Fort Bragg (95488; 6,454) | 7,358 | 0.164 | 0.01 | 0.01 | 0.00 |
| Willits (95490; 5,175) | 8,586 | 0.121 | 0.01 | 0.01 | 0.00 |
| Windsor (95492; 31,877) | 1,174 | 1.793 | 0.11 | 0.08 | 0.02 |
| Cutten (95501; 2,933) | 9,643 | 0.093 | 0.01 | 0.00 | 0.00 |
| Bayview (95503; 2,359) | 12,109 | 0.055 | 0.00 | 0.00 | 0.00 |
| Pine Hills (95503; 3,108) | 8,603 | 0.120 | 0.01 | 0.01 | 0.00 |
| Humboldt Hill (95503; 3,246) | 9,061 | 0.107 | 0.01 | 0.00 | 0.00 |
| McKinleyville (95521; 13,599) | 3,923 | 0.460 | 0.03 | 0.02 | 0.00 |
| Arcata (95521; 17,807) | 4,707 | 0.353 | 0.02 | 0.02 | 0.00 |
| Bertsch-Oceanview (95531; 2,238) | 12,304 | 0.052 | 0.00 | 0.00 | 0.00 |
| Crescent City North (95531; 4,028) | 9,129 | 0.106 | 0.01 | 0.00 | 0.00 |
| Crescent City (95532; 4,006) | 10,814 | 0.072 | 0.00 | 0.00 | 0.00 |
| Eureka (95534; 24,885) | 3,343 | 0.572 | 0.03 | 0.03 | 0.01 |
| Ferndale (95536; 1,479) | 12,510 | 0.050 | 0.00 | 0.00 | 0.00 |
| Fortuna (95540; 12,619) | 4,747 | 0.349 | 0.02 | 0.02 | 0.00 |
| Hydesville (95547; 1,209) | 12,898 | 0.046 | 0.00 | 0.00 | 0.00 |
| Rio Dell (95562; 3,110) | 10,229 | 0.081 | 0.00 | 0.00 | 0.00 |
| North Auburn (95603; 11,847) | 4,364 | 0.395 | 0.02 | 0.02 | 0.00 |
| Lake of the Pines (95603; 3,956) | 6,942 | 0.183 | 0.01 | 0.01 | 0.00 |
| Auburn (95603; 13,757) | 3,226 | 0.599 | 0.04 | 0.03 | 0.01 |
| Carmichael (95609; 49,742) | 981 | 2.080 | 0.12 | 0.09 | 0.02 |
| Davis (95617; 75,251) | 648 | 2.840 | 0.17 | 0.13 | 0.03 |
| Diamond Springs (95619; 4,888) | 7,488 | 0.158 | 0.01 | 0.01 | 0.00 |
| Dixon (95620; 18,688) | 2,267 | 0.905 | 0.05 | 0.04 | 0.01 |
| Citrus Heights (95621; 94,654) | 452 | 3.691 | 0.22 | 0.17 | 0.04 |
| Esparto (95627; 1,858) | 11,042 | 0.068 | 0.00 | 0.00 | 0.00 |
| Fair Oaks (95628; 28,008) | 1,359 | 1.575 | 0.09 | 0.07 | 0.02 |
| Folsom (95630; 119,894) | 153 | 7.800 | 0.46 | 0.35 | 0.08 |
| Foresthill (95631; 1,791) | 12,098 | 0.055 | 0.00 | 0.00 | 0.00 |
| Galt (95632; 37,636) | 1,419 | 1.507 | 0.09 | 0.07 | 0.01 |
| Ione (95640; 9,101) | 4,942 | 0.329 | 0.02 | 0.01 | 0.00 |
| Jackson (95642; 4,776) | 7,642 | 0.153 | 0.01 | 0.01 | 0.00 |
| Lincoln (95648; 445,422) | 46 | 18.036 | 1.06 | 0.81 | 0.17 |
| Loomis (95650; 6,725) | 4,637 | 0.361 | 0.02 | 0.02 | 0.00 |
| North Highlands (95660; 44,187) | 1,673 | 1.268 | 0.07 | 0.06 | 0.01 |
| Roseville (95661; 225,534) | 95 | 11.503 | 0.68 | 0.52 | 0.11 |

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California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Orangevale (95662; 26,705) | 1,674 | 1.267 | 0.07 | 0.06 | 0.01 |
| Placerville (95667; 11,954) | 4,427 | 0.387 | 0.02 | 0.02 | 0.00 |
| Gold River (95670; 8,023) | 2,999 | 0.656 | 0.04 | 0.03 | 0.01 |
| Rio Linda (95673; 10,466) | 4,269 | 0.410 | 0.02 | 0.02 | 0.00 |
| Rocklin (95677; 116,764) | 188 | 6.720 | 0.40 | 0.30 | 0.07 |
| Cameron Park (95682; 14,549) | 2,599 | 0.772 | 0.05 | 0.03 | 0.01 |
| Shingle Springs (95682; 2,643) | 8,284 | 0.129 | 0.01 | 0.01 | 0.00 |
| Rancho Murieta (95683; 4,193) | 5,161 | 0.306 | 0.02 | 0.01 | 0.00 |
| Sutter Creek (95685; 2,842) | 8,651 | 0.119 | 0.01 | 0.01 | 0.00 |
| Wheatland (95692; 10,538) | 4,961 | 0.327 | 0.02 | 0.01 | 0.00 |
| Wilton (95693; 4,551) | 5,466 | 0.278 | 0.02 | 0.01 | 0.00 |
| Winters (95694; 9,504) | 4,260 | 0.411 | 0.02 | 0.02 | 0.00 |
| Woodland (95695; 60,184) | 817 | 2.378 | 0.14 | 0.11 | 0.02 |
| Vacaville (95696; 113,593) | 232 | 5.824 | 0.34 | 0.26 | 0.06 |
| Colfax (95713; 2,581) | 9,973 | 0.086 | 0.01 | 0.00 | 0.00 |
| Meadow Vista (95722; 3,096) | 7,328 | 0.165 | 0.01 | 0.01 | 0.00 |
| Pollock Pines (95726; 4,728) | 7,123 | 0.174 | 0.01 | 0.01 | 0.00 |
| Rancho Cordova (95741; 55,060) | 1,045 | 1.963 | 0.12 | 0.09 | 0.02 |
| Granite Bay (95746; 19,388) | 1,253 | 1.702 | 0.10 | 0.08 | 0.02 |
| Elk Grove (95757; 59,984) | 542 | 3.235 | 0.19 | 0.15 | 0.03 |
| Laguna (95758; 34,309) | 988 | 2.057 | 0.12 | 0.09 | 0.02 |
| Laguna West-Lakeside (95758; 8,414) | 3,345 | 0.572 | 0.03 | 0.03 | 0.01 |
| El Dorado Hills (95762; 18,016) | 1,427 | 1.497 | 0.09 | 0.07 | 0.01 |
| West Sacramento (95799; 75,939) | 952 | 2.141 | 0.13 | 0.10 | 0.02 |
| Parkway-South Sacramento (95824; 36,468) | 2,080 | 1.011 | 0.06 | 0.05 | 0.01 |
| Rosemont (95826; 22,904) | 2,245 | 0.917 | 0.05 | 0.04 | 0.01 |
| La Riviera (95826; 10,273) | 3,992 | 0.449 | 0.03 | 0.02 | 0.00 |
| Florin (95828; 27,653) | 2,449 | 0.831 | 0.05 | 0.04 | 0.01 |
| Vineyard (95829; 10,109) | 3,275 | 0.586 | 0.03 | 0.03 | 0.01 |
| Foothill Farms (95842; 17,426) | 3,264 | 0.589 | 0.03 | 0.03 | 0.01 |
| Arden-Arcade (95864; 96,025) | 500 | 3.443 | 0.20 | 0.15 | 0.03 |
| Loma Rica (95901; 2,075) | 9,954 | 0.086 | 0.01 | 0.00 | 0.00 |
| Linda (95901; 13,474) | 5,533 | 0.273 | 0.02 | 0.01 | 0.00 |
| Beale AFB (95903; 5,115) | 7,605 | 0.154 | 0.01 | 0.01 | 0.00 |
| Marysville (95903; 13,284) | 4,871 | 0.337 | 0.02 | 0.02 | 0.00 |
| Arbuckle (95912; 2,332) | 10,688 | 0.074 | 0.00 | 0.00 | 0.00 |
| Biggs (95917; 1,881) | 12,016 | 0.056 | 0.00 | 0.00 | 0.00 |
| Colusa (95932; 7,458) | 6,047 | 0.234 | 0.01 | 0.01 | 0.00 |
| Oroville (95940; 13,853) | 5,574 | 0.270 | 0.02 | 0.01 | 0.00 |
| Alta Sierra (95945; 6,522) | 4,933 | 0.330 | 0.02 | 0.01 | 0.00 |
| Lake Wildwood (95946; 4,868) | 5,801 | 0.252 | 0.01 | 0.01 | 0.00 |
| Gridley (95948; 6,520) | 7,956 | 0.141 | 0.01 | 0.01 | 0.00 |
| Grass Valley (95949; 15,823) | 4,357 | 0.396 | 0.02 | 0.02 | 0.00 |
| Hamilton City (95951; 1,903) | 11,981 | 0.056 | 0.00 | 0.00 | 0.00 |
| Live Oak (95953; 7,628) | 7,096 | 0.175 | 0.01 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

California - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|-------------------|---------------|--------------|--------------|--------------|
| Magalia (95954; 10,569) | 5,186 | 0.304 | 0.02 | 0.01 | 0.00 |
| Durham (95958; 5,220) | 5,869 | 0.247 | 0.01 | 0.01 | 0.00 |
| Nevada City (95959; 3,161) | 9,236 | 0.103 | 0.01 | 0.00 | 0.00 |
| Olivehurst (95961; 11,061) | 5,306 | 0.294 | 0.02 | 0.01 | 0.00 |
| Orland (95963; 7,663) | 6,792 | 0.191 | 0.01 | 0.01 | 0.00 |
| South Oroville (95965; 7,695) | 7,382 | 0.163 | 0.01 | 0.01 | 0.00 |
| Thermalito (95965; 6,045) | 7,873 | 0.144 | 0.01 | 0.01 | 0.00 |
| Oroville East (95966; 8,680) | 5,043 | 0.318 | 0.02 | 0.01 | 0.00 |
| Palermo (95968; 5,720) | 7,577 | 0.156 | 0.01 | 0.01 | 0.00 |
| Paradise (95969; 27,479) | 2,580 | 0.778 | 0.05 | 0.03 | 0.01 |
| Quincy (95971; 1,879) | 12,414 | 0.051 | 0.00 | 0.00 | 0.00 |
| East Quincy (95971; 2,398) | 10,534 | 0.076 | 0.00 | 0.00 | 0.00 |
| Chico (95973; 112,728) | 616 | 2.942 | 0.17 | 0.13 | 0.03 |
| Sutter (95982; 2,885) | 9,108 | 0.106 | 0.01 | 0.00 | 0.00 |
| Williams (95987; 5,373) | 7,632 | 0.153 | 0.01 | 0.01 | 0.00 |
| Willows (95988; 6,548) | 7,451 | 0.160 | 0.01 | 0.01 | 0.00 |
| Tierra Buena (95991; 4,587) | 6,358 | 0.214 | 0.01 | 0.01 | 0.00 |
| Yuba City (95992; 36,758) | 1,973 | 1.074 | 0.06 | 0.05 | 0.01 |
| South Yuba City (95993; 12,651) | 3,174 | 0.613 | 0.04 | 0.03 | 0.01 |
| Redding (96002; 116,290) | 477 | 3.535 | 0.21 | 0.16 | 0.03 |
| Anderson (96007; 15,779) | 4,791 | 0.345 | 0.02 | 0.02 | 0.00 |
| Burney (96013; 3,217) | 9,905 | 0.087 | 0.01 | 0.00 | 0.00 |
| Chester (96020; 2,316) | 11,009 | 0.069 | 0.00 | 0.00 | 0.00 |
| Corning (96021; 8,195) | 6,907 | 0.185 | 0.01 | 0.01 | 0.00 |
| Cottonwood (96022; 2,960) | 10,312 | 0.079 | 0.00 | 0.00 | 0.00 |
| Hayfork (96041; 2,315) | 12,798 | 0.047 | 0.00 | 0.00 | 0.00 |
| Los Molinos (96055; 1,952) | 12,851 | 0.046 | 0.00 | 0.00 | 0.00 |
| Mount Shasta (96067; 3,651) | 9,966 | 0.086 | 0.01 | 0.00 | 0.00 |
| Palo Cedro (96073; 1,247) | 11,888 | 0.057 | 0.00 | 0.00 | 0.00 |
| Red Bluff (96080; 16,475) | 4,359 | 0.396 | 0.02 | 0.02 | 0.00 |
| Shingletown (96088; 2,222) | 11,275 | 0.065 | 0.00 | 0.00 | 0.00 |
| Shasta Lake (96089; 14,328) | 4,893 | 0.335 | 0.02 | 0.02 | 0.00 |
| Weaverville (96093; 3,554) | 9,540 | 0.096 | 0.01 | 0.00 | 0.00 |
| Weed (96094; 3,392) | 10,895 | 0.070 | 0.00 | 0.00 | 0.00 |
| Yreka (96097; 6,807) | 7,308 | 0.166 | 0.01 | 0.01 | 0.00 |
| Alturas (96101; 3,045) | 11,211 | 0.066 | 0.00 | 0.00 | 0.00 |
| Portola (96122; 2,244) | 11,987 | 0.056 | 0.00 | 0.00 | 0.00 |
| Susanville (96130; 13,541) | 4,126 | 0.429 | 0.03 | 0.02 | 0.00 |
| Kings Beach (96143; 4,037) | 8,366 | 0.127 | 0.01 | 0.01 | 0.00 |
| Sunnyside-Tahoe City (96145; 1,761) | 9,811 | 0.089 | 0.01 | 0.00 | 0.00 |
| Dollar Point (96145; 1,539) | 11,268 | 0.065 | 0.00 | 0.00 | 0.00 |
| Tahoe Vista (96148; 1,668) | 10,480 | 0.077 | 0.00 | 0.00 | 0.00 |
| South Lake Tahoe (96158; 24,871) | 2,616 | 0.767 | 0.05 | 0.03 | 0.01 |
| Truckee (96162; 21,361) | 1,886 | 1.118 | 0.07 | 0.05 | 0.01 |
| Total | 39,038,020 | 1697.9 | 100.0 | 76.24 | 16.45 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

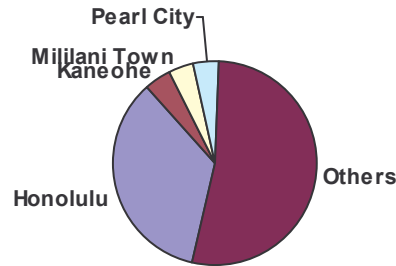
3.8 LATENT DEMAND BY YEAR - HAWAII

The Latent Demand for Graphic Design Services in Hawaii: 2002 - 2012

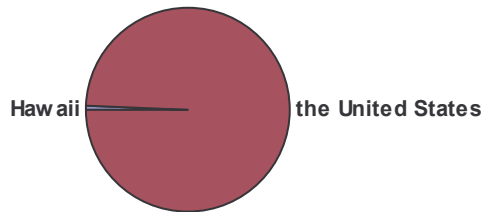
| Year | Hawaii | % of Region | % of USA |
|------|--------|-------------|----------|
| 2002 | 47.69 | 2.12% | 0.47% |
| 2003 | 46.99 | 2.12% | 0.46% |
| 2004 | 46.29 | 2.11% | 0.46% |
| 2005 | 45.61 | 2.11% | 0.46% |
| 2006 | 45.28 | 2.11% | 0.45% |
| 2007 | 46.99 | 2.11% | 0.46% |
| 2008 | 49.13 | 2.11% | 0.46% |
| 2009 | 51.37 | 2.12% | 0.46% |
| 2010 | 53.70 | 2.12% | 0.46% |
| 2011 | 56.15 | 2.13% | 0.47% |
| 2012 | 58.70 | 2.13% | 0.47% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Hawaii - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Hawaii: 2007



3.9 CITIES SORTED BY RANK - HAWAII

Hawaii - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Honolulu (394,493) | 57 | 15.976 | 34.00 | 0.72 | 0.15 |
| Kaneohe (34,970) | 984 | 2.072 | 4.41 | 0.09 | 0.02 |
| Mililani Town (28,608) | 1,117 | 1.876 | 3.99 | 0.08 | 0.02 |
| Pearl City (30,976) | 1,229 | 1.725 | 3.67 | 0.08 | 0.02 |
| Waimalu (29,371) | 1,328 | 1.614 | 3.43 | 0.07 | 0.02 |
| Waipahu (33,108) | 1,458 | 1.470 | 3.13 | 0.07 | 0.01 |
| Hilo (40,759) | 1,489 | 1.432 | 3.05 | 0.06 | 0.01 |
| Kahului (20,146) | 2,412 | 0.844 | 1.80 | 0.04 | 0.01 |
| Halawa (13,891) | 2,554 | 0.788 | 1.68 | 0.04 | 0.01 |
| Makakilo City (13,156) | 2,559 | 0.786 | 1.67 | 0.04 | 0.01 |
| Ewa Beach (14,650) | 2,674 | 0.751 | 1.60 | 0.03 | 0.01 |
| Kihei (16,749) | 2,864 | 0.695 | 1.48 | 0.03 | 0.01 |
| Waipio (11,672) | 3,050 | 0.642 | 1.37 | 0.03 | 0.01 |
| Village Park (9,625) | 3,194 | 0.607 | 1.29 | 0.03 | 0.01 |
| Wahiawa (16,151) | 3,230 | 0.598 | 1.27 | 0.03 | 0.01 |
| Aiea (9,019) | 3,321 | 0.576 | 1.23 | 0.03 | 0.01 |
| Ahuimanu (8,506) | 3,482 | 0.548 | 1.17 | 0.02 | 0.01 |
| Wailuku (12,296) | 3,695 | 0.503 | 1.07 | 0.02 | 0.00 |
| Waianae (10,506) | 4,035 | 0.441 | 0.94 | 0.02 | 0.00 |
| Nanakuli (10,814) | 4,038 | 0.440 | 0.94 | 0.02 | 0.00 |
| Schofield Barracks (14,428) | 4,074 | 0.438 | 0.93 | 0.02 | 0.00 |
| Lahaina (9,118) | 4,098 | 0.434 | 0.92 | 0.02 | 0.00 |
| Pukalani (7,380) | 4,216 | 0.416 | 0.89 | 0.02 | 0.00 |
| Waihee-Waiehu (7,310) | 4,225 | 0.415 | 0.88 | 0.02 | 0.00 |
| Heeia (4,944) | 4,419 | 0.388 | 0.83 | 0.02 | 0.00 |
| Kaneohe Station (11,827) | 4,578 | 0.369 | 0.79 | 0.02 | 0.00 |
| Kailua (9,870) | 4,633 | 0.362 | 0.77 | 0.02 | 0.00 |
| Maunawili (4,869) | 4,655 | 0.359 | 0.76 | 0.02 | 0.00 |
| Kapaa (9,472) | 4,881 | 0.335 | 0.71 | 0.02 | 0.00 |
| Kalaoa (6,794) | 4,991 | 0.323 | 0.69 | 0.01 | 0.00 |
| Waimea (7,028) | 4,995 | 0.323 | 0.69 | 0.01 | 0.00 |
| Napili-Honokowai (6,788) | 5,111 | 0.311 | 0.66 | 0.01 | 0.00 |
| Wailea-Makena (5,671) | 5,359 | 0.289 | 0.62 | 0.01 | 0.00 |
| Holualoa (6,107) | 5,484 | 0.277 | 0.59 | 0.01 | 0.00 |
| Ewa Gentry (4,939) | 5,534 | 0.273 | 0.58 | 0.01 | 0.00 |
| Haiku-Pauwela (6,578) | 5,595 | 0.268 | 0.57 | 0.01 | 0.00 |
| Makawao (6,327) | 5,637 | 0.265 | 0.56 | 0.01 | 0.00 |
| Makaha (7,753) | 5,861 | 0.248 | 0.53 | 0.01 | 0.00 |
| Maili (5,943) | 5,910 | 0.244 | 0.52 | 0.01 | 0.00 |
| Waipio Acres (5,298) | 6,011 | 0.236 | 0.50 | 0.01 | 0.00 |
| Hawaiian Paradise Park (7,051) | 6,119 | 0.230 | 0.49 | 0.01 | 0.00 |
| Lihue (5,674) | 6,130 | 0.229 | 0.49 | 0.01 | 0.00 |
| Ewa Villages (4,741) | 6,276 | 0.219 | 0.47 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Hawaii - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Waikoloa Village (4,806) | 6,318 | 0.216 | 0.46 | 0.01 | 0.00 |
| Pupukea (4,250) | 6,348 | 0.214 | 0.46 | 0.01 | 0.00 |
| Waimanalo Beach (4,271) | 6,354 | 0.214 | 0.46 | 0.01 | 0.00 |
| Laie (4,585) | 6,433 | 0.209 | 0.45 | 0.01 | 0.00 |
| Hickam Housing (5,471) | 6,467 | 0.208 | 0.44 | 0.01 | 0.00 |
| Kalaheo (3,913) | 6,553 | 0.203 | 0.43 | 0.01 | 0.00 |
| Wailua Homesteads (4,567) | 6,665 | 0.197 | 0.42 | 0.01 | 0.00 |
| Whitmore Village (4,057) | 6,794 | 0.191 | 0.41 | 0.01 | 0.00 |
| Waialua (3,761) | 7,498 | 0.158 | 0.34 | 0.01 | 0.00 |
| Waimanalo (3,664) | 7,544 | 0.157 | 0.33 | 0.01 | 0.00 |
| Hanamaulu (3,272) | 7,946 | 0.142 | 0.30 | 0.01 | 0.00 |
| Captain Cook (3,206) | 8,059 | 0.137 | 0.29 | 0.01 | 0.00 |
| Hauula (3,651) | 8,440 | 0.125 | 0.27 | 0.01 | 0.00 |
| Lanai City (3,164) | 8,509 | 0.123 | 0.26 | 0.01 | 0.00 |
| Kekaha (3,175) | 8,703 | 0.117 | 0.25 | 0.01 | 0.00 |
| Paia (2,499) | 8,755 | 0.116 | 0.25 | 0.01 | 0.00 |
| Kahaluu-Keauhou (2,414) | 8,828 | 0.114 | 0.24 | 0.01 | 0.00 |
| Lawai (1,984) | 9,397 | 0.099 | 0.21 | 0.00 | 0.00 |
| Kaanapali (1,375) | 9,453 | 0.098 | 0.21 | 0.00 | 0.00 |
| Iroquois Point (2,462) | 9,461 | 0.098 | 0.21 | 0.00 | 0.00 |
| Princeville (1,698) | 9,480 | 0.097 | 0.21 | 0.00 | 0.00 |
| Hawaiian Beaches (3,709) | 9,581 | 0.095 | 0.20 | 0.00 | 0.00 |
| Honaunau-Napoopoo (2,414) | 9,738 | 0.091 | 0.19 | 0.00 | 0.00 |
| Wailua (2,083) | 9,975 | 0.086 | 0.18 | 0.00 | 0.00 |
| Eleele (2,040) | 9,988 | 0.086 | 0.18 | 0.00 | 0.00 |
| Hanapepe (2,153) | 10,006 | 0.085 | 0.18 | 0.00 | 0.00 |
| Kaunakakai (2,726) | 10,044 | 0.084 | 0.18 | 0.00 | 0.00 |
| Honokaa (2,233) | 10,062 | 0.084 | 0.18 | 0.00 | 0.00 |
| Mokuleia (1,839) | 10,130 | 0.083 | 0.18 | 0.00 | 0.00 |
| Wheeler AFB (2,829) | 10,141 | 0.082 | 0.18 | 0.00 | 0.00 |
| Haleiwa (2,225) | 10,333 | 0.079 | 0.17 | 0.00 | 0.00 |
| Kilauea (2,092) | 10,445 | 0.078 | 0.17 | 0.00 | 0.00 |
| Honalo (1,987) | 10,484 | 0.077 | 0.16 | 0.00 | 0.00 |
| Kahuku (2,097) | 10,677 | 0.074 | 0.16 | 0.00 | 0.00 |
| Anahola (1,932) | 10,756 | 0.072 | 0.15 | 0.00 | 0.00 |
| Volcano (2,231) | 10,782 | 0.072 | 0.15 | 0.00 | 0.00 |
| Keaau (2,010) | 10,818 | 0.072 | 0.15 | 0.00 | 0.00 |
| Mountain View (2,799) | 11,097 | 0.067 | 0.14 | 0.00 | 0.00 |
| Kualapuu (1,936) | 11,267 | 0.065 | 0.14 | 0.00 | 0.00 |
| Kaaawa (1,324) | 11,279 | 0.065 | 0.14 | 0.00 | 0.00 |
| Waikapu (1,115) | 11,441 | 0.063 | 0.13 | 0.00 | 0.00 |
| Koloa (1,942) | 11,611 | 0.061 | 0.13 | 0.00 | 0.00 |
| Omao (1,221) | 11,738 | 0.059 | 0.13 | 0.00 | 0.00 |
| Kealahou (1,645) | 11,978 | 0.056 | 0.12 | 0.00 | 0.00 |
| Puhi (1,186) | 12,081 | 0.055 | 0.12 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Hawaii - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|---------------|--------------|-------------|-------------|
| Hawaiian Ocean View (2,178) | 12,406 | 0.051 | 0.11 | 0.00 | 0.00 |
| Poipu (1,075) | 12,528 | 0.050 | 0.11 | 0.00 | 0.00 |
| Hawaiian Acres (1,776) | 12,710 | 0.048 | 0.10 | 0.00 | 0.00 |
| Kurtistown (1,157) | 12,730 | 0.048 | 0.10 | 0.00 | 0.00 |
| Kapaau (1,159) | 12,747 | 0.048 | 0.10 | 0.00 | 0.00 |
| Papaikou (1,414) | 12,792 | 0.047 | 0.10 | 0.00 | 0.00 |
| Wainaku (1,227) | 12,827 | 0.047 | 0.10 | 0.00 | 0.00 |
| Total 1,057,375 | | 46.994 | 100.0 | 2.11 | 0.46 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

3.10 CITIES SORTED BY ZIPCODE - HAWAII

Hawaii - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Aiea (96701; 9,019) | 3,321 | 0.576 | 1.23 | 0.03 | 0.01 |
| Halawa (96701; 13,891) | 2,554 | 0.788 | 1.68 | 0.04 | 0.01 |
| Waimalu (96701; 29,371) | 1,328 | 1.614 | 3.43 | 0.07 | 0.02 |
| Anahola (96703; 1,932) | 10,756 | 0.072 | 0.15 | 0.00 | 0.00 |
| Captain Cook (96704; 3,206) | 8,059 | 0.137 | 0.29 | 0.01 | 0.00 |
| Honaunau-Napoopoo (96704; 2,414) | 9,738 | 0.091 | 0.19 | 0.00 | 0.00 |
| Eleele (96705; 2,040) | 9,988 | 0.086 | 0.18 | 0.00 | 0.00 |
| Iroquois Point (96706; 2,462) | 9,461 | 0.098 | 0.21 | 0.00 | 0.00 |
| Ewa Beach (96706; 14,650) | 2,674 | 0.751 | 1.60 | 0.03 | 0.01 |
| Ewa Gentry (96706; 4,939) | 5,534 | 0.273 | 0.58 | 0.01 | 0.00 |
| Ewa Villages (96706; 4,741) | 6,276 | 0.219 | 0.47 | 0.01 | 0.00 |
| Makakilo City (96707; 13,156) | 2,559 | 0.786 | 1.67 | 0.04 | 0.01 |
| Haiku-Pauwela (96708; 6,578) | 5,595 | 0.268 | 0.57 | 0.01 | 0.00 |
| Pupukea (96712; 4,250) | 6,348 | 0.214 | 0.46 | 0.01 | 0.00 |
| Haleiwa (96712; 2,225) | 10,333 | 0.079 | 0.17 | 0.00 | 0.00 |
| Princeville (96714; 1,698) | 9,480 | 0.097 | 0.21 | 0.00 | 0.00 |
| Hanamaulu (96715; 3,272) | 7,946 | 0.142 | 0.30 | 0.01 | 0.00 |
| Hanapepe (96716; 2,153) | 10,006 | 0.085 | 0.18 | 0.00 | 0.00 |
| Hauula (96717; 3,651) | 8,440 | 0.125 | 0.27 | 0.01 | 0.00 |
| Wainaku (96720; 1,227) | 12,827 | 0.047 | 0.10 | 0.00 | 0.00 |
| Hilo (96721; 40,759) | 1,489 | 1.432 | 3.05 | 0.06 | 0.01 |
| Honalo (96725; 1,987) | 10,484 | 0.077 | 0.16 | 0.00 | 0.00 |
| Holualoa (96725; 6,107) | 5,484 | 0.277 | 0.59 | 0.01 | 0.00 |
| Honokaa (96727; 2,233) | 10,062 | 0.084 | 0.18 | 0.00 | 0.00 |
| Kaaawa (96730; 1,324) | 11,279 | 0.065 | 0.14 | 0.00 | 0.00 |
| Kahuku (96731; 2,097) | 10,677 | 0.074 | 0.16 | 0.00 | 0.00 |
| Kahului (96732; 20,146) | 2,412 | 0.844 | 1.80 | 0.04 | 0.01 |
| Kailua (96734; 9,870) | 4,633 | 0.362 | 0.77 | 0.02 | 0.00 |
| Maunawili (96734; 4,869) | 4,655 | 0.359 | 0.76 | 0.02 | 0.00 |
| Hawaiian Ocean View (96737; 2,178) | 12,406 | 0.051 | 0.11 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Hawaii - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------------|----------|-----------|---------|----------|-------|
| Waikoloa Village (96738; 4,806) | 6,318 | 0.216 | 0.46 | 0.01 | 0.00 |
| Kalaoa (96740; 6,794) | 4,991 | 0.323 | 0.69 | 0.01 | 0.00 |
| Kahaluu-Keauhou (96740; 2,414) | 8,828 | 0.114 | 0.24 | 0.01 | 0.00 |
| Kalaheo (96741; 3,913) | 6,553 | 0.203 | 0.43 | 0.01 | 0.00 |
| Kaneohe (96744; 34,970) | 984 | 2.072 | 4.41 | 0.09 | 0.02 |
| Ahuimanu (96744; 8,506) | 3,482 | 0.548 | 1.17 | 0.02 | 0.01 |
| Heeia (96744; 4,944) | 4,419 | 0.388 | 0.83 | 0.02 | 0.00 |
| Kapaa (96746; 9,472) | 4,881 | 0.335 | 0.71 | 0.02 | 0.00 |
| Wailua Homesteads (96746; 4,567) | 6,665 | 0.197 | 0.42 | 0.01 | 0.00 |
| Wailua (96746; 2,083) | 9,975 | 0.086 | 0.18 | 0.00 | 0.00 |
| Kaunakakai (96748; 2,726) | 10,044 | 0.084 | 0.18 | 0.00 | 0.00 |
| Hawaiian Paradise Park (96749; 7,051) | 6,119 | 0.230 | 0.49 | 0.01 | 0.00 |
| Keaau (96749; 2,010) | 10,818 | 0.072 | 0.15 | 0.00 | 0.00 |
| Kealakekua (96750; 1,645) | 11,978 | 0.056 | 0.12 | 0.00 | 0.00 |
| Kekaha (96752; 3,175) | 8,703 | 0.117 | 0.25 | 0.01 | 0.00 |
| Wailea-Makena (96753; 5,671) | 5,359 | 0.289 | 0.62 | 0.01 | 0.00 |
| Kihei (96753; 16,749) | 2,864 | 0.695 | 1.48 | 0.03 | 0.01 |
| Kilauea (96754; 2,092) | 10,445 | 0.078 | 0.17 | 0.00 | 0.00 |
| Kapaau (96755; 1,159) | 12,747 | 0.048 | 0.10 | 0.00 | 0.00 |
| Poipu (96756; 1,075) | 12,528 | 0.050 | 0.11 | 0.00 | 0.00 |
| Omao (96756; 1,221) | 11,738 | 0.059 | 0.13 | 0.00 | 0.00 |
| Koloa (96756; 1,942) | 11,611 | 0.061 | 0.13 | 0.00 | 0.00 |
| Kualapuu (96757; 1,936) | 11,267 | 0.065 | 0.14 | 0.00 | 0.00 |
| Hawaiian Acres (96760; 1,776) | 12,710 | 0.048 | 0.10 | 0.00 | 0.00 |
| Kurtistown (96760; 1,157) | 12,730 | 0.048 | 0.10 | 0.00 | 0.00 |
| Lahaina (96761; 9,118) | 4,098 | 0.434 | 0.92 | 0.02 | 0.00 |
| Kaanapali (96761; 1,375) | 9,453 | 0.098 | 0.21 | 0.00 | 0.00 |
| Napili-Honokowai (96761; 6,788) | 5,111 | 0.311 | 0.66 | 0.01 | 0.00 |
| Laie (96762; 4,585) | 6,433 | 0.209 | 0.45 | 0.01 | 0.00 |
| Lanai City (96763; 3,164) | 8,509 | 0.123 | 0.26 | 0.01 | 0.00 |
| Lawai (96765; 1,984) | 9,397 | 0.099 | 0.21 | 0.00 | 0.00 |
| Puhi (96766; 1,186) | 12,081 | 0.055 | 0.12 | 0.00 | 0.00 |
| Lihue (96766; 5,674) | 6,130 | 0.229 | 0.49 | 0.01 | 0.00 |
| Makawao (96768; 6,327) | 5,637 | 0.265 | 0.56 | 0.01 | 0.00 |
| Mountain View (96771; 2,799) | 11,097 | 0.067 | 0.14 | 0.00 | 0.00 |
| Hawaiian Beaches (96778; 3,709) | 9,581 | 0.095 | 0.20 | 0.00 | 0.00 |
| Paia (96779; 2,499) | 8,755 | 0.116 | 0.25 | 0.01 | 0.00 |
| Papaikou (96781; 1,414) | 12,792 | 0.047 | 0.10 | 0.00 | 0.00 |
| Pearl City (96782; 30,976) | 1,229 | 1.725 | 3.67 | 0.08 | 0.02 |
| Volcano (96785; 2,231) | 10,782 | 0.072 | 0.15 | 0.00 | 0.00 |
| Wahiawa (96786; 16,151) | 3,230 | 0.598 | 1.27 | 0.03 | 0.01 |
| Wheeler AFB (96786; 2,829) | 10,141 | 0.082 | 0.18 | 0.00 | 0.00 |
| Whitmore Village (96786; 4,057) | 6,794 | 0.191 | 0.41 | 0.01 | 0.00 |
| Pukalani (96788; 7,380) | 4,216 | 0.416 | 0.89 | 0.02 | 0.00 |
| Waipio Acres (96789; 5,298) | 6,011 | 0.236 | 0.50 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Hawaii - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|---------------|--------------|-------------|-------------|
| Mililani Town (96789; 28,608) | 1,117 | 1.876 | 3.99 | 0.08 | 0.02 |
| Waialua (96791; 3,761) | 7,498 | 0.158 | 0.34 | 0.01 | 0.00 |
| Mokuleia (96791; 1,839) | 10,130 | 0.083 | 0.18 | 0.00 | 0.00 |
| Nanakuli (96792; 10,814) | 4,038 | 0.440 | 0.94 | 0.02 | 0.00 |
| Maili (96792; 5,943) | 5,910 | 0.244 | 0.52 | 0.01 | 0.00 |
| Waianae (96792; 10,506) | 4,035 | 0.441 | 0.94 | 0.02 | 0.00 |
| Makaha (96792; 7,753) | 5,861 | 0.248 | 0.53 | 0.01 | 0.00 |
| Waikapu (96793; 1,115) | 11,441 | 0.063 | 0.13 | 0.00 | 0.00 |
| Wailuku (96793; 12,296) | 3,695 | 0.503 | 1.07 | 0.02 | 0.00 |
| Waihee-Waiehu (96793; 7,310) | 4,225 | 0.415 | 0.88 | 0.02 | 0.00 |
| Waimanalo Beach (96795; 4,271) | 6,354 | 0.214 | 0.46 | 0.01 | 0.00 |
| Waimanalo (96795; 3,664) | 7,544 | 0.157 | 0.33 | 0.01 | 0.00 |
| Waimea (96796; 7,028) | 4,995 | 0.323 | 0.69 | 0.01 | 0.00 |
| Waipahu (96797; 33,108) | 1,458 | 1.470 | 3.13 | 0.07 | 0.01 |
| Waipio (96797; 11,672) | 3,050 | 0.642 | 1.37 | 0.03 | 0.01 |
| Village Park (96797; 9,625) | 3,194 | 0.607 | 1.29 | 0.03 | 0.01 |
| Hickam Housing (96818; 5,471) | 6,467 | 0.208 | 0.44 | 0.01 | 0.00 |
| Honolulu (96836; 394,493) | 57 | 15.976 | 34.00 | 0.72 | 0.15 |
| Schofield Barracks (96857; 14,428) | 4,074 | 0.438 | 0.93 | 0.02 | 0.00 |
| Kaneohe Station (96863; 11,827) | 4,578 | 0.369 | 0.79 | 0.02 | 0.00 |
| Total 1,057,375 | | 46.994 | 100.0 | 2.11 | 0.46 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

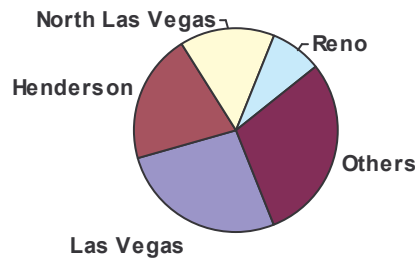
3.11 LATENT DEMAND BY YEAR - NEVADA

The Latent Demand for Graphic Design Services in Nevada: 2002 - 2012

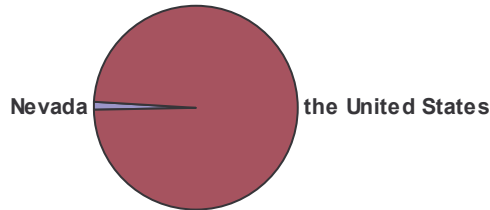
| Year | Nevada | % of Region | % of USA |
|------|--------|-------------|----------|
| 2002 | 128.24 | 5.71% | 1.25% |
| 2003 | 124.33 | 5.61% | 1.22% |
| 2004 | 120.54 | 5.50% | 1.19% |
| 2005 | 116.86 | 5.41% | 1.17% |
| 2006 | 114.60 | 5.33% | 1.15% |
| 2007 | 120.36 | 5.40% | 1.17% |
| 2008 | 127.82 | 5.50% | 1.19% |
| 2009 | 135.75 | 5.60% | 1.22% |
| 2010 | 144.16 | 5.70% | 1.25% |
| 2011 | 153.10 | 5.80% | 1.28% |
| 2012 | 162.59 | 5.90% | 1.31% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Nevada - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Nevada: 2007



3.12 CITIES SORTED BY RANK - NEVADA

Nevada - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Las Vegas (747,403) | 15 | 29.840 | 24.79 | 1.34 | 0.29 |
| Henderson (473,714) | 26 | 24.011 | 19.95 | 1.08 | 0.23 |
| North Las Vegas (412,683) | 50 | 17.219 | 14.31 | 0.77 | 0.17 |
| Reno (261,339) | 119 | 9.596 | 7.97 | 0.43 | 0.09 |
| Paradise (186,070) | 191 | 6.638 | 5.51 | 0.30 | 0.06 |
| Sparks (147,471) | 217 | 6.112 | 5.08 | 0.27 | 0.06 |
| Sunrise Manor (156,120) | 234 | 5.808 | 4.83 | 0.26 | 0.06 |
| Spring Valley (117,390) | 282 | 5.165 | 4.29 | 0.23 | 0.05 |
| Carson City (67,995) | 745 | 2.575 | 2.14 | 0.12 | 0.02 |
| Mesquite (30,733) | 1,875 | 1.125 | 0.93 | 0.05 | 0.01 |
| Winchester (26,958) | 2,555 | 0.788 | 0.65 | 0.04 | 0.01 |
| Pahrump (24,631) | 2,583 | 0.778 | 0.65 | 0.03 | 0.01 |
| Boulder City (16,132) | 2,708 | 0.738 | 0.61 | 0.03 | 0.01 |
| Sun Valley (19,461) | 2,746 | 0.729 | 0.61 | 0.03 | 0.01 |
| Enterprise (14,676) | 2,933 | 0.674 | 0.56 | 0.03 | 0.01 |
| Elko (14,859) | 3,012 | 0.654 | 0.54 | 0.03 | 0.01 |
| Incline Village-Crystal Bay (9,952) | 3,116 | 0.626 | 0.52 | 0.03 | 0.01 |
| Whitney (18,273) | 3,205 | 0.605 | 0.50 | 0.03 | 0.01 |
| Spring Creek (10,548) | 3,330 | 0.574 | 0.48 | 0.03 | 0.01 |
| Spanish Springs (9,018) | 3,361 | 0.567 | 0.47 | 0.03 | 0.01 |
| Gardnerville Ranchos (11,054) | 3,762 | 0.489 | 0.41 | 0.02 | 0.00 |
| Winnemucca (8,992) | 4,479 | 0.380 | 0.32 | 0.02 | 0.00 |
| Fernley (8,543) | 4,779 | 0.346 | 0.29 | 0.02 | 0.00 |
| Lemmon Valley-Golden Valley (6,855) | 4,946 | 0.328 | 0.27 | 0.01 | 0.00 |
| Fallon (9,372) | 5,174 | 0.305 | 0.25 | 0.01 | 0.00 |
| Nellis AFB (8,896) | 5,610 | 0.267 | 0.22 | 0.01 | 0.00 |
| Johnson Lane (4,837) | 5,718 | 0.259 | 0.22 | 0.01 | 0.00 |
| Laughlin (7,076) | 6,002 | 0.236 | 0.20 | 0.01 | 0.00 |
| Dayton (5,907) | 6,055 | 0.233 | 0.19 | 0.01 | 0.00 |
| Indian Hills (4,407) | 6,202 | 0.224 | 0.19 | 0.01 | 0.00 |
| Summerlin South (3,735) | 6,272 | 0.219 | 0.18 | 0.01 | 0.00 |
| Moapa Valley (5,784) | 6,437 | 0.209 | 0.17 | 0.01 | 0.00 |
| Cold Springs (3,834) | 6,821 | 0.189 | 0.16 | 0.01 | 0.00 |
| Verdi-Mogul (2,949) | 6,981 | 0.181 | 0.15 | 0.01 | 0.00 |
| West Wendover (5,567) | 7,159 | 0.172 | 0.14 | 0.01 | 0.00 |
| Silver Springs (4,708) | 7,780 | 0.147 | 0.12 | 0.01 | 0.00 |
| Minden (2,836) | 7,809 | 0.146 | 0.12 | 0.01 | 0.00 |
| Kingsbury (2,624) | 7,951 | 0.141 | 0.12 | 0.01 | 0.00 |
| Yerington (4,920) | 8,022 | 0.139 | 0.12 | 0.01 | 0.00 |
| Gardnerville (3,357) | 8,435 | 0.125 | 0.10 | 0.01 | 0.00 |
| Battle Mountain (2,871) | 8,897 | 0.112 | 0.09 | 0.01 | 0.00 |
| Hawthorne (3,311) | 9,224 | 0.103 | 0.09 | 0.00 | 0.00 |
| Ely (2,857) | 9,614 | 0.094 | 0.08 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Nevada - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|---------------|--------------|-------------|-------------|
| Zephyr Cove-Round Hill Village (1,649) | 9,735 | 0.091 | 0.08 | 0.00 | 0.00 |
| Tonopah (2,627) | 9,813 | 0.089 | 0.07 | 0.00 | 0.00 |
| Carlin (1,813) | 10,198 | 0.081 | 0.07 | 0.00 | 0.00 |
| Sandy Valley (1,804) | 10,835 | 0.071 | 0.06 | 0.00 | 0.00 |
| Smith Valley (1,425) | 11,693 | 0.060 | 0.05 | 0.00 | 0.00 |
| Lovelock (1,610) | 12,460 | 0.050 | 0.04 | 0.00 | 0.00 |
| Indian Springs (1,302) | 12,669 | 0.048 | 0.04 | 0.00 | 0.00 |
| Total 2,902,948 | | 120.35 | 100.0 | 5.40 | 1.17 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

3.13 CITIES SORTED BY ZIPCODE - NEVADA

Nevada - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Boulder City (89006; 16,132) | 2,708 | 0.738 | 0.61 | 0.03 | 0.01 |
| Indian Springs (89018; 1,302) | 12,669 | 0.048 | 0.04 | 0.00 | 0.00 |
| Sandy Valley (89019; 1,804) | 10,835 | 0.071 | 0.06 | 0.00 | 0.00 |
| Mesquite (89024; 30,733) | 1,875 | 1.125 | 0.93 | 0.05 | 0.01 |
| Laughlin (89028; 7,076) | 6,002 | 0.236 | 0.20 | 0.01 | 0.00 |
| Moapa Valley (89040; 5,784) | 6,437 | 0.209 | 0.17 | 0.01 | 0.00 |
| Pahrump (89048; 24,631) | 2,583 | 0.778 | 0.65 | 0.03 | 0.01 |
| Tonopah (89049; 2,627) | 9,813 | 0.089 | 0.07 | 0.00 | 0.00 |
| Henderson (89074; 473,714) | 26 | 24.011 | 19.95 | 1.08 | 0.23 |
| North Las Vegas (89084; 412,683) | 50 | 17.219 | 14.31 | 0.77 | 0.17 |
| Winchester (89109; 26,958) | 2,555 | 0.788 | 0.65 | 0.04 | 0.01 |
| Sunrise Manor (89110; 156,120) | 234 | 5.808 | 4.83 | 0.26 | 0.06 |
| Las Vegas (89113; 747,403) | 15 | 29.840 | 24.79 | 1.34 | 0.29 |
| Paradise (89119; 186,070) | 191 | 6.638 | 5.51 | 0.30 | 0.06 |
| Whitney (89122; 18,273) | 3,205 | 0.605 | 0.50 | 0.03 | 0.01 |
| Enterprise (89124; 14,676) | 2,933 | 0.674 | 0.56 | 0.03 | 0.01 |
| Summerlin South (89135; 3,735) | 6,272 | 0.219 | 0.18 | 0.01 | 0.00 |
| Spring Valley (89147; 117,390) | 282 | 5.165 | 4.29 | 0.23 | 0.05 |
| Nellis AFB (89191; 8,896) | 5,610 | 0.267 | 0.22 | 0.01 | 0.00 |
| Ely (89315; 2,857) | 9,614 | 0.094 | 0.08 | 0.00 | 0.00 |
| Dayton (89403; 5,907) | 6,055 | 0.233 | 0.19 | 0.01 | 0.00 |
| Fallon (89406; 9,372) | 5,174 | 0.305 | 0.25 | 0.01 | 0.00 |
| Fernley (89408; 8,543) | 4,779 | 0.346 | 0.29 | 0.02 | 0.00 |
| Gardnerville Ranchos (89410; 11,054) | 3,762 | 0.489 | 0.41 | 0.02 | 0.00 |
| Hawthorne (89415; 3,311) | 9,224 | 0.103 | 0.09 | 0.00 | 0.00 |
| Lovelock (89419; 1,610) | 12,460 | 0.050 | 0.04 | 0.00 | 0.00 |
| Johnson Lane (89423; 4,837) | 5,718 | 0.259 | 0.22 | 0.01 | 0.00 |
| Minden (89423; 2,836) | 7,809 | 0.146 | 0.12 | 0.01 | 0.00 |
| Silver Springs (89429; 4,708) | 7,780 | 0.147 | 0.12 | 0.01 | 0.00 |
| Sun Valley (89431; 19,461) | 2,746 | 0.729 | 0.61 | 0.03 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Nevada - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|---------------|--------------|-------------|-------------|
| Sparks (89431; 147,471) | 217 | 6.112 | 5.08 | 0.27 | 0.06 |
| Spanish Springs (89436; 9,018) | 3,361 | 0.567 | 0.47 | 0.03 | 0.01 |
| Verdi-Mogul (89439; 2,949) | 6,981 | 0.181 | 0.15 | 0.01 | 0.00 |
| Smith Valley (89444; 1,425) | 11,693 | 0.060 | 0.05 | 0.00 | 0.00 |
| Winnemucca (89445; 8,992) | 4,479 | 0.380 | 0.32 | 0.02 | 0.00 |
| Yerington (89447; 4,920) | 8,022 | 0.139 | 0.12 | 0.01 | 0.00 |
| Zephyr Cove-Round Hill Village (89448; 1,649) | 9,735 | 0.091 | 0.08 | 0.00 | 0.00 |
| Kingsbury (89448; 2,624) | 7,951 | 0.141 | 0.12 | 0.01 | 0.00 |
| Incline Village-Crystal Bay (89451; 9,952) | 3,116 | 0.626 | 0.52 | 0.03 | 0.01 |
| Gardnerville (89460; 3,357) | 8,435 | 0.125 | 0.10 | 0.01 | 0.00 |
| Cold Springs (89506; 3,834) | 6,821 | 0.189 | 0.16 | 0.01 | 0.00 |
| Lemmon Valley-Golden Valley (89506; 6,855) | 4,946 | 0.328 | 0.27 | 0.01 | 0.00 |
| Reno (89555; 261,339) | 119 | 9.596 | 7.97 | 0.43 | 0.09 |
| Indian Hills (89705; 4,407) | 6,202 | 0.224 | 0.19 | 0.01 | 0.00 |
| Carson City (89714; 67,995) | 745 | 2.575 | 2.14 | 0.12 | 0.02 |
| Spring Creek (89815; 10,548) | 3,330 | 0.574 | 0.48 | 0.03 | 0.01 |
| Battle Mountain (89820; 2,871) | 8,897 | 0.112 | 0.09 | 0.01 | 0.00 |
| Carlin (89821; 1,813) | 10,198 | 0.081 | 0.07 | 0.00 | 0.00 |
| Elko (89824; 14,859) | 3,012 | 0.654 | 0.54 | 0.03 | 0.01 |
| West Wendover (89883; 5,567) | 7,159 | 0.172 | 0.14 | 0.01 | 0.00 |
| Total 2,902,948 | | 120.35 | 100.0 | 5.40 | 1.17 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

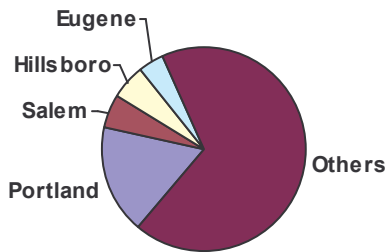
3.14 LATENT DEMAND BY YEAR - OREGON

The Latent Demand for Graphic Design Services in Oregon: 2002 - 2012

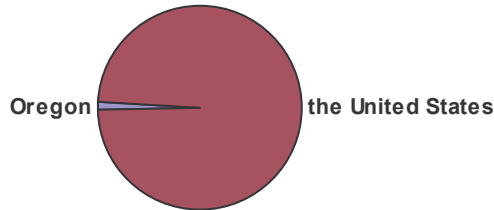
| Year | Oregon | % of Region | % of USA |
|------|--------|-------------|----------|
| 2002 | 115.66 | 5.15% | 1.13% |
| 2003 | 114.80 | 5.18% | 1.13% |
| 2004 | 113.95 | 5.20% | 1.13% |
| 2005 | 113.10 | 5.23% | 1.13% |
| 2006 | 112.90 | 5.25% | 1.13% |
| 2007 | 116.55 | 5.23% | 1.13% |
| 2008 | 120.98 | 5.21% | 1.13% |
| 2009 | 125.58 | 5.18% | 1.13% |
| 2010 | 130.35 | 5.15% | 1.13% |
| 2011 | 135.30 | 5.12% | 1.13% |
| 2012 | 140.44 | 5.09% | 1.13% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Oregon - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Oregon: 2007



3.15 CITIES SORTED BY RANK - OREGON

Oregon - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|-----------|---------|----------|-------|
| Portland (546,399) | 41 | 19.514 | 16.74 | 0.88 | 0.19 |
| Salem (177,502) | 214 | 6.140 | 5.27 | 0.28 | 0.06 |
| Hillsboro (129,758) | 225 | 5.972 | 5.12 | 0.27 | 0.06 |
| Eugene (158,193) | 295 | 5.045 | 4.33 | 0.23 | 0.05 |
| Beaverton (107,072) | 340 | 4.559 | 3.91 | 0.20 | 0.04 |
| Gresham (112,633) | 360 | 4.353 | 3.73 | 0.20 | 0.04 |
| Bend (111,497) | 402 | 4.052 | 3.48 | 0.18 | 0.04 |
| Tigard (68,878) | 552 | 3.161 | 2.71 | 0.14 | 0.03 |
| Medford (85,309) | 671 | 2.769 | 2.38 | 0.12 | 0.03 |
| Lake Oswego (39,856) | 757 | 2.539 | 2.18 | 0.11 | 0.02 |
| West Linn (35,668) | 857 | 2.285 | 1.96 | 0.10 | 0.02 |
| Aloha (41,741) | 1,057 | 1.942 | 1.67 | 0.09 | 0.02 |
| Albany (54,371) | 1,090 | 1.906 | 1.64 | 0.09 | 0.02 |
| Oregon City (45,984) | 1,128 | 1.863 | 1.60 | 0.08 | 0.02 |
| Springfield (62,100) | 1,152 | 1.825 | 1.57 | 0.08 | 0.02 |
| Tualatin (34,464) | 1,244 | 1.710 | 1.47 | 0.08 | 0.02 |
| Keizer (42,041) | 1,265 | 1.685 | 1.45 | 0.08 | 0.02 |
| Corvallis (53,621) | 1,268 | 1.681 | 1.44 | 0.08 | 0.02 |
| Sherwood (27,255) | 1,407 | 1.516 | 1.30 | 0.07 | 0.01 |
| McMinnville (37,832) | 1,618 | 1.311 | 1.12 | 0.06 | 0.01 |
| Redmond (42,964) | 1,647 | 1.288 | 1.11 | 0.06 | 0.01 |
| Grants Pass (44,910) | 1,806 | 1.166 | 1.00 | 0.05 | 0.01 |
| Newberg (28,722) | 1,866 | 1.129 | 0.97 | 0.05 | 0.01 |
| Wilsonville (21,160) | 2,113 | 0.989 | 0.85 | 0.04 | 0.01 |
| Central Point (27,043) | 2,138 | 0.977 | 0.84 | 0.04 | 0.01 |
| Canby (22,438) | 2,252 | 0.914 | 0.78 | 0.04 | 0.01 |
| Troutdale (17,921) | 2,274 | 0.902 | 0.77 | 0.04 | 0.01 |
| Woodburn (29,639) | 2,302 | 0.889 | 0.76 | 0.04 | 0.01 |
| Forest Grove (24,807) | 2,309 | 0.886 | 0.76 | 0.04 | 0.01 |
| Milwaukie (21,575) | 2,429 | 0.837 | 0.72 | 0.04 | 0.01 |
| Oatfield (15,750) | 2,431 | 0.837 | 0.72 | 0.04 | 0.01 |
| Sandy (20,745) | 2,584 | 0.777 | 0.67 | 0.03 | 0.01 |
| Cedar Mill (12,597) | 2,715 | 0.737 | 0.63 | 0.03 | 0.01 |
| Ashland (24,930) | 2,764 | 0.725 | 0.62 | 0.03 | 0.01 |
| Eagle Point (21,259) | 2,811 | 0.710 | 0.61 | 0.03 | 0.01 |
| Fairview (16,972) | 3,149 | 0.618 | 0.53 | 0.03 | 0.01 |
| St. Helens (16,982) | 3,168 | 0.614 | 0.53 | 0.03 | 0.01 |
| Roseburg (21,762) | 3,204 | 0.605 | 0.52 | 0.03 | 0.01 |
| Hermiston (19,114) | 3,219 | 0.601 | 0.52 | 0.03 | 0.01 |
| Gladstone (14,489) | 3,233 | 0.598 | 0.51 | 0.03 | 0.01 |
| Hayesville (18,222) | 3,309 | 0.578 | 0.50 | 0.03 | 0.01 |
| Pendleton (17,363) | 3,356 | 0.568 | 0.49 | 0.03 | 0.01 |
| Altamont (19,603) | 3,439 | 0.555 | 0.48 | 0.02 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Oregon - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Dallas (16,957) | 3,506 | 0.543 | 0.47 | 0.02 | 0.01 |
| Rockcreek (9,404) | 3,535 | 0.535 | 0.46 | 0.02 | 0.01 |
| Cornelius (12,745) | 3,599 | 0.521 | 0.45 | 0.02 | 0.01 |
| Klamath Falls (20,412) | 3,626 | 0.517 | 0.44 | 0.02 | 0.01 |
| Oak Hills (9,050) | 3,745 | 0.493 | 0.42 | 0.02 | 0.00 |
| Independence (14,785) | 3,790 | 0.484 | 0.42 | 0.02 | 0.00 |
| Oak Grove (12,808) | 3,912 | 0.462 | 0.40 | 0.02 | 0.00 |
| Four Corners (13,922) | 3,983 | 0.450 | 0.39 | 0.02 | 0.00 |
| Coos Bay (16,132) | 3,994 | 0.448 | 0.38 | 0.02 | 0.00 |
| Lebanon (15,379) | 4,141 | 0.427 | 0.37 | 0.02 | 0.00 |
| Cedar Hills (8,949) | 4,449 | 0.384 | 0.33 | 0.02 | 0.00 |
| Happy Valley (4,519) | 4,536 | 0.374 | 0.32 | 0.02 | 0.00 |
| Prineville (13,593) | 4,586 | 0.368 | 0.32 | 0.02 | 0.00 |
| Scappoose (8,610) | 4,603 | 0.366 | 0.31 | 0.02 | 0.00 |
| Silverton (10,656) | 4,621 | 0.364 | 0.31 | 0.02 | 0.00 |
| West Haven-Sylvan (7,147) | 4,670 | 0.358 | 0.31 | 0.02 | 0.00 |
| City of The Dalles (11,349) | 4,673 | 0.358 | 0.31 | 0.02 | 0.00 |
| La Grande (12,520) | 4,722 | 0.352 | 0.30 | 0.02 | 0.00 |
| Molalla (8,825) | 4,887 | 0.335 | 0.29 | 0.02 | 0.00 |
| Umatilla (10,885) | 4,952 | 0.328 | 0.28 | 0.01 | 0.00 |
| Garden Home-Whitford (6,931) | 4,997 | 0.323 | 0.28 | 0.01 | 0.00 |
| Raleigh Hills (5,865) | 5,057 | 0.317 | 0.27 | 0.01 | 0.00 |
| Monmouth (10,686) | 5,158 | 0.307 | 0.26 | 0.01 | 0.00 |
| Ontario (11,661) | 5,202 | 0.303 | 0.26 | 0.01 | 0.00 |
| North Bend (10,010) | 5,263 | 0.297 | 0.25 | 0.01 | 0.00 |
| West Slope (6,442) | 5,323 | 0.292 | 0.25 | 0.01 | 0.00 |
| Newport (9,919) | 5,428 | 0.282 | 0.24 | 0.01 | 0.00 |
| Astoria (9,583) | 5,433 | 0.281 | 0.24 | 0.01 | 0.00 |
| Sunnyside (6,791) | 5,515 | 0.274 | 0.24 | 0.01 | 0.00 |
| Jennings Lodge (7,036) | 5,570 | 0.270 | 0.23 | 0.01 | 0.00 |
| Sweet Home (9,199) | 5,785 | 0.254 | 0.22 | 0.01 | 0.00 |
| Cottage Grove (9,213) | 5,847 | 0.250 | 0.21 | 0.01 | 0.00 |
| Stayton (8,131) | 5,886 | 0.246 | 0.21 | 0.01 | 0.00 |
| Brookings (8,692) | 5,903 | 0.245 | 0.21 | 0.01 | 0.00 |
| Florence (8,999) | 5,912 | 0.244 | 0.21 | 0.01 | 0.00 |
| Baker City (9,399) | 5,926 | 0.243 | 0.21 | 0.01 | 0.00 |
| Sutherlin (9,345) | 5,935 | 0.242 | 0.21 | 0.01 | 0.00 |
| Hood River (8,262) | 6,075 | 0.232 | 0.20 | 0.01 | 0.00 |
| Junction City (7,113) | 6,209 | 0.224 | 0.19 | 0.01 | 0.00 |
| Creswell (7,103) | 6,332 | 0.215 | 0.18 | 0.01 | 0.00 |
| Philomath (5,559) | 6,510 | 0.205 | 0.18 | 0.01 | 0.00 |
| Clackamas (5,177) | 6,516 | 0.205 | 0.18 | 0.01 | 0.00 |
| Green (6,174) | 6,685 | 0.196 | 0.17 | 0.01 | 0.00 |
| Dundee (4,163) | 6,883 | 0.186 | 0.16 | 0.01 | 0.00 |
| Seaside (6,410) | 7,045 | 0.177 | 0.15 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Oregon - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Deschutes River Woods (4,631) | 7,068 | 0.176 | 0.15 | 0.01 | 0.00 |
| Roseburg North (5,473) | 7,118 | 0.174 | 0.15 | 0.01 | 0.00 |
| Lincoln City (7,800) | 7,133 | 0.173 | 0.15 | 0.01 | 0.00 |
| Redwood (5,844) | 7,135 | 0.173 | 0.15 | 0.01 | 0.00 |
| Talent (6,539) | 7,234 | 0.169 | 0.15 | 0.01 | 0.00 |
| Veneta (4,922) | 7,366 | 0.163 | 0.14 | 0.01 | 0.00 |
| Milton-Freewater (6,443) | 7,388 | 0.163 | 0.14 | 0.01 | 0.00 |
| Phoenix (5,501) | 7,590 | 0.155 | 0.13 | 0.01 | 0.00 |
| La Pine (5,799) | 7,612 | 0.154 | 0.13 | 0.01 | 0.00 |
| Mount Hood Village (3,306) | 7,703 | 0.150 | 0.13 | 0.01 | 0.00 |
| Warrenton (4,828) | 7,874 | 0.144 | 0.12 | 0.01 | 0.00 |
| White City (5,466) | 7,912 | 0.143 | 0.12 | 0.01 | 0.00 |
| Banks (2,721) | 8,011 | 0.139 | 0.12 | 0.01 | 0.00 |
| Madras (5,349) | 8,027 | 0.138 | 0.12 | 0.01 | 0.00 |
| Harrisburg (3,858) | 8,046 | 0.138 | 0.12 | 0.01 | 0.00 |
| Aumsville (3,720) | 8,142 | 0.135 | 0.12 | 0.01 | 0.00 |
| Winston (5,174) | 8,173 | 0.133 | 0.11 | 0.01 | 0.00 |
| Lafayette (3,871) | 8,180 | 0.133 | 0.11 | 0.01 | 0.00 |
| Mount Angel (4,090) | 8,204 | 0.132 | 0.11 | 0.01 | 0.00 |
| Columbia City (2,489) | 8,212 | 0.132 | 0.11 | 0.01 | 0.00 |
| Tillamook (4,863) | 8,293 | 0.129 | 0.11 | 0.01 | 0.00 |
| Sublimity (2,933) | 8,342 | 0.128 | 0.11 | 0.01 | 0.00 |
| Metzger (3,354) | 8,494 | 0.123 | 0.11 | 0.01 | 0.00 |
| Sheridan (3,570) | 8,732 | 0.116 | 0.10 | 0.01 | 0.00 |
| Coquille (4,267) | 8,835 | 0.114 | 0.10 | 0.01 | 0.00 |
| Gervais (2,826) | 8,949 | 0.110 | 0.09 | 0.00 | 0.00 |
| Jefferson (2,944) | 9,050 | 0.107 | 0.09 | 0.00 | 0.00 |
| Turner (3,258) | 9,144 | 0.105 | 0.09 | 0.00 | 0.00 |
| Tri-City (3,519) | 9,183 | 0.104 | 0.09 | 0.00 | 0.00 |
| Wood Village (2,681) | 9,215 | 0.103 | 0.09 | 0.00 | 0.00 |
| Myrtle Creek (3,776) | 9,239 | 0.103 | 0.09 | 0.00 | 0.00 |
| Boardman (3,604) | 9,243 | 0.103 | 0.09 | 0.00 | 0.00 |
| North Plains (2,332) | 9,248 | 0.103 | 0.09 | 0.00 | 0.00 |
| Toledo (3,282) | 9,331 | 0.101 | 0.09 | 0.00 | 0.00 |
| Harbeck-Fruitdale (3,780) | 9,349 | 0.100 | 0.09 | 0.00 | 0.00 |
| Chenoweth (3,412) | 9,381 | 0.100 | 0.09 | 0.00 | 0.00 |
| Reedsport (4,258) | 9,419 | 0.099 | 0.08 | 0.00 | 0.00 |
| Hubbard (2,751) | 9,564 | 0.095 | 0.08 | 0.00 | 0.00 |
| Estacada (2,556) | 9,806 | 0.089 | 0.08 | 0.00 | 0.00 |
| Vernonia (2,374) | 9,924 | 0.087 | 0.07 | 0.00 | 0.00 |
| Dayton (2,340) | 10,043 | 0.084 | 0.07 | 0.00 | 0.00 |
| Jacksonville (2,262) | 10,115 | 0.083 | 0.07 | 0.00 | 0.00 |
| Rainier (2,179) | 10,205 | 0.081 | 0.07 | 0.00 | 0.00 |
| Bandon (2,984) | 10,393 | 0.078 | 0.07 | 0.00 | 0.00 |
| Three Rivers (2,445) | 10,668 | 0.074 | 0.06 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Oregon - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|-------------|-------------|
| Oakridge (3,098) | 10,700 | 0.073 | 0.06 | 0.00 | 0.00 |
| Durham (1,519) | 10,917 | 0.070 | 0.06 | 0.00 | 0.00 |
| Nyssa (2,858) | 10,949 | 0.070 | 0.06 | 0.00 | 0.00 |
| Shady Cove (2,335) | 10,960 | 0.069 | 0.06 | 0.00 | 0.00 |
| Irrigon (2,077) | 11,193 | 0.066 | 0.06 | 0.00 | 0.00 |
| Cannon Beach (1,893) | 11,194 | 0.066 | 0.06 | 0.00 | 0.00 |
| Warm Springs (2,431) | 11,300 | 0.065 | 0.06 | 0.00 | 0.00 |
| Waldport (2,125) | 11,431 | 0.063 | 0.05 | 0.00 | 0.00 |
| Myrtle Point (2,561) | 11,453 | 0.063 | 0.05 | 0.00 | 0.00 |
| Stanfield (1,995) | 11,456 | 0.063 | 0.05 | 0.00 | 0.00 |
| Lakeview (2,264) | 11,473 | 0.062 | 0.05 | 0.00 | 0.00 |
| Lincoln Beach (2,078) | 11,509 | 0.062 | 0.05 | 0.00 | 0.00 |
| Depoe Bay (1,934) | 11,578 | 0.061 | 0.05 | 0.00 | 0.00 |
| Odell (1,849) | 11,591 | 0.061 | 0.05 | 0.00 | 0.00 |
| Clatskanie (1,907) | 11,596 | 0.061 | 0.05 | 0.00 | 0.00 |
| Glide (1,690) | 11,609 | 0.061 | 0.05 | 0.00 | 0.00 |
| Rose Lodge (1,708) | 11,686 | 0.060 | 0.05 | 0.00 | 0.00 |
| King City (2,280) | 11,798 | 0.058 | 0.05 | 0.00 | 0.00 |
| Willamina (1,903) | 12,095 | 0.055 | 0.05 | 0.00 | 0.00 |
| Burns (2,303) | 12,103 | 0.055 | 0.05 | 0.00 | 0.00 |
| Harbor (2,622) | 12,213 | 0.053 | 0.05 | 0.00 | 0.00 |
| Gold Beach (1,967) | 12,251 | 0.053 | 0.05 | 0.00 | 0.00 |
| Brownsville (1,669) | 12,276 | 0.053 | 0.05 | 0.00 | 0.00 |
| Carlton (1,408) | 12,295 | 0.052 | 0.04 | 0.00 | 0.00 |
| Amity (1,403) | 12,447 | 0.051 | 0.04 | 0.00 | 0.00 |
| Mill City (1,749) | 12,470 | 0.050 | 0.04 | 0.00 | 0.00 |
| Union (1,964) | 12,514 | 0.050 | 0.04 | 0.00 | 0.00 |
| Terrebonne (1,469) | 12,581 | 0.049 | 0.04 | 0.00 | 0.00 |
| Hines (1,339) | 12,627 | 0.049 | 0.04 | 0.00 | 0.00 |
| Heppner (1,626) | 12,667 | 0.048 | 0.04 | 0.00 | 0.00 |
| Pilot Rock (1,525) | 12,779 | 0.047 | 0.04 | 0.00 | 0.00 |
| Barview (1,872) | 12,812 | 0.047 | 0.04 | 0.00 | 0.00 |
| Lyons (1,297) | 12,826 | 0.047 | 0.04 | 0.00 | 0.00 |
| Total 3,170,743 | | 116.55 | 100.0 | 5.23 | 1.13 |

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3.16 CITIES SORTED BY ZIPCODE - OREGON

Oregon - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Beaverton (97005; 107,072) | 340 | 4.559 | 3.91 | 0.20 | 0.04 |
| Aloha (97006; 41,741) | 1,057 | 1.942 | 1.67 | 0.09 | 0.02 |
| Hillsboro (97006; 129,758) | 225 | 5.972 | 5.12 | 0.27 | 0.06 |
| Oak Hills (97006; 9,050) | 3,745 | 0.493 | 0.42 | 0.02 | 0.00 |

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Oregon - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Mount Hood Village (97011; 3,306) | 7,703 | 0.150 | 0.13 | 0.01 | 0.00 |
| Canby (97013; 22,438) | 2,252 | 0.914 | 0.78 | 0.04 | 0.01 |
| Clackamas (97015; 5,177) | 6,516 | 0.205 | 0.18 | 0.01 | 0.00 |
| Happy Valley (97015; 4,519) | 4,536 | 0.374 | 0.32 | 0.02 | 0.00 |
| Sunnyside (97015; 6,791) | 5,515 | 0.274 | 0.24 | 0.01 | 0.00 |
| Clatskanie (97016; 1,907) | 11,596 | 0.061 | 0.05 | 0.00 | 0.00 |
| Columbia City (97018; 2,489) | 8,212 | 0.132 | 0.11 | 0.01 | 0.00 |
| Estacada (97023; 2,556) | 9,806 | 0.089 | 0.08 | 0.00 | 0.00 |
| Fairview (97024; 16,972) | 3,149 | 0.618 | 0.53 | 0.03 | 0.01 |
| Gervais (97026; 2,826) | 8,949 | 0.110 | 0.09 | 0.00 | 0.00 |
| Gladstone (97027; 14,489) | 3,233 | 0.598 | 0.51 | 0.03 | 0.01 |
| Hood River (97031; 8,262) | 6,075 | 0.232 | 0.20 | 0.01 | 0.00 |
| Hubbard (97032; 2,751) | 9,564 | 0.095 | 0.08 | 0.00 | 0.00 |
| West Linn (97034; 35,668) | 857 | 2.285 | 1.96 | 0.10 | 0.02 |
| Lake Oswego (97035; 39,856) | 757 | 2.539 | 2.18 | 0.11 | 0.02 |
| Molalla (97038; 8,825) | 4,887 | 0.335 | 0.29 | 0.02 | 0.00 |
| Odell (97044; 1,849) | 11,591 | 0.061 | 0.05 | 0.00 | 0.00 |
| Oregon City (97045; 45,984) | 1,128 | 1.863 | 1.60 | 0.08 | 0.02 |
| Rainier (97048; 2,179) | 10,205 | 0.081 | 0.07 | 0.00 | 0.00 |
| St. Helens (97051; 16,982) | 3,168 | 0.614 | 0.53 | 0.03 | 0.01 |
| Sandy (97055; 20,745) | 2,584 | 0.777 | 0.67 | 0.03 | 0.01 |
| Scappoose (97056; 8,610) | 4,603 | 0.366 | 0.31 | 0.02 | 0.00 |
| Chenoweth (97058; 3,412) | 9,381 | 0.100 | 0.09 | 0.00 | 0.00 |
| City of The Dalles (97058; 11,349) | 4,673 | 0.358 | 0.31 | 0.02 | 0.00 |
| Wood Village (97060; 2,681) | 9,215 | 0.103 | 0.09 | 0.00 | 0.00 |
| Troutdale (97060; 17,921) | 2,274 | 0.902 | 0.77 | 0.04 | 0.01 |
| Tualatin (97062; 34,464) | 1,244 | 1.710 | 1.47 | 0.08 | 0.02 |
| Vernonia (97064; 2,374) | 9,924 | 0.087 | 0.07 | 0.00 | 0.00 |
| Wilsonville (97070; 21,160) | 2,113 | 0.989 | 0.85 | 0.04 | 0.01 |
| Woodburn (97071; 29,639) | 2,302 | 0.889 | 0.76 | 0.04 | 0.01 |
| Gresham (97080; 112,633) | 360 | 4.353 | 3.73 | 0.20 | 0.04 |
| Amity (97101; 1,403) | 12,447 | 0.051 | 0.04 | 0.00 | 0.00 |
| Astoria (97103; 9,583) | 5,433 | 0.281 | 0.24 | 0.01 | 0.00 |
| Banks (97109; 2,721) | 8,011 | 0.139 | 0.12 | 0.01 | 0.00 |
| Cannon Beach (97110; 1,893) | 11,194 | 0.066 | 0.06 | 0.00 | 0.00 |
| Carlton (97111; 1,408) | 12,295 | 0.052 | 0.04 | 0.00 | 0.00 |
| Cornelius (97113; 12,745) | 3,599 | 0.521 | 0.45 | 0.02 | 0.01 |
| Dayton (97114; 2,340) | 10,043 | 0.084 | 0.07 | 0.00 | 0.00 |
| Dundee (97115; 4,163) | 6,883 | 0.186 | 0.16 | 0.01 | 0.00 |
| Forest Grove (97116; 24,807) | 2,309 | 0.886 | 0.76 | 0.04 | 0.01 |
| Lafayette (97127; 3,871) | 8,180 | 0.133 | 0.11 | 0.01 | 0.00 |
| McMinnville (97128; 37,832) | 1,618 | 1.311 | 1.12 | 0.06 | 0.01 |
| Newberg (97132; 28,722) | 1,866 | 1.129 | 0.97 | 0.05 | 0.01 |
| North Plains (97133; 2,332) | 9,248 | 0.103 | 0.09 | 0.00 | 0.00 |
| Seaside (97138; 6,410) | 7,045 | 0.177 | 0.15 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Oregon - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Sherwood (97140; 27,255) | 1,407 | 1.516 | 1.30 | 0.07 | 0.01 |
| Tillamook (97141; 4,863) | 8,293 | 0.129 | 0.11 | 0.01 | 0.00 |
| Warrenton (97146; 4,828) | 7,874 | 0.144 | 0.12 | 0.01 | 0.00 |
| Garden Home-Whitford (97223; 6,931) | 4,997 | 0.323 | 0.28 | 0.01 | 0.00 |
| Metzger (97223; 3,354) | 8,494 | 0.123 | 0.11 | 0.01 | 0.00 |
| King City (97224; 2,280) | 11,798 | 0.058 | 0.05 | 0.00 | 0.00 |
| Durham (97224; 1,519) | 10,917 | 0.070 | 0.06 | 0.00 | 0.00 |
| Tigard (97224; 68,878) | 552 | 3.161 | 2.71 | 0.14 | 0.03 |
| Raleigh Hills (97225; 5,865) | 5,057 | 0.317 | 0.27 | 0.01 | 0.00 |
| Cedar Hills (97225; 8,949) | 4,449 | 0.384 | 0.33 | 0.02 | 0.00 |
| West Haven-Sylvan (97225; 7,147) | 4,670 | 0.358 | 0.31 | 0.02 | 0.00 |
| West Slope (97225; 6,442) | 5,323 | 0.292 | 0.25 | 0.01 | 0.00 |
| Rockcreek (97229; 9,404) | 3,535 | 0.535 | 0.46 | 0.02 | 0.01 |
| Oak Grove (97267; 12,808) | 3,912 | 0.462 | 0.40 | 0.02 | 0.00 |
| Milwaukie (97267; 21,575) | 2,429 | 0.837 | 0.72 | 0.04 | 0.01 |
| Jennings Lodge (97267; 7,036) | 5,570 | 0.270 | 0.23 | 0.01 | 0.00 |
| Oatfield (97267; 15,750) | 2,431 | 0.837 | 0.72 | 0.04 | 0.01 |
| Portland (97283; 546,399) | 41 | 19.514 | 16.74 | 0.88 | 0.19 |
| Cedar Mill (97291; 12,597) | 2,715 | 0.737 | 0.63 | 0.03 | 0.01 |
| Salem (97301; 177,502) | 214 | 6.140 | 5.27 | 0.28 | 0.06 |
| Four Corners (97301; 13,922) | 3,983 | 0.450 | 0.39 | 0.02 | 0.00 |
| Keizer (97303; 42,041) | 1,265 | 1.685 | 1.45 | 0.08 | 0.02 |
| Hayesville (97305; 18,222) | 3,309 | 0.578 | 0.50 | 0.03 | 0.01 |
| Albany (97321; 54,371) | 1,090 | 1.906 | 1.64 | 0.09 | 0.02 |
| Aumsville (97325; 3,720) | 8,142 | 0.135 | 0.12 | 0.01 | 0.00 |
| Brownsville (97327; 1,669) | 12,276 | 0.053 | 0.05 | 0.00 | 0.00 |
| Dallas (97338; 16,957) | 3,506 | 0.543 | 0.47 | 0.02 | 0.01 |
| Corvallis (97339; 53,621) | 1,268 | 1.681 | 1.44 | 0.08 | 0.02 |
| Depoe Bay (97341; 1,934) | 11,578 | 0.061 | 0.05 | 0.00 | 0.00 |
| Independence (97351; 14,785) | 3,790 | 0.484 | 0.42 | 0.02 | 0.00 |
| Jefferson (97352; 2,944) | 9,050 | 0.107 | 0.09 | 0.00 | 0.00 |
| Lebanon (97355; 15,379) | 4,141 | 0.427 | 0.37 | 0.02 | 0.00 |
| Lyons (97358; 1,297) | 12,826 | 0.047 | 0.04 | 0.00 | 0.00 |
| Mill City (97360; 1,749) | 12,470 | 0.050 | 0.04 | 0.00 | 0.00 |
| Monmouth (97361; 10,686) | 5,158 | 0.307 | 0.26 | 0.01 | 0.00 |
| Mount Angel (97362; 4,090) | 8,204 | 0.132 | 0.11 | 0.01 | 0.00 |
| Newport (97365; 9,919) | 5,428 | 0.282 | 0.24 | 0.01 | 0.00 |
| Lincoln City (97367; 7,800) | 7,133 | 0.173 | 0.15 | 0.01 | 0.00 |
| Lincoln Beach (97367; 2,078) | 11,509 | 0.062 | 0.05 | 0.00 | 0.00 |
| Philomath (97370; 5,559) | 6,510 | 0.205 | 0.18 | 0.01 | 0.00 |
| Rose Lodge (97372; 1,708) | 11,686 | 0.060 | 0.05 | 0.00 | 0.00 |
| Sheridan (97378; 3,570) | 8,732 | 0.116 | 0.10 | 0.01 | 0.00 |
| Silverton (97381; 10,656) | 4,621 | 0.364 | 0.31 | 0.02 | 0.00 |
| Stayton (97383; 8,131) | 5,886 | 0.246 | 0.21 | 0.01 | 0.00 |
| Sublimity (97385; 2,933) | 8,342 | 0.128 | 0.11 | 0.01 | 0.00 |

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Oregon - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Sweet Home (97386; 9,199) | 5,785 | 0.254 | 0.22 | 0.01 | 0.00 |
| Toledo (97391; 3,282) | 9,331 | 0.101 | 0.09 | 0.00 | 0.00 |
| Turner (97392; 3,258) | 9,144 | 0.105 | 0.09 | 0.00 | 0.00 |
| Waldport (97394; 2,125) | 11,431 | 0.063 | 0.05 | 0.00 | 0.00 |
| Willamina (97396; 1,903) | 12,095 | 0.055 | 0.05 | 0.00 | 0.00 |
| Bandon (97411; 2,984) | 10,393 | 0.078 | 0.07 | 0.00 | 0.00 |
| Brookings (97415; 8,692) | 5,903 | 0.245 | 0.21 | 0.01 | 0.00 |
| Harbor (97415; 2,622) | 12,213 | 0.053 | 0.05 | 0.00 | 0.00 |
| Barview (97420; 1,872) | 12,812 | 0.047 | 0.04 | 0.00 | 0.00 |
| Coos Bay (97420; 16,132) | 3,994 | 0.448 | 0.38 | 0.02 | 0.00 |
| Coquille (97423; 4,267) | 8,835 | 0.114 | 0.10 | 0.01 | 0.00 |
| Creswell (97426; 7,103) | 6,332 | 0.215 | 0.18 | 0.01 | 0.00 |
| Florence (97439; 8,999) | 5,912 | 0.244 | 0.21 | 0.01 | 0.00 |
| Eugene (97440; 158,193) | 295 | 5.045 | 4.33 | 0.23 | 0.05 |
| Glide (97443; 1,690) | 11,609 | 0.061 | 0.05 | 0.00 | 0.00 |
| Gold Beach (97444; 1,967) | 12,251 | 0.053 | 0.05 | 0.00 | 0.00 |
| Harrisburg (97446; 3,858) | 8,046 | 0.138 | 0.12 | 0.01 | 0.00 |
| Junction City (97448; 7,113) | 6,209 | 0.224 | 0.19 | 0.01 | 0.00 |
| Myrtle Creek (97457; 3,776) | 9,239 | 0.103 | 0.09 | 0.00 | 0.00 |
| Tri-City (97457; 3,519) | 9,183 | 0.104 | 0.09 | 0.00 | 0.00 |
| Myrtle Point (97458; 2,561) | 11,453 | 0.063 | 0.05 | 0.00 | 0.00 |
| North Bend (97459; 10,010) | 5,263 | 0.297 | 0.25 | 0.01 | 0.00 |
| Oakridge (97463; 3,098) | 10,700 | 0.073 | 0.06 | 0.00 | 0.00 |
| Reedsport (97467; 4,258) | 9,419 | 0.099 | 0.08 | 0.00 | 0.00 |
| Green (97470; 6,174) | 6,685 | 0.196 | 0.17 | 0.01 | 0.00 |
| Roseburg (97470; 21,762) | 3,204 | 0.605 | 0.52 | 0.03 | 0.01 |
| Roseburg North (97470; 5,473) | 7,118 | 0.174 | 0.15 | 0.01 | 0.00 |
| Cottage Grove (97472; 9,213) | 5,847 | 0.250 | 0.21 | 0.01 | 0.00 |
| Sutherlin (97479; 9,345) | 5,935 | 0.242 | 0.21 | 0.01 | 0.00 |
| Springfield (97482; 62,100) | 1,152 | 1.825 | 1.57 | 0.08 | 0.02 |
| Veneta (97487; 4,922) | 7,366 | 0.163 | 0.14 | 0.01 | 0.00 |
| Winston (97496; 5,174) | 8,173 | 0.133 | 0.11 | 0.01 | 0.00 |
| Medford (97501; 85,309) | 671 | 2.769 | 2.38 | 0.12 | 0.03 |
| Central Point (97502; 27,043) | 2,138 | 0.977 | 0.84 | 0.04 | 0.01 |
| White City (97503; 5,466) | 7,912 | 0.143 | 0.12 | 0.01 | 0.00 |
| Ashland (97520; 24,930) | 2,764 | 0.725 | 0.62 | 0.03 | 0.01 |
| Eagle Point (97524; 21,259) | 2,811 | 0.710 | 0.61 | 0.03 | 0.01 |
| Harbeck-Fruitdale (97527; 3,780) | 9,349 | 0.100 | 0.09 | 0.00 | 0.00 |
| Redwood (97527; 5,844) | 7,135 | 0.173 | 0.15 | 0.01 | 0.00 |
| Jacksonville (97530; 2,262) | 10,115 | 0.083 | 0.07 | 0.00 | 0.00 |
| Phoenix (97535; 5,501) | 7,590 | 0.155 | 0.13 | 0.01 | 0.00 |
| Shady Cove (97539; 2,335) | 10,960 | 0.069 | 0.06 | 0.00 | 0.00 |
| Talent (97540; 6,539) | 7,234 | 0.169 | 0.15 | 0.01 | 0.00 |
| Grants Pass (97543; 44,910) | 1,806 | 1.166 | 1.00 | 0.05 | 0.01 |
| Klamath Falls (97601; 20,412) | 3,626 | 0.517 | 0.44 | 0.02 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Oregon - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|---------------|--------------|-------------|-------------|
| Altamont (97603; 19,603) | 3,439 | 0.555 | 0.48 | 0.02 | 0.01 |
| Lakeview (97630; 2,264) | 11,473 | 0.062 | 0.05 | 0.00 | 0.00 |
| Bend (97701; 111,497) | 402 | 4.052 | 3.48 | 0.18 | 0.04 |
| Deschutes River Woods (97702; 4,631) | 7,068 | 0.176 | 0.15 | 0.01 | 0.00 |
| Three Rivers (97707; 2,445) | 10,668 | 0.074 | 0.06 | 0.00 | 0.00 |
| Burns (97720; 2,303) | 12,103 | 0.055 | 0.05 | 0.00 | 0.00 |
| Hines (97738; 1,339) | 12,627 | 0.049 | 0.04 | 0.00 | 0.00 |
| La Pine (97739; 5,799) | 7,612 | 0.154 | 0.13 | 0.01 | 0.00 |
| Madras (97741; 5,349) | 8,027 | 0.138 | 0.12 | 0.01 | 0.00 |
| Prineville (97754; 13,593) | 4,586 | 0.368 | 0.32 | 0.02 | 0.00 |
| Redmond (97756; 42,964) | 1,647 | 1.288 | 1.11 | 0.06 | 0.01 |
| Terrebonne (97760; 1,469) | 12,581 | 0.049 | 0.04 | 0.00 | 0.00 |
| Warm Springs (97761; 2,431) | 11,300 | 0.065 | 0.06 | 0.00 | 0.00 |
| Pendleton (97801; 17,363) | 3,356 | 0.568 | 0.49 | 0.03 | 0.01 |
| Baker City (97814; 9,399) | 5,926 | 0.243 | 0.21 | 0.01 | 0.00 |
| Boardman (97818; 3,604) | 9,243 | 0.103 | 0.09 | 0.00 | 0.00 |
| Heppner (97836; 1,626) | 12,667 | 0.048 | 0.04 | 0.00 | 0.00 |
| Hermiston (97838; 19,114) | 3,219 | 0.601 | 0.52 | 0.03 | 0.01 |
| Irrigon (97844; 2,077) | 11,193 | 0.066 | 0.06 | 0.00 | 0.00 |
| La Grande (97850; 12,520) | 4,722 | 0.352 | 0.30 | 0.02 | 0.00 |
| Milton-Freewater (97862; 6,443) | 7,388 | 0.163 | 0.14 | 0.01 | 0.00 |
| Pilot Rock (97868; 1,525) | 12,779 | 0.047 | 0.04 | 0.00 | 0.00 |
| Stanfield (97875; 1,995) | 11,456 | 0.063 | 0.05 | 0.00 | 0.00 |
| Umatilla (97882; 10,885) | 4,952 | 0.328 | 0.28 | 0.01 | 0.00 |
| Union (97883; 1,964) | 12,514 | 0.050 | 0.04 | 0.00 | 0.00 |
| Nyssa (97913; 2,858) | 10,949 | 0.070 | 0.06 | 0.00 | 0.00 |
| Ontario (97914; 11,661) | 5,202 | 0.303 | 0.26 | 0.01 | 0.00 |
| Total 3,170,743 | | 116.55 | 100.0 | 5.23 | 1.13 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

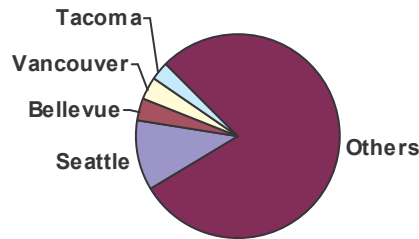
3.17 LATENT DEMAND BY YEAR - WASHINGTON

The Latent Demand for Graphic Design Services in Washington: 2002 - 2012

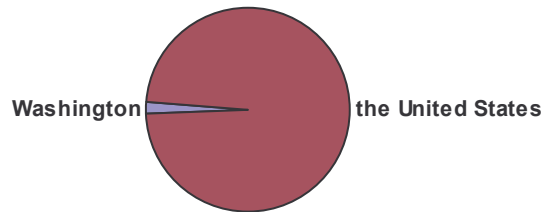
| Year | Washington | % of Region | % of USA |
|------|------------|-------------|----------|
| 2002 | 215.62 | 9.60% | 2.10% |
| 2003 | 214.13 | 9.65% | 2.11% |
| 2004 | 212.65 | 9.71% | 2.11% |
| 2005 | 211.18 | 9.77% | 2.11% |
| 2006 | 210.88 | 9.81% | 2.11% |
| 2007 | 217.61 | 9.77% | 2.11% |
| 2008 | 225.77 | 9.71% | 2.11% |
| 2009 | 234.24 | 9.66% | 2.11% |
| 2010 | 243.03 | 9.60% | 2.10% |
| 2011 | 252.14 | 9.55% | 2.10% |
| 2012 | 261.59 | 9.49% | 2.10% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Washington - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Washington: 2007



3.18 CITIES SORTED BY RANK - WASHINGTON

Washington - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Seattle (595,820) | 25 | 24.158 | 11.10 | 1.08 | 0.23 |
| Bellevue (142,023) | 150 | 7.849 | 3.61 | 0.35 | 0.08 |
| Vancouver (195,322) | 172 | 7.207 | 3.31 | 0.32 | 0.07 |
| Tacoma (203,842) | 183 | 6.845 | 3.15 | 0.31 | 0.07 |
| Spokane (200,283) | 240 | 5.730 | 2.63 | 0.26 | 0.06 |
| Everett (111,249) | 416 | 3.955 | 1.82 | 0.18 | 0.04 |
| Kent (88,165) | 463 | 3.599 | 1.65 | 0.16 | 0.03 |
| Federal Way (75,871) | 520 | 3.315 | 1.52 | 0.15 | 0.03 |
| Redmond (52,525) | 564 | 3.108 | 1.43 | 0.14 | 0.03 |
| Sammamish (34,104) | 576 | 3.072 | 1.41 | 0.14 | 0.03 |
| Pasco (97,045) | 604 | 2.972 | 1.37 | 0.13 | 0.03 |
| Renton (71,958) | 622 | 2.923 | 1.34 | 0.13 | 0.03 |
| Kennewick (79,799) | 623 | 2.916 | 1.34 | 0.13 | 0.03 |
| Richland (61,339) | 633 | 2.887 | 1.33 | 0.13 | 0.03 |
| Bellingham (93,748) | 699 | 2.704 | 1.24 | 0.12 | 0.03 |
| Kirkland (47,077) | 766 | 2.518 | 1.16 | 0.11 | 0.02 |
| Seattle Hill-Silver Firs (35,311) | 869 | 2.271 | 1.04 | 0.10 | 0.02 |
| Shoreline (48,895) | 886 | 2.239 | 1.03 | 0.10 | 0.02 |
| Auburn (62,519) | 928 | 2.173 | 1.00 | 0.10 | 0.02 |
| Cottage Lake (24,330) | 1,030 | 1.993 | 0.92 | 0.09 | 0.02 |
| Edmonds (39,839) | 1,104 | 1.890 | 0.87 | 0.08 | 0.02 |
| Yakima (71,845) | 1,114 | 1.877 | 0.86 | 0.08 | 0.02 |
| Lakewood (57,722) | 1,125 | 1.864 | 0.86 | 0.08 | 0.02 |
| Puyallup (44,097) | 1,137 | 1.848 | 0.85 | 0.08 | 0.02 |
| Mercer Island (22,651) | 1,140 | 1.846 | 0.85 | 0.08 | 0.02 |
| Camas (34,058) | 1,155 | 1.817 | 0.84 | 0.08 | 0.02 |
| Cascade-Fairwood (34,580) | 1,187 | 1.778 | 0.82 | 0.08 | 0.02 |
| Marysville (42,450) | 1,192 | 1.772 | 0.81 | 0.08 | 0.02 |
| Olympia (48,764) | 1,199 | 1.766 | 0.81 | 0.08 | 0.02 |
| Bainbridge Island (27,524) | 1,242 | 1.711 | 0.79 | 0.08 | 0.02 |
| East Hill-Meridian (29,308) | 1,250 | 1.708 | 0.78 | 0.08 | 0.02 |
| South Hill (31,623) | 1,256 | 1.697 | 0.78 | 0.08 | 0.02 |
| Bothell (32,262) | 1,259 | 1.695 | 0.78 | 0.08 | 0.02 |
| North Creek (25,742) | 1,392 | 1.536 | 0.71 | 0.07 | 0.01 |
| Lacey (38,838) | 1,413 | 1.510 | 0.69 | 0.07 | 0.01 |
| Covington (26,355) | 1,436 | 1.489 | 0.68 | 0.07 | 0.01 |
| Mukilteo (24,413) | 1,469 | 1.457 | 0.67 | 0.07 | 0.01 |
| Inglewood-Finn Hill (22,661) | 1,477 | 1.449 | 0.67 | 0.07 | 0.01 |
| Battle Ground (35,598) | 1,500 | 1.422 | 0.65 | 0.06 | 0.01 |
| University Place (31,882) | 1,501 | 1.421 | 0.65 | 0.06 | 0.01 |
| Mill Creek (21,743) | 1,592 | 1.344 | 0.62 | 0.06 | 0.01 |
| Mount Vernon (38,256) | 1,646 | 1.289 | 0.59 | 0.06 | 0.01 |
| Longview (40,082) | 1,691 | 1.250 | 0.57 | 0.06 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Washington - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Lynnwood (32,132) | 1,733 | 1.220 | 0.56 | 0.05 | 0.01 |
| Des Moines (27,652) | 1,759 | 1.201 | 0.55 | 0.05 | 0.01 |
| Kenmore (21,519) | 1,790 | 1.178 | 0.54 | 0.05 | 0.01 |
| Arlington (27,429) | 1,873 | 1.126 | 0.52 | 0.05 | 0.01 |
| Picnic Point-North Lynnwood (22,953) | 1,887 | 1.117 | 0.51 | 0.05 | 0.01 |
| North Marysville (21,161) | 1,991 | 1.064 | 0.49 | 0.05 | 0.01 |
| Burien (28,103) | 2,035 | 1.036 | 0.48 | 0.05 | 0.01 |
| Wenatchee (32,835) | 2,067 | 1.016 | 0.47 | 0.05 | 0.01 |
| Newcastle (14,254) | 2,069 | 1.015 | 0.47 | 0.05 | 0.01 |
| Union Hill-Novelty Hill (11,265) | 2,134 | 0.979 | 0.45 | 0.04 | 0.01 |
| Oak Harbor (28,360) | 2,238 | 0.921 | 0.42 | 0.04 | 0.01 |
| West Lake Stevens (18,071) | 2,244 | 0.918 | 0.42 | 0.04 | 0.01 |
| Walla Walla (32,125) | 2,260 | 0.907 | 0.42 | 0.04 | 0.01 |
| Monroe (20,202) | 2,272 | 0.902 | 0.41 | 0.04 | 0.01 |
| Bremerton (32,321) | 2,307 | 0.887 | 0.41 | 0.04 | 0.01 |
| Spanaway (21,588) | 2,311 | 0.884 | 0.41 | 0.04 | 0.01 |
| SeaTac (24,187) | 2,314 | 0.883 | 0.41 | 0.04 | 0.01 |
| Paine Field-Lake Stickney (24,383) | 2,319 | 0.883 | 0.41 | 0.04 | 0.01 |
| Maple Valley (14,501) | 2,357 | 0.863 | 0.40 | 0.04 | 0.01 |
| Opportunity (25,065) | 2,372 | 0.859 | 0.39 | 0.04 | 0.01 |
| DuPont (18,087) | 2,397 | 0.849 | 0.39 | 0.04 | 0.01 |
| Parkland (24,053) | 2,409 | 0.846 | 0.39 | 0.04 | 0.01 |
| Mountlake Terrace (20,128) | 2,415 | 0.843 | 0.39 | 0.04 | 0.01 |
| Lakeland North (15,085) | 2,440 | 0.833 | 0.38 | 0.04 | 0.01 |
| Alderwood Manor (15,329) | 2,446 | 0.832 | 0.38 | 0.04 | 0.01 |
| Salmon Creek (16,767) | 2,518 | 0.801 | 0.37 | 0.04 | 0.01 |
| Orchards (17,852) | 2,576 | 0.779 | 0.36 | 0.03 | 0.01 |
| East Renton Highlands (13,264) | 2,614 | 0.767 | 0.35 | 0.03 | 0.01 |
| Elk Plain (15,697) | 2,648 | 0.757 | 0.35 | 0.03 | 0.01 |
| White Center (20,975) | 2,668 | 0.753 | 0.35 | 0.03 | 0.01 |
| Anacortes (20,024) | 2,685 | 0.744 | 0.34 | 0.03 | 0.01 |
| West Richland (13,868) | 2,815 | 0.710 | 0.33 | 0.03 | 0.01 |
| Moses Lake (21,899) | 2,824 | 0.708 | 0.33 | 0.03 | 0.01 |
| Kingsgate (12,222) | 2,832 | 0.705 | 0.32 | 0.03 | 0.01 |
| Lake Forest Park (10,661) | 2,845 | 0.701 | 0.32 | 0.03 | 0.01 |
| Silverdale (15,816) | 2,920 | 0.675 | 0.31 | 0.03 | 0.01 |
| Duvall (10,395) | 2,994 | 0.657 | 0.30 | 0.03 | 0.01 |
| Woodinville (10,881) | 2,996 | 0.657 | 0.30 | 0.03 | 0.01 |
| Lake Morton-Berrydale (9,659) | 3,040 | 0.645 | 0.30 | 0.03 | 0.01 |
| Martha Lake (12,633) | 3,041 | 0.645 | 0.30 | 0.03 | 0.01 |
| Camano (13,347) | 3,049 | 0.642 | 0.30 | 0.03 | 0.01 |
| Lakeland South (11,436) | 3,080 | 0.634 | 0.29 | 0.03 | 0.01 |
| Lea Hill (10,871) | 3,083 | 0.633 | 0.29 | 0.03 | 0.01 |
| Lynden (16,279) | 3,155 | 0.617 | 0.28 | 0.03 | 0.01 |
| Lake Stevens (10,667) | 3,157 | 0.617 | 0.28 | 0.03 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Washington - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Tukwila (16,437) | 3,247 | 0.593 | 0.27 | 0.03 | 0.01 |
| Bryn Mawr-Skyway (13,977) | 3,271 | 0.587 | 0.27 | 0.03 | 0.01 |
| Issaquah (11,212) | 3,324 | 0.575 | 0.26 | 0.03 | 0.01 |
| Washougal (16,608) | 3,350 | 0.570 | 0.26 | 0.03 | 0.01 |
| Port Angeles (19,371) | 3,354 | 0.569 | 0.26 | 0.03 | 0.01 |
| Maltby (8,267) | 3,357 | 0.568 | 0.26 | 0.03 | 0.01 |
| Edgewood (11,302) | 3,358 | 0.568 | 0.26 | 0.03 | 0.01 |
| Tumwater (14,743) | 3,368 | 0.566 | 0.26 | 0.03 | 0.01 |
| Five Corners (12,207) | 3,410 | 0.559 | 0.26 | 0.03 | 0.01 |
| East Wenatchee Bench (13,658) | 3,458 | 0.551 | 0.25 | 0.02 | 0.01 |
| Fort Lewis (19,089) | 3,480 | 0.548 | 0.25 | 0.02 | 0.01 |
| Prairie Ridge (11,688) | 3,505 | 0.543 | 0.25 | 0.02 | 0.01 |
| Vashon (10,123) | 3,593 | 0.523 | 0.24 | 0.02 | 0.01 |
| Bonney Lake (9,687) | 3,624 | 0.518 | 0.24 | 0.02 | 0.01 |
| Sedro-Woolley (14,527) | 3,765 | 0.488 | 0.22 | 0.02 | 0.00 |
| Artondale (8,630) | 3,777 | 0.486 | 0.22 | 0.02 | 0.00 |
| Pullman (26,088) | 3,813 | 0.478 | 0.22 | 0.02 | 0.00 |
| West Valley (10,433) | 3,836 | 0.474 | 0.22 | 0.02 | 0.00 |
| West Lake Sammamish (5,937) | 3,954 | 0.455 | 0.21 | 0.02 | 0.00 |
| Centralia (16,859) | 3,987 | 0.450 | 0.21 | 0.02 | 0.00 |
| Aberdeen (16,071) | 4,076 | 0.437 | 0.20 | 0.02 | 0.00 |
| Ferndale (13,387) | 4,109 | 0.432 | 0.20 | 0.02 | 0.00 |
| Hobart (6,251) | 4,203 | 0.417 | 0.19 | 0.02 | 0.00 |
| Burlington (12,233) | 4,263 | 0.410 | 0.19 | 0.02 | 0.00 |
| Graham (8,739) | 4,273 | 0.409 | 0.19 | 0.02 | 0.00 |
| Enumclaw (10,423) | 4,300 | 0.405 | 0.19 | 0.02 | 0.00 |
| Brier (6,131) | 4,330 | 0.400 | 0.18 | 0.02 | 0.00 |
| Felida (5,683) | 4,347 | 0.398 | 0.18 | 0.02 | 0.00 |
| Veradale (9,387) | 4,421 | 0.388 | 0.18 | 0.02 | 0.00 |
| Riverton-Boulevard Park (11,188) | 4,429 | 0.387 | 0.18 | 0.02 | 0.00 |
| Waller (9,200) | 4,434 | 0.386 | 0.18 | 0.02 | 0.00 |
| Sumner (11,268) | 4,438 | 0.386 | 0.18 | 0.02 | 0.00 |
| Mill Plain (7,400) | 4,452 | 0.383 | 0.18 | 0.02 | 0.00 |
| Summit (8,041) | 4,523 | 0.376 | 0.17 | 0.02 | 0.00 |
| Yelm (10,632) | 4,556 | 0.372 | 0.17 | 0.02 | 0.00 |
| Sunnyside (15,175) | 4,561 | 0.371 | 0.17 | 0.02 | 0.00 |
| Lake Shore (6,670) | 4,574 | 0.369 | 0.17 | 0.02 | 0.00 |
| Snohomish (8,909) | 4,601 | 0.366 | 0.17 | 0.02 | 0.00 |
| Orting (7,567) | 4,659 | 0.359 | 0.16 | 0.02 | 0.00 |
| Medina (3,023) | 4,663 | 0.358 | 0.16 | 0.02 | 0.00 |
| Fairwood (6,764) | 4,669 | 0.358 | 0.16 | 0.02 | 0.00 |
| Hazel Dell North (9,261) | 4,704 | 0.354 | 0.16 | 0.02 | 0.00 |
| Clyde Hill (3,006) | 4,709 | 0.353 | 0.16 | 0.02 | 0.00 |
| Normandy Park (5,659) | 4,710 | 0.353 | 0.16 | 0.02 | 0.00 |
| Ellensburg (19,681) | 4,744 | 0.350 | 0.16 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Washington - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Stanwood (8,691) | 4,805 | 0.343 | 0.16 | 0.02 | 0.00 |
| Mount Vista (5,770) | 4,835 | 0.340 | 0.16 | 0.02 | 0.00 |
| Walnut Grove (7,164) | 4,882 | 0.335 | 0.15 | 0.02 | 0.00 |
| College Place (12,433) | 4,897 | 0.334 | 0.15 | 0.02 | 0.00 |
| Poulsbo (9,655) | 4,910 | 0.333 | 0.15 | 0.01 | 0.00 |
| Milton (7,771) | 4,914 | 0.332 | 0.15 | 0.01 | 0.00 |
| Minnehaha (7,689) | 5,038 | 0.319 | 0.15 | 0.01 | 0.00 |
| Port Townsend (10,404) | 5,040 | 0.319 | 0.15 | 0.01 | 0.00 |
| Hockinson (5,136) | 5,051 | 0.318 | 0.15 | 0.01 | 0.00 |
| Fircrest (6,479) | 5,069 | 0.315 | 0.14 | 0.01 | 0.00 |
| Shelton (10,655) | 5,153 | 0.307 | 0.14 | 0.01 | 0.00 |
| Kelso (11,609) | 5,166 | 0.306 | 0.14 | 0.01 | 0.00 |
| Selah (8,090) | 5,182 | 0.304 | 0.14 | 0.01 | 0.00 |
| Cheney (14,967) | 5,224 | 0.300 | 0.14 | 0.01 | 0.00 |
| Mirrormont (3,804) | 5,270 | 0.297 | 0.14 | 0.01 | 0.00 |
| Frederickson (5,758) | 5,349 | 0.290 | 0.13 | 0.01 | 0.00 |
| Dishman (10,031) | 5,363 | 0.289 | 0.13 | 0.01 | 0.00 |
| Terrace Heights (6,447) | 5,539 | 0.272 | 0.13 | 0.01 | 0.00 |
| Grandview (9,391) | 5,549 | 0.271 | 0.12 | 0.01 | 0.00 |
| West Pasco (4,629) | 5,566 | 0.270 | 0.12 | 0.01 | 0.00 |
| Gig Harbor (7,001) | 5,576 | 0.270 | 0.12 | 0.01 | 0.00 |
| Port Orchard (8,928) | 5,582 | 0.269 | 0.12 | 0.01 | 0.00 |
| Parkwood (7,213) | 5,601 | 0.268 | 0.12 | 0.01 | 0.00 |
| Barberton (4,617) | 5,636 | 0.265 | 0.12 | 0.01 | 0.00 |
| Eastgate (4,558) | 5,639 | 0.265 | 0.12 | 0.01 | 0.00 |
| Woods Creek (4,502) | 5,655 | 0.264 | 0.12 | 0.01 | 0.00 |
| Steilacoom (6,444) | 5,664 | 0.263 | 0.12 | 0.01 | 0.00 |
| Otis Orchards-East Farms (6,318) | 5,674 | 0.263 | 0.12 | 0.01 | 0.00 |
| Clarkston Heights-Vineland (6,117) | 5,683 | 0.262 | 0.12 | 0.01 | 0.00 |
| Liberty Lake (4,660) | 5,813 | 0.251 | 0.12 | 0.01 | 0.00 |
| Ephrata (8,028) | 5,846 | 0.250 | 0.11 | 0.01 | 0.00 |
| Buckley (5,680) | 5,853 | 0.249 | 0.11 | 0.01 | 0.00 |
| Pacific (6,030) | 5,913 | 0.244 | 0.11 | 0.01 | 0.00 |
| Toppenish (10,028) | 5,960 | 0.240 | 0.11 | 0.01 | 0.00 |
| Hoquiam (8,848) | 6,066 | 0.233 | 0.11 | 0.01 | 0.00 |
| Manchester (4,958) | 6,121 | 0.229 | 0.11 | 0.01 | 0.00 |
| North Bend (4,200) | 6,123 | 0.229 | 0.11 | 0.01 | 0.00 |
| Midland (7,414) | 6,129 | 0.229 | 0.11 | 0.01 | 0.00 |
| Black Diamond (3,831) | 6,139 | 0.228 | 0.10 | 0.01 | 0.00 |
| Sultan (5,509) | 6,144 | 0.228 | 0.10 | 0.01 | 0.00 |
| Tanglewilde-Thompson Place (5,670) | 6,169 | 0.226 | 0.10 | 0.01 | 0.00 |
| Chehalis (7,576) | 6,190 | 0.225 | 0.10 | 0.01 | 0.00 |
| Woodland (6,077) | 6,264 | 0.220 | 0.10 | 0.01 | 0.00 |
| Finley (5,770) | 6,273 | 0.219 | 0.10 | 0.01 | 0.00 |
| Prosser (6,225) | 6,312 | 0.216 | 0.10 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Washington - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Hazel Dell South (6,605) | 6,349 | 0.214 | 0.10 | 0.01 | 0.00 |
| Bangor Trident Base (7,253) | 6,472 | 0.207 | 0.10 | 0.01 | 0.00 |
| Medical Lake (5,247) | 6,679 | 0.196 | 0.09 | 0.01 | 0.00 |
| Lake Goodwin (3,354) | 6,729 | 0.193 | 0.09 | 0.01 | 0.00 |
| East Port Orchard (5,116) | 6,738 | 0.193 | 0.09 | 0.01 | 0.00 |
| Tanner (2,966) | 6,758 | 0.192 | 0.09 | 0.01 | 0.00 |
| Sudden Valley (4,165) | 6,774 | 0.191 | 0.09 | 0.01 | 0.00 |
| Venersborg (3,274) | 6,780 | 0.191 | 0.09 | 0.01 | 0.00 |
| Ocean Shores (6,142) | 6,835 | 0.189 | 0.09 | 0.01 | 0.00 |
| West Side Highway (4,565) | 6,836 | 0.189 | 0.09 | 0.01 | 0.00 |
| Granite Falls (4,442) | 6,850 | 0.188 | 0.09 | 0.01 | 0.00 |
| Othello (6,948) | 6,879 | 0.187 | 0.09 | 0.01 | 0.00 |
| Highland (3,388) | 6,932 | 0.184 | 0.08 | 0.01 | 0.00 |
| Esperance (3,503) | 6,957 | 0.182 | 0.08 | 0.01 | 0.00 |
| Quincy (6,366) | 6,962 | 0.182 | 0.08 | 0.01 | 0.00 |
| Ahtanum (4,181) | 7,002 | 0.179 | 0.08 | 0.01 | 0.00 |
| Sequim (7,244) | 7,004 | 0.179 | 0.08 | 0.01 | 0.00 |
| East Wenatchee (5,757) | 7,023 | 0.178 | 0.08 | 0.01 | 0.00 |
| Mattawa (6,287) | 7,024 | 0.178 | 0.08 | 0.01 | 0.00 |
| Birch Bay (4,961) | 7,062 | 0.176 | 0.08 | 0.01 | 0.00 |
| Blaine (5,381) | 7,064 | 0.176 | 0.08 | 0.01 | 0.00 |
| Cathcart (3,015) | 7,094 | 0.175 | 0.08 | 0.01 | 0.00 |
| Maple Heights-Lake Desire (2,569) | 7,146 | 0.173 | 0.08 | 0.01 | 0.00 |
| Fox Island (2,803) | 7,166 | 0.172 | 0.08 | 0.01 | 0.00 |
| Country Homes (5,203) | 7,236 | 0.169 | 0.08 | 0.01 | 0.00 |
| Green Acres (5,158) | 7,305 | 0.166 | 0.08 | 0.01 | 0.00 |
| Union Gap (5,965) | 7,398 | 0.162 | 0.07 | 0.01 | 0.00 |
| Clarkston (7,050) | 7,406 | 0.162 | 0.07 | 0.01 | 0.00 |
| Town and Country (4,452) | 7,434 | 0.161 | 0.07 | 0.01 | 0.00 |
| Trentwood (4,388) | 7,447 | 0.160 | 0.07 | 0.01 | 0.00 |
| Fife (5,574) | 7,519 | 0.157 | 0.07 | 0.01 | 0.00 |
| Three Lakes (2,492) | 7,526 | 0.157 | 0.07 | 0.01 | 0.00 |
| Sunnyslope (2,521) | 7,648 | 0.152 | 0.07 | 0.01 | 0.00 |
| Longview Heights (3,513) | 7,665 | 0.152 | 0.07 | 0.01 | 0.00 |
| Tracyton (3,267) | 7,740 | 0.149 | 0.07 | 0.01 | 0.00 |
| Burbank (3,303) | 7,755 | 0.148 | 0.07 | 0.01 | 0.00 |
| Algona (3,226) | 7,825 | 0.145 | 0.07 | 0.01 | 0.00 |
| Suquamish (3,510) | 7,831 | 0.145 | 0.07 | 0.01 | 0.00 |
| Indianola (3,026) | 7,943 | 0.142 | 0.07 | 0.01 | 0.00 |
| Riverbend (2,230) | 8,045 | 0.138 | 0.06 | 0.01 | 0.00 |
| Arlington Heights (2,510) | 8,143 | 0.135 | 0.06 | 0.01 | 0.00 |
| Zillah (3,952) | 8,156 | 0.134 | 0.06 | 0.01 | 0.00 |
| Meadow Glade (2,225) | 8,190 | 0.133 | 0.06 | 0.01 | 0.00 |
| Geneva (2,257) | 8,242 | 0.131 | 0.06 | 0.01 | 0.00 |
| Fairchild AFB (4,357) | 8,285 | 0.129 | 0.06 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Washington - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| McChord AFB (4,096) | 8,334 | 0.128 | 0.06 | 0.01 | 0.00 |
| Marietta-Alderwood (3,594) | 8,375 | 0.127 | 0.06 | 0.01 | 0.00 |
| Benton City (4,233) | 8,406 | 0.126 | 0.06 | 0.01 | 0.00 |
| Montesano (3,530) | 8,417 | 0.126 | 0.06 | 0.01 | 0.00 |
| Brush Prairie (2,384) | 8,429 | 0.126 | 0.06 | 0.01 | 0.00 |
| Colville (4,989) | 8,479 | 0.124 | 0.06 | 0.01 | 0.00 |
| Airway Heights (4,681) | 8,480 | 0.124 | 0.06 | 0.01 | 0.00 |
| Northwest Snohomish (2,061) | 8,517 | 0.123 | 0.06 | 0.01 | 0.00 |
| West Clarkston-Highland (4,707) | 8,528 | 0.122 | 0.06 | 0.01 | 0.00 |
| La Center (2,484) | 8,547 | 0.122 | 0.06 | 0.01 | 0.00 |
| Gold Bar (2,980) | 8,589 | 0.121 | 0.06 | 0.01 | 0.00 |
| Eatonville (3,065) | 8,654 | 0.119 | 0.05 | 0.01 | 0.00 |
| Ames Lake (1,435) | 8,660 | 0.119 | 0.05 | 0.01 | 0.00 |
| Connell (3,876) | 8,719 | 0.117 | 0.05 | 0.01 | 0.00 |
| Gleed (2,947) | 8,775 | 0.115 | 0.05 | 0.01 | 0.00 |
| Ridgefield (2,782) | 8,838 | 0.113 | 0.05 | 0.01 | 0.00 |
| Erlands Point-Kitsap Lake (2,723) | 8,927 | 0.111 | 0.05 | 0.00 | 0.00 |
| Walla Walla East (2,479) | 8,978 | 0.110 | 0.05 | 0.00 | 0.00 |
| Wapato (4,675) | 9,068 | 0.107 | 0.05 | 0.00 | 0.00 |
| Jordan Road-Canyon Creek (2,326) | 9,107 | 0.106 | 0.05 | 0.00 | 0.00 |
| Yarrow Point (1,012) | 9,118 | 0.106 | 0.05 | 0.00 | 0.00 |
| Central Park (2,558) | 9,203 | 0.104 | 0.05 | 0.00 | 0.00 |
| Chelan (4,071) | 9,307 | 0.101 | 0.05 | 0.00 | 0.00 |
| Omak (4,719) | 9,329 | 0.101 | 0.05 | 0.00 | 0.00 |
| Moses Lake North (4,232) | 9,364 | 0.100 | 0.05 | 0.00 | 0.00 |
| Forks (3,285) | 9,371 | 0.100 | 0.05 | 0.00 | 0.00 |
| Port Ludlow (1,968) | 9,388 | 0.099 | 0.05 | 0.00 | 0.00 |
| Port Hadlock-Irondale (3,476) | 9,394 | 0.099 | 0.05 | 0.00 | 0.00 |
| Lochsloy (2,135) | 9,398 | 0.099 | 0.05 | 0.00 | 0.00 |
| Elma (3,487) | 9,405 | 0.099 | 0.05 | 0.00 | 0.00 |
| Lewisville (1,688) | 9,468 | 0.098 | 0.04 | 0.00 | 0.00 |
| White Swan (3,033) | 9,591 | 0.095 | 0.04 | 0.00 | 0.00 |
| Amboy (2,085) | 9,621 | 0.094 | 0.04 | 0.00 | 0.00 |
| Port Angeles East (3,053) | 9,624 | 0.094 | 0.04 | 0.00 | 0.00 |
| Cashmere (3,036) | 9,629 | 0.094 | 0.04 | 0.00 | 0.00 |
| Warm Beach (2,040) | 9,664 | 0.093 | 0.04 | 0.00 | 0.00 |
| Deer Park (3,214) | 9,675 | 0.093 | 0.04 | 0.00 | 0.00 |
| North Yelm (2,793) | 9,726 | 0.091 | 0.04 | 0.00 | 0.00 |
| Fall City (1,638) | 9,772 | 0.090 | 0.04 | 0.00 | 0.00 |
| Carnation (1,684) | 9,775 | 0.090 | 0.04 | 0.00 | 0.00 |
| West Longview (2,882) | 9,867 | 0.088 | 0.04 | 0.00 | 0.00 |
| Goldendale (3,776) | 9,910 | 0.087 | 0.04 | 0.00 | 0.00 |
| Navy Yard City (2,638) | 10,025 | 0.085 | 0.04 | 0.00 | 0.00 |
| Dayton (3,034) | 10,040 | 0.084 | 0.04 | 0.00 | 0.00 |
| Rainier (2,161) | 10,150 | 0.082 | 0.04 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Washington - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|---------------|--------------|-------------|-------------|
| Allyn-Grapeview (2,004) | 10,158 | 0.082 | 0.04 | 0.00 | 0.00 |
| Granger (3,480) | 10,225 | 0.081 | 0.04 | 0.00 | 0.00 |
| Colfax (2,477) | 10,251 | 0.080 | 0.04 | 0.00 | 0.00 |
| Leavenworth (2,530) | 10,275 | 0.080 | 0.04 | 0.00 | 0.00 |
| Westport (2,771) | 10,365 | 0.079 | 0.04 | 0.00 | 0.00 |
| White Salmon (2,547) | 10,376 | 0.079 | 0.04 | 0.00 | 0.00 |
| Kalama (2,277) | 10,481 | 0.077 | 0.04 | 0.00 | 0.00 |
| Warden (2,776) | 10,510 | 0.076 | 0.04 | 0.00 | 0.00 |
| Snoqualmie (1,631) | 10,522 | 0.076 | 0.04 | 0.00 | 0.00 |
| Lake Marcel-Stillwater (1,381) | 10,591 | 0.075 | 0.03 | 0.00 | 0.00 |
| Fords Prairie (1,961) | 10,618 | 0.075 | 0.03 | 0.00 | 0.00 |
| Grand Mound (1,948) | 10,733 | 0.073 | 0.03 | 0.00 | 0.00 |
| Peaceful Valley (2,448) | 10,906 | 0.070 | 0.03 | 0.00 | 0.00 |
| Rochester (1,829) | 10,931 | 0.070 | 0.03 | 0.00 | 0.00 |
| Friday Harbor (2,221) | 10,983 | 0.069 | 0.03 | 0.00 | 0.00 |
| Everson (2,169) | 11,067 | 0.068 | 0.03 | 0.00 | 0.00 |
| Machias (1,015) | 11,098 | 0.067 | 0.03 | 0.00 | 0.00 |
| Raymond (2,938) | 11,128 | 0.067 | 0.03 | 0.00 | 0.00 |
| Castle Rock (2,006) | 11,190 | 0.066 | 0.03 | 0.00 | 0.00 |
| Newport (2,895) | 11,206 | 0.066 | 0.03 | 0.00 | 0.00 |
| West Wenatchee (1,681) | 11,230 | 0.066 | 0.03 | 0.00 | 0.00 |
| Coupeville (2,126) | 11,355 | 0.064 | 0.03 | 0.00 | 0.00 |
| Smokey Point (1,556) | 11,371 | 0.064 | 0.03 | 0.00 | 0.00 |
| Cosmopolis (1,747) | 11,379 | 0.064 | 0.03 | 0.00 | 0.00 |
| Carson River Valley (2,116) | 11,425 | 0.063 | 0.03 | 0.00 | 0.00 |
| Lake Ketchum (1,173) | 11,467 | 0.062 | 0.03 | 0.00 | 0.00 |
| Napavine (1,692) | 11,540 | 0.061 | 0.03 | 0.00 | 0.00 |
| Mabton (2,563) | 11,620 | 0.061 | 0.03 | 0.00 | 0.00 |
| Tulalip Bay (1,561) | 11,634 | 0.060 | 0.03 | 0.00 | 0.00 |
| Darrington (2,071) | 11,638 | 0.060 | 0.03 | 0.00 | 0.00 |
| Cascade Valley (1,811) | 11,664 | 0.060 | 0.03 | 0.00 | 0.00 |
| Davenport (1,751) | 11,748 | 0.059 | 0.03 | 0.00 | 0.00 |
| Big Lake (1,153) | 11,752 | 0.059 | 0.03 | 0.00 | 0.00 |
| Tenino (1,890) | 11,818 | 0.058 | 0.03 | 0.00 | 0.00 |
| Royal City (2,284) | 11,826 | 0.058 | 0.03 | 0.00 | 0.00 |
| Kingston (1,611) | 11,844 | 0.058 | 0.03 | 0.00 | 0.00 |
| Yacolt (1,573) | 12,068 | 0.055 | 0.03 | 0.00 | 0.00 |
| Chewelah (2,433) | 12,119 | 0.054 | 0.03 | 0.00 | 0.00 |
| South Wenatchee (1,991) | 12,290 | 0.052 | 0.02 | 0.00 | 0.00 |
| Dollar Corner (1,039) | 12,298 | 0.052 | 0.02 | 0.00 | 0.00 |
| Okanogan (2,163) | 12,350 | 0.052 | 0.02 | 0.00 | 0.00 |
| Cle Elum (1,922) | 12,703 | 0.048 | 0.02 | 0.00 | 0.00 |
| South Bend (1,822) | 12,777 | 0.047 | 0.02 | 0.00 | 0.00 |
| Millwood (1,534) | 12,790 | 0.047 | 0.02 | 0.00 | 0.00 |
| Ritzville (1,621) | 12,810 | 0.047 | 0.02 | 0.00 | 0.00 |
| Bridgeport (2,017) | 12,895 | 0.046 | 0.02 | 0.00 | 0.00 |
| Total 5,250,547 | | 217.61 | 100.0 | 9.77 | 2.11 |

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3.19 CITIES SORTED BY ZIPCODE - WASHINGTON

| Washington - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Algona (98001; 3,226) | 7,825 | 0.145 | 0.07 | 0.01 | 0.00 |
| Federal Way (98001; 75,871) | 520 | 3.315 | 1.52 | 0.15 | 0.03 |
| Lakeland North (98001; 15,085) | 2,440 | 0.833 | 0.38 | 0.04 | 0.01 |
| Lakeland South (98001; 11,436) | 3,080 | 0.634 | 0.29 | 0.03 | 0.01 |
| Yarrow Point (98004; 1,012) | 9,118 | 0.106 | 0.05 | 0.00 | 0.00 |
| Clyde Hill (98004; 3,006) | 4,709 | 0.353 | 0.16 | 0.02 | 0.00 |
| Eastgate (98007; 4,558) | 5,639 | 0.265 | 0.12 | 0.01 | 0.00 |
| Bellevue (98009; 142,023) | 150 | 7.849 | 3.61 | 0.35 | 0.08 |
| Black Diamond (98010; 3,831) | 6,139 | 0.228 | 0.10 | 0.01 | 0.00 |
| North Creek (98012; 25,742) | 1,392 | 1.536 | 0.71 | 0.07 | 0.01 |
| Mill Creek (98012; 21,743) | 1,592 | 1.344 | 0.62 | 0.06 | 0.01 |
| Carnation (98014; 1,684) | 9,775 | 0.090 | 0.04 | 0.00 | 0.00 |
| Lake Marcel-Stillwater (98014; 1,381) | 10,591 | 0.075 | 0.03 | 0.00 | 0.00 |
| Duvall (98019; 10,395) | 2,994 | 0.657 | 0.30 | 0.03 | 0.01 |
| Edmonds (98020; 39,839) | 1,104 | 1.890 | 0.87 | 0.08 | 0.02 |
| Enumclaw (98022; 10,423) | 4,300 | 0.405 | 0.19 | 0.02 | 0.00 |
| Fall City (98024; 1,638) | 9,772 | 0.090 | 0.04 | 0.00 | 0.00 |
| Hobart (98025; 6,251) | 4,203 | 0.417 | 0.19 | 0.02 | 0.00 |
| Esperance (98026; 3,503) | 6,957 | 0.182 | 0.08 | 0.01 | 0.00 |
| West Lake Sammamish (98027; 5,937) | 3,954 | 0.455 | 0.21 | 0.02 | 0.00 |
| Mirrormont (98027; 3,804) | 5,270 | 0.297 | 0.14 | 0.01 | 0.00 |
| Kenmore (98028; 21,519) | 1,790 | 1.178 | 0.54 | 0.05 | 0.01 |
| Issaquah (98029; 11,212) | 3,324 | 0.575 | 0.26 | 0.03 | 0.01 |
| East Hill-Meridian (98031; 29,308) | 1,250 | 1.708 | 0.78 | 0.08 | 0.02 |
| Inglewood-Finn Hill (98034; 22,661) | 1,477 | 1.449 | 0.67 | 0.07 | 0.01 |
| Kingsgate (98034; 12,222) | 2,832 | 0.705 | 0.32 | 0.03 | 0.01 |
| Kent (98035; 88,165) | 463 | 3.599 | 1.65 | 0.16 | 0.03 |
| Alderwood Manor (98036; 15,329) | 2,446 | 0.832 | 0.38 | 0.04 | 0.01 |
| Brier (98036; 6,131) | 4,330 | 0.400 | 0.18 | 0.02 | 0.00 |
| Martha Lake (98037; 12,633) | 3,041 | 0.645 | 0.30 | 0.03 | 0.01 |
| Picnic Point-North Lynnwood (98037; 22,953) | 1,887 | 1.117 | 0.51 | 0.05 | 0.01 |
| Maple Valley (98038; 14,501) | 2,357 | 0.863 | 0.40 | 0.04 | 0.01 |
| Medina (98039; 3,023) | 4,663 | 0.358 | 0.16 | 0.02 | 0.00 |
| Mercer Island (98040; 22,651) | 1,140 | 1.846 | 0.85 | 0.08 | 0.02 |
| Bothell (98041; 32,262) | 1,259 | 1.695 | 0.78 | 0.08 | 0.02 |
| Lake Morton-Berrydale (98042; 9,659) | 3,040 | 0.645 | 0.30 | 0.03 | 0.01 |
| Covington (98042; 26,355) | 1,436 | 1.489 | 0.68 | 0.07 | 0.01 |
| Mountlake Terrace (98043; 20,128) | 2,415 | 0.843 | 0.39 | 0.04 | 0.01 |
| Tanner (98045; 2,966) | 6,758 | 0.192 | 0.09 | 0.01 | 0.00 |
| North Bend (98045; 4,200) | 6,123 | 0.229 | 0.11 | 0.01 | 0.00 |
| Riverbend (98045; 2,230) | 8,045 | 0.138 | 0.06 | 0.01 | 0.00 |
| Auburn (98047; 62,519) | 928 | 2.173 | 1.00 | 0.10 | 0.02 |
| Pacific (98047; 6,030) | 5,913 | 0.244 | 0.11 | 0.01 | 0.00 |
| Ames Lake (98052; 1,435) | 8,660 | 0.119 | 0.05 | 0.01 | 0.00 |
| Redmond (98053; 52,525) | 564 | 3.108 | 1.43 | 0.14 | 0.03 |
| Union Hill-Novelty Hill (98053; 11,265) | 2,134 | 0.979 | 0.45 | 0.04 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Washington - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| Renton (98056; 71,958) | 622 | 2.923 | 1.34 | 0.13 | 0.03 |
| Fairwood (98058; 6,764) | 4,669 | 0.358 | 0.16 | 0.02 | 0.00 |
| Cascade-Fairwood (98058; 34,580) | 1,187 | 1.778 | 0.82 | 0.08 | 0.02 |
| Maple Heights-Lake Desire (98058; 2,569) | 7,146 | 0.173 | 0.08 | 0.01 | 0.00 |
| Newcastle (98059; 14,254) | 2,069 | 1.015 | 0.47 | 0.05 | 0.01 |
| East Renton Highlands (98059; 13,264) | 2,614 | 0.767 | 0.35 | 0.03 | 0.01 |
| Snoqualmie (98065; 1,631) | 10,522 | 0.076 | 0.04 | 0.00 | 0.00 |
| Vashon (98070; 10,123) | 3,593 | 0.523 | 0.24 | 0.02 | 0.01 |
| Cottage Lake (98072; 24,330) | 1,030 | 1.993 | 0.92 | 0.09 | 0.02 |
| Sammamish (98074; 34,104) | 576 | 3.072 | 1.41 | 0.14 | 0.03 |
| Woodinville (98077; 10,881) | 2,996 | 0.657 | 0.30 | 0.03 | 0.01 |
| Kirkland (98083; 47,077) | 766 | 2.518 | 1.16 | 0.11 | 0.02 |
| Lynnwood (98087; 32,132) | 1,733 | 1.220 | 0.56 | 0.05 | 0.01 |
| Lea Hill (98092; 10,871) | 3,083 | 0.633 | 0.29 | 0.03 | 0.01 |
| White Center (98106; 20,975) | 2,668 | 0.753 | 0.35 | 0.03 | 0.01 |
| Bainbridge Island (98110; 27,524) | 1,242 | 1.711 | 0.79 | 0.08 | 0.02 |
| Seattle (98126; 595,820) | 25 | 24.158 | 11.10 | 1.08 | 0.23 |
| Des Moines (98148; 27,652) | 1,759 | 1.201 | 0.55 | 0.05 | 0.01 |
| Shoreline (98155; 48,895) | 886 | 2.239 | 1.03 | 0.10 | 0.02 |
| Lake Forest Park (98155; 10,661) | 2,845 | 0.701 | 0.32 | 0.03 | 0.01 |
| Normandy Park (98166; 5,659) | 4,710 | 0.353 | 0.16 | 0.02 | 0.00 |
| Burien (98168; 28,103) | 2,035 | 1.036 | 0.48 | 0.05 | 0.01 |
| Riverton-Boulevard Park (98168; 11,188) | 4,429 | 0.387 | 0.18 | 0.02 | 0.00 |
| Bryn Mawr-Skyway (98178; 13,977) | 3,271 | 0.587 | 0.27 | 0.03 | 0.01 |
| Tukwila (98178; 16,437) | 3,247 | 0.593 | 0.27 | 0.03 | 0.01 |
| SeaTac (98198; 24,187) | 2,314 | 0.883 | 0.41 | 0.04 | 0.01 |
| Paine Field-Lake Stickney (98204; 24,383) | 2,319 | 0.883 | 0.41 | 0.04 | 0.01 |
| Everett (98205; 111,249) | 416 | 3.955 | 1.82 | 0.18 | 0.04 |
| West Lake Stevens (98205; 18,071) | 2,244 | 0.918 | 0.42 | 0.04 | 0.01 |
| Seattle Hill-Silver Firs (98208; 35,311) | 869 | 2.271 | 1.04 | 0.10 | 0.02 |
| Anacortes (98222; 20,024) | 2,685 | 0.744 | 0.34 | 0.03 | 0.01 |
| Arlington Heights (98223; 2,510) | 8,143 | 0.135 | 0.06 | 0.01 | 0.00 |
| Smokey Point (98223; 1,556) | 11,371 | 0.064 | 0.03 | 0.00 | 0.00 |
| Arlington (98223; 27,429) | 1,873 | 1.126 | 0.52 | 0.05 | 0.01 |
| Bellingham (98225; 93,748) | 699 | 2.704 | 1.24 | 0.12 | 0.03 |
| Marietta-Alderwood (98225; 3,594) | 8,375 | 0.127 | 0.06 | 0.01 | 0.00 |
| Geneva (98226; 2,257) | 8,242 | 0.131 | 0.06 | 0.01 | 0.00 |
| Sudden Valley (98226; 4,165) | 6,774 | 0.191 | 0.09 | 0.01 | 0.00 |
| Birch Bay (98230; 4,961) | 7,062 | 0.176 | 0.08 | 0.01 | 0.00 |
| Blaine (98230; 5,381) | 7,064 | 0.176 | 0.08 | 0.01 | 0.00 |
| Burlington (98233; 12,233) | 4,263 | 0.410 | 0.19 | 0.02 | 0.00 |
| Coupeville (98239; 2,126) | 11,355 | 0.064 | 0.03 | 0.00 | 0.00 |
| Darrington (98241; 2,071) | 11,638 | 0.060 | 0.03 | 0.00 | 0.00 |
| Everson (98247; 2,169) | 11,067 | 0.068 | 0.03 | 0.00 | 0.00 |
| Ferndale (98248; 13,387) | 4,109 | 0.432 | 0.20 | 0.02 | 0.00 |

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Washington - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Friday Harbor (98250; 2,221) | 10,983 | 0.069 | 0.03 | 0.00 | 0.00 |
| Gold Bar (98251; 2,980) | 8,589 | 0.121 | 0.06 | 0.01 | 0.00 |
| Jordan Road-Canyon Creek (98252; 2,326) | 9,107 | 0.106 | 0.05 | 0.00 | 0.00 |
| Granite Falls (98252; 4,442) | 6,850 | 0.188 | 0.09 | 0.01 | 0.00 |
| Lake Stevens (98258; 10,667) | 3,157 | 0.617 | 0.28 | 0.03 | 0.01 |
| Lochsloy (98258; 2,135) | 9,398 | 0.099 | 0.05 | 0.00 | 0.00 |
| Lynden (98264; 16,279) | 3,155 | 0.617 | 0.28 | 0.03 | 0.01 |
| North Marysville (98271; 21,161) | 1,991 | 1.064 | 0.49 | 0.05 | 0.01 |
| Marysville (98271; 42,450) | 1,192 | 1.772 | 0.81 | 0.08 | 0.02 |
| Tulalip Bay (98271; 1,561) | 11,634 | 0.060 | 0.03 | 0.00 | 0.00 |
| Monroe (98272; 20,202) | 2,272 | 0.902 | 0.41 | 0.04 | 0.01 |
| Woods Creek (98272; 4,502) | 5,655 | 0.264 | 0.12 | 0.01 | 0.00 |
| Mount Vernon (98273; 38,256) | 1,646 | 1.289 | 0.59 | 0.06 | 0.01 |
| Big Lake (98274; 1,153) | 11,752 | 0.059 | 0.03 | 0.00 | 0.00 |
| Mukilteo (98275; 24,413) | 1,469 | 1.457 | 0.67 | 0.07 | 0.01 |
| Oak Harbor (98277; 28,360) | 2,238 | 0.921 | 0.42 | 0.04 | 0.01 |
| Sedro-Woolley (98284; 14,527) | 3,765 | 0.488 | 0.22 | 0.02 | 0.00 |
| Snohomish (98290; 8,909) | 4,601 | 0.366 | 0.17 | 0.02 | 0.00 |
| Three Lakes (98290; 2,492) | 7,526 | 0.157 | 0.07 | 0.01 | 0.00 |
| Maltby (98290; 8,267) | 3,357 | 0.568 | 0.26 | 0.03 | 0.01 |
| Machias (98290; 1,015) | 11,098 | 0.067 | 0.03 | 0.00 | 0.00 |
| Northwest Snohomish (98290; 2,061) | 8,517 | 0.123 | 0.06 | 0.01 | 0.00 |
| Camano (98292; 13,347) | 3,049 | 0.642 | 0.30 | 0.03 | 0.01 |
| Stanwood (98292; 8,691) | 4,805 | 0.343 | 0.16 | 0.02 | 0.00 |
| Lake Goodwin (98292; 3,354) | 6,729 | 0.193 | 0.09 | 0.01 | 0.00 |
| Lake Ketchum (98292; 1,173) | 11,467 | 0.062 | 0.03 | 0.00 | 0.00 |
| Warm Beach (98292; 2,040) | 9,664 | 0.093 | 0.04 | 0.00 | 0.00 |
| Sultan (98294; 5,509) | 6,144 | 0.228 | 0.10 | 0.01 | 0.00 |
| Peaceful Valley (98295; 2,448) | 10,906 | 0.070 | 0.03 | 0.00 | 0.00 |
| Cathcart (98296; 3,015) | 7,094 | 0.175 | 0.08 | 0.01 | 0.00 |
| Navy Yard City (98312; 2,638) | 10,025 | 0.085 | 0.04 | 0.00 | 0.00 |
| Erlands Point-Kitsap Lake (98312; 2,723) | 8,927 | 0.111 | 0.05 | 0.00 | 0.00 |
| Bangor Trident Base (98315; 7,253) | 6,472 | 0.207 | 0.10 | 0.01 | 0.00 |
| Silverdale (98315; 15,816) | 2,920 | 0.675 | 0.31 | 0.03 | 0.01 |
| Buckley (98321; 5,680) | 5,853 | 0.249 | 0.11 | 0.01 | 0.00 |
| DuPont (98327; 18,087) | 2,397 | 0.849 | 0.39 | 0.04 | 0.01 |
| Eatonville (98328; 3,065) | 8,654 | 0.119 | 0.05 | 0.01 | 0.00 |
| Forks (98331; 3,285) | 9,371 | 0.100 | 0.05 | 0.00 | 0.00 |
| Gig Harbor (98332; 7,001) | 5,576 | 0.270 | 0.12 | 0.01 | 0.00 |
| Fox Island (98333; 2,803) | 7,166 | 0.172 | 0.08 | 0.01 | 0.00 |
| Artondale (98335; 8,630) | 3,777 | 0.486 | 0.22 | 0.02 | 0.00 |
| Bremerton (98337; 32,321) | 2,307 | 0.887 | 0.41 | 0.04 | 0.01 |
| Graham (98338; 8,739) | 4,273 | 0.409 | 0.19 | 0.02 | 0.00 |
| Port Hadlock-Irondale (98339; 3,476) | 9,394 | 0.099 | 0.05 | 0.00 | 0.00 |
| Indianola (98342; 3,026) | 7,943 | 0.142 | 0.07 | 0.01 | 0.00 |

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| Washington - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Kingston (98346; 1,611) | 11,844 | 0.058 | 0.03 | 0.00 | 0.00 |
| Manchester (98353; 4,958) | 6,121 | 0.229 | 0.11 | 0.01 | 0.00 |
| Milton (98354; 7,771) | 4,914 | 0.332 | 0.15 | 0.01 | 0.00 |
| Orting (98360; 7,567) | 4,659 | 0.359 | 0.16 | 0.02 | 0.00 |
| Port Angeles East (98362; 3,053) | 9,624 | 0.094 | 0.04 | 0.00 | 0.00 |
| Port Angeles (98363; 19,371) | 3,354 | 0.569 | 0.26 | 0.03 | 0.01 |
| Port Ludlow (98365; 1,968) | 9,388 | 0.099 | 0.05 | 0.00 | 0.00 |
| East Port Orchard (98366; 5,116) | 6,738 | 0.193 | 0.09 | 0.01 | 0.00 |
| Parkwood (98366; 7,213) | 5,601 | 0.268 | 0.12 | 0.01 | 0.00 |
| Sunnyslope (98366; 2,521) | 7,648 | 0.152 | 0.07 | 0.01 | 0.00 |
| Port Orchard (98367; 8,928) | 5,582 | 0.269 | 0.12 | 0.01 | 0.00 |
| Port Townsend (98368; 10,404) | 5,040 | 0.319 | 0.15 | 0.01 | 0.00 |
| Poulsbo (98370; 9,655) | 4,910 | 0.333 | 0.15 | 0.01 | 0.00 |
| Summit (98371; 8,041) | 4,523 | 0.376 | 0.17 | 0.02 | 0.00 |
| Puyallup (98373; 44,097) | 1,137 | 1.848 | 0.85 | 0.08 | 0.02 |
| South Hill (98375; 31,623) | 1,256 | 1.697 | 0.78 | 0.08 | 0.02 |
| Sequim (98382; 7,244) | 7,004 | 0.179 | 0.08 | 0.01 | 0.00 |
| Spanaway (98387; 21,588) | 2,311 | 0.884 | 0.41 | 0.04 | 0.01 |
| Frederickson (98387; 5,758) | 5,349 | 0.290 | 0.13 | 0.01 | 0.00 |
| Elk Plain (98387; 15,697) | 2,648 | 0.757 | 0.35 | 0.03 | 0.01 |
| Steilacoom (98388; 6,444) | 5,664 | 0.263 | 0.12 | 0.01 | 0.00 |
| Edgewood (98390; 11,302) | 3,358 | 0.568 | 0.26 | 0.03 | 0.01 |
| Bonney Lake (98390; 9,687) | 3,624 | 0.518 | 0.24 | 0.02 | 0.01 |
| Sumner (98391; 11,268) | 4,438 | 0.386 | 0.18 | 0.02 | 0.00 |
| Prairie Ridge (98391; 11,688) | 3,505 | 0.543 | 0.25 | 0.02 | 0.01 |
| Suquamish (98392; 3,510) | 7,831 | 0.145 | 0.07 | 0.01 | 0.00 |
| Tracyton (98393; 3,267) | 7,740 | 0.149 | 0.07 | 0.01 | 0.00 |
| Tacoma (98416; 203,842) | 183 | 6.845 | 3.15 | 0.31 | 0.07 |
| Fife (98424; 5,574) | 7,519 | 0.157 | 0.07 | 0.01 | 0.00 |
| Fort Lewis (98433; 19,089) | 3,480 | 0.548 | 0.25 | 0.02 | 0.01 |
| McChord AFB (98439; 4,096) | 8,334 | 0.128 | 0.06 | 0.01 | 0.00 |
| Waller (98443; 9,200) | 4,434 | 0.386 | 0.18 | 0.02 | 0.00 |
| Midland (98445; 7,414) | 6,129 | 0.229 | 0.11 | 0.01 | 0.00 |
| Parkland (98446; 24,053) | 2,409 | 0.846 | 0.39 | 0.04 | 0.01 |
| Fircrest (98466; 6,479) | 5,069 | 0.315 | 0.14 | 0.01 | 0.00 |
| University Place (98467; 31,882) | 1,501 | 1.421 | 0.65 | 0.06 | 0.01 |
| Lakewood (98499; 57,722) | 1,125 | 1.864 | 0.86 | 0.08 | 0.02 |
| Tanglewilde-Thompson Place (98503; 5,670) | 6,169 | 0.226 | 0.10 | 0.01 | 0.00 |
| Olympia (98503; 48,764) | 1,199 | 1.766 | 0.81 | 0.08 | 0.02 |
| Lacey (98506; 38,838) | 1,413 | 1.510 | 0.69 | 0.07 | 0.01 |
| Tumwater (98512; 14,743) | 3,368 | 0.566 | 0.26 | 0.03 | 0.01 |
| Central Park (98520; 2,558) | 9,203 | 0.104 | 0.05 | 0.00 | 0.00 |
| Aberdeen (98520; 16,071) | 4,076 | 0.437 | 0.20 | 0.02 | 0.00 |
| Allyn-Grapeview (98524; 2,004) | 10,158 | 0.082 | 0.04 | 0.00 | 0.00 |
| Grand Mound (98531; 1,948) | 10,733 | 0.073 | 0.03 | 0.00 | 0.00 |

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Washington - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Fords Prairie (98531; 1,961) | 10,618 | 0.075 | 0.03 | 0.00 | 0.00 |
| Centralia (98531; 16,859) | 3,987 | 0.450 | 0.21 | 0.02 | 0.00 |
| Chehalis (98532; 7,576) | 6,190 | 0.225 | 0.10 | 0.01 | 0.00 |
| Cosmopolis (98537; 1,747) | 11,379 | 0.064 | 0.03 | 0.00 | 0.00 |
| Elma (98541; 3,487) | 9,405 | 0.099 | 0.05 | 0.00 | 0.00 |
| Hoquiam (98550; 8,848) | 6,066 | 0.233 | 0.11 | 0.01 | 0.00 |
| Montesano (98563; 3,530) | 8,417 | 0.126 | 0.06 | 0.01 | 0.00 |
| Napavine (98565; 1,692) | 11,540 | 0.061 | 0.03 | 0.00 | 0.00 |
| Ocean Shores (98569; 6,142) | 6,835 | 0.189 | 0.09 | 0.01 | 0.00 |
| Rainier (98576; 2,161) | 10,150 | 0.082 | 0.04 | 0.00 | 0.00 |
| Raymond (98577; 2,938) | 11,128 | 0.067 | 0.03 | 0.00 | 0.00 |
| Rochester (98579; 1,829) | 10,931 | 0.070 | 0.03 | 0.00 | 0.00 |
| Shelton (98584; 10,655) | 5,153 | 0.307 | 0.14 | 0.01 | 0.00 |
| South Bend (98586; 1,822) | 12,777 | 0.047 | 0.02 | 0.00 | 0.00 |
| Tenino (98589; 1,890) | 11,818 | 0.058 | 0.03 | 0.00 | 0.00 |
| Westport (98595; 2,771) | 10,365 | 0.079 | 0.04 | 0.00 | 0.00 |
| Yelm (98597; 10,632) | 4,556 | 0.372 | 0.17 | 0.02 | 0.00 |
| Five Corners (98597; 12,207) | 3,410 | 0.559 | 0.26 | 0.03 | 0.01 |
| North Yelm (98597; 2,793) | 9,726 | 0.091 | 0.04 | 0.00 | 0.00 |
| Amboy (98601; 2,085) | 9,621 | 0.094 | 0.04 | 0.00 | 0.00 |
| Lewisville (98604; 1,688) | 9,468 | 0.098 | 0.04 | 0.00 | 0.00 |
| Dollar Corner (98604; 1,039) | 12,298 | 0.052 | 0.02 | 0.00 | 0.00 |
| Meadow Glade (98604; 2,225) | 8,190 | 0.133 | 0.06 | 0.01 | 0.00 |
| Venersborg (98604; 3,274) | 6,780 | 0.191 | 0.09 | 0.01 | 0.00 |
| Battle Ground (98604; 35,598) | 1,500 | 1.422 | 0.65 | 0.06 | 0.01 |
| Brush Prairie (98606; 2,384) | 8,429 | 0.126 | 0.06 | 0.01 | 0.00 |
| Hockinson (98606; 5,136) | 5,051 | 0.318 | 0.15 | 0.01 | 0.00 |
| Camas (98607; 34,058) | 1,155 | 1.817 | 0.84 | 0.08 | 0.02 |
| Carson River Valley (98610; 2,116) | 11,425 | 0.063 | 0.03 | 0.00 | 0.00 |
| Castle Rock (98611; 2,006) | 11,190 | 0.066 | 0.03 | 0.00 | 0.00 |
| Goldendale (98620; 3,776) | 9,910 | 0.087 | 0.04 | 0.00 | 0.00 |
| Kalama (98625; 2,277) | 10,481 | 0.077 | 0.04 | 0.00 | 0.00 |
| Kelso (98626; 11,609) | 5,166 | 0.306 | 0.14 | 0.01 | 0.00 |
| West Side Highway (98626; 4,565) | 6,836 | 0.189 | 0.09 | 0.01 | 0.00 |
| La Center (98629; 2,484) | 8,547 | 0.122 | 0.06 | 0.01 | 0.00 |
| Longview (98632; 40,082) | 1,691 | 1.250 | 0.57 | 0.06 | 0.01 |
| West Longview (98632; 2,882) | 9,867 | 0.088 | 0.04 | 0.00 | 0.00 |
| Longview Heights (98632; 3,513) | 7,665 | 0.152 | 0.07 | 0.01 | 0.00 |
| Ridgefield (98642; 2,782) | 8,838 | 0.113 | 0.05 | 0.01 | 0.00 |
| Vancouver (98660; 195,322) | 172 | 7.207 | 3.31 | 0.32 | 0.07 |
| Walnut Grove (98661; 7,164) | 4,882 | 0.335 | 0.15 | 0.02 | 0.00 |
| Minnehaha (98661; 7,689) | 5,038 | 0.319 | 0.15 | 0.01 | 0.00 |
| Orchards (98662; 17,852) | 2,576 | 0.779 | 0.36 | 0.03 | 0.01 |
| Hazel Dell North (98665; 9,261) | 4,704 | 0.354 | 0.16 | 0.02 | 0.00 |
| Hazel Dell South (98665; 6,605) | 6,349 | 0.214 | 0.10 | 0.01 | 0.00 |

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| Washington - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|-----------------|------------------|----------------|-----------------|--------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Lake Shore (98665; 6,670) | 4,574 | 0.369 | 0.17 | 0.02 | 0.00 |
| Washougal (98671; 16,608) | 3,350 | 0.570 | 0.26 | 0.03 | 0.01 |
| White Salmon (98672; 2,547) | 10,376 | 0.079 | 0.04 | 0.00 | 0.00 |
| Woodland (98674; 6,077) | 6,264 | 0.220 | 0.10 | 0.01 | 0.00 |
| Yacolt (98675; 1,573) | 12,068 | 0.055 | 0.03 | 0.00 | 0.00 |
| Mill Plain (98682; 7,400) | 4,452 | 0.383 | 0.18 | 0.02 | 0.00 |
| Felida (98685; 5,683) | 4,347 | 0.398 | 0.18 | 0.02 | 0.00 |
| Salmon Creek (98685; 16,767) | 2,518 | 0.801 | 0.37 | 0.04 | 0.01 |
| Barberton (98686; 4,617) | 5,636 | 0.265 | 0.12 | 0.01 | 0.00 |
| Mount Vista (98686; 5,770) | 4,835 | 0.340 | 0.16 | 0.02 | 0.00 |
| South Wenatchee (98801; 1,991) | 12,290 | 0.052 | 0.02 | 0.00 | 0.00 |
| West Wenatchee (98801; 1,681) | 11,230 | 0.066 | 0.03 | 0.00 | 0.00 |
| East Wenatchee Bench (98802; 13,658) | 3,458 | 0.551 | 0.25 | 0.02 | 0.01 |
| East Wenatchee (98802; 5,757) | 7,023 | 0.178 | 0.08 | 0.01 | 0.00 |
| Wenatchee (98807; 32,835) | 2,067 | 1.016 | 0.47 | 0.05 | 0.01 |
| Bridgeport (98813; 2,017) | 12,895 | 0.046 | 0.02 | 0.00 | 0.00 |
| Cashmere (98815; 3,036) | 9,629 | 0.094 | 0.04 | 0.00 | 0.00 |
| Chelan (98816; 4,071) | 9,307 | 0.101 | 0.05 | 0.00 | 0.00 |
| Ephrata (98823; 8,028) | 5,846 | 0.250 | 0.11 | 0.01 | 0.00 |
| Leavenworth (98826; 2,530) | 10,275 | 0.080 | 0.04 | 0.00 | 0.00 |
| Moses Lake North (98837; 4,232) | 9,364 | 0.100 | 0.05 | 0.00 | 0.00 |
| Cascade Valley (98837; 1,811) | 11,664 | 0.060 | 0.03 | 0.00 | 0.00 |
| Moses Lake (98837; 21,899) | 2,824 | 0.708 | 0.33 | 0.03 | 0.01 |
| Okanogan (98840; 2,163) | 12,350 | 0.052 | 0.02 | 0.00 | 0.00 |
| Omak (98841; 4,719) | 9,329 | 0.101 | 0.05 | 0.00 | 0.00 |
| Quincy (98848; 6,366) | 6,962 | 0.182 | 0.08 | 0.01 | 0.00 |
| Warden (98857; 2,776) | 10,510 | 0.076 | 0.04 | 0.00 | 0.00 |
| Terrace Heights (98901; 6,447) | 5,539 | 0.272 | 0.13 | 0.01 | 0.00 |
| Yakima (98902; 71,845) | 1,114 | 1.877 | 0.86 | 0.08 | 0.02 |
| Ahtanum (98902; 4,181) | 7,002 | 0.179 | 0.08 | 0.01 | 0.00 |
| Union Gap (98903; 5,965) | 7,398 | 0.162 | 0.07 | 0.01 | 0.00 |
| Gleed (98904; 2,947) | 8,775 | 0.115 | 0.05 | 0.01 | 0.00 |
| West Valley (98908; 10,433) | 3,836 | 0.474 | 0.22 | 0.02 | 0.00 |
| Cle Elum (98922; 1,922) | 12,703 | 0.048 | 0.02 | 0.00 | 0.00 |
| Grandview (98930; 9,391) | 5,549 | 0.271 | 0.12 | 0.01 | 0.00 |
| Granger (98932; 3,480) | 10,225 | 0.081 | 0.04 | 0.00 | 0.00 |
| Mabton (98935; 2,563) | 11,620 | 0.061 | 0.03 | 0.00 | 0.00 |
| Selah (98942; 8,090) | 5,182 | 0.304 | 0.14 | 0.01 | 0.00 |
| Sunnyside (98944; 15,175) | 4,561 | 0.371 | 0.17 | 0.02 | 0.00 |
| Toppenish (98948; 10,028) | 5,960 | 0.240 | 0.11 | 0.01 | 0.00 |
| Ellensburg (98950; 19,681) | 4,744 | 0.350 | 0.16 | 0.02 | 0.00 |
| Wapato (98951; 4,675) | 9,068 | 0.107 | 0.05 | 0.00 | 0.00 |
| White Swan (98952; 3,033) | 9,591 | 0.095 | 0.04 | 0.00 | 0.00 |
| Zillah (98953; 3,952) | 8,156 | 0.134 | 0.06 | 0.01 | 0.00 |
| Medical Lake (99001; 5,247) | 6,679 | 0.196 | 0.09 | 0.01 | 0.00 |

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| Washington - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|---------------|--------------|-------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Airway Heights (99001; 4,681) | 8,480 | 0.124 | 0.06 | 0.01 | 0.00 |
| Cheney (99004; 14,967) | 5,224 | 0.300 | 0.14 | 0.01 | 0.00 |
| Deer Park (99006; 3,214) | 9,675 | 0.093 | 0.04 | 0.00 | 0.00 |
| Fairchild AFB (99011; 4,357) | 8,285 | 0.129 | 0.06 | 0.01 | 0.00 |
| Green Acres (99016; 5,158) | 7,305 | 0.166 | 0.08 | 0.01 | 0.00 |
| Liberty Lake (99019; 4,660) | 5,813 | 0.251 | 0.12 | 0.01 | 0.00 |
| Otis Orchards-East Farms (99027; 6,318) | 5,674 | 0.263 | 0.12 | 0.01 | 0.00 |
| Veradale (99037; 9,387) | 4,421 | 0.388 | 0.18 | 0.02 | 0.00 |
| Chewelah (99109; 2,433) | 12,119 | 0.054 | 0.03 | 0.00 | 0.00 |
| Colfax (99111; 2,477) | 10,251 | 0.080 | 0.04 | 0.00 | 0.00 |
| Colville (99114; 4,989) | 8,479 | 0.124 | 0.06 | 0.01 | 0.00 |
| Davenport (99122; 1,751) | 11,748 | 0.059 | 0.03 | 0.00 | 0.00 |
| Newport (99156; 2,895) | 11,206 | 0.066 | 0.03 | 0.00 | 0.00 |
| Pullman (99165; 26,088) | 3,813 | 0.478 | 0.22 | 0.02 | 0.00 |
| Ritzville (99169; 1,621) | 12,810 | 0.047 | 0.02 | 0.00 | 0.00 |
| Spokane (99201; 200,283) | 240 | 5.730 | 2.63 | 0.26 | 0.06 |
| Dishman (99206; 10,031) | 5,363 | 0.289 | 0.13 | 0.01 | 0.00 |
| Opportunity (99206; 25,065) | 2,372 | 0.859 | 0.39 | 0.04 | 0.01 |
| Town and Country (99208; 4,452) | 7,434 | 0.161 | 0.07 | 0.01 | 0.00 |
| Millwood (99212; 1,534) | 12,790 | 0.047 | 0.02 | 0.00 | 0.00 |
| Trentwood (99216; 4,388) | 7,447 | 0.160 | 0.07 | 0.01 | 0.00 |
| Country Homes (99218; 5,203) | 7,236 | 0.169 | 0.08 | 0.01 | 0.00 |
| West Pasco (99301; 4,629) | 5,566 | 0.270 | 0.12 | 0.01 | 0.00 |
| Pasco (99302; 97,045) | 604 | 2.972 | 1.37 | 0.13 | 0.03 |
| Benton City (99320; 4,233) | 8,406 | 0.126 | 0.06 | 0.01 | 0.00 |
| Burbank (99323; 3,303) | 7,755 | 0.148 | 0.07 | 0.01 | 0.00 |
| College Place (99324; 12,433) | 4,897 | 0.334 | 0.15 | 0.02 | 0.00 |
| Connell (99326; 3,876) | 8,719 | 0.117 | 0.05 | 0.01 | 0.00 |
| Dayton (99328; 3,034) | 10,040 | 0.084 | 0.04 | 0.00 | 0.00 |
| Othello (99332; 6,948) | 6,879 | 0.187 | 0.09 | 0.01 | 0.00 |
| Kennewick (99336; 79,799) | 623 | 2.916 | 1.34 | 0.13 | 0.03 |
| Finley (99336; 5,770) | 6,273 | 0.219 | 0.10 | 0.01 | 0.00 |
| Highland (99337; 3,388) | 6,932 | 0.184 | 0.08 | 0.01 | 0.00 |
| Mattawa (99349; 6,287) | 7,024 | 0.178 | 0.08 | 0.01 | 0.00 |
| Prosser (99350; 6,225) | 6,312 | 0.216 | 0.10 | 0.01 | 0.00 |
| West Richland (99353; 13,868) | 2,815 | 0.710 | 0.33 | 0.03 | 0.01 |
| Richland (99354; 61,339) | 633 | 2.887 | 1.33 | 0.13 | 0.03 |
| Royal City (99357; 2,284) | 11,826 | 0.058 | 0.03 | 0.00 | 0.00 |
| Walla Walla (99362; 32,125) | 2,260 | 0.907 | 0.42 | 0.04 | 0.01 |
| Walla Walla East (99362; 2,479) | 8,978 | 0.110 | 0.05 | 0.00 | 0.00 |
| Clarkston Heights-Vineland (99403; 6,117) | 5,683 | 0.262 | 0.12 | 0.01 | 0.00 |
| Clarkston (99403; 7,050) | 7,406 | 0.162 | 0.07 | 0.01 | 0.00 |
| West Clarkston-Highland (99403; 4,707) | 8,528 | 0.122 | 0.06 | 0.01 | 0.00 |
| Total 5,250,547 | | 217.61 | 100.0 | 9.77 | 2.11 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

4 GREAT LAKES

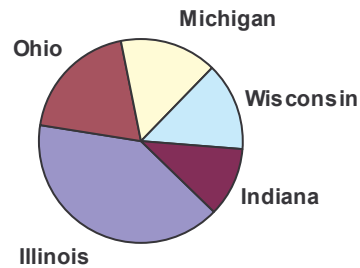
4.1 EXECUTIVE SUMMARY

The Latent Demand for Graphic Design Services in the Great Lakes: 2007

| State | Latent Demand US \$ mln | % of Great Lakes |
|--------------|-------------------------|------------------|
| Illinois | 587.31 | 40.07% |
| Ohio | 291.77 | 19.91% |
| Michigan | 229.99 | 15.69% |
| Wisconsin | 201.27 | 13.73% |
| Indiana | 155.22 | 10.59% |
| Total | 1,465.56 | 100.0 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

The Latent Demand for Graphic Design Services in the Great Lakes: 2007



The Great Lakes - Executive Summary for Graphic Design Services: in 2002 - 2012

| Year | US \$ mln | % of US |
|-------------|------------------|----------------|
| 2002 | 1,409.78 | 13.75 |
| 2003 | 1,413.77 | 13.90 |
| 2004 | 1,417.81 | 14.04 |
| 2005 | 1,421.89 | 14.19 |
| 2006 | 1,430.42 | 14.30 |
| 2007 | 1,465.56 | 14.20 |
| 2008 | 1,506.11 | 14.05 |
| 2009 | 1,547.81 | 13.91 |
| 2010 | 1,590.70 | 13.77 |
| 2011 | 1,634.81 | 13.63 |
| 2012 | 1,680.19 | 13.49 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

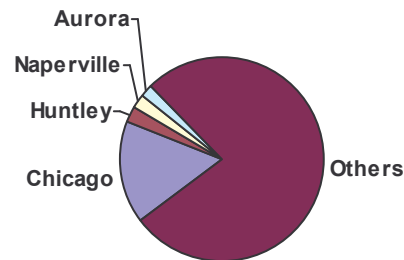
4.2 LATENT DEMAND BY YEAR - ILLINOIS

The Latent Demand for Graphic Design Services in Illinois: 2002 - 2012

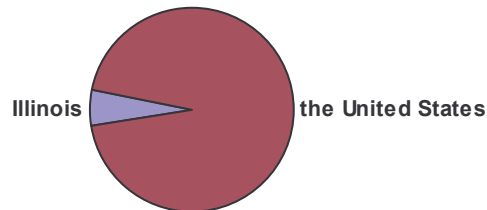
| Year | Illinois | % of Region | % of USA |
|------|----------|-------------|----------|
| 2002 | 560.37 | 39.75% | 5.47% |
| 2003 | 563.49 | 39.86% | 5.54% |
| 2004 | 566.62 | 39.96% | 5.61% |
| 2005 | 569.77 | 40.07% | 5.69% |
| 2006 | 574.34 | 40.15% | 5.74% |
| 2007 | 587.31 | 40.07% | 5.69% |
| 2008 | 601.99 | 39.97% | 5.62% |
| 2009 | 617.04 | 39.87% | 5.55% |
| 2010 | 632.47 | 39.76% | 5.48% |
| 2011 | 648.28 | 39.65% | 5.41% |
| 2012 | 664.49 | 39.55% | 5.34% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Illinois: 2007



4.3 CITIES SORTED BY RANK - ILLINOIS

Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Chicago (2,760,435) | 3 | 93.520 | 15.92 | 6.38 | 0.91 |
| Huntley (273,742) | 67 | 14.516 | 2.47 | 0.99 | 0.14 |
| Naperville (182,442) | 69 | 14.205 | 2.42 | 0.97 | 0.14 |
| Aurora (263,445) | 81 | 12.677 | 2.16 | 0.86 | 0.12 |
| Gilberts (158,776) | 85 | 12.234 | 2.08 | 0.83 | 0.12 |
| Plainfield (166,399) | 91 | 11.793 | 2.01 | 0.80 | 0.11 |
| Joliet (234,609) | 112 | 9.828 | 1.67 | 0.67 | 0.10 |
| Romeoville (159,037) | 137 | 8.472 | 1.44 | 0.58 | 0.08 |
| Bolingbrook (107,676) | 202 | 6.408 | 1.09 | 0.44 | 0.06 |
| Round Lake (109,955) | 251 | 5.599 | 0.95 | 0.38 | 0.05 |
| Rockford (159,887) | 274 | 5.282 | 0.90 | 0.36 | 0.05 |
| Oswego (81,369) | 286 | 5.103 | 0.87 | 0.35 | 0.05 |
| Elgin (108,389) | 296 | 5.001 | 0.85 | 0.34 | 0.05 |
| Tinley Park (88,521) | 322 | 4.787 | 0.81 | 0.33 | 0.05 |
| Arlington Heights (72,727) | 362 | 4.325 | 0.74 | 0.30 | 0.04 |
| Springfield (125,012) | 365 | 4.319 | 0.74 | 0.29 | 0.04 |
| Orland Park (67,675) | 407 | 4.011 | 0.68 | 0.27 | 0.04 |
| Waukegan (103,635) | 429 | 3.848 | 0.66 | 0.26 | 0.04 |
| Palatine (69,229) | 431 | 3.845 | 0.65 | 0.26 | 0.04 |
| Glenview (54,245) | 432 | 3.841 | 0.65 | 0.26 | 0.04 |
| Evanston (76,621) | 434 | 3.786 | 0.64 | 0.26 | 0.04 |
| Schaumburg (67,564) | 460 | 3.611 | 0.61 | 0.25 | 0.03 |
| Sugar Grove (54,128) | 462 | 3.601 | 0.61 | 0.25 | 0.03 |
| Peoria (112,045) | 469 | 3.577 | 0.61 | 0.24 | 0.03 |
| Algonquin (50,372) | 480 | 3.523 | 0.60 | 0.24 | 0.03 |
| Wheaton (53,670) | 494 | 3.455 | 0.59 | 0.24 | 0.03 |
| Bloomington (84,636) | 496 | 3.452 | 0.59 | 0.24 | 0.03 |
| Skokie (65,903) | 519 | 3.317 | 0.56 | 0.23 | 0.03 |
| Lake in the Hills (51,117) | 528 | 3.287 | 0.56 | 0.22 | 0.03 |
| Montgomery (73,106) | 532 | 3.272 | 0.56 | 0.22 | 0.03 |
| Buffalo Grove (43,933) | 565 | 3.103 | 0.53 | 0.21 | 0.03 |
| Northbrook (36,624) | 575 | 3.073 | 0.52 | 0.21 | 0.03 |
| Elmhurst (49,459) | 590 | 3.028 | 0.52 | 0.21 | 0.03 |
| Frankfort (41,290) | 594 | 3.008 | 0.51 | 0.21 | 0.03 |
| St. Charles (49,127) | 597 | 2.992 | 0.51 | 0.20 | 0.03 |
| Hoffman Estates (50,877) | 615 | 2.942 | 0.50 | 0.20 | 0.03 |
| Downers Grove (51,098) | 617 | 2.937 | 0.50 | 0.20 | 0.03 |
| Bartlett (41,155) | 636 | 2.878 | 0.49 | 0.20 | 0.03 |
| Crystal Lake (49,055) | 637 | 2.877 | 0.49 | 0.20 | 0.03 |
| Lake Forest (23,739) | 647 | 2.841 | 0.48 | 0.19 | 0.03 |
| Carpentersville (58,517) | 661 | 2.799 | 0.48 | 0.19 | 0.03 |
| New Lenox (45,928) | 687 | 2.727 | 0.46 | 0.19 | 0.03 |
| Highland Park (30,755) | 688 | 2.724 | 0.46 | 0.19 | 0.03 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Lockport (51,217) | 714 | 2.658 | 0.45 | 0.18 | 0.03 |
| South Elgin (44,432) | 732 | 2.624 | 0.45 | 0.18 | 0.03 |
| Mount Prospect (51,475) | 740 | 2.581 | 0.44 | 0.18 | 0.02 |
| Cicero (76,080) | 755 | 2.539 | 0.43 | 0.17 | 0.02 |
| Geneva (37,075) | 769 | 2.514 | 0.43 | 0.17 | 0.02 |
| Gurnee (37,095) | 788 | 2.464 | 0.42 | 0.17 | 0.02 |
| Woodridge (44,810) | 801 | 2.435 | 0.41 | 0.17 | 0.02 |
| Oak Park (46,684) | 802 | 2.423 | 0.41 | 0.17 | 0.02 |
| Wilmette (25,510) | 814 | 2.389 | 0.41 | 0.16 | 0.02 |
| Channahon (37,477) | 822 | 2.366 | 0.40 | 0.16 | 0.02 |
| Lombard (44,938) | 823 | 2.366 | 0.40 | 0.16 | 0.02 |
| Mundelein (38,340) | 833 | 2.342 | 0.40 | 0.16 | 0.02 |
| Des Plaines (49,438) | 837 | 2.326 | 0.40 | 0.16 | 0.02 |
| Batavia (38,507) | 842 | 2.319 | 0.39 | 0.16 | 0.02 |
| Vernon Hills (37,072) | 843 | 2.318 | 0.39 | 0.16 | 0.02 |
| Champaign (79,313) | 860 | 2.281 | 0.39 | 0.16 | 0.02 |
| Park Ridge (35,429) | 866 | 2.273 | 0.39 | 0.16 | 0.02 |
| Carol Stream (39,786) | 872 | 2.265 | 0.39 | 0.15 | 0.02 |
| Streamwood (39,397) | 882 | 2.249 | 0.38 | 0.15 | 0.02 |
| Normal (63,128) | 888 | 2.236 | 0.38 | 0.15 | 0.02 |
| Cary (32,749) | 907 | 2.206 | 0.38 | 0.15 | 0.02 |
| Wheeling (44,537) | 931 | 2.168 | 0.37 | 0.15 | 0.02 |
| Shorewood (32,061) | 935 | 2.161 | 0.37 | 0.15 | 0.02 |
| Deerfield (22,811) | 949 | 2.145 | 0.37 | 0.15 | 0.02 |
| Oak Lawn (51,380) | 950 | 2.144 | 0.37 | 0.15 | 0.02 |
| Decatur (70,110) | 1,003 | 2.036 | 0.35 | 0.14 | 0.02 |
| West Chicago (35,741) | 1,033 | 1.988 | 0.34 | 0.14 | 0.02 |
| Addison (40,593) | 1,071 | 1.926 | 0.33 | 0.13 | 0.02 |
| Libertyville (24,652) | 1,073 | 1.921 | 0.33 | 0.13 | 0.02 |
| Round Lake Beach (36,631) | 1,087 | 1.907 | 0.32 | 0.13 | 0.02 |
| Hanover Park (34,870) | 1,116 | 1.877 | 0.32 | 0.13 | 0.02 |
| Yorkville (35,174) | 1,126 | 1.863 | 0.32 | 0.13 | 0.02 |
| Winnetka (12,623) | 1,132 | 1.854 | 0.32 | 0.13 | 0.02 |
| Glen Ellyn (27,872) | 1,148 | 1.830 | 0.31 | 0.12 | 0.02 |
| Berwyn (46,439) | 1,179 | 1.785 | 0.30 | 0.12 | 0.02 |
| Grayslake (27,679) | 1,189 | 1.776 | 0.30 | 0.12 | 0.02 |
| Crest Hill (44,546) | 1,193 | 1.770 | 0.30 | 0.12 | 0.02 |
| Elk Grove Village (32,424) | 1,196 | 1.767 | 0.30 | 0.12 | 0.02 |
| Glendale Heights (35,764) | 1,201 | 1.766 | 0.30 | 0.12 | 0.02 |
| Lake Zurich (23,475) | 1,224 | 1.732 | 0.29 | 0.12 | 0.02 |
| Minooka (26,218) | 1,226 | 1.730 | 0.29 | 0.12 | 0.02 |
| Hinsdale (18,492) | 1,258 | 1.696 | 0.29 | 0.12 | 0.02 |
| O'Fallon (34,487) | 1,262 | 1.692 | 0.29 | 0.12 | 0.02 |
| McHenry (33,354) | 1,314 | 1.631 | 0.28 | 0.11 | 0.02 |
| Mokena (24,040) | 1,358 | 1.575 | 0.27 | 0.11 | 0.02 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| DeKalb (50,027) | 1,386 | 1.543 | 0.26 | 0.11 | 0.01 |
| Darien (23,130) | 1,404 | 1.518 | 0.26 | 0.10 | 0.01 |
| North Aurora (29,497) | 1,408 | 1.515 | 0.26 | 0.10 | 0.01 |
| Lisle (26,136) | 1,415 | 1.509 | 0.26 | 0.10 | 0.01 |
| Long Grove (11,420) | 1,441 | 1.484 | 0.25 | 0.10 | 0.01 |
| Oak Forest (28,162) | 1,442 | 1.484 | 0.25 | 0.10 | 0.01 |
| Edwardsville (33,204) | 1,444 | 1.483 | 0.25 | 0.10 | 0.01 |
| Lindenhurst (21,546) | 1,509 | 1.414 | 0.24 | 0.10 | 0.01 |
| Moline (40,526) | 1,523 | 1.399 | 0.24 | 0.10 | 0.01 |
| Burr Ridge (12,173) | 1,538 | 1.383 | 0.24 | 0.09 | 0.01 |
| Roselle (24,147) | 1,540 | 1.382 | 0.24 | 0.09 | 0.01 |
| Glencoe (9,483) | 1,558 | 1.368 | 0.23 | 0.09 | 0.01 |
| Lake Villa (23,504) | 1,594 | 1.342 | 0.23 | 0.09 | 0.01 |
| Bloomingtondale (22,634) | 1,597 | 1.337 | 0.23 | 0.09 | 0.01 |
| Belvidere (35,535) | 1,602 | 1.326 | 0.23 | 0.09 | 0.01 |
| Belleville (41,429) | 1,625 | 1.307 | 0.22 | 0.09 | 0.01 |
| Hainesville (21,040) | 1,643 | 1.291 | 0.22 | 0.09 | 0.01 |
| Loves Park (32,207) | 1,657 | 1.278 | 0.22 | 0.09 | 0.01 |
| Lemont (20,462) | 1,675 | 1.266 | 0.22 | 0.09 | 0.01 |
| Goodings Grove (17,084) | 1,676 | 1.266 | 0.22 | 0.09 | 0.01 |
| Morton Grove (22,182) | 1,712 | 1.236 | 0.21 | 0.08 | 0.01 |
| Villa Park (25,127) | 1,722 | 1.228 | 0.21 | 0.08 | 0.01 |
| Oak Brook (9,492) | 1,732 | 1.220 | 0.21 | 0.08 | 0.01 |
| Calumet City (35,598) | 1,742 | 1.215 | 0.21 | 0.08 | 0.01 |
| Niles (28,304) | 1,748 | 1.207 | 0.21 | 0.08 | 0.01 |
| Lakemoor (24,289) | 1,762 | 1.198 | 0.20 | 0.08 | 0.01 |
| Urbana (48,807) | 1,771 | 1.191 | 0.20 | 0.08 | 0.01 |
| Burbank (27,245) | 1,783 | 1.180 | 0.20 | 0.08 | 0.01 |
| Rolling Meadows (22,235) | 1,810 | 1.161 | 0.20 | 0.08 | 0.01 |
| Antioch (23,371) | 1,812 | 1.158 | 0.20 | 0.08 | 0.01 |
| Westmont (25,648) | 1,817 | 1.157 | 0.20 | 0.08 | 0.01 |
| Hawthorn Woods (9,854) | 1,835 | 1.147 | 0.20 | 0.08 | 0.01 |
| Zion (28,122) | 1,870 | 1.128 | 0.19 | 0.08 | 0.01 |
| Matteson (21,447) | 1,880 | 1.121 | 0.19 | 0.08 | 0.01 |
| Western Springs (12,789) | 1,902 | 1.109 | 0.19 | 0.08 | 0.01 |
| Woodstock (26,407) | 1,904 | 1.109 | 0.19 | 0.08 | 0.01 |
| Rock Island (36,302) | 1,911 | 1.106 | 0.19 | 0.08 | 0.01 |
| Shiloh (21,570) | 1,945 | 1.091 | 0.19 | 0.07 | 0.01 |
| La Grange (15,417) | 1,953 | 1.086 | 0.18 | 0.07 | 0.01 |
| South Holland (20,516) | 1,958 | 1.084 | 0.18 | 0.07 | 0.01 |
| Lansing (25,400) | 1,996 | 1.059 | 0.18 | 0.07 | 0.01 |
| Pekin (31,617) | 2,010 | 1.053 | 0.18 | 0.07 | 0.01 |
| West Dundee (19,016) | 2,023 | 1.043 | 0.18 | 0.07 | 0.01 |
| Beach Park (21,020) | 2,024 | 1.043 | 0.18 | 0.07 | 0.01 |
| Palos Heights (16,784) | 2,044 | 1.029 | 0.18 | 0.07 | 0.01 |

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Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Winfield (13,098) | 2,052 | 1.023 | 0.17 | 0.07 | 0.01 |
| Quincy (37,680) | 2,053 | 1.023 | 0.17 | 0.07 | 0.01 |
| Collinsville (27,496) | 2,056 | 1.021 | 0.17 | 0.07 | 0.01 |
| Sycamore (22,209) | 2,079 | 1.011 | 0.17 | 0.07 | 0.01 |
| Machesney Park (23,537) | 2,101 | 0.997 | 0.17 | 0.07 | 0.01 |
| Inverness (7,861) | 2,140 | 0.977 | 0.17 | 0.07 | 0.01 |
| Bensenville (20,287) | 2,146 | 0.973 | 0.17 | 0.07 | 0.01 |
| Granite City (31,036) | 2,150 | 0.970 | 0.17 | 0.07 | 0.01 |
| Lincolnshire (8,095) | 2,180 | 0.953 | 0.16 | 0.07 | 0.01 |
| Dolton (22,393) | 2,198 | 0.943 | 0.16 | 0.06 | 0.01 |
| Elmwood Park (22,500) | 2,211 | 0.934 | 0.16 | 0.06 | 0.01 |
| Park Forest (22,364) | 2,214 | 0.933 | 0.16 | 0.06 | 0.01 |
| Bourbonnais (21,532) | 2,219 | 0.932 | 0.16 | 0.06 | 0.01 |
| Chicago Heights (28,653) | 2,225 | 0.929 | 0.16 | 0.06 | 0.01 |
| Lakewood (9,503) | 2,227 | 0.927 | 0.16 | 0.06 | 0.01 |
| Homewood (17,878) | 2,288 | 0.897 | 0.15 | 0.06 | 0.01 |
| North Chicago (26,418) | 2,310 | 0.885 | 0.15 | 0.06 | 0.01 |
| Maywood (23,510) | 2,355 | 0.865 | 0.15 | 0.06 | 0.01 |
| Godfrey (19,204) | 2,403 | 0.848 | 0.14 | 0.06 | 0.01 |
| Washington (18,508) | 2,405 | 0.848 | 0.14 | 0.06 | 0.01 |
| Evergreen Park (18,050) | 2,406 | 0.847 | 0.14 | 0.06 | 0.01 |
| Country Club Hills (16,627) | 2,420 | 0.842 | 0.14 | 0.06 | 0.01 |
| River Forest (10,604) | 2,450 | 0.830 | 0.14 | 0.06 | 0.01 |
| Monee (15,943) | 2,465 | 0.820 | 0.14 | 0.06 | 0.01 |
| Danville (30,650) | 2,474 | 0.818 | 0.14 | 0.06 | 0.01 |
| Bellwood (17,587) | 2,479 | 0.815 | 0.14 | 0.06 | 0.01 |
| Glen Carbon (16,634) | 2,482 | 0.815 | 0.14 | 0.06 | 0.01 |
| Spring Grove (11,458) | 2,499 | 0.809 | 0.14 | 0.06 | 0.01 |
| Brookfield (17,526) | 2,500 | 0.809 | 0.14 | 0.06 | 0.01 |
| Galesburg (28,762) | 2,509 | 0.807 | 0.14 | 0.06 | 0.01 |
| East Peoria (22,099) | 2,514 | 0.805 | 0.14 | 0.05 | 0.01 |
| Maryville (15,130) | 2,525 | 0.798 | 0.14 | 0.05 | 0.01 |
| Flossmoor (9,645) | 2,530 | 0.797 | 0.14 | 0.05 | 0.01 |
| Morton (16,848) | 2,533 | 0.796 | 0.14 | 0.05 | 0.01 |
| Fairview Heights (18,349) | 2,546 | 0.791 | 0.13 | 0.05 | 0.01 |
| Clarendon Hills (10,547) | 2,563 | 0.784 | 0.13 | 0.05 | 0.01 |
| Westchester (15,077) | 2,575 | 0.779 | 0.13 | 0.05 | 0.01 |
| Crete (13,115) | 2,578 | 0.778 | 0.13 | 0.05 | 0.01 |
| Melrose Park (21,463) | 2,618 | 0.766 | 0.13 | 0.05 | 0.01 |
| Palos Hills (16,628) | 2,628 | 0.763 | 0.13 | 0.05 | 0.01 |
| Alton (27,681) | 2,647 | 0.758 | 0.13 | 0.05 | 0.01 |
| Alsip (17,832) | 2,675 | 0.750 | 0.13 | 0.05 | 0.01 |
| East Moline (23,614) | 2,693 | 0.742 | 0.13 | 0.05 | 0.01 |
| Freeport (23,886) | 2,695 | 0.742 | 0.13 | 0.05 | 0.01 |
| Barrington (10,170) | 2,697 | 0.741 | 0.13 | 0.05 | 0.01 |

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Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Harvey (26,331) | 2,709 | 0.738 | 0.13 | 0.05 | 0.01 |
| Prospect Heights (15,053) | 2,724 | 0.735 | 0.13 | 0.05 | 0.01 |
| Kildeer (6,030) | 2,753 | 0.727 | 0.12 | 0.05 | 0.01 |
| Swansea (16,593) | 2,761 | 0.726 | 0.12 | 0.05 | 0.01 |
| Warrenville (13,095) | 2,788 | 0.717 | 0.12 | 0.05 | 0.01 |
| Lincolnwood (11,355) | 2,817 | 0.709 | 0.12 | 0.05 | 0.01 |
| Blue Island (21,723) | 2,862 | 0.696 | 0.12 | 0.05 | 0.01 |
| Chatham (12,941) | 2,889 | 0.685 | 0.12 | 0.05 | 0.01 |
| Kankakee (25,564) | 2,896 | 0.683 | 0.12 | 0.05 | 0.01 |
| Lake Bluff (6,792) | 2,898 | 0.682 | 0.12 | 0.05 | 0.01 |
| Franklin Park (16,649) | 2,900 | 0.682 | 0.12 | 0.05 | 0.01 |
| Riverwoods (4,887) | 2,901 | 0.681 | 0.12 | 0.05 | 0.01 |
| Barrington Hills (5,267) | 2,940 | 0.671 | 0.11 | 0.05 | 0.01 |
| South Barrington (4,433) | 2,966 | 0.664 | 0.11 | 0.05 | 0.01 |
| Gages Lake (10,415) | 3,006 | 0.655 | 0.11 | 0.04 | 0.01 |
| Wood Dale (12,951) | 3,018 | 0.653 | 0.11 | 0.04 | 0.01 |
| Jacksonville (22,067) | 3,056 | 0.641 | 0.11 | 0.04 | 0.01 |
| Ottawa (19,886) | 3,075 | 0.637 | 0.11 | 0.04 | 0.01 |
| Round Lake Heights (13,131) | 3,101 | 0.630 | 0.11 | 0.04 | 0.01 |
| Wauconda (12,343) | 3,118 | 0.626 | 0.11 | 0.04 | 0.01 |
| Justice (14,106) | 3,136 | 0.622 | 0.11 | 0.04 | 0.01 |
| Hickory Hills (12,849) | 3,152 | 0.617 | 0.11 | 0.04 | 0.01 |
| Hazel Crest (13,783) | 3,179 | 0.611 | 0.10 | 0.04 | 0.01 |
| Fox Lake (14,959) | 3,184 | 0.611 | 0.10 | 0.04 | 0.01 |
| Waterloo (14,758) | 3,193 | 0.608 | 0.10 | 0.04 | 0.01 |
| La Grange Park (11,626) | 3,220 | 0.601 | 0.10 | 0.04 | 0.01 |
| Bradley (16,392) | 3,223 | 0.600 | 0.10 | 0.04 | 0.01 |
| Richton Park (13,991) | 3,252 | 0.593 | 0.10 | 0.04 | 0.01 |
| Elburn (9,938) | 3,259 | 0.591 | 0.10 | 0.04 | 0.01 |
| Midlothian (13,366) | 3,274 | 0.586 | 0.10 | 0.04 | 0.01 |
| University Park (13,141) | 3,290 | 0.584 | 0.10 | 0.04 | 0.01 |
| Columbia (11,471) | 3,291 | 0.584 | 0.10 | 0.04 | 0.01 |
| Johnsburg (9,230) | 3,370 | 0.566 | 0.10 | 0.04 | 0.01 |
| Morris (14,282) | 3,402 | 0.560 | 0.10 | 0.04 | 0.01 |
| Lake Barrington (5,961) | 3,411 | 0.559 | 0.10 | 0.04 | 0.01 |
| Green Oaks (4,951) | 3,437 | 0.555 | 0.09 | 0.04 | 0.01 |
| Troy (11,594) | 3,490 | 0.546 | 0.09 | 0.04 | 0.01 |
| Itasca (8,843) | 3,496 | 0.544 | 0.09 | 0.04 | 0.01 |
| Norridge (12,963) | 3,500 | 0.543 | 0.09 | 0.04 | 0.01 |
| Forest Park (14,005) | 3,513 | 0.542 | 0.09 | 0.04 | 0.01 |
| North Barrington (4,181) | 3,528 | 0.536 | 0.09 | 0.04 | 0.01 |
| Willow Springs (10,392) | 3,552 | 0.532 | 0.09 | 0.04 | 0.01 |
| Bridgeview (14,262) | 3,574 | 0.526 | 0.09 | 0.04 | 0.01 |
| Marion (19,565) | 3,600 | 0.521 | 0.09 | 0.04 | 0.01 |
| Island Lake (9,285) | 3,630 | 0.517 | 0.09 | 0.04 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Manhattan (10,581) | 3,639 | 0.516 | 0.09 | 0.04 | 0.00 |
| Sterling (15,454) | 3,662 | 0.511 | 0.09 | 0.03 | 0.00 |
| Orland Hills (9,330) | 3,681 | 0.506 | 0.09 | 0.03 | 0.00 |
| East St. Louis (26,777) | 3,706 | 0.501 | 0.09 | 0.03 | 0.00 |
| Northfield (6,183) | 3,726 | 0.495 | 0.08 | 0.03 | 0.00 |
| Chicago Ridge (12,607) | 3,769 | 0.488 | 0.08 | 0.03 | 0.00 |
| Frankfort Square (7,766) | 3,842 | 0.473 | 0.08 | 0.03 | 0.00 |
| Hampshire (9,210) | 3,844 | 0.473 | 0.08 | 0.03 | 0.00 |
| Harvard (12,012) | 3,874 | 0.467 | 0.08 | 0.03 | 0.00 |
| Riverdale (13,891) | 3,882 | 0.467 | 0.08 | 0.03 | 0.00 |
| Marengo (10,583) | 3,886 | 0.466 | 0.08 | 0.03 | 0.00 |
| Steger (11,944) | 3,963 | 0.453 | 0.08 | 0.03 | 0.00 |
| Crestwood (11,255) | 3,970 | 0.452 | 0.08 | 0.03 | 0.00 |
| Deer Park (3,411) | 4,000 | 0.447 | 0.08 | 0.03 | 0.00 |
| Mattoon (15,929) | 4,012 | 0.444 | 0.08 | 0.03 | 0.00 |
| Macomb (19,466) | 4,015 | 0.444 | 0.08 | 0.03 | 0.00 |
| Willowbrook (8,895) | 4,021 | 0.443 | 0.08 | 0.03 | 0.00 |
| Dixon (14,059) | 4,037 | 0.440 | 0.07 | 0.03 | 0.00 |
| Sauk Village (10,744) | 4,039 | 0.440 | 0.07 | 0.03 | 0.00 |
| Northlake (10,342) | 4,054 | 0.439 | 0.07 | 0.03 | 0.00 |
| Riverside (7,685) | 4,073 | 0.438 | 0.07 | 0.03 | 0.00 |
| Winthrop Harbor (7,927) | 4,080 | 0.437 | 0.07 | 0.03 | 0.00 |
| Lyons (11,187) | 4,092 | 0.435 | 0.07 | 0.03 | 0.00 |
| Manteno (10,133) | 4,108 | 0.432 | 0.07 | 0.03 | 0.00 |
| Boulder Hill (8,169) | 4,123 | 0.430 | 0.07 | 0.03 | 0.00 |
| Lincoln (14,235) | 4,124 | 0.430 | 0.07 | 0.03 | 0.00 |
| Braidwood (8,978) | 4,135 | 0.428 | 0.07 | 0.03 | 0.00 |
| Wadsworth (5,582) | 4,153 | 0.425 | 0.07 | 0.03 | 0.00 |
| Markham (11,551) | 4,182 | 0.421 | 0.07 | 0.03 | 0.00 |
| Lynwood (8,402) | 4,209 | 0.417 | 0.07 | 0.03 | 0.00 |
| Schiller Park (11,378) | 4,224 | 0.415 | 0.07 | 0.03 | 0.00 |
| Kenilworth (2,347) | 4,255 | 0.412 | 0.07 | 0.03 | 0.00 |
| Mount Vernon (16,534) | 4,280 | 0.408 | 0.07 | 0.03 | 0.00 |
| Germantown Hills (6,315) | 4,287 | 0.408 | 0.07 | 0.03 | 0.00 |
| Richmond (8,691) | 4,335 | 0.399 | 0.07 | 0.03 | 0.00 |
| Streator (13,415) | 4,341 | 0.399 | 0.07 | 0.03 | 0.00 |
| Mahomet (7,704) | 4,416 | 0.389 | 0.07 | 0.03 | 0.00 |
| Highland (11,105) | 4,439 | 0.385 | 0.07 | 0.03 | 0.00 |
| Cahokia (14,149) | 4,443 | 0.385 | 0.07 | 0.03 | 0.00 |
| Rantoul (11,863) | 4,448 | 0.384 | 0.07 | 0.03 | 0.00 |
| Bethalto (10,353) | 4,454 | 0.383 | 0.07 | 0.03 | 0.00 |
| Effingham (12,488) | 4,476 | 0.381 | 0.06 | 0.03 | 0.00 |
| Canton (13,926) | 4,491 | 0.379 | 0.06 | 0.03 | 0.00 |
| Charleston (17,875) | 4,493 | 0.378 | 0.06 | 0.03 | 0.00 |
| Olympia Fields (4,545) | 4,500 | 0.378 | 0.06 | 0.03 | 0.00 |

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Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Glenwood (7,836) | 4,564 | 0.370 | 0.06 | 0.03 | 0.00 |
| Worth (9,782) | 4,599 | 0.367 | 0.06 | 0.03 | 0.00 |
| Centralia (12,728) | 4,682 | 0.356 | 0.06 | 0.02 | 0.00 |
| Cortland (7,666) | 4,689 | 0.355 | 0.06 | 0.02 | 0.00 |
| Sandwich (7,975) | 4,727 | 0.351 | 0.06 | 0.02 | 0.00 |
| Roscoe (6,653) | 4,780 | 0.346 | 0.06 | 0.02 | 0.00 |
| Rochelle (10,322) | 4,797 | 0.344 | 0.06 | 0.02 | 0.00 |
| Palos Park (4,975) | 4,809 | 0.342 | 0.06 | 0.02 | 0.00 |
| Fox River Grove (5,820) | 4,838 | 0.339 | 0.06 | 0.02 | 0.00 |
| Sleepy Hollow (4,205) | 4,868 | 0.337 | 0.06 | 0.02 | 0.00 |
| Pontiac (10,157) | 4,888 | 0.335 | 0.06 | 0.02 | 0.00 |
| Wilmington (8,312) | 4,909 | 0.333 | 0.06 | 0.02 | 0.00 |
| Taylorville (10,982) | 4,932 | 0.330 | 0.06 | 0.02 | 0.00 |
| River Grove (9,250) | 4,975 | 0.325 | 0.06 | 0.02 | 0.00 |
| Summit (9,690) | 4,987 | 0.324 | 0.06 | 0.02 | 0.00 |
| Sherman (5,144) | 5,000 | 0.322 | 0.05 | 0.02 | 0.00 |
| Peru (9,834) | 5,027 | 0.320 | 0.05 | 0.02 | 0.00 |
| Hillside (7,040) | 5,081 | 0.314 | 0.05 | 0.02 | 0.00 |
| Kewanee (11,888) | 5,102 | 0.312 | 0.05 | 0.02 | 0.00 |
| Wood River (10,465) | 5,112 | 0.311 | 0.05 | 0.02 | 0.00 |
| Harwood Heights (8,136) | 5,131 | 0.309 | 0.05 | 0.02 | 0.00 |
| Herrin (12,135) | 5,190 | 0.304 | 0.05 | 0.02 | 0.00 |
| Murphysboro (13,295) | 5,243 | 0.298 | 0.05 | 0.02 | 0.00 |
| Wayne (2,939) | 5,253 | 0.297 | 0.05 | 0.02 | 0.00 |
| Bannockburn (2,249) | 5,266 | 0.297 | 0.05 | 0.02 | 0.00 |
| Broadview (7,079) | 5,277 | 0.296 | 0.05 | 0.02 | 0.00 |
| Calumet Park (7,352) | 5,317 | 0.292 | 0.05 | 0.02 | 0.00 |
| Carbondale (20,681) | 5,373 | 0.288 | 0.05 | 0.02 | 0.00 |
| Grandwood Park (4,521) | 5,407 | 0.284 | 0.05 | 0.02 | 0.00 |
| Rockton (5,643) | 5,415 | 0.284 | 0.05 | 0.02 | 0.00 |
| Peotone (5,719) | 5,421 | 0.283 | 0.05 | 0.02 | 0.00 |
| Rock Falls (9,087) | 5,513 | 0.275 | 0.05 | 0.02 | 0.00 |
| Plano (6,567) | 5,597 | 0.268 | 0.05 | 0.02 | 0.00 |
| St. Joseph (5,663) | 5,634 | 0.265 | 0.05 | 0.02 | 0.00 |
| Round Lake Park (6,717) | 5,647 | 0.265 | 0.05 | 0.02 | 0.00 |
| Princeton (7,532) | 5,689 | 0.262 | 0.04 | 0.02 | 0.00 |
| Jerseyville (8,337) | 5,707 | 0.260 | 0.04 | 0.02 | 0.00 |
| Genoa (6,103) | 5,737 | 0.258 | 0.04 | 0.02 | 0.00 |
| La Salle (8,965) | 5,764 | 0.255 | 0.04 | 0.02 | 0.00 |
| Coal City (5,591) | 5,775 | 0.255 | 0.04 | 0.02 | 0.00 |
| Pontoon Beach (7,453) | 5,826 | 0.251 | 0.04 | 0.02 | 0.00 |
| Mount Zion (5,184) | 5,843 | 0.250 | 0.04 | 0.02 | 0.00 |
| Savoy (5,782) | 5,885 | 0.246 | 0.04 | 0.02 | 0.00 |
| Silvis (7,901) | 5,924 | 0.243 | 0.04 | 0.02 | 0.00 |
| Beecher (5,372) | 5,936 | 0.242 | 0.04 | 0.02 | 0.00 |

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Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Mascoutah (5,890) | 5,956 | 0.240 | 0.04 | 0.02 | 0.00 |
| Monmouth (7,980) | 6,018 | 0.235 | 0.04 | 0.02 | 0.00 |
| Greenville (7,529) | 6,019 | 0.235 | 0.04 | 0.02 | 0.00 |
| Berkeley (4,550) | 6,020 | 0.235 | 0.04 | 0.02 | 0.00 |
| Smithton (5,129) | 6,062 | 0.233 | 0.04 | 0.02 | 0.00 |
| Mendota (6,734) | 6,069 | 0.232 | 0.04 | 0.02 | 0.00 |
| Wonder Lake (4,429) | 6,080 | 0.232 | 0.04 | 0.02 | 0.00 |
| Posen (5,345) | 6,083 | 0.232 | 0.04 | 0.02 | 0.00 |
| Park City (7,238) | 6,087 | 0.232 | 0.04 | 0.02 | 0.00 |
| Sumner (10,351) | 6,091 | 0.231 | 0.04 | 0.02 | 0.00 |
| Paris (8,409) | 6,136 | 0.228 | 0.04 | 0.02 | 0.00 |
| Geneseo (6,277) | 6,197 | 0.224 | 0.04 | 0.02 | 0.00 |
| North Riverside (5,801) | 6,214 | 0.223 | 0.04 | 0.02 | 0.00 |
| Elwood (4,770) | 6,226 | 0.222 | 0.04 | 0.02 | 0.00 |
| Countryside (5,458) | 6,291 | 0.218 | 0.04 | 0.01 | 0.00 |
| Monticello (5,370) | 6,327 | 0.216 | 0.04 | 0.01 | 0.00 |
| Clinton (6,734) | 6,346 | 0.214 | 0.04 | 0.01 | 0.00 |
| Forsyth (3,525) | 6,362 | 0.213 | 0.04 | 0.01 | 0.00 |
| Harrisburg (9,171) | 6,364 | 0.213 | 0.04 | 0.01 | 0.00 |
| Eureka (5,397) | 6,390 | 0.212 | 0.04 | 0.01 | 0.00 |
| Salem (7,030) | 6,392 | 0.212 | 0.04 | 0.01 | 0.00 |
| Carterville (6,442) | 6,444 | 0.209 | 0.04 | 0.01 | 0.00 |
| East Dundee (3,845) | 6,485 | 0.206 | 0.04 | 0.01 | 0.00 |
| Coal Valley (4,781) | 6,486 | 0.206 | 0.04 | 0.01 | 0.00 |
| Indian Head Park (3,713) | 6,494 | 0.206 | 0.04 | 0.01 | 0.00 |
| Bartonville (5,748) | 6,502 | 0.206 | 0.03 | 0.01 | 0.00 |
| Stickney (5,418) | 6,547 | 0.203 | 0.03 | 0.01 | 0.00 |
| Olney (8,093) | 6,618 | 0.199 | 0.03 | 0.01 | 0.00 |
| Breese (4,736) | 6,646 | 0.198 | 0.03 | 0.01 | 0.00 |
| Freeburg (4,342) | 6,683 | 0.196 | 0.03 | 0.01 | 0.00 |
| Mount Carmel (6,953) | 6,728 | 0.193 | 0.03 | 0.01 | 0.00 |
| Colona (5,296) | 6,747 | 0.193 | 0.03 | 0.01 | 0.00 |
| Chillicothe (5,306) | 6,818 | 0.189 | 0.03 | 0.01 | 0.00 |
| West Frankfort (8,459) | 6,843 | 0.188 | 0.03 | 0.01 | 0.00 |
| Byron (5,770) | 6,857 | 0.187 | 0.03 | 0.01 | 0.00 |
| Marseilles (5,466) | 6,919 | 0.184 | 0.03 | 0.01 | 0.00 |
| Pistakee Highlands (3,812) | 6,930 | 0.184 | 0.03 | 0.01 | 0.00 |
| Carlinville (6,035) | 6,969 | 0.181 | 0.03 | 0.01 | 0.00 |
| Chester (5,185) | 7,032 | 0.178 | 0.03 | 0.01 | 0.00 |
| Spring Valley (5,183) | 7,059 | 0.176 | 0.03 | 0.01 | 0.00 |
| Rosewood Heights (4,262) | 7,098 | 0.175 | 0.03 | 0.01 | 0.00 |
| Tuscola (5,007) | 7,112 | 0.174 | 0.03 | 0.01 | 0.00 |
| South Beloit (5,552) | 7,131 | 0.173 | 0.03 | 0.01 | 0.00 |
| Diamond (4,490) | 7,151 | 0.172 | 0.03 | 0.01 | 0.00 |
| Vandalia (6,357) | 7,162 | 0.172 | 0.03 | 0.01 | 0.00 |

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Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Rochester (3,082) | 7,211 | 0.170 | 0.03 | 0.01 | 0.00 |
| Long Lake (3,356) | 7,252 | 0.168 | 0.03 | 0.01 | 0.00 |
| Winnebago (3,175) | 7,284 | 0.167 | 0.03 | 0.01 | 0.00 |
| West Peoria (4,612) | 7,293 | 0.166 | 0.03 | 0.01 | 0.00 |
| Litchfield (6,598) | 7,296 | 0.166 | 0.03 | 0.01 | 0.00 |
| Benton (6,966) | 7,301 | 0.166 | 0.03 | 0.01 | 0.00 |
| Oakwood Hills (2,749) | 7,348 | 0.164 | 0.03 | 0.01 | 0.00 |
| Staunton (5,152) | 7,399 | 0.162 | 0.03 | 0.01 | 0.00 |
| Auburn (4,213) | 7,454 | 0.160 | 0.03 | 0.01 | 0.00 |
| Millstadt (3,801) | 7,464 | 0.159 | 0.03 | 0.01 | 0.00 |
| Tower Lakes (1,390) | 7,474 | 0.159 | 0.03 | 0.01 | 0.00 |
| Du Quoin (6,218) | 7,482 | 0.159 | 0.03 | 0.01 | 0.00 |
| Peoria Heights (5,589) | 7,508 | 0.158 | 0.03 | 0.01 | 0.00 |
| Venetian Village (3,082) | 7,550 | 0.156 | 0.03 | 0.01 | 0.00 |
| Highwood (4,143) | 7,555 | 0.156 | 0.03 | 0.01 | 0.00 |
| Fox Lake Hills (2,561) | 7,556 | 0.156 | 0.03 | 0.01 | 0.00 |
| Stone Park (4,467) | 7,565 | 0.156 | 0.03 | 0.01 | 0.00 |
| East Alton (6,249) | 7,569 | 0.156 | 0.03 | 0.01 | 0.00 |
| Dwight (4,361) | 7,630 | 0.153 | 0.03 | 0.01 | 0.00 |
| Robinson (5,792) | 7,631 | 0.153 | 0.03 | 0.01 | 0.00 |
| Creve Coeur (4,801) | 7,659 | 0.152 | 0.03 | 0.01 | 0.00 |
| Milan (4,993) | 7,677 | 0.151 | 0.03 | 0.01 | 0.00 |
| Pittsfield (5,900) | 7,689 | 0.151 | 0.03 | 0.01 | 0.00 |
| Hoopston (5,370) | 7,695 | 0.150 | 0.03 | 0.01 | 0.00 |
| Paxton (4,508) | 7,718 | 0.149 | 0.03 | 0.01 | 0.00 |
| Beardstown (5,697) | 7,822 | 0.145 | 0.02 | 0.01 | 0.00 |
| Morrison (4,084) | 7,851 | 0.144 | 0.02 | 0.01 | 0.00 |
| Le Roy (3,577) | 7,880 | 0.144 | 0.02 | 0.01 | 0.00 |
| Metamora (3,501) | 7,888 | 0.143 | 0.02 | 0.01 | 0.00 |
| Pinckneyville (5,358) | 7,908 | 0.143 | 0.02 | 0.01 | 0.00 |
| Pana (5,478) | 7,927 | 0.142 | 0.02 | 0.01 | 0.00 |
| Dupo (3,732) | 7,964 | 0.141 | 0.02 | 0.01 | 0.00 |
| Watseka (5,210) | 8,013 | 0.139 | 0.02 | 0.01 | 0.00 |
| Metropolis (6,250) | 8,016 | 0.139 | 0.02 | 0.01 | 0.00 |
| Crystal Lawns (2,933) | 8,037 | 0.138 | 0.02 | 0.01 | 0.00 |
| Fairbury (3,782) | 8,063 | 0.137 | 0.02 | 0.01 | 0.00 |
| Oregon (4,464) | 8,084 | 0.136 | 0.02 | 0.01 | 0.00 |
| Red Bud (3,837) | 8,106 | 0.136 | 0.02 | 0.01 | 0.00 |
| Burnham (3,908) | 8,157 | 0.134 | 0.02 | 0.01 | 0.00 |
| Hometown (3,810) | 8,205 | 0.132 | 0.02 | 0.01 | 0.00 |
| Third Lake (1,556) | 8,210 | 0.132 | 0.02 | 0.01 | 0.00 |
| New Baden (3,261) | 8,228 | 0.131 | 0.02 | 0.01 | 0.00 |
| South Chicago Heights (3,738) | 8,267 | 0.130 | 0.02 | 0.01 | 0.00 |
| Lebanon (3,994) | 8,274 | 0.130 | 0.02 | 0.01 | 0.00 |
| Sparta (4,275) | 8,339 | 0.128 | 0.02 | 0.01 | 0.00 |

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Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Riverton (3,184) | 8,373 | 0.127 | 0.02 | 0.01 | 0.00 |
| Fulton (3,864) | 8,425 | 0.126 | 0.02 | 0.01 | 0.00 |
| Robbins (5,873) | 8,461 | 0.124 | 0.02 | 0.01 | 0.00 |
| Sullivan (4,222) | 8,506 | 0.123 | 0.02 | 0.01 | 0.00 |
| Shelbyville (4,294) | 8,532 | 0.122 | 0.02 | 0.01 | 0.00 |
| Marquette Heights (2,954) | 8,541 | 0.122 | 0.02 | 0.01 | 0.00 |
| Heyworth (2,621) | 8,543 | 0.122 | 0.02 | 0.01 | 0.00 |
| Scott AFB (2,707) | 8,551 | 0.122 | 0.02 | 0.01 | 0.00 |
| Cherry Valley (2,316) | 8,558 | 0.122 | 0.02 | 0.01 | 0.00 |
| Caseyville (4,395) | 8,562 | 0.121 | 0.02 | 0.01 | 0.00 |
| El Paso (2,894) | 8,575 | 0.121 | 0.02 | 0.01 | 0.00 |
| Carmi (5,313) | 8,620 | 0.120 | 0.02 | 0.01 | 0.00 |
| Centreville (5,789) | 8,628 | 0.119 | 0.02 | 0.01 | 0.00 |
| Ingalls Park (3,082) | 8,637 | 0.119 | 0.02 | 0.01 | 0.00 |
| Hillsboro (4,022) | 8,720 | 0.117 | 0.02 | 0.01 | 0.00 |
| Trenton (2,750) | 8,754 | 0.116 | 0.02 | 0.01 | 0.00 |
| Kirkland (2,865) | 8,771 | 0.115 | 0.02 | 0.01 | 0.00 |
| Mount Morris (3,123) | 8,845 | 0.113 | 0.02 | 0.01 | 0.00 |
| Lake of the Woods (3,026) | 8,852 | 0.113 | 0.02 | 0.01 | 0.00 |
| Nashville (3,059) | 8,856 | 0.113 | 0.02 | 0.01 | 0.00 |
| Tolono (2,876) | 8,904 | 0.111 | 0.02 | 0.01 | 0.00 |
| Oakbrook Terrace (2,148) | 8,907 | 0.111 | 0.02 | 0.01 | 0.00 |
| Rosemont (3,665) | 8,908 | 0.111 | 0.02 | 0.01 | 0.00 |
| Fairfield (4,919) | 8,912 | 0.111 | 0.02 | 0.01 | 0.00 |
| Hinckley (2,184) | 8,920 | 0.111 | 0.02 | 0.01 | 0.00 |
| Carlyle (3,446) | 8,931 | 0.111 | 0.02 | 0.01 | 0.00 |
| Hudson (2,016) | 8,934 | 0.111 | 0.02 | 0.01 | 0.00 |
| Pecatonica (2,647) | 8,961 | 0.110 | 0.02 | 0.01 | 0.00 |
| Oglesby (3,517) | 9,016 | 0.108 | 0.02 | 0.01 | 0.00 |
| Lake Summerset (2,061) | 9,023 | 0.108 | 0.02 | 0.01 | 0.00 |
| Galena (3,405) | 9,024 | 0.108 | 0.02 | 0.01 | 0.00 |
| Philo (2,157) | 9,038 | 0.108 | 0.02 | 0.01 | 0.00 |
| Flora (4,338) | 9,059 | 0.107 | 0.02 | 0.01 | 0.00 |
| Anna (4,894) | 9,109 | 0.106 | 0.02 | 0.01 | 0.00 |
| Forest Lake (1,530) | 9,134 | 0.105 | 0.02 | 0.01 | 0.00 |
| Pawnee (2,343) | 9,177 | 0.104 | 0.02 | 0.01 | 0.00 |
| Marshall (3,491) | 9,267 | 0.102 | 0.02 | 0.01 | 0.00 |
| Baldwin (3,627) | 9,278 | 0.102 | 0.02 | 0.01 | 0.00 |
| Knoxville (2,647) | 9,326 | 0.101 | 0.02 | 0.01 | 0.00 |
| South Jacksonville (3,050) | 9,341 | 0.100 | 0.02 | 0.01 | 0.00 |
| Aledo (3,399) | 9,373 | 0.100 | 0.02 | 0.01 | 0.00 |
| Washington Park (5,345) | 9,401 | 0.099 | 0.02 | 0.01 | 0.00 |
| Georgetown (3,332) | 9,410 | 0.099 | 0.02 | 0.01 | 0.00 |
| Grant Park (2,121) | 9,494 | 0.097 | 0.02 | 0.01 | 0.00 |
| Momence (2,901) | 9,513 | 0.096 | 0.02 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Lena (2,751) | 9,516 | 0.096 | 0.02 | 0.01 | 0.00 |
| Virден (3,433) | 9,528 | 0.096 | 0.02 | 0.01 | 0.00 |
| Seneca (2,069) | 9,583 | 0.095 | 0.02 | 0.01 | 0.00 |
| Preston Heights (2,527) | 9,618 | 0.094 | 0.02 | 0.01 | 0.00 |
| Gibson (3,123) | 9,690 | 0.092 | 0.02 | 0.01 | 0.00 |
| Fairmont (2,563) | 9,696 | 0.092 | 0.02 | 0.01 | 0.00 |
| Abingdon (2,929) | 9,708 | 0.092 | 0.02 | 0.01 | 0.00 |
| Thornton (2,211) | 9,741 | 0.091 | 0.02 | 0.01 | 0.00 |
| Brighton (2,668) | 9,742 | 0.091 | 0.02 | 0.01 | 0.00 |
| Madison (4,158) | 9,748 | 0.091 | 0.02 | 0.01 | 0.00 |
| Arcola (2,706) | 9,750 | 0.090 | 0.02 | 0.01 | 0.00 |
| Somonauk (2,272) | 9,753 | 0.090 | 0.02 | 0.01 | 0.00 |
| Henry (2,539) | 9,786 | 0.090 | 0.02 | 0.01 | 0.00 |
| Havana (3,355) | 9,802 | 0.089 | 0.02 | 0.01 | 0.00 |
| Lawrenceville (4,014) | 9,869 | 0.088 | 0.01 | 0.01 | 0.00 |
| Polo (2,567) | 9,893 | 0.087 | 0.01 | 0.01 | 0.00 |
| Hamilton (2,477) | 9,901 | 0.087 | 0.01 | 0.01 | 0.00 |
| Hampton (2,045) | 9,932 | 0.087 | 0.01 | 0.01 | 0.00 |
| Gillespie (2,960) | 9,960 | 0.086 | 0.01 | 0.01 | 0.00 |
| Westville (2,823) | 9,972 | 0.086 | 0.01 | 0.01 | 0.00 |
| Amboy (2,643) | 10,066 | 0.084 | 0.01 | 0.01 | 0.00 |
| Dixmoor (3,584) | 10,076 | 0.084 | 0.01 | 0.01 | 0.00 |
| Leland Grove (1,259) | 10,107 | 0.083 | 0.01 | 0.01 | 0.00 |
| Eldorado (4,217) | 10,109 | 0.083 | 0.01 | 0.01 | 0.00 |
| Minonk (2,143) | 10,128 | 0.083 | 0.01 | 0.01 | 0.00 |
| Tremont (1,988) | 10,155 | 0.082 | 0.01 | 0.01 | 0.00 |
| Catlin (1,989) | 10,240 | 0.081 | 0.01 | 0.01 | 0.00 |
| Channel Lake (1,785) | 10,250 | 0.080 | 0.01 | 0.01 | 0.00 |
| Rockdale (2,277) | 10,290 | 0.080 | 0.01 | 0.01 | 0.00 |
| Galva (2,575) | 10,329 | 0.079 | 0.01 | 0.01 | 0.00 |
| Mackinaw (2,203) | 10,360 | 0.079 | 0.01 | 0.01 | 0.00 |
| Newton (2,947) | 10,400 | 0.078 | 0.01 | 0.01 | 0.00 |
| Hillcrest (1,790) | 10,409 | 0.078 | 0.01 | 0.01 | 0.00 |
| Rushville (2,902) | 10,453 | 0.078 | 0.01 | 0.01 | 0.00 |
| Casey (2,908) | 10,492 | 0.077 | 0.01 | 0.01 | 0.00 |
| Teutopolis (1,837) | 10,511 | 0.076 | 0.01 | 0.01 | 0.00 |
| Port Byron (1,823) | 10,516 | 0.076 | 0.01 | 0.01 | 0.00 |
| Roanoke (2,001) | 10,558 | 0.076 | 0.01 | 0.01 | 0.00 |
| Aviston (1,790) | 10,579 | 0.075 | 0.01 | 0.01 | 0.00 |
| Villa Grove (2,373) | 10,609 | 0.075 | 0.01 | 0.01 | 0.00 |
| Lake Catherine (1,490) | 10,628 | 0.074 | 0.01 | 0.01 | 0.00 |
| Mason City (2,379) | 10,637 | 0.074 | 0.01 | 0.01 | 0.00 |
| Athens (2,043) | 10,667 | 0.074 | 0.01 | 0.01 | 0.00 |
| Johnston City (3,320) | 10,706 | 0.073 | 0.01 | 0.00 | 0.00 |
| Tilton (2,612) | 10,726 | 0.073 | 0.01 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Herschler (1,721) | 10,732 | 0.073 | 0.01 | 0.00 | 0.00 |
| New Athens (2,086) | 10,751 | 0.073 | 0.01 | 0.00 | 0.00 |
| Lexington (1,785) | 10,770 | 0.072 | 0.01 | 0.00 | 0.00 |
| Farmington (2,256) | 10,858 | 0.071 | 0.01 | 0.00 | 0.00 |
| Orion (1,659) | 10,914 | 0.070 | 0.01 | 0.00 | 0.00 |
| Bushnell (2,602) | 10,952 | 0.070 | 0.01 | 0.00 | 0.00 |
| Elmwood (1,773) | 10,982 | 0.069 | 0.01 | 0.00 | 0.00 |
| Merrionette Park (2,164) | 11,002 | 0.069 | 0.01 | 0.00 | 0.00 |
| Savanna (2,886) | 11,008 | 0.069 | 0.01 | 0.00 | 0.00 |
| Lakewood Shores (1,487) | 11,064 | 0.068 | 0.01 | 0.00 | 0.00 |
| Arthur (2,065) | 11,077 | 0.068 | 0.01 | 0.00 | 0.00 |
| Poplar Grove (1,368) | 11,084 | 0.068 | 0.01 | 0.00 | 0.00 |
| Chenoa (1,715) | 11,143 | 0.067 | 0.01 | 0.00 | 0.00 |
| Cambridge (1,971) | 11,149 | 0.067 | 0.01 | 0.00 | 0.00 |
| Atlanta (1,758) | 11,160 | 0.067 | 0.01 | 0.00 | 0.00 |
| Farmer City (1,887) | 11,161 | 0.067 | 0.01 | 0.00 | 0.00 |
| Sheridan (1,668) | 11,217 | 0.066 | 0.01 | 0.00 | 0.00 |
| Carthage (2,155) | 11,234 | 0.066 | 0.01 | 0.00 | 0.00 |
| Altamont (2,228) | 11,273 | 0.065 | 0.01 | 0.00 | 0.00 |
| Earlville (1,873) | 11,309 | 0.065 | 0.01 | 0.00 | 0.00 |
| Rome (1,776) | 11,368 | 0.064 | 0.01 | 0.00 | 0.00 |
| Petersburg (2,095) | 11,372 | 0.064 | 0.01 | 0.00 | 0.00 |
| Lacon (1,781) | 11,446 | 0.063 | 0.01 | 0.00 | 0.00 |
| Hodgkins (1,976) | 11,462 | 0.063 | 0.01 | 0.00 | 0.00 |
| Steeleville (2,035) | 11,504 | 0.062 | 0.01 | 0.00 | 0.00 |
| Girard (2,218) | 11,505 | 0.062 | 0.01 | 0.00 | 0.00 |
| Manito (1,679) | 11,537 | 0.062 | 0.01 | 0.00 | 0.00 |
| Christopher (2,790) | 11,549 | 0.061 | 0.01 | 0.00 | 0.00 |
| Mount Olive (1,992) | 11,551 | 0.061 | 0.01 | 0.00 | 0.00 |
| Lewistown (2,241) | 11,593 | 0.061 | 0.01 | 0.00 | 0.00 |
| Prophetstown (1,835) | 11,636 | 0.060 | 0.01 | 0.00 | 0.00 |
| North Pekin (1,657) | 11,647 | 0.060 | 0.01 | 0.00 | 0.00 |
| Fisher (1,634) | 11,656 | 0.060 | 0.01 | 0.00 | 0.00 |
| Long Creek (1,218) | 11,667 | 0.060 | 0.01 | 0.00 | 0.00 |
| Carrollton (2,258) | 11,676 | 0.060 | 0.01 | 0.00 | 0.00 |
| Moweaqua (1,688) | 11,701 | 0.059 | 0.01 | 0.00 | 0.00 |
| White Hall (2,514) | 11,766 | 0.059 | 0.01 | 0.00 | 0.00 |
| Hebron (1,423) | 11,793 | 0.058 | 0.01 | 0.00 | 0.00 |
| Bunker Hill (1,779) | 11,805 | 0.058 | 0.01 | 0.00 | 0.00 |
| Delavan (1,684) | 11,839 | 0.058 | 0.01 | 0.00 | 0.00 |
| Southern View (1,729) | 11,852 | 0.058 | 0.01 | 0.00 | 0.00 |
| Williamsville (1,300) | 11,874 | 0.057 | 0.01 | 0.00 | 0.00 |
| Gilman (1,778) | 11,908 | 0.057 | 0.01 | 0.00 | 0.00 |
| Virginia (1,798) | 11,957 | 0.056 | 0.01 | 0.00 | 0.00 |
| Bement (1,599) | 11,961 | 0.056 | 0.01 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Illinois - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|---------------|--------------|--------------|-------------|
| East Hazel Crest (1,476) | 12,013 | 0.056 | 0.01 | 0.00 | 0.00 |
| Nokomis (2,133) | 12,033 | 0.055 | 0.01 | 0.00 | 0.00 |
| Ashland (1,462) | 12,040 | 0.055 | 0.01 | 0.00 | 0.00 |
| New Berlin (1,513) | 12,045 | 0.055 | 0.01 | 0.00 | 0.00 |
| Erie (1,501) | 12,063 | 0.055 | 0.01 | 0.00 | 0.00 |
| Gridley (1,350) | 12,066 | 0.055 | 0.01 | 0.00 | 0.00 |
| Nauvoo (1,585) | 12,073 | 0.055 | 0.01 | 0.00 | 0.00 |
| Cairo (2,898) | 12,077 | 0.055 | 0.01 | 0.00 | 0.00 |
| Roodhouse (2,196) | 12,141 | 0.054 | 0.01 | 0.00 | 0.00 |
| Sidney (1,186) | 12,175 | 0.054 | 0.01 | 0.00 | 0.00 |
| Irving (2,484) | 12,188 | 0.054 | 0.01 | 0.00 | 0.00 |
| Gardner (1,411) | 12,281 | 0.053 | 0.01 | 0.00 | 0.00 |
| Forreston (1,640) | 12,282 | 0.053 | 0.01 | 0.00 | 0.00 |
| Carbon Cliff (1,663) | 12,297 | 0.052 | 0.01 | 0.00 | 0.00 |
| Stockton (1,656) | 12,320 | 0.052 | 0.01 | 0.00 | 0.00 |
| East Dubuque (1,694) | 12,321 | 0.052 | 0.01 | 0.00 | 0.00 |
| Marissa (1,865) | 12,341 | 0.052 | 0.01 | 0.00 | 0.00 |
| Oakwood (1,408) | 12,392 | 0.051 | 0.01 | 0.00 | 0.00 |
| Bridgeport (2,108) | 12,402 | 0.051 | 0.01 | 0.00 | 0.00 |
| Ina (2,368) | 12,426 | 0.051 | 0.01 | 0.00 | 0.00 |
| Mount Pulaski (1,487) | 12,449 | 0.051 | 0.01 | 0.00 | 0.00 |
| South Roxana (1,727) | 12,458 | 0.050 | 0.01 | 0.00 | 0.00 |
| Princeville (1,435) | 12,461 | 0.050 | 0.01 | 0.00 | 0.00 |
| Fairmont City (2,121) | 12,464 | 0.050 | 0.01 | 0.00 | 0.00 |
| Granville (1,375) | 12,487 | 0.050 | 0.01 | 0.00 | 0.00 |
| Maroa (1,364) | 12,519 | 0.050 | 0.01 | 0.00 | 0.00 |
| McLeansboro (2,533) | 12,572 | 0.049 | 0.01 | 0.00 | 0.00 |
| Phoenix (1,895) | 12,576 | 0.049 | 0.01 | 0.00 | 0.00 |
| Waterman (1,181) | 12,587 | 0.049 | 0.01 | 0.00 | 0.00 |
| Ashton (1,403) | 12,595 | 0.049 | 0.01 | 0.00 | 0.00 |
| Neoga (1,621) | 12,597 | 0.049 | 0.01 | 0.00 | 0.00 |
| Clifton (1,181) | 12,609 | 0.049 | 0.01 | 0.00 | 0.00 |
| Stillman Valley (1,189) | 12,615 | 0.049 | 0.01 | 0.00 | 0.00 |
| Roxana (1,433) | 12,621 | 0.049 | 0.01 | 0.00 | 0.00 |
| Minier (1,305) | 12,700 | 0.048 | 0.01 | 0.00 | 0.00 |
| Jonesboro (1,795) | 12,707 | 0.048 | 0.01 | 0.00 | 0.00 |
| Sesser (2,120) | 12,726 | 0.048 | 0.01 | 0.00 | 0.00 |
| Kincaid (1,535) | 12,740 | 0.048 | 0.01 | 0.00 | 0.00 |
| Danvers (1,026) | 12,759 | 0.047 | 0.01 | 0.00 | 0.00 |
| McCullom Lake (990) | 12,767 | 0.047 | 0.01 | 0.00 | 0.00 |
| De Pue (1,637) | 12,822 | 0.047 | 0.01 | 0.00 | 0.00 |
| Walnut (1,309) | 12,859 | 0.046 | 0.01 | 0.00 | 0.00 |
| Mount Carroll (1,510) | 12,862 | 0.046 | 0.01 | 0.00 | 0.00 |
| Ladd (1,277) | 12,877 | 0.046 | 0.01 | 0.00 | 0.00 |
| Germantown (1,100) | 12,879 | 0.046 | 0.01 | 0.00 | 0.00 |
| Ford Heights (2,985) | 12,886 | 0.046 | 0.01 | 0.00 | 0.00 |
| Albion (1,746) | 12,918 | 0.045 | 0.01 | 0.00 | 0.00 |
| Total 12,684,426 | | 587.31 | 100.0 | 40.07 | 5.69 |

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4.4 CITIES SORTED BY ZIPCODE - ILLINOIS

| Illinois - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Antioch (60002; 23,371) | 1,812 | 1.158 | 0.20 | 0.08 | 0.01 |
| Lake Catherine (60002; 1,490) | 10,628 | 0.074 | 0.01 | 0.01 | 0.00 |
| Channel Lake (60002; 1,785) | 10,250 | 0.080 | 0.01 | 0.01 | 0.00 |
| Arlington Heights (60004; 72,727) | 362 | 4.325 | 0.74 | 0.30 | 0.04 |
| Rolling Meadows (60008; 22,235) | 1,810 | 1.161 | 0.20 | 0.08 | 0.01 |
| Elk Grove Village (60009; 32,424) | 1,196 | 1.767 | 0.30 | 0.12 | 0.02 |
| Tower Lakes (60010; 1,390) | 7,474 | 0.159 | 0.03 | 0.01 | 0.00 |
| Barrington (60010; 10,170) | 2,697 | 0.741 | 0.13 | 0.05 | 0.01 |
| Inverness (60010; 7,861) | 2,140 | 0.977 | 0.17 | 0.07 | 0.01 |
| North Barrington (60010; 4,181) | 3,528 | 0.536 | 0.09 | 0.04 | 0.01 |
| Deer Park (60010; 3,411) | 4,000 | 0.447 | 0.08 | 0.03 | 0.00 |
| Lake Barrington (60010; 5,961) | 3,411 | 0.559 | 0.10 | 0.04 | 0.01 |
| South Barrington (60010; 4,433) | 2,966 | 0.664 | 0.11 | 0.05 | 0.01 |
| Crystal Lake (60012; 49,055) | 637 | 2.877 | 0.49 | 0.20 | 0.03 |
| Cary (60013; 32,749) | 907 | 2.206 | 0.38 | 0.15 | 0.02 |
| Oakwood Hills (60013; 2,749) | 7,348 | 0.164 | 0.03 | 0.01 | 0.00 |
| Deerfield (60015; 22,811) | 949 | 2.145 | 0.37 | 0.15 | 0.02 |
| Riverwoods (60015; 4,887) | 2,901 | 0.681 | 0.12 | 0.05 | 0.01 |
| Bannockburn (60015; 2,249) | 5,266 | 0.297 | 0.05 | 0.02 | 0.00 |
| Des Plaines (60019; 49,438) | 837 | 2.326 | 0.40 | 0.16 | 0.02 |
| Rosemont (60019; 3,665) | 8,908 | 0.111 | 0.02 | 0.01 | 0.00 |
| Fox Lake (60020; 14,959) | 3,184 | 0.611 | 0.10 | 0.04 | 0.01 |
| Fox River Grove (60021; 5,820) | 4,838 | 0.339 | 0.06 | 0.02 | 0.00 |
| Glencoe (60022; 9,483) | 1,558 | 1.368 | 0.23 | 0.09 | 0.01 |
| Glenview (60025; 54,245) | 432 | 3.841 | 0.65 | 0.26 | 0.04 |
| Grayslake (60030; 27,679) | 1,189 | 1.776 | 0.30 | 0.12 | 0.02 |
| Gages Lake (60030; 10,415) | 3,006 | 0.655 | 0.11 | 0.04 | 0.01 |
| Grandwood Park (60031; 4,521) | 5,407 | 0.284 | 0.05 | 0.02 | 0.00 |
| Gurnee (60031; 37,095) | 788 | 2.464 | 0.42 | 0.17 | 0.02 |
| Harvard (60033; 12,012) | 3,874 | 0.467 | 0.08 | 0.03 | 0.00 |
| Hebron (60034; 1,423) | 11,793 | 0.058 | 0.01 | 0.00 | 0.00 |
| Highland Park (60037; 30,755) | 688 | 2.724 | 0.46 | 0.19 | 0.03 |
| Highwood (60040; 4,143) | 7,555 | 0.156 | 0.03 | 0.01 | 0.00 |
| Long Lake (60041; 3,356) | 7,252 | 0.168 | 0.03 | 0.01 | 0.00 |
| Island Lake (60042; 9,285) | 3,630 | 0.517 | 0.09 | 0.04 | 0.01 |
| Kenilworth (60043; 2,347) | 4,255 | 0.412 | 0.07 | 0.03 | 0.00 |
| Lake Bluff (60044; 6,792) | 2,898 | 0.682 | 0.12 | 0.05 | 0.01 |
| Lake Forest (60045; 23,739) | 647 | 2.841 | 0.48 | 0.19 | 0.03 |
| Green Oaks (60045; 4,951) | 3,437 | 0.555 | 0.09 | 0.04 | 0.01 |
| Third Lake (60046; 1,556) | 8,210 | 0.132 | 0.02 | 0.01 | 0.00 |
| Fox Lake Hills (60046; 2,561) | 7,556 | 0.156 | 0.03 | 0.01 | 0.00 |
| Lindenhurst (60046; 21,546) | 1,509 | 1.414 | 0.24 | 0.10 | 0.01 |
| Venetian Village (60046; 3,082) | 7,550 | 0.156 | 0.03 | 0.01 | 0.00 |
| Lake Villa (60046; 23,504) | 1,594 | 1.342 | 0.23 | 0.09 | 0.01 |
| Lake Zurich (60047; 23,475) | 1,224 | 1.732 | 0.29 | 0.12 | 0.02 |
| Hawthorn Woods (60047; 9,854) | 1,835 | 1.147 | 0.20 | 0.08 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Illinois - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Forest Lake (60047; 1,530) | 9,134 | 0.105 | 0.02 | 0.01 | 0.00 |
| Kildeer (60047; 6,030) | 2,753 | 0.727 | 0.12 | 0.05 | 0.01 |
| Johnsburg (60050; 9,230) | 3,370 | 0.566 | 0.10 | 0.04 | 0.01 |
| McCullom Lake (60050; 990) | 12,767 | 0.047 | 0.01 | 0.00 | 0.00 |
| Pistakee Highlands (60050; 3,812) | 6,930 | 0.184 | 0.03 | 0.01 | 0.00 |
| Lakemoor (60051; 24,289) | 1,762 | 1.198 | 0.20 | 0.08 | 0.01 |
| Morton Grove (60053; 22,182) | 1,712 | 1.236 | 0.21 | 0.08 | 0.01 |
| Mount Prospect (60056; 51,475) | 740 | 2.581 | 0.44 | 0.18 | 0.02 |
| Mundelein (60060; 38,340) | 833 | 2.342 | 0.40 | 0.16 | 0.02 |
| Long Grove (60060; 11,420) | 1,441 | 1.484 | 0.25 | 0.10 | 0.01 |
| Vernon Hills (60061; 37,072) | 843 | 2.318 | 0.39 | 0.16 | 0.02 |
| North Chicago (60064; 26,418) | 2,310 | 0.885 | 0.15 | 0.06 | 0.01 |
| Northbrook (60065; 36,624) | 575 | 3.073 | 0.52 | 0.21 | 0.03 |
| Park Ridge (60068; 35,429) | 866 | 2.273 | 0.39 | 0.16 | 0.02 |
| Lincolnshire (60069; 8,095) | 2,180 | 0.953 | 0.16 | 0.07 | 0.01 |
| Wheeling (60070; 44,537) | 931 | 2.168 | 0.37 | 0.15 | 0.02 |
| Prospect Heights (60070; 15,053) | 2,724 | 0.735 | 0.13 | 0.05 | 0.01 |
| Richmond (60071; 8,691) | 4,335 | 0.399 | 0.07 | 0.03 | 0.00 |
| Hainesville (60073; 21,040) | 1,643 | 1.291 | 0.22 | 0.09 | 0.01 |
| Round Lake Heights (60073; 13,131) | 3,101 | 0.630 | 0.11 | 0.04 | 0.01 |
| Round Lake Beach (60073; 36,631) | 1,087 | 1.907 | 0.32 | 0.13 | 0.02 |
| Round Lake (60073; 109,955) | 251 | 5.599 | 0.95 | 0.38 | 0.05 |
| Round Lake Park (60073; 6,717) | 5,647 | 0.265 | 0.05 | 0.02 | 0.00 |
| Skokie (60076; 65,903) | 519 | 3.317 | 0.56 | 0.23 | 0.03 |
| Waukegan (60079; 103,635) | 429 | 3.848 | 0.66 | 0.26 | 0.04 |
| Spring Grove (60081; 11,458) | 2,499 | 0.809 | 0.14 | 0.06 | 0.01 |
| Wadsworth (60083; 5,582) | 4,153 | 0.425 | 0.07 | 0.03 | 0.00 |
| Wauconda (60084; 12,343) | 3,118 | 0.626 | 0.11 | 0.04 | 0.01 |
| Park City (60085; 7,238) | 6,087 | 0.232 | 0.04 | 0.02 | 0.00 |
| Beach Park (60087; 21,020) | 2,024 | 1.043 | 0.18 | 0.07 | 0.01 |
| Buffalo Grove (60089; 43,933) | 565 | 3.103 | 0.53 | 0.21 | 0.03 |
| Wilmette (60091; 25,510) | 814 | 2.389 | 0.41 | 0.16 | 0.02 |
| Libertyville (60092; 24,652) | 1,073 | 1.921 | 0.33 | 0.13 | 0.02 |
| Northfield (60093; 6,183) | 3,726 | 0.495 | 0.08 | 0.03 | 0.00 |
| Winnetka (60093; 12,623) | 1,132 | 1.854 | 0.32 | 0.13 | 0.02 |
| Palatine (60095; 69,229) | 431 | 3.845 | 0.65 | 0.26 | 0.04 |
| Winthrop Harbor (60096; 7,927) | 4,080 | 0.437 | 0.07 | 0.03 | 0.00 |
| Wonder Lake (60097; 4,429) | 6,080 | 0.232 | 0.04 | 0.02 | 0.00 |
| Woodstock (60098; 26,407) | 1,904 | 1.109 | 0.19 | 0.08 | 0.01 |
| Zion (60099; 28,122) | 1,870 | 1.128 | 0.19 | 0.08 | 0.01 |
| Addison (60101; 40,593) | 1,071 | 1.926 | 0.33 | 0.13 | 0.02 |
| Barrington Hills (60102; 5,267) | 2,940 | 0.671 | 0.11 | 0.05 | 0.01 |
| Lake in the Hills (60102; 51,117) | 528 | 3.287 | 0.56 | 0.22 | 0.03 |
| Bartlett (60103; 41,155) | 636 | 2.878 | 0.49 | 0.20 | 0.03 |
| Bellwood (60104; 17,587) | 2,479 | 0.815 | 0.14 | 0.06 | 0.01 |

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Illinois - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Bensenville (60106; 20,287) | 2,146 | 0.973 | 0.17 | 0.07 | 0.01 |
| Streamwood (60107; 39,397) | 882 | 2.249 | 0.38 | 0.15 | 0.02 |
| Hanover Park (60108; 34,870) | 1,116 | 1.877 | 0.32 | 0.13 | 0.02 |
| Carpentersville (60110; 58,517) | 661 | 2.799 | 0.48 | 0.19 | 0.03 |
| Cortland (60112; 7,666) | 4,689 | 0.355 | 0.06 | 0.02 | 0.00 |
| DeKalb (60115; 50,027) | 1,386 | 1.543 | 0.26 | 0.11 | 0.01 |
| Bloomington (60117; 22,634) | 1,597 | 1.337 | 0.23 | 0.09 | 0.01 |
| West Dundee (60118; 19,016) | 2,023 | 1.043 | 0.18 | 0.07 | 0.01 |
| East Dundee (60118; 3,845) | 6,485 | 0.206 | 0.04 | 0.01 | 0.00 |
| Sleepy Hollow (60118; 4,205) | 4,868 | 0.337 | 0.06 | 0.02 | 0.00 |
| Elburn (60119; 9,938) | 3,259 | 0.591 | 0.10 | 0.04 | 0.01 |
| Carol Stream (60122; 39,786) | 872 | 2.265 | 0.39 | 0.15 | 0.02 |
| Elgin (60122; 108,389) | 296 | 5.001 | 0.85 | 0.34 | 0.05 |
| Elmhurst (60126; 49,459) | 590 | 3.028 | 0.52 | 0.21 | 0.03 |
| Schiller Park (60131; 11,378) | 4,224 | 0.415 | 0.07 | 0.03 | 0.00 |
| Geneva (60134; 37,075) | 769 | 2.514 | 0.43 | 0.17 | 0.02 |
| Genoa (60135; 6,103) | 5,737 | 0.258 | 0.04 | 0.02 | 0.00 |
| Gilberts (60136; 158,776) | 85 | 12.234 | 2.08 | 0.83 | 0.12 |
| Glendale Heights (60137; 35,764) | 1,201 | 1.766 | 0.30 | 0.12 | 0.02 |
| Glen Ellyn (60138; 27,872) | 1,148 | 1.830 | 0.31 | 0.12 | 0.02 |
| Hampshire (60140; 9,210) | 3,844 | 0.473 | 0.08 | 0.03 | 0.00 |
| Huntley (60142; 273,742) | 67 | 14.516 | 2.47 | 0.99 | 0.14 |
| Itasca (60143; 8,843) | 3,496 | 0.544 | 0.09 | 0.04 | 0.01 |
| Kirkland (60146; 2,865) | 8,771 | 0.115 | 0.02 | 0.01 | 0.00 |
| Lombard (60148; 44,938) | 823 | 2.366 | 0.40 | 0.16 | 0.02 |
| Marengo (60152; 10,583) | 3,886 | 0.466 | 0.08 | 0.03 | 0.00 |
| Broadview (60153; 7,079) | 5,277 | 0.296 | 0.05 | 0.02 | 0.00 |
| Westchester (60154; 15,077) | 2,575 | 0.779 | 0.13 | 0.05 | 0.01 |
| Maywood (60155; 23,510) | 2,355 | 0.865 | 0.15 | 0.06 | 0.01 |
| Algonquin (60156; 50,372) | 480 | 3.523 | 0.60 | 0.24 | 0.03 |
| Melrose Park (60160; 21,463) | 2,618 | 0.766 | 0.13 | 0.05 | 0.01 |
| Hillside (60162; 7,040) | 5,081 | 0.314 | 0.05 | 0.02 | 0.00 |
| Berkeley (60163; 4,550) | 6,020 | 0.235 | 0.04 | 0.02 | 0.00 |
| Northlake (60164; 10,342) | 4,054 | 0.439 | 0.07 | 0.03 | 0.00 |
| Stone Park (60165; 4,467) | 7,565 | 0.156 | 0.03 | 0.01 | 0.00 |
| River Grove (60171; 9,250) | 4,975 | 0.325 | 0.06 | 0.02 | 0.00 |
| Roselle (60172; 24,147) | 1,540 | 1.382 | 0.24 | 0.09 | 0.01 |
| Hoffman Estates (60173; 50,877) | 615 | 2.942 | 0.50 | 0.20 | 0.03 |
| St. Charles (60174; 49,127) | 597 | 2.992 | 0.51 | 0.20 | 0.03 |
| South Elgin (60177; 44,432) | 732 | 2.624 | 0.45 | 0.18 | 0.03 |
| Sycamore (60178; 22,209) | 2,079 | 1.011 | 0.17 | 0.07 | 0.01 |
| Schaumburg (60179; 67,564) | 460 | 3.611 | 0.61 | 0.25 | 0.03 |
| Villa Park (60181; 25,127) | 1,722 | 1.228 | 0.21 | 0.08 | 0.01 |
| Oakbrook Terrace (60181; 2,148) | 8,907 | 0.111 | 0.02 | 0.01 | 0.00 |
| Wayne (60184; 2,939) | 5,253 | 0.297 | 0.05 | 0.02 | 0.00 |

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Illinois - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| West Chicago (60185; 35,741) | 1,033 | 1.988 | 0.34 | 0.14 | 0.02 |
| Wheaton (60188; 53,670) | 494 | 3.455 | 0.59 | 0.24 | 0.03 |
| Winfield (60190; 13,098) | 2,052 | 1.023 | 0.17 | 0.07 | 0.01 |
| Evanston (60201; 76,621) | 434 | 3.786 | 0.64 | 0.26 | 0.04 |
| McHenry (60296; 33,354) | 1,314 | 1.631 | 0.28 | 0.11 | 0.02 |
| Oak Park (60303; 46,684) | 802 | 2.423 | 0.41 | 0.17 | 0.02 |
| River Forest (60305; 10,604) | 2,450 | 0.830 | 0.14 | 0.06 | 0.01 |
| Franklin Park (60398; 16,649) | 2,900 | 0.682 | 0.12 | 0.05 | 0.01 |
| Forest Park (60398; 14,005) | 3,513 | 0.542 | 0.09 | 0.04 | 0.01 |
| Wood Dale (60399; 12,951) | 3,018 | 0.653 | 0.11 | 0.04 | 0.01 |
| Beecher (60401; 5,372) | 5,936 | 0.242 | 0.04 | 0.02 | 0.00 |
| Berwyn (60402; 46,439) | 1,179 | 1.785 | 0.30 | 0.12 | 0.02 |
| Stickney (60402; 5,418) | 6,547 | 0.203 | 0.03 | 0.01 | 0.00 |
| Braidwood (60408; 8,978) | 4,135 | 0.428 | 0.07 | 0.03 | 0.00 |
| Calumet City (60409; 35,598) | 1,742 | 1.215 | 0.21 | 0.08 | 0.01 |
| Minooka (60410; 26,218) | 1,226 | 1.730 | 0.29 | 0.12 | 0.02 |
| Channahon (60410; 37,477) | 822 | 2.366 | 0.40 | 0.16 | 0.02 |
| Lynwood (60411; 8,402) | 4,209 | 0.417 | 0.07 | 0.03 | 0.00 |
| Sauk Village (60411; 10,744) | 4,039 | 0.440 | 0.07 | 0.03 | 0.00 |
| Ford Heights (60411; 2,985) | 12,886 | 0.046 | 0.01 | 0.00 | 0.00 |
| Chicago Heights (60412; 28,653) | 2,225 | 0.929 | 0.16 | 0.06 | 0.01 |
| Chicago Ridge (60415; 12,607) | 3,769 | 0.488 | 0.08 | 0.03 | 0.00 |
| Coal City (60416; 5,591) | 5,775 | 0.255 | 0.04 | 0.02 | 0.00 |
| Diamond (60416; 4,490) | 7,151 | 0.172 | 0.03 | 0.01 | 0.00 |
| Crete (60417; 13,115) | 2,578 | 0.778 | 0.13 | 0.05 | 0.01 |
| Dolton (60419; 22,393) | 2,198 | 0.943 | 0.16 | 0.06 | 0.01 |
| Dwight (60420; 4,361) | 7,630 | 0.153 | 0.03 | 0.01 | 0.00 |
| Elwood (60421; 4,770) | 6,226 | 0.222 | 0.04 | 0.02 | 0.00 |
| Flossmoor (60422; 9,645) | 2,530 | 0.797 | 0.14 | 0.05 | 0.01 |
| Frankfort Square (60423; 7,766) | 3,842 | 0.473 | 0.08 | 0.03 | 0.00 |
| Frankfort (60423; 41,290) | 594 | 3.008 | 0.51 | 0.21 | 0.03 |
| Gardner (60424; 1,411) | 12,281 | 0.053 | 0.01 | 0.00 | 0.00 |
| Glenwood (60425; 7,836) | 4,564 | 0.370 | 0.06 | 0.03 | 0.00 |
| Harvey (60426; 26,331) | 2,709 | 0.738 | 0.13 | 0.05 | 0.01 |
| Markham (60426; 11,551) | 4,182 | 0.421 | 0.07 | 0.03 | 0.00 |
| Dixmoor (60426; 3,584) | 10,076 | 0.084 | 0.01 | 0.01 | 0.00 |
| Phoenix (60426; 1,895) | 12,576 | 0.049 | 0.01 | 0.00 | 0.00 |
| Hazel Crest (60429; 13,783) | 3,179 | 0.611 | 0.10 | 0.04 | 0.01 |
| East Hazel Crest (60429; 1,476) | 12,013 | 0.056 | 0.01 | 0.00 | 0.00 |
| Homewood (60430; 17,878) | 2,288 | 0.897 | 0.15 | 0.06 | 0.01 |
| Ingalls Park (60433; 3,082) | 8,637 | 0.119 | 0.02 | 0.01 | 0.00 |
| Preston Heights (60433; 2,527) | 9,618 | 0.094 | 0.02 | 0.01 | 0.00 |
| Crystal Lawns (60435; 2,933) | 8,037 | 0.138 | 0.02 | 0.01 | 0.00 |
| Crest Hill (60435; 44,546) | 1,193 | 1.770 | 0.30 | 0.12 | 0.02 |
| Shorewood (60435; 32,061) | 935 | 2.161 | 0.37 | 0.15 | 0.02 |

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Illinois - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Rockdale (60436; 2,277) | 10,290 | 0.080 | 0.01 | 0.01 | 0.00 |
| Joliet (60436; 234,609) | 112 | 9.828 | 1.67 | 0.67 | 0.10 |
| Lansing (60438; 25,400) | 1,996 | 1.059 | 0.18 | 0.07 | 0.01 |
| Bolingbrook (60440; 107,676) | 202 | 6.408 | 1.09 | 0.44 | 0.06 |
| Lemont (60440; 20,462) | 1,675 | 1.266 | 0.22 | 0.09 | 0.01 |
| Goodings Grove (60441; 17,084) | 1,676 | 1.266 | 0.22 | 0.09 | 0.01 |
| Fairmont (60441; 2,563) | 9,696 | 0.092 | 0.02 | 0.01 | 0.00 |
| Romeoville (60441; 159,037) | 137 | 8.472 | 1.44 | 0.58 | 0.08 |
| Lockport (60441; 51,217) | 714 | 2.658 | 0.45 | 0.18 | 0.03 |
| Manhattan (60442; 10,581) | 3,639 | 0.516 | 0.09 | 0.04 | 0.00 |
| Matteson (60443; 21,447) | 1,880 | 1.121 | 0.19 | 0.08 | 0.01 |
| Crestwood (60445; 11,255) | 3,970 | 0.452 | 0.08 | 0.03 | 0.00 |
| Midlothian (60445; 13,366) | 3,274 | 0.586 | 0.10 | 0.04 | 0.01 |
| Monee (60449; 15,943) | 2,465 | 0.820 | 0.14 | 0.06 | 0.01 |
| Morris (60450; 14,282) | 3,402 | 0.560 | 0.10 | 0.04 | 0.01 |
| Mokena (60451; 24,040) | 1,358 | 1.575 | 0.27 | 0.11 | 0.02 |
| New Lenox (60451; 45,928) | 687 | 2.727 | 0.46 | 0.19 | 0.03 |
| Oak Forest (60452; 28,162) | 1,442 | 1.484 | 0.25 | 0.10 | 0.01 |
| Oak Lawn (60455; 51,380) | 950 | 2.144 | 0.37 | 0.15 | 0.02 |
| Bridgeview (60455; 14,262) | 3,574 | 0.526 | 0.09 | 0.04 | 0.01 |
| Hometown (60456; 3,810) | 8,205 | 0.132 | 0.02 | 0.01 | 0.00 |
| Hickory Hills (60457; 12,849) | 3,152 | 0.617 | 0.11 | 0.04 | 0.01 |
| Justice (60458; 14,106) | 3,136 | 0.622 | 0.11 | 0.04 | 0.01 |
| Burbank (60459; 27,245) | 1,783 | 1.180 | 0.20 | 0.08 | 0.01 |
| Olympia Fields (60461; 4,545) | 4,500 | 0.378 | 0.06 | 0.03 | 0.00 |
| Orland Park (60462; 67,675) | 407 | 4.011 | 0.68 | 0.27 | 0.04 |
| Palos Heights (60463; 16,784) | 2,044 | 1.029 | 0.18 | 0.07 | 0.01 |
| Palos Park (60464; 4,975) | 4,809 | 0.342 | 0.06 | 0.02 | 0.00 |
| Palos Hills (60465; 16,628) | 2,628 | 0.763 | 0.13 | 0.05 | 0.01 |
| University Park (60466; 13,141) | 3,290 | 0.584 | 0.10 | 0.04 | 0.01 |
| Park Forest (60466; 22,364) | 2,214 | 0.933 | 0.16 | 0.06 | 0.01 |
| Peotone (60468; 5,719) | 5,421 | 0.283 | 0.05 | 0.02 | 0.00 |
| Posen (60469; 5,345) | 6,083 | 0.232 | 0.04 | 0.02 | 0.00 |
| Richton Park (60471; 13,991) | 3,252 | 0.593 | 0.10 | 0.04 | 0.01 |
| Robbins (60472; 5,873) | 8,461 | 0.124 | 0.02 | 0.01 | 0.00 |
| South Holland (60473; 20,516) | 1,958 | 1.084 | 0.18 | 0.07 | 0.01 |
| Steger (60475; 11,944) | 3,963 | 0.453 | 0.08 | 0.03 | 0.00 |
| South Chicago Heights (60475; 3,738) | 8,267 | 0.130 | 0.02 | 0.01 | 0.00 |
| Thornton (60476; 2,211) | 9,741 | 0.091 | 0.02 | 0.01 | 0.00 |
| Orland Hills (60477; 9,330) | 3,681 | 0.506 | 0.09 | 0.03 | 0.00 |
| Tinley Park (60477; 88,521) | 322 | 4.787 | 0.81 | 0.33 | 0.05 |
| Country Club Hills (60478; 16,627) | 2,420 | 0.842 | 0.14 | 0.06 | 0.01 |
| Willow Springs (60480; 10,392) | 3,552 | 0.532 | 0.09 | 0.04 | 0.01 |
| Lakewood Shores (60481; 1,487) | 11,064 | 0.068 | 0.01 | 0.00 | 0.00 |
| Wilmington (60481; 8,312) | 4,909 | 0.333 | 0.06 | 0.02 | 0.00 |

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Illinois - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Worth (60482; 9,782) | 4,599 | 0.367 | 0.06 | 0.03 | 0.00 |
| Summit (60501; 9,690) | 4,987 | 0.324 | 0.06 | 0.02 | 0.00 |
| Batavia (60510; 38,507) | 842 | 2.319 | 0.39 | 0.16 | 0.02 |
| Brookfield (60513; 17,526) | 2,500 | 0.809 | 0.14 | 0.06 | 0.01 |
| Willowbrook (60514; 8,895) | 4,021 | 0.443 | 0.08 | 0.03 | 0.00 |
| Clarendon Hills (60514; 10,547) | 2,563 | 0.784 | 0.13 | 0.05 | 0.01 |
| Downers Grove (60516; 51,098) | 617 | 2.937 | 0.50 | 0.20 | 0.03 |
| Woodridge (60517; 44,810) | 801 | 2.435 | 0.41 | 0.17 | 0.02 |
| Earlville (60518; 1,873) | 11,309 | 0.065 | 0.01 | 0.00 | 0.00 |
| Hinckley (60520; 2,184) | 8,920 | 0.111 | 0.02 | 0.01 | 0.00 |
| Hinsdale (60521; 18,492) | 1,258 | 1.696 | 0.29 | 0.12 | 0.02 |
| Oak Brook (60523; 9,492) | 1,732 | 1.220 | 0.21 | 0.08 | 0.01 |
| Countryside (60525; 5,458) | 6,291 | 0.218 | 0.04 | 0.01 | 0.00 |
| Hodgkins (60525; 1,976) | 11,462 | 0.063 | 0.01 | 0.00 | 0.00 |
| La Grange (60525; 15,417) | 1,953 | 1.086 | 0.18 | 0.07 | 0.01 |
| Indian Head Park (60525; 3,713) | 6,494 | 0.206 | 0.04 | 0.01 | 0.00 |
| La Grange Park (60526; 11,626) | 3,220 | 0.601 | 0.10 | 0.04 | 0.01 |
| Burr Ridge (60527; 12,173) | 1,538 | 1.383 | 0.24 | 0.09 | 0.01 |
| Lisle (60532; 26,136) | 1,415 | 1.509 | 0.26 | 0.10 | 0.01 |
| Lyons (60534; 11,187) | 4,092 | 0.435 | 0.07 | 0.03 | 0.00 |
| Boulder Hill (60538; 8,169) | 4,123 | 0.430 | 0.07 | 0.03 | 0.00 |
| Montgomery (60538; 73,106) | 532 | 3.272 | 0.56 | 0.22 | 0.03 |
| North Aurora (60542; 29,497) | 1,408 | 1.515 | 0.26 | 0.10 | 0.01 |
| Oswego (60543; 81,369) | 286 | 5.103 | 0.87 | 0.35 | 0.05 |
| Plano (60545; 6,567) | 5,597 | 0.268 | 0.05 | 0.02 | 0.00 |
| North Riverside (60546; 5,801) | 6,214 | 0.223 | 0.04 | 0.02 | 0.00 |
| Riverside (60546; 7,685) | 4,073 | 0.438 | 0.07 | 0.03 | 0.00 |
| Sandwich (60548; 7,975) | 4,727 | 0.351 | 0.06 | 0.02 | 0.00 |
| Sheridan (60551; 1,668) | 11,217 | 0.066 | 0.01 | 0.00 | 0.00 |
| Somonauk (60552; 2,272) | 9,753 | 0.090 | 0.02 | 0.01 | 0.00 |
| Sugar Grove (60554; 54,128) | 462 | 3.601 | 0.61 | 0.25 | 0.03 |
| Warrenville (60555; 13,095) | 2,788 | 0.717 | 0.12 | 0.05 | 0.01 |
| Waterman (60556; 1,181) | 12,587 | 0.049 | 0.01 | 0.00 | 0.00 |
| Western Springs (60558; 12,789) | 1,902 | 1.109 | 0.19 | 0.08 | 0.01 |
| Yorkville (60560; 35,174) | 1,126 | 1.863 | 0.32 | 0.13 | 0.02 |
| Westmont (60561; 25,648) | 1,817 | 1.157 | 0.20 | 0.08 | 0.01 |
| Darien (60561; 23,130) | 1,404 | 1.518 | 0.26 | 0.10 | 0.01 |
| Naperville (60564; 182,442) | 69 | 14.205 | 2.42 | 0.97 | 0.14 |
| Aurora (60572; 263,445) | 81 | 12.677 | 2.16 | 0.86 | 0.12 |
| Plainfield (60586; 166,399) | 91 | 11.793 | 2.01 | 0.80 | 0.11 |
| Burnham (60633; 3,908) | 8,157 | 0.134 | 0.02 | 0.01 | 0.00 |
| Harwood Heights (60634; 8,136) | 5,131 | 0.309 | 0.05 | 0.02 | 0.00 |
| Chicago (60682; 2,760,435) | 3 | 93.520 | 15.92 | 6.38 | 0.91 |
| Norridge (60706; 12,963) | 3,500 | 0.543 | 0.09 | 0.04 | 0.01 |
| Elmwood Park (60707; 22,500) | 2,211 | 0.934 | 0.16 | 0.06 | 0.01 |

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Illinois - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Lincolnwood (60712; 11,355) | 2,817 | 0.709 | 0.12 | 0.05 | 0.01 |
| Niles (60714; 28,304) | 1,748 | 1.207 | 0.21 | 0.08 | 0.01 |
| Alsip (60803; 17,832) | 2,675 | 0.750 | 0.13 | 0.05 | 0.01 |
| Merrionette Park (60803; 2,164) | 11,002 | 0.069 | 0.01 | 0.00 | 0.00 |
| Cicero (60804; 76,080) | 755 | 2.539 | 0.43 | 0.17 | 0.02 |
| Evergreen Park (60805; 18,050) | 2,406 | 0.847 | 0.14 | 0.06 | 0.01 |
| Riverdale (60827; 13,891) | 3,882 | 0.467 | 0.08 | 0.03 | 0.00 |
| Blue Island (60827; 21,723) | 2,862 | 0.696 | 0.12 | 0.05 | 0.01 |
| Calumet Park (60827; 7,352) | 5,317 | 0.292 | 0.05 | 0.02 | 0.00 |
| Kankakee (60901; 25,564) | 2,896 | 0.683 | 0.12 | 0.05 | 0.01 |
| Bourbonnais (60914; 21,532) | 2,219 | 0.932 | 0.16 | 0.06 | 0.01 |
| Bradley (60915; 16,392) | 3,223 | 0.600 | 0.10 | 0.04 | 0.01 |
| Clifton (60927; 1,181) | 12,609 | 0.049 | 0.01 | 0.00 | 0.00 |
| Gibson (60936; 3,123) | 9,690 | 0.092 | 0.02 | 0.01 | 0.00 |
| Gilman (60938; 1,778) | 11,908 | 0.057 | 0.01 | 0.00 | 0.00 |
| Grant Park (60940; 2,121) | 9,494 | 0.097 | 0.02 | 0.01 | 0.00 |
| Herscher (60941; 1,721) | 10,732 | 0.073 | 0.01 | 0.00 | 0.00 |
| Hoopeston (60942; 5,370) | 7,695 | 0.150 | 0.03 | 0.01 | 0.00 |
| Manteno (60950; 10,133) | 4,108 | 0.432 | 0.07 | 0.03 | 0.00 |
| Momence (60954; 2,901) | 9,513 | 0.096 | 0.02 | 0.01 | 0.00 |
| Paxton (60957; 4,508) | 7,718 | 0.149 | 0.03 | 0.01 | 0.00 |
| Watseka (60970; 5,210) | 8,013 | 0.139 | 0.02 | 0.01 | 0.00 |
| Ashton (61006; 1,403) | 12,595 | 0.049 | 0.01 | 0.00 | 0.00 |
| Belvidere (61008; 35,535) | 1,602 | 1.326 | 0.23 | 0.09 | 0.01 |
| Byron (61010; 5,770) | 6,857 | 0.187 | 0.03 | 0.01 | 0.00 |
| Cherry Valley (61016; 2,316) | 8,558 | 0.122 | 0.02 | 0.01 | 0.00 |
| Lake Summerset (61019; 2,061) | 9,023 | 0.108 | 0.02 | 0.01 | 0.00 |
| Dixon (61021; 14,059) | 4,037 | 0.440 | 0.07 | 0.03 | 0.00 |
| East Dubuque (61025; 1,694) | 12,321 | 0.052 | 0.01 | 0.00 | 0.00 |
| Forreston (61030; 1,640) | 12,282 | 0.053 | 0.01 | 0.00 | 0.00 |
| Freeport (61032; 23,886) | 2,695 | 0.742 | 0.13 | 0.05 | 0.01 |
| Galena (61036; 3,405) | 9,024 | 0.108 | 0.02 | 0.01 | 0.00 |
| Lena (61048; 2,751) | 9,516 | 0.096 | 0.02 | 0.01 | 0.00 |
| Mount Carroll (61053; 1,510) | 12,862 | 0.046 | 0.01 | 0.00 | 0.00 |
| Mount Morris (61054; 3,123) | 8,845 | 0.113 | 0.02 | 0.01 | 0.00 |
| Oregon (61061; 4,464) | 8,084 | 0.136 | 0.02 | 0.01 | 0.00 |
| Pecatonica (61063; 2,647) | 8,961 | 0.110 | 0.02 | 0.01 | 0.00 |
| Polo (61064; 2,567) | 9,893 | 0.087 | 0.01 | 0.01 | 0.00 |
| Poplar Grove (61065; 1,368) | 11,084 | 0.068 | 0.01 | 0.00 | 0.00 |
| Hillcrest (61068; 1,790) | 10,409 | 0.078 | 0.01 | 0.01 | 0.00 |
| Rochelle (61068; 10,322) | 4,797 | 0.344 | 0.06 | 0.02 | 0.00 |
| Rock Falls (61071; 9,087) | 5,513 | 0.275 | 0.05 | 0.02 | 0.00 |
| Rockton (61072; 5,643) | 5,415 | 0.284 | 0.05 | 0.02 | 0.00 |
| Roscoe (61073; 6,653) | 4,780 | 0.346 | 0.06 | 0.02 | 0.00 |
| Savanna (61074; 2,886) | 11,008 | 0.069 | 0.01 | 0.00 | 0.00 |

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Illinois - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| South Beloit (61080; 5,552) | 7,131 | 0.173 | 0.03 | 0.01 | 0.00 |
| Sterling (61081; 15,454) | 3,662 | 0.511 | 0.09 | 0.03 | 0.00 |
| Stillman Valley (61084; 1,189) | 12,615 | 0.049 | 0.01 | 0.00 | 0.00 |
| Stockton (61085; 1,656) | 12,320 | 0.052 | 0.01 | 0.00 | 0.00 |
| Winnebago (61088; 3,175) | 7,284 | 0.167 | 0.03 | 0.01 | 0.00 |
| Rockford (61103; 159,887) | 274 | 5.282 | 0.90 | 0.36 | 0.05 |
| Machesney Park (61111; 23,537) | 2,101 | 0.997 | 0.17 | 0.07 | 0.01 |
| Loves Park (61130; 32,207) | 1,657 | 1.278 | 0.22 | 0.09 | 0.01 |
| Aledo (61231; 3,399) | 9,373 | 0.100 | 0.02 | 0.01 | 0.00 |
| Cambridge (61238; 1,971) | 11,149 | 0.067 | 0.01 | 0.00 | 0.00 |
| Carbon Cliff (61239; 1,663) | 12,297 | 0.052 | 0.01 | 0.00 | 0.00 |
| Coal Valley (61240; 4,781) | 6,486 | 0.206 | 0.04 | 0.01 | 0.00 |
| Colona (61241; 5,296) | 6,747 | 0.193 | 0.03 | 0.01 | 0.00 |
| East Moline (61244; 23,614) | 2,693 | 0.742 | 0.13 | 0.05 | 0.01 |
| Erie (61250; 1,501) | 12,063 | 0.055 | 0.01 | 0.00 | 0.00 |
| Fulton (61252; 3,864) | 8,425 | 0.126 | 0.02 | 0.01 | 0.00 |
| Geneseo (61254; 6,277) | 6,197 | 0.224 | 0.04 | 0.02 | 0.00 |
| Hampton (61256; 2,045) | 9,932 | 0.087 | 0.01 | 0.01 | 0.00 |
| Milan (61264; 4,993) | 7,677 | 0.151 | 0.03 | 0.01 | 0.00 |
| Moline (61265; 40,526) | 1,523 | 1.399 | 0.24 | 0.10 | 0.01 |
| Morrison (61270; 4,084) | 7,851 | 0.144 | 0.02 | 0.01 | 0.00 |
| Orion (61273; 1,659) | 10,914 | 0.070 | 0.01 | 0.00 | 0.00 |
| Port Byron (61275; 1,823) | 10,516 | 0.076 | 0.01 | 0.01 | 0.00 |
| Prophetstown (61277; 1,835) | 11,636 | 0.060 | 0.01 | 0.00 | 0.00 |
| Silvis (61282; 7,901) | 5,924 | 0.243 | 0.04 | 0.02 | 0.00 |
| Rock Island (61299; 36,302) | 1,911 | 1.106 | 0.19 | 0.08 | 0.01 |
| La Salle (61301; 8,965) | 5,764 | 0.255 | 0.04 | 0.02 | 0.00 |
| Amboy (61310; 2,643) | 10,066 | 0.084 | 0.01 | 0.01 | 0.00 |
| De Pue (61322; 1,637) | 12,822 | 0.047 | 0.01 | 0.00 | 0.00 |
| Granville (61326; 1,375) | 12,487 | 0.050 | 0.01 | 0.00 | 0.00 |
| Ladd (61329; 1,277) | 12,877 | 0.046 | 0.01 | 0.00 | 0.00 |
| Marseilles (61341; 5,466) | 6,919 | 0.184 | 0.03 | 0.01 | 0.00 |
| Mendota (61342; 6,734) | 6,069 | 0.232 | 0.04 | 0.02 | 0.00 |
| Oglesby (61348; 3,517) | 9,016 | 0.108 | 0.02 | 0.01 | 0.00 |
| Ottawa (61350; 19,886) | 3,075 | 0.637 | 0.11 | 0.04 | 0.01 |
| Peru (61354; 9,834) | 5,027 | 0.320 | 0.05 | 0.02 | 0.00 |
| Princeton (61356; 7,532) | 5,689 | 0.262 | 0.04 | 0.02 | 0.00 |
| Seneca (61360; 2,069) | 9,583 | 0.095 | 0.02 | 0.01 | 0.00 |
| Spring Valley (61362; 5,183) | 7,059 | 0.176 | 0.03 | 0.01 | 0.00 |
| Streator (61364; 13,415) | 4,341 | 0.399 | 0.07 | 0.03 | 0.00 |
| Walnut (61376; 1,309) | 12,859 | 0.046 | 0.01 | 0.00 | 0.00 |
| Galesburg (61402; 28,762) | 2,509 | 0.807 | 0.14 | 0.06 | 0.01 |
| Abingdon (61410; 2,929) | 9,708 | 0.092 | 0.02 | 0.01 | 0.00 |
| Bushnell (61422; 2,602) | 10,952 | 0.070 | 0.01 | 0.00 | 0.00 |
| Galva (61434; 2,575) | 10,329 | 0.079 | 0.01 | 0.01 | 0.00 |

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Illinois - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Kewanee (61443; 11,888) | 5,102 | 0.312 | 0.05 | 0.02 | 0.00 |
| Knoxville (61448; 2,647) | 9,326 | 0.101 | 0.02 | 0.01 | 0.00 |
| Macomb (61455; 19,466) | 4,015 | 0.444 | 0.08 | 0.03 | 0.00 |
| Monmouth (61462; 7,980) | 6,018 | 0.235 | 0.04 | 0.02 | 0.00 |
| Canton (61520; 13,926) | 4,491 | 0.379 | 0.06 | 0.03 | 0.00 |
| Chillicothe (61523; 5,306) | 6,818 | 0.189 | 0.03 | 0.01 | 0.00 |
| Lake of the Woods (61525; 3,026) | 8,852 | 0.113 | 0.02 | 0.01 | 0.00 |
| Elmwood (61529; 1,773) | 10,982 | 0.069 | 0.01 | 0.00 | 0.00 |
| Eureka (61530; 5,397) | 6,390 | 0.212 | 0.04 | 0.01 | 0.00 |
| Farmington (61531; 2,256) | 10,858 | 0.071 | 0.01 | 0.00 | 0.00 |
| Henry (61537; 2,539) | 9,786 | 0.090 | 0.02 | 0.01 | 0.00 |
| Lacon (61540; 1,781) | 11,446 | 0.063 | 0.01 | 0.00 | 0.00 |
| Lewistown (61542; 2,241) | 11,593 | 0.061 | 0.01 | 0.00 | 0.00 |
| Manito (61546; 1,679) | 11,537 | 0.062 | 0.01 | 0.00 | 0.00 |
| Metamora (61548; 3,501) | 7,888 | 0.143 | 0.02 | 0.01 | 0.00 |
| Germantown Hills (61548; 6,315) | 4,287 | 0.408 | 0.07 | 0.03 | 0.00 |
| Morton (61550; 16,848) | 2,533 | 0.796 | 0.14 | 0.05 | 0.01 |
| Marquette Heights (61554; 2,954) | 8,541 | 0.122 | 0.02 | 0.01 | 0.00 |
| North Pekin (61554; 1,657) | 11,647 | 0.060 | 0.01 | 0.00 | 0.00 |
| Pekin (61558; 31,617) | 2,010 | 1.053 | 0.18 | 0.07 | 0.01 |
| Princeville (61559; 1,435) | 12,461 | 0.050 | 0.01 | 0.00 | 0.00 |
| Roanoke (61561; 2,001) | 10,558 | 0.076 | 0.01 | 0.01 | 0.00 |
| Rome (61562; 1,776) | 11,368 | 0.064 | 0.01 | 0.00 | 0.00 |
| Tremont (61568; 1,988) | 10,155 | 0.082 | 0.01 | 0.01 | 0.00 |
| Washington (61571; 18,508) | 2,405 | 0.848 | 0.14 | 0.06 | 0.01 |
| West Peoria (61604; 4,612) | 7,293 | 0.166 | 0.03 | 0.01 | 0.00 |
| Peoria (61604; 112,045) | 469 | 3.577 | 0.61 | 0.24 | 0.03 |
| Bartonville (61607; 5,748) | 6,502 | 0.206 | 0.03 | 0.01 | 0.00 |
| Creve Coeur (61610; 4,801) | 7,659 | 0.152 | 0.03 | 0.01 | 0.00 |
| Peoria Heights (61614; 5,589) | 7,508 | 0.158 | 0.03 | 0.01 | 0.00 |
| East Peoria (61630; 22,099) | 2,514 | 0.805 | 0.14 | 0.05 | 0.01 |
| Bloomington (61710; 84,636) | 496 | 3.452 | 0.59 | 0.24 | 0.03 |
| Atlanta (61723; 1,758) | 11,160 | 0.067 | 0.01 | 0.00 | 0.00 |
| Chenoa (61726; 1,715) | 11,143 | 0.067 | 0.01 | 0.00 | 0.00 |
| Clinton (61727; 6,734) | 6,346 | 0.214 | 0.04 | 0.01 | 0.00 |
| Danvers (61732; 1,026) | 12,759 | 0.047 | 0.01 | 0.00 | 0.00 |
| Delavan (61734; 1,684) | 11,839 | 0.058 | 0.01 | 0.00 | 0.00 |
| El Paso (61738; 2,894) | 8,575 | 0.121 | 0.02 | 0.01 | 0.00 |
| Fairbury (61739; 3,782) | 8,063 | 0.137 | 0.02 | 0.01 | 0.00 |
| Gridley (61744; 1,350) | 12,066 | 0.055 | 0.01 | 0.00 | 0.00 |
| Heyworth (61745; 2,621) | 8,543 | 0.122 | 0.02 | 0.01 | 0.00 |
| Hudson (61748; 2,016) | 8,934 | 0.111 | 0.02 | 0.01 | 0.00 |
| Le Roy (61752; 3,577) | 7,880 | 0.144 | 0.02 | 0.01 | 0.00 |
| Lexington (61753; 1,785) | 10,770 | 0.072 | 0.01 | 0.00 | 0.00 |
| Mackinaw (61755; 2,203) | 10,360 | 0.079 | 0.01 | 0.01 | 0.00 |

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Illinois - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Maroa (61756; 1,364) | 12,519 | 0.050 | 0.01 | 0.00 | 0.00 |
| Minier (61759; 1,305) | 12,700 | 0.048 | 0.01 | 0.00 | 0.00 |
| Minonk (61760; 2,143) | 10,128 | 0.083 | 0.01 | 0.01 | 0.00 |
| Pontiac (61764; 10,157) | 4,888 | 0.335 | 0.06 | 0.02 | 0.00 |
| Normal (61790; 63,128) | 888 | 2.236 | 0.38 | 0.15 | 0.02 |
| Urbana (61803; 48,807) | 1,771 | 1.191 | 0.20 | 0.08 | 0.01 |
| Bement (61813; 1,599) | 11,961 | 0.056 | 0.01 | 0.00 | 0.00 |
| Catlin (61817; 1,989) | 10,240 | 0.081 | 0.01 | 0.01 | 0.00 |
| Champaign (61822; 79,313) | 860 | 2.281 | 0.39 | 0.16 | 0.02 |
| Danville (61832; 30,650) | 2,474 | 0.818 | 0.14 | 0.06 | 0.01 |
| Tilton (61833; 2,612) | 10,726 | 0.073 | 0.01 | 0.00 | 0.00 |
| Farmer City (61842; 1,887) | 11,161 | 0.067 | 0.01 | 0.00 | 0.00 |
| Fisher (61843; 1,634) | 11,656 | 0.060 | 0.01 | 0.00 | 0.00 |
| Georgetown (61846; 3,332) | 9,410 | 0.099 | 0.02 | 0.01 | 0.00 |
| Mahomet (61853; 7,704) | 4,416 | 0.389 | 0.07 | 0.03 | 0.00 |
| Monticello (61856; 5,370) | 6,327 | 0.216 | 0.04 | 0.01 | 0.00 |
| Oakwood (61858; 1,408) | 12,392 | 0.051 | 0.01 | 0.00 | 0.00 |
| Philo (61864; 2,157) | 9,038 | 0.108 | 0.02 | 0.01 | 0.00 |
| Rantoul (61866; 11,863) | 4,448 | 0.384 | 0.07 | 0.03 | 0.00 |
| St. Joseph (61873; 5,663) | 5,634 | 0.265 | 0.05 | 0.02 | 0.00 |
| Savoy (61874; 5,782) | 5,885 | 0.246 | 0.04 | 0.02 | 0.00 |
| Sidney (61877; 1,186) | 12,175 | 0.054 | 0.01 | 0.00 | 0.00 |
| Tolono (61880; 2,876) | 8,904 | 0.111 | 0.02 | 0.01 | 0.00 |
| Westville (61883; 2,823) | 9,972 | 0.086 | 0.01 | 0.01 | 0.00 |
| Arcola (61910; 2,706) | 9,750 | 0.090 | 0.02 | 0.01 | 0.00 |
| Arthur (61911; 2,065) | 11,077 | 0.068 | 0.01 | 0.00 | 0.00 |
| Charleston (61920; 17,875) | 4,493 | 0.378 | 0.06 | 0.03 | 0.00 |
| Mattoon (61938; 15,929) | 4,012 | 0.444 | 0.08 | 0.03 | 0.00 |
| Paris (61944; 8,409) | 6,136 | 0.228 | 0.04 | 0.02 | 0.00 |
| Sullivan (61951; 4,222) | 8,506 | 0.123 | 0.02 | 0.01 | 0.00 |
| Tuscola (61953; 5,007) | 7,112 | 0.174 | 0.03 | 0.01 | 0.00 |
| Villa Grove (61956; 2,373) | 10,609 | 0.075 | 0.01 | 0.01 | 0.00 |
| Alton (62002; 27,681) | 2,647 | 0.758 | 0.13 | 0.05 | 0.01 |
| Bethalto (62010; 10,353) | 4,454 | 0.383 | 0.07 | 0.03 | 0.00 |
| Brighton (62012; 2,668) | 9,742 | 0.091 | 0.02 | 0.01 | 0.00 |
| Bunker Hill (62014; 1,779) | 11,805 | 0.058 | 0.01 | 0.00 | 0.00 |
| Carrollton (62016; 2,258) | 11,676 | 0.060 | 0.01 | 0.00 | 0.00 |
| Rosewood Heights (62024; 4,262) | 7,098 | 0.175 | 0.03 | 0.01 | 0.00 |
| East Alton (62024; 6,249) | 7,569 | 0.156 | 0.03 | 0.01 | 0.00 |
| Edwardsville (62026; 33,204) | 1,444 | 1.483 | 0.25 | 0.10 | 0.01 |
| Gillespie (62033; 2,960) | 9,960 | 0.086 | 0.01 | 0.01 | 0.00 |
| Glen Carbon (62034; 16,634) | 2,482 | 0.815 | 0.14 | 0.06 | 0.01 |
| Godfrey (62035; 19,204) | 2,403 | 0.848 | 0.14 | 0.06 | 0.01 |
| Jerseyville (62037; 8,337) | 5,707 | 0.260 | 0.04 | 0.02 | 0.00 |
| Pontoon Beach (62040; 7,453) | 5,826 | 0.251 | 0.04 | 0.02 | 0.00 |

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Illinois - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Granite City (62040; 31,036) | 2,150 | 0.970 | 0.17 | 0.07 | 0.01 |
| Hillsboro (62049; 4,022) | 8,720 | 0.117 | 0.02 | 0.01 | 0.00 |
| Irving (62051; 2,484) | 12,188 | 0.054 | 0.01 | 0.00 | 0.00 |
| Litchfield (62056; 6,598) | 7,296 | 0.166 | 0.03 | 0.01 | 0.00 |
| Madison (62060; 4,158) | 9,748 | 0.091 | 0.02 | 0.01 | 0.00 |
| Maryville (62062; 15,130) | 2,525 | 0.798 | 0.14 | 0.05 | 0.01 |
| Mount Olive (62069; 1,992) | 11,551 | 0.061 | 0.01 | 0.00 | 0.00 |
| Nokomis (62075; 2,133) | 12,033 | 0.055 | 0.01 | 0.00 | 0.00 |
| Roodhouse (62082; 2,196) | 12,141 | 0.054 | 0.01 | 0.00 | 0.00 |
| Roxana (62084; 1,433) | 12,621 | 0.049 | 0.01 | 0.00 | 0.00 |
| South Roxana (62087; 1,727) | 12,458 | 0.050 | 0.01 | 0.00 | 0.00 |
| Staunton (62088; 5,152) | 7,399 | 0.162 | 0.03 | 0.01 | 0.00 |
| White Hall (62092; 2,514) | 11,766 | 0.059 | 0.01 | 0.00 | 0.00 |
| Wood River (62095; 10,465) | 5,112 | 0.311 | 0.05 | 0.02 | 0.00 |
| Fairmont City (62201; 2,121) | 12,464 | 0.050 | 0.01 | 0.00 | 0.00 |
| Washington Park (62204; 5,345) | 9,401 | 0.099 | 0.02 | 0.01 | 0.00 |
| East St. Louis (62205; 26,777) | 3,706 | 0.501 | 0.09 | 0.03 | 0.00 |
| Cahokia (62206; 14,149) | 4,443 | 0.385 | 0.07 | 0.03 | 0.00 |
| Centreville (62207; 5,789) | 8,628 | 0.119 | 0.02 | 0.01 | 0.00 |
| Fairview Heights (62208; 18,349) | 2,546 | 0.791 | 0.13 | 0.05 | 0.01 |
| Aviston (62216; 1,790) | 10,579 | 0.075 | 0.01 | 0.01 | 0.00 |
| Baldwin (62217; 3,627) | 9,278 | 0.102 | 0.02 | 0.01 | 0.00 |
| Swansea (62221; 16,593) | 2,761 | 0.726 | 0.12 | 0.05 | 0.01 |
| Mascoutah (62224; 5,890) | 5,956 | 0.240 | 0.04 | 0.02 | 0.00 |
| Scott AFB (62225; 2,707) | 8,551 | 0.122 | 0.02 | 0.01 | 0.00 |
| Belleville (62226; 41,429) | 1,625 | 1.307 | 0.22 | 0.09 | 0.01 |
| Trenton (62230; 2,750) | 8,754 | 0.116 | 0.02 | 0.01 | 0.00 |
| Carlyle (62231; 3,446) | 8,931 | 0.111 | 0.02 | 0.01 | 0.00 |
| Caseyville (62232; 4,395) | 8,562 | 0.121 | 0.02 | 0.01 | 0.00 |
| Chester (62233; 5,185) | 7,032 | 0.178 | 0.03 | 0.01 | 0.00 |
| Collinsville (62234; 27,496) | 2,056 | 1.021 | 0.17 | 0.07 | 0.01 |
| Columbia (62236; 11,471) | 3,291 | 0.584 | 0.10 | 0.04 | 0.01 |
| Dupo (62239; 3,732) | 7,964 | 0.141 | 0.02 | 0.01 | 0.00 |
| Freeburg (62243; 4,342) | 6,683 | 0.196 | 0.03 | 0.01 | 0.00 |
| Germantown (62245; 1,100) | 12,879 | 0.046 | 0.01 | 0.00 | 0.00 |
| Breese (62245; 4,736) | 6,646 | 0.198 | 0.03 | 0.01 | 0.00 |
| Greenville (62246; 7,529) | 6,019 | 0.235 | 0.04 | 0.02 | 0.00 |
| Highland (62249; 11,105) | 4,439 | 0.385 | 0.07 | 0.03 | 0.00 |
| Lebanon (62254; 3,994) | 8,274 | 0.130 | 0.02 | 0.01 | 0.00 |
| Marissa (62257; 1,865) | 12,341 | 0.052 | 0.01 | 0.00 | 0.00 |
| Millstadt (62260; 3,801) | 7,464 | 0.159 | 0.03 | 0.01 | 0.00 |
| Nashville (62263; 3,059) | 8,856 | 0.113 | 0.02 | 0.01 | 0.00 |
| New Athens (62264; 2,086) | 10,751 | 0.073 | 0.01 | 0.00 | 0.00 |
| New Baden (62265; 3,261) | 8,228 | 0.131 | 0.02 | 0.01 | 0.00 |
| O'Fallon (62269; 34,487) | 1,262 | 1.692 | 0.29 | 0.12 | 0.02 |

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Illinois - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Shiloh (62269; 21,570) | 1,945 | 1.091 | 0.19 | 0.07 | 0.01 |
| Pinckneyville (62274; 5,358) | 7,908 | 0.143 | 0.02 | 0.01 | 0.00 |
| Red Bud (62278; 3,837) | 8,106 | 0.136 | 0.02 | 0.01 | 0.00 |
| Smithton (62285; 5,129) | 6,062 | 0.233 | 0.04 | 0.02 | 0.00 |
| Sparta (62286; 4,275) | 8,339 | 0.128 | 0.02 | 0.01 | 0.00 |
| Steeleville (62288; 2,035) | 11,504 | 0.062 | 0.01 | 0.00 | 0.00 |
| Troy (62294; 11,594) | 3,490 | 0.546 | 0.09 | 0.04 | 0.01 |
| Waterloo (62298; 14,758) | 3,193 | 0.608 | 0.10 | 0.04 | 0.01 |
| Quincy (62306; 37,680) | 2,053 | 1.023 | 0.17 | 0.07 | 0.01 |
| Carthage (62321; 2,155) | 11,234 | 0.066 | 0.01 | 0.00 | 0.00 |
| Hamilton (62341; 2,477) | 9,901 | 0.087 | 0.01 | 0.01 | 0.00 |
| Nauvoo (62354; 1,585) | 12,073 | 0.055 | 0.01 | 0.00 | 0.00 |
| Pittsfield (62363; 5,900) | 7,689 | 0.151 | 0.03 | 0.01 | 0.00 |
| Effingham (62401; 12,488) | 4,476 | 0.381 | 0.06 | 0.03 | 0.00 |
| Altamont (62411; 2,228) | 11,273 | 0.065 | 0.01 | 0.00 | 0.00 |
| Bridgeport (62417; 2,108) | 12,402 | 0.051 | 0.01 | 0.00 | 0.00 |
| Casey (62420; 2,908) | 10,492 | 0.077 | 0.01 | 0.01 | 0.00 |
| Lakewood (62438; 9,503) | 2,227 | 0.927 | 0.16 | 0.06 | 0.01 |
| Lawrenceville (62439; 4,014) | 9,869 | 0.088 | 0.01 | 0.01 | 0.00 |
| Marshall (62441; 3,491) | 9,267 | 0.102 | 0.02 | 0.01 | 0.00 |
| Neoga (62447; 1,621) | 12,597 | 0.049 | 0.01 | 0.00 | 0.00 |
| Newton (62448; 2,947) | 10,400 | 0.078 | 0.01 | 0.01 | 0.00 |
| Olney (62450; 8,093) | 6,618 | 0.199 | 0.03 | 0.01 | 0.00 |
| Robinson (62454; 5,792) | 7,631 | 0.153 | 0.03 | 0.01 | 0.00 |
| Sumner (62466; 10,351) | 6,091 | 0.231 | 0.04 | 0.02 | 0.00 |
| Teutopolis (62467; 1,837) | 10,511 | 0.076 | 0.01 | 0.01 | 0.00 |
| Vandalia (62471; 6,357) | 7,162 | 0.172 | 0.03 | 0.01 | 0.00 |
| Long Creek (62521; 1,218) | 11,667 | 0.060 | 0.01 | 0.00 | 0.00 |
| Decatur (62524; 70,110) | 1,003 | 2.036 | 0.35 | 0.14 | 0.02 |
| Forsyth (62535; 3,525) | 6,362 | 0.213 | 0.04 | 0.01 | 0.00 |
| Kincaid (62540; 1,535) | 12,740 | 0.048 | 0.01 | 0.00 | 0.00 |
| Mount Pulaski (62548; 1,487) | 12,449 | 0.051 | 0.01 | 0.00 | 0.00 |
| Mount Zion (62549; 5,184) | 5,843 | 0.250 | 0.04 | 0.02 | 0.00 |
| Moweaqua (62550; 1,688) | 11,701 | 0.059 | 0.01 | 0.00 | 0.00 |
| Pana (62557; 5,478) | 7,927 | 0.142 | 0.02 | 0.01 | 0.00 |
| Pawnee (62558; 2,343) | 9,177 | 0.104 | 0.02 | 0.01 | 0.00 |
| Riverton (62561; 3,184) | 8,373 | 0.127 | 0.02 | 0.01 | 0.00 |
| Rochester (62563; 3,082) | 7,211 | 0.170 | 0.03 | 0.01 | 0.00 |
| Shelbyville (62565; 4,294) | 8,532 | 0.122 | 0.02 | 0.01 | 0.00 |
| Taylorville (62568; 10,982) | 4,932 | 0.330 | 0.06 | 0.02 | 0.00 |
| Ashland (62612; 1,462) | 12,040 | 0.055 | 0.01 | 0.00 | 0.00 |
| Athens (62613; 2,043) | 10,667 | 0.074 | 0.01 | 0.01 | 0.00 |
| Auburn (62615; 4,213) | 7,454 | 0.160 | 0.03 | 0.01 | 0.00 |
| Beardstown (62618; 5,697) | 7,822 | 0.145 | 0.02 | 0.01 | 0.00 |
| Carlinville (62626; 6,035) | 6,969 | 0.181 | 0.03 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Illinois - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|---------------|--------------|--------------|-------------|
| Chatham (62629; 12,941) | 2,889 | 0.685 | 0.12 | 0.05 | 0.01 |
| Girard (62640; 2,218) | 11,505 | 0.062 | 0.01 | 0.00 | 0.00 |
| Havana (62644; 3,355) | 9,802 | 0.089 | 0.02 | 0.01 | 0.00 |
| South Jacksonville (62650; 3,050) | 9,341 | 0.100 | 0.02 | 0.01 | 0.00 |
| Jacksonville (62650; 22,067) | 3,056 | 0.641 | 0.11 | 0.04 | 0.01 |
| Lincoln (62656; 14,235) | 4,124 | 0.430 | 0.07 | 0.03 | 0.00 |
| Petersburg (62659; 2,095) | 11,372 | 0.064 | 0.01 | 0.00 | 0.00 |
| Mason City (62664; 2,379) | 10,637 | 0.074 | 0.01 | 0.01 | 0.00 |
| New Berlin (62670; 1,513) | 12,045 | 0.055 | 0.01 | 0.00 | 0.00 |
| Rushville (62681; 2,902) | 10,453 | 0.078 | 0.01 | 0.01 | 0.00 |
| Sherman (62684; 5,144) | 5,000 | 0.322 | 0.05 | 0.02 | 0.00 |
| Virden (62690; 3,433) | 9,528 | 0.096 | 0.02 | 0.01 | 0.00 |
| Virginia (62691; 1,798) | 11,957 | 0.056 | 0.01 | 0.00 | 0.00 |
| Williamsville (62693; 1,300) | 11,874 | 0.057 | 0.01 | 0.00 | 0.00 |
| Southern View (62703; 1,729) | 11,852 | 0.058 | 0.01 | 0.00 | 0.00 |
| Leland Grove (62704; 1,259) | 10,107 | 0.083 | 0.01 | 0.01 | 0.00 |
| Springfield (62781; 125,012) | 365 | 4.319 | 0.74 | 0.29 | 0.04 |
| Centralia (62801; 12,728) | 4,682 | 0.356 | 0.06 | 0.02 | 0.00 |
| Albion (62806; 1,746) | 12,918 | 0.045 | 0.01 | 0.00 | 0.00 |
| Fairfield (62809; 4,919) | 8,912 | 0.111 | 0.02 | 0.01 | 0.00 |
| Benton (62812; 6,966) | 7,301 | 0.166 | 0.03 | 0.01 | 0.00 |
| Carmi (62821; 5,313) | 8,620 | 0.120 | 0.02 | 0.01 | 0.00 |
| Christopher (62822; 2,790) | 11,549 | 0.061 | 0.01 | 0.00 | 0.00 |
| Du Quoin (62832; 6,218) | 7,482 | 0.159 | 0.03 | 0.01 | 0.00 |
| Flora (62839; 4,338) | 9,059 | 0.107 | 0.02 | 0.01 | 0.00 |
| Ina (62846; 2,368) | 12,426 | 0.051 | 0.01 | 0.00 | 0.00 |
| McLeansboro (62859; 2,533) | 12,572 | 0.049 | 0.01 | 0.00 | 0.00 |
| Mount Carmel (62863; 6,953) | 6,728 | 0.193 | 0.03 | 0.01 | 0.00 |
| Mount Vernon (62864; 16,534) | 4,280 | 0.408 | 0.07 | 0.03 | 0.00 |
| Salem (62881; 7,030) | 6,392 | 0.212 | 0.04 | 0.01 | 0.00 |
| Sesser (62884; 2,120) | 12,726 | 0.048 | 0.01 | 0.00 | 0.00 |
| West Frankfort (62896; 8,459) | 6,843 | 0.188 | 0.03 | 0.01 | 0.00 |
| Carbondale (62902; 20,681) | 5,373 | 0.288 | 0.05 | 0.02 | 0.00 |
| Anna (62906; 4,894) | 9,109 | 0.106 | 0.02 | 0.01 | 0.00 |
| Cairo (62914; 2,898) | 12,077 | 0.055 | 0.01 | 0.00 | 0.00 |
| Carterville (62918; 6,442) | 6,444 | 0.209 | 0.04 | 0.01 | 0.00 |
| Eldorado (62930; 4,217) | 10,109 | 0.083 | 0.01 | 0.01 | 0.00 |
| Harrisburg (62946; 9,171) | 6,364 | 0.213 | 0.04 | 0.01 | 0.00 |
| Herrin (62948; 12,135) | 5,190 | 0.304 | 0.05 | 0.02 | 0.00 |
| Johnston City (62951; 3,320) | 10,706 | 0.073 | 0.01 | 0.00 | 0.00 |
| Jonesboro (62952; 1,795) | 12,707 | 0.048 | 0.01 | 0.00 | 0.00 |
| Marion (62959; 19,565) | 3,600 | 0.521 | 0.09 | 0.04 | 0.01 |
| Metropolis (62960; 6,250) | 8,016 | 0.139 | 0.02 | 0.01 | 0.00 |
| Murphysboro (62966; 13,295) | 5,243 | 0.298 | 0.05 | 0.02 | 0.00 |
| Total 12,684,426 | | 587.31 | 100.0 | 40.07 | 5.69 |

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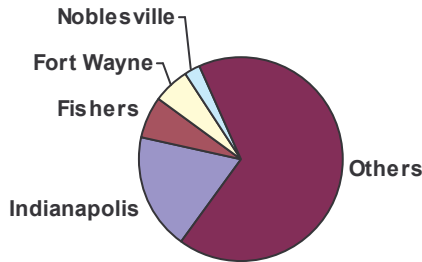
4.5 LATENT DEMAND BY YEAR - INDIANA

The Latent Demand for Graphic Design Services in Indiana: 2002 - 2012

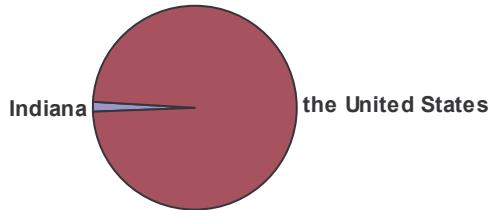
| Year | Indiana | % of Region | % of USA |
|------|---------|-------------|----------|
| 2002 | 152.42 | 10.81% | 1.49% |
| 2003 | 151.82 | 10.74% | 1.49% |
| 2004 | 151.22 | 10.67% | 1.50% |
| 2005 | 150.62 | 10.59% | 1.50% |
| 2006 | 150.75 | 10.54% | 1.51% |
| 2007 | 155.22 | 10.59% | 1.50% |
| 2008 | 160.58 | 10.66% | 1.50% |
| 2009 | 166.12 | 10.73% | 1.49% |
| 2010 | 171.85 | 10.80% | 1.49% |
| 2011 | 177.78 | 10.87% | 1.48% |
| 2012 | 183.91 | 10.95% | 1.48% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Indiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Indiana: 2007



4.6 CITIES SORTED BY RANK - INDIANA

Indiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Indianapolis (791,321) | 18 | 28.257 | 18.20 | 1.93 | 0.27 |
| Fishers (160,880) | 102 | 10.849 | 6.99 | 0.74 | 0.11 |
| Fort Wayne (265,712) | 132 | 8.651 | 5.57 | 0.59 | 0.08 |
| Noblesville (67,567) | 451 | 3.702 | 2.38 | 0.25 | 0.04 |
| Evansville (104,953) | 598 | 2.991 | 1.93 | 0.20 | 0.03 |
| South Bend (98,986) | 641 | 2.863 | 1.84 | 0.20 | 0.03 |
| Carmel (37,733) | 680 | 2.745 | 1.77 | 0.19 | 0.03 |
| Greenwood (59,359) | 798 | 2.444 | 1.57 | 0.17 | 0.02 |
| Lafayette (71,167) | 863 | 2.275 | 1.47 | 0.16 | 0.02 |
| Hammond (71,431) | 874 | 2.263 | 1.46 | 0.15 | 0.02 |
| Gary (90,545) | 914 | 2.195 | 1.41 | 0.15 | 0.02 |
| Granger (28,284) | 1,004 | 2.036 | 1.31 | 0.14 | 0.02 |
| Lawrence (47,321) | 1,019 | 2.018 | 1.30 | 0.14 | 0.02 |
| Schererville (37,038) | 1,050 | 1.956 | 1.26 | 0.13 | 0.02 |
| Portage (41,179) | 1,215 | 1.744 | 1.12 | 0.12 | 0.02 |
| Plainfield (41,682) | 1,219 | 1.739 | 1.12 | 0.12 | 0.02 |
| Mishawaka (54,270) | 1,296 | 1.644 | 1.06 | 0.11 | 0.02 |
| Elkhart (51,878) | 1,329 | 1.613 | 1.04 | 0.11 | 0.02 |
| Muncie (66,363) | 1,361 | 1.575 | 1.01 | 0.11 | 0.02 |
| Anderson (52,882) | 1,391 | 1.536 | 0.99 | 0.10 | 0.01 |
| Bloomington (67,345) | 1,396 | 1.524 | 0.98 | 0.10 | 0.01 |
| Brownsburg (31,529) | 1,418 | 1.508 | 0.97 | 0.10 | 0.01 |
| Hobart (35,138) | 1,428 | 1.496 | 0.96 | 0.10 | 0.01 |
| Kokomo (45,932) | 1,440 | 1.485 | 0.96 | 0.10 | 0.01 |
| Columbus (39,843) | 1,447 | 1.482 | 0.95 | 0.10 | 0.01 |
| Merrillville (33,465) | 1,449 | 1.478 | 0.95 | 0.10 | 0.01 |
| Zionsville (19,055) | 1,531 | 1.389 | 0.89 | 0.09 | 0.01 |
| Munster (24,586) | 1,534 | 1.386 | 0.89 | 0.09 | 0.01 |
| Crown Point (29,204) | 1,546 | 1.377 | 0.89 | 0.09 | 0.01 |
| Valparaiso (33,092) | 1,581 | 1.351 | 0.87 | 0.09 | 0.01 |
| Terre Haute (50,628) | 1,679 | 1.265 | 0.81 | 0.09 | 0.01 |
| Goshen (34,370) | 1,749 | 1.207 | 0.78 | 0.08 | 0.01 |
| Westfield (25,096) | 1,780 | 1.185 | 0.76 | 0.08 | 0.01 |
| Franklin (27,380) | 1,905 | 1.109 | 0.71 | 0.08 | 0.01 |
| Jeffersonville (32,871) | 1,947 | 1.091 | 0.70 | 0.07 | 0.01 |
| New Albany (34,815) | 1,959 | 1.084 | 0.70 | 0.07 | 0.01 |
| St. John (16,809) | 1,981 | 1.070 | 0.69 | 0.07 | 0.01 |
| Highland (22,530) | 2,042 | 1.030 | 0.66 | 0.07 | 0.01 |
| Dyer (17,869) | 2,093 | 1.004 | 0.65 | 0.07 | 0.01 |
| Richmond (34,630) | 2,216 | 0.933 | 0.60 | 0.06 | 0.01 |
| Michigan City (30,102) | 2,266 | 0.905 | 0.58 | 0.06 | 0.01 |
| Greenfield (21,302) | 2,523 | 0.798 | 0.51 | 0.05 | 0.01 |
| Marion (29,374) | 2,529 | 0.797 | 0.51 | 0.05 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Indiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Chesterton (15,526) | 2,609 | 0.769 | 0.50 | 0.05 | 0.01 |
| Mooreville (17,206) | 2,762 | 0.725 | 0.47 | 0.05 | 0.01 |
| Jasper (18,911) | 2,819 | 0.709 | 0.46 | 0.05 | 0.01 |
| Griffith (15,338) | 2,891 | 0.684 | 0.44 | 0.05 | 0.01 |
| Seymour (20,617) | 2,911 | 0.678 | 0.44 | 0.05 | 0.01 |
| New Haven (18,103) | 2,925 | 0.675 | 0.43 | 0.05 | 0.01 |
| East Chicago (27,983) | 2,974 | 0.662 | 0.43 | 0.05 | 0.01 |
| Clarksville (20,384) | 3,042 | 0.645 | 0.42 | 0.04 | 0.01 |
| New Castle (22,883) | 3,117 | 0.626 | 0.40 | 0.04 | 0.01 |
| West Lafayette (28,097) | 3,129 | 0.623 | 0.40 | 0.04 | 0.01 |
| La Porte (19,150) | 3,209 | 0.604 | 0.39 | 0.04 | 0.01 |
| Winfield (10,131) | 3,250 | 0.593 | 0.38 | 0.04 | 0.01 |
| Shelbyville (17,529) | 3,323 | 0.575 | 0.37 | 0.04 | 0.01 |
| Auburn (14,615) | 3,425 | 0.557 | 0.36 | 0.04 | 0.01 |
| Logansport (18,380) | 3,470 | 0.549 | 0.35 | 0.04 | 0.01 |
| Lebanon (15,634) | 3,573 | 0.527 | 0.34 | 0.04 | 0.01 |
| Huntington (15,891) | 3,691 | 0.504 | 0.32 | 0.03 | 0.00 |
| Frankfort (15,808) | 3,866 | 0.469 | 0.30 | 0.03 | 0.00 |
| Danville (9,567) | 3,905 | 0.463 | 0.30 | 0.03 | 0.00 |
| Beech Grove (12,477) | 3,911 | 0.462 | 0.30 | 0.03 | 0.00 |
| Crawfordsville (14,640) | 3,974 | 0.451 | 0.29 | 0.03 | 0.00 |
| Warsaw (13,487) | 4,048 | 0.440 | 0.28 | 0.03 | 0.00 |
| Lakes of the Four Seasons (7,291) | 4,055 | 0.439 | 0.28 | 0.03 | 0.00 |
| Cedar Lake (11,190) | 4,058 | 0.439 | 0.28 | 0.03 | 0.00 |
| Plymouth (13,893) | 4,140 | 0.427 | 0.28 | 0.03 | 0.00 |
| Lake Station (12,815) | 4,169 | 0.423 | 0.27 | 0.03 | 0.00 |
| Madison (13,400) | 4,193 | 0.419 | 0.27 | 0.03 | 0.00 |
| Lowell (9,193) | 4,309 | 0.403 | 0.26 | 0.03 | 0.00 |
| Speedway (11,687) | 4,380 | 0.393 | 0.25 | 0.03 | 0.00 |
| Vincennes (16,422) | 4,441 | 0.385 | 0.25 | 0.03 | 0.00 |
| Greensburg (11,102) | 4,517 | 0.376 | 0.24 | 0.03 | 0.00 |
| Avon (6,248) | 4,555 | 0.372 | 0.24 | 0.03 | 0.00 |
| Bedford (13,008) | 4,648 | 0.360 | 0.23 | 0.02 | 0.00 |
| Connersville (11,883) | 4,653 | 0.359 | 0.23 | 0.02 | 0.00 |
| Martinsville (11,880) | 4,768 | 0.347 | 0.22 | 0.02 | 0.00 |
| Peru (12,436) | 4,832 | 0.340 | 0.22 | 0.02 | 0.00 |
| Kendallville (11,211) | 4,841 | 0.339 | 0.22 | 0.02 | 0.00 |
| Batesville (7,474) | 4,901 | 0.334 | 0.22 | 0.02 | 0.00 |
| Columbia City (10,250) | 4,930 | 0.330 | 0.21 | 0.02 | 0.00 |
| Decatur (9,449) | 5,078 | 0.314 | 0.20 | 0.02 | 0.00 |
| Wabash (10,224) | 5,080 | 0.314 | 0.20 | 0.02 | 0.00 |
| Bluffton (9,232) | 5,140 | 0.308 | 0.20 | 0.02 | 0.00 |
| Bright (5,405) | 5,149 | 0.308 | 0.20 | 0.02 | 0.00 |
| Nappanee (7,237) | 5,267 | 0.297 | 0.19 | 0.02 | 0.00 |
| Angola (9,310) | 5,352 | 0.290 | 0.19 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Indiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Washington (11,068) | 5,389 | 0.287 | 0.18 | 0.02 | 0.00 |
| Hidden Valley (4,417) | 5,477 | 0.277 | 0.18 | 0.02 | 0.00 |
| Greencastle (10,407) | 5,490 | 0.276 | 0.18 | 0.02 | 0.00 |
| Dunlap (5,887) | 5,523 | 0.273 | 0.18 | 0.02 | 0.00 |
| Whiteland (5,307) | 5,578 | 0.269 | 0.17 | 0.02 | 0.00 |
| South Haven (5,619) | 5,663 | 0.263 | 0.17 | 0.02 | 0.00 |
| Porter (5,749) | 5,710 | 0.259 | 0.17 | 0.02 | 0.00 |
| Cumberland (4,892) | 5,798 | 0.252 | 0.16 | 0.02 | 0.00 |
| Yorktown (5,514) | 5,827 | 0.251 | 0.16 | 0.02 | 0.00 |
| Oak Park (5,379) | 5,864 | 0.248 | 0.16 | 0.02 | 0.00 |
| Princeton (10,284) | 5,905 | 0.245 | 0.16 | 0.02 | 0.00 |
| Pittsboro (5,642) | 5,952 | 0.240 | 0.15 | 0.02 | 0.00 |
| Brazil (8,418) | 6,081 | 0.232 | 0.15 | 0.02 | 0.00 |
| Cicero (4,767) | 6,084 | 0.232 | 0.15 | 0.02 | 0.00 |
| Mount Vernon (6,868) | 6,207 | 0.224 | 0.14 | 0.02 | 0.00 |
| Elwood (7,967) | 6,252 | 0.220 | 0.14 | 0.02 | 0.00 |
| Sellersburg (6,096) | 6,309 | 0.216 | 0.14 | 0.01 | 0.00 |
| Boonville (6,810) | 6,386 | 0.212 | 0.14 | 0.01 | 0.00 |
| Garrett (5,664) | 6,409 | 0.211 | 0.14 | 0.01 | 0.00 |
| Simonton Lake (4,053) | 6,527 | 0.204 | 0.13 | 0.01 | 0.00 |
| Huntingburg (6,857) | 6,528 | 0.204 | 0.13 | 0.01 | 0.00 |
| Tell City (7,267) | 6,586 | 0.201 | 0.13 | 0.01 | 0.00 |
| New Whiteland (4,119) | 6,714 | 0.194 | 0.13 | 0.01 | 0.00 |
| Rochester (6,463) | 6,752 | 0.193 | 0.12 | 0.01 | 0.00 |
| North Vernon (6,281) | 6,767 | 0.192 | 0.12 | 0.01 | 0.00 |
| Leo-Cedarville (3,216) | 6,782 | 0.191 | 0.12 | 0.01 | 0.00 |
| Salem (7,218) | 6,840 | 0.188 | 0.12 | 0.01 | 0.00 |
| De Motte (5,598) | 6,853 | 0.187 | 0.12 | 0.01 | 0.00 |
| Winona Lake (4,864) | 6,921 | 0.184 | 0.12 | 0.01 | 0.00 |
| Greendale (4,490) | 6,925 | 0.184 | 0.12 | 0.01 | 0.00 |
| Bremen (5,130) | 6,927 | 0.184 | 0.12 | 0.01 | 0.00 |
| Tri-Lakes (3,925) | 6,937 | 0.183 | 0.12 | 0.01 | 0.00 |
| Gas City (5,659) | 6,968 | 0.181 | 0.12 | 0.01 | 0.00 |
| Ellettsville (5,454) | 6,972 | 0.181 | 0.12 | 0.01 | 0.00 |
| New Palestine (3,187) | 7,072 | 0.176 | 0.11 | 0.01 | 0.00 |
| North Manchester (5,450) | 7,153 | 0.172 | 0.11 | 0.01 | 0.00 |
| Middlebury (3,510) | 7,157 | 0.172 | 0.11 | 0.01 | 0.00 |
| Roselawn (3,933) | 7,200 | 0.171 | 0.11 | 0.01 | 0.00 |
| Hartford City (6,060) | 7,206 | 0.170 | 0.11 | 0.01 | 0.00 |
| Tipton (5,597) | 7,210 | 0.170 | 0.11 | 0.01 | 0.00 |
| Georgetown (3,895) | 7,222 | 0.169 | 0.11 | 0.01 | 0.00 |
| Melody Hill (3,066) | 7,299 | 0.166 | 0.11 | 0.01 | 0.00 |
| Scottsburg (6,016) | 7,343 | 0.165 | 0.11 | 0.01 | 0.00 |
| Rensselaer (5,294) | 7,349 | 0.164 | 0.11 | 0.01 | 0.00 |
| Alexandria (5,206) | 7,351 | 0.164 | 0.11 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Indiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Monticello (5,064) | 7,435 | 0.160 | 0.10 | 0.01 | 0.00 |
| Meridian Hills (1,680) | 7,438 | 0.160 | 0.10 | 0.01 | 0.00 |
| Portland (5,721) | 7,489 | 0.158 | 0.10 | 0.01 | 0.00 |
| Charlestown (5,993) | 7,686 | 0.151 | 0.10 | 0.01 | 0.00 |
| Fortville (3,907) | 7,741 | 0.149 | 0.10 | 0.01 | 0.00 |
| Santa Claus (2,757) | 7,744 | 0.148 | 0.10 | 0.01 | 0.00 |
| Ligonier (4,554) | 7,747 | 0.148 | 0.10 | 0.01 | 0.00 |
| Pendleton (3,559) | 7,788 | 0.147 | 0.09 | 0.01 | 0.00 |
| Newburgh (3,899) | 7,848 | 0.145 | 0.09 | 0.01 | 0.00 |
| North Terre Haute (4,606) | 7,928 | 0.142 | 0.09 | 0.01 | 0.00 |
| Bargersville (3,302) | 7,930 | 0.142 | 0.09 | 0.01 | 0.00 |
| Linton (5,960) | 7,971 | 0.141 | 0.09 | 0.01 | 0.00 |
| Rushville (5,199) | 7,979 | 0.140 | 0.09 | 0.01 | 0.00 |
| Whiting (4,381) | 8,076 | 0.137 | 0.09 | 0.01 | 0.00 |
| Berne (4,218) | 8,168 | 0.133 | 0.09 | 0.01 | 0.00 |
| Indian Heights (3,274) | 8,189 | 0.133 | 0.09 | 0.01 | 0.00 |
| Edinburgh (4,525) | 8,273 | 0.130 | 0.08 | 0.01 | 0.00 |
| Lawrenceburg (4,896) | 8,343 | 0.128 | 0.08 | 0.01 | 0.00 |
| Hebron (3,399) | 8,359 | 0.128 | 0.08 | 0.01 | 0.00 |
| Mitchell (4,904) | 8,447 | 0.125 | 0.08 | 0.01 | 0.00 |
| Aurora (4,290) | 8,464 | 0.124 | 0.08 | 0.01 | 0.00 |
| Gulivoire Park (2,974) | 8,526 | 0.122 | 0.08 | 0.01 | 0.00 |
| Upland (3,624) | 8,639 | 0.119 | 0.08 | 0.01 | 0.00 |
| Avilla (3,166) | 8,661 | 0.119 | 0.08 | 0.01 | 0.00 |
| Austin (4,649) | 8,673 | 0.118 | 0.08 | 0.01 | 0.00 |
| Darmstadt (1,922) | 8,705 | 0.117 | 0.08 | 0.01 | 0.00 |
| Ossian (2,794) | 8,844 | 0.113 | 0.07 | 0.01 | 0.00 |
| Clinton (4,318) | 8,858 | 0.113 | 0.07 | 0.01 | 0.00 |
| Sheridan (3,278) | 8,879 | 0.112 | 0.07 | 0.01 | 0.00 |
| Winchester (4,350) | 8,942 | 0.111 | 0.07 | 0.01 | 0.00 |
| Syracuse (3,015) | 9,039 | 0.108 | 0.07 | 0.01 | 0.00 |
| Sullivan (4,454) | 9,201 | 0.104 | 0.07 | 0.01 | 0.00 |
| McCordsville (1,666) | 9,275 | 0.102 | 0.07 | 0.01 | 0.00 |
| Paoli (4,211) | 9,308 | 0.101 | 0.07 | 0.01 | 0.00 |
| Brownstown (3,224) | 9,338 | 0.101 | 0.06 | 0.01 | 0.00 |
| Galena (1,831) | 9,427 | 0.098 | 0.06 | 0.01 | 0.00 |
| Attica (3,298) | 9,467 | 0.098 | 0.06 | 0.01 | 0.00 |
| Chandler (3,031) | 9,474 | 0.097 | 0.06 | 0.01 | 0.00 |
| Hanover (2,834) | 9,537 | 0.096 | 0.06 | 0.01 | 0.00 |
| Long Beach (1,468) | 9,640 | 0.093 | 0.06 | 0.01 | 0.00 |
| Butler (2,694) | 9,791 | 0.089 | 0.06 | 0.01 | 0.00 |
| Corydon (2,951) | 9,816 | 0.089 | 0.06 | 0.01 | 0.00 |
| Lagrange (3,110) | 9,822 | 0.089 | 0.06 | 0.01 | 0.00 |
| Delphi (2,886) | 9,842 | 0.088 | 0.06 | 0.01 | 0.00 |
| Ferdinand (2,389) | 9,865 | 0.088 | 0.06 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Indiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------|----------|-----------|---------|----------|-------|
| Knox (3,282) | 9,891 | 0.087 | 0.06 | 0.01 | 0.00 |
| Greentown (2,227) | 9,934 | 0.087 | 0.06 | 0.01 | 0.00 |
| Edgewood (1,675) | 9,951 | 0.086 | 0.06 | 0.01 | 0.00 |
| Covington (2,317) | 10,098 | 0.084 | 0.05 | 0.01 | 0.00 |
| Huntertown (1,771) | 10,140 | 0.083 | 0.05 | 0.01 | 0.00 |
| Chesterfield (2,448) | 10,222 | 0.081 | 0.05 | 0.01 | 0.00 |
| Ogden Dunes (1,167) | 10,274 | 0.080 | 0.05 | 0.01 | 0.00 |
| Waterloo (2,236) | 10,317 | 0.079 | 0.05 | 0.01 | 0.00 |
| Dunkirk (2,625) | 10,344 | 0.079 | 0.05 | 0.01 | 0.00 |
| Arcadia (2,006) | 10,359 | 0.079 | 0.05 | 0.01 | 0.00 |
| Albion (2,433) | 10,364 | 0.079 | 0.05 | 0.01 | 0.00 |
| Fort Branch (2,442) | 10,394 | 0.078 | 0.05 | 0.01 | 0.00 |
| Trail Creek (1,982) | 10,461 | 0.077 | 0.05 | 0.01 | 0.00 |
| Cloverdale (2,363) | 10,497 | 0.077 | 0.05 | 0.01 | 0.00 |
| Fairmount (2,520) | 10,531 | 0.076 | 0.05 | 0.01 | 0.00 |
| Kouts (1,897) | 10,545 | 0.076 | 0.05 | 0.01 | 0.00 |
| Southport (1,483) | 10,588 | 0.075 | 0.05 | 0.01 | 0.00 |
| Union City (3,089) | 10,713 | 0.073 | 0.05 | 0.00 | 0.00 |
| Spencer (2,846) | 10,736 | 0.073 | 0.05 | 0.00 | 0.00 |
| Fowler (2,001) | 10,781 | 0.072 | 0.05 | 0.00 | 0.00 |
| Churubusco (2,041) | 10,785 | 0.072 | 0.05 | 0.00 | 0.00 |
| Bourbon (1,985) | 10,841 | 0.071 | 0.05 | 0.00 | 0.00 |
| Loogootee (2,623) | 10,842 | 0.071 | 0.05 | 0.00 | 0.00 |
| Carlisle (2,660) | 10,868 | 0.071 | 0.05 | 0.00 | 0.00 |
| Centerville (2,466) | 10,869 | 0.071 | 0.05 | 0.00 | 0.00 |
| Rising Sun (2,334) | 10,905 | 0.070 | 0.05 | 0.00 | 0.00 |
| Winamac (2,505) | 10,908 | 0.070 | 0.05 | 0.00 | 0.00 |
| Rossville (1,619) | 10,936 | 0.070 | 0.04 | 0.00 | 0.00 |
| Brookville (2,652) | 10,956 | 0.069 | 0.04 | 0.00 | 0.00 |
| Westville (2,116) | 10,973 | 0.069 | 0.04 | 0.00 | 0.00 |
| Veedersburg (2,146) | 11,010 | 0.069 | 0.04 | 0.00 | 0.00 |
| Bloomfield (2,552) | 11,011 | 0.069 | 0.04 | 0.00 | 0.00 |
| Mulberry (1,705) | 11,040 | 0.068 | 0.04 | 0.00 | 0.00 |
| Henryville (1,545) | 11,056 | 0.068 | 0.04 | 0.00 | 0.00 |
| Williamsport (1,920) | 11,073 | 0.068 | 0.04 | 0.00 | 0.00 |
| Flora (2,028) | 11,085 | 0.068 | 0.04 | 0.00 | 0.00 |
| Lapel (1,832) | 11,086 | 0.068 | 0.04 | 0.00 | 0.00 |
| Hope (2,272) | 11,091 | 0.068 | 0.04 | 0.00 | 0.00 |
| Oakland City (2,651) | 11,101 | 0.067 | 0.04 | 0.00 | 0.00 |
| Albany (2,257) | 11,135 | 0.067 | 0.04 | 0.00 | 0.00 |
| Clermont (1,447) | 11,139 | 0.067 | 0.04 | 0.00 | 0.00 |
| Osceola (1,714) | 11,152 | 0.067 | 0.04 | 0.00 | 0.00 |
| Walkerton (2,030) | 11,204 | 0.066 | 0.04 | 0.00 | 0.00 |
| New Carlisle (2,017) | 11,221 | 0.066 | 0.04 | 0.00 | 0.00 |
| Woodburn (1,798) | 11,240 | 0.065 | 0.04 | 0.00 | 0.00 |

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Indiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Middletown (2,229) | 11,280 | 0.065 | 0.04 | 0.00 | 0.00 |
| Princes Lakes (1,567) | 11,290 | 0.065 | 0.04 | 0.00 | 0.00 |
| Battle Ground (1,365) | 11,328 | 0.064 | 0.04 | 0.00 | 0.00 |
| Rome City (1,742) | 11,364 | 0.064 | 0.04 | 0.00 | 0.00 |
| Wakarusa (1,724) | 11,366 | 0.064 | 0.04 | 0.00 | 0.00 |
| Bicknell (3,051) | 11,454 | 0.063 | 0.04 | 0.00 | 0.00 |
| Shadeland (1,428) | 11,495 | 0.062 | 0.04 | 0.00 | 0.00 |
| Rockville (2,499) | 11,500 | 0.062 | 0.04 | 0.00 | 0.00 |
| Frankton (1,771) | 11,510 | 0.062 | 0.04 | 0.00 | 0.00 |
| Haubstadt (1,584) | 11,622 | 0.060 | 0.04 | 0.00 | 0.00 |
| Lake Dalecarlia (1,285) | 11,650 | 0.060 | 0.04 | 0.00 | 0.00 |
| Petersburg (2,459) | 11,708 | 0.059 | 0.04 | 0.00 | 0.00 |
| Roanoke (1,396) | 11,749 | 0.059 | 0.04 | 0.00 | 0.00 |
| New Chicago (2,006) | 11,764 | 0.059 | 0.04 | 0.00 | 0.00 |
| Milan (1,801) | 11,809 | 0.058 | 0.04 | 0.00 | 0.00 |
| Orleans (2,384) | 11,840 | 0.058 | 0.04 | 0.00 | 0.00 |
| Knightstown (1,809) | 11,858 | 0.057 | 0.04 | 0.00 | 0.00 |
| South Whitley (1,832) | 11,867 | 0.057 | 0.04 | 0.00 | 0.00 |
| Brooklyn (1,490) | 11,894 | 0.057 | 0.04 | 0.00 | 0.00 |
| Bristol (1,382) | 11,909 | 0.057 | 0.04 | 0.00 | 0.00 |
| Cambridge City (1,871) | 11,966 | 0.056 | 0.04 | 0.00 | 0.00 |
| Brookston (1,501) | 12,030 | 0.055 | 0.04 | 0.00 | 0.00 |
| Ingalls (1,426) | 12,046 | 0.055 | 0.04 | 0.00 | 0.00 |
| Fremont (1,596) | 12,094 | 0.055 | 0.04 | 0.00 | 0.00 |
| Thorntown (1,600) | 12,102 | 0.055 | 0.04 | 0.00 | 0.00 |
| Versailles (1,734) | 12,126 | 0.054 | 0.04 | 0.00 | 0.00 |
| Roseland (1,809) | 12,186 | 0.054 | 0.03 | 0.00 | 0.00 |
| Jasonville (2,560) | 12,245 | 0.053 | 0.03 | 0.00 | 0.00 |
| Russiaville (1,436) | 12,302 | 0.052 | 0.03 | 0.00 | 0.00 |
| Fairland (1,276) | 12,305 | 0.052 | 0.03 | 0.00 | 0.00 |
| Daleville (1,432) | 12,338 | 0.052 | 0.03 | 0.00 | 0.00 |
| Koontz Lake (1,554) | 12,373 | 0.051 | 0.03 | 0.00 | 0.00 |
| Galveston (1,264) | 12,394 | 0.051 | 0.03 | 0.00 | 0.00 |
| Jonesboro (1,536) | 12,443 | 0.051 | 0.03 | 0.00 | 0.00 |
| Argos (1,613) | 12,468 | 0.050 | 0.03 | 0.00 | 0.00 |
| West Terre Haute (2,157) | 12,508 | 0.050 | 0.03 | 0.00 | 0.00 |
| Hagerstown (1,514) | 12,542 | 0.050 | 0.03 | 0.00 | 0.00 |
| Milford (1,495) | 12,643 | 0.049 | 0.03 | 0.00 | 0.00 |
| Westport (1,437) | 12,694 | 0.048 | 0.03 | 0.00 | 0.00 |
| Grabill (1,263) | 12,750 | 0.048 | 0.03 | 0.00 | 0.00 |
| Fairview Park (1,478) | 12,751 | 0.048 | 0.03 | 0.00 | 0.00 |
| Bass Lake (1,249) | 12,770 | 0.047 | 0.03 | 0.00 | 0.00 |
| Dale (1,458) | 12,776 | 0.047 | 0.03 | 0.00 | 0.00 |
| Kentland (1,503) | 12,833 | 0.047 | 0.03 | 0.00 | 0.00 |
| Odon (1,501) | 12,842 | 0.046 | 0.03 | 0.00 | 0.00 |

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Indiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|--------------|-------------|
| Dayton (1,161) | 12,845 | 0.046 | 0.03 | 0.00 | 0.00 |
| Rockport (1,903) | 12,853 | 0.046 | 0.03 | 0.00 | 0.00 |
| Montpelier (1,701) | 12,892 | 0.046 | 0.03 | 0.00 | 0.00 |
| Hamilton (1,262) | 12,904 | 0.045 | 0.03 | 0.00 | 0.00 |
| French Lick (1,873) | 12,906 | 0.045 | 0.03 | 0.00 | 0.00 |
| Total 4,206,593 | | 155.22 | 100.0 | 10.59 | 1.50 |

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4.7 CITIES SORTED BY ZIPCODE - INDIANA

Indiana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Alexandria (46001; 5,206) | 7,351 | 0.164 | 0.11 | 0.01 | 0.00 |
| Anderson (46014; 52,882) | 1,391 | 1.536 | 0.99 | 0.10 | 0.01 |
| Chesterfield (46017; 2,448) | 10,222 | 0.081 | 0.05 | 0.01 | 0.00 |
| Arcadia (46030; 2,006) | 10,359 | 0.079 | 0.05 | 0.01 | 0.00 |
| Carmel (46032; 37,733) | 680 | 2.745 | 1.77 | 0.19 | 0.03 |
| Cicero (46034; 4,767) | 6,084 | 0.232 | 0.15 | 0.02 | 0.00 |
| Elwood (46036; 7,967) | 6,252 | 0.220 | 0.14 | 0.02 | 0.00 |
| Fishers (46037; 160,880) | 102 | 10.849 | 6.99 | 0.74 | 0.11 |
| Fortville (46040; 3,907) | 7,741 | 0.149 | 0.10 | 0.01 | 0.00 |
| Frankfort (46041; 15,808) | 3,866 | 0.469 | 0.30 | 0.03 | 0.00 |
| Frankton (46044; 1,771) | 11,510 | 0.062 | 0.04 | 0.00 | 0.00 |
| Ingalls (46048; 1,426) | 12,046 | 0.055 | 0.04 | 0.00 | 0.00 |
| Lapel (46051; 1,832) | 11,086 | 0.068 | 0.04 | 0.00 | 0.00 |
| Lebanon (46052; 15,634) | 3,573 | 0.527 | 0.34 | 0.04 | 0.01 |
| McCordsville (46055; 1,666) | 9,275 | 0.102 | 0.07 | 0.01 | 0.00 |
| Mulberry (46058; 1,705) | 11,040 | 0.068 | 0.04 | 0.00 | 0.00 |
| Noblesville (46060; 67,567) | 451 | 3.702 | 2.38 | 0.25 | 0.04 |
| Pendleton (46064; 3,559) | 7,788 | 0.147 | 0.09 | 0.01 | 0.00 |
| Rossville (46065; 1,619) | 10,936 | 0.070 | 0.04 | 0.00 | 0.00 |
| Sheridan (46069; 3,278) | 8,879 | 0.112 | 0.07 | 0.01 | 0.00 |
| Thorntown (46071; 1,600) | 12,102 | 0.055 | 0.04 | 0.00 | 0.00 |
| Tipton (46072; 5,597) | 7,210 | 0.170 | 0.11 | 0.01 | 0.00 |
| Westfield (46074; 25,096) | 1,780 | 1.185 | 0.76 | 0.08 | 0.01 |
| Zionsville (46077; 19,055) | 1,531 | 1.389 | 0.89 | 0.09 | 0.01 |
| Bargersville (46106; 3,302) | 7,930 | 0.142 | 0.09 | 0.01 | 0.00 |
| Beech Grove (46107; 12,477) | 3,911 | 0.462 | 0.30 | 0.03 | 0.00 |
| Brooklyn (46111; 1,490) | 11,894 | 0.057 | 0.04 | 0.00 | 0.00 |
| Brownsburg (46112; 31,529) | 1,418 | 1.508 | 0.97 | 0.10 | 0.01 |
| Cloverdale (46120; 2,363) | 10,497 | 0.077 | 0.05 | 0.01 | 0.00 |
| Danville (46122; 9,567) | 3,905 | 0.463 | 0.30 | 0.03 | 0.00 |
| Avon (46123; 6,248) | 4,555 | 0.372 | 0.24 | 0.03 | 0.00 |
| Edinburgh (46124; 4,525) | 8,273 | 0.130 | 0.08 | 0.01 | 0.00 |

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Indiana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Fairland (46126; 1,276) | 12,305 | 0.052 | 0.03 | 0.00 | 0.00 |
| Franklin (46131; 27,380) | 1,905 | 1.109 | 0.71 | 0.08 | 0.01 |
| Greencastle (46135; 10,407) | 5,490 | 0.276 | 0.18 | 0.02 | 0.00 |
| Greenfield (46140; 21,302) | 2,523 | 0.798 | 0.51 | 0.05 | 0.01 |
| Greenwood (46142; 59,359) | 798 | 2.444 | 1.57 | 0.17 | 0.02 |
| Knightstown (46148; 1,809) | 11,858 | 0.057 | 0.04 | 0.00 | 0.00 |
| Martinsville (46151; 11,880) | 4,768 | 0.347 | 0.22 | 0.02 | 0.00 |
| Mooreville (46158; 17,206) | 2,762 | 0.725 | 0.47 | 0.05 | 0.01 |
| New Palestine (46163; 3,187) | 7,072 | 0.176 | 0.11 | 0.01 | 0.00 |
| Princes Lakes (46164; 1,567) | 11,290 | 0.065 | 0.04 | 0.00 | 0.00 |
| Pittsboro (46167; 5,642) | 5,952 | 0.240 | 0.15 | 0.02 | 0.00 |
| Plainfield (46168; 41,682) | 1,219 | 1.739 | 1.12 | 0.12 | 0.02 |
| Rushville (46173; 5,199) | 7,979 | 0.140 | 0.09 | 0.01 | 0.00 |
| Shelbyville (46176; 17,529) | 3,323 | 0.575 | 0.37 | 0.04 | 0.01 |
| Whiteland (46184; 5,307) | 5,578 | 0.269 | 0.17 | 0.02 | 0.00 |
| New Whiteland (46184; 4,119) | 6,714 | 0.194 | 0.13 | 0.01 | 0.00 |
| Indianapolis (46222; 791,321) | 18 | 28.257 | 18.20 | 1.93 | 0.27 |
| Speedway (46224; 11,687) | 4,380 | 0.393 | 0.25 | 0.03 | 0.00 |
| Lawrence (46226; 47,321) | 1,019 | 2.018 | 1.30 | 0.14 | 0.02 |
| Southport (46227; 1,483) | 10,588 | 0.075 | 0.05 | 0.01 | 0.00 |
| Cumberland (46229; 4,892) | 5,798 | 0.252 | 0.16 | 0.02 | 0.00 |
| Clermont (46234; 1,447) | 11,139 | 0.067 | 0.04 | 0.00 | 0.00 |
| Meridian Hills (46240; 1,680) | 7,438 | 0.160 | 0.10 | 0.01 | 0.00 |
| Cedar Lake (46303; 11,190) | 4,058 | 0.439 | 0.28 | 0.03 | 0.00 |
| Porter (46304; 5,749) | 5,710 | 0.259 | 0.17 | 0.02 | 0.00 |
| Chesterton (46304; 15,526) | 2,609 | 0.769 | 0.50 | 0.05 | 0.01 |
| Winfield (46307; 10,131) | 3,250 | 0.593 | 0.38 | 0.04 | 0.01 |
| Lakes of the Four Seasons (46307; 7,291) | 4,055 | 0.439 | 0.28 | 0.03 | 0.00 |
| Crown Point (46308; 29,204) | 1,546 | 1.377 | 0.89 | 0.09 | 0.01 |
| De Motte (46310; 5,598) | 6,853 | 0.187 | 0.12 | 0.01 | 0.00 |
| East Chicago (46312; 27,983) | 2,974 | 0.662 | 0.43 | 0.05 | 0.01 |
| Griffith (46319; 15,338) | 2,891 | 0.684 | 0.44 | 0.05 | 0.01 |
| Munster (46321; 24,586) | 1,534 | 1.386 | 0.89 | 0.09 | 0.01 |
| Hammond (46322; 71,431) | 874 | 2.263 | 1.46 | 0.15 | 0.02 |
| Hebron (46341; 3,399) | 8,359 | 0.128 | 0.08 | 0.01 | 0.00 |
| Hobart (46342; 35,138) | 1,428 | 1.496 | 0.96 | 0.10 | 0.01 |
| New Chicago (46342; 2,006) | 11,764 | 0.059 | 0.04 | 0.00 | 0.00 |
| Kouts (46347; 1,897) | 10,545 | 0.076 | 0.05 | 0.01 | 0.00 |
| La Porte (46352; 19,150) | 3,209 | 0.604 | 0.39 | 0.04 | 0.01 |
| Lowell (46356; 9,193) | 4,309 | 0.403 | 0.26 | 0.03 | 0.00 |
| Lake Dalecarlia (46356; 1,285) | 11,650 | 0.060 | 0.04 | 0.00 | 0.00 |
| Trail Creek (46360; 1,982) | 10,461 | 0.077 | 0.05 | 0.01 | 0.00 |
| Long Beach (46360; 1,468) | 9,640 | 0.093 | 0.06 | 0.01 | 0.00 |
| Michigan City (46361; 30,102) | 2,266 | 0.905 | 0.58 | 0.06 | 0.01 |
| Portage (46368; 41,179) | 1,215 | 1.744 | 1.12 | 0.12 | 0.02 |

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Indiana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Ogden Dunes (46368; 1,167) | 10,274 | 0.080 | 0.05 | 0.01 | 0.00 |
| Roselawn (46372; 3,933) | 7,200 | 0.171 | 0.11 | 0.01 | 0.00 |
| Dyer (46373; 17,869) | 2,093 | 1.004 | 0.65 | 0.07 | 0.01 |
| St. John (46373; 16,809) | 1,981 | 1.070 | 0.69 | 0.07 | 0.01 |
| Schererville (46375; 37,038) | 1,050 | 1.956 | 1.26 | 0.13 | 0.02 |
| Valparaiso (46383; 33,092) | 1,581 | 1.351 | 0.87 | 0.09 | 0.01 |
| South Haven (46385; 5,619) | 5,663 | 0.263 | 0.17 | 0.02 | 0.00 |
| Westville (46391; 2,116) | 10,973 | 0.069 | 0.04 | 0.00 | 0.00 |
| Whiting (46394; 4,381) | 8,076 | 0.137 | 0.09 | 0.01 | 0.00 |
| Gary (46405; 90,545) | 914 | 2.195 | 1.41 | 0.15 | 0.02 |
| Lake Station (46405; 12,815) | 4,169 | 0.423 | 0.27 | 0.03 | 0.00 |
| Merrillville (46410; 33,465) | 1,449 | 1.478 | 0.95 | 0.10 | 0.01 |
| Argos (46501; 1,613) | 12,468 | 0.050 | 0.03 | 0.00 | 0.00 |
| Bourbon (46504; 1,985) | 10,841 | 0.071 | 0.05 | 0.00 | 0.00 |
| Bremen (46506; 5,130) | 6,927 | 0.184 | 0.12 | 0.01 | 0.00 |
| Bristol (46507; 1,382) | 11,909 | 0.057 | 0.04 | 0.00 | 0.00 |
| Simonton Lake (46514; 4,053) | 6,527 | 0.204 | 0.13 | 0.01 | 0.00 |
| Elkhart (46516; 51,878) | 1,329 | 1.613 | 1.04 | 0.11 | 0.02 |
| Dunlap (46517; 5,887) | 5,523 | 0.273 | 0.18 | 0.02 | 0.00 |
| Goshen (46526; 34,370) | 1,749 | 1.207 | 0.78 | 0.08 | 0.01 |
| Granger (46530; 28,284) | 1,004 | 2.036 | 1.31 | 0.14 | 0.02 |
| Bass Lake (46534; 1,249) | 12,770 | 0.047 | 0.03 | 0.00 | 0.00 |
| Knox (46534; 3,282) | 9,891 | 0.087 | 0.06 | 0.01 | 0.00 |
| Middlebury (46540; 3,510) | 7,157 | 0.172 | 0.11 | 0.01 | 0.00 |
| Milford (46542; 1,495) | 12,643 | 0.049 | 0.03 | 0.00 | 0.00 |
| Mishawaka (46545; 54,270) | 1,296 | 1.644 | 1.06 | 0.11 | 0.02 |
| Nappanee (46550; 7,237) | 5,267 | 0.297 | 0.19 | 0.02 | 0.00 |
| New Carlisle (46552; 2,017) | 11,221 | 0.066 | 0.04 | 0.00 | 0.00 |
| Osceola (46561; 1,714) | 11,152 | 0.067 | 0.04 | 0.00 | 0.00 |
| Plymouth (46563; 13,893) | 4,140 | 0.427 | 0.28 | 0.03 | 0.00 |
| Syracuse (46567; 3,015) | 9,039 | 0.108 | 0.07 | 0.01 | 0.00 |
| Wakarusa (46573; 1,724) | 11,366 | 0.064 | 0.04 | 0.00 | 0.00 |
| Walkerton (46574; 2,030) | 11,204 | 0.066 | 0.04 | 0.00 | 0.00 |
| Koontz Lake (46574; 1,554) | 12,373 | 0.051 | 0.03 | 0.00 | 0.00 |
| Warsaw (46580; 13,487) | 4,048 | 0.440 | 0.28 | 0.03 | 0.00 |
| Winona Lake (46590; 4,864) | 6,921 | 0.184 | 0.12 | 0.01 | 0.00 |
| Gulivoire Park (46614; 2,974) | 8,526 | 0.122 | 0.08 | 0.01 | 0.00 |
| South Bend (46628; 98,986) | 641 | 2.863 | 1.84 | 0.20 | 0.03 |
| Roseland (46637; 1,809) | 12,186 | 0.054 | 0.03 | 0.00 | 0.00 |
| Albion (46701; 2,433) | 10,364 | 0.079 | 0.05 | 0.01 | 0.00 |
| Angola (46703; 9,310) | 5,352 | 0.290 | 0.19 | 0.02 | 0.00 |
| Auburn (46706; 14,615) | 3,425 | 0.557 | 0.36 | 0.04 | 0.01 |
| Avilla (46710; 3,166) | 8,661 | 0.119 | 0.08 | 0.01 | 0.00 |
| Bluffton (46714; 9,232) | 5,140 | 0.308 | 0.20 | 0.02 | 0.00 |
| Butler (46721; 2,694) | 9,791 | 0.089 | 0.06 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Indiana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Churubusco (46723; 2,041) | 10,785 | 0.072 | 0.05 | 0.00 | 0.00 |
| Tri-Lakes (46725; 3,925) | 6,937 | 0.183 | 0.12 | 0.01 | 0.00 |
| Columbia City (46725; 10,250) | 4,930 | 0.330 | 0.21 | 0.02 | 0.00 |
| Decatur (46733; 9,449) | 5,078 | 0.314 | 0.20 | 0.02 | 0.00 |
| Fremont (46737; 1,596) | 12,094 | 0.055 | 0.04 | 0.00 | 0.00 |
| Garrett (46738; 5,664) | 6,409 | 0.211 | 0.14 | 0.01 | 0.00 |
| Grabill (46741; 1,263) | 12,750 | 0.048 | 0.03 | 0.00 | 0.00 |
| Hamilton (46742; 1,262) | 12,904 | 0.045 | 0.03 | 0.00 | 0.00 |
| Huntertown (46748; 1,771) | 10,140 | 0.083 | 0.05 | 0.01 | 0.00 |
| Huntington (46750; 15,891) | 3,691 | 0.504 | 0.32 | 0.03 | 0.00 |
| Kendallville (46755; 11,211) | 4,841 | 0.339 | 0.22 | 0.02 | 0.00 |
| Lagrange (46761; 3,110) | 9,822 | 0.089 | 0.06 | 0.01 | 0.00 |
| Leo-Cedarville (46765; 3,216) | 6,782 | 0.191 | 0.12 | 0.01 | 0.00 |
| Ligonier (46767; 4,554) | 7,747 | 0.148 | 0.10 | 0.01 | 0.00 |
| Berne (46769; 4,218) | 8,168 | 0.133 | 0.09 | 0.01 | 0.00 |
| New Haven (46774; 18,103) | 2,925 | 0.675 | 0.43 | 0.05 | 0.01 |
| Ossian (46777; 2,794) | 8,844 | 0.113 | 0.07 | 0.01 | 0.00 |
| Roanoke (46783; 1,396) | 11,749 | 0.059 | 0.04 | 0.00 | 0.00 |
| Rome City (46784; 1,742) | 11,364 | 0.064 | 0.04 | 0.00 | 0.00 |
| South Whitley (46787; 1,832) | 11,867 | 0.057 | 0.04 | 0.00 | 0.00 |
| Waterloo (46793; 2,236) | 10,317 | 0.079 | 0.05 | 0.01 | 0.00 |
| Woodburn (46797; 1,798) | 11,240 | 0.065 | 0.04 | 0.00 | 0.00 |
| Fort Wayne (46808; 265,712) | 132 | 8.651 | 5.57 | 0.59 | 0.08 |
| Kokomo (46901; 45,932) | 1,440 | 1.485 | 0.96 | 0.10 | 0.01 |
| Indian Heights (46902; 3,274) | 8,189 | 0.133 | 0.09 | 0.01 | 0.00 |
| Delphi (46923; 2,886) | 9,842 | 0.088 | 0.06 | 0.01 | 0.00 |
| Fairmount (46928; 2,520) | 10,531 | 0.076 | 0.05 | 0.01 | 0.00 |
| Flora (46929; 2,028) | 11,085 | 0.068 | 0.04 | 0.00 | 0.00 |
| Galveston (46932; 1,264) | 12,394 | 0.051 | 0.03 | 0.00 | 0.00 |
| Gas City (46933; 5,659) | 6,968 | 0.181 | 0.12 | 0.01 | 0.00 |
| Greentown (46936; 2,227) | 9,934 | 0.087 | 0.06 | 0.01 | 0.00 |
| Jonesboro (46938; 1,536) | 12,443 | 0.051 | 0.03 | 0.00 | 0.00 |
| Logansport (46947; 18,380) | 3,470 | 0.549 | 0.35 | 0.04 | 0.01 |
| Marion (46953; 29,374) | 2,529 | 0.797 | 0.51 | 0.05 | 0.01 |
| North Manchester (46962; 5,450) | 7,153 | 0.172 | 0.11 | 0.01 | 0.00 |
| Peru (46970; 12,436) | 4,832 | 0.340 | 0.22 | 0.02 | 0.00 |
| Rochester (46975; 6,463) | 6,752 | 0.193 | 0.12 | 0.01 | 0.00 |
| Russiaville (46979; 1,436) | 12,302 | 0.052 | 0.03 | 0.00 | 0.00 |
| Upland (46989; 3,624) | 8,639 | 0.119 | 0.08 | 0.01 | 0.00 |
| Wabash (46992; 10,224) | 5,080 | 0.314 | 0.20 | 0.02 | 0.00 |
| Winamac (46996; 2,505) | 10,908 | 0.070 | 0.05 | 0.00 | 0.00 |
| Aurora (47001; 4,290) | 8,464 | 0.124 | 0.08 | 0.01 | 0.00 |
| Batesville (47006; 7,474) | 4,901 | 0.334 | 0.22 | 0.02 | 0.00 |
| Brookville (47012; 2,652) | 10,956 | 0.069 | 0.04 | 0.00 | 0.00 |
| Hidden Valley (47025; 4,417) | 5,477 | 0.277 | 0.18 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Indiana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Bright (47025; 5,405) | 5,149 | 0.308 | 0.20 | 0.02 | 0.00 |
| Lawrenceburg (47025; 4,896) | 8,343 | 0.128 | 0.08 | 0.01 | 0.00 |
| Greendale (47025; 4,490) | 6,925 | 0.184 | 0.12 | 0.01 | 0.00 |
| Milan (47031; 1,801) | 11,809 | 0.058 | 0.04 | 0.00 | 0.00 |
| Rising Sun (47040; 2,334) | 10,905 | 0.070 | 0.05 | 0.00 | 0.00 |
| Versailles (47042; 1,734) | 12,126 | 0.054 | 0.04 | 0.00 | 0.00 |
| Austin (47102; 4,649) | 8,673 | 0.118 | 0.08 | 0.01 | 0.00 |
| Charlestown (47111; 5,993) | 7,686 | 0.151 | 0.10 | 0.01 | 0.00 |
| Corydon (47112; 2,951) | 9,816 | 0.089 | 0.06 | 0.01 | 0.00 |
| Galena (47119; 1,831) | 9,427 | 0.098 | 0.06 | 0.01 | 0.00 |
| Georgetown (47122; 3,895) | 7,222 | 0.169 | 0.11 | 0.01 | 0.00 |
| Henryville (47126; 1,545) | 11,056 | 0.068 | 0.04 | 0.00 | 0.00 |
| Clarksville (47129; 20,384) | 3,042 | 0.645 | 0.42 | 0.04 | 0.01 |
| Oak Park (47130; 5,379) | 5,864 | 0.248 | 0.16 | 0.02 | 0.00 |
| Jeffersonville (47130; 32,871) | 1,947 | 1.091 | 0.70 | 0.07 | 0.01 |
| New Albany (47151; 34,815) | 1,959 | 1.084 | 0.70 | 0.07 | 0.01 |
| Salem (47167; 7,218) | 6,840 | 0.188 | 0.12 | 0.01 | 0.00 |
| Scottsburg (47170; 6,016) | 7,343 | 0.165 | 0.11 | 0.01 | 0.00 |
| Sellersburg (47172; 6,096) | 6,309 | 0.216 | 0.14 | 0.01 | 0.00 |
| Columbus (47203; 39,843) | 1,447 | 1.482 | 0.95 | 0.10 | 0.01 |
| Brownstown (47220; 3,224) | 9,338 | 0.101 | 0.06 | 0.01 | 0.00 |
| Greensburg (47240; 11,102) | 4,517 | 0.376 | 0.24 | 0.03 | 0.00 |
| Hanover (47243; 2,834) | 9,537 | 0.096 | 0.06 | 0.01 | 0.00 |
| Hope (47246; 2,272) | 11,091 | 0.068 | 0.04 | 0.00 | 0.00 |
| Madison (47250; 13,400) | 4,193 | 0.419 | 0.27 | 0.03 | 0.00 |
| North Vernon (47265; 6,281) | 6,767 | 0.192 | 0.12 | 0.01 | 0.00 |
| Seymour (47274; 20,617) | 2,911 | 0.678 | 0.44 | 0.05 | 0.01 |
| Westport (47283; 1,437) | 12,694 | 0.048 | 0.03 | 0.00 | 0.00 |
| Muncie (47306; 66,363) | 1,361 | 1.575 | 1.01 | 0.11 | 0.02 |
| Albany (47320; 2,257) | 11,135 | 0.067 | 0.04 | 0.00 | 0.00 |
| Cambridge City (47327; 1,871) | 11,966 | 0.056 | 0.04 | 0.00 | 0.00 |
| Centerville (47330; 2,466) | 10,869 | 0.071 | 0.05 | 0.00 | 0.00 |
| Connersville (47331; 11,883) | 4,653 | 0.359 | 0.23 | 0.02 | 0.00 |
| Daleville (47334; 1,432) | 12,338 | 0.052 | 0.03 | 0.00 | 0.00 |
| Dunkirk (47336; 2,625) | 10,344 | 0.079 | 0.05 | 0.01 | 0.00 |
| Hagerstown (47346; 1,514) | 12,542 | 0.050 | 0.03 | 0.00 | 0.00 |
| Hartford City (47348; 6,060) | 7,206 | 0.170 | 0.11 | 0.01 | 0.00 |
| Middletown (47356; 2,229) | 11,280 | 0.065 | 0.04 | 0.00 | 0.00 |
| Montpelier (47359; 1,701) | 12,892 | 0.046 | 0.03 | 0.00 | 0.00 |
| New Castle (47362; 22,883) | 3,117 | 0.626 | 0.40 | 0.04 | 0.01 |
| Portland (47371; 5,721) | 7,489 | 0.158 | 0.10 | 0.01 | 0.00 |
| Richmond (47374; 34,630) | 2,216 | 0.933 | 0.60 | 0.06 | 0.01 |
| Union City (47390; 3,089) | 10,713 | 0.073 | 0.05 | 0.00 | 0.00 |
| Winchester (47394; 4,350) | 8,942 | 0.111 | 0.07 | 0.01 | 0.00 |
| Yorktown (47396; 5,514) | 5,827 | 0.251 | 0.16 | 0.02 | 0.00 |

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Indiana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Edgewood (47421; 1,675) | 9,951 | 0.086 | 0.06 | 0.01 | 0.00 |
| Bedford (47421; 13,008) | 4,648 | 0.360 | 0.23 | 0.02 | 0.00 |
| Bloomfield (47424; 2,552) | 11,011 | 0.069 | 0.04 | 0.00 | 0.00 |
| Ellettsville (47429; 5,454) | 6,972 | 0.181 | 0.12 | 0.01 | 0.00 |
| French Lick (47432; 1,873) | 12,906 | 0.045 | 0.03 | 0.00 | 0.00 |
| Jasonville (47438; 2,560) | 12,245 | 0.053 | 0.03 | 0.00 | 0.00 |
| Linton (47441; 5,960) | 7,971 | 0.141 | 0.09 | 0.01 | 0.00 |
| Mitchell (47446; 4,904) | 8,447 | 0.125 | 0.08 | 0.01 | 0.00 |
| Orleans (47452; 2,384) | 11,840 | 0.058 | 0.04 | 0.00 | 0.00 |
| Paoli (47454; 4,211) | 9,308 | 0.101 | 0.07 | 0.01 | 0.00 |
| Spencer (47460; 2,846) | 10,736 | 0.073 | 0.05 | 0.00 | 0.00 |
| Bloomington (47490; 67,345) | 1,396 | 1.524 | 0.98 | 0.10 | 0.01 |
| Washington (47501; 11,068) | 5,389 | 0.287 | 0.18 | 0.02 | 0.00 |
| Bicknell (47512; 3,051) | 11,454 | 0.063 | 0.04 | 0.00 | 0.00 |
| Dale (47523; 1,458) | 12,776 | 0.047 | 0.03 | 0.00 | 0.00 |
| Ferdinand (47532; 2,389) | 9,865 | 0.088 | 0.06 | 0.01 | 0.00 |
| Huntingburg (47542; 6,857) | 6,528 | 0.204 | 0.13 | 0.01 | 0.00 |
| Jasper (47549; 18,911) | 2,819 | 0.709 | 0.46 | 0.05 | 0.01 |
| Loogootee (47553; 2,623) | 10,842 | 0.071 | 0.05 | 0.00 | 0.00 |
| Odon (47562; 1,501) | 12,842 | 0.046 | 0.03 | 0.00 | 0.00 |
| Petersburg (47567; 2,459) | 11,708 | 0.059 | 0.04 | 0.00 | 0.00 |
| Santa Claus (47579; 2,757) | 7,744 | 0.148 | 0.10 | 0.01 | 0.00 |
| Tell City (47586; 7,267) | 6,586 | 0.201 | 0.13 | 0.01 | 0.00 |
| Vincennes (47591; 16,422) | 4,441 | 0.385 | 0.25 | 0.03 | 0.00 |
| Boonville (47601; 6,810) | 6,386 | 0.212 | 0.14 | 0.01 | 0.00 |
| Chandler (47610; 3,031) | 9,474 | 0.097 | 0.06 | 0.01 | 0.00 |
| Mount Vernon (47620; 6,868) | 6,207 | 0.224 | 0.14 | 0.02 | 0.00 |
| Newburgh (47630; 3,899) | 7,848 | 0.145 | 0.09 | 0.01 | 0.00 |
| Rockport (47635; 1,903) | 12,853 | 0.046 | 0.03 | 0.00 | 0.00 |
| Haubstadt (47639; 1,584) | 11,622 | 0.060 | 0.04 | 0.00 | 0.00 |
| Fort Branch (47648; 2,442) | 10,394 | 0.078 | 0.05 | 0.01 | 0.00 |
| Oakland City (47660; 2,651) | 11,101 | 0.067 | 0.04 | 0.00 | 0.00 |
| Princeton (47670; 10,284) | 5,905 | 0.245 | 0.16 | 0.02 | 0.00 |
| Darmstadt (47711; 1,922) | 8,705 | 0.117 | 0.08 | 0.01 | 0.00 |
| Melody Hill (47711; 3,066) | 7,299 | 0.166 | 0.11 | 0.01 | 0.00 |
| Evansville (47739; 104,953) | 598 | 2.991 | 1.93 | 0.20 | 0.03 |
| Terre Haute (47804; 50,628) | 1,679 | 1.265 | 0.81 | 0.09 | 0.01 |
| North Terre Haute (47805; 4,606) | 7,928 | 0.142 | 0.09 | 0.01 | 0.00 |
| Brazil (47834; 8,418) | 6,081 | 0.232 | 0.15 | 0.02 | 0.00 |
| Carlisle (47838; 2,660) | 10,868 | 0.071 | 0.05 | 0.00 | 0.00 |
| Fairview Park (47842; 1,478) | 12,751 | 0.048 | 0.03 | 0.00 | 0.00 |
| Clinton (47842; 4,318) | 8,858 | 0.113 | 0.07 | 0.01 | 0.00 |
| Highland (47854; 22,530) | 2,042 | 1.030 | 0.66 | 0.07 | 0.01 |
| Rockville (47872; 2,499) | 11,500 | 0.062 | 0.04 | 0.00 | 0.00 |
| Sullivan (47882; 4,454) | 9,201 | 0.104 | 0.07 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Indiana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|---------------|--------------|--------------|-------------|
| West Terre Haute (47885; 2,157) | 12,508 | 0.050 | 0.03 | 0.00 | 0.00 |
| Lafayette (47907; 71,167) | 863 | 2.275 | 1.47 | 0.16 | 0.02 |
| Shadeland (47909; 1,428) | 11,495 | 0.062 | 0.04 | 0.00 | 0.00 |
| Attica (47918; 3,298) | 9,467 | 0.098 | 0.06 | 0.01 | 0.00 |
| Battle Ground (47920; 1,365) | 11,328 | 0.064 | 0.04 | 0.00 | 0.00 |
| Brookston (47923; 1,501) | 12,030 | 0.055 | 0.04 | 0.00 | 0.00 |
| Covington (47932; 2,317) | 10,098 | 0.084 | 0.05 | 0.01 | 0.00 |
| Crawfordsville (47937; 14,640) | 3,974 | 0.451 | 0.29 | 0.03 | 0.00 |
| Dayton (47941; 1,161) | 12,845 | 0.046 | 0.03 | 0.00 | 0.00 |
| Kentland (47951; 1,503) | 12,833 | 0.047 | 0.03 | 0.00 | 0.00 |
| Monticello (47960; 5,064) | 7,435 | 0.160 | 0.10 | 0.01 | 0.00 |
| Rensselaer (47978; 5,294) | 7,349 | 0.164 | 0.11 | 0.01 | 0.00 |
| Fowler (47984; 2,001) | 10,781 | 0.072 | 0.05 | 0.00 | 0.00 |
| Veedersburg (47987; 2,146) | 11,010 | 0.069 | 0.04 | 0.00 | 0.00 |
| Williamsport (47993; 1,920) | 11,073 | 0.068 | 0.04 | 0.00 | 0.00 |
| West Lafayette (47996; 28,097) | 3,129 | 0.623 | 0.40 | 0.04 | 0.01 |
| Total 4,206,593 | | 155.22 | 100.0 | 10.59 | 1.50 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

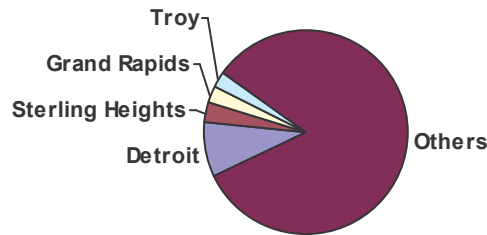
4.8 LATENT DEMAND BY YEAR - MICHIGAN

The Latent Demand for Graphic Design Services in Michigan: 2002 - 2012

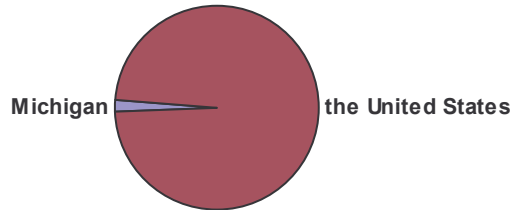
| Year | Michigan | % of Region | % of USA |
|------|----------|-------------|----------|
| 2002 | 217.11 | 15.40% | 2.12% |
| 2003 | 219.09 | 15.50% | 2.15% |
| 2004 | 221.09 | 15.59% | 2.19% |
| 2005 | 223.10 | 15.69% | 2.23% |
| 2006 | 225.49 | 15.76% | 2.25% |
| 2007 | 229.99 | 15.69% | 2.23% |
| 2008 | 234.93 | 15.60% | 2.19% |
| 2009 | 239.99 | 15.50% | 2.16% |
| 2010 | 245.14 | 15.41% | 2.12% |
| 2011 | 250.42 | 15.32% | 2.09% |
| 2012 | 255.80 | 15.22% | 2.05% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Michigan - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Michigan: 2007



4.9 CITIES SORTED BY RANK - MICHIGAN

Michigan - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Detroit (762,099) | 38 | 19.767 | 8.59 | 1.35 | 0.19 |
| Sterling Heights (136,876) | 169 | 7.274 | 3.16 | 0.50 | 0.07 |
| Grand Rapids (187,034) | 216 | 6.116 | 2.66 | 0.42 | 0.06 |
| Troy (82,907) | 246 | 5.647 | 2.46 | 0.39 | 0.05 |
| West Bloomfield Township (64,862) | 277 | 5.223 | 2.27 | 0.36 | 0.05 |
| Livonia (94,263) | 279 | 5.218 | 2.27 | 0.36 | 0.05 |
| Warren (130,084) | 288 | 5.099 | 2.22 | 0.35 | 0.05 |
| Canton (76,366) | 310 | 4.863 | 2.11 | 0.33 | 0.05 |
| Rochester Hills (71,585) | 329 | 4.711 | 2.05 | 0.32 | 0.05 |
| Ann Arbor (112,210) | 338 | 4.564 | 1.98 | 0.31 | 0.04 |
| Farmington Hills (76,971) | 339 | 4.564 | 1.98 | 0.31 | 0.04 |
| Novi (68,373) | 364 | 4.320 | 1.88 | 0.29 | 0.04 |
| Bloomfield Township (43,021) | 420 | 3.926 | 1.71 | 0.27 | 0.04 |
| Waterford (73,150) | 478 | 3.535 | 1.54 | 0.24 | 0.03 |
| Westland (85,541) | 490 | 3.480 | 1.51 | 0.24 | 0.03 |
| Dearborn (88,760) | 491 | 3.474 | 1.51 | 0.24 | 0.03 |
| Southfield (75,189) | 502 | 3.422 | 1.49 | 0.23 | 0.03 |
| Lansing (110,739) | 508 | 3.388 | 1.47 | 0.23 | 0.03 |
| Wyoming (73,077) | 670 | 2.771 | 1.20 | 0.19 | 0.03 |
| Flint (105,256) | 738 | 2.590 | 1.13 | 0.18 | 0.03 |
| St. Clair Shores (58,226) | 771 | 2.509 | 1.09 | 0.17 | 0.02 |
| Royal Oak (54,289) | 777 | 2.492 | 1.08 | 0.17 | 0.02 |
| Taylor (64,020) | 806 | 2.415 | 1.05 | 0.16 | 0.02 |
| Redford (51,622) | 883 | 2.246 | 0.98 | 0.15 | 0.02 |
| Dearborn Heights (52,672) | 891 | 2.231 | 0.97 | 0.15 | 0.02 |
| Kentwood (50,558) | 1,005 | 2.035 | 0.88 | 0.14 | 0.02 |
| Portage (46,166) | 1,022 | 2.004 | 0.87 | 0.14 | 0.02 |
| Pontiac (71,508) | 1,048 | 1.960 | 0.85 | 0.13 | 0.02 |
| Midland (43,551) | 1,134 | 1.853 | 0.81 | 0.13 | 0.02 |
| Plymouth Township (27,798) | 1,151 | 1.825 | 0.79 | 0.12 | 0.02 |
| New Baltimore (34,207) | 1,154 | 1.824 | 0.79 | 0.12 | 0.02 |
| Kalamazoo (65,231) | 1,178 | 1.787 | 0.78 | 0.12 | 0.02 |
| Roseville (47,387) | 1,237 | 1.716 | 0.75 | 0.12 | 0.02 |
| Battle Creek (53,559) | 1,278 | 1.670 | 0.73 | 0.11 | 0.02 |
| Forest Hills (20,942) | 1,337 | 1.605 | 0.70 | 0.11 | 0.02 |
| Birmingham (18,987) | 1,583 | 1.349 | 0.59 | 0.09 | 0.01 |
| Lincoln Park (35,142) | 1,617 | 1.312 | 0.57 | 0.09 | 0.01 |
| Eastpointe (31,421) | 1,659 | 1.277 | 0.56 | 0.09 | 0.01 |
| Burton (32,819) | 1,670 | 1.270 | 0.55 | 0.09 | 0.01 |
| Okemos (22,805) | 1,685 | 1.258 | 0.55 | 0.09 | 0.01 |
| Garden City (27,166) | 1,708 | 1.237 | 0.54 | 0.08 | 0.01 |
| Holland (33,274) | 1,711 | 1.236 | 0.54 | 0.08 | 0.01 |
| Southgate (29,295) | 1,747 | 1.208 | 0.53 | 0.08 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Michigan - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Saginaw (51,427) | 1,764 | 1.196 | 0.52 | 0.08 | 0.01 |
| Allen Park (25,994) | 1,776 | 1.187 | 0.52 | 0.08 | 0.01 |
| East Lansing (47,099) | 1,805 | 1.167 | 0.51 | 0.08 | 0.01 |
| Oak Park (27,031) | 1,820 | 1.156 | 0.50 | 0.08 | 0.01 |
| Walker (28,322) | 1,891 | 1.115 | 0.48 | 0.08 | 0.01 |
| Madison Heights (28,804) | 1,978 | 1.071 | 0.47 | 0.07 | 0.01 |
| Auburn Hills (23,664) | 1,983 | 1.068 | 0.46 | 0.07 | 0.01 |
| Grosse Pointe Woods (15,054) | 2,027 | 1.039 | 0.45 | 0.07 | 0.01 |
| Norton Shores (25,744) | 2,046 | 1.028 | 0.45 | 0.07 | 0.01 |
| Romulus (25,573) | 2,073 | 1.013 | 0.44 | 0.07 | 0.01 |
| Muskegon (39,476) | 2,153 | 0.969 | 0.42 | 0.07 | 0.01 |
| Wyandotte (25,099) | 2,159 | 0.964 | 0.42 | 0.07 | 0.01 |
| Saginaw Township North (24,994) | 2,217 | 0.933 | 0.41 | 0.06 | 0.01 |
| Jackson (31,768) | 2,341 | 0.873 | 0.38 | 0.06 | 0.01 |
| Jenison (17,211) | 2,386 | 0.853 | 0.37 | 0.06 | 0.01 |
| Inkster (26,768) | 2,410 | 0.845 | 0.37 | 0.06 | 0.01 |
| Grosse Ile (10,894) | 2,439 | 0.833 | 0.36 | 0.06 | 0.01 |
| Bay City (31,149) | 2,443 | 0.833 | 0.36 | 0.06 | 0.01 |
| Trenton (19,120) | 2,444 | 0.832 | 0.36 | 0.06 | 0.01 |
| Port Huron (29,937) | 2,458 | 0.824 | 0.36 | 0.06 | 0.01 |
| Ferndale (20,392) | 2,476 | 0.817 | 0.36 | 0.06 | 0.01 |
| Woodhaven (13,882) | 2,541 | 0.792 | 0.34 | 0.05 | 0.01 |
| Rochester (13,819) | 2,544 | 0.791 | 0.34 | 0.05 | 0.01 |
| Grosse Pointe Park (11,010) | 2,579 | 0.778 | 0.34 | 0.05 | 0.01 |
| Grosse Pointe Farms (8,641) | 2,635 | 0.760 | 0.33 | 0.05 | 0.01 |
| Monroe (20,603) | 2,650 | 0.757 | 0.33 | 0.05 | 0.01 |
| Grandville (18,015) | 2,666 | 0.753 | 0.33 | 0.05 | 0.01 |
| Beverly Hills (9,470) | 2,670 | 0.752 | 0.33 | 0.05 | 0.01 |
| Wayne (18,002) | 2,726 | 0.734 | 0.32 | 0.05 | 0.01 |
| Berkley (14,384) | 2,749 | 0.728 | 0.32 | 0.05 | 0.01 |
| Waverly (16,194) | 2,751 | 0.728 | 0.32 | 0.05 | 0.01 |
| East Grand Rapids (9,685) | 2,770 | 0.721 | 0.31 | 0.05 | 0.01 |
| Fenton (17,004) | 2,823 | 0.708 | 0.31 | 0.05 | 0.01 |
| Adrian (23,254) | 2,857 | 0.699 | 0.30 | 0.05 | 0.01 |
| South Lyon (14,584) | 2,893 | 0.684 | 0.30 | 0.05 | 0.01 |
| Ionia (19,744) | 2,965 | 0.664 | 0.29 | 0.05 | 0.01 |
| Fraser (14,636) | 3,034 | 0.647 | 0.28 | 0.04 | 0.01 |
| Marquette (23,990) | 3,098 | 0.630 | 0.27 | 0.04 | 0.01 |
| Saline (11,888) | 3,141 | 0.620 | 0.27 | 0.04 | 0.01 |
| Northview (14,730) | 3,200 | 0.607 | 0.26 | 0.04 | 0.01 |
| Saginaw Township South (13,801) | 3,266 | 0.589 | 0.26 | 0.04 | 0.01 |
| Hazel Park (17,355) | 3,377 | 0.565 | 0.25 | 0.04 | 0.01 |
| Wixom (14,299) | 3,427 | 0.557 | 0.24 | 0.04 | 0.01 |
| Mount Clemens (16,499) | 3,471 | 0.549 | 0.24 | 0.04 | 0.01 |
| Ypsilanti (21,751) | 3,486 | 0.547 | 0.24 | 0.04 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Michigan - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Bloomfield Hills (3,633) | 3,494 | 0.545 | 0.24 | 0.04 | 0.01 |
| Cutlerville (15,114) | 3,511 | 0.542 | 0.24 | 0.04 | 0.01 |
| Mount Pleasant (24,814) | 3,532 | 0.536 | 0.23 | 0.04 | 0.01 |
| Clawson (11,604) | 3,613 | 0.519 | 0.23 | 0.04 | 0.01 |
| Harper Woods (12,570) | 3,632 | 0.516 | 0.22 | 0.04 | 0.01 |
| Flat Rock (13,312) | 3,640 | 0.516 | 0.22 | 0.04 | 0.00 |
| Lambertville (9,299) | 3,675 | 0.508 | 0.22 | 0.03 | 0.00 |
| Haslett (11,283) | 3,697 | 0.502 | 0.22 | 0.03 | 0.00 |
| Riverview (11,891) | 3,717 | 0.497 | 0.22 | 0.03 | 0.00 |
| Marysville (10,939) | 3,834 | 0.474 | 0.21 | 0.03 | 0.00 |
| Allendale (11,555) | 3,835 | 0.474 | 0.21 | 0.03 | 0.00 |
| Traverse City (14,421) | 3,843 | 0.473 | 0.21 | 0.03 | 0.00 |
| New Haven (13,201) | 3,847 | 0.472 | 0.21 | 0.03 | 0.00 |
| Hamtramck (20,173) | 3,848 | 0.472 | 0.21 | 0.03 | 0.00 |
| Mason (12,669) | 3,893 | 0.465 | 0.20 | 0.03 | 0.00 |
| Farmington (9,346) | 3,906 | 0.463 | 0.20 | 0.03 | 0.00 |
| Northville (6,157) | 3,960 | 0.454 | 0.20 | 0.03 | 0.00 |
| Gibraltar (8,695) | 4,013 | 0.444 | 0.19 | 0.03 | 0.00 |
| Holt (11,315) | 4,031 | 0.441 | 0.19 | 0.03 | 0.00 |
| Howell (11,398) | 4,041 | 0.440 | 0.19 | 0.03 | 0.00 |
| Sault Ste. Marie (16,542) | 4,116 | 0.431 | 0.19 | 0.03 | 0.00 |
| Owosso (14,980) | 4,134 | 0.429 | 0.19 | 0.03 | 0.00 |
| Huntington Woods (5,559) | 4,154 | 0.425 | 0.18 | 0.03 | 0.00 |
| Temperance (7,757) | 4,214 | 0.416 | 0.18 | 0.03 | 0.00 |
| Plymouth (8,458) | 4,457 | 0.383 | 0.17 | 0.03 | 0.00 |
| Tecumseh (9,392) | 4,481 | 0.380 | 0.17 | 0.03 | 0.00 |
| Coldwater (12,697) | 4,495 | 0.378 | 0.16 | 0.03 | 0.00 |
| Comstock Park (10,674) | 4,511 | 0.377 | 0.16 | 0.03 | 0.00 |
| Charlotte (11,332) | 4,546 | 0.373 | 0.16 | 0.03 | 0.00 |
| Milford (7,006) | 4,593 | 0.367 | 0.16 | 0.03 | 0.00 |
| Flushing (7,699) | 4,610 | 0.365 | 0.16 | 0.02 | 0.00 |
| Grosse Pointe (5,039) | 4,656 | 0.359 | 0.16 | 0.02 | 0.00 |
| Brighton (8,523) | 4,660 | 0.359 | 0.16 | 0.02 | 0.00 |
| Melvindale (10,687) | 4,681 | 0.356 | 0.15 | 0.02 | 0.00 |
| Grand Blanc (7,264) | 4,786 | 0.345 | 0.15 | 0.02 | 0.00 |
| Grand Haven (9,526) | 4,858 | 0.337 | 0.15 | 0.02 | 0.00 |
| Franklin (3,021) | 4,940 | 0.329 | 0.14 | 0.02 | 0.00 |
| Lathrup Village (4,102) | 5,006 | 0.322 | 0.14 | 0.02 | 0.00 |
| Grand Ledge (7,785) | 5,007 | 0.322 | 0.14 | 0.02 | 0.00 |
| Lapeer (10,290) | 5,011 | 0.321 | 0.14 | 0.02 | 0.00 |
| Sturgis (10,627) | 5,066 | 0.316 | 0.14 | 0.02 | 0.00 |
| Richmond (8,012) | 5,172 | 0.305 | 0.13 | 0.02 | 0.00 |
| Niles (10,940) | 5,223 | 0.300 | 0.13 | 0.02 | 0.00 |
| Westwood (9,122) | 5,225 | 0.300 | 0.13 | 0.02 | 0.00 |
| Dexter (6,738) | 5,234 | 0.299 | 0.13 | 0.02 | 0.00 |

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Michigan - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| St. Clair (6,402) | 5,248 | 0.298 | 0.13 | 0.02 | 0.00 |
| Escanaba (11,638) | 5,249 | 0.298 | 0.13 | 0.02 | 0.00 |
| Whitmore Lake (6,574) | 5,252 | 0.297 | 0.13 | 0.02 | 0.00 |
| Walled Lake (7,384) | 5,297 | 0.294 | 0.13 | 0.02 | 0.00 |
| Beecher (12,793) | 5,333 | 0.291 | 0.13 | 0.02 | 0.00 |
| Lake Fenton (4,876) | 5,344 | 0.291 | 0.13 | 0.02 | 0.00 |
| Shields (6,590) | 5,369 | 0.289 | 0.13 | 0.02 | 0.00 |
| Holly (7,037) | 5,383 | 0.287 | 0.12 | 0.02 | 0.00 |
| Hudsonville (6,880) | 5,411 | 0.284 | 0.12 | 0.02 | 0.00 |
| Cadillac (10,567) | 5,472 | 0.278 | 0.12 | 0.02 | 0.00 |
| Alma (9,420) | 5,473 | 0.278 | 0.12 | 0.02 | 0.00 |
| St. Johns (7,516) | 5,503 | 0.275 | 0.12 | 0.02 | 0.00 |
| Milan (6,450) | 5,508 | 0.275 | 0.12 | 0.02 | 0.00 |
| St. Joseph (8,443) | 5,511 | 0.275 | 0.12 | 0.02 | 0.00 |
| Rockford (6,086) | 5,564 | 0.270 | 0.12 | 0.02 | 0.00 |
| Alpena (9,922) | 5,646 | 0.265 | 0.12 | 0.02 | 0.00 |
| Chelsea (5,829) | 5,688 | 0.262 | 0.11 | 0.02 | 0.00 |
| Bridgeport (7,849) | 5,724 | 0.259 | 0.11 | 0.02 | 0.00 |
| Marshall (7,076) | 5,756 | 0.256 | 0.11 | 0.02 | 0.00 |
| Fair Plain (7,828) | 5,765 | 0.255 | 0.11 | 0.02 | 0.00 |
| Orchard Lake Village (2,398) | 5,771 | 0.255 | 0.11 | 0.02 | 0.00 |
| Greenville (9,424) | 5,804 | 0.252 | 0.11 | 0.02 | 0.00 |
| Grosse Pointe Shores (2,519) | 5,806 | 0.252 | 0.11 | 0.02 | 0.00 |
| Hastings (7,324) | 5,820 | 0.251 | 0.11 | 0.02 | 0.00 |
| Freeland (5,147) | 5,825 | 0.251 | 0.11 | 0.02 | 0.00 |
| Albion (9,295) | 5,876 | 0.247 | 0.11 | 0.02 | 0.00 |
| South Monroe (6,370) | 5,909 | 0.244 | 0.11 | 0.02 | 0.00 |
| Linden (5,307) | 5,982 | 0.237 | 0.10 | 0.02 | 0.00 |
| Ecorse (9,944) | 5,988 | 0.237 | 0.10 | 0.02 | 0.00 |
| Wolverine Lake (3,991) | 6,107 | 0.230 | 0.10 | 0.02 | 0.00 |
| De Witt (3,733) | 6,161 | 0.227 | 0.10 | 0.02 | 0.00 |
| Hillsdale (7,439) | 6,164 | 0.227 | 0.10 | 0.02 | 0.00 |
| Carrollton (6,602) | 6,219 | 0.223 | 0.10 | 0.02 | 0.00 |
| Swartz Creek (5,945) | 6,257 | 0.220 | 0.10 | 0.02 | 0.00 |
| Center Line (7,870) | 6,275 | 0.219 | 0.10 | 0.01 | 0.00 |
| Menominee (8,117) | 6,293 | 0.218 | 0.09 | 0.01 | 0.00 |
| Iron Mountain (7,548) | 6,321 | 0.216 | 0.09 | 0.01 | 0.00 |
| Muskegon Heights (11,113) | 6,379 | 0.213 | 0.09 | 0.01 | 0.00 |
| Frankenmuth (4,704) | 6,396 | 0.211 | 0.09 | 0.01 | 0.00 |
| Coopersville (4,790) | 6,499 | 0.206 | 0.09 | 0.01 | 0.00 |
| Ludington (8,324) | 6,504 | 0.205 | 0.09 | 0.01 | 0.00 |
| River Rouge (7,905) | 6,560 | 0.203 | 0.09 | 0.01 | 0.00 |
| Highland Park (12,854) | 6,600 | 0.200 | 0.09 | 0.01 | 0.00 |
| Zeeland (4,990) | 6,605 | 0.200 | 0.09 | 0.01 | 0.00 |
| Petoskey (6,686) | 6,650 | 0.198 | 0.09 | 0.01 | 0.00 |

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Michigan - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Eastwood (6,265) | 6,668 | 0.197 | 0.09 | 0.01 | 0.00 |
| Byron Center (3,777) | 6,718 | 0.194 | 0.08 | 0.01 | 0.00 |
| Big Rapids (10,852) | 6,756 | 0.192 | 0.08 | 0.01 | 0.00 |
| North Muskegon (3,949) | 6,784 | 0.191 | 0.08 | 0.01 | 0.00 |
| Manistee (7,104) | 6,819 | 0.189 | 0.08 | 0.01 | 0.00 |
| Three Rivers (6,544) | 6,878 | 0.187 | 0.08 | 0.01 | 0.00 |
| Allegan (5,340) | 6,896 | 0.185 | 0.08 | 0.01 | 0.00 |
| Buena Vista (7,845) | 6,923 | 0.184 | 0.08 | 0.01 | 0.00 |
| Pinckney (3,578) | 6,949 | 0.183 | 0.08 | 0.01 | 0.00 |
| Gladstone (6,044) | 6,956 | 0.182 | 0.08 | 0.01 | 0.00 |
| Eaton Rapids (5,122) | 7,009 | 0.179 | 0.08 | 0.01 | 0.00 |
| Romeo (4,235) | 7,012 | 0.179 | 0.08 | 0.01 | 0.00 |
| Williamston (5,037) | 7,073 | 0.176 | 0.08 | 0.01 | 0.00 |
| Michigan Center (4,641) | 7,077 | 0.176 | 0.08 | 0.01 | 0.00 |
| South Haven (5,523) | 7,107 | 0.174 | 0.08 | 0.01 | 0.00 |
| Utica (5,070) | 7,152 | 0.172 | 0.07 | 0.01 | 0.00 |
| Rockwood (3,499) | 7,161 | 0.172 | 0.07 | 0.01 | 0.00 |
| Oxford (3,625) | 7,170 | 0.172 | 0.07 | 0.01 | 0.00 |
| Comstock Northwest (4,472) | 7,179 | 0.171 | 0.07 | 0.01 | 0.00 |
| Algonac (4,615) | 7,189 | 0.171 | 0.07 | 0.01 | 0.00 |
| Vandercook Lake (4,809) | 7,212 | 0.170 | 0.07 | 0.01 | 0.00 |
| Ishpeming (6,140) | 7,232 | 0.169 | 0.07 | 0.01 | 0.00 |
| Belding (5,852) | 7,235 | 0.169 | 0.07 | 0.01 | 0.00 |
| Lowell (4,498) | 7,273 | 0.167 | 0.07 | 0.01 | 0.00 |
| Davison (5,045) | 7,298 | 0.166 | 0.07 | 0.01 | 0.00 |
| Dundee (4,531) | 7,316 | 0.165 | 0.07 | 0.01 | 0.00 |
| Pleasant Ridge (2,325) | 7,337 | 0.165 | 0.07 | 0.01 | 0.00 |
| Capac (4,433) | 7,353 | 0.164 | 0.07 | 0.01 | 0.00 |
| Pearl Beach (3,224) | 7,553 | 0.156 | 0.07 | 0.01 | 0.00 |
| Portland (3,852) | 7,604 | 0.154 | 0.07 | 0.01 | 0.00 |
| Wayland (4,148) | 7,647 | 0.152 | 0.07 | 0.01 | 0.00 |
| Benton Harbor (9,903) | 7,664 | 0.152 | 0.07 | 0.01 | 0.00 |
| Kingsford (5,138) | 7,713 | 0.150 | 0.07 | 0.01 | 0.00 |
| Carleton (3,833) | 7,734 | 0.149 | 0.06 | 0.01 | 0.00 |
| Plainwell (4,257) | 7,752 | 0.148 | 0.06 | 0.01 | 0.00 |
| Almont (3,119) | 7,757 | 0.148 | 0.06 | 0.01 | 0.00 |
| West Monroe (3,893) | 7,777 | 0.147 | 0.06 | 0.01 | 0.00 |
| Marine City (4,103) | 7,845 | 0.145 | 0.06 | 0.01 | 0.00 |
| Dowagiac (5,464) | 7,881 | 0.144 | 0.06 | 0.01 | 0.00 |
| Sparta (4,159) | 7,913 | 0.143 | 0.06 | 0.01 | 0.00 |
| Springfield (5,380) | 7,967 | 0.141 | 0.06 | 0.01 | 0.00 |
| Belleville (3,626) | 7,968 | 0.141 | 0.06 | 0.01 | 0.00 |
| Mattawan (3,699) | 8,058 | 0.137 | 0.06 | 0.01 | 0.00 |
| Otsego (4,141) | 8,080 | 0.137 | 0.06 | 0.01 | 0.00 |
| Ferrysburg (2,898) | 8,081 | 0.137 | 0.06 | 0.01 | 0.00 |

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Michigan - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Wolf Lake (4,455) | 8,090 | 0.136 | 0.06 | 0.01 | 0.00 |
| Level Park-Oak Park (3,605) | 8,152 | 0.134 | 0.06 | 0.01 | 0.00 |
| Fowlerville (3,656) | 8,160 | 0.134 | 0.06 | 0.01 | 0.00 |
| Paw Paw Lake (3,944) | 8,193 | 0.132 | 0.06 | 0.01 | 0.00 |
| Lake Orion (2,905) | 8,233 | 0.131 | 0.06 | 0.01 | 0.00 |
| Houghton (7,010) | 8,251 | 0.130 | 0.06 | 0.01 | 0.00 |
| Buchanan (4,267) | 8,328 | 0.128 | 0.06 | 0.01 | 0.00 |
| Fremont (4,413) | 8,444 | 0.125 | 0.05 | 0.01 | 0.00 |
| Cedar Springs (3,599) | 8,445 | 0.125 | 0.05 | 0.01 | 0.00 |
| Essexville (3,239) | 8,459 | 0.124 | 0.05 | 0.01 | 0.00 |
| Negaunee (4,256) | 8,478 | 0.124 | 0.05 | 0.01 | 0.00 |
| St. Louis (4,494) | 8,511 | 0.123 | 0.05 | 0.01 | 0.00 |
| Durand (3,808) | 8,529 | 0.122 | 0.05 | 0.01 | 0.00 |
| Beechwood (2,963) | 8,561 | 0.121 | 0.05 | 0.01 | 0.00 |
| Caro (4,400) | 8,593 | 0.121 | 0.05 | 0.01 | 0.00 |
| Roosevelt Park (3,616) | 8,686 | 0.118 | 0.05 | 0.01 | 0.00 |
| Blissfield (3,381) | 8,706 | 0.117 | 0.05 | 0.01 | 0.00 |
| Detroit Beach (2,289) | 8,833 | 0.114 | 0.05 | 0.01 | 0.00 |
| Paw Paw (3,310) | 8,866 | 0.113 | 0.05 | 0.01 | 0.00 |
| Mount Morris (3,897) | 8,899 | 0.112 | 0.05 | 0.01 | 0.00 |
| Clinton (2,641) | 8,916 | 0.111 | 0.05 | 0.01 | 0.00 |
| Middleville (2,990) | 8,955 | 0.110 | 0.05 | 0.01 | 0.00 |
| Bingham Farms (1,010) | 8,966 | 0.110 | 0.05 | 0.01 | 0.00 |
| Cheboygan (4,962) | 8,989 | 0.109 | 0.05 | 0.01 | 0.00 |
| Imlay City (3,809) | 9,002 | 0.109 | 0.05 | 0.01 | 0.00 |
| Bridgman (2,526) | 9,055 | 0.107 | 0.05 | 0.01 | 0.00 |
| Keego Harbor (2,606) | 9,086 | 0.107 | 0.05 | 0.01 | 0.00 |
| Goodrich (1,861) | 9,093 | 0.106 | 0.05 | 0.01 | 0.00 |
| West Ishpeming (2,792) | 9,258 | 0.102 | 0.04 | 0.01 | 0.00 |
| Clio (3,232) | 9,287 | 0.102 | 0.04 | 0.01 | 0.00 |
| Manchester (2,459) | 9,299 | 0.101 | 0.04 | 0.01 | 0.00 |
| Sylvan Lake (1,587) | 9,356 | 0.100 | 0.04 | 0.01 | 0.00 |
| Armada (1,848) | 9,357 | 0.100 | 0.04 | 0.01 | 0.00 |
| Gaylord (3,863) | 9,465 | 0.098 | 0.04 | 0.01 | 0.00 |
| Hancock (3,938) | 9,482 | 0.097 | 0.04 | 0.01 | 0.00 |
| Ironwood (4,567) | 9,609 | 0.094 | 0.04 | 0.01 | 0.00 |
| Ithaca (3,062) | 9,611 | 0.094 | 0.04 | 0.01 | 0.00 |
| Benton Heights (5,458) | 9,616 | 0.094 | 0.04 | 0.01 | 0.00 |
| Edgemont Park (2,442) | 9,673 | 0.093 | 0.04 | 0.01 | 0.00 |
| Corunna (3,476) | 9,730 | 0.091 | 0.04 | 0.01 | 0.00 |
| New Buffalo (2,486) | 9,732 | 0.091 | 0.04 | 0.01 | 0.00 |
| Houghton Lake (3,749) | 9,754 | 0.090 | 0.04 | 0.01 | 0.00 |
| Boyne City (2,866) | 9,759 | 0.090 | 0.04 | 0.01 | 0.00 |
| Vassar (2,679) | 9,785 | 0.090 | 0.04 | 0.01 | 0.00 |
| Whitehall (2,670) | 9,855 | 0.088 | 0.04 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Michigan - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------------|----------|-----------|---------|----------|-------|
| South Gull Lake (1,526) | 9,856 | 0.088 | 0.04 | 0.01 | 0.00 |
| Canadian Lakes (1,922) | 9,913 | 0.087 | 0.04 | 0.01 | 0.00 |
| Woodland Beach (2,179) | 9,927 | 0.087 | 0.04 | 0.01 | 0.00 |
| Pottersville (2,329) | 9,945 | 0.087 | 0.04 | 0.01 | 0.00 |
| Lakewood Club (2,393) | 10,030 | 0.085 | 0.04 | 0.01 | 0.00 |
| Clare (3,436) | 10,143 | 0.082 | 0.04 | 0.01 | 0.00 |
| Hudson (2,267) | 10,172 | 0.082 | 0.04 | 0.01 | 0.00 |
| Constantine (2,303) | 10,175 | 0.082 | 0.04 | 0.01 | 0.00 |
| Auburn (2,203) | 10,207 | 0.081 | 0.04 | 0.01 | 0.00 |
| Perry (2,048) | 10,210 | 0.081 | 0.04 | 0.01 | 0.00 |
| Gladwin (3,110) | 10,230 | 0.081 | 0.04 | 0.01 | 0.00 |
| Morenci (2,266) | 10,297 | 0.080 | 0.03 | 0.01 | 0.00 |
| Ortonville (1,487) | 10,301 | 0.080 | 0.03 | 0.01 | 0.00 |
| Bad Axe (2,807) | 10,330 | 0.079 | 0.03 | 0.01 | 0.00 |
| Montague (2,167) | 10,455 | 0.077 | 0.03 | 0.01 | 0.00 |
| Sandusky (2,604) | 10,483 | 0.077 | 0.03 | 0.01 | 0.00 |
| Rogers City (2,903) | 10,575 | 0.075 | 0.03 | 0.01 | 0.00 |
| Norway (2,752) | 10,587 | 0.075 | 0.03 | 0.01 | 0.00 |
| Trowbridge Park (2,012) | 10,592 | 0.075 | 0.03 | 0.01 | 0.00 |
| Caledonia (1,679) | 10,604 | 0.075 | 0.03 | 0.01 | 0.00 |
| Spring Arbor (2,188) | 10,626 | 0.074 | 0.03 | 0.01 | 0.00 |
| Cass City (2,530) | 10,645 | 0.074 | 0.03 | 0.01 | 0.00 |
| Birch Run (1,986) | 10,737 | 0.073 | 0.03 | 0.00 | 0.00 |
| Lake Odessa (2,346) | 10,791 | 0.072 | 0.03 | 0.00 | 0.00 |
| Charlevoix (2,318) | 10,799 | 0.072 | 0.03 | 0.00 | 0.00 |
| Spring Lake (2,126) | 10,872 | 0.071 | 0.03 | 0.00 | 0.00 |
| Jonesville (2,282) | 10,878 | 0.071 | 0.03 | 0.00 | 0.00 |
| South Rockwood (1,284) | 10,884 | 0.070 | 0.03 | 0.00 | 0.00 |
| St. Charles (2,009) | 10,887 | 0.070 | 0.03 | 0.00 | 0.00 |
| Chesaning (2,292) | 10,894 | 0.070 | 0.03 | 0.00 | 0.00 |
| Vicksburg (1,898) | 10,943 | 0.070 | 0.03 | 0.00 | 0.00 |
| Manistique (3,263) | 10,945 | 0.070 | 0.03 | 0.00 | 0.00 |
| Twin Lake (1,613) | 10,947 | 0.070 | 0.03 | 0.00 | 0.00 |
| Dimondale (1,363) | 10,971 | 0.069 | 0.03 | 0.00 | 0.00 |
| Manitou Beach-Devlis Lake (2,080) | 10,977 | 0.069 | 0.03 | 0.00 | 0.00 |
| Newberry (2,686) | 11,029 | 0.069 | 0.03 | 0.00 | 0.00 |
| Hartford (2,370) | 11,036 | 0.068 | 0.03 | 0.00 | 0.00 |
| East Tawas (2,558) | 11,065 | 0.068 | 0.03 | 0.00 | 0.00 |
| Leslie (1,809) | 11,069 | 0.068 | 0.03 | 0.00 | 0.00 |
| Shorewood-Tower Hills-Harbert (1,619) | 11,070 | 0.068 | 0.03 | 0.00 | 0.00 |
| Greater Galesburg (1,631) | 11,094 | 0.068 | 0.03 | 0.00 | 0.00 |
| Reed City (2,449) | 11,191 | 0.066 | 0.03 | 0.00 | 0.00 |
| Croswell (2,429) | 11,276 | 0.065 | 0.03 | 0.00 | 0.00 |
| Munising (2,174) | 11,293 | 0.065 | 0.03 | 0.00 | 0.00 |
| St. Helen (2,993) | 11,399 | 0.063 | 0.03 | 0.00 | 0.00 |

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Michigan - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| East Jordan (1,991) | 11,443 | 0.063 | 0.03 | 0.00 | 0.00 |
| Yale (1,849) | 11,478 | 0.062 | 0.03 | 0.00 | 0.00 |
| Indian River (2,008) | 11,538 | 0.061 | 0.03 | 0.00 | 0.00 |
| Webberville (1,534) | 11,561 | 0.061 | 0.03 | 0.00 | 0.00 |
| Bronson (2,169) | 11,571 | 0.061 | 0.03 | 0.00 | 0.00 |
| Brownlee Park (2,588) | 11,606 | 0.061 | 0.03 | 0.00 | 0.00 |
| Decatur (2,242) | 11,646 | 0.060 | 0.03 | 0.00 | 0.00 |
| St. Ignace (1,987) | 11,649 | 0.060 | 0.03 | 0.00 | 0.00 |
| Greilickville (1,415) | 11,660 | 0.060 | 0.03 | 0.00 | 0.00 |
| Zilwaukee (1,613) | 11,694 | 0.060 | 0.03 | 0.00 | 0.00 |
| Lawton (1,845) | 11,756 | 0.059 | 0.03 | 0.00 | 0.00 |
| Brooklyn (2,049) | 11,854 | 0.058 | 0.03 | 0.00 | 0.00 |
| Skidway Lake (3,147) | 11,855 | 0.058 | 0.03 | 0.00 | 0.00 |
| Watervliet (1,687) | 11,873 | 0.057 | 0.02 | 0.00 | 0.00 |
| Hemlock (1,585) | 11,906 | 0.057 | 0.02 | 0.00 | 0.00 |
| White Pigeon (1,563) | 11,926 | 0.057 | 0.02 | 0.00 | 0.00 |
| Union City (1,720) | 11,994 | 0.056 | 0.02 | 0.00 | 0.00 |
| Cassopolis (2,213) | 12,006 | 0.056 | 0.02 | 0.00 | 0.00 |
| Shelby (2,196) | 12,035 | 0.055 | 0.02 | 0.00 | 0.00 |
| Homer (1,770) | 12,044 | 0.055 | 0.02 | 0.00 | 0.00 |
| Ravenna (1,331) | 12,052 | 0.055 | 0.02 | 0.00 | 0.00 |
| Marlette (2,021) | 12,075 | 0.055 | 0.02 | 0.00 | 0.00 |
| Parchment (1,551) | 12,108 | 0.055 | 0.02 | 0.00 | 0.00 |
| Galesburg (1,790) | 12,114 | 0.054 | 0.02 | 0.00 | 0.00 |
| Kalkaska (2,209) | 12,145 | 0.054 | 0.02 | 0.00 | 0.00 |
| Gwinn (1,965) | 12,231 | 0.053 | 0.02 | 0.00 | 0.00 |
| Schoolcraft (1,325) | 12,258 | 0.053 | 0.02 | 0.00 | 0.00 |
| Howard City (1,722) | 12,308 | 0.052 | 0.02 | 0.00 | 0.00 |
| Harbor Springs (1,670) | 12,340 | 0.052 | 0.02 | 0.00 | 0.00 |
| Tawas City (1,796) | 12,347 | 0.052 | 0.02 | 0.00 | 0.00 |
| Barnes Lake-Millers Lake (1,187) | 12,413 | 0.051 | 0.02 | 0.00 | 0.00 |
| Grass Lake (1,286) | 12,417 | 0.051 | 0.02 | 0.00 | 0.00 |
| Fennville (1,483) | 12,425 | 0.051 | 0.02 | 0.00 | 0.00 |
| Nashville (1,759) | 12,432 | 0.051 | 0.02 | 0.00 | 0.00 |
| Three Oaks (1,674) | 12,483 | 0.050 | 0.02 | 0.00 | 0.00 |
| Elk Rapids (1,812) | 12,503 | 0.050 | 0.02 | 0.00 | 0.00 |
| Au Sable (1,533) | 12,518 | 0.050 | 0.02 | 0.00 | 0.00 |
| Newaygo (1,752) | 12,526 | 0.050 | 0.02 | 0.00 | 0.00 |
| West Branch (1,872) | 12,539 | 0.050 | 0.02 | 0.00 | 0.00 |
| Hart (2,178) | 12,547 | 0.049 | 0.02 | 0.00 | 0.00 |
| Laurium (1,843) | 12,582 | 0.049 | 0.02 | 0.00 | 0.00 |
| L'Anse (1,774) | 12,606 | 0.049 | 0.02 | 0.00 | 0.00 |
| Litchfield (1,413) | 12,623 | 0.049 | 0.02 | 0.00 | 0.00 |
| Olivet (1,608) | 12,633 | 0.049 | 0.02 | 0.00 | 0.00 |
| Kingsley (1,698) | 12,635 | 0.049 | 0.02 | 0.00 | 0.00 |

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Michigan - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|---------------|--------------|--------------|-------------|
| Harrison (2,083) | 12,671 | 0.048 | 0.02 | 0.00 | 0.00 |
| Reese (1,354) | 12,687 | 0.048 | 0.02 | 0.00 | 0.00 |
| Luna Pier (1,335) | 12,698 | 0.048 | 0.02 | 0.00 | 0.00 |
| Coloma (1,400) | 12,720 | 0.048 | 0.02 | 0.00 | 0.00 |
| Quincy (1,511) | 12,731 | 0.048 | 0.02 | 0.00 | 0.00 |
| Mio (2,016) | 12,752 | 0.048 | 0.02 | 0.00 | 0.00 |
| Sebewaing (1,636) | 12,789 | 0.047 | 0.02 | 0.00 | 0.00 |
| Berrien Springs (1,641) | 12,818 | 0.047 | 0.02 | 0.00 | 0.00 |
| Burt (1,122) | 12,828 | 0.047 | 0.02 | 0.00 | 0.00 |
| Stockbridge (1,375) | 12,838 | 0.046 | 0.02 | 0.00 | 0.00 |
| Concord (1,137) | 12,840 | 0.046 | 0.02 | 0.00 | 0.00 |
| Bellevue (1,415) | 12,847 | 0.046 | 0.02 | 0.00 | 0.00 |
| Centreville (1,542) | 12,875 | 0.046 | 0.02 | 0.00 | 0.00 |
| Prudenville (1,737) | 12,902 | 0.046 | 0.02 | 0.00 | 0.00 |
| Total 5,814,537 | | 229.98 | 100.0 | 15.69 | 2.23 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

4.10 CITIES SORTED BY ZIPCODE - MICHIGAN

Michigan - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Pearl Beach (48001; 3,224) | 7,553 | 0.156 | 0.07 | 0.01 | 0.00 |
| Algonac (48001; 4,615) | 7,189 | 0.171 | 0.07 | 0.01 | 0.00 |
| Almont (48003; 3,119) | 7,757 | 0.148 | 0.06 | 0.01 | 0.00 |
| Armada (48005; 1,848) | 9,357 | 0.100 | 0.04 | 0.01 | 0.00 |
| Birmingham (48009; 18,987) | 1,583 | 1.349 | 0.59 | 0.09 | 0.01 |
| Capac (48014; 4,433) | 7,353 | 0.164 | 0.07 | 0.01 | 0.00 |
| Center Line (48015; 7,870) | 6,275 | 0.219 | 0.10 | 0.01 | 0.00 |
| Clawson (48017; 11,604) | 3,613 | 0.519 | 0.23 | 0.04 | 0.01 |
| Eastpointe (48021; 31,421) | 1,659 | 1.277 | 0.56 | 0.09 | 0.01 |
| Franklin (48025; 3,021) | 4,940 | 0.329 | 0.14 | 0.02 | 0.00 |
| Beverly Hills (48025; 9,470) | 2,670 | 0.752 | 0.33 | 0.05 | 0.01 |
| Bingham Farms (48025; 1,010) | 8,966 | 0.110 | 0.05 | 0.01 | 0.00 |
| Fraser (48026; 14,636) | 3,034 | 0.647 | 0.28 | 0.04 | 0.01 |
| Hazel Park (48030; 17,355) | 3,377 | 0.565 | 0.25 | 0.04 | 0.01 |
| Marine City (48039; 4,103) | 7,845 | 0.145 | 0.06 | 0.01 | 0.00 |
| Marysville (48040; 10,939) | 3,834 | 0.474 | 0.21 | 0.03 | 0.00 |
| Mount Clemens (48046; 16,499) | 3,471 | 0.549 | 0.24 | 0.04 | 0.01 |
| New Haven (48048; 13,201) | 3,847 | 0.472 | 0.21 | 0.03 | 0.00 |
| New Baltimore (48051; 34,207) | 1,154 | 1.824 | 0.79 | 0.12 | 0.02 |
| Port Huron (48061; 29,937) | 2,458 | 0.824 | 0.36 | 0.06 | 0.01 |
| Richmond (48062; 8,012) | 5,172 | 0.305 | 0.13 | 0.02 | 0.00 |
| Romeo (48065; 4,235) | 7,012 | 0.179 | 0.08 | 0.01 | 0.00 |
| Roseville (48066; 47,387) | 1,237 | 1.716 | 0.75 | 0.12 | 0.02 |

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Michigan - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Pleasant Ridge (48069; 2,325) | 7,337 | 0.165 | 0.07 | 0.01 | 0.00 |
| Huntington Woods (48070; 5,559) | 4,154 | 0.425 | 0.18 | 0.03 | 0.00 |
| Madison Heights (48071; 28,804) | 1,978 | 1.071 | 0.47 | 0.07 | 0.01 |
| Berkley (48072; 14,384) | 2,749 | 0.728 | 0.32 | 0.05 | 0.01 |
| Royal Oak (48073; 54,289) | 777 | 2.492 | 1.08 | 0.17 | 0.02 |
| Lathrup Village (48076; 4,102) | 5,006 | 0.322 | 0.14 | 0.02 | 0.00 |
| St. Clair (48079; 6,402) | 5,248 | 0.298 | 0.13 | 0.02 | 0.00 |
| St. Clair Shores (48081; 58,226) | 771 | 2.509 | 1.09 | 0.17 | 0.02 |
| Troy (48083; 82,907) | 246 | 5.647 | 2.46 | 0.39 | 0.05 |
| Southfield (48086; 75,189) | 502 | 3.422 | 1.49 | 0.23 | 0.03 |
| Warren (48088; 130,084) | 288 | 5.099 | 2.22 | 0.35 | 0.05 |
| Yale (48097; 1,849) | 11,478 | 0.062 | 0.03 | 0.00 | 0.00 |
| Allen Park (48102; 25,994) | 1,776 | 1.187 | 0.52 | 0.08 | 0.01 |
| Ann Arbor (48106; 112,210) | 338 | 4.564 | 1.98 | 0.31 | 0.04 |
| Belleville (48111; 3,626) | 7,968 | 0.141 | 0.06 | 0.01 | 0.00 |
| Brighton (48114; 8,523) | 4,660 | 0.359 | 0.16 | 0.02 | 0.00 |
| Carleton (48117; 3,833) | 7,734 | 0.149 | 0.06 | 0.01 | 0.00 |
| Chelsea (48118; 5,829) | 5,688 | 0.262 | 0.11 | 0.02 | 0.00 |
| Melvindale (48122; 10,687) | 4,681 | 0.356 | 0.15 | 0.02 | 0.00 |
| Dearborn (48124; 88,760) | 491 | 3.474 | 1.51 | 0.24 | 0.03 |
| Dearborn Heights (48127; 52,672) | 891 | 2.231 | 0.97 | 0.15 | 0.02 |
| Dexter (48130; 6,738) | 5,234 | 0.299 | 0.13 | 0.02 | 0.00 |
| Dundee (48131; 4,531) | 7,316 | 0.165 | 0.07 | 0.01 | 0.00 |
| Flat Rock (48134; 13,312) | 3,640 | 0.516 | 0.22 | 0.04 | 0.00 |
| Garden City (48135; 27,166) | 1,708 | 1.237 | 0.54 | 0.08 | 0.01 |
| Grosse Ile (48138; 10,894) | 2,439 | 0.833 | 0.36 | 0.06 | 0.01 |
| Inkster (48141; 26,768) | 2,410 | 0.845 | 0.37 | 0.06 | 0.01 |
| Lambertville (48144; 9,299) | 3,675 | 0.508 | 0.22 | 0.03 | 0.00 |
| Lincoln Park (48146; 35,142) | 1,617 | 1.312 | 0.57 | 0.09 | 0.01 |
| Livonia (48154; 94,263) | 279 | 5.218 | 2.27 | 0.36 | 0.05 |
| Luna Pier (48157; 1,335) | 12,698 | 0.048 | 0.02 | 0.00 | 0.00 |
| Manchester (48158; 2,459) | 9,299 | 0.101 | 0.04 | 0.01 | 0.00 |
| Milan (48160; 6,450) | 5,508 | 0.275 | 0.12 | 0.02 | 0.00 |
| West Monroe (48161; 3,893) | 7,777 | 0.147 | 0.06 | 0.01 | 0.00 |
| South Monroe (48161; 6,370) | 5,909 | 0.244 | 0.11 | 0.02 | 0.00 |
| Monroe (48162; 20,603) | 2,650 | 0.757 | 0.33 | 0.05 | 0.01 |
| Detroit Beach (48162; 2,289) | 8,833 | 0.114 | 0.05 | 0.01 | 0.00 |
| Woodland Beach (48162; 2,179) | 9,927 | 0.087 | 0.04 | 0.01 | 0.00 |
| Northville (48168; 6,157) | 3,960 | 0.454 | 0.20 | 0.03 | 0.00 |
| Pinckney (48169; 3,578) | 6,949 | 0.183 | 0.08 | 0.01 | 0.00 |
| Plymouth Township (48170; 27,798) | 1,151 | 1.825 | 0.79 | 0.12 | 0.02 |
| Plymouth (48170; 8,458) | 4,457 | 0.383 | 0.17 | 0.03 | 0.00 |
| Rockwood (48173; 3,499) | 7,161 | 0.172 | 0.07 | 0.01 | 0.00 |
| Gibraltar (48173; 8,695) | 4,013 | 0.444 | 0.19 | 0.03 | 0.00 |
| Romulus (48174; 25,573) | 2,073 | 1.013 | 0.44 | 0.07 | 0.01 |

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Michigan - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Saline (48176; 11,888) | 3,141 | 0.620 | 0.27 | 0.04 | 0.01 |
| South Lyon (48178; 14,584) | 2,893 | 0.684 | 0.30 | 0.05 | 0.01 |
| South Rockwood (48179; 1,284) | 10,884 | 0.070 | 0.03 | 0.00 | 0.00 |
| Taylor (48180; 64,020) | 806 | 2.415 | 1.05 | 0.16 | 0.02 |
| Temperance (48182; 7,757) | 4,214 | 0.416 | 0.18 | 0.03 | 0.00 |
| Trenton (48183; 19,120) | 2,444 | 0.832 | 0.36 | 0.06 | 0.01 |
| Woodhaven (48183; 13,882) | 2,541 | 0.792 | 0.34 | 0.05 | 0.01 |
| Wayne (48184; 18,002) | 2,726 | 0.734 | 0.32 | 0.05 | 0.01 |
| Westland (48185; 85,541) | 490 | 3.480 | 1.51 | 0.24 | 0.03 |
| Canton (48187; 76,366) | 310 | 4.863 | 2.11 | 0.33 | 0.05 |
| Whitmore Lake (48189; 6,574) | 5,252 | 0.297 | 0.13 | 0.02 | 0.00 |
| Riverview (48192; 11,891) | 3,717 | 0.497 | 0.22 | 0.03 | 0.00 |
| Wyandotte (48193; 25,099) | 2,159 | 0.964 | 0.42 | 0.07 | 0.01 |
| Southgate (48195; 29,295) | 1,747 | 1.208 | 0.53 | 0.08 | 0.01 |
| Ypsilanti (48198; 21,751) | 3,486 | 0.547 | 0.24 | 0.04 | 0.01 |
| Highland Park (48203; 12,854) | 6,600 | 0.200 | 0.09 | 0.01 | 0.00 |
| Hamtramck (48211; 20,173) | 3,848 | 0.472 | 0.21 | 0.03 | 0.00 |
| River Rouge (48218; 7,905) | 6,560 | 0.203 | 0.09 | 0.01 | 0.00 |
| Ferndale (48220; 20,392) | 2,476 | 0.817 | 0.36 | 0.06 | 0.01 |
| Grosse Pointe Park (48224; 11,010) | 2,579 | 0.778 | 0.34 | 0.05 | 0.01 |
| Grosse Pointe (48224; 5,039) | 4,656 | 0.359 | 0.16 | 0.02 | 0.00 |
| Harper Woods (48225; 12,570) | 3,632 | 0.516 | 0.22 | 0.04 | 0.01 |
| Ecorse (48229; 9,944) | 5,988 | 0.237 | 0.10 | 0.02 | 0.00 |
| Grosse Pointe Shores (48230; 2,519) | 5,806 | 0.252 | 0.11 | 0.02 | 0.00 |
| Grosse Pointe Woods (48230; 15,054) | 2,027 | 1.039 | 0.45 | 0.07 | 0.01 |
| Grosse Pointe Farms (48236; 8,641) | 2,635 | 0.760 | 0.33 | 0.05 | 0.01 |
| Oak Park (48237; 27,031) | 1,820 | 1.156 | 0.50 | 0.08 | 0.01 |
| Redford (48239; 51,622) | 883 | 2.246 | 0.98 | 0.15 | 0.02 |
| Detroit (48267; 762,099) | 38 | 19.767 | 8.59 | 1.35 | 0.19 |
| Bloomfield Township (48301; 43,021) | 420 | 3.926 | 1.71 | 0.27 | 0.04 |
| Bloomfield Hills (48303; 3,633) | 3,494 | 0.545 | 0.24 | 0.04 | 0.01 |
| Rochester (48306; 13,819) | 2,544 | 0.791 | 0.34 | 0.05 | 0.01 |
| Rochester Hills (48309; 71,585) | 329 | 4.711 | 2.05 | 0.32 | 0.05 |
| Sterling Heights (48311; 136,876) | 169 | 7.274 | 3.16 | 0.50 | 0.07 |
| Utica (48316; 5,070) | 7,152 | 0.172 | 0.07 | 0.01 | 0.00 |
| Sylvan Lake (48320; 1,587) | 9,356 | 0.100 | 0.04 | 0.01 | 0.00 |
| Keego Harbor (48320; 2,606) | 9,086 | 0.107 | 0.05 | 0.01 | 0.00 |
| West Bloomfield Township (48323; 64,862) | 277 | 5.223 | 2.27 | 0.36 | 0.05 |
| Orchard Lake Village (48324; 2,398) | 5,771 | 0.255 | 0.11 | 0.02 | 0.00 |
| Auburn Hills (48326; 23,664) | 1,983 | 1.068 | 0.46 | 0.07 | 0.01 |
| Waterford (48328; 73,150) | 478 | 3.535 | 1.54 | 0.24 | 0.03 |
| Farmington (48332; 9,346) | 3,906 | 0.463 | 0.20 | 0.03 | 0.00 |
| Farmington Hills (48336; 76,971) | 339 | 4.564 | 1.98 | 0.31 | 0.04 |
| Pontiac (48340; 71,508) | 1,048 | 1.960 | 0.85 | 0.13 | 0.02 |
| Lake Orion (48362; 2,905) | 8,233 | 0.131 | 0.06 | 0.01 | 0.00 |

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Michigan - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| Oxford (48370; 3,625) | 7,170 | 0.172 | 0.07 | 0.01 | 0.00 |
| Novi (48374; 68,373) | 364 | 4.320 | 1.88 | 0.29 | 0.04 |
| Milford (48381; 7,006) | 4,593 | 0.367 | 0.16 | 0.03 | 0.00 |
| Wolverine Lake (48390; 3,991) | 6,107 | 0.230 | 0.10 | 0.02 | 0.00 |
| Walled Lake (48391; 7,384) | 5,297 | 0.294 | 0.13 | 0.02 | 0.00 |
| Wixom (48393; 14,299) | 3,427 | 0.557 | 0.24 | 0.04 | 0.01 |
| Bad Axe (48413; 2,807) | 10,330 | 0.079 | 0.03 | 0.01 | 0.00 |
| Birch Run (48415; 1,986) | 10,737 | 0.073 | 0.03 | 0.00 | 0.00 |
| Burt (48417; 1,122) | 12,828 | 0.047 | 0.02 | 0.00 | 0.00 |
| Clio (48420; 3,232) | 9,287 | 0.102 | 0.04 | 0.01 | 0.00 |
| Barnes Lake-Millers Lake (48421; 1,187) | 12,413 | 0.051 | 0.02 | 0.00 | 0.00 |
| Croswell (48422; 2,429) | 11,276 | 0.065 | 0.03 | 0.00 | 0.00 |
| Davison (48423; 5,045) | 7,298 | 0.166 | 0.07 | 0.01 | 0.00 |
| Durand (48429; 3,808) | 8,529 | 0.122 | 0.05 | 0.01 | 0.00 |
| Lake Fenton (48430; 4,876) | 5,344 | 0.291 | 0.13 | 0.02 | 0.00 |
| Fenton (48430; 17,004) | 2,823 | 0.708 | 0.31 | 0.05 | 0.01 |
| Flushing (48433; 7,699) | 4,610 | 0.365 | 0.16 | 0.02 | 0.00 |
| Goodrich (48438; 1,861) | 9,093 | 0.106 | 0.05 | 0.01 | 0.00 |
| Grand Blanc (48439; 7,264) | 4,786 | 0.345 | 0.15 | 0.02 | 0.00 |
| Holly (48442; 7,037) | 5,383 | 0.287 | 0.12 | 0.02 | 0.00 |
| Imlay City (48444; 3,809) | 9,002 | 0.109 | 0.05 | 0.01 | 0.00 |
| Lapeer (48446; 10,290) | 5,011 | 0.321 | 0.14 | 0.02 | 0.00 |
| Linden (48451; 5,307) | 5,982 | 0.237 | 0.10 | 0.02 | 0.00 |
| Marlette (48453; 2,021) | 12,075 | 0.055 | 0.02 | 0.00 | 0.00 |
| Mount Morris (48458; 3,897) | 8,899 | 0.112 | 0.05 | 0.01 | 0.00 |
| Ortonville (48462; 1,487) | 10,301 | 0.080 | 0.03 | 0.01 | 0.00 |
| Sandusky (48471; 2,604) | 10,483 | 0.077 | 0.03 | 0.01 | 0.00 |
| Swartz Creek (48473; 5,945) | 6,257 | 0.220 | 0.10 | 0.02 | 0.00 |
| Beecher (48505; 12,793) | 5,333 | 0.291 | 0.13 | 0.02 | 0.00 |
| Burton (48529; 32,819) | 1,670 | 1.270 | 0.55 | 0.09 | 0.01 |
| Flint (48531; 105,256) | 738 | 2.590 | 1.13 | 0.18 | 0.03 |
| Saginaw (48601; 51,427) | 1,764 | 1.196 | 0.52 | 0.08 | 0.01 |
| Buena Vista (48601; 7,845) | 6,923 | 0.184 | 0.08 | 0.01 | 0.00 |
| Saginaw Township North (48603; 24,994) | 2,217 | 0.933 | 0.41 | 0.06 | 0.01 |
| Saginaw Township South (48603; 13,801) | 3,266 | 0.589 | 0.26 | 0.04 | 0.01 |
| Zilwaukee (48604; 1,613) | 11,694 | 0.060 | 0.03 | 0.00 | 0.00 |
| Shields (48609; 6,590) | 5,369 | 0.289 | 0.13 | 0.02 | 0.00 |
| Auburn (48611; 2,203) | 10,207 | 0.081 | 0.04 | 0.01 | 0.00 |
| Chesaning (48616; 2,292) | 10,894 | 0.070 | 0.03 | 0.00 | 0.00 |
| Clare (48617; 3,436) | 10,143 | 0.082 | 0.04 | 0.01 | 0.00 |
| Freeland (48623; 5,147) | 5,825 | 0.251 | 0.11 | 0.02 | 0.00 |
| Gladwin (48624; 3,110) | 10,230 | 0.081 | 0.04 | 0.01 | 0.00 |
| Harrison (48625; 2,083) | 12,671 | 0.048 | 0.02 | 0.00 | 0.00 |
| Hemlock (48626; 1,585) | 11,906 | 0.057 | 0.02 | 0.00 | 0.00 |
| Houghton Lake (48629; 3,749) | 9,754 | 0.090 | 0.04 | 0.01 | 0.00 |

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Michigan - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Mio (48647; 2,016) | 12,752 | 0.048 | 0.02 | 0.00 | 0.00 |
| Prudenville (48651; 1,737) | 12,902 | 0.046 | 0.02 | 0.00 | 0.00 |
| St. Charles (48655; 2,009) | 10,887 | 0.070 | 0.03 | 0.00 | 0.00 |
| St. Helen (48656; 2,993) | 11,399 | 0.063 | 0.03 | 0.00 | 0.00 |
| West Branch (48661; 1,872) | 12,539 | 0.050 | 0.02 | 0.00 | 0.00 |
| Midland (48686; 43,551) | 1,134 | 1.853 | 0.81 | 0.13 | 0.02 |
| Bay City (48710; 31,149) | 2,443 | 0.833 | 0.36 | 0.06 | 0.01 |
| Bridgeport (48722; 7,849) | 5,724 | 0.259 | 0.11 | 0.02 | 0.00 |
| Caro (48723; 4,400) | 8,593 | 0.121 | 0.05 | 0.01 | 0.00 |
| Carrollton (48724; 6,602) | 6,219 | 0.223 | 0.10 | 0.02 | 0.00 |
| Cass City (48726; 2,530) | 10,645 | 0.074 | 0.03 | 0.01 | 0.00 |
| East Tawas (48730; 2,558) | 11,065 | 0.068 | 0.03 | 0.00 | 0.00 |
| Essexville (48732; 3,239) | 8,459 | 0.124 | 0.05 | 0.01 | 0.00 |
| Frankenmuth (48734; 4,704) | 6,396 | 0.211 | 0.09 | 0.01 | 0.00 |
| Au Sable (48750; 1,533) | 12,518 | 0.050 | 0.02 | 0.00 | 0.00 |
| Skidway Lake (48756; 3,147) | 11,855 | 0.058 | 0.03 | 0.00 | 0.00 |
| Reese (48757; 1,354) | 12,687 | 0.048 | 0.02 | 0.00 | 0.00 |
| Sebewaing (48759; 1,636) | 12,789 | 0.047 | 0.02 | 0.00 | 0.00 |
| Tawas City (48764; 1,796) | 12,347 | 0.052 | 0.02 | 0.00 | 0.00 |
| Vassar (48769; 2,679) | 9,785 | 0.090 | 0.04 | 0.01 | 0.00 |
| Alma (48802; 9,420) | 5,473 | 0.278 | 0.12 | 0.02 | 0.00 |
| Mount Pleasant (48804; 24,814) | 3,532 | 0.536 | 0.23 | 0.04 | 0.01 |
| Okemos (48805; 22,805) | 1,685 | 1.258 | 0.55 | 0.09 | 0.01 |
| Belding (48809; 5,852) | 7,235 | 0.169 | 0.07 | 0.01 | 0.00 |
| Charlotte (48813; 11,332) | 4,546 | 0.373 | 0.16 | 0.03 | 0.00 |
| Corunna (48817; 3,476) | 9,730 | 0.091 | 0.04 | 0.01 | 0.00 |
| De Witt (48820; 3,733) | 6,161 | 0.227 | 0.10 | 0.02 | 0.00 |
| Dimondale (48821; 1,363) | 10,971 | 0.069 | 0.03 | 0.00 | 0.00 |
| East Lansing (48823; 47,099) | 1,805 | 1.167 | 0.51 | 0.08 | 0.01 |
| Eaton Rapids (48827; 5,122) | 7,009 | 0.179 | 0.08 | 0.01 | 0.00 |
| Fowlerville (48836; 3,656) | 8,160 | 0.134 | 0.06 | 0.01 | 0.00 |
| Grand Ledge (48837; 7,785) | 5,007 | 0.322 | 0.14 | 0.02 | 0.00 |
| Greenville (48838; 9,424) | 5,804 | 0.252 | 0.11 | 0.02 | 0.00 |
| Haslett (48840; 11,283) | 3,697 | 0.502 | 0.22 | 0.03 | 0.00 |
| Holt (48842; 11,315) | 4,031 | 0.441 | 0.19 | 0.03 | 0.00 |
| Howell (48844; 11,398) | 4,041 | 0.440 | 0.19 | 0.03 | 0.00 |
| Ionia (48846; 19,744) | 2,965 | 0.664 | 0.29 | 0.05 | 0.01 |
| Ithaca (48847; 3,062) | 9,611 | 0.094 | 0.04 | 0.01 | 0.00 |
| Lake Odessa (48849; 2,346) | 10,791 | 0.072 | 0.03 | 0.00 | 0.00 |
| Mason (48854; 12,669) | 3,893 | 0.465 | 0.20 | 0.03 | 0.00 |
| Owosso (48867; 14,980) | 4,134 | 0.429 | 0.19 | 0.03 | 0.00 |
| Perry (48872; 2,048) | 10,210 | 0.081 | 0.04 | 0.01 | 0.00 |
| Portland (48875; 3,852) | 7,604 | 0.154 | 0.07 | 0.01 | 0.00 |
| Pottersville (48876; 2,329) | 9,945 | 0.087 | 0.04 | 0.01 | 0.00 |
| St. Johns (48879; 7,516) | 5,503 | 0.275 | 0.12 | 0.02 | 0.00 |

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Michigan - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| St. Louis (48880; 4,494) | 8,511 | 0.123 | 0.05 | 0.01 | 0.00 |
| Webberville (48892; 1,534) | 11,561 | 0.061 | 0.03 | 0.00 | 0.00 |
| Williamston (48895; 5,037) | 7,073 | 0.176 | 0.08 | 0.01 | 0.00 |
| Lansing (48915; 110,739) | 508 | 3.388 | 1.47 | 0.23 | 0.03 |
| Edgemont Park (48917; 2,442) | 9,673 | 0.093 | 0.04 | 0.01 | 0.00 |
| Waverly (48917; 16,194) | 2,751 | 0.728 | 0.32 | 0.05 | 0.01 |
| Eastwood (49001; 6,265) | 6,668 | 0.197 | 0.09 | 0.01 | 0.00 |
| Kalamazoo (49002; 65,231) | 1,178 | 1.787 | 0.78 | 0.12 | 0.02 |
| Parchment (49004; 1,551) | 12,108 | 0.055 | 0.02 | 0.00 | 0.00 |
| Comstock Northwest (49004; 4,472) | 7,179 | 0.171 | 0.07 | 0.01 | 0.00 |
| Westwood (49009; 9,122) | 5,225 | 0.300 | 0.13 | 0.02 | 0.00 |
| Allegan (49010; 5,340) | 6,896 | 0.185 | 0.08 | 0.01 | 0.00 |
| South Gull Lake (49012; 1,526) | 9,856 | 0.088 | 0.04 | 0.01 | 0.00 |
| Brownlee Park (49014; 2,588) | 11,606 | 0.061 | 0.03 | 0.00 | 0.00 |
| Springfield (49015; 5,380) | 7,967 | 0.141 | 0.06 | 0.01 | 0.00 |
| Battle Creek (49015; 53,559) | 1,278 | 1.670 | 0.73 | 0.11 | 0.02 |
| Level Park-Oak Park (49017; 3,605) | 8,152 | 0.134 | 0.06 | 0.01 | 0.00 |
| Bellevue (49021; 1,415) | 12,847 | 0.046 | 0.02 | 0.00 | 0.00 |
| Fair Plain (49022; 7,828) | 5,765 | 0.255 | 0.11 | 0.02 | 0.00 |
| Benton Harbor (49022; 9,903) | 7,664 | 0.152 | 0.07 | 0.01 | 0.00 |
| Benton Heights (49022; 5,458) | 9,616 | 0.094 | 0.04 | 0.01 | 0.00 |
| Bronson (49028; 2,169) | 11,571 | 0.061 | 0.03 | 0.00 | 0.00 |
| Cassopolis (49031; 2,213) | 12,006 | 0.056 | 0.02 | 0.00 | 0.00 |
| Centreville (49032; 1,542) | 12,875 | 0.046 | 0.02 | 0.00 | 0.00 |
| Coldwater (49036; 12,697) | 4,495 | 0.378 | 0.16 | 0.03 | 0.00 |
| Paw Paw Lake (49038; 3,944) | 8,193 | 0.132 | 0.06 | 0.01 | 0.00 |
| Coloma (49039; 1,400) | 12,720 | 0.048 | 0.02 | 0.00 | 0.00 |
| Constantine (49042; 2,303) | 10,175 | 0.082 | 0.04 | 0.01 | 0.00 |
| Decatur (49045; 2,242) | 11,646 | 0.060 | 0.03 | 0.00 | 0.00 |
| Dowagiac (49047; 5,464) | 7,881 | 0.144 | 0.06 | 0.01 | 0.00 |
| Greater Galesburg (49053; 1,631) | 11,094 | 0.068 | 0.03 | 0.00 | 0.00 |
| Galesburg (49053; 1,790) | 12,114 | 0.054 | 0.02 | 0.00 | 0.00 |
| Hartford (49057; 2,370) | 11,036 | 0.068 | 0.03 | 0.00 | 0.00 |
| Hastings (49058; 7,324) | 5,820 | 0.251 | 0.11 | 0.02 | 0.00 |
| Lawton (49065; 1,845) | 11,756 | 0.059 | 0.03 | 0.00 | 0.00 |
| Marshall (49069; 7,076) | 5,756 | 0.256 | 0.11 | 0.02 | 0.00 |
| Mattawan (49071; 3,699) | 8,058 | 0.137 | 0.06 | 0.01 | 0.00 |
| Nashville (49073; 1,759) | 12,432 | 0.051 | 0.02 | 0.00 | 0.00 |
| Olivet (49076; 1,608) | 12,633 | 0.049 | 0.02 | 0.00 | 0.00 |
| Otsego (49078; 4,141) | 8,080 | 0.137 | 0.06 | 0.01 | 0.00 |
| Paw Paw (49079; 3,310) | 8,866 | 0.113 | 0.05 | 0.01 | 0.00 |
| Plainwell (49080; 4,257) | 7,752 | 0.148 | 0.06 | 0.01 | 0.00 |
| Portage (49081; 46,166) | 1,022 | 2.004 | 0.87 | 0.14 | 0.02 |
| Quincy (49082; 1,511) | 12,731 | 0.048 | 0.02 | 0.00 | 0.00 |
| St. Joseph (49085; 8,443) | 5,511 | 0.275 | 0.12 | 0.02 | 0.00 |

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Michigan - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Schoolcraft (49087; 1,325) | 12,258 | 0.053 | 0.02 | 0.00 | 0.00 |
| South Haven (49090; 5,523) | 7,107 | 0.174 | 0.08 | 0.01 | 0.00 |
| Sturgis (49091; 10,627) | 5,066 | 0.316 | 0.14 | 0.02 | 0.00 |
| Three Rivers (49093; 6,544) | 6,878 | 0.187 | 0.08 | 0.01 | 0.00 |
| Union City (49094; 1,720) | 11,994 | 0.056 | 0.02 | 0.00 | 0.00 |
| Vicksburg (49097; 1,898) | 10,943 | 0.070 | 0.03 | 0.00 | 0.00 |
| Watervliet (49098; 1,687) | 11,873 | 0.057 | 0.02 | 0.00 | 0.00 |
| White Pigeon (49099; 1,563) | 11,926 | 0.057 | 0.02 | 0.00 | 0.00 |
| Berrien Springs (49104; 1,641) | 12,818 | 0.047 | 0.02 | 0.00 | 0.00 |
| Bridgman (49106; 2,526) | 9,055 | 0.107 | 0.05 | 0.01 | 0.00 |
| Buchanan (49107; 4,267) | 8,328 | 0.128 | 0.06 | 0.01 | 0.00 |
| New Buffalo (49117; 2,486) | 9,732 | 0.091 | 0.04 | 0.01 | 0.00 |
| Niles (49121; 10,940) | 5,223 | 0.300 | 0.13 | 0.02 | 0.00 |
| Shorewood-Tower Hills-Harbert (49125; 1,619) | 11,070 | 0.068 | 0.03 | 0.00 | 0.00 |
| Three Oaks (49128; 1,674) | 12,483 | 0.050 | 0.02 | 0.00 | 0.00 |
| Jackson (49203; 31,768) | 2,341 | 0.873 | 0.38 | 0.06 | 0.01 |
| Vandercook Lake (49203; 4,809) | 7,212 | 0.170 | 0.07 | 0.01 | 0.00 |
| Adrian (49221; 23,254) | 2,857 | 0.699 | 0.30 | 0.05 | 0.01 |
| Albion (49224; 9,295) | 5,876 | 0.247 | 0.11 | 0.02 | 0.00 |
| Blissfield (49228; 3,381) | 8,706 | 0.117 | 0.05 | 0.01 | 0.00 |
| Brooklyn (49230; 2,049) | 11,854 | 0.058 | 0.03 | 0.00 | 0.00 |
| Clinton (49236; 2,641) | 8,916 | 0.111 | 0.05 | 0.01 | 0.00 |
| Concord (49237; 1,137) | 12,840 | 0.046 | 0.02 | 0.00 | 0.00 |
| Grass Lake (49240; 1,286) | 12,417 | 0.051 | 0.02 | 0.00 | 0.00 |
| Hillsdale (49242; 7,439) | 6,164 | 0.227 | 0.10 | 0.02 | 0.00 |
| Homer (49245; 1,770) | 12,044 | 0.055 | 0.02 | 0.00 | 0.00 |
| Hudson (49247; 2,267) | 10,172 | 0.082 | 0.04 | 0.01 | 0.00 |
| Jonesville (49250; 2,282) | 10,878 | 0.071 | 0.03 | 0.00 | 0.00 |
| Leslie (49251; 1,809) | 11,069 | 0.068 | 0.03 | 0.00 | 0.00 |
| Litchfield (49252; 1,413) | 12,623 | 0.049 | 0.02 | 0.00 | 0.00 |
| Manitou Beach-Devils Lake (49253; 2,080) | 10,977 | 0.069 | 0.03 | 0.00 | 0.00 |
| Michigan Center (49254; 4,641) | 7,077 | 0.176 | 0.08 | 0.01 | 0.00 |
| Morenci (49256; 2,266) | 10,297 | 0.080 | 0.03 | 0.01 | 0.00 |
| Spring Arbor (49283; 2,188) | 10,626 | 0.074 | 0.03 | 0.01 | 0.00 |
| Stockbridge (49285; 1,375) | 12,838 | 0.046 | 0.02 | 0.00 | 0.00 |
| Tecumseh (49286; 9,392) | 4,481 | 0.380 | 0.17 | 0.03 | 0.00 |
| Big Rapids (49307; 10,852) | 6,756 | 0.192 | 0.08 | 0.01 | 0.00 |
| Byron Center (49315; 3,777) | 6,718 | 0.194 | 0.08 | 0.01 | 0.00 |
| Caledonia (49316; 1,679) | 10,604 | 0.075 | 0.03 | 0.01 | 0.00 |
| Cedar Springs (49319; 3,599) | 8,445 | 0.125 | 0.05 | 0.01 | 0.00 |
| Comstock Park (49321; 10,674) | 4,511 | 0.377 | 0.16 | 0.03 | 0.00 |
| Howard City (49329; 1,722) | 12,308 | 0.052 | 0.02 | 0.00 | 0.00 |
| Lowell (49331; 4,498) | 7,273 | 0.167 | 0.07 | 0.01 | 0.00 |
| Middleville (49333; 2,990) | 8,955 | 0.110 | 0.05 | 0.01 | 0.00 |
| Newaygo (49337; 1,752) | 12,526 | 0.050 | 0.02 | 0.00 | 0.00 |

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Michigan - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Rockford (49341; 6,086) | 5,564 | 0.270 | 0.12 | 0.02 | 0.00 |
| Sparta (49345; 4,159) | 7,913 | 0.143 | 0.06 | 0.01 | 0.00 |
| Canadian Lakes (49346; 1,922) | 9,913 | 0.087 | 0.04 | 0.01 | 0.00 |
| Wayland (49348; 4,148) | 7,647 | 0.152 | 0.07 | 0.01 | 0.00 |
| Allendale (49401; 11,555) | 3,835 | 0.474 | 0.21 | 0.03 | 0.00 |
| Coopersville (49404; 4,790) | 6,499 | 0.206 | 0.09 | 0.01 | 0.00 |
| Fennville (49408; 1,483) | 12,425 | 0.051 | 0.02 | 0.00 | 0.00 |
| Ferrysburg (49409; 2,898) | 8,081 | 0.137 | 0.06 | 0.01 | 0.00 |
| Fremont (49413; 4,413) | 8,444 | 0.125 | 0.05 | 0.01 | 0.00 |
| Grand Haven (49417; 9,526) | 4,858 | 0.337 | 0.15 | 0.02 | 0.00 |
| Grandville (49418; 18,015) | 2,666 | 0.753 | 0.33 | 0.05 | 0.01 |
| Hart (49420; 2,178) | 12,547 | 0.049 | 0.02 | 0.00 | 0.00 |
| Holland (49424; 33,274) | 1,711 | 1.236 | 0.54 | 0.08 | 0.01 |
| Hudsonville (49426; 6,880) | 5,411 | 0.284 | 0.12 | 0.02 | 0.00 |
| Jenison (49429; 17,211) | 2,386 | 0.853 | 0.37 | 0.06 | 0.01 |
| Ludington (49431; 8,324) | 6,504 | 0.205 | 0.09 | 0.01 | 0.00 |
| Montague (49437; 2,167) | 10,455 | 0.077 | 0.03 | 0.01 | 0.00 |
| Norton Shores (49441; 25,744) | 2,046 | 1.028 | 0.45 | 0.07 | 0.01 |
| Roosevelt Park (49441; 3,616) | 8,686 | 0.118 | 0.05 | 0.01 | 0.00 |
| Wolf Lake (49442; 4,455) | 8,090 | 0.136 | 0.06 | 0.01 | 0.00 |
| Muskegon Heights (49444; 11,113) | 6,379 | 0.213 | 0.09 | 0.01 | 0.00 |
| Muskegon (49444; 39,476) | 2,153 | 0.969 | 0.42 | 0.07 | 0.01 |
| North Muskegon (49445; 3,949) | 6,784 | 0.191 | 0.08 | 0.01 | 0.00 |
| Ravenna (49451; 1,331) | 12,052 | 0.055 | 0.02 | 0.00 | 0.00 |
| Shelby (49455; 2,196) | 12,035 | 0.055 | 0.02 | 0.00 | 0.00 |
| Spring Lake (49456; 2,126) | 10,872 | 0.071 | 0.03 | 0.00 | 0.00 |
| Lakewood Club (49457; 2,393) | 10,030 | 0.085 | 0.04 | 0.01 | 0.00 |
| Twin Lake (49457; 1,613) | 10,947 | 0.070 | 0.03 | 0.00 | 0.00 |
| Whitehall (49463; 2,670) | 9,855 | 0.088 | 0.04 | 0.01 | 0.00 |
| Zeeland (49464; 4,990) | 6,605 | 0.200 | 0.09 | 0.01 | 0.00 |
| Grand Rapids (49501; 187,034) | 216 | 6.116 | 2.66 | 0.42 | 0.06 |
| Forest Hills (49506; 20,942) | 1,337 | 1.605 | 0.70 | 0.11 | 0.02 |
| Cutlerville (49508; 15,114) | 3,511 | 0.542 | 0.24 | 0.04 | 0.01 |
| Wyoming (49509; 73,077) | 670 | 2.771 | 1.20 | 0.19 | 0.03 |
| Northview (49525; 14,730) | 3,200 | 0.607 | 0.26 | 0.04 | 0.01 |
| Walker (49544; 28,322) | 1,891 | 1.115 | 0.48 | 0.08 | 0.01 |
| East Grand Rapids (49546; 9,685) | 2,770 | 0.721 | 0.31 | 0.05 | 0.01 |
| Kentwood (49588; 50,558) | 1,005 | 2.035 | 0.88 | 0.14 | 0.02 |
| Cadillac (49601; 10,567) | 5,472 | 0.278 | 0.12 | 0.02 | 0.00 |
| Elk Rapids (49629; 1,812) | 12,503 | 0.050 | 0.02 | 0.00 | 0.00 |
| Kalkaska (49646; 2,209) | 12,145 | 0.054 | 0.02 | 0.00 | 0.00 |
| Kingsley (49649; 1,698) | 12,635 | 0.049 | 0.02 | 0.00 | 0.00 |
| Manistee (49660; 7,104) | 6,819 | 0.189 | 0.08 | 0.01 | 0.00 |
| Reed City (49677; 2,449) | 11,191 | 0.066 | 0.03 | 0.00 | 0.00 |
| Greilickville (49684; 1,415) | 11,660 | 0.060 | 0.03 | 0.00 | 0.00 |

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Michigan - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|---------------|--------------|--------------|-------------|
| Traverse City (49696; 14,421) | 3,843 | 0.473 | 0.21 | 0.03 | 0.00 |
| Alpena (49707; 9,922) | 5,646 | 0.265 | 0.12 | 0.02 | 0.00 |
| Charlevoix (49711; 2,318) | 10,799 | 0.072 | 0.03 | 0.00 | 0.00 |
| Boyne City (49712; 2,866) | 9,759 | 0.090 | 0.04 | 0.01 | 0.00 |
| Cheboygan (49721; 4,962) | 8,989 | 0.109 | 0.05 | 0.01 | 0.00 |
| East Jordan (49727; 1,991) | 11,443 | 0.063 | 0.03 | 0.00 | 0.00 |
| Gaylord (49735; 3,863) | 9,465 | 0.098 | 0.04 | 0.01 | 0.00 |
| Harbor Springs (49740; 1,670) | 12,340 | 0.052 | 0.02 | 0.00 | 0.00 |
| Indian River (49749; 2,008) | 11,538 | 0.061 | 0.03 | 0.00 | 0.00 |
| Petoskey (49770; 6,686) | 6,650 | 0.198 | 0.09 | 0.01 | 0.00 |
| Rogers City (49779; 2,903) | 10,575 | 0.075 | 0.03 | 0.01 | 0.00 |
| St. Ignace (49781; 1,987) | 11,649 | 0.060 | 0.03 | 0.00 | 0.00 |
| Sault Ste. Marie (49783; 16,542) | 4,116 | 0.431 | 0.19 | 0.03 | 0.00 |
| Kingsford (49801; 5,138) | 7,713 | 0.150 | 0.07 | 0.01 | 0.00 |
| Iron Mountain (49801; 7,548) | 6,321 | 0.216 | 0.09 | 0.01 | 0.00 |
| Escanaba (49829; 11,638) | 5,249 | 0.298 | 0.13 | 0.02 | 0.00 |
| Gladstone (49837; 6,044) | 6,956 | 0.182 | 0.08 | 0.01 | 0.00 |
| Gwinn (49841; 1,965) | 12,231 | 0.053 | 0.02 | 0.00 | 0.00 |
| West Ishpeming (49849; 2,792) | 9,258 | 0.102 | 0.04 | 0.01 | 0.00 |
| Ishpeming (49849; 6,140) | 7,232 | 0.169 | 0.07 | 0.01 | 0.00 |
| Manistique (49854; 3,263) | 10,945 | 0.070 | 0.03 | 0.00 | 0.00 |
| Trowbridge Park (49855; 2,012) | 10,592 | 0.075 | 0.03 | 0.01 | 0.00 |
| Marquette (49855; 23,990) | 3,098 | 0.630 | 0.27 | 0.04 | 0.01 |
| Menominee (49858; 8,117) | 6,293 | 0.218 | 0.09 | 0.01 | 0.00 |
| Munising (49862; 2,174) | 11,293 | 0.065 | 0.03 | 0.00 | 0.00 |
| Negaunee (49866; 4,256) | 8,478 | 0.124 | 0.05 | 0.01 | 0.00 |
| Newberry (49868; 2,686) | 11,029 | 0.069 | 0.03 | 0.00 | 0.00 |
| Norway (49870; 2,752) | 10,587 | 0.075 | 0.03 | 0.01 | 0.00 |
| Laurium (49913; 1,843) | 12,582 | 0.049 | 0.02 | 0.00 | 0.00 |
| Hancock (49930; 3,938) | 9,482 | 0.097 | 0.04 | 0.01 | 0.00 |
| Houghton (49931; 7,010) | 8,251 | 0.130 | 0.06 | 0.01 | 0.00 |
| Beechwood (49935; 2,963) | 8,561 | 0.121 | 0.05 | 0.01 | 0.00 |
| Ironwood (49938; 4,567) | 9,609 | 0.094 | 0.04 | 0.01 | 0.00 |
| L'Anse (49946; 1,774) | 12,606 | 0.049 | 0.02 | 0.00 | 0.00 |
| Total 5,814,537 | | 229.98 | 100.0 | 15.69 | 2.23 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

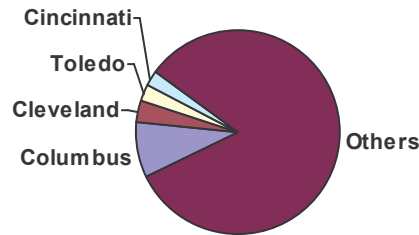
4.11 LATENT DEMAND BY YEAR - OHIO

The Latent Demand for Graphic Design Services in Ohio: 2002 - 2012

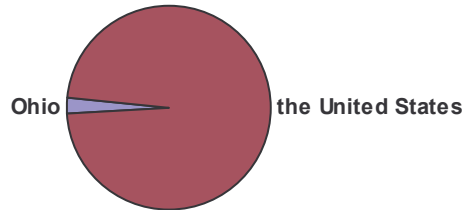
| Year | Ohio | % of Region | % of USA |
|------|--------|-------------|----------|
| 2002 | 281.36 | 19.96% | 2.75% |
| 2003 | 281.93 | 19.94% | 2.77% |
| 2004 | 282.51 | 19.93% | 2.80% |
| 2005 | 283.08 | 19.91% | 2.83% |
| 2006 | 284.60 | 19.90% | 2.85% |
| 2007 | 291.77 | 19.91% | 2.83% |
| 2008 | 300.09 | 19.92% | 2.80% |
| 2009 | 308.64 | 19.94% | 2.77% |
| 2010 | 317.44 | 19.96% | 2.75% |
| 2011 | 326.48 | 19.97% | 2.72% |
| 2012 | 335.79 | 19.99% | 2.70% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Ohio: 2007



4.12 CITIES SORTED BY RANK - OHIO

Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Columbus (788,442) | 22 | 26.443 | 9.06 | 1.80 | 0.26 |
| Cleveland (404,547) | 125 | 9.283 | 3.18 | 0.63 | 0.09 |
| Toledo (280,066) | 143 | 8.067 | 2.76 | 0.55 | 0.08 |
| Cincinnati (267,650) | 178 | 6.986 | 2.39 | 0.48 | 0.07 |
| Akron (197,873) | 252 | 5.575 | 1.91 | 0.38 | 0.05 |
| Powell (36,532) | 444 | 3.747 | 1.28 | 0.26 | 0.04 |
| Dublin (44,789) | 459 | 3.613 | 1.24 | 0.25 | 0.03 |
| Dayton (144,044) | 484 | 3.496 | 1.20 | 0.24 | 0.03 |
| Mason (57,269) | 515 | 3.343 | 1.15 | 0.23 | 0.03 |
| Pickerington (53,504) | 592 | 3.014 | 1.03 | 0.21 | 0.03 |
| Parma (74,292) | 632 | 2.888 | 0.99 | 0.20 | 0.03 |
| Strongsville (45,658) | 669 | 2.774 | 0.95 | 0.19 | 0.03 |
| Mentor (54,634) | 672 | 2.767 | 0.95 | 0.19 | 0.03 |
| Beavercreek (44,088) | 705 | 2.684 | 0.92 | 0.18 | 0.03 |
| Stow (42,134) | 948 | 2.145 | 0.74 | 0.15 | 0.02 |
| Hilliard (34,441) | 972 | 2.104 | 0.72 | 0.14 | 0.02 |
| Springboro (32,707) | 976 | 2.093 | 0.72 | 0.14 | 0.02 |
| Delaware (50,448) | 990 | 2.055 | 0.70 | 0.14 | 0.02 |
| Westerville (33,505) | 992 | 2.050 | 0.70 | 0.14 | 0.02 |
| Kettering (51,337) | 997 | 2.047 | 0.70 | 0.14 | 0.02 |
| Cuyahoga Falls (54,081) | 1,015 | 2.023 | 0.69 | 0.14 | 0.02 |
| Grove City (43,662) | 1,021 | 2.012 | 0.69 | 0.14 | 0.02 |
| Brunswick (39,974) | 1,031 | 1.991 | 0.68 | 0.14 | 0.02 |
| Lorain (65,698) | 1,039 | 1.972 | 0.68 | 0.13 | 0.02 |
| Hudson (22,439) | 1,040 | 1.969 | 0.67 | 0.13 | 0.02 |
| Canton (77,297) | 1,042 | 1.965 | 0.67 | 0.13 | 0.02 |
| Gahanna (33,285) | 1,055 | 1.945 | 0.67 | 0.13 | 0.02 |
| Hamilton (61,916) | 1,061 | 1.938 | 0.66 | 0.13 | 0.02 |
| Avon (32,691) | 1,065 | 1.931 | 0.66 | 0.13 | 0.02 |
| Fairfield (43,275) | 1,069 | 1.927 | 0.66 | 0.13 | 0.02 |
| Elyria (56,852) | 1,074 | 1.920 | 0.66 | 0.13 | 0.02 |
| Cleveland Heights (44,947) | 1,130 | 1.859 | 0.64 | 0.13 | 0.02 |
| Westlake (30,971) | 1,185 | 1.781 | 0.61 | 0.12 | 0.02 |
| North Ridgeville (36,174) | 1,214 | 1.744 | 0.60 | 0.12 | 0.02 |
| Upper Arlington (26,972) | 1,230 | 1.721 | 0.59 | 0.12 | 0.02 |
| Middletown (52,428) | 1,269 | 1.680 | 0.58 | 0.11 | 0.02 |
| Lakewood (46,713) | 1,274 | 1.675 | 0.57 | 0.11 | 0.02 |
| Springfield (58,595) | 1,279 | 1.669 | 0.57 | 0.11 | 0.02 |
| Solon (23,884) | 1,280 | 1.668 | 0.57 | 0.11 | 0.02 |
| Huber Heights (38,229) | 1,283 | 1.660 | 0.57 | 0.11 | 0.02 |
| Avon Lake (28,047) | 1,305 | 1.638 | 0.56 | 0.11 | 0.02 |
| North Royalton (32,232) | 1,307 | 1.637 | 0.56 | 0.11 | 0.02 |
| Reynoldsburg (35,684) | 1,326 | 1.614 | 0.55 | 0.11 | 0.02 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Findlay (44,028) | 1,348 | 1.593 | 0.55 | 0.11 | 0.02 |
| Newark (48,161) | 1,446 | 1.483 | 0.51 | 0.10 | 0.01 |
| Mansfield (54,444) | 1,472 | 1.454 | 0.50 | 0.10 | 0.01 |
| New Albany (15,825) | 1,490 | 1.431 | 0.49 | 0.10 | 0.01 |
| Youngstown (66,000) | 1,510 | 1.414 | 0.48 | 0.10 | 0.01 |
| North Olmsted (30,214) | 1,518 | 1.405 | 0.48 | 0.10 | 0.01 |
| Medina (31,370) | 1,526 | 1.394 | 0.48 | 0.10 | 0.01 |
| Shaker Heights (24,461) | 1,536 | 1.385 | 0.47 | 0.09 | 0.01 |
| Euclid (44,034) | 1,557 | 1.370 | 0.47 | 0.09 | 0.01 |
| Boardman (37,215) | 1,587 | 1.348 | 0.46 | 0.09 | 0.01 |
| Marion (43,113) | 1,680 | 1.264 | 0.43 | 0.09 | 0.01 |
| Lebanon (28,849) | 1,765 | 1.196 | 0.41 | 0.08 | 0.01 |
| Warren (44,455) | 1,777 | 1.186 | 0.41 | 0.08 | 0.01 |
| Centerville (23,401) | 1,855 | 1.137 | 0.39 | 0.08 | 0.01 |
| Lancaster (37,797) | 1,892 | 1.115 | 0.38 | 0.08 | 0.01 |
| Fairborn (33,492) | 1,937 | 1.093 | 0.37 | 0.07 | 0.01 |
| Green (22,817) | 1,938 | 1.093 | 0.37 | 0.07 | 0.01 |
| Broadview Heights (21,636) | 1,948 | 1.091 | 0.37 | 0.07 | 0.01 |
| Aurora (17,051) | 1,977 | 1.071 | 0.37 | 0.07 | 0.01 |
| Austintown (31,627) | 1,982 | 1.070 | 0.37 | 0.07 | 0.01 |
| Wadsworth (24,074) | 2,036 | 1.036 | 0.35 | 0.07 | 0.01 |
| Sylvania (19,652) | 2,100 | 0.998 | 0.34 | 0.07 | 0.01 |
| Massillon (34,318) | 2,105 | 0.994 | 0.34 | 0.07 | 0.01 |
| Twinsburg (18,129) | 2,110 | 0.989 | 0.34 | 0.07 | 0.01 |
| Pataskala (21,605) | 2,116 | 0.988 | 0.34 | 0.07 | 0.01 |
| Perrysburg (16,947) | 2,212 | 0.933 | 0.32 | 0.06 | 0.01 |
| Wooster (28,143) | 2,220 | 0.931 | 0.32 | 0.06 | 0.01 |
| Brecksville (13,377) | 2,280 | 0.902 | 0.31 | 0.06 | 0.01 |
| Garfield Heights (25,889) | 2,284 | 0.900 | 0.31 | 0.06 | 0.01 |
| Lima (37,133) | 2,300 | 0.889 | 0.30 | 0.06 | 0.01 |
| Miamisburg (20,775) | 2,304 | 0.888 | 0.30 | 0.06 | 0.01 |
| Tallmadge (19,775) | 2,356 | 0.864 | 0.30 | 0.06 | 0.01 |
| Streetsboro (20,003) | 2,363 | 0.861 | 0.30 | 0.06 | 0.01 |
| Bay Village (13,659) | 2,390 | 0.851 | 0.29 | 0.06 | 0.01 |
| Willoughby (22,091) | 2,401 | 0.848 | 0.29 | 0.06 | 0.01 |
| South Euclid (19,662) | 2,421 | 0.841 | 0.29 | 0.06 | 0.01 |
| Macedonia (13,506) | 2,459 | 0.824 | 0.28 | 0.06 | 0.01 |
| Marysville (19,600) | 2,494 | 0.811 | 0.28 | 0.06 | 0.01 |
| Rocky River (17,615) | 2,515 | 0.805 | 0.28 | 0.05 | 0.01 |
| Montgomery (10,086) | 2,532 | 0.796 | 0.27 | 0.05 | 0.01 |
| Troy (22,720) | 2,535 | 0.795 | 0.27 | 0.05 | 0.01 |
| Maple Heights (22,040) | 2,552 | 0.788 | 0.27 | 0.05 | 0.01 |
| Bowling Green (28,927) | 2,565 | 0.783 | 0.27 | 0.05 | 0.01 |
| Trotwood (24,993) | 2,597 | 0.773 | 0.26 | 0.05 | 0.01 |
| Oregon (19,039) | 2,602 | 0.771 | 0.26 | 0.05 | 0.01 |

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Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Landen (12,766) | 2,625 | 0.763 | 0.26 | 0.05 | 0.01 |
| Trenton (16,785) | 2,652 | 0.757 | 0.26 | 0.05 | 0.01 |
| Barberton (25,832) | 2,720 | 0.736 | 0.25 | 0.05 | 0.01 |
| Xenia (22,645) | 2,742 | 0.731 | 0.25 | 0.05 | 0.01 |
| Brook Park (17,789) | 2,744 | 0.729 | 0.25 | 0.05 | 0.01 |
| Eastlake (18,903) | 2,765 | 0.724 | 0.25 | 0.05 | 0.01 |
| Kent (26,700) | 2,856 | 0.699 | 0.24 | 0.05 | 0.01 |
| The Village of Indian Hill (4,955) | 2,860 | 0.696 | 0.24 | 0.05 | 0.01 |
| Ashland (22,816) | 2,871 | 0.692 | 0.24 | 0.05 | 0.01 |
| Clayton (12,823) | 2,880 | 0.688 | 0.24 | 0.05 | 0.01 |
| Riverside (20,937) | 2,886 | 0.686 | 0.24 | 0.05 | 0.01 |
| Chillicothe (22,774) | 2,888 | 0.685 | 0.23 | 0.05 | 0.01 |
| Sidney (19,968) | 2,895 | 0.683 | 0.23 | 0.05 | 0.01 |
| Worthington (11,218) | 2,904 | 0.681 | 0.23 | 0.05 | 0.01 |
| Sandusky (24,545) | 2,917 | 0.676 | 0.23 | 0.05 | 0.01 |
| Forest Park (15,463) | 2,928 | 0.675 | 0.23 | 0.05 | 0.01 |
| North Canton (18,140) | 2,929 | 0.674 | 0.23 | 0.05 | 0.01 |
| Berea (16,321) | 2,983 | 0.660 | 0.23 | 0.05 | 0.01 |
| Piqua (20,899) | 2,985 | 0.660 | 0.23 | 0.05 | 0.01 |
| Middleburg Heights (15,480) | 3,002 | 0.656 | 0.22 | 0.04 | 0.01 |
| University Heights (11,916) | 3,024 | 0.650 | 0.22 | 0.04 | 0.01 |
| Fairview Park (14,501) | 3,030 | 0.648 | 0.22 | 0.04 | 0.01 |
| Bexley (10,308) | 3,058 | 0.640 | 0.22 | 0.04 | 0.01 |
| Highland Heights (10,199) | 3,105 | 0.630 | 0.22 | 0.04 | 0.01 |
| Pepper Pike (5,324) | 3,109 | 0.628 | 0.22 | 0.04 | 0.01 |
| Finneytown (13,492) | 3,127 | 0.624 | 0.21 | 0.04 | 0.01 |
| Alliance (23,338) | 3,138 | 0.621 | 0.21 | 0.04 | 0.01 |
| Parma Heights (18,947) | 3,140 | 0.620 | 0.21 | 0.04 | 0.01 |
| Beckett Ridge (8,663) | 3,169 | 0.614 | 0.21 | 0.04 | 0.01 |
| Beachwood (10,269) | 3,243 | 0.594 | 0.20 | 0.04 | 0.01 |
| Lyndhurst (12,756) | 3,263 | 0.590 | 0.20 | 0.04 | 0.01 |
| Mount Vernon (22,146) | 3,288 | 0.584 | 0.20 | 0.04 | 0.01 |
| Dry Run (6,553) | 3,294 | 0.582 | 0.20 | 0.04 | 0.01 |
| Zanesville (24,572) | 3,306 | 0.579 | 0.20 | 0.04 | 0.01 |
| Niles (18,147) | 3,341 | 0.572 | 0.20 | 0.04 | 0.01 |
| Norwalk (17,107) | 3,342 | 0.572 | 0.20 | 0.04 | 0.01 |
| Englewood (13,766) | 3,344 | 0.572 | 0.20 | 0.04 | 0.01 |
| Seven Hills (11,787) | 3,359 | 0.568 | 0.19 | 0.04 | 0.01 |
| Forestville (10,978) | 3,390 | 0.562 | 0.19 | 0.04 | 0.01 |
| Amherst (11,840) | 3,399 | 0.561 | 0.19 | 0.04 | 0.01 |
| Blue Ash (10,282) | 3,401 | 0.560 | 0.19 | 0.04 | 0.01 |
| Woodbourne-Hyde Park (7,910) | 3,403 | 0.560 | 0.19 | 0.04 | 0.01 |
| New Philadelphia (18,758) | 3,453 | 0.552 | 0.19 | 0.04 | 0.01 |
| Defiance (14,946) | 3,455 | 0.551 | 0.19 | 0.04 | 0.01 |
| Painesville (17,864) | 3,459 | 0.551 | 0.19 | 0.04 | 0.01 |

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Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Mayfield Heights (16,197) | 3,543 | 0.534 | 0.18 | 0.04 | 0.01 |
| White Oak (13,277) | 3,549 | 0.532 | 0.18 | 0.04 | 0.01 |
| Willowick (13,629) | 3,551 | 0.532 | 0.18 | 0.04 | 0.01 |
| Olmsted Falls (10,355) | 3,559 | 0.530 | 0.18 | 0.04 | 0.01 |
| Vandalia (13,463) | 3,560 | 0.530 | 0.18 | 0.04 | 0.01 |
| Wyoming (6,757) | 3,568 | 0.528 | 0.18 | 0.04 | 0.01 |
| Maumee (12,408) | 3,584 | 0.525 | 0.18 | 0.04 | 0.01 |
| Oxford (23,475) | 3,594 | 0.523 | 0.18 | 0.04 | 0.01 |
| Franklin (15,213) | 3,652 | 0.514 | 0.18 | 0.04 | 0.00 |
| Fremont (16,620) | 3,705 | 0.501 | 0.17 | 0.03 | 0.00 |
| Wickliffe (12,958) | 3,709 | 0.499 | 0.17 | 0.03 | 0.00 |
| Kirtland (8,584) | 3,721 | 0.497 | 0.17 | 0.03 | 0.00 |
| Oakwood (7,728) | 3,728 | 0.495 | 0.17 | 0.03 | 0.00 |
| Sharonville (11,877) | 3,736 | 0.495 | 0.17 | 0.03 | 0.00 |
| Steubenville (21,074) | 3,737 | 0.495 | 0.17 | 0.03 | 0.00 |
| Norton (11,806) | 3,750 | 0.492 | 0.17 | 0.03 | 0.00 |
| Vermilion (11,103) | 3,757 | 0.491 | 0.17 | 0.03 | 0.00 |
| Norwood (17,002) | 3,787 | 0.485 | 0.17 | 0.03 | 0.00 |
| Loveland (10,173) | 3,829 | 0.475 | 0.16 | 0.03 | 0.00 |
| Tiffin (15,734) | 3,907 | 0.463 | 0.16 | 0.03 | 0.00 |
| Canal Winchester (9,345) | 3,922 | 0.460 | 0.16 | 0.03 | 0.00 |
| Montrose-Ghent (5,261) | 3,938 | 0.457 | 0.16 | 0.03 | 0.00 |
| Whitehall (15,703) | 3,952 | 0.456 | 0.16 | 0.03 | 0.00 |
| Ashtabula (18,633) | 3,978 | 0.451 | 0.15 | 0.03 | 0.00 |
| Northbrook (11,076) | 4,078 | 0.437 | 0.15 | 0.03 | 0.00 |
| Dover (13,420) | 4,086 | 0.435 | 0.15 | 0.03 | 0.00 |
| West Carrollton City (11,840) | 4,128 | 0.429 | 0.15 | 0.03 | 0.00 |
| Wilmington (13,739) | 4,160 | 0.424 | 0.15 | 0.03 | 0.00 |
| Warrensville Heights (12,620) | 4,219 | 0.416 | 0.14 | 0.03 | 0.00 |
| Mack South (5,837) | 4,235 | 0.414 | 0.14 | 0.03 | 0.00 |
| Ottawa Hills (4,655) | 4,252 | 0.412 | 0.14 | 0.03 | 0.00 |
| Bellefontaine (12,917) | 4,254 | 0.412 | 0.14 | 0.03 | 0.00 |
| Tipp City (9,554) | 4,258 | 0.412 | 0.14 | 0.03 | 0.00 |
| East Cleveland (22,367) | 4,293 | 0.407 | 0.14 | 0.03 | 0.00 |
| Blacklick Estates (9,518) | 4,342 | 0.398 | 0.14 | 0.03 | 0.00 |
| Circleville (13,007) | 4,345 | 0.398 | 0.14 | 0.03 | 0.00 |
| Bellbrook (7,010) | 4,409 | 0.390 | 0.13 | 0.03 | 0.00 |
| Louisville (10,576) | 4,422 | 0.388 | 0.13 | 0.03 | 0.00 |
| Bedford (11,868) | 4,423 | 0.388 | 0.13 | 0.03 | 0.00 |
| Fairlawn (7,044) | 4,425 | 0.388 | 0.13 | 0.03 | 0.00 |
| Madeira (7,234) | 4,469 | 0.382 | 0.13 | 0.03 | 0.00 |
| Portage Lakes (9,870) | 4,470 | 0.382 | 0.13 | 0.03 | 0.00 |
| Richmond Heights (9,725) | 4,526 | 0.375 | 0.13 | 0.03 | 0.00 |
| Northgate (8,016) | 4,528 | 0.375 | 0.13 | 0.03 | 0.00 |
| Conneaut (13,351) | 4,531 | 0.375 | 0.13 | 0.03 | 0.00 |

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Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Sheffield Lake (8,605) | 4,545 | 0.373 | 0.13 | 0.03 | 0.00 |
| Greenville (13,188) | 4,562 | 0.371 | 0.13 | 0.03 | 0.00 |
| Turpin Hills (4,960) | 4,567 | 0.370 | 0.13 | 0.03 | 0.00 |
| Washington (12,674) | 4,568 | 0.370 | 0.13 | 0.03 | 0.00 |
| Portsmouth (17,839) | 4,629 | 0.363 | 0.12 | 0.02 | 0.00 |
| London (11,236) | 4,692 | 0.354 | 0.12 | 0.02 | 0.00 |
| Athens (23,365) | 4,698 | 0.354 | 0.12 | 0.02 | 0.00 |
| Marietta (13,661) | 4,700 | 0.354 | 0.12 | 0.02 | 0.00 |
| Monroe (7,133) | 4,703 | 0.354 | 0.12 | 0.02 | 0.00 |
| Canfield (6,665) | 4,734 | 0.351 | 0.12 | 0.02 | 0.00 |
| Kenwood (7,423) | 4,737 | 0.350 | 0.12 | 0.02 | 0.00 |
| Fostoria (12,693) | 4,739 | 0.350 | 0.12 | 0.02 | 0.00 |
| Willoughby Hills (8,321) | 4,742 | 0.350 | 0.12 | 0.02 | 0.00 |
| Mentor-on-the-Lake (8,801) | 4,745 | 0.349 | 0.12 | 0.02 | 0.00 |
| Independence (6,829) | 4,750 | 0.349 | 0.12 | 0.02 | 0.00 |
| Bucyrus (12,150) | 4,754 | 0.348 | 0.12 | 0.02 | 0.00 |
| Urbana (11,615) | 4,771 | 0.346 | 0.12 | 0.02 | 0.00 |
| Ravenna (10,727) | 4,849 | 0.338 | 0.12 | 0.02 | 0.00 |
| Heath (9,490) | 4,864 | 0.337 | 0.12 | 0.02 | 0.00 |
| Bedford Heights (9,991) | 4,891 | 0.335 | 0.11 | 0.02 | 0.00 |
| South Russell (3,991) | 4,894 | 0.335 | 0.11 | 0.02 | 0.00 |
| North Madison (8,451) | 4,908 | 0.333 | 0.11 | 0.02 | 0.00 |
| Waterville (6,234) | 4,919 | 0.331 | 0.11 | 0.02 | 0.00 |
| Wapakoneta (9,704) | 4,920 | 0.331 | 0.11 | 0.02 | 0.00 |
| Dent (7,612) | 4,921 | 0.330 | 0.11 | 0.02 | 0.00 |
| Springdale (8,317) | 4,938 | 0.329 | 0.11 | 0.02 | 0.00 |
| Perry Heights (8,900) | 4,948 | 0.328 | 0.11 | 0.02 | 0.00 |
| Galion (11,665) | 4,971 | 0.325 | 0.11 | 0.02 | 0.00 |
| Celina (10,176) | 4,979 | 0.325 | 0.11 | 0.02 | 0.00 |
| Huron (6,955) | 5,004 | 0.322 | 0.11 | 0.02 | 0.00 |
| Harrison (7,884) | 5,008 | 0.322 | 0.11 | 0.02 | 0.00 |
| Covedale (6,360) | 5,013 | 0.321 | 0.11 | 0.02 | 0.00 |
| Coshocton (11,545) | 5,045 | 0.318 | 0.11 | 0.02 | 0.00 |
| Groesbeck (7,202) | 5,077 | 0.314 | 0.11 | 0.02 | 0.00 |
| Salem (11,669) | 5,121 | 0.310 | 0.11 | 0.02 | 0.00 |
| Orange (3,873) | 5,151 | 0.307 | 0.11 | 0.02 | 0.00 |
| Moreland Hills (3,043) | 5,154 | 0.307 | 0.11 | 0.02 | 0.00 |
| Brooklyn (9,595) | 5,162 | 0.306 | 0.10 | 0.02 | 0.00 |
| Oberlin (8,397) | 5,170 | 0.305 | 0.10 | 0.02 | 0.00 |
| Northridge (6,853) | 5,187 | 0.304 | 0.10 | 0.02 | 0.00 |
| Howland Center (6,481) | 5,220 | 0.300 | 0.10 | 0.02 | 0.00 |
| Carlisle (7,441) | 5,229 | 0.299 | 0.10 | 0.02 | 0.00 |
| Sandusky South (6,599) | 5,231 | 0.299 | 0.10 | 0.02 | 0.00 |
| Van Wert (10,066) | 5,279 | 0.296 | 0.10 | 0.02 | 0.00 |
| Reading (8,517) | 5,290 | 0.295 | 0.10 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Munroe Falls (5,359) | 5,351 | 0.290 | 0.10 | 0.02 | 0.00 |
| Napoleon (8,740) | 5,354 | 0.290 | 0.10 | 0.02 | 0.00 |
| Groveport (7,595) | 5,355 | 0.290 | 0.10 | 0.02 | 0.00 |
| Lincoln Village (9,482) | 5,416 | 0.284 | 0.10 | 0.02 | 0.00 |
| Girard (9,729) | 5,436 | 0.281 | 0.10 | 0.02 | 0.00 |
| Cortland (6,225) | 5,443 | 0.281 | 0.10 | 0.02 | 0.00 |
| Bryan (8,566) | 5,447 | 0.280 | 0.10 | 0.02 | 0.00 |
| Wauseon (7,980) | 5,453 | 0.280 | 0.10 | 0.02 | 0.00 |
| Eaton (8,464) | 5,459 | 0.279 | 0.10 | 0.02 | 0.00 |
| Bellevue (7,803) | 5,482 | 0.277 | 0.09 | 0.02 | 0.00 |
| Struthers (10,110) | 5,509 | 0.275 | 0.09 | 0.02 | 0.00 |
| Union (6,129) | 5,518 | 0.274 | 0.09 | 0.02 | 0.00 |
| St. Marys (7,984) | 5,524 | 0.273 | 0.09 | 0.02 | 0.00 |
| Shelby (8,519) | 5,551 | 0.271 | 0.09 | 0.02 | 0.00 |
| Orrville (8,350) | 5,575 | 0.270 | 0.09 | 0.02 | 0.00 |
| North College Hill (8,041) | 5,586 | 0.269 | 0.09 | 0.02 | 0.00 |
| Pleasant Run (5,267) | 5,622 | 0.266 | 0.09 | 0.02 | 0.00 |
| Cherry Grove (4,555) | 5,654 | 0.264 | 0.09 | 0.02 | 0.00 |
| Cambridge (12,082) | 5,734 | 0.258 | 0.09 | 0.02 | 0.00 |
| Richfield (4,436) | 5,735 | 0.258 | 0.09 | 0.02 | 0.00 |
| Pleasant Run Farm (4,731) | 5,743 | 0.257 | 0.09 | 0.02 | 0.00 |
| Germantown (6,140) | 5,748 | 0.256 | 0.09 | 0.02 | 0.00 |
| Wright-Patterson AFB (6,656) | 5,768 | 0.255 | 0.09 | 0.02 | 0.00 |
| Sheffield (4,789) | 5,788 | 0.254 | 0.09 | 0.02 | 0.00 |
| Gates Mills (2,135) | 5,797 | 0.252 | 0.09 | 0.02 | 0.00 |
| Northwood (5,559) | 5,816 | 0.251 | 0.09 | 0.02 | 0.00 |
| Rossford (6,330) | 5,897 | 0.245 | 0.08 | 0.02 | 0.00 |
| Ironton (11,715) | 5,907 | 0.245 | 0.08 | 0.02 | 0.00 |
| Grandview Heights (5,360) | 5,920 | 0.243 | 0.08 | 0.02 | 0.00 |
| Silver Lake (3,754) | 6,017 | 0.235 | 0.08 | 0.02 | 0.00 |
| Chardon (5,689) | 6,079 | 0.232 | 0.08 | 0.02 | 0.00 |
| Amelia (5,800) | 6,104 | 0.230 | 0.08 | 0.02 | 0.00 |
| Sunbury (5,600) | 6,106 | 0.230 | 0.08 | 0.02 | 0.00 |
| Hubbard (7,422) | 6,145 | 0.228 | 0.08 | 0.02 | 0.00 |
| Monfort Heights South (4,466) | 6,153 | 0.227 | 0.08 | 0.02 | 0.00 |
| East Liverpool (11,025) | 6,177 | 0.226 | 0.08 | 0.02 | 0.00 |
| Mack North (3,529) | 6,199 | 0.224 | 0.08 | 0.02 | 0.00 |
| Huber Ridge (4,883) | 6,235 | 0.222 | 0.08 | 0.02 | 0.00 |
| Logan (8,369) | 6,256 | 0.220 | 0.08 | 0.02 | 0.00 |
| Clyde (6,211) | 6,280 | 0.219 | 0.07 | 0.01 | 0.00 |
| Whitehouse (4,682) | 6,325 | 0.216 | 0.07 | 0.01 | 0.00 |
| Amberley (2,984) | 6,331 | 0.215 | 0.07 | 0.01 | 0.00 |
| Fruit Hill (3,945) | 6,345 | 0.214 | 0.07 | 0.01 | 0.00 |
| Cheviot (6,799) | 6,394 | 0.212 | 0.07 | 0.01 | 0.00 |
| Summerside (5,523) | 6,408 | 0.211 | 0.07 | 0.01 | 0.00 |

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Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Ontario (5,137) | 6,425 | 0.210 | 0.07 | 0.01 | 0.00 |
| Delphos (6,616) | 6,429 | 0.210 | 0.07 | 0.01 | 0.00 |
| Five Points (2,191) | 6,438 | 0.209 | 0.07 | 0.01 | 0.00 |
| Kenton (8,010) | 6,492 | 0.206 | 0.07 | 0.01 | 0.00 |
| Canal Fulton (5,099) | 6,519 | 0.205 | 0.07 | 0.01 | 0.00 |
| Lake Darby (3,727) | 6,533 | 0.204 | 0.07 | 0.01 | 0.00 |
| Mount Repose (4,102) | 6,544 | 0.203 | 0.07 | 0.01 | 0.00 |
| Campbell (7,709) | 6,546 | 0.203 | 0.07 | 0.01 | 0.00 |
| Evendale (2,506) | 6,575 | 0.202 | 0.07 | 0.01 | 0.00 |
| Archbold (5,194) | 6,637 | 0.198 | 0.07 | 0.01 | 0.00 |
| Upper Sandusky (6,248) | 6,667 | 0.197 | 0.07 | 0.01 | 0.00 |
| Rittman (6,312) | 6,690 | 0.196 | 0.07 | 0.01 | 0.00 |
| Waynesville (4,397) | 6,693 | 0.195 | 0.07 | 0.01 | 0.00 |
| Wheelersburg (6,471) | 6,708 | 0.195 | 0.07 | 0.01 | 0.00 |
| Port Clinton (6,141) | 6,733 | 0.193 | 0.07 | 0.01 | 0.00 |
| Greentown (3,154) | 6,739 | 0.193 | 0.07 | 0.01 | 0.00 |
| Geneva (6,207) | 6,755 | 0.193 | 0.07 | 0.01 | 0.00 |
| Moraine (6,286) | 6,783 | 0.191 | 0.07 | 0.01 | 0.00 |
| Chagrin Falls (3,419) | 6,798 | 0.190 | 0.07 | 0.01 | 0.00 |
| Plain City (4,952) | 6,808 | 0.190 | 0.07 | 0.01 | 0.00 |
| Granville (3,167) | 6,810 | 0.190 | 0.07 | 0.01 | 0.00 |
| Johnstown (4,890) | 6,828 | 0.189 | 0.06 | 0.01 | 0.00 |
| Brookville (5,353) | 6,851 | 0.188 | 0.06 | 0.01 | 0.00 |
| New Carlisle (5,418) | 6,858 | 0.187 | 0.06 | 0.01 | 0.00 |
| Milford (6,618) | 6,867 | 0.187 | 0.06 | 0.01 | 0.00 |
| Columbiana (6,028) | 6,917 | 0.184 | 0.06 | 0.01 | 0.00 |
| Wellington (4,922) | 6,996 | 0.180 | 0.06 | 0.01 | 0.00 |
| Willard (6,996) | 7,007 | 0.179 | 0.06 | 0.01 | 0.00 |
| South Lebanon (5,641) | 7,026 | 0.178 | 0.06 | 0.01 | 0.00 |
| Hillsboro (7,738) | 7,027 | 0.178 | 0.06 | 0.01 | 0.00 |
| Champion Heights (4,727) | 7,033 | 0.178 | 0.06 | 0.01 | 0.00 |
| Mogadore (4,150) | 7,043 | 0.177 | 0.06 | 0.01 | 0.00 |
| Obetz (4,406) | 7,079 | 0.175 | 0.06 | 0.01 | 0.00 |
| West Milton (4,700) | 7,101 | 0.174 | 0.06 | 0.01 | 0.00 |
| Mount Healthy (5,897) | 7,158 | 0.172 | 0.06 | 0.01 | 0.00 |
| Deer Park (4,871) | 7,182 | 0.171 | 0.06 | 0.01 | 0.00 |
| White Oak East (3,508) | 7,218 | 0.170 | 0.06 | 0.01 | 0.00 |
| Edgewood (4,762) | 7,225 | 0.169 | 0.06 | 0.01 | 0.00 |
| Monfort Heights East (3,880) | 7,250 | 0.168 | 0.06 | 0.01 | 0.00 |
| Mayfield (2,869) | 7,260 | 0.168 | 0.06 | 0.01 | 0.00 |
| Belpre (6,370) | 7,282 | 0.167 | 0.06 | 0.01 | 0.00 |
| Lexington (3,922) | 7,286 | 0.167 | 0.06 | 0.01 | 0.00 |
| Coldwater (4,338) | 7,290 | 0.167 | 0.06 | 0.01 | 0.00 |
| Ottawa (4,818) | 7,294 | 0.166 | 0.06 | 0.01 | 0.00 |
| Lordstown (3,662) | 7,309 | 0.166 | 0.06 | 0.01 | 0.00 |

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Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Bluffton (4,252) | 7,387 | 0.163 | 0.06 | 0.01 | 0.00 |
| St. Clairsville (4,976) | 7,414 | 0.161 | 0.06 | 0.01 | 0.00 |
| Day Heights (2,823) | 7,423 | 0.161 | 0.06 | 0.01 | 0.00 |
| Greenfield (5,873) | 7,445 | 0.160 | 0.05 | 0.01 | 0.00 |
| Terrace Park (1,891) | 7,452 | 0.160 | 0.05 | 0.01 | 0.00 |
| Wellston (5,980) | 7,480 | 0.159 | 0.05 | 0.01 | 0.00 |
| Mineral Ridge (3,900) | 7,506 | 0.158 | 0.05 | 0.01 | 0.00 |
| Yellow Springs (3,427) | 7,507 | 0.158 | 0.05 | 0.01 | 0.00 |
| Cedarville (4,780) | 7,515 | 0.157 | 0.05 | 0.01 | 0.00 |
| Madison (3,482) | 7,546 | 0.156 | 0.05 | 0.01 | 0.00 |
| West Jefferson (4,195) | 7,567 | 0.156 | 0.05 | 0.01 | 0.00 |
| Park Layne (4,519) | 7,597 | 0.155 | 0.05 | 0.01 | 0.00 |
| Fort Shawnee (3,717) | 7,625 | 0.154 | 0.05 | 0.01 | 0.00 |
| Jackson (6,460) | 7,639 | 0.153 | 0.05 | 0.01 | 0.00 |
| New Lebanon (4,215) | 7,658 | 0.152 | 0.05 | 0.01 | 0.00 |
| Ada (6,887) | 7,700 | 0.150 | 0.05 | 0.01 | 0.00 |
| Seville (3,536) | 7,707 | 0.150 | 0.05 | 0.01 | 0.00 |
| Blanchester (4,751) | 7,710 | 0.150 | 0.05 | 0.01 | 0.00 |
| White Oak West (2,932) | 7,730 | 0.149 | 0.05 | 0.01 | 0.00 |
| Minster (2,874) | 7,814 | 0.146 | 0.05 | 0.01 | 0.00 |
| Uhrichsville (5,753) | 7,815 | 0.146 | 0.05 | 0.01 | 0.00 |
| Beechwood Trails (2,258) | 7,824 | 0.145 | 0.05 | 0.01 | 0.00 |
| Mount Orab (4,831) | 7,849 | 0.145 | 0.05 | 0.01 | 0.00 |
| Wetherington (1,010) | 7,856 | 0.144 | 0.05 | 0.01 | 0.00 |
| East Palestine (4,536) | 7,886 | 0.143 | 0.05 | 0.01 | 0.00 |
| New Bremen (3,110) | 7,929 | 0.142 | 0.05 | 0.01 | 0.00 |
| Swanton (3,635) | 7,936 | 0.142 | 0.05 | 0.01 | 0.00 |
| Ballville (3,255) | 7,937 | 0.142 | 0.05 | 0.01 | 0.00 |
| Mulberry (3,139) | 7,991 | 0.140 | 0.05 | 0.01 | 0.00 |
| Glendale (2,092) | 8,015 | 0.139 | 0.05 | 0.01 | 0.00 |
| Mount Carmel (4,308) | 8,025 | 0.139 | 0.05 | 0.01 | 0.00 |
| Mount Healthy Heights (3,450) | 8,038 | 0.138 | 0.05 | 0.01 | 0.00 |
| Martins Ferry (6,453) | 8,070 | 0.137 | 0.05 | 0.01 | 0.00 |
| North Zanesville (3,013) | 8,071 | 0.137 | 0.05 | 0.01 | 0.00 |
| Waverly City (4,556) | 8,075 | 0.137 | 0.05 | 0.01 | 0.00 |
| Reminderville (2,703) | 8,086 | 0.136 | 0.05 | 0.01 | 0.00 |
| Toronto (4,962) | 8,104 | 0.136 | 0.05 | 0.01 | 0.00 |
| Mariemont (2,593) | 8,199 | 0.132 | 0.05 | 0.01 | 0.00 |
| Mount Gilead (4,677) | 8,207 | 0.132 | 0.05 | 0.01 | 0.00 |
| Crestline (4,732) | 8,220 | 0.131 | 0.05 | 0.01 | 0.00 |
| Millersburg (4,392) | 8,222 | 0.131 | 0.05 | 0.01 | 0.00 |
| Chesterland (2,646) | 8,246 | 0.131 | 0.04 | 0.01 | 0.00 |
| Newton Falls (4,481) | 8,259 | 0.130 | 0.04 | 0.01 | 0.00 |
| Withamsville (3,145) | 8,365 | 0.127 | 0.04 | 0.01 | 0.00 |
| South Point (4,345) | 8,368 | 0.127 | 0.04 | 0.01 | 0.00 |

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Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Doylestown (2,972) | 8,408 | 0.126 | 0.04 | 0.01 | 0.00 |
| Northfield (3,472) | 8,409 | 0.126 | 0.04 | 0.01 | 0.00 |
| Walton Hills (2,279) | 8,423 | 0.126 | 0.04 | 0.01 | 0.00 |
| Enon (2,394) | 8,446 | 0.125 | 0.04 | 0.01 | 0.00 |
| Greenhills (3,122) | 8,470 | 0.124 | 0.04 | 0.01 | 0.00 |
| Minerva (4,161) | 8,498 | 0.123 | 0.04 | 0.01 | 0.00 |
| St. Bernard (3,698) | 8,531 | 0.122 | 0.04 | 0.01 | 0.00 |
| Sebring (4,311) | 8,534 | 0.122 | 0.04 | 0.01 | 0.00 |
| Silverton (3,909) | 8,563 | 0.121 | 0.04 | 0.01 | 0.00 |
| Devola (2,771) | 8,638 | 0.119 | 0.04 | 0.01 | 0.00 |
| Ashville (3,289) | 8,652 | 0.119 | 0.04 | 0.01 | 0.00 |
| Uniontown (2,802) | 8,711 | 0.117 | 0.04 | 0.01 | 0.00 |
| Lodi (4,028) | 8,730 | 0.116 | 0.04 | 0.01 | 0.00 |
| Brimfield (3,248) | 8,738 | 0.116 | 0.04 | 0.01 | 0.00 |
| Gambier (2,498) | 8,793 | 0.115 | 0.04 | 0.01 | 0.00 |
| New Lexington (4,557) | 8,805 | 0.115 | 0.04 | 0.01 | 0.00 |
| McDonald (3,094) | 8,814 | 0.114 | 0.04 | 0.01 | 0.00 |
| Carey (3,853) | 8,857 | 0.113 | 0.04 | 0.01 | 0.00 |
| Choctaw Lake (1,562) | 8,861 | 0.113 | 0.04 | 0.01 | 0.00 |
| Hicksville (3,232) | 8,862 | 0.113 | 0.04 | 0.01 | 0.00 |
| Fort McKinley (3,989) | 8,865 | 0.113 | 0.04 | 0.01 | 0.00 |
| Nelsonville (6,144) | 8,880 | 0.112 | 0.04 | 0.01 | 0.00 |
| Valley View (1,977) | 8,888 | 0.112 | 0.04 | 0.01 | 0.00 |
| Calcutta (3,491) | 8,895 | 0.112 | 0.04 | 0.01 | 0.00 |
| North Baltimore (3,281) | 8,896 | 0.112 | 0.04 | 0.01 | 0.00 |
| Georgetown (4,234) | 8,898 | 0.112 | 0.04 | 0.01 | 0.00 |
| Oak Harbor (2,786) | 8,903 | 0.112 | 0.04 | 0.01 | 0.00 |
| Delta (3,001) | 8,909 | 0.111 | 0.04 | 0.01 | 0.00 |
| Jefferson (3,376) | 8,953 | 0.110 | 0.04 | 0.01 | 0.00 |
| St. Henry (2,487) | 8,974 | 0.110 | 0.04 | 0.01 | 0.00 |
| New Franklin (2,390) | 9,029 | 0.108 | 0.04 | 0.01 | 0.00 |
| Grafton (2,302) | 9,073 | 0.107 | 0.04 | 0.01 | 0.00 |
| Montpelier (3,810) | 9,076 | 0.107 | 0.04 | 0.01 | 0.00 |
| Genoa (2,741) | 9,100 | 0.106 | 0.04 | 0.01 | 0.00 |
| Strasburg (3,285) | 9,122 | 0.106 | 0.04 | 0.01 | 0.00 |
| Fairport Harbor (3,374) | 9,141 | 0.105 | 0.04 | 0.01 | 0.00 |
| Loudonville (3,259) | 9,166 | 0.105 | 0.04 | 0.01 | 0.00 |
| Baltimore (2,998) | 9,168 | 0.104 | 0.04 | 0.01 | 0.00 |
| Poland (2,495) | 9,172 | 0.104 | 0.04 | 0.01 | 0.00 |
| Middlefield (3,037) | 9,199 | 0.104 | 0.04 | 0.01 | 0.00 |
| New Richmond (2,908) | 9,242 | 0.103 | 0.04 | 0.01 | 0.00 |
| North Kingsville (2,594) | 9,294 | 0.102 | 0.03 | 0.01 | 0.00 |
| Golf Manor (3,016) | 9,402 | 0.099 | 0.03 | 0.01 | 0.00 |
| Newtown (2,177) | 9,436 | 0.098 | 0.03 | 0.01 | 0.00 |
| Gallipolis (4,281) | 9,450 | 0.098 | 0.03 | 0.01 | 0.00 |

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Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Wintersville (3,109) | 9,485 | 0.097 | 0.03 | 0.01 | 0.00 |
| Hartville (2,674) | 9,492 | 0.097 | 0.03 | 0.01 | 0.00 |
| Westfield Center (1,548) | 9,543 | 0.096 | 0.03 | 0.01 | 0.00 |
| Newcomerstown (3,927) | 9,556 | 0.095 | 0.03 | 0.01 | 0.00 |
| Cadiz (3,624) | 9,587 | 0.095 | 0.03 | 0.01 | 0.00 |
| New Miami (2,991) | 9,627 | 0.094 | 0.03 | 0.01 | 0.00 |
| Covington (2,578) | 9,635 | 0.094 | 0.03 | 0.01 | 0.00 |
| Fredericktown (2,895) | 9,652 | 0.093 | 0.03 | 0.01 | 0.00 |
| Paulding (2,928) | 9,653 | 0.093 | 0.03 | 0.01 | 0.00 |
| Walbridge (2,546) | 9,743 | 0.091 | 0.03 | 0.01 | 0.00 |
| Sabina (2,974) | 9,760 | 0.090 | 0.03 | 0.01 | 0.00 |
| Wellsville (3,873) | 9,774 | 0.090 | 0.03 | 0.01 | 0.00 |
| Garrettsville (2,139) | 9,792 | 0.089 | 0.03 | 0.01 | 0.00 |
| Cleves (2,114) | 9,817 | 0.089 | 0.03 | 0.01 | 0.00 |
| Holiday Valley (1,712) | 9,852 | 0.088 | 0.03 | 0.01 | 0.00 |
| West Lafayette (3,336) | 9,861 | 0.088 | 0.03 | 0.01 | 0.00 |
| Bratenahl (1,299) | 9,895 | 0.087 | 0.03 | 0.01 | 0.00 |
| Boston Heights (1,215) | 9,925 | 0.087 | 0.03 | 0.01 | 0.00 |
| Woodville (2,073) | 9,955 | 0.086 | 0.03 | 0.01 | 0.00 |
| Gibsonburg (2,370) | 9,969 | 0.086 | 0.03 | 0.01 | 0.00 |
| Fort Loramie (1,769) | 9,978 | 0.086 | 0.03 | 0.01 | 0.00 |
| South Bloomfield (2,621) | 9,980 | 0.086 | 0.03 | 0.01 | 0.00 |
| Masury (2,618) | 9,982 | 0.086 | 0.03 | 0.01 | 0.00 |
| Shadyside (3,320) | 10,012 | 0.085 | 0.03 | 0.01 | 0.00 |
| Barnesville (4,011) | 10,023 | 0.085 | 0.03 | 0.01 | 0.00 |
| West Portsmouth (3,458) | 10,034 | 0.085 | 0.03 | 0.01 | 0.00 |
| Carrollton (3,719) | 10,037 | 0.085 | 0.03 | 0.01 | 0.00 |
| Churchill (2,601) | 10,045 | 0.084 | 0.03 | 0.01 | 0.00 |
| Green Meadows (2,318) | 10,051 | 0.084 | 0.03 | 0.01 | 0.00 |
| Elida (1,902) | 10,116 | 0.083 | 0.03 | 0.01 | 0.00 |
| Versailles (2,448) | 10,156 | 0.082 | 0.03 | 0.01 | 0.00 |
| Woodlawn (2,152) | 10,173 | 0.082 | 0.03 | 0.01 | 0.00 |
| Mingo Junction (3,034) | 10,221 | 0.081 | 0.03 | 0.01 | 0.00 |
| Lagrange (1,794) | 10,243 | 0.081 | 0.03 | 0.01 | 0.00 |
| Buckeye Lake (3,060) | 10,404 | 0.078 | 0.03 | 0.01 | 0.00 |
| The Plains (2,931) | 10,414 | 0.078 | 0.03 | 0.01 | 0.00 |
| Columbus Grove (2,080) | 10,416 | 0.078 | 0.03 | 0.01 | 0.00 |
| Brewster (2,325) | 10,429 | 0.078 | 0.03 | 0.01 | 0.00 |
| Bolindale (2,489) | 10,432 | 0.078 | 0.03 | 0.01 | 0.00 |
| New London (2,663) | 10,462 | 0.077 | 0.03 | 0.01 | 0.00 |
| Bellaire (4,438) | 10,509 | 0.077 | 0.03 | 0.01 | 0.00 |
| Richwood (2,130) | 10,621 | 0.075 | 0.03 | 0.01 | 0.00 |
| Arcanum (1,969) | 10,634 | 0.074 | 0.03 | 0.01 | 0.00 |
| Lakemore (2,460) | 10,639 | 0.074 | 0.03 | 0.01 | 0.00 |
| Creston (2,101) | 10,651 | 0.074 | 0.03 | 0.01 | 0.00 |

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Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Anna (1,710) | 10,676 | 0.074 | 0.03 | 0.01 | 0.00 |
| Windham (2,632) | 10,678 | 0.074 | 0.03 | 0.01 | 0.00 |
| Rosemount (2,043) | 10,693 | 0.073 | 0.03 | 0.01 | 0.00 |
| Dennison (2,851) | 10,705 | 0.073 | 0.03 | 0.00 | 0.00 |
| Williamsburg (2,220) | 10,722 | 0.073 | 0.02 | 0.00 | 0.00 |
| Hunter (1,737) | 10,755 | 0.072 | 0.02 | 0.00 | 0.00 |
| Ross (1,971) | 10,769 | 0.072 | 0.02 | 0.00 | 0.00 |
| Leavittsburg (2,200) | 10,780 | 0.072 | 0.02 | 0.00 | 0.00 |
| Loveland Park (1,799) | 10,786 | 0.072 | 0.02 | 0.00 | 0.00 |
| Cardington (2,649) | 10,830 | 0.071 | 0.02 | 0.00 | 0.00 |
| Clinton (1,631) | 10,847 | 0.071 | 0.02 | 0.00 | 0.00 |
| Leipsic (2,182) | 10,919 | 0.070 | 0.02 | 0.00 | 0.00 |
| St. Paris (1,975) | 10,935 | 0.070 | 0.02 | 0.00 | 0.00 |
| Lockland (2,785) | 10,938 | 0.070 | 0.02 | 0.00 | 0.00 |
| Granville South (1,194) | 10,966 | 0.069 | 0.02 | 0.00 | 0.00 |
| Sugarcreek (2,148) | 10,987 | 0.069 | 0.02 | 0.00 | 0.00 |
| Leetonia (2,067) | 10,992 | 0.069 | 0.02 | 0.00 | 0.00 |
| Lisbon (2,788) | 11,015 | 0.069 | 0.02 | 0.00 | 0.00 |
| Perry (1,463) | 11,025 | 0.069 | 0.02 | 0.00 | 0.00 |
| McComb (1,894) | 11,050 | 0.068 | 0.02 | 0.00 | 0.00 |
| Byesville (2,731) | 11,059 | 0.068 | 0.02 | 0.00 | 0.00 |
| Hebron (2,389) | 11,079 | 0.068 | 0.02 | 0.00 | 0.00 |
| West Union (3,720) | 11,080 | 0.068 | 0.02 | 0.00 | 0.00 |
| Bradford (1,996) | 11,107 | 0.067 | 0.02 | 0.00 | 0.00 |
| Bethel (2,423) | 11,108 | 0.067 | 0.02 | 0.00 | 0.00 |
| South Amherst (1,663) | 11,122 | 0.067 | 0.02 | 0.00 | 0.00 |
| New Concord (2,768) | 11,189 | 0.066 | 0.02 | 0.00 | 0.00 |
| North Lewisburg (1,626) | 11,199 | 0.066 | 0.02 | 0.00 | 0.00 |
| Batavia (1,806) | 11,256 | 0.065 | 0.02 | 0.00 | 0.00 |
| Lewisburg (1,733) | 11,314 | 0.065 | 0.02 | 0.00 | 0.00 |
| Newburgh Heights (1,946) | 11,318 | 0.064 | 0.02 | 0.00 | 0.00 |
| Kalida (1,371) | 11,384 | 0.064 | 0.02 | 0.00 | 0.00 |
| Jamestown (1,768) | 11,392 | 0.064 | 0.02 | 0.00 | 0.00 |
| Jackson Center (1,761) | 11,401 | 0.063 | 0.02 | 0.00 | 0.00 |
| Morrow (2,195) | 11,409 | 0.063 | 0.02 | 0.00 | 0.00 |
| West Hill (2,523) | 11,437 | 0.063 | 0.02 | 0.00 | 0.00 |
| Spencerville (2,165) | 11,464 | 0.063 | 0.02 | 0.00 | 0.00 |
| North Fork Village (1,726) | 11,486 | 0.062 | 0.02 | 0.00 | 0.00 |
| Edgerton (1,813) | 11,490 | 0.062 | 0.02 | 0.00 | 0.00 |
| Plymouth (1,897) | 11,493 | 0.062 | 0.02 | 0.00 | 0.00 |
| Pleasant Grove (2,016) | 11,501 | 0.062 | 0.02 | 0.00 | 0.00 |
| Deshler (1,891) | 11,515 | 0.062 | 0.02 | 0.00 | 0.00 |
| Dalton (1,535) | 11,555 | 0.061 | 0.02 | 0.00 | 0.00 |
| Brooklyn Heights (1,443) | 11,564 | 0.061 | 0.02 | 0.00 | 0.00 |
| Eaton Estates (1,409) | 11,589 | 0.061 | 0.02 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| South Zanesville (2,129) | 11,590 | 0.061 | 0.02 | 0.00 | 0.00 |
| Camden (2,211) | 11,592 | 0.061 | 0.02 | 0.00 | 0.00 |
| Roaming Shores (1,191) | 11,621 | 0.061 | 0.02 | 0.00 | 0.00 |
| Crooksville (2,543) | 11,628 | 0.060 | 0.02 | 0.00 | 0.00 |
| West Unity (1,930) | 11,642 | 0.060 | 0.02 | 0.00 | 0.00 |
| South Charleston (1,749) | 11,702 | 0.059 | 0.02 | 0.00 | 0.00 |
| Burlington (2,794) | 11,707 | 0.059 | 0.02 | 0.00 | 0.00 |
| Utica (1,949) | 11,727 | 0.059 | 0.02 | 0.00 | 0.00 |
| Glenmoor (2,192) | 11,734 | 0.059 | 0.02 | 0.00 | 0.00 |
| Pemberville (1,306) | 11,743 | 0.059 | 0.02 | 0.00 | 0.00 |
| East Canton (1,609) | 11,796 | 0.058 | 0.02 | 0.00 | 0.00 |
| Centerburg (1,637) | 11,848 | 0.058 | 0.02 | 0.00 | 0.00 |
| West Liberty (1,672) | 11,860 | 0.057 | 0.02 | 0.00 | 0.00 |
| Lincoln Heights (3,253) | 11,886 | 0.057 | 0.02 | 0.00 | 0.00 |
| Milan (1,253) | 11,921 | 0.057 | 0.02 | 0.00 | 0.00 |
| Minerva Park (1,002) | 11,934 | 0.057 | 0.02 | 0.00 | 0.00 |
| Harbor Hills (1,303) | 11,996 | 0.056 | 0.02 | 0.00 | 0.00 |
| Fairfax (1,506) | 12,049 | 0.055 | 0.02 | 0.00 | 0.00 |
| Ripley (2,073) | 12,065 | 0.055 | 0.02 | 0.00 | 0.00 |
| McArthur (2,447) | 12,070 | 0.055 | 0.02 | 0.00 | 0.00 |
| Millbury (1,133) | 12,117 | 0.054 | 0.02 | 0.00 | 0.00 |
| Weston (1,639) | 12,123 | 0.054 | 0.02 | 0.00 | 0.00 |
| South Canal (1,346) | 12,148 | 0.054 | 0.02 | 0.00 | 0.00 |
| Fort Recovery (1,461) | 12,178 | 0.054 | 0.02 | 0.00 | 0.00 |
| Woodsfield (2,446) | 12,199 | 0.053 | 0.02 | 0.00 | 0.00 |
| Burton (1,438) | 12,214 | 0.053 | 0.02 | 0.00 | 0.00 |
| Brookfield Center (1,288) | 12,224 | 0.053 | 0.02 | 0.00 | 0.00 |
| Mount Sterling (1,776) | 12,288 | 0.053 | 0.02 | 0.00 | 0.00 |
| Lynchburg (1,678) | 12,360 | 0.052 | 0.02 | 0.00 | 0.00 |
| Aberdeen (1,919) | 12,385 | 0.051 | 0.02 | 0.00 | 0.00 |
| Bellville (1,677) | 12,397 | 0.051 | 0.02 | 0.00 | 0.00 |
| Monroeville (1,327) | 12,398 | 0.051 | 0.02 | 0.00 | 0.00 |
| Elmwood Place (1,989) | 12,405 | 0.051 | 0.02 | 0.00 | 0.00 |
| Crystal Lakes (1,411) | 12,451 | 0.051 | 0.02 | 0.00 | 0.00 |
| Coal Grove (2,177) | 12,471 | 0.050 | 0.02 | 0.00 | 0.00 |
| Middleport (2,486) | 12,536 | 0.050 | 0.02 | 0.00 | 0.00 |
| Leesburg (1,613) | 12,550 | 0.049 | 0.02 | 0.00 | 0.00 |
| Frazeysburg (1,617) | 12,556 | 0.049 | 0.02 | 0.00 | 0.00 |
| Ashley (1,423) | 12,558 | 0.049 | 0.02 | 0.00 | 0.00 |
| Mechanicsburg (1,669) | 12,568 | 0.049 | 0.02 | 0.00 | 0.00 |
| Dresden (1,445) | 12,575 | 0.049 | 0.02 | 0.00 | 0.00 |
| Hiram (1,213) | 12,624 | 0.049 | 0.02 | 0.00 | 0.00 |
| Stryker (1,378) | 12,629 | 0.049 | 0.02 | 0.00 | 0.00 |
| Pandora (1,301) | 12,650 | 0.049 | 0.02 | 0.00 | 0.00 |
| McConnelsville (2,140) | 12,660 | 0.048 | 0.02 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Ohio - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|--------------|-------------|
| Elmore (1,353) | 12,690 | 0.048 | 0.02 | 0.00 | 0.00 |
| Cridersville (1,689) | 12,696 | 0.048 | 0.02 | 0.00 | 0.00 |
| West Salem (1,471) | 12,749 | 0.048 | 0.02 | 0.00 | 0.00 |
| Fairview Lanes (1,015) | 12,753 | 0.048 | 0.02 | 0.00 | 0.00 |
| Glouster (2,219) | 12,794 | 0.047 | 0.02 | 0.00 | 0.00 |
| New Middletown (1,483) | 12,867 | 0.046 | 0.02 | 0.00 | 0.00 |
| Pleasant Hill (1,134) | 12,883 | 0.046 | 0.02 | 0.00 | 0.00 |
| Greenwich (1,638) | 12,885 | 0.046 | 0.02 | 0.00 | 0.00 |
| New Vienna (1,616) | 12,907 | 0.045 | 0.02 | 0.00 | 0.00 |
| Pioneer (1,379) | 12,910 | 0.045 | 0.02 | 0.00 | 0.00 |
| Manchester (2,212) | 12,913 | 0.045 | 0.02 | 0.00 | 0.00 |
| Total 7,788,205 | | 291.77 | 100.0 | 19.91 | 2.83 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

4.13 CITIES SORTED BY ZIPCODE - OHIO

Ohio - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Ashley (43003; 1,423) | 12,558 | 0.049 | 0.02 | 0.00 | 0.00 |
| Buckeye Lake (43008; 3,060) | 10,404 | 0.078 | 0.03 | 0.01 | 0.00 |
| Centerburg (43011; 1,637) | 11,848 | 0.058 | 0.02 | 0.00 | 0.00 |
| Delaware (43015; 50,448) | 990 | 2.055 | 0.70 | 0.14 | 0.02 |
| Dublin (43016; 44,789) | 459 | 3.613 | 1.24 | 0.25 | 0.03 |
| Fredericktown (43019; 2,895) | 9,652 | 0.093 | 0.03 | 0.01 | 0.00 |
| Gambier (43022; 2,498) | 8,793 | 0.115 | 0.04 | 0.01 | 0.00 |
| Granville (43023; 3,167) | 6,810 | 0.190 | 0.07 | 0.01 | 0.00 |
| Granville South (43023; 1,194) | 10,966 | 0.069 | 0.02 | 0.00 | 0.00 |
| Hebron (43025; 2,389) | 11,079 | 0.068 | 0.02 | 0.00 | 0.00 |
| Hilliard (43026; 34,441) | 972 | 2.104 | 0.72 | 0.14 | 0.02 |
| Johnstown (43031; 4,890) | 6,828 | 0.189 | 0.06 | 0.01 | 0.00 |
| Marysville (43040; 19,600) | 2,494 | 0.811 | 0.28 | 0.06 | 0.01 |
| Mechanicsburg (43044; 1,669) | 12,568 | 0.049 | 0.02 | 0.00 | 0.00 |
| Mount Vernon (43050; 22,146) | 3,288 | 0.584 | 0.20 | 0.04 | 0.01 |
| New Albany (43054; 15,825) | 1,490 | 1.431 | 0.49 | 0.10 | 0.01 |
| Heath (43056; 9,490) | 4,864 | 0.337 | 0.12 | 0.02 | 0.00 |
| North Lewisburg (43060; 1,626) | 11,199 | 0.066 | 0.02 | 0.00 | 0.00 |
| Pataskala (43062; 21,605) | 2,116 | 0.988 | 0.34 | 0.07 | 0.01 |
| Beechwood Trails (43062; 2,258) | 7,824 | 0.145 | 0.05 | 0.01 | 0.00 |
| Plain City (43064; 4,952) | 6,808 | 0.190 | 0.07 | 0.01 | 0.00 |
| Powell (43065; 36,532) | 444 | 3.747 | 1.28 | 0.26 | 0.04 |
| Reynoldsburg (43068; 35,684) | 1,326 | 1.614 | 0.55 | 0.11 | 0.02 |
| St. Paris (43072; 1,975) | 10,935 | 0.070 | 0.02 | 0.00 | 0.00 |
| Sunbury (43074; 5,600) | 6,106 | 0.230 | 0.08 | 0.02 | 0.00 |
| Harbor Hills (43076; 1,303) | 11,996 | 0.056 | 0.02 | 0.00 | 0.00 |

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Ohio - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Urbana (43078; 11,615) | 4,771 | 0.346 | 0.12 | 0.02 | 0.00 |
| Utica (43080; 1,949) | 11,727 | 0.059 | 0.02 | 0.00 | 0.00 |
| Huber Ridge (43081; 4,883) | 6,235 | 0.222 | 0.08 | 0.02 | 0.00 |
| Worthington (43085; 11,218) | 2,904 | 0.681 | 0.23 | 0.05 | 0.01 |
| Westerville (43086; 33,505) | 992 | 2.050 | 0.70 | 0.14 | 0.02 |
| Newark (43093; 48,161) | 1,446 | 1.483 | 0.51 | 0.10 | 0.01 |
| Ashville (43103; 3,289) | 8,652 | 0.119 | 0.04 | 0.01 | 0.00 |
| South Bloomfield (43103; 2,621) | 9,980 | 0.086 | 0.03 | 0.01 | 0.00 |
| Baltimore (43105; 2,998) | 9,168 | 0.104 | 0.04 | 0.01 | 0.00 |
| Canal Winchester (43110; 9,345) | 3,922 | 0.460 | 0.16 | 0.03 | 0.00 |
| Circleville (43113; 13,007) | 4,345 | 0.398 | 0.14 | 0.03 | 0.00 |
| Lake Darby (43119; 3,727) | 6,533 | 0.204 | 0.07 | 0.01 | 0.00 |
| Grove City (43123; 43,662) | 1,021 | 2.012 | 0.69 | 0.14 | 0.02 |
| Lancaster (43130; 37,797) | 1,892 | 1.115 | 0.38 | 0.08 | 0.01 |
| Logan (43138; 8,369) | 6,256 | 0.220 | 0.08 | 0.02 | 0.00 |
| London (43140; 11,236) | 4,692 | 0.354 | 0.12 | 0.02 | 0.00 |
| Choctaw Lake (43140; 1,562) | 8,861 | 0.113 | 0.04 | 0.01 | 0.00 |
| Mount Sterling (43143; 1,776) | 12,288 | 0.053 | 0.02 | 0.00 | 0.00 |
| Pickerington (43147; 53,504) | 592 | 3.014 | 1.03 | 0.21 | 0.03 |
| Washington (43160; 12,674) | 4,568 | 0.370 | 0.13 | 0.03 | 0.00 |
| West Jefferson (43162; 4,195) | 7,567 | 0.156 | 0.05 | 0.01 | 0.00 |
| Groveport (43195; 7,595) | 5,355 | 0.290 | 0.10 | 0.02 | 0.00 |
| Obetz (43207; 4,406) | 7,079 | 0.175 | 0.06 | 0.01 | 0.00 |
| Bexley (43209; 10,308) | 3,058 | 0.640 | 0.22 | 0.04 | 0.01 |
| Upper Arlington (43212; 26,972) | 1,230 | 1.721 | 0.59 | 0.12 | 0.02 |
| Grandview Heights (43212; 5,360) | 5,920 | 0.243 | 0.08 | 0.02 | 0.00 |
| Whitehall (43213; 15,703) | 3,952 | 0.456 | 0.16 | 0.03 | 0.00 |
| Columbus (43216; 788,442) | 22 | 26.443 | 9.06 | 1.80 | 0.26 |
| Lincoln Village (43228; 9,482) | 5,416 | 0.284 | 0.10 | 0.02 | 0.00 |
| Gahanna (43230; 33,285) | 1,055 | 1.945 | 0.67 | 0.13 | 0.02 |
| Minerva Park (43231; 1,002) | 11,934 | 0.057 | 0.02 | 0.00 | 0.00 |
| Blacklick Estates (43232; 9,518) | 4,342 | 0.398 | 0.14 | 0.03 | 0.00 |
| Marion (43306; 43,113) | 1,680 | 1.264 | 0.43 | 0.09 | 0.01 |
| Bellefontaine (43311; 12,917) | 4,254 | 0.412 | 0.14 | 0.03 | 0.00 |
| Cardington (43315; 2,649) | 10,830 | 0.071 | 0.02 | 0.00 | 0.00 |
| Carey (43316; 3,853) | 8,857 | 0.113 | 0.04 | 0.01 | 0.00 |
| Kenton (43326; 8,010) | 6,492 | 0.206 | 0.07 | 0.01 | 0.00 |
| Mount Gilead (43338; 4,677) | 8,207 | 0.132 | 0.05 | 0.01 | 0.00 |
| Richwood (43344; 2,130) | 10,621 | 0.075 | 0.03 | 0.01 | 0.00 |
| Upper Sandusky (43351; 6,248) | 6,667 | 0.197 | 0.07 | 0.01 | 0.00 |
| West Liberty (43357; 1,672) | 11,860 | 0.057 | 0.02 | 0.00 | 0.00 |
| Bowling Green (43402; 28,927) | 2,565 | 0.783 | 0.27 | 0.05 | 0.01 |
| Clyde (43410; 6,211) | 6,280 | 0.219 | 0.07 | 0.01 | 0.00 |
| Elmore (43416; 1,353) | 12,690 | 0.048 | 0.02 | 0.00 | 0.00 |
| Ballville (43420; 3,255) | 7,937 | 0.142 | 0.05 | 0.01 | 0.00 |

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Ohio - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Fremont (43420; 16,620) | 3,705 | 0.501 | 0.17 | 0.03 | 0.00 |
| Genoa (43430; 2,741) | 9,100 | 0.106 | 0.04 | 0.01 | 0.00 |
| Gibsonburg (43431; 2,370) | 9,969 | 0.086 | 0.03 | 0.01 | 0.00 |
| Port Clinton (43446; 6,141) | 6,733 | 0.193 | 0.07 | 0.01 | 0.00 |
| Millbury (43447; 1,133) | 12,117 | 0.054 | 0.02 | 0.00 | 0.00 |
| Oak Harbor (43449; 2,786) | 8,903 | 0.112 | 0.04 | 0.01 | 0.00 |
| Pemberville (43450; 1,306) | 11,743 | 0.059 | 0.02 | 0.00 | 0.00 |
| Rossford (43460; 6,330) | 5,897 | 0.245 | 0.08 | 0.02 | 0.00 |
| Walbridge (43465; 2,546) | 9,743 | 0.091 | 0.03 | 0.01 | 0.00 |
| Woodville (43469; 2,073) | 9,955 | 0.086 | 0.03 | 0.01 | 0.00 |
| Archbold (43502; 5,194) | 6,637 | 0.198 | 0.07 | 0.01 | 0.00 |
| Bryan (43506; 8,566) | 5,447 | 0.280 | 0.10 | 0.02 | 0.00 |
| Defiance (43512; 14,946) | 3,455 | 0.551 | 0.19 | 0.04 | 0.01 |
| Delta (43515; 3,001) | 8,909 | 0.111 | 0.04 | 0.01 | 0.00 |
| Deshler (43516; 1,891) | 11,515 | 0.062 | 0.02 | 0.00 | 0.00 |
| Edgerton (43517; 1,813) | 11,490 | 0.062 | 0.02 | 0.00 | 0.00 |
| Stryker (43519; 1,378) | 12,629 | 0.049 | 0.02 | 0.00 | 0.00 |
| Hicksville (43526; 3,232) | 8,862 | 0.113 | 0.04 | 0.01 | 0.00 |
| Maumee (43537; 12,408) | 3,584 | 0.525 | 0.18 | 0.04 | 0.01 |
| Montpelier (43543; 3,810) | 9,076 | 0.107 | 0.04 | 0.01 | 0.00 |
| Napoleon (43550; 8,740) | 5,354 | 0.290 | 0.10 | 0.02 | 0.00 |
| Perrysburg (43551; 16,947) | 2,212 | 0.933 | 0.32 | 0.06 | 0.01 |
| Pioneer (43554; 1,379) | 12,910 | 0.045 | 0.02 | 0.00 | 0.00 |
| Swanton (43558; 3,635) | 7,936 | 0.142 | 0.05 | 0.01 | 0.00 |
| Sylvania (43560; 19,652) | 2,100 | 0.998 | 0.34 | 0.07 | 0.01 |
| Waterville (43566; 6,234) | 4,919 | 0.331 | 0.11 | 0.02 | 0.00 |
| Wauseon (43567; 7,980) | 5,453 | 0.280 | 0.10 | 0.02 | 0.00 |
| Weston (43569; 1,639) | 12,123 | 0.054 | 0.02 | 0.00 | 0.00 |
| West Unity (43570; 1,930) | 11,642 | 0.060 | 0.02 | 0.00 | 0.00 |
| Whitehouse (43571; 4,682) | 6,325 | 0.216 | 0.07 | 0.01 | 0.00 |
| Northwood (43605; 5,559) | 5,816 | 0.251 | 0.09 | 0.02 | 0.00 |
| Ottawa Hills (43606; 4,655) | 4,252 | 0.412 | 0.14 | 0.03 | 0.00 |
| Toledo (43610; 280,066) | 143 | 8.067 | 2.76 | 0.55 | 0.08 |
| Oregon (43616; 19,039) | 2,602 | 0.771 | 0.26 | 0.05 | 0.01 |
| Zanesville (43701; 24,572) | 3,306 | 0.579 | 0.20 | 0.04 | 0.01 |
| Pleasant Grove (43701; 2,016) | 11,501 | 0.062 | 0.02 | 0.00 | 0.00 |
| North Zanesville (43701; 3,013) | 8,071 | 0.137 | 0.05 | 0.01 | 0.00 |
| South Zanesville (43702; 2,129) | 11,590 | 0.061 | 0.02 | 0.00 | 0.00 |
| Barnesville (43713; 4,011) | 10,023 | 0.085 | 0.03 | 0.01 | 0.00 |
| Byesville (43723; 2,731) | 11,059 | 0.068 | 0.02 | 0.00 | 0.00 |
| Cambridge (43725; 12,082) | 5,734 | 0.258 | 0.09 | 0.02 | 0.00 |
| Crooksville (43731; 2,543) | 11,628 | 0.060 | 0.02 | 0.00 | 0.00 |
| McConnelsville (43756; 2,140) | 12,660 | 0.048 | 0.02 | 0.00 | 0.00 |
| New Concord (43762; 2,768) | 11,189 | 0.066 | 0.02 | 0.00 | 0.00 |
| New Lexington (43764; 4,557) | 8,805 | 0.115 | 0.04 | 0.01 | 0.00 |

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Ohio - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Woodsfield (43793; 2,446) | 12,199 | 0.053 | 0.02 | 0.00 | 0.00 |
| Coshocton (43812; 11,545) | 5,045 | 0.318 | 0.11 | 0.02 | 0.00 |
| Dresden (43821; 1,445) | 12,575 | 0.049 | 0.02 | 0.00 | 0.00 |
| Frazeysburg (43822; 1,617) | 12,556 | 0.049 | 0.02 | 0.00 | 0.00 |
| Newcomerstown (43832; 3,927) | 9,556 | 0.095 | 0.03 | 0.01 | 0.00 |
| West Lafayette (43845; 3,336) | 9,861 | 0.088 | 0.03 | 0.01 | 0.00 |
| Bellaire (43906; 4,438) | 10,509 | 0.077 | 0.03 | 0.01 | 0.00 |
| Cadiz (43907; 3,624) | 9,587 | 0.095 | 0.03 | 0.01 | 0.00 |
| Newtown (43917; 2,177) | 9,436 | 0.098 | 0.03 | 0.01 | 0.00 |
| Calcutta (43920; 3,491) | 8,895 | 0.112 | 0.04 | 0.01 | 0.00 |
| East Liverpool (43920; 11,025) | 6,177 | 0.226 | 0.08 | 0.02 | 0.00 |
| Glenmoor (43920; 2,192) | 11,734 | 0.059 | 0.02 | 0.00 | 0.00 |
| Martins Ferry (43935; 6,453) | 8,070 | 0.137 | 0.05 | 0.01 | 0.00 |
| Mingo Junction (43938; 3,034) | 10,221 | 0.081 | 0.03 | 0.01 | 0.00 |
| Shadyside (43947; 3,320) | 10,012 | 0.085 | 0.03 | 0.01 | 0.00 |
| St. Clairsville (43950; 4,976) | 7,414 | 0.161 | 0.06 | 0.01 | 0.00 |
| Steubenville (43952; 21,074) | 3,737 | 0.495 | 0.17 | 0.03 | 0.00 |
| Wintersville (43952; 3,109) | 9,485 | 0.097 | 0.03 | 0.01 | 0.00 |
| Toronto (43964; 4,962) | 8,104 | 0.136 | 0.05 | 0.01 | 0.00 |
| Wellsville (43968; 3,873) | 9,774 | 0.090 | 0.03 | 0.01 | 0.00 |
| Amherst (44001; 11,840) | 3,399 | 0.561 | 0.19 | 0.04 | 0.01 |
| Vermilion (44001; 11,103) | 3,757 | 0.491 | 0.17 | 0.03 | 0.00 |
| South Amherst (44001; 1,663) | 11,122 | 0.067 | 0.02 | 0.00 | 0.00 |
| Edgewood (44004; 4,762) | 7,225 | 0.169 | 0.06 | 0.01 | 0.00 |
| Ashtabula (44004; 18,633) | 3,978 | 0.451 | 0.15 | 0.03 | 0.00 |
| Avon (44011; 32,691) | 1,065 | 1.931 | 0.66 | 0.13 | 0.02 |
| Avon Lake (44012; 28,047) | 1,305 | 1.638 | 0.56 | 0.11 | 0.02 |
| Berea (44017; 16,321) | 2,983 | 0.660 | 0.23 | 0.05 | 0.01 |
| Burton (44021; 1,438) | 12,214 | 0.053 | 0.02 | 0.00 | 0.00 |
| Moreland Hills (44022; 3,043) | 5,154 | 0.307 | 0.11 | 0.02 | 0.00 |
| Orange (44022; 3,873) | 5,151 | 0.307 | 0.11 | 0.02 | 0.00 |
| South Russell (44022; 3,991) | 4,894 | 0.335 | 0.11 | 0.02 | 0.00 |
| Chagrin Falls (44022; 3,419) | 6,798 | 0.190 | 0.07 | 0.01 | 0.00 |
| Chardon (44024; 5,689) | 6,079 | 0.232 | 0.08 | 0.02 | 0.00 |
| Chesterland (44026; 2,646) | 8,246 | 0.131 | 0.04 | 0.01 | 0.00 |
| Conneaut (44030; 13,351) | 4,531 | 0.375 | 0.13 | 0.03 | 0.00 |
| North Ridgeville (44039; 36,174) | 1,214 | 1.744 | 0.60 | 0.12 | 0.02 |
| Gates Mills (44040; 2,135) | 5,797 | 0.252 | 0.09 | 0.02 | 0.00 |
| Geneva (44041; 6,207) | 6,755 | 0.193 | 0.07 | 0.01 | 0.00 |
| Eaton Estates (44044; 1,409) | 11,589 | 0.061 | 0.02 | 0.00 | 0.00 |
| Grafton (44044; 2,302) | 9,073 | 0.107 | 0.04 | 0.01 | 0.00 |
| Jefferson (44047; 3,376) | 8,953 | 0.110 | 0.04 | 0.01 | 0.00 |
| Lagrange (44050; 1,794) | 10,243 | 0.081 | 0.03 | 0.01 | 0.00 |
| Lorain (44053; 65,698) | 1,039 | 1.972 | 0.68 | 0.13 | 0.02 |
| Sheffield Lake (44054; 8,605) | 4,545 | 0.373 | 0.13 | 0.03 | 0.00 |

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Ohio - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Sheffield (44055; 4,789) | 5,788 | 0.254 | 0.09 | 0.02 | 0.00 |
| Macedonia (44056; 13,506) | 2,459 | 0.824 | 0.28 | 0.06 | 0.01 |
| Northfield (44056; 3,472) | 8,409 | 0.126 | 0.04 | 0.01 | 0.00 |
| North Madison (44057; 8,451) | 4,908 | 0.333 | 0.11 | 0.02 | 0.00 |
| Madison (44057; 3,482) | 7,546 | 0.156 | 0.05 | 0.01 | 0.00 |
| Mentor-on-the-Lake (44060; 8,801) | 4,745 | 0.349 | 0.12 | 0.02 | 0.00 |
| Mentor (44061; 54,634) | 672 | 2.767 | 0.95 | 0.19 | 0.03 |
| Middlefield (44062; 3,037) | 9,199 | 0.104 | 0.04 | 0.01 | 0.00 |
| North Kingsville (44068; 2,594) | 9,294 | 0.102 | 0.03 | 0.01 | 0.00 |
| North Olmsted (44070; 30,214) | 1,518 | 1.405 | 0.48 | 0.10 | 0.01 |
| Elyria (44074; 56,852) | 1,074 | 1.920 | 0.66 | 0.13 | 0.02 |
| Oberlin (44074; 8,397) | 5,170 | 0.305 | 0.10 | 0.02 | 0.00 |
| Painesville (44077; 17,864) | 3,459 | 0.551 | 0.19 | 0.04 | 0.01 |
| Fairport Harbor (44077; 3,374) | 9,141 | 0.105 | 0.04 | 0.01 | 0.00 |
| Perry (44081; 1,463) | 11,025 | 0.069 | 0.02 | 0.00 | 0.00 |
| Roaming Shores (44084; 1,191) | 11,621 | 0.061 | 0.02 | 0.00 | 0.00 |
| Twinsburg (44087; 18,129) | 2,110 | 0.989 | 0.34 | 0.07 | 0.01 |
| Wellington (44090; 4,922) | 6,996 | 0.180 | 0.06 | 0.01 | 0.00 |
| Wickliffe (44092; 12,958) | 3,709 | 0.499 | 0.17 | 0.03 | 0.00 |
| Willoughby Hills (44092; 8,321) | 4,742 | 0.350 | 0.12 | 0.02 | 0.00 |
| Kirtland (44094; 8,584) | 3,721 | 0.497 | 0.17 | 0.03 | 0.00 |
| Willoughby (44095; 22,091) | 2,401 | 0.848 | 0.29 | 0.06 | 0.01 |
| Willowick (44095; 13,629) | 3,551 | 0.532 | 0.18 | 0.04 | 0.01 |
| Eastlake (44095; 18,903) | 2,765 | 0.724 | 0.25 | 0.05 | 0.01 |
| Lakewood (44107; 46,713) | 1,274 | 1.675 | 0.57 | 0.11 | 0.02 |
| Bratenahl (44108; 1,299) | 9,895 | 0.087 | 0.03 | 0.01 | 0.00 |
| East Cleveland (44110; 22,367) | 4,293 | 0.407 | 0.14 | 0.03 | 0.00 |
| Cleveland Heights (44112; 44,947) | 1,130 | 1.859 | 0.64 | 0.13 | 0.02 |
| Cleveland (44114; 404,547) | 125 | 9.283 | 3.18 | 0.63 | 0.09 |
| Rocky River (44116; 17,615) | 2,515 | 0.805 | 0.28 | 0.05 | 0.01 |
| University Heights (44118; 11,916) | 3,024 | 0.650 | 0.22 | 0.04 | 0.01 |
| South Euclid (44121; 19,662) | 2,421 | 0.841 | 0.29 | 0.06 | 0.01 |
| Shaker Heights (44122; 24,461) | 1,536 | 1.385 | 0.47 | 0.09 | 0.01 |
| Beachwood (44122; 10,269) | 3,243 | 0.594 | 0.20 | 0.04 | 0.01 |
| Lyndhurst (44124; 12,756) | 3,263 | 0.590 | 0.20 | 0.04 | 0.01 |
| Mayfield (44124; 2,869) | 7,260 | 0.168 | 0.06 | 0.01 | 0.00 |
| Pepper Pike (44124; 5,324) | 3,109 | 0.628 | 0.22 | 0.04 | 0.01 |
| Fairview Park (44126; 14,501) | 3,030 | 0.648 | 0.22 | 0.04 | 0.01 |
| Newburgh Heights (44127; 1,946) | 11,318 | 0.064 | 0.02 | 0.00 | 0.00 |
| Garfield Heights (44128; 25,889) | 2,284 | 0.900 | 0.31 | 0.06 | 0.01 |
| Warrensville Heights (44128; 12,620) | 4,219 | 0.416 | 0.14 | 0.03 | 0.00 |
| Parma (44129; 74,292) | 632 | 2.888 | 0.99 | 0.20 | 0.03 |
| Middleburg Heights (44130; 15,480) | 3,002 | 0.656 | 0.22 | 0.04 | 0.01 |
| Parma Heights (44130; 18,947) | 3,140 | 0.620 | 0.21 | 0.04 | 0.01 |
| Valley View (44131; 1,977) | 8,888 | 0.112 | 0.04 | 0.01 | 0.00 |

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Ohio - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Independence (44131; 6,829) | 4,750 | 0.349 | 0.12 | 0.02 | 0.00 |
| Seven Hills (44131; 11,787) | 3,359 | 0.568 | 0.19 | 0.04 | 0.01 |
| Brooklyn Heights (44131; 1,443) | 11,564 | 0.061 | 0.02 | 0.00 | 0.00 |
| North Royalton (44133; 32,232) | 1,307 | 1.637 | 0.56 | 0.11 | 0.02 |
| Maple Heights (44137; 22,040) | 2,552 | 0.788 | 0.27 | 0.05 | 0.01 |
| Olmsted Falls (44138; 10,355) | 3,559 | 0.530 | 0.18 | 0.04 | 0.01 |
| Solon (44139; 23,884) | 1,280 | 1.668 | 0.57 | 0.11 | 0.02 |
| Bay Village (44140; 13,659) | 2,390 | 0.851 | 0.29 | 0.06 | 0.01 |
| Brecksville (44141; 13,377) | 2,280 | 0.902 | 0.31 | 0.06 | 0.01 |
| Brook Park (44142; 17,789) | 2,744 | 0.729 | 0.25 | 0.05 | 0.01 |
| Euclid (44143; 44,034) | 1,557 | 1.370 | 0.47 | 0.09 | 0.01 |
| Richmond Heights (44143; 9,725) | 4,526 | 0.375 | 0.13 | 0.03 | 0.00 |
| Mayfield Heights (44143; 16,197) | 3,543 | 0.534 | 0.18 | 0.04 | 0.01 |
| Highland Heights (44143; 10,199) | 3,105 | 0.630 | 0.22 | 0.04 | 0.01 |
| Brooklyn (44144; 9,595) | 5,162 | 0.306 | 0.10 | 0.02 | 0.00 |
| Westlake (44145; 30,971) | 1,185 | 1.781 | 0.61 | 0.12 | 0.02 |
| Bedford (44146; 11,868) | 4,423 | 0.388 | 0.13 | 0.03 | 0.00 |
| Walton Hills (44146; 2,279) | 8,423 | 0.126 | 0.04 | 0.01 | 0.00 |
| Bedford Heights (44146; 9,991) | 4,891 | 0.335 | 0.11 | 0.02 | 0.00 |
| Broadview Heights (44147; 21,636) | 1,948 | 1.091 | 0.37 | 0.07 | 0.01 |
| Strongsville (44149; 45,658) | 669 | 2.774 | 0.95 | 0.19 | 0.03 |
| Aurora (44202; 17,051) | 1,977 | 1.071 | 0.37 | 0.07 | 0.01 |
| Reminderville (44202; 2,703) | 8,086 | 0.136 | 0.05 | 0.01 | 0.00 |
| Barberton (44203; 25,832) | 2,720 | 0.736 | 0.25 | 0.05 | 0.01 |
| Norton (44203; 11,806) | 3,750 | 0.492 | 0.17 | 0.03 | 0.00 |
| Brunswick (44212; 39,974) | 1,031 | 1.991 | 0.68 | 0.14 | 0.02 |
| Medina (44215; 31,370) | 1,526 | 1.394 | 0.48 | 0.10 | 0.01 |
| Clinton (44216; 1,631) | 10,847 | 0.071 | 0.02 | 0.00 | 0.00 |
| Creston (44217; 2,101) | 10,651 | 0.074 | 0.03 | 0.01 | 0.00 |
| Silver Lake (44224; 3,754) | 6,017 | 0.235 | 0.08 | 0.02 | 0.00 |
| Cuyahoga Falls (44224; 54,081) | 1,015 | 2.023 | 0.69 | 0.14 | 0.02 |
| Stow (44224; 42,134) | 948 | 2.145 | 0.74 | 0.15 | 0.02 |
| Doylestown (44230; 2,972) | 8,408 | 0.126 | 0.04 | 0.01 | 0.00 |
| Garrettsville (44231; 2,139) | 9,792 | 0.089 | 0.03 | 0.01 | 0.00 |
| Green (44232; 22,817) | 1,938 | 1.093 | 0.37 | 0.07 | 0.01 |
| Hiram (44234; 1,213) | 12,624 | 0.049 | 0.02 | 0.00 | 0.00 |
| Hudson (44236; 22,439) | 1,040 | 1.969 | 0.67 | 0.13 | 0.02 |
| Boston Heights (44236; 1,215) | 9,925 | 0.087 | 0.03 | 0.01 | 0.00 |
| Brimfield (44240; 3,248) | 8,738 | 0.116 | 0.04 | 0.01 | 0.00 |
| Streetsboro (44241; 20,003) | 2,363 | 0.861 | 0.30 | 0.06 | 0.01 |
| Kent (44242; 26,700) | 2,856 | 0.699 | 0.24 | 0.05 | 0.01 |
| Lakemore (44250; 2,460) | 10,639 | 0.074 | 0.03 | 0.01 | 0.00 |
| Westfield Center (44251; 1,548) | 9,543 | 0.096 | 0.03 | 0.01 | 0.00 |
| Lodi (44254; 4,028) | 8,730 | 0.116 | 0.04 | 0.01 | 0.00 |
| Mogadore (44260; 4,150) | 7,043 | 0.177 | 0.06 | 0.01 | 0.00 |

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Ohio - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Munroe Falls (44262; 5,359) | 5,351 | 0.290 | 0.10 | 0.02 | 0.00 |
| Ravenna (44266; 10,727) | 4,849 | 0.338 | 0.12 | 0.02 | 0.00 |
| Rittman (44270; 6,312) | 6,690 | 0.196 | 0.07 | 0.01 | 0.00 |
| Seville (44273; 3,536) | 7,707 | 0.150 | 0.05 | 0.01 | 0.00 |
| Tallmadge (44278; 19,775) | 2,356 | 0.864 | 0.30 | 0.06 | 0.01 |
| Wadsworth (44281; 24,074) | 2,036 | 1.036 | 0.35 | 0.07 | 0.01 |
| Richfield (44286; 4,436) | 5,735 | 0.258 | 0.09 | 0.02 | 0.00 |
| West Salem (44287; 1,471) | 12,749 | 0.048 | 0.02 | 0.00 | 0.00 |
| Windham (44288; 2,632) | 10,678 | 0.074 | 0.03 | 0.01 | 0.00 |
| Akron (44306; 197,873) | 252 | 5.575 | 1.91 | 0.38 | 0.05 |
| Fairlawn (44313; 7,044) | 4,425 | 0.388 | 0.13 | 0.03 | 0.00 |
| Portage Lakes (44319; 9,870) | 4,470 | 0.382 | 0.13 | 0.03 | 0.00 |
| Montrose-Ghent (44333; 5,261) | 3,938 | 0.457 | 0.16 | 0.03 | 0.00 |
| Brookfield Center (44403; 1,288) | 12,224 | 0.053 | 0.02 | 0.00 | 0.00 |
| Campbell (44405; 7,709) | 6,546 | 0.203 | 0.07 | 0.01 | 0.00 |
| Canfield (44406; 6,665) | 4,734 | 0.351 | 0.12 | 0.02 | 0.00 |
| Columbiana (44408; 6,028) | 6,917 | 0.184 | 0.06 | 0.01 | 0.00 |
| Cortland (44410; 6,225) | 5,443 | 0.281 | 0.10 | 0.02 | 0.00 |
| East Palestine (44413; 4,536) | 7,886 | 0.143 | 0.05 | 0.01 | 0.00 |
| Churchill (44420; 2,601) | 10,045 | 0.084 | 0.03 | 0.01 | 0.00 |
| Girard (44420; 9,729) | 5,436 | 0.281 | 0.10 | 0.02 | 0.00 |
| Hubbard (44425; 7,422) | 6,145 | 0.228 | 0.08 | 0.02 | 0.00 |
| Leavittsburg (44430; 2,200) | 10,780 | 0.072 | 0.02 | 0.00 | 0.00 |
| Leetonia (44431; 2,067) | 10,992 | 0.069 | 0.02 | 0.00 | 0.00 |
| Lisbon (44432; 2,788) | 11,015 | 0.069 | 0.02 | 0.00 | 0.00 |
| McDonald (44437; 3,094) | 8,814 | 0.114 | 0.04 | 0.01 | 0.00 |
| Masury (44438; 2,618) | 9,982 | 0.086 | 0.03 | 0.01 | 0.00 |
| West Hill (44438; 2,523) | 11,437 | 0.063 | 0.02 | 0.00 | 0.00 |
| Mineral Ridge (44440; 3,900) | 7,506 | 0.158 | 0.05 | 0.01 | 0.00 |
| New Middletown (44442; 1,483) | 12,867 | 0.046 | 0.02 | 0.00 | 0.00 |
| South Canal (44444; 1,346) | 12,148 | 0.054 | 0.02 | 0.00 | 0.00 |
| Newton Falls (44444; 4,481) | 8,259 | 0.130 | 0.04 | 0.01 | 0.00 |
| Niles (44446; 18,147) | 3,341 | 0.572 | 0.20 | 0.04 | 0.01 |
| Salem (44460; 11,669) | 5,121 | 0.310 | 0.11 | 0.02 | 0.00 |
| Struthers (44471; 10,110) | 5,509 | 0.275 | 0.09 | 0.02 | 0.00 |
| Lordstown (44481; 3,662) | 7,309 | 0.166 | 0.06 | 0.01 | 0.00 |
| Warren (44482; 44,455) | 1,777 | 1.186 | 0.41 | 0.08 | 0.01 |
| Champion Heights (44483; 4,727) | 7,033 | 0.178 | 0.06 | 0.01 | 0.00 |
| Bolindale (44484; 2,489) | 10,432 | 0.078 | 0.03 | 0.01 | 0.00 |
| Howland Center (44484; 6,481) | 5,220 | 0.300 | 0.10 | 0.02 | 0.00 |
| Youngstown (44507; 66,000) | 1,510 | 1.414 | 0.48 | 0.10 | 0.01 |
| Boardman (44512; 37,215) | 1,587 | 1.348 | 0.46 | 0.09 | 0.01 |
| Poland (44514; 2,495) | 9,172 | 0.104 | 0.04 | 0.01 | 0.00 |
| Austintown (44515; 31,627) | 1,982 | 1.070 | 0.37 | 0.07 | 0.01 |
| Alliance (44601; 23,338) | 3,138 | 0.621 | 0.21 | 0.04 | 0.01 |

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Ohio - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Brewster (44613; 2,325) | 10,429 | 0.078 | 0.03 | 0.01 | 0.00 |
| Canal Fulton (44614; 5,099) | 6,519 | 0.205 | 0.07 | 0.01 | 0.00 |
| Carrollton (44615; 3,719) | 10,037 | 0.085 | 0.03 | 0.01 | 0.00 |
| Dalton (44618; 1,535) | 11,555 | 0.061 | 0.02 | 0.00 | 0.00 |
| Dennison (44621; 2,851) | 10,705 | 0.073 | 0.03 | 0.00 | 0.00 |
| Dover (44622; 13,420) | 4,086 | 0.435 | 0.15 | 0.03 | 0.00 |
| Greentown (44630; 3,154) | 6,739 | 0.193 | 0.07 | 0.01 | 0.00 |
| Hartville (44632; 2,674) | 9,492 | 0.097 | 0.03 | 0.01 | 0.00 |
| Louisville (44641; 10,576) | 4,422 | 0.388 | 0.13 | 0.03 | 0.00 |
| Perry Heights (44646; 8,900) | 4,948 | 0.328 | 0.11 | 0.02 | 0.00 |
| Massillon (44646; 34,318) | 2,105 | 0.994 | 0.34 | 0.07 | 0.01 |
| Millersburg (44654; 4,392) | 8,222 | 0.131 | 0.05 | 0.01 | 0.00 |
| Minerva (44657; 4,161) | 8,498 | 0.123 | 0.04 | 0.01 | 0.00 |
| New Franklin (44657; 2,390) | 9,029 | 0.108 | 0.04 | 0.01 | 0.00 |
| New Philadelphia (44663; 18,758) | 3,453 | 0.552 | 0.19 | 0.04 | 0.01 |
| Orrville (44667; 8,350) | 5,575 | 0.270 | 0.09 | 0.02 | 0.00 |
| Sebring (44672; 4,311) | 8,534 | 0.122 | 0.04 | 0.01 | 0.00 |
| Strasburg (44680; 3,285) | 9,122 | 0.106 | 0.04 | 0.01 | 0.00 |
| Sugarcreek (44681; 2,148) | 10,987 | 0.069 | 0.02 | 0.00 | 0.00 |
| Uhrichsville (44683; 5,753) | 7,815 | 0.146 | 0.05 | 0.01 | 0.00 |
| Uniontown (44685; 2,802) | 8,711 | 0.117 | 0.04 | 0.01 | 0.00 |
| Wooster (44691; 28,143) | 2,220 | 0.931 | 0.32 | 0.06 | 0.01 |
| North Canton (44709; 18,140) | 2,929 | 0.674 | 0.23 | 0.05 | 0.01 |
| Canton (44710; 77,297) | 1,042 | 1.965 | 0.67 | 0.13 | 0.02 |
| East Canton (44730; 1,609) | 11,796 | 0.058 | 0.02 | 0.00 | 0.00 |
| Ashland (44805; 22,816) | 2,871 | 0.692 | 0.24 | 0.05 | 0.01 |
| Bellevue (44811; 7,803) | 5,482 | 0.277 | 0.09 | 0.02 | 0.00 |
| Bellville (44813; 1,677) | 12,397 | 0.051 | 0.02 | 0.00 | 0.00 |
| Bucyrus (44820; 12,150) | 4,754 | 0.348 | 0.12 | 0.02 | 0.00 |
| Crestline (44827; 4,732) | 8,220 | 0.131 | 0.05 | 0.01 | 0.00 |
| Fostoria (44830; 12,693) | 4,739 | 0.350 | 0.12 | 0.02 | 0.00 |
| Galion (44833; 11,665) | 4,971 | 0.325 | 0.11 | 0.02 | 0.00 |
| Greenwich (44837; 1,638) | 12,885 | 0.046 | 0.02 | 0.00 | 0.00 |
| Huron (44839; 6,955) | 5,004 | 0.322 | 0.11 | 0.02 | 0.00 |
| Loudonville (44842; 3,259) | 9,166 | 0.105 | 0.04 | 0.01 | 0.00 |
| Milan (44846; 1,253) | 11,921 | 0.057 | 0.02 | 0.00 | 0.00 |
| Monroeville (44847; 1,327) | 12,398 | 0.051 | 0.02 | 0.00 | 0.00 |
| New London (44851; 2,663) | 10,462 | 0.077 | 0.03 | 0.01 | 0.00 |
| Norwalk (44857; 17,107) | 3,342 | 0.572 | 0.20 | 0.04 | 0.01 |
| Ontario (44862; 5,137) | 6,425 | 0.210 | 0.07 | 0.01 | 0.00 |
| Plymouth (44865; 1,897) | 11,493 | 0.062 | 0.02 | 0.00 | 0.00 |
| Fairview Lanes (44870; 1,015) | 12,753 | 0.048 | 0.02 | 0.00 | 0.00 |
| Sandusky South (44870; 6,599) | 5,231 | 0.299 | 0.10 | 0.02 | 0.00 |
| Sandusky (44870; 24,545) | 2,917 | 0.676 | 0.23 | 0.05 | 0.01 |
| Shelby (44875; 8,519) | 5,551 | 0.271 | 0.09 | 0.02 | 0.00 |

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Ohio - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Tiffin (44883; 15,734) | 3,907 | 0.463 | 0.16 | 0.03 | 0.00 |
| Willard (44888; 6,996) | 7,007 | 0.179 | 0.06 | 0.01 | 0.00 |
| Lexington (44904; 3,922) | 7,286 | 0.167 | 0.06 | 0.01 | 0.00 |
| Mansfield (44906; 54,444) | 1,472 | 1.454 | 0.50 | 0.10 | 0.01 |
| Cleves (45002; 2,114) | 9,817 | 0.089 | 0.03 | 0.01 | 0.00 |
| Carlisle (45005; 7,441) | 5,229 | 0.299 | 0.10 | 0.02 | 0.00 |
| Hunter (45005; 1,737) | 10,755 | 0.072 | 0.02 | 0.00 | 0.00 |
| Franklin (45005; 15,213) | 3,652 | 0.514 | 0.18 | 0.04 | 0.00 |
| New Miami (45011; 2,991) | 9,627 | 0.094 | 0.03 | 0.01 | 0.00 |
| Fairfield (45011; 43,275) | 1,069 | 1.927 | 0.66 | 0.13 | 0.02 |
| Hamilton (45018; 61,916) | 1,061 | 1.938 | 0.66 | 0.13 | 0.02 |
| Harrison (45030; 7,884) | 5,008 | 0.322 | 0.11 | 0.02 | 0.00 |
| Lebanon (45036; 28,849) | 1,765 | 1.196 | 0.41 | 0.08 | 0.01 |
| Landen (45039; 12,766) | 2,625 | 0.763 | 0.26 | 0.05 | 0.01 |
| Mason (45040; 57,269) | 515 | 3.343 | 1.15 | 0.23 | 0.03 |
| Middletown (45043; 52,428) | 1,269 | 1.680 | 0.58 | 0.11 | 0.02 |
| Oxford (45056; 23,475) | 3,594 | 0.523 | 0.18 | 0.04 | 0.01 |
| Ross (45061; 1,971) | 10,769 | 0.072 | 0.02 | 0.00 | 0.00 |
| South Lebanon (45065; 5,641) | 7,026 | 0.178 | 0.06 | 0.01 | 0.00 |
| Springboro (45066; 32,707) | 976 | 2.093 | 0.72 | 0.14 | 0.02 |
| Five Points (45066; 2,191) | 6,438 | 0.209 | 0.07 | 0.01 | 0.00 |
| Trenton (45067; 16,785) | 2,652 | 0.757 | 0.26 | 0.05 | 0.01 |
| Waynesville (45068; 4,397) | 6,693 | 0.195 | 0.07 | 0.01 | 0.00 |
| Wetherington (45069; 1,010) | 7,856 | 0.144 | 0.05 | 0.01 | 0.00 |
| Beckett Ridge (45069; 8,663) | 3,169 | 0.614 | 0.21 | 0.04 | 0.01 |
| Monroe (45099; 7,133) | 4,703 | 0.354 | 0.12 | 0.02 | 0.00 |
| Aberdeen (45101; 1,919) | 12,385 | 0.051 | 0.02 | 0.00 | 0.00 |
| Amelia (45102; 5,800) | 6,104 | 0.230 | 0.08 | 0.02 | 0.00 |
| Batavia (45103; 1,806) | 11,256 | 0.065 | 0.02 | 0.00 | 0.00 |
| Bethel (45106; 2,423) | 11,108 | 0.067 | 0.02 | 0.00 | 0.00 |
| Blanchester (45107; 4,751) | 7,710 | 0.150 | 0.05 | 0.01 | 0.00 |
| Georgetown (45121; 4,234) | 8,898 | 0.112 | 0.04 | 0.01 | 0.00 |
| Greenfield (45123; 5,873) | 7,445 | 0.160 | 0.05 | 0.01 | 0.00 |
| Fairfax (45133; 1,506) | 12,049 | 0.055 | 0.02 | 0.00 | 0.00 |
| Hillsboro (45133; 7,738) | 7,027 | 0.178 | 0.06 | 0.01 | 0.00 |
| Leesburg (45135; 1,613) | 12,550 | 0.049 | 0.02 | 0.00 | 0.00 |
| Loveland Park (45140; 1,799) | 10,786 | 0.072 | 0.02 | 0.00 | 0.00 |
| Loveland (45140; 10,173) | 3,829 | 0.475 | 0.16 | 0.03 | 0.00 |
| Lynchburg (45142; 1,678) | 12,360 | 0.052 | 0.02 | 0.00 | 0.00 |
| Manchester (45144; 2,212) | 12,913 | 0.045 | 0.02 | 0.00 | 0.00 |
| Milford (45150; 6,618) | 6,867 | 0.187 | 0.06 | 0.01 | 0.00 |
| Mount Repose (45150; 4,102) | 6,544 | 0.203 | 0.07 | 0.01 | 0.00 |
| Mulberry (45150; 3,139) | 7,991 | 0.140 | 0.05 | 0.01 | 0.00 |
| Day Heights (45150; 2,823) | 7,423 | 0.161 | 0.06 | 0.01 | 0.00 |
| Morrow (45152; 2,195) | 11,409 | 0.063 | 0.02 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Ohio - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| Mount Orab (45154; 4,831) | 7,849 | 0.145 | 0.05 | 0.01 | 0.00 |
| New Richmond (45157; 2,908) | 9,242 | 0.103 | 0.04 | 0.01 | 0.00 |
| New Vienna (45159; 1,616) | 12,907 | 0.045 | 0.02 | 0.00 | 0.00 |
| Ripley (45167; 2,073) | 12,065 | 0.055 | 0.02 | 0.00 | 0.00 |
| Sabina (45169; 2,974) | 9,760 | 0.090 | 0.03 | 0.01 | 0.00 |
| Terrace Park (45174; 1,891) | 7,452 | 0.160 | 0.05 | 0.01 | 0.00 |
| Williamsburg (45176; 2,220) | 10,722 | 0.073 | 0.02 | 0.00 | 0.00 |
| Wilmington (45177; 13,739) | 4,160 | 0.424 | 0.15 | 0.03 | 0.00 |
| Norwood (45207; 17,002) | 3,787 | 0.485 | 0.17 | 0.03 | 0.00 |
| Monfort Heights South (45211; 4,466) | 6,153 | 0.227 | 0.08 | 0.02 | 0.00 |
| Cheviot (45211; 6,799) | 6,394 | 0.212 | 0.07 | 0.01 | 0.00 |
| Lincoln Heights (45215; 3,253) | 11,886 | 0.057 | 0.02 | 0.00 | 0.00 |
| Lockland (45215; 2,785) | 10,938 | 0.070 | 0.02 | 0.00 | 0.00 |
| Wyoming (45215; 6,757) | 3,568 | 0.528 | 0.18 | 0.04 | 0.01 |
| Woodlawn (45215; 2,152) | 10,173 | 0.082 | 0.03 | 0.01 | 0.00 |
| Elmwood Place (45216; 1,989) | 12,405 | 0.051 | 0.02 | 0.00 | 0.00 |
| St. Bernard (45217; 3,698) | 8,531 | 0.122 | 0.04 | 0.01 | 0.00 |
| Greenhills (45218; 3,122) | 8,470 | 0.124 | 0.04 | 0.01 | 0.00 |
| Finneytown (45224; 13,492) | 3,127 | 0.624 | 0.21 | 0.04 | 0.01 |
| Mariemont (45227; 2,593) | 8,199 | 0.132 | 0.05 | 0.01 | 0.00 |
| Fruit Hill (45230; 3,945) | 6,345 | 0.214 | 0.07 | 0.01 | 0.00 |
| Turpin Hills (45230; 4,960) | 4,567 | 0.370 | 0.13 | 0.03 | 0.00 |
| North College Hill (45231; 8,041) | 5,586 | 0.269 | 0.09 | 0.02 | 0.00 |
| Mount Healthy (45231; 5,897) | 7,158 | 0.172 | 0.06 | 0.01 | 0.00 |
| Mount Healthy Heights (45231; 3,450) | 8,038 | 0.138 | 0.05 | 0.01 | 0.00 |
| Pleasant Run (45231; 5,267) | 5,622 | 0.266 | 0.09 | 0.02 | 0.00 |
| Mack South (45233; 5,837) | 4,235 | 0.414 | 0.14 | 0.03 | 0.00 |
| Deer Park (45236; 4,871) | 7,182 | 0.171 | 0.06 | 0.01 | 0.00 |
| Amberley (45236; 2,984) | 6,331 | 0.215 | 0.07 | 0.01 | 0.00 |
| Silverton (45236; 3,909) | 8,563 | 0.121 | 0.04 | 0.01 | 0.00 |
| Kenwood (45236; 7,423) | 4,737 | 0.350 | 0.12 | 0.02 | 0.00 |
| Reading (45236; 8,517) | 5,290 | 0.295 | 0.10 | 0.02 | 0.00 |
| Golf Manor (45237; 3,016) | 9,402 | 0.099 | 0.03 | 0.01 | 0.00 |
| Covedale (45238; 6,360) | 5,013 | 0.321 | 0.11 | 0.02 | 0.00 |
| White Oak East (45239; 3,508) | 7,218 | 0.170 | 0.06 | 0.01 | 0.00 |
| Cincinnati (45239; 267,650) | 178 | 6.986 | 2.39 | 0.48 | 0.07 |
| Monfort Heights East (45239; 3,880) | 7,250 | 0.168 | 0.06 | 0.01 | 0.00 |
| White Oak (45239; 13,277) | 3,549 | 0.532 | 0.18 | 0.04 | 0.01 |
| Forest Park (45240; 15,463) | 2,928 | 0.675 | 0.23 | 0.05 | 0.01 |
| Pleasant Run Farm (45240; 4,731) | 5,743 | 0.257 | 0.09 | 0.02 | 0.00 |
| Evendale (45241; 2,506) | 6,575 | 0.202 | 0.07 | 0.01 | 0.00 |
| Sharonville (45241; 11,877) | 3,736 | 0.495 | 0.17 | 0.03 | 0.00 |
| Blue Ash (45241; 10,282) | 3,401 | 0.560 | 0.19 | 0.04 | 0.01 |
| Montgomery (45242; 10,086) | 2,532 | 0.796 | 0.27 | 0.05 | 0.01 |
| The Village of Indian Hill (45243; 4,955) | 2,860 | 0.696 | 0.24 | 0.05 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Ohio - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Madeira (45243; 7,234) | 4,469 | 0.382 | 0.13 | 0.03 | 0.00 |
| Dry Run (45244; 6,553) | 3,294 | 0.582 | 0.20 | 0.04 | 0.01 |
| Summerside (45244; 5,523) | 6,408 | 0.211 | 0.07 | 0.01 | 0.00 |
| Mount Carmel (45244; 4,308) | 8,025 | 0.139 | 0.05 | 0.01 | 0.00 |
| Withamsville (45245; 3,145) | 8,365 | 0.127 | 0.04 | 0.01 | 0.00 |
| Cherry Grove (45245; 4,555) | 5,654 | 0.264 | 0.09 | 0.02 | 0.00 |
| Springdale (45246; 8,317) | 4,938 | 0.329 | 0.11 | 0.02 | 0.00 |
| Glendale (45246; 2,092) | 8,015 | 0.139 | 0.05 | 0.01 | 0.00 |
| Groesbeck (45247; 7,202) | 5,077 | 0.314 | 0.11 | 0.02 | 0.00 |
| White Oak West (45247; 2,932) | 7,730 | 0.149 | 0.05 | 0.01 | 0.00 |
| Mack North (45248; 3,529) | 6,199 | 0.224 | 0.08 | 0.02 | 0.00 |
| Dent (45248; 7,612) | 4,921 | 0.330 | 0.11 | 0.02 | 0.00 |
| Northgate (45251; 8,016) | 4,528 | 0.375 | 0.13 | 0.03 | 0.00 |
| Northbrook (45251; 11,076) | 4,078 | 0.437 | 0.15 | 0.03 | 0.00 |
| Forestville (45255; 10,978) | 3,390 | 0.562 | 0.19 | 0.04 | 0.01 |
| Anna (45302; 1,710) | 10,676 | 0.074 | 0.03 | 0.01 | 0.00 |
| Arcanum (45304; 1,969) | 10,634 | 0.074 | 0.03 | 0.01 | 0.00 |
| Bellbrook (45305; 7,010) | 4,409 | 0.390 | 0.13 | 0.03 | 0.00 |
| Bradford (45308; 1,996) | 11,107 | 0.067 | 0.02 | 0.00 | 0.00 |
| Brookville (45309; 5,353) | 6,851 | 0.188 | 0.06 | 0.01 | 0.00 |
| Camden (45311; 2,211) | 11,592 | 0.061 | 0.02 | 0.00 | 0.00 |
| Cedarville (45314; 4,780) | 7,515 | 0.157 | 0.05 | 0.01 | 0.00 |
| Englewood (45315; 13,766) | 3,344 | 0.572 | 0.20 | 0.04 | 0.01 |
| Clayton (45315; 12,823) | 2,880 | 0.688 | 0.24 | 0.05 | 0.01 |
| Covington (45318; 2,578) | 9,635 | 0.094 | 0.03 | 0.01 | 0.00 |
| Eaton (45320; 8,464) | 5,459 | 0.279 | 0.10 | 0.02 | 0.00 |
| Union (45322; 6,129) | 5,518 | 0.274 | 0.09 | 0.02 | 0.00 |
| Green Meadows (45323; 2,318) | 10,051 | 0.084 | 0.03 | 0.01 | 0.00 |
| Enon (45323; 2,394) | 8,446 | 0.125 | 0.04 | 0.01 | 0.00 |
| Holiday Valley (45324; 1,712) | 9,852 | 0.088 | 0.03 | 0.01 | 0.00 |
| Germantown (45327; 6,140) | 5,748 | 0.256 | 0.09 | 0.02 | 0.00 |
| Greenville (45331; 13,188) | 4,562 | 0.371 | 0.13 | 0.03 | 0.00 |
| Jackson Center (45334; 1,761) | 11,401 | 0.063 | 0.02 | 0.00 | 0.00 |
| Jamestown (45335; 1,768) | 11,392 | 0.064 | 0.02 | 0.00 | 0.00 |
| Lewisburg (45338; 1,733) | 11,314 | 0.065 | 0.02 | 0.00 | 0.00 |
| Crystal Lakes (45341; 1,411) | 12,451 | 0.051 | 0.02 | 0.00 | 0.00 |
| Miamisburg (45343; 20,775) | 2,304 | 0.888 | 0.30 | 0.06 | 0.01 |
| New Carlisle (45344; 5,418) | 6,858 | 0.187 | 0.06 | 0.01 | 0.00 |
| Park Layne (45344; 4,519) | 7,597 | 0.155 | 0.05 | 0.01 | 0.00 |
| New Lebanon (45345; 4,215) | 7,658 | 0.152 | 0.05 | 0.01 | 0.00 |
| Piqua (45356; 20,899) | 2,985 | 0.660 | 0.23 | 0.05 | 0.01 |
| Pleasant Hill (45359; 1,134) | 12,883 | 0.046 | 0.02 | 0.00 | 0.00 |
| South Charleston (45368; 1,749) | 11,702 | 0.059 | 0.02 | 0.00 | 0.00 |
| Tipp City (45371; 9,554) | 4,258 | 0.412 | 0.14 | 0.03 | 0.00 |
| Troy (45374; 22,720) | 2,535 | 0.795 | 0.27 | 0.05 | 0.01 |

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Ohio - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Vandalia (45377; 13,463) | 3,560 | 0.530 | 0.18 | 0.04 | 0.01 |
| Versailles (45380; 2,448) | 10,156 | 0.082 | 0.03 | 0.01 | 0.00 |
| West Milton (45383; 4,700) | 7,101 | 0.174 | 0.06 | 0.01 | 0.00 |
| Xenia (45385; 22,645) | 2,742 | 0.731 | 0.25 | 0.05 | 0.01 |
| Yellow Springs (45387; 3,427) | 7,507 | 0.158 | 0.05 | 0.01 | 0.00 |
| Trotwood (45406; 24,993) | 2,597 | 0.773 | 0.26 | 0.05 | 0.01 |
| Fort McKinley (45406; 3,989) | 8,865 | 0.113 | 0.04 | 0.01 | 0.00 |
| Oakwood (45409; 7,728) | 3,728 | 0.495 | 0.17 | 0.03 | 0.00 |
| Dayton (45412; 144,044) | 484 | 3.496 | 1.20 | 0.24 | 0.03 |
| Northridge (45414; 6,853) | 5,187 | 0.304 | 0.10 | 0.02 | 0.00 |
| Huber Heights (45424; 38,229) | 1,283 | 1.660 | 0.57 | 0.11 | 0.02 |
| Riverside (45431; 20,937) | 2,886 | 0.686 | 0.24 | 0.05 | 0.01 |
| Fairborn (45431; 33,492) | 1,937 | 1.093 | 0.37 | 0.07 | 0.01 |
| Wright-Patterson AFB (45433; 6,656) | 5,768 | 0.255 | 0.09 | 0.02 | 0.00 |
| Moraine (45439; 6,286) | 6,783 | 0.191 | 0.07 | 0.01 | 0.00 |
| Kettering (45439; 51,337) | 997 | 2.047 | 0.70 | 0.14 | 0.02 |
| Beavercreek (45440; 44,088) | 705 | 2.684 | 0.92 | 0.18 | 0.03 |
| West Carrollton City (45449; 11,840) | 4,128 | 0.429 | 0.15 | 0.03 | 0.00 |
| Woodbourne-Hyde Park (45459; 7,910) | 3,403 | 0.560 | 0.19 | 0.04 | 0.01 |
| Centerville (45459; 23,401) | 1,855 | 1.137 | 0.39 | 0.08 | 0.01 |
| Springfield (45503; 58,595) | 1,279 | 1.669 | 0.57 | 0.11 | 0.02 |
| North Fork Village (45601; 1,726) | 11,486 | 0.062 | 0.02 | 0.00 | 0.00 |
| Chillicothe (45601; 22,774) | 2,888 | 0.685 | 0.23 | 0.05 | 0.01 |
| Gallipolis (45631; 4,281) | 9,450 | 0.098 | 0.03 | 0.01 | 0.00 |
| Ironton (45638; 11,715) | 5,907 | 0.245 | 0.08 | 0.02 | 0.00 |
| Coal Grove (45638; 2,177) | 12,471 | 0.050 | 0.02 | 0.00 | 0.00 |
| Jackson (45640; 6,460) | 7,639 | 0.153 | 0.05 | 0.01 | 0.00 |
| McArthur (45651; 2,447) | 12,070 | 0.055 | 0.02 | 0.00 | 0.00 |
| Portsmouth (45662; 17,839) | 4,629 | 0.363 | 0.12 | 0.02 | 0.00 |
| Rosemount (45662; 2,043) | 10,693 | 0.073 | 0.03 | 0.01 | 0.00 |
| West Portsmouth (45663; 3,458) | 10,034 | 0.085 | 0.03 | 0.01 | 0.00 |
| South Point (45680; 4,345) | 8,368 | 0.127 | 0.04 | 0.01 | 0.00 |
| Burlington (45680; 2,794) | 11,707 | 0.059 | 0.02 | 0.00 | 0.00 |
| Waverly City (45690; 4,556) | 8,075 | 0.137 | 0.05 | 0.01 | 0.00 |
| Wellston (45692; 5,980) | 7,480 | 0.159 | 0.05 | 0.01 | 0.00 |
| West Union (45693; 3,720) | 11,080 | 0.068 | 0.02 | 0.00 | 0.00 |
| Wheelersburg (45694; 6,471) | 6,708 | 0.195 | 0.07 | 0.01 | 0.00 |
| Athens (45701; 23,365) | 4,698 | 0.354 | 0.12 | 0.02 | 0.00 |
| Belpre (45714; 6,370) | 7,282 | 0.167 | 0.06 | 0.01 | 0.00 |
| Glouster (45732; 2,219) | 12,794 | 0.047 | 0.02 | 0.00 | 0.00 |
| Marietta (45750; 13,661) | 4,700 | 0.354 | 0.12 | 0.02 | 0.00 |
| Devola (45750; 2,771) | 8,638 | 0.119 | 0.04 | 0.01 | 0.00 |
| Middleport (45760; 2,486) | 12,536 | 0.050 | 0.02 | 0.00 | 0.00 |
| Nelsonville (45764; 6,144) | 8,880 | 0.112 | 0.04 | 0.01 | 0.00 |
| The Plains (45780; 2,931) | 10,414 | 0.078 | 0.03 | 0.01 | 0.00 |

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Ohio - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|---------------|--------------|--------------|-------------|
| Cridersville (45806; 1,689) | 12,696 | 0.048 | 0.02 | 0.00 | 0.00 |
| Fort Shawnee (45806; 3,717) | 7,625 | 0.154 | 0.05 | 0.01 | 0.00 |
| Elida (45807; 1,902) | 10,116 | 0.083 | 0.03 | 0.01 | 0.00 |
| Lima (45809; 37,133) | 2,300 | 0.889 | 0.30 | 0.06 | 0.01 |
| Ada (45810; 6,887) | 7,700 | 0.150 | 0.05 | 0.01 | 0.00 |
| Bluffton (45817; 4,252) | 7,387 | 0.163 | 0.06 | 0.01 | 0.00 |
| Celina (45826; 10,176) | 4,979 | 0.325 | 0.11 | 0.02 | 0.00 |
| Coldwater (45828; 4,338) | 7,290 | 0.167 | 0.06 | 0.01 | 0.00 |
| Columbus Grove (45830; 2,080) | 10,416 | 0.078 | 0.03 | 0.01 | 0.00 |
| Delphos (45833; 6,616) | 6,429 | 0.210 | 0.07 | 0.01 | 0.00 |
| Findlay (45839; 44,028) | 1,348 | 1.593 | 0.55 | 0.11 | 0.02 |
| Sidney (45845; 19,968) | 2,895 | 0.683 | 0.23 | 0.05 | 0.01 |
| Fort Loramie (45845; 1,769) | 9,978 | 0.086 | 0.03 | 0.01 | 0.00 |
| Fort Recovery (45846; 1,461) | 12,178 | 0.054 | 0.02 | 0.00 | 0.00 |
| Kalida (45853; 1,371) | 11,384 | 0.064 | 0.02 | 0.00 | 0.00 |
| Leipsic (45856; 2,182) | 10,919 | 0.070 | 0.02 | 0.00 | 0.00 |
| McComb (45858; 1,894) | 11,050 | 0.068 | 0.02 | 0.00 | 0.00 |
| Minster (45865; 2,874) | 7,814 | 0.146 | 0.05 | 0.01 | 0.00 |
| New Bremen (45869; 3,110) | 7,929 | 0.142 | 0.05 | 0.01 | 0.00 |
| North Baltimore (45872; 3,281) | 8,896 | 0.112 | 0.04 | 0.01 | 0.00 |
| Ottawa (45875; 4,818) | 7,294 | 0.166 | 0.06 | 0.01 | 0.00 |
| Pandora (45877; 1,301) | 12,650 | 0.049 | 0.02 | 0.00 | 0.00 |
| Paulding (45879; 2,928) | 9,653 | 0.093 | 0.03 | 0.01 | 0.00 |
| St. Henry (45883; 2,487) | 8,974 | 0.110 | 0.04 | 0.01 | 0.00 |
| St. Marys (45885; 7,984) | 5,524 | 0.273 | 0.09 | 0.02 | 0.00 |
| Spencerville (45887; 2,165) | 11,464 | 0.063 | 0.02 | 0.00 | 0.00 |
| Van Wert (45891; 10,066) | 5,279 | 0.296 | 0.10 | 0.02 | 0.00 |
| Wapakoneta (45895; 9,704) | 4,920 | 0.331 | 0.11 | 0.02 | 0.00 |
| Total 7,788,205 | | 291.77 | 100.0 | 19.91 | 2.83 |

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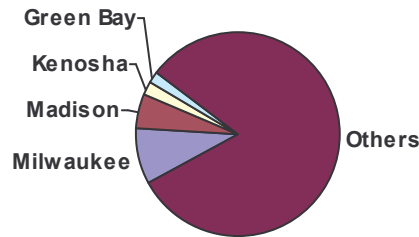
4.14 LATENT DEMAND BY YEAR - WISCONSIN

The Latent Demand for Graphic Design Services in Wisconsin: 2002 - 2012

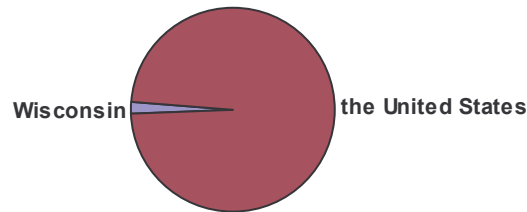
| Year | Wisconsin | % of Region | % of USA |
|------|-----------|-------------|----------|
| 2002 | 198.52 | 14.08% | 1.94% |
| 2003 | 197.45 | 13.97% | 1.94% |
| 2004 | 196.37 | 13.85% | 1.95% |
| 2005 | 195.30 | 13.74% | 1.95% |
| 2006 | 195.25 | 13.65% | 1.95% |
| 2007 | 201.27 | 13.73% | 1.95% |
| 2008 | 208.51 | 13.84% | 1.95% |
| 2009 | 216.02 | 13.96% | 1.94% |
| 2010 | 223.79 | 14.07% | 1.94% |
| 2011 | 231.85 | 14.18% | 1.93% |
| 2012 | 240.20 | 14.30% | 1.93% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Wisconsin - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Wisconsin: 2007



4.15 CITIES SORTED BY RANK - WISCONSIN

Wisconsin - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Milwaukee (545,946) | 48 | 17.515 | 8.70 | 1.20 | 0.17 |
| Madison (261,677) | 101 | 10.929 | 5.43 | 0.75 | 0.11 |
| Kenosha (104,902) | 358 | 4.377 | 2.17 | 0.30 | 0.04 |
| Green Bay (97,504) | 439 | 3.769 | 1.87 | 0.26 | 0.04 |
| Waukesha (75,220) | 442 | 3.752 | 1.86 | 0.26 | 0.04 |
| Appleton (70,928) | 517 | 3.340 | 1.66 | 0.23 | 0.03 |
| Brookfield (43,843) | 518 | 3.328 | 1.65 | 0.23 | 0.03 |
| Janesville (68,301) | 558 | 3.126 | 1.55 | 0.21 | 0.03 |
| Mequon (30,813) | 665 | 2.784 | 1.38 | 0.19 | 0.03 |
| Racine (75,166) | 666 | 2.782 | 1.38 | 0.19 | 0.03 |
| Franklin (43,014) | 676 | 2.755 | 1.37 | 0.19 | 0.03 |
| New Berlin (40,249) | 696 | 2.709 | 1.35 | 0.18 | 0.03 |
| Oak Creek (46,396) | 779 | 2.485 | 1.23 | 0.17 | 0.02 |
| Oshkosh (65,440) | 795 | 2.453 | 1.22 | 0.17 | 0.02 |
| Eau Claire (65,241) | 824 | 2.365 | 1.17 | 0.16 | 0.02 |
| Wauwatosa (40,979) | 896 | 2.225 | 1.11 | 0.15 | 0.02 |
| Menomonee Falls (37,888) | 916 | 2.187 | 1.09 | 0.15 | 0.02 |
| Sun Prairie (42,380) | 932 | 2.167 | 1.08 | 0.15 | 0.02 |
| West Allis (54,479) | 957 | 2.137 | 1.06 | 0.15 | 0.02 |
| Verona (27,799) | 1,160 | 1.810 | 0.90 | 0.12 | 0.02 |
| Fond du Lac (43,047) | 1,203 | 1.762 | 0.88 | 0.12 | 0.02 |
| Sheboygan (44,051) | 1,208 | 1.758 | 0.87 | 0.12 | 0.02 |
| Pleasant Prairie (27,745) | 1,220 | 1.737 | 0.86 | 0.12 | 0.02 |
| Muskego (26,613) | 1,251 | 1.703 | 0.85 | 0.12 | 0.02 |
| Greenfield (37,062) | 1,312 | 1.632 | 0.81 | 0.11 | 0.02 |
| West Bend (33,056) | 1,349 | 1.590 | 0.79 | 0.11 | 0.02 |
| De Pere (31,539) | 1,355 | 1.579 | 0.78 | 0.11 | 0.02 |
| La Crosse (47,422) | 1,460 | 1.469 | 0.73 | 0.10 | 0.01 |
| Bellevue (25,867) | 1,539 | 1.383 | 0.69 | 0.09 | 0.01 |
| Germantown (21,863) | 1,608 | 1.323 | 0.66 | 0.09 | 0.01 |
| Fitchburg (26,284) | 1,611 | 1.320 | 0.66 | 0.09 | 0.01 |
| Grand Chute (25,876) | 1,623 | 1.308 | 0.65 | 0.09 | 0.01 |
| Beloit (35,911) | 1,629 | 1.302 | 0.65 | 0.09 | 0.01 |
| Howard (24,877) | 1,649 | 1.288 | 0.64 | 0.09 | 0.01 |
| Manitowoc (33,501) | 1,662 | 1.275 | 0.63 | 0.09 | 0.01 |
| Wausau (33,613) | 1,715 | 1.233 | 0.61 | 0.08 | 0.01 |
| Watertown (26,954) | 1,847 | 1.142 | 0.57 | 0.08 | 0.01 |
| Neenah (24,705) | 1,872 | 1.126 | 0.56 | 0.08 | 0.01 |
| Delafield (10,837) | 1,986 | 1.066 | 0.53 | 0.07 | 0.01 |
| Hudson (19,817) | 2,090 | 1.006 | 0.50 | 0.07 | 0.01 |
| Whitefish Bay (12,286) | 2,118 | 0.988 | 0.49 | 0.07 | 0.01 |
| Suamico (15,030) | 2,142 | 0.976 | 0.48 | 0.07 | 0.01 |
| Hartford (19,605) | 2,259 | 0.909 | 0.45 | 0.06 | 0.01 |

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Wisconsin - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Oconomowoc (17,664) | 2,281 | 0.902 | 0.45 | 0.06 | 0.01 |
| South Milwaukee (20,426) | 2,285 | 0.899 | 0.45 | 0.06 | 0.01 |
| Pewaukee (11,783) | 2,306 | 0.887 | 0.44 | 0.06 | 0.01 |
| Grafton (16,455) | 2,313 | 0.884 | 0.44 | 0.06 | 0.01 |
| Kaukauna (19,995) | 2,331 | 0.876 | 0.44 | 0.06 | 0.01 |
| Salem (16,097) | 2,342 | 0.872 | 0.43 | 0.06 | 0.01 |
| Onalaska (18,240) | 2,350 | 0.868 | 0.43 | 0.06 | 0.01 |
| Middleton (16,537) | 2,433 | 0.836 | 0.42 | 0.06 | 0.01 |
| Lisbon (12,131) | 2,437 | 0.834 | 0.41 | 0.06 | 0.01 |
| Superior (25,752) | 2,472 | 0.819 | 0.41 | 0.06 | 0.01 |
| Waunakee (13,653) | 2,512 | 0.805 | 0.40 | 0.05 | 0.01 |
| Greenville (12,826) | 2,564 | 0.784 | 0.39 | 0.05 | 0.01 |
| Stevens Point (23,490) | 2,585 | 0.776 | 0.39 | 0.05 | 0.01 |
| Allouez (13,900) | 2,592 | 0.773 | 0.38 | 0.05 | 0.01 |
| Sussex (12,788) | 2,612 | 0.768 | 0.38 | 0.05 | 0.01 |
| Richfield (10,373) | 2,669 | 0.752 | 0.37 | 0.05 | 0.01 |
| Ashwaubenon (15,417) | 2,692 | 0.742 | 0.37 | 0.05 | 0.01 |
| Mukwonago (9,872) | 2,711 | 0.738 | 0.37 | 0.05 | 0.01 |
| Greendale (12,852) | 2,809 | 0.711 | 0.35 | 0.05 | 0.01 |
| Merton (9,025) | 2,818 | 0.709 | 0.35 | 0.05 | 0.01 |
| Cedarburg (12,568) | 2,828 | 0.706 | 0.35 | 0.05 | 0.01 |
| Cudahy (17,204) | 2,879 | 0.688 | 0.34 | 0.05 | 0.01 |
| Weston (14,913) | 2,892 | 0.684 | 0.34 | 0.05 | 0.01 |
| Plover (13,286) | 2,912 | 0.678 | 0.34 | 0.05 | 0.01 |
| Marshfield (18,200) | 2,922 | 0.675 | 0.34 | 0.05 | 0.01 |
| Glendale (11,983) | 2,984 | 0.660 | 0.33 | 0.05 | 0.01 |
| McFarland (10,495) | 2,989 | 0.658 | 0.33 | 0.04 | 0.01 |
| Port Washington (12,250) | 2,998 | 0.657 | 0.33 | 0.04 | 0.01 |
| Menasha (16,461) | 3,011 | 0.655 | 0.33 | 0.04 | 0.01 |
| Burlington (15,144) | 3,014 | 0.654 | 0.32 | 0.04 | 0.01 |
| Stoughton (13,748) | 3,020 | 0.652 | 0.32 | 0.04 | 0.01 |
| Hartland (11,039) | 3,054 | 0.642 | 0.32 | 0.04 | 0.01 |
| Bellevue Town (11,828) | 3,089 | 0.632 | 0.31 | 0.04 | 0.01 |
| DeForest (11,222) | 3,146 | 0.619 | 0.31 | 0.04 | 0.01 |
| Oregon (10,844) | 3,182 | 0.611 | 0.30 | 0.04 | 0.01 |
| River Falls (14,518) | 3,240 | 0.595 | 0.30 | 0.04 | 0.01 |
| Vernon (8,225) | 3,284 | 0.585 | 0.29 | 0.04 | 0.01 |
| Little Chute (11,792) | 3,299 | 0.581 | 0.29 | 0.04 | 0.01 |
| Shorewood (12,185) | 3,337 | 0.573 | 0.28 | 0.04 | 0.01 |
| Wisconsin Rapids (16,186) | 3,385 | 0.563 | 0.28 | 0.04 | 0.01 |
| Cottage Grove (8,470) | 3,391 | 0.562 | 0.28 | 0.04 | 0.01 |
| Brown Deer (11,093) | 3,393 | 0.562 | 0.28 | 0.04 | 0.01 |
| Fort Atkinson (12,634) | 3,456 | 0.551 | 0.27 | 0.04 | 0.01 |
| Beaver Dam (14,569) | 3,465 | 0.549 | 0.27 | 0.04 | 0.01 |
| Hobart (7,980) | 3,473 | 0.549 | 0.27 | 0.04 | 0.01 |

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Wisconsin - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Somers (11,100) | 3,476 | 0.548 | 0.27 | 0.04 | 0.01 |
| New Richmond (12,532) | 3,507 | 0.543 | 0.27 | 0.04 | 0.01 |
| Jackson (9,966) | 3,530 | 0.536 | 0.27 | 0.04 | 0.01 |
| Whitewater (16,835) | 3,546 | 0.533 | 0.26 | 0.04 | 0.01 |
| Elm Grove (6,198) | 3,550 | 0.532 | 0.26 | 0.04 | 0.01 |
| Elkhorn (13,643) | 3,597 | 0.522 | 0.26 | 0.04 | 0.01 |
| Fox Point (6,257) | 3,700 | 0.502 | 0.25 | 0.03 | 0.00 |
| Menomonie (15,983) | 3,729 | 0.495 | 0.25 | 0.03 | 0.00 |
| Waterford (7,247) | 3,802 | 0.481 | 0.24 | 0.03 | 0.00 |
| Kronenwetter (8,387) | 3,890 | 0.465 | 0.23 | 0.03 | 0.00 |
| Rib Mountain (7,556) | 3,917 | 0.461 | 0.23 | 0.03 | 0.00 |
| Grand Rapids (7,165) | 4,005 | 0.446 | 0.22 | 0.03 | 0.00 |
| Holmen (10,545) | 4,029 | 0.441 | 0.22 | 0.03 | 0.00 |
| St. Francis (11,873) | 4,095 | 0.434 | 0.22 | 0.03 | 0.00 |
| Two Rivers (10,828) | 4,136 | 0.428 | 0.21 | 0.03 | 0.00 |
| Baraboo (10,966) | 4,194 | 0.419 | 0.21 | 0.03 | 0.00 |
| Elk Mound (8,573) | 4,226 | 0.415 | 0.21 | 0.03 | 0.00 |
| Sheboygan Falls (8,715) | 4,268 | 0.410 | 0.20 | 0.03 | 0.00 |
| Somerset (6,622) | 4,274 | 0.409 | 0.20 | 0.03 | 0.00 |
| Waupun (10,084) | 4,286 | 0.408 | 0.20 | 0.03 | 0.00 |
| Delavan (9,489) | 4,314 | 0.402 | 0.20 | 0.03 | 0.00 |
| Reedsburg (10,222) | 4,340 | 0.399 | 0.20 | 0.03 | 0.00 |
| Chippewa Falls (12,120) | 4,363 | 0.395 | 0.20 | 0.03 | 0.00 |
| Plymouth (9,382) | 4,373 | 0.393 | 0.20 | 0.03 | 0.00 |
| Sherwood (6,160) | 4,386 | 0.392 | 0.19 | 0.03 | 0.00 |
| Portage (10,906) | 4,417 | 0.389 | 0.19 | 0.03 | 0.00 |
| Mount Horeb (6,934) | 4,453 | 0.383 | 0.19 | 0.03 | 0.00 |
| Hales Corners (7,047) | 4,459 | 0.383 | 0.19 | 0.03 | 0.00 |
| Algoma (5,344) | 4,462 | 0.382 | 0.19 | 0.03 | 0.00 |
| Clinton (8,070) | 4,572 | 0.370 | 0.18 | 0.03 | 0.00 |
| Bayside (4,149) | 4,589 | 0.368 | 0.18 | 0.03 | 0.00 |
| Sturtevant (7,168) | 4,591 | 0.368 | 0.18 | 0.03 | 0.00 |
| Monroe (9,839) | 4,634 | 0.362 | 0.18 | 0.02 | 0.00 |
| Summit (4,999) | 4,671 | 0.358 | 0.18 | 0.02 | 0.00 |
| Windsor (5,267) | 4,690 | 0.355 | 0.18 | 0.02 | 0.00 |
| Wind Lake (5,202) | 4,695 | 0.354 | 0.18 | 0.02 | 0.00 |
| Lake Delton (10,061) | 4,736 | 0.350 | 0.17 | 0.02 | 0.00 |
| Monona (7,245) | 4,769 | 0.347 | 0.17 | 0.02 | 0.00 |
| Lake Geneva (8,423) | 4,800 | 0.343 | 0.17 | 0.02 | 0.00 |
| Platteville (9,442) | 4,873 | 0.336 | 0.17 | 0.02 | 0.00 |
| Merrill (10,183) | 4,878 | 0.336 | 0.17 | 0.02 | 0.00 |
| Ripon (8,852) | 4,936 | 0.330 | 0.16 | 0.02 | 0.00 |
| Jefferson (8,039) | 4,950 | 0.328 | 0.16 | 0.02 | 0.00 |
| Marinette (10,317) | 4,967 | 0.326 | 0.16 | 0.02 | 0.00 |
| Erin (4,318) | 5,001 | 0.322 | 0.16 | 0.02 | 0.00 |

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Wisconsin - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Waterford North (4,761) | 5,021 | 0.320 | 0.16 | 0.02 | 0.00 |
| Sparta (9,249) | 5,146 | 0.308 | 0.15 | 0.02 | 0.00 |
| Kimberly (6,626) | 5,165 | 0.306 | 0.15 | 0.02 | 0.00 |
| Genoa City (6,172) | 5,196 | 0.303 | 0.15 | 0.02 | 0.00 |
| Freedom (5,241) | 5,207 | 0.302 | 0.15 | 0.02 | 0.00 |
| Twin Lakes (6,419) | 5,247 | 0.298 | 0.15 | 0.02 | 0.00 |
| Bristol (5,454) | 5,261 | 0.297 | 0.15 | 0.02 | 0.00 |
| Hull (5,493) | 5,291 | 0.295 | 0.15 | 0.02 | 0.00 |
| Tomah (9,222) | 5,301 | 0.294 | 0.15 | 0.02 | 0.00 |
| Columbus (6,897) | 5,311 | 0.293 | 0.15 | 0.02 | 0.00 |
| Trenton (4,440) | 5,316 | 0.293 | 0.15 | 0.02 | 0.00 |
| Shelby (4,430) | 5,395 | 0.286 | 0.14 | 0.02 | 0.00 |
| Star Prairie (5,351) | 5,402 | 0.285 | 0.14 | 0.02 | 0.00 |
| Sturgeon Bay (8,851) | 5,432 | 0.281 | 0.14 | 0.02 | 0.00 |
| Little Suamico (4,675) | 5,450 | 0.280 | 0.14 | 0.02 | 0.00 |
| Dodgeville (6,734) | 5,457 | 0.279 | 0.14 | 0.02 | 0.00 |
| Baldwin (6,893) | 5,486 | 0.277 | 0.14 | 0.02 | 0.00 |
| Milton (6,429) | 5,489 | 0.277 | 0.14 | 0.02 | 0.00 |
| Rice Lake (8,455) | 5,494 | 0.276 | 0.14 | 0.02 | 0.00 |
| Shawano (8,600) | 5,569 | 0.270 | 0.13 | 0.02 | 0.00 |
| Taycheedah (4,526) | 5,609 | 0.267 | 0.13 | 0.02 | 0.00 |
| North Hudson (4,388) | 5,624 | 0.266 | 0.13 | 0.02 | 0.00 |
| Evansville (6,000) | 5,649 | 0.264 | 0.13 | 0.02 | 0.00 |
| Rothschild (5,233) | 5,666 | 0.263 | 0.13 | 0.02 | 0.00 |
| River Hills (1,631) | 5,681 | 0.262 | 0.13 | 0.02 | 0.00 |
| Union Grove (5,195) | 5,685 | 0.262 | 0.13 | 0.02 | 0.00 |
| North Fond du Lac (5,862) | 5,722 | 0.259 | 0.13 | 0.02 | 0.00 |
| Okauchee Lake (3,916) | 5,739 | 0.258 | 0.13 | 0.02 | 0.00 |
| Oneida (5,012) | 5,753 | 0.256 | 0.13 | 0.02 | 0.00 |
| New London (6,836) | 5,770 | 0.255 | 0.13 | 0.02 | 0.00 |
| East Troy (4,099) | 5,821 | 0.251 | 0.12 | 0.02 | 0.00 |
| Cross Plains (4,304) | 5,925 | 0.243 | 0.12 | 0.02 | 0.00 |
| Saukville (4,577) | 5,929 | 0.242 | 0.12 | 0.02 | 0.00 |
| Slinger (5,113) | 5,957 | 0.240 | 0.12 | 0.02 | 0.00 |
| West Salem (5,516) | 5,971 | 0.239 | 0.12 | 0.02 | 0.00 |
| Westport (3,686) | 5,976 | 0.238 | 0.12 | 0.02 | 0.00 |
| Edgerton (5,317) | 5,999 | 0.237 | 0.12 | 0.02 | 0.00 |
| Ashland (7,697) | 6,000 | 0.237 | 0.12 | 0.02 | 0.00 |
| Lake Mills (5,366) | 6,012 | 0.236 | 0.12 | 0.02 | 0.00 |
| Altoona (5,831) | 6,032 | 0.235 | 0.12 | 0.02 | 0.00 |
| Hammond (5,125) | 6,049 | 0.234 | 0.12 | 0.02 | 0.00 |
| Rhineland (7,800) | 6,114 | 0.230 | 0.11 | 0.02 | 0.00 |
| Antigo (7,734) | 6,147 | 0.228 | 0.11 | 0.02 | 0.00 |
| Pulaski (5,278) | 6,171 | 0.226 | 0.11 | 0.02 | 0.00 |
| Combined Locks (4,265) | 6,179 | 0.226 | 0.11 | 0.02 | 0.00 |

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Wisconsin - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Lyons (4,056) | 6,185 | 0.225 | 0.11 | 0.02 | 0.00 |
| Prescott (4,169) | 6,283 | 0.218 | 0.11 | 0.01 | 0.00 |
| Hallie (4,703) | 6,287 | 0.218 | 0.11 | 0.01 | 0.00 |
| Mayville (5,143) | 6,303 | 0.217 | 0.11 | 0.01 | 0.00 |
| North Prairie (3,203) | 6,323 | 0.216 | 0.11 | 0.01 | 0.00 |
| Eagle (3,117) | 6,343 | 0.214 | 0.11 | 0.01 | 0.00 |
| Kewaskum (4,290) | 6,368 | 0.213 | 0.11 | 0.01 | 0.00 |
| Wales (2,852) | 6,369 | 0.213 | 0.11 | 0.01 | 0.00 |
| Mauston (6,608) | 6,374 | 0.213 | 0.11 | 0.01 | 0.00 |
| Dale (3,536) | 6,388 | 0.212 | 0.11 | 0.01 | 0.00 |
| Howards Grove (3,591) | 6,402 | 0.211 | 0.10 | 0.01 | 0.00 |
| Campbell (4,682) | 6,451 | 0.209 | 0.10 | 0.01 | 0.00 |
| Lake Wisconsin (3,493) | 6,513 | 0.205 | 0.10 | 0.01 | 0.00 |
| Minocqua (5,035) | 6,569 | 0.202 | 0.10 | 0.01 | 0.00 |
| Peshtigo (3,941) | 6,619 | 0.199 | 0.10 | 0.01 | 0.00 |
| Eagle Point (3,648) | 6,662 | 0.197 | 0.10 | 0.01 | 0.00 |
| French Island (4,410) | 6,674 | 0.196 | 0.10 | 0.01 | 0.00 |
| Waupaca (6,341) | 6,676 | 0.196 | 0.10 | 0.01 | 0.00 |
| Wilson (3,227) | 6,797 | 0.190 | 0.09 | 0.01 | 0.00 |
| Rockland (2,746) | 6,799 | 0.190 | 0.09 | 0.01 | 0.00 |
| Paddock Lake (3,578) | 6,804 | 0.190 | 0.09 | 0.01 | 0.00 |
| Fox Lake (3,620) | 6,806 | 0.190 | 0.09 | 0.01 | 0.00 |
| Berlin (5,140) | 6,831 | 0.189 | 0.09 | 0.01 | 0.00 |
| Prairie du Sac (4,219) | 6,870 | 0.187 | 0.09 | 0.01 | 0.00 |
| Clayton (2,974) | 6,900 | 0.185 | 0.09 | 0.01 | 0.00 |
| Farmington (3,985) | 6,902 | 0.185 | 0.09 | 0.01 | 0.00 |
| Shorewood Hills (1,502) | 6,928 | 0.184 | 0.09 | 0.01 | 0.00 |
| Prairie du Chien (5,417) | 6,931 | 0.184 | 0.09 | 0.01 | 0.00 |
| Rochester (2,988) | 6,958 | 0.182 | 0.09 | 0.01 | 0.00 |
| Marshall (3,922) | 6,991 | 0.180 | 0.09 | 0.01 | 0.00 |
| Lafayette (2,886) | 6,997 | 0.180 | 0.09 | 0.01 | 0.00 |
| Pleasant Valley (2,891) | 7,036 | 0.177 | 0.09 | 0.01 | 0.00 |
| Alden (3,094) | 7,053 | 0.177 | 0.09 | 0.01 | 0.00 |
| Mosinee (3,839) | 7,060 | 0.176 | 0.09 | 0.01 | 0.00 |
| Stockbridge (3,208) | 7,067 | 0.176 | 0.09 | 0.01 | 0.00 |
| Hortonville (3,365) | 7,139 | 0.173 | 0.09 | 0.01 | 0.00 |
| Lodi (3,359) | 7,165 | 0.172 | 0.09 | 0.01 | 0.00 |
| Belgium (3,220) | 7,169 | 0.172 | 0.09 | 0.01 | 0.00 |
| Williams Bay (3,409) | 7,178 | 0.171 | 0.09 | 0.01 | 0.00 |
| Horicon (3,383) | 7,205 | 0.170 | 0.08 | 0.01 | 0.00 |
| Waterloo (3,419) | 7,263 | 0.168 | 0.08 | 0.01 | 0.00 |
| Ixonia (2,821) | 7,340 | 0.165 | 0.08 | 0.01 | 0.00 |
| Thiensville (2,881) | 7,429 | 0.161 | 0.08 | 0.01 | 0.00 |
| Fredonia (2,903) | 7,444 | 0.160 | 0.08 | 0.01 | 0.00 |
| Oconto (4,635) | 7,458 | 0.160 | 0.08 | 0.01 | 0.00 |

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Wisconsin - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Kohler (2,135) | 7,462 | 0.159 | 0.08 | 0.01 | 0.00 |
| Kiel (3,576) | 7,510 | 0.158 | 0.08 | 0.01 | 0.00 |
| Wrightstown (2,883) | 7,524 | 0.157 | 0.08 | 0.01 | 0.00 |
| Omro (3,481) | 7,539 | 0.157 | 0.08 | 0.01 | 0.00 |
| Walworth (3,600) | 7,543 | 0.157 | 0.08 | 0.01 | 0.00 |
| Poynette (3,491) | 7,548 | 0.156 | 0.08 | 0.01 | 0.00 |
| Wind Point (1,758) | 7,595 | 0.155 | 0.08 | 0.01 | 0.00 |
| Dousman (3,230) | 7,682 | 0.151 | 0.08 | 0.01 | 0.00 |
| Richland Center (5,494) | 7,745 | 0.148 | 0.07 | 0.01 | 0.00 |
| Seymour (3,350) | 7,771 | 0.147 | 0.07 | 0.01 | 0.00 |
| Fontana-on-Geneva Lake (2,710) | 7,794 | 0.146 | 0.07 | 0.01 | 0.00 |
| Silver Lake (2,900) | 7,816 | 0.146 | 0.07 | 0.01 | 0.00 |
| Boscobel (4,463) | 7,827 | 0.145 | 0.07 | 0.01 | 0.00 |
| Oostburg (3,066) | 7,840 | 0.145 | 0.07 | 0.01 | 0.00 |
| Ellsworth (3,403) | 7,855 | 0.144 | 0.07 | 0.01 | 0.00 |
| Rome (3,291) | 7,860 | 0.144 | 0.07 | 0.01 | 0.00 |
| Lake Wazeecha (2,659) | 7,878 | 0.144 | 0.07 | 0.01 | 0.00 |
| Juneau (3,405) | 7,904 | 0.143 | 0.07 | 0.01 | 0.00 |
| Osceola (3,648) | 7,947 | 0.142 | 0.07 | 0.01 | 0.00 |
| Nashotah (1,827) | 7,963 | 0.141 | 0.07 | 0.01 | 0.00 |
| Arbor Vitae (3,847) | 7,993 | 0.140 | 0.07 | 0.01 | 0.00 |
| Camp Lake (3,255) | 8,005 | 0.139 | 0.07 | 0.01 | 0.00 |
| Stockton (2,738) | 8,020 | 0.139 | 0.07 | 0.01 | 0.00 |
| Medford (3,867) | 8,098 | 0.136 | 0.07 | 0.01 | 0.00 |
| Tomahawk (4,003) | 8,111 | 0.135 | 0.07 | 0.01 | 0.00 |
| Lomira (2,917) | 8,121 | 0.135 | 0.07 | 0.01 | 0.00 |
| Troy (2,328) | 8,165 | 0.134 | 0.07 | 0.01 | 0.00 |
| Maple Bluff (1,192) | 8,200 | 0.132 | 0.07 | 0.01 | 0.00 |
| Brillion (2,811) | 8,248 | 0.131 | 0.06 | 0.01 | 0.00 |
| Luxemburg (2,907) | 8,255 | 0.130 | 0.06 | 0.01 | 0.00 |
| Viroqua (4,527) | 8,269 | 0.130 | 0.06 | 0.01 | 0.00 |
| Clintonville (3,824) | 8,291 | 0.129 | 0.06 | 0.01 | 0.00 |
| Kinnickinnic (2,065) | 8,306 | 0.129 | 0.06 | 0.01 | 0.00 |
| West Milwaukee (3,672) | 8,310 | 0.129 | 0.06 | 0.01 | 0.00 |
| Johnson Creek (2,822) | 8,324 | 0.128 | 0.06 | 0.01 | 0.00 |
| Hayward (3,479) | 8,349 | 0.128 | 0.06 | 0.01 | 0.00 |
| Chilton (3,324) | 8,376 | 0.127 | 0.06 | 0.01 | 0.00 |
| Ashippun (2,279) | 8,378 | 0.127 | 0.06 | 0.01 | 0.00 |
| New Holstein (2,946) | 8,389 | 0.127 | 0.06 | 0.01 | 0.00 |
| Sullivan (2,504) | 8,414 | 0.126 | 0.06 | 0.01 | 0.00 |
| Bloomer (3,216) | 8,473 | 0.124 | 0.06 | 0.01 | 0.00 |
| Pell Lake (2,988) | 8,497 | 0.123 | 0.06 | 0.01 | 0.00 |
| Ringle (2,138) | 8,499 | 0.123 | 0.06 | 0.01 | 0.00 |
| Lancaster (3,723) | 8,570 | 0.121 | 0.06 | 0.01 | 0.00 |
| Darien (2,395) | 8,585 | 0.121 | 0.06 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Wisconsin - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Sevastopol (2,551) | 8,613 | 0.120 | 0.06 | 0.01 | 0.00 |
| Friendship (2,563) | 8,616 | 0.120 | 0.06 | 0.01 | 0.00 |
| Deerfield (2,386) | 8,617 | 0.120 | 0.06 | 0.01 | 0.00 |
| Lake Wissota (2,458) | 8,618 | 0.120 | 0.06 | 0.01 | 0.00 |
| Clifton (1,657) | 8,663 | 0.118 | 0.06 | 0.01 | 0.00 |
| Franksville (1,789) | 8,697 | 0.117 | 0.06 | 0.01 | 0.00 |
| Abrams (2,295) | 8,704 | 0.117 | 0.06 | 0.01 | 0.00 |
| Newton (2,152) | 8,729 | 0.117 | 0.06 | 0.01 | 0.00 |
| Belleville (2,363) | 8,757 | 0.116 | 0.06 | 0.01 | 0.00 |
| Winneconne (2,578) | 8,779 | 0.115 | 0.06 | 0.01 | 0.00 |
| Browns Lake (1,933) | 8,802 | 0.115 | 0.06 | 0.01 | 0.00 |
| Greenbush (2,119) | 8,819 | 0.114 | 0.06 | 0.01 | 0.00 |
| Black River Falls (3,405) | 8,830 | 0.114 | 0.06 | 0.01 | 0.00 |
| Tainter Lake (2,089) | 8,859 | 0.113 | 0.06 | 0.01 | 0.00 |
| Cedar Grove (2,249) | 8,915 | 0.111 | 0.06 | 0.01 | 0.00 |
| Kewaunee (3,049) | 8,940 | 0.111 | 0.05 | 0.01 | 0.00 |
| Oak Grove (1,522) | 8,960 | 0.110 | 0.05 | 0.01 | 0.00 |
| Lac du Flambeau (3,625) | 8,977 | 0.110 | 0.05 | 0.01 | 0.00 |
| Bohners Lake (1,952) | 8,980 | 0.109 | 0.05 | 0.01 | 0.00 |
| Rubicon (2,004) | 8,996 | 0.109 | 0.05 | 0.01 | 0.00 |
| Pelican (2,960) | 9,097 | 0.106 | 0.05 | 0.01 | 0.00 |
| Delavan Lake (2,352) | 9,114 | 0.106 | 0.05 | 0.01 | 0.00 |
| Medina (1,594) | 9,209 | 0.104 | 0.05 | 0.01 | 0.00 |
| Crescent (2,104) | 9,261 | 0.102 | 0.05 | 0.01 | 0.00 |
| Brodhead (2,817) | 9,263 | 0.102 | 0.05 | 0.01 | 0.00 |
| Nekoosa (2,610) | 9,265 | 0.102 | 0.05 | 0.01 | 0.00 |
| Pine River (2,129) | 9,314 | 0.101 | 0.05 | 0.01 | 0.00 |
| Hustisford (1,682) | 9,336 | 0.101 | 0.05 | 0.01 | 0.00 |
| Ladysmith (3,554) | 9,361 | 0.100 | 0.05 | 0.01 | 0.00 |
| Porterfield (2,138) | 9,367 | 0.100 | 0.05 | 0.01 | 0.00 |
| Egg Harbor (2,323) | 9,375 | 0.100 | 0.05 | 0.01 | 0.00 |
| Barron (3,007) | 9,376 | 0.100 | 0.05 | 0.01 | 0.00 |
| Stanley (2,348) | 9,443 | 0.098 | 0.05 | 0.01 | 0.00 |
| Chain O' Lakes-King (2,215) | 9,454 | 0.098 | 0.05 | 0.01 | 0.00 |
| Sauk City (2,696) | 9,462 | 0.098 | 0.05 | 0.01 | 0.00 |
| Trimbelle (1,844) | 9,508 | 0.097 | 0.05 | 0.01 | 0.00 |
| Pardeeville (2,382) | 9,558 | 0.095 | 0.05 | 0.01 | 0.00 |
| Richmond (1,835) | 9,592 | 0.095 | 0.05 | 0.01 | 0.00 |
| Oconto Falls (2,720) | 9,598 | 0.094 | 0.05 | 0.01 | 0.00 |
| Wisconsin Dells (2,638) | 9,630 | 0.094 | 0.05 | 0.01 | 0.00 |
| Mineral Point (2,168) | 9,648 | 0.093 | 0.05 | 0.01 | 0.00 |
| Scott (1,804) | 9,663 | 0.093 | 0.05 | 0.01 | 0.00 |
| McMillan (1,553) | 9,702 | 0.092 | 0.05 | 0.01 | 0.00 |
| Schofield (2,410) | 9,709 | 0.092 | 0.05 | 0.01 | 0.00 |
| St. Croix Falls (2,316) | 9,739 | 0.091 | 0.05 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Wisconsin - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------|----------|-----------|---------|----------|-------|
| Warren (1,320) | 9,765 | 0.090 | 0.04 | 0.01 | 0.00 |
| Byron (1,588) | 9,784 | 0.090 | 0.04 | 0.01 | 0.00 |
| Winchester (1,676) | 9,808 | 0.089 | 0.04 | 0.01 | 0.00 |
| Amery (2,914) | 9,809 | 0.089 | 0.04 | 0.01 | 0.00 |
| Brice Prairie (1,804) | 9,840 | 0.089 | 0.04 | 0.01 | 0.00 |
| Brooklyn (1,843) | 9,860 | 0.088 | 0.04 | 0.01 | 0.00 |
| Knowlton (1,563) | 9,890 | 0.087 | 0.04 | 0.01 | 0.00 |
| Campbellsport (1,959) | 9,904 | 0.087 | 0.04 | 0.01 | 0.00 |
| Necedah (2,541) | 9,940 | 0.087 | 0.04 | 0.01 | 0.00 |
| Eldorado (1,586) | 9,952 | 0.086 | 0.04 | 0.01 | 0.00 |
| Stiles (1,963) | 9,974 | 0.086 | 0.04 | 0.01 | 0.00 |
| Wautoma (2,698) | 10,007 | 0.085 | 0.04 | 0.01 | 0.00 |
| New Glarus (1,877) | 10,063 | 0.084 | 0.04 | 0.01 | 0.00 |
| Lake Ripley (1,603) | 10,161 | 0.082 | 0.04 | 0.01 | 0.00 |
| Black Creek (1,541) | 10,163 | 0.082 | 0.04 | 0.01 | 0.00 |
| Eureka (1,800) | 10,176 | 0.082 | 0.04 | 0.01 | 0.00 |
| Packwaukee (2,574) | 10,187 | 0.082 | 0.04 | 0.01 | 0.00 |
| Como (1,870) | 10,197 | 0.081 | 0.04 | 0.01 | 0.00 |
| Angelica (1,682) | 10,213 | 0.081 | 0.04 | 0.01 | 0.00 |
| Mondovi (2,614) | 10,236 | 0.081 | 0.04 | 0.01 | 0.00 |
| Mazomanie (1,639) | 10,259 | 0.080 | 0.04 | 0.01 | 0.00 |
| Palmyra (1,766) | 10,272 | 0.080 | 0.04 | 0.01 | 0.00 |
| Westby (2,485) | 10,276 | 0.080 | 0.04 | 0.01 | 0.00 |
| Denmark (2,062) | 10,286 | 0.080 | 0.04 | 0.01 | 0.00 |
| Newburg (1,413) | 10,289 | 0.080 | 0.04 | 0.01 | 0.00 |
| Powers Lake (1,500) | 10,292 | 0.080 | 0.04 | 0.01 | 0.00 |
| Arena (1,563) | 10,311 | 0.079 | 0.04 | 0.01 | 0.00 |
| Spooner (2,872) | 10,315 | 0.079 | 0.04 | 0.01 | 0.00 |
| Sherman (1,520) | 10,323 | 0.079 | 0.04 | 0.01 | 0.00 |
| Lebanon (1,732) | 10,335 | 0.079 | 0.04 | 0.01 | 0.00 |
| Trempealeau (1,758) | 10,339 | 0.079 | 0.04 | 0.01 | 0.00 |
| Cambridge (1,521) | 10,357 | 0.079 | 0.04 | 0.01 | 0.00 |
| Caledonia (1,466) | 10,358 | 0.079 | 0.04 | 0.01 | 0.00 |
| Florence (2,210) | 10,380 | 0.078 | 0.04 | 0.01 | 0.00 |
| Cato (1,473) | 10,386 | 0.078 | 0.04 | 0.01 | 0.00 |
| Pensaukee (1,633) | 10,408 | 0.078 | 0.04 | 0.01 | 0.00 |
| Neillsville (2,614) | 10,418 | 0.078 | 0.04 | 0.01 | 0.00 |
| Washburn (2,354) | 10,423 | 0.078 | 0.04 | 0.01 | 0.00 |
| Fennimore (2,266) | 10,435 | 0.078 | 0.04 | 0.01 | 0.00 |
| Cuba City (2,014) | 10,439 | 0.078 | 0.04 | 0.01 | 0.00 |
| Fall River (1,672) | 10,448 | 0.078 | 0.04 | 0.01 | 0.00 |
| Marion (2,065) | 10,473 | 0.077 | 0.04 | 0.01 | 0.00 |
| Spring Green (1,566) | 10,512 | 0.076 | 0.04 | 0.01 | 0.00 |
| Three Lakes (2,340) | 10,514 | 0.076 | 0.04 | 0.01 | 0.00 |
| Cleveland (1,508) | 10,524 | 0.076 | 0.04 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Wisconsin - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Lowell (1,590) | 10,552 | 0.076 | 0.04 | 0.01 | 0.00 |
| Hebron (1,406) | 10,570 | 0.075 | 0.04 | 0.01 | 0.00 |
| Sugar Camp (2,035) | 10,578 | 0.075 | 0.04 | 0.01 | 0.00 |
| Darlington (2,186) | 10,582 | 0.075 | 0.04 | 0.01 | 0.00 |
| Wyocena (1,664) | 10,600 | 0.075 | 0.04 | 0.01 | 0.00 |
| Martell (1,377) | 10,603 | 0.075 | 0.04 | 0.01 | 0.00 |
| Black Brook (1,555) | 10,624 | 0.075 | 0.04 | 0.01 | 0.00 |
| Random Lake (1,627) | 10,629 | 0.074 | 0.04 | 0.01 | 0.00 |
| Forestville (1,585) | 10,663 | 0.074 | 0.04 | 0.01 | 0.00 |
| Port Edwards (1,499) | 10,723 | 0.073 | 0.04 | 0.00 | 0.00 |
| Balsam Lake (1,588) | 10,743 | 0.073 | 0.04 | 0.00 | 0.00 |
| Tilden (1,553) | 10,796 | 0.072 | 0.04 | 0.00 | 0.00 |
| Big Bend (1,268) | 10,815 | 0.072 | 0.04 | 0.00 | 0.00 |
| Cumberland (2,199) | 10,829 | 0.072 | 0.04 | 0.00 | 0.00 |
| Buena Vista (1,793) | 10,831 | 0.071 | 0.04 | 0.00 | 0.00 |
| Woodville (1,813) | 10,912 | 0.070 | 0.03 | 0.00 | 0.00 |
| Orfordville (1,494) | 10,940 | 0.070 | 0.03 | 0.00 | 0.00 |
| Brussels (1,652) | 10,957 | 0.069 | 0.03 | 0.00 | 0.00 |
| Washington (1,903) | 10,965 | 0.069 | 0.03 | 0.00 | 0.00 |
| Amherst (1,378) | 10,981 | 0.069 | 0.03 | 0.00 | 0.00 |
| Randolph (1,752) | 10,985 | 0.069 | 0.03 | 0.00 | 0.00 |
| Woodruff (1,950) | 11,023 | 0.069 | 0.03 | 0.00 | 0.00 |
| Carson (1,315) | 11,093 | 0.068 | 0.03 | 0.00 | 0.00 |
| Whiting (1,597) | 11,102 | 0.067 | 0.03 | 0.00 | 0.00 |
| Arcadia (2,135) | 11,124 | 0.067 | 0.03 | 0.00 | 0.00 |
| Abbotsford (1,819) | 11,138 | 0.067 | 0.03 | 0.00 | 0.00 |
| Bevent (1,471) | 11,171 | 0.066 | 0.03 | 0.00 | 0.00 |
| Barneveld (1,205) | 11,176 | 0.066 | 0.03 | 0.00 | 0.00 |
| Royalton (1,365) | 11,181 | 0.066 | 0.03 | 0.00 | 0.00 |
| Lake Koshkonong (1,219) | 11,200 | 0.066 | 0.03 | 0.00 | 0.00 |
| Butler (1,727) | 11,208 | 0.066 | 0.03 | 0.00 | 0.00 |
| Spencer (1,627) | 11,212 | 0.066 | 0.03 | 0.00 | 0.00 |
| Elkhart Lake (1,163) | 11,239 | 0.065 | 0.03 | 0.00 | 0.00 |
| Park Falls (1,932) | 11,260 | 0.065 | 0.03 | 0.00 | 0.00 |
| Stratford (1,535) | 11,264 | 0.065 | 0.03 | 0.00 | 0.00 |
| Seneca (1,202) | 11,278 | 0.065 | 0.03 | 0.00 | 0.00 |
| Cameron (1,887) | 11,339 | 0.064 | 0.03 | 0.00 | 0.00 |
| Sharon (1,638) | 11,342 | 0.064 | 0.03 | 0.00 | 0.00 |
| Chetek (2,052) | 11,360 | 0.064 | 0.03 | 0.00 | 0.00 |
| Black Earth (1,232) | 11,410 | 0.063 | 0.03 | 0.00 | 0.00 |
| Colby (1,841) | 11,436 | 0.063 | 0.03 | 0.00 | 0.00 |
| Worcester (1,630) | 11,438 | 0.063 | 0.03 | 0.00 | 0.00 |
| Eagle Lake (1,320) | 11,455 | 0.063 | 0.03 | 0.00 | 0.00 |
| Ettrick (1,502) | 11,485 | 0.062 | 0.03 | 0.00 | 0.00 |
| Milltown (1,320) | 11,523 | 0.062 | 0.03 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Wisconsin - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|-----------|---------|----------|-------|
| Weyauwega (1,792) | 11,525 | 0.062 | 0.03 | 0.00 | 0.00 |
| Lake Nebagamon (1,262) | 11,597 | 0.061 | 0.03 | 0.00 | 0.00 |
| Linwood (1,080) | 11,643 | 0.060 | 0.03 | 0.00 | 0.00 |
| Hawthorne (1,344) | 11,651 | 0.060 | 0.03 | 0.00 | 0.00 |
| Princeton (1,615) | 11,654 | 0.060 | 0.03 | 0.00 | 0.00 |
| Potter Lake (1,099) | 11,688 | 0.060 | 0.03 | 0.00 | 0.00 |
| Casco (1,283) | 11,723 | 0.059 | 0.03 | 0.00 | 0.00 |
| Legend Lake (1,533) | 11,763 | 0.059 | 0.03 | 0.00 | 0.00 |
| Mishicot (1,349) | 11,811 | 0.058 | 0.03 | 0.00 | 0.00 |
| Hazelhurst (1,272) | 11,850 | 0.058 | 0.03 | 0.00 | 0.00 |
| Marathon City (1,297) | 11,900 | 0.057 | 0.03 | 0.00 | 0.00 |
| Theresa (1,293) | 11,902 | 0.057 | 0.03 | 0.00 | 0.00 |
| Spring Valley (1,484) | 11,903 | 0.057 | 0.03 | 0.00 | 0.00 |
| Bangor (1,351) | 11,933 | 0.057 | 0.03 | 0.00 | 0.00 |
| Phelps (1,789) | 11,969 | 0.056 | 0.03 | 0.00 | 0.00 |
| Little Falls (1,560) | 11,974 | 0.056 | 0.03 | 0.00 | 0.00 |
| Redgranite (2,086) | 12,019 | 0.056 | 0.03 | 0.00 | 0.00 |
| Osseo (1,603) | 12,062 | 0.055 | 0.03 | 0.00 | 0.00 |
| Green Lake (1,294) | 12,082 | 0.055 | 0.03 | 0.00 | 0.00 |
| Marathon (1,068) | 12,113 | 0.055 | 0.03 | 0.00 | 0.00 |
| Grantsburg (1,584) | 12,130 | 0.054 | 0.03 | 0.00 | 0.00 |
| Pound (1,405) | 12,135 | 0.054 | 0.03 | 0.00 | 0.00 |
| Niagara (1,597) | 12,167 | 0.054 | 0.03 | 0.00 | 0.00 |
| Durand (1,786) | 12,194 | 0.053 | 0.03 | 0.00 | 0.00 |
| Bonduel (1,354) | 12,197 | 0.053 | 0.03 | 0.00 | 0.00 |
| Whitehall (1,561) | 12,265 | 0.053 | 0.03 | 0.00 | 0.00 |
| Glenwood City (1,405) | 12,354 | 0.052 | 0.03 | 0.00 | 0.00 |
| West Baraboo (1,248) | 12,356 | 0.052 | 0.03 | 0.00 | 0.00 |
| Manawa (1,502) | 12,366 | 0.052 | 0.03 | 0.00 | 0.00 |
| Oakfield (1,008) | 12,391 | 0.051 | 0.03 | 0.00 | 0.00 |
| Little Black (1,139) | 12,408 | 0.051 | 0.03 | 0.00 | 0.00 |
| Montello (1,566) | 12,440 | 0.051 | 0.03 | 0.00 | 0.00 |
| Scandinavia (996) | 12,455 | 0.050 | 0.03 | 0.00 | 0.00 |
| Shell Lake (1,531) | 12,459 | 0.050 | 0.03 | 0.00 | 0.00 |
| La Valle (1,101) | 12,523 | 0.050 | 0.02 | 0.00 | 0.00 |
| Galesville (1,422) | 12,529 | 0.050 | 0.02 | 0.00 | 0.00 |
| Mercer (1,585) | 12,535 | 0.050 | 0.02 | 0.00 | 0.00 |
| Rudolph (978) | 12,545 | 0.050 | 0.02 | 0.00 | 0.00 |
| Wausaukee (1,394) | 12,566 | 0.049 | 0.02 | 0.00 | 0.00 |
| Hazel Green (1,245) | 12,588 | 0.049 | 0.02 | 0.00 | 0.00 |
| Eagle River (2,074) | 12,620 | 0.049 | 0.02 | 0.00 | 0.00 |
| Markesan (1,267) | 12,651 | 0.049 | 0.02 | 0.00 | 0.00 |
| Wabeno (1,289) | 12,657 | 0.048 | 0.02 | 0.00 | 0.00 |
| Lake (1,222) | 12,662 | 0.048 | 0.02 | 0.00 | 0.00 |
| Edgar (1,188) | 12,675 | 0.048 | 0.02 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Wisconsin - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|--------------|-------------|
| Aurora (971) | 12,705 | 0.048 | 0.02 | 0.00 | 0.00 |
| Fall Creek (1,192) | 12,722 | 0.048 | 0.02 | 0.00 | 0.00 |
| Thorp (1,636) | 12,758 | 0.047 | 0.02 | 0.00 | 0.00 |
| New Lisbon (1,380) | 12,760 | 0.047 | 0.02 | 0.00 | 0.00 |
| Green Valley (1,108) | 12,774 | 0.047 | 0.02 | 0.00 | 0.00 |
| Monticello (1,070) | 12,800 | 0.047 | 0.02 | 0.00 | 0.00 |
| Lake Tomahawk (1,237) | 12,805 | 0.047 | 0.02 | 0.00 | 0.00 |
| Conover (1,468) | 12,849 | 0.046 | 0.02 | 0.00 | 0.00 |
| Hilbert (1,076) | 12,874 | 0.046 | 0.02 | 0.00 | 0.00 |
| Total 4,421,983 | | 201.26 | 100.0 | 13.73 | 1.95 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

4.16 CITIES SORTED BY ZIPCODE - WISCONSIN

Wisconsin - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Ashippun (53003; 2,279) | 8,378 | 0.127 | 0.06 | 0.01 | 0.00 |
| Belgium (53004; 3,220) | 7,169 | 0.172 | 0.09 | 0.01 | 0.00 |
| Byron (53006; 1,588) | 9,784 | 0.090 | 0.04 | 0.01 | 0.00 |
| Butler (53007; 1,727) | 11,208 | 0.066 | 0.03 | 0.00 | 0.00 |
| Brookfield (53008; 43,843) | 518 | 3.328 | 1.65 | 0.23 | 0.03 |
| Campbellsport (53010; 1,959) | 9,904 | 0.087 | 0.04 | 0.01 | 0.00 |
| Cedarburg (53012; 12,568) | 2,828 | 0.706 | 0.35 | 0.05 | 0.01 |
| Cedar Grove (53013; 2,249) | 8,915 | 0.111 | 0.06 | 0.01 | 0.00 |
| Chilton (53014; 3,324) | 8,376 | 0.127 | 0.06 | 0.01 | 0.00 |
| Cleveland (53015; 1,508) | 10,524 | 0.076 | 0.04 | 0.01 | 0.00 |
| Delafield (53018; 10,837) | 1,986 | 1.066 | 0.53 | 0.07 | 0.01 |
| Elkhart Lake (53020; 1,163) | 11,239 | 0.065 | 0.03 | 0.00 | 0.00 |
| Fredonia (53021; 2,903) | 7,444 | 0.160 | 0.08 | 0.01 | 0.00 |
| Germantown (53022; 21,863) | 1,608 | 1.323 | 0.66 | 0.09 | 0.01 |
| Grafton (53024; 16,455) | 2,313 | 0.884 | 0.44 | 0.06 | 0.01 |
| Greenbush (53026; 2,119) | 8,819 | 0.114 | 0.06 | 0.01 | 0.00 |
| Hartford (53027; 19,605) | 2,259 | 0.909 | 0.45 | 0.06 | 0.01 |
| Hartland (53029; 11,039) | 3,054 | 0.642 | 0.32 | 0.04 | 0.01 |
| Horicon (53032; 3,383) | 7,205 | 0.170 | 0.08 | 0.01 | 0.00 |
| Hustisford (53034; 1,682) | 9,336 | 0.101 | 0.05 | 0.01 | 0.00 |
| Ixonia (53036; 2,821) | 7,340 | 0.165 | 0.08 | 0.01 | 0.00 |
| Jackson (53037; 9,966) | 3,530 | 0.536 | 0.27 | 0.04 | 0.01 |
| Johnson Creek (53038; 2,822) | 8,324 | 0.128 | 0.06 | 0.01 | 0.00 |
| Juneau (53039; 3,405) | 7,904 | 0.143 | 0.07 | 0.01 | 0.00 |
| Kewaskum (53040; 4,290) | 6,368 | 0.213 | 0.11 | 0.01 | 0.00 |
| Kiel (53042; 3,576) | 7,510 | 0.158 | 0.08 | 0.01 | 0.00 |
| Kohler (53044; 2,135) | 7,462 | 0.159 | 0.08 | 0.01 | 0.00 |
| Lebanon (53047; 1,732) | 10,335 | 0.079 | 0.04 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Wisconsin - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Lomira (53048; 2,917) | 8,121 | 0.135 | 0.07 | 0.01 | 0.00 |
| Mayville (53050; 5,143) | 6,303 | 0.217 | 0.11 | 0.01 | 0.00 |
| Menomonee Falls (53051; 37,888) | 916 | 2.187 | 1.09 | 0.15 | 0.02 |
| Merton (53056; 9,025) | 2,818 | 0.709 | 0.35 | 0.05 | 0.01 |
| Nashotah (53058; 1,827) | 7,963 | 0.141 | 0.07 | 0.01 | 0.00 |
| Newburg (53060; 1,413) | 10,289 | 0.080 | 0.04 | 0.01 | 0.00 |
| New Holstein (53062; 2,946) | 8,389 | 0.127 | 0.06 | 0.01 | 0.00 |
| Newton (53063; 2,152) | 8,729 | 0.117 | 0.06 | 0.01 | 0.00 |
| Oakfield (53065; 1,008) | 12,391 | 0.051 | 0.03 | 0.00 | 0.00 |
| Okauchee Lake (53066; 3,916) | 5,739 | 0.258 | 0.13 | 0.02 | 0.00 |
| Oconomowoc (53066; 17,664) | 2,281 | 0.902 | 0.45 | 0.06 | 0.01 |
| Oostburg (53070; 3,066) | 7,840 | 0.145 | 0.07 | 0.01 | 0.00 |
| Pewaukee (53072; 11,783) | 2,306 | 0.887 | 0.44 | 0.06 | 0.01 |
| Plymouth (53073; 9,382) | 4,373 | 0.393 | 0.20 | 0.03 | 0.00 |
| Port Washington (53074; 12,250) | 2,998 | 0.657 | 0.33 | 0.04 | 0.01 |
| Random Lake (53075; 1,627) | 10,629 | 0.074 | 0.04 | 0.01 | 0.00 |
| Richfield (53076; 10,373) | 2,669 | 0.752 | 0.37 | 0.05 | 0.01 |
| Rubicon (53078; 2,004) | 8,996 | 0.109 | 0.05 | 0.01 | 0.00 |
| Saukville (53080; 4,577) | 5,929 | 0.242 | 0.12 | 0.02 | 0.00 |
| Howards Grove (53083; 3,591) | 6,402 | 0.211 | 0.10 | 0.01 | 0.00 |
| Sheboygan (53083; 44,051) | 1,208 | 1.758 | 0.87 | 0.12 | 0.02 |
| Sheboygan Falls (53085; 8,715) | 4,268 | 0.410 | 0.20 | 0.03 | 0.00 |
| Slinger (53086; 5,113) | 5,957 | 0.240 | 0.12 | 0.02 | 0.00 |
| Stockbridge (53088; 3,208) | 7,067 | 0.176 | 0.09 | 0.01 | 0.00 |
| Sussex (53089; 12,788) | 2,612 | 0.768 | 0.38 | 0.05 | 0.01 |
| Lisbon (53089; 12,131) | 2,437 | 0.834 | 0.41 | 0.06 | 0.01 |
| Theresa (53091; 1,293) | 11,902 | 0.057 | 0.03 | 0.00 | 0.00 |
| Thiensville (53092; 2,881) | 7,429 | 0.161 | 0.08 | 0.01 | 0.00 |
| Mequon (53092; 30,813) | 665 | 2.784 | 1.38 | 0.19 | 0.03 |
| Watertown (53094; 26,954) | 1,847 | 1.142 | 0.57 | 0.08 | 0.01 |
| West Bend (53095; 33,056) | 1,349 | 1.590 | 0.79 | 0.11 | 0.02 |
| Bristol (53102; 5,454) | 5,261 | 0.297 | 0.15 | 0.02 | 0.00 |
| Big Bend (53103; 1,268) | 10,815 | 0.072 | 0.04 | 0.00 | 0.00 |
| Browns Lake (53105; 1,933) | 8,802 | 0.115 | 0.06 | 0.01 | 0.00 |
| Burlington (53105; 15,144) | 3,014 | 0.654 | 0.32 | 0.04 | 0.01 |
| Bohners Lake (53105; 1,952) | 8,980 | 0.109 | 0.05 | 0.01 | 0.00 |
| Caledonia (53108; 1,466) | 11,358 | 0.079 | 0.04 | 0.01 | 0.00 |
| Camp Lake (53109; 3,255) | 8,005 | 0.139 | 0.07 | 0.01 | 0.00 |
| Cudahy (53110; 17,204) | 2,879 | 0.688 | 0.34 | 0.05 | 0.01 |
| Darien (53114; 2,395) | 8,585 | 0.121 | 0.06 | 0.01 | 0.00 |
| Delavan Lake (53115; 2,352) | 9,114 | 0.106 | 0.05 | 0.01 | 0.00 |
| Delavan (53115; 9,489) | 4,314 | 0.402 | 0.20 | 0.03 | 0.00 |
| Dousman (53118; 3,230) | 7,682 | 0.151 | 0.08 | 0.01 | 0.00 |
| Eagle (53119; 3,117) | 6,343 | 0.214 | 0.11 | 0.01 | 0.00 |
| East Troy (53120; 4,099) | 5,821 | 0.251 | 0.12 | 0.02 | 0.00 |

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Wisconsin - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------------|----------|-----------|---------|----------|-------|
| Potter Lake (53120; 1,099) | 11,688 | 0.060 | 0.03 | 0.00 | 0.00 |
| Elkhorn (53121; 13,643) | 3,597 | 0.522 | 0.26 | 0.04 | 0.01 |
| Elm Grove (53122; 6,198) | 3,550 | 0.532 | 0.26 | 0.04 | 0.01 |
| Fontana-on-Geneva Lake (53125; 2,710) | 7,794 | 0.146 | 0.07 | 0.01 | 0.00 |
| Franksville (53126; 1,789) | 8,697 | 0.117 | 0.06 | 0.01 | 0.00 |
| Genoa City (53128; 6,172) | 5,196 | 0.303 | 0.15 | 0.02 | 0.00 |
| Greendale (53129; 12,852) | 2,809 | 0.711 | 0.35 | 0.05 | 0.01 |
| Franklin (53132; 43,014) | 676 | 2.755 | 1.37 | 0.19 | 0.03 |
| Hales Corners (53132; 7,047) | 4,459 | 0.383 | 0.19 | 0.03 | 0.00 |
| Eagle Lake (53139; 1,320) | 11,455 | 0.063 | 0.03 | 0.00 | 0.00 |
| Kenosha (53142; 104,902) | 358 | 4.377 | 2.17 | 0.30 | 0.04 |
| Lake Geneva (53147; 8,423) | 4,800 | 0.343 | 0.17 | 0.02 | 0.00 |
| Como (53147; 1,870) | 10,197 | 0.081 | 0.04 | 0.01 | 0.00 |
| Lyons (53148; 4,056) | 6,185 | 0.225 | 0.11 | 0.02 | 0.00 |
| Mukwonago (53149; 9,872) | 2,711 | 0.738 | 0.37 | 0.05 | 0.01 |
| Muskego (53150; 26,613) | 1,251 | 1.703 | 0.85 | 0.12 | 0.02 |
| New Berlin (53151; 40,249) | 696 | 2.709 | 1.35 | 0.18 | 0.03 |
| North Prairie (53153; 3,203) | 6,323 | 0.216 | 0.11 | 0.01 | 0.00 |
| Oak Creek (53154; 46,396) | 779 | 2.485 | 1.23 | 0.17 | 0.02 |
| Palmyra (53156; 1,766) | 10,272 | 0.080 | 0.04 | 0.01 | 0.00 |
| Pell Lake (53157; 2,988) | 8,497 | 0.123 | 0.06 | 0.01 | 0.00 |
| Pleasant Prairie (53158; 27,745) | 1,220 | 1.737 | 0.86 | 0.12 | 0.02 |
| Powers Lake (53159; 1,500) | 10,292 | 0.080 | 0.04 | 0.01 | 0.00 |
| Rochester (53167; 2,988) | 6,958 | 0.182 | 0.09 | 0.01 | 0.00 |
| Paddock Lake (53168; 3,578) | 6,804 | 0.190 | 0.09 | 0.01 | 0.00 |
| Salem (53168; 16,097) | 2,342 | 0.872 | 0.43 | 0.06 | 0.01 |
| Somers (53171; 11,100) | 3,476 | 0.548 | 0.27 | 0.04 | 0.01 |
| South Milwaukee (53172; 20,426) | 2,285 | 0.899 | 0.45 | 0.06 | 0.01 |
| Sturtevant (53177; 7,168) | 4,591 | 0.368 | 0.18 | 0.03 | 0.00 |
| Sullivan (53178; 2,504) | 8,414 | 0.126 | 0.06 | 0.01 | 0.00 |
| Twin Lakes (53181; 6,419) | 5,247 | 0.298 | 0.15 | 0.02 | 0.00 |
| Union Grove (53182; 5,195) | 5,685 | 0.262 | 0.13 | 0.02 | 0.00 |
| Wales (53183; 2,852) | 6,369 | 0.213 | 0.11 | 0.01 | 0.00 |
| Walworth (53184; 3,600) | 7,543 | 0.157 | 0.08 | 0.01 | 0.00 |
| Waterford (53185; 7,247) | 3,802 | 0.481 | 0.24 | 0.03 | 0.00 |
| Waterford North (53185; 4,761) | 5,021 | 0.320 | 0.16 | 0.02 | 0.00 |
| Wind Lake (53185; 5,202) | 4,695 | 0.354 | 0.18 | 0.02 | 0.00 |
| Waukesha (53187; 75,220) | 442 | 3.752 | 1.86 | 0.26 | 0.04 |
| Vernon (53188; 8,225) | 3,284 | 0.585 | 0.29 | 0.04 | 0.01 |
| Whitewater (53190; 16,835) | 3,546 | 0.533 | 0.26 | 0.04 | 0.01 |
| Williams Bay (53191; 3,409) | 7,178 | 0.171 | 0.09 | 0.01 | 0.00 |
| Silver Lake (53199; 2,900) | 7,816 | 0.146 | 0.07 | 0.01 | 0.00 |
| Milwaukee (53208; 545,946) | 48 | 17.515 | 8.70 | 1.20 | 0.17 |
| Brown Deer (53209; 11,093) | 3,393 | 0.562 | 0.28 | 0.04 | 0.01 |
| River Hills (53209; 1,631) | 5,681 | 0.262 | 0.13 | 0.02 | 0.00 |

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| Wisconsin - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Shorewood (53211; 12,185) | 3,337 | 0.573 | 0.28 | 0.04 | 0.01 |
| Glendale (53212; 11,983) | 2,984 | 0.660 | 0.33 | 0.05 | 0.01 |
| West Milwaukee (53214; 3,672) | 8,310 | 0.129 | 0.06 | 0.01 | 0.00 |
| Bayside (53217; 4,149) | 4,589 | 0.368 | 0.18 | 0.03 | 0.00 |
| Whitefish Bay (53217; 12,286) | 2,118 | 0.988 | 0.49 | 0.07 | 0.01 |
| Fox Point (53217; 6,257) | 3,700 | 0.502 | 0.25 | 0.03 | 0.00 |
| Greenfield (53220; 37,062) | 1,312 | 1.632 | 0.81 | 0.11 | 0.02 |
| Wauwatosa (53222; 40,979) | 896 | 2.225 | 1.11 | 0.15 | 0.02 |
| West Allis (53227; 54,479) | 957 | 2.137 | 1.06 | 0.15 | 0.02 |
| St. Francis (53235; 11,873) | 4,095 | 0.434 | 0.22 | 0.03 | 0.00 |
| Wind Point (53402; 1,758) | 7,595 | 0.155 | 0.08 | 0.01 | 0.00 |
| Racine (53404; 75,166) | 666 | 2.782 | 1.38 | 0.19 | 0.03 |
| Arena (53503; 1,563) | 10,311 | 0.079 | 0.04 | 0.01 | 0.00 |
| Barneveld (53507; 1,205) | 11,176 | 0.066 | 0.03 | 0.00 | 0.00 |
| Belleville (53508; 2,363) | 8,757 | 0.116 | 0.06 | 0.01 | 0.00 |
| Beloit (53511; 35,911) | 1,629 | 1.302 | 0.65 | 0.09 | 0.01 |
| Black Earth (53515; 1,232) | 11,410 | 0.063 | 0.03 | 0.00 | 0.00 |
| Brodhead (53520; 2,817) | 9,263 | 0.102 | 0.05 | 0.01 | 0.00 |
| Brooklyn (53521; 1,843) | 9,860 | 0.088 | 0.04 | 0.01 | 0.00 |
| Lake Ripley (53523; 1,603) | 10,161 | 0.082 | 0.04 | 0.01 | 0.00 |
| Cambridge (53523; 1,521) | 10,357 | 0.079 | 0.04 | 0.01 | 0.00 |
| Clinton (53525; 8,070) | 4,572 | 0.370 | 0.18 | 0.03 | 0.00 |
| Cottage Grove (53527; 8,470) | 3,391 | 0.562 | 0.28 | 0.04 | 0.01 |
| Cross Plains (53528; 4,304) | 5,925 | 0.243 | 0.12 | 0.02 | 0.00 |
| Darlington (53530; 2,186) | 10,582 | 0.075 | 0.04 | 0.01 | 0.00 |
| Deerfield (53531; 2,386) | 8,617 | 0.120 | 0.06 | 0.01 | 0.00 |
| DeForest (53532; 11,222) | 3,146 | 0.619 | 0.31 | 0.04 | 0.01 |
| Dodgeville (53533; 6,734) | 5,457 | 0.279 | 0.14 | 0.02 | 0.00 |
| Edgerton (53534; 5,317) | 5,999 | 0.237 | 0.12 | 0.02 | 0.00 |
| Evansville (53536; 6,000) | 5,649 | 0.264 | 0.13 | 0.02 | 0.00 |
| Hebron (53538; 1,406) | 10,570 | 0.075 | 0.04 | 0.01 | 0.00 |
| Fort Atkinson (53538; 12,634) | 3,456 | 0.551 | 0.27 | 0.04 | 0.01 |
| Janesville (53548; 68,301) | 558 | 3.126 | 1.55 | 0.21 | 0.03 |
| Jefferson (53549; 8,039) | 4,950 | 0.328 | 0.16 | 0.02 | 0.00 |
| Lake Mills (53551; 5,366) | 6,012 | 0.236 | 0.12 | 0.02 | 0.00 |
| Lake Wisconsin (53555; 3,493) | 6,513 | 0.205 | 0.10 | 0.01 | 0.00 |
| Lodi (53555; 3,359) | 7,165 | 0.172 | 0.09 | 0.01 | 0.00 |
| Lowell (53557; 1,590) | 10,552 | 0.076 | 0.04 | 0.01 | 0.00 |
| McFarland (53558; 10,495) | 2,989 | 0.658 | 0.33 | 0.04 | 0.01 |
| Marshall (53559; 3,922) | 6,991 | 0.180 | 0.09 | 0.01 | 0.00 |
| Mazomanie (53560; 1,639) | 10,259 | 0.080 | 0.04 | 0.01 | 0.00 |
| Middleton (53562; 16,537) | 2,433 | 0.836 | 0.42 | 0.06 | 0.01 |
| Milton (53563; 6,429) | 5,489 | 0.277 | 0.14 | 0.02 | 0.00 |
| Lake Koshkonong (53563; 1,219) | 11,200 | 0.066 | 0.03 | 0.00 | 0.00 |
| Mineral Point (53565; 2,168) | 9,648 | 0.093 | 0.05 | 0.01 | 0.00 |

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Wisconsin - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Monroe (53566; 9,839) | 4,634 | 0.362 | 0.18 | 0.02 | 0.00 |
| Monticello (53570; 1,070) | 12,800 | 0.047 | 0.02 | 0.00 | 0.00 |
| Mount Horeb (53572; 6,934) | 4,453 | 0.383 | 0.19 | 0.03 | 0.00 |
| New Glarus (53574; 1,877) | 10,063 | 0.084 | 0.04 | 0.01 | 0.00 |
| Oregon (53575; 10,844) | 3,182 | 0.611 | 0.30 | 0.04 | 0.01 |
| Orfordville (53576; 1,494) | 10,940 | 0.070 | 0.03 | 0.00 | 0.00 |
| Prairie du Sac (53578; 4,219) | 6,870 | 0.187 | 0.09 | 0.01 | 0.00 |
| Richland Center (53581; 5,494) | 7,745 | 0.148 | 0.07 | 0.01 | 0.00 |
| Sauk City (53583; 2,696) | 9,462 | 0.098 | 0.05 | 0.01 | 0.00 |
| Sharon (53585; 1,638) | 11,342 | 0.064 | 0.03 | 0.00 | 0.00 |
| Spring Green (53588; 1,566) | 10,512 | 0.076 | 0.04 | 0.01 | 0.00 |
| Stoughton (53589; 13,748) | 3,020 | 0.652 | 0.32 | 0.04 | 0.01 |
| Sun Prairie (53590; 42,380) | 932 | 2.167 | 1.08 | 0.15 | 0.02 |
| Verona (53593; 27,799) | 1,160 | 1.810 | 0.90 | 0.12 | 0.02 |
| Waterloo (53594; 3,419) | 7,263 | 0.168 | 0.08 | 0.01 | 0.00 |
| Westport (53597; 3,686) | 5,976 | 0.238 | 0.12 | 0.02 | 0.00 |
| Waunakee (53597; 13,653) | 2,512 | 0.805 | 0.40 | 0.05 | 0.01 |
| Windsor (53598; 5,267) | 4,690 | 0.355 | 0.18 | 0.02 | 0.00 |
| Maple Bluff (53704; 1,192) | 8,200 | 0.132 | 0.07 | 0.01 | 0.00 |
| Shorewood Hills (53705; 1,502) | 6,928 | 0.184 | 0.09 | 0.01 | 0.00 |
| Fitchburg (53711; 26,284) | 1,611 | 1.320 | 0.66 | 0.09 | 0.01 |
| Monona (53713; 7,245) | 4,769 | 0.347 | 0.17 | 0.02 | 0.00 |
| Madison (53726; 261,677) | 101 | 10.929 | 5.43 | 0.75 | 0.11 |
| Cuba City (53803; 2,014) | 10,439 | 0.078 | 0.04 | 0.01 | 0.00 |
| Boscobel (53805; 4,463) | 7,827 | 0.145 | 0.07 | 0.01 | 0.00 |
| Fennimore (53809; 2,266) | 10,435 | 0.078 | 0.04 | 0.01 | 0.00 |
| Hazel Green (53811; 1,245) | 12,588 | 0.049 | 0.02 | 0.00 | 0.00 |
| Lancaster (53813; 3,723) | 8,570 | 0.121 | 0.06 | 0.01 | 0.00 |
| Platteville (53818; 9,442) | 4,873 | 0.336 | 0.17 | 0.02 | 0.00 |
| Prairie du Chien (53821; 5,417) | 6,931 | 0.184 | 0.09 | 0.01 | 0.00 |
| Portage (53901; 10,906) | 4,417 | 0.389 | 0.19 | 0.03 | 0.00 |
| Baraboo (53913; 10,966) | 4,194 | 0.419 | 0.21 | 0.03 | 0.00 |
| West Baraboo (53913; 1,248) | 12,356 | 0.052 | 0.03 | 0.00 | 0.00 |
| Beaver Dam (53916; 14,569) | 3,465 | 0.549 | 0.27 | 0.04 | 0.01 |
| Columbus (53925; 6,897) | 5,311 | 0.293 | 0.15 | 0.02 | 0.00 |
| Friendship (53927; 2,563) | 8,616 | 0.120 | 0.06 | 0.01 | 0.00 |
| Fall River (53932; 1,672) | 10,448 | 0.078 | 0.04 | 0.01 | 0.00 |
| Fox Lake (53933; 3,620) | 6,806 | 0.190 | 0.09 | 0.01 | 0.00 |
| Lake Delton (53940; 10,061) | 4,736 | 0.350 | 0.17 | 0.02 | 0.00 |
| La Valle (53941; 1,101) | 12,523 | 0.050 | 0.02 | 0.00 | 0.00 |
| Markesan (53946; 1,267) | 12,651 | 0.049 | 0.02 | 0.00 | 0.00 |
| Mauston (53948; 6,608) | 6,374 | 0.213 | 0.11 | 0.01 | 0.00 |
| Montello (53949; 1,566) | 12,440 | 0.051 | 0.03 | 0.00 | 0.00 |
| New Lisbon (53950; 1,380) | 12,760 | 0.047 | 0.02 | 0.00 | 0.00 |
| Packwaukee (53953; 2,574) | 10,187 | 0.082 | 0.04 | 0.01 | 0.00 |

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| Wisconsin - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Pardeeville (53954; 2,382) | 9,558 | 0.095 | 0.05 | 0.01 | 0.00 |
| Poynette (53955; 3,491) | 7,548 | 0.156 | 0.08 | 0.01 | 0.00 |
| Randolph (53957; 1,752) | 10,985 | 0.069 | 0.03 | 0.00 | 0.00 |
| Reedsburg (53958; 10,222) | 4,340 | 0.399 | 0.20 | 0.03 | 0.00 |
| Waupun (53963; 10,084) | 4,286 | 0.408 | 0.20 | 0.03 | 0.00 |
| Wisconsin Dells (53965; 2,638) | 9,630 | 0.094 | 0.05 | 0.01 | 0.00 |
| Wyocena (53969; 1,664) | 10,600 | 0.075 | 0.04 | 0.01 | 0.00 |
| Amery (54001; 2,914) | 9,809 | 0.089 | 0.04 | 0.01 | 0.00 |
| Little Falls (54001; 1,560) | 11,974 | 0.056 | 0.03 | 0.00 | 0.00 |
| Baldwin (54002; 6,893) | 5,486 | 0.277 | 0.14 | 0.02 | 0.00 |
| Hammond (54002; 5,125) | 6,049 | 0.234 | 0.12 | 0.02 | 0.00 |
| Ellsworth (54003; 3,403) | 7,855 | 0.144 | 0.07 | 0.01 | 0.00 |
| Clayton (54004; 2,974) | 6,900 | 0.185 | 0.09 | 0.01 | 0.00 |
| Black Brook (54005; 1,555) | 10,624 | 0.075 | 0.04 | 0.01 | 0.00 |
| Trimbelle (54011; 1,844) | 9,508 | 0.097 | 0.05 | 0.01 | 0.00 |
| Glenwood City (54013; 1,405) | 12,354 | 0.052 | 0.03 | 0.00 | 0.00 |
| Trenton (54014; 4,440) | 5,316 | 0.293 | 0.15 | 0.02 | 0.00 |
| Pleasant Valley (54015; 2,891) | 7,036 | 0.177 | 0.09 | 0.01 | 0.00 |
| North Hudson (54016; 4,388) | 5,624 | 0.266 | 0.13 | 0.02 | 0.00 |
| Alden (54017; 3,094) | 7,053 | 0.177 | 0.09 | 0.01 | 0.00 |
| Richmond (54017; 1,835) | 9,592 | 0.095 | 0.05 | 0.01 | 0.00 |
| Farmington (54017; 3,985) | 6,902 | 0.185 | 0.09 | 0.01 | 0.00 |
| New Richmond (54017; 12,532) | 3,507 | 0.543 | 0.27 | 0.04 | 0.01 |
| Erin (54017; 4,318) | 5,001 | 0.322 | 0.16 | 0.02 | 0.00 |
| Osceola (54020; 3,648) | 7,947 | 0.142 | 0.07 | 0.01 | 0.00 |
| Oak Grove (54021; 1,522) | 8,960 | 0.110 | 0.05 | 0.01 | 0.00 |
| Prescott (54021; 4,169) | 6,283 | 0.218 | 0.11 | 0.01 | 0.00 |
| Troy (54022; 2,328) | 8,165 | 0.134 | 0.07 | 0.01 | 0.00 |
| Clifton (54022; 1,657) | 8,663 | 0.118 | 0.06 | 0.01 | 0.00 |
| Kinnickinnic (54022; 2,065) | 8,306 | 0.129 | 0.06 | 0.01 | 0.00 |
| River Falls (54022; 14,518) | 3,240 | 0.595 | 0.30 | 0.04 | 0.01 |
| Warren (54023; 1,320) | 9,765 | 0.090 | 0.04 | 0.01 | 0.00 |
| St. Croix Falls (54024; 2,316) | 9,739 | 0.091 | 0.05 | 0.01 | 0.00 |
| Somerset (54025; 6,622) | 4,274 | 0.409 | 0.20 | 0.03 | 0.00 |
| Star Prairie (54026; 5,351) | 5,402 | 0.285 | 0.14 | 0.02 | 0.00 |
| Wilson (54027; 3,227) | 6,797 | 0.190 | 0.09 | 0.01 | 0.00 |
| Woodville (54028; 1,813) | 10,912 | 0.070 | 0.03 | 0.00 | 0.00 |
| Hudson (54082; 19,817) | 2,090 | 1.006 | 0.50 | 0.07 | 0.01 |
| Abrams (54101; 2,295) | 8,704 | 0.117 | 0.06 | 0.01 | 0.00 |
| Black Creek (54106; 1,541) | 10,163 | 0.082 | 0.04 | 0.01 | 0.00 |
| Bonduel (54107; 1,354) | 12,197 | 0.053 | 0.03 | 0.00 | 0.00 |
| Brillion (54110; 2,811) | 8,248 | 0.131 | 0.06 | 0.01 | 0.00 |
| Combined Locks (54113; 4,265) | 6,179 | 0.226 | 0.11 | 0.02 | 0.00 |
| De Pere (54115; 31,539) | 1,355 | 1.579 | 0.78 | 0.11 | 0.02 |
| Florence (54121; 2,210) | 10,380 | 0.078 | 0.04 | 0.01 | 0.00 |

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| Wisconsin - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Green Valley (54127; 1,108) | 12,774 | 0.047 | 0.02 | 0.00 | 0.00 |
| Hilbert (54129; 1,076) | 12,874 | 0.046 | 0.02 | 0.00 | 0.00 |
| Wrightstown (54130; 2,883) | 7,524 | 0.157 | 0.08 | 0.01 | 0.00 |
| Freedom (54131; 5,241) | 5,207 | 0.302 | 0.15 | 0.02 | 0.00 |
| Legend Lake (54135; 1,533) | 11,763 | 0.059 | 0.03 | 0.00 | 0.00 |
| Kimberly (54136; 6,626) | 5,165 | 0.306 | 0.15 | 0.02 | 0.00 |
| Stiles (54139; 1,963) | 9,974 | 0.086 | 0.04 | 0.01 | 0.00 |
| Little Chute (54140; 11,792) | 3,299 | 0.581 | 0.29 | 0.04 | 0.01 |
| Little Suamico (54141; 4,675) | 5,450 | 0.280 | 0.14 | 0.02 | 0.00 |
| Marinette (54143; 10,317) | 4,967 | 0.326 | 0.16 | 0.02 | 0.00 |
| Niagara (54151; 1,597) | 12,167 | 0.054 | 0.03 | 0.00 | 0.00 |
| Oconto (54153; 4,635) | 7,458 | 0.160 | 0.08 | 0.01 | 0.00 |
| Pensaukee (54153; 1,633) | 10,408 | 0.078 | 0.04 | 0.01 | 0.00 |
| Oconto Falls (54154; 2,720) | 9,598 | 0.094 | 0.05 | 0.01 | 0.00 |
| Oneida (54155; 5,012) | 5,753 | 0.256 | 0.13 | 0.02 | 0.00 |
| Peshtigo (54157; 3,941) | 6,619 | 0.199 | 0.10 | 0.01 | 0.00 |
| Porterfield (54159; 2,138) | 9,367 | 0.100 | 0.05 | 0.01 | 0.00 |
| Pound (54161; 1,405) | 12,135 | 0.054 | 0.03 | 0.00 | 0.00 |
| Pulaski (54162; 5,278) | 6,171 | 0.226 | 0.11 | 0.02 | 0.00 |
| Angelica (54162; 1,682) | 10,213 | 0.081 | 0.04 | 0.01 | 0.00 |
| Seymour (54165; 3,350) | 7,771 | 0.147 | 0.07 | 0.01 | 0.00 |
| Shawano (54166; 8,600) | 5,569 | 0.270 | 0.13 | 0.02 | 0.00 |
| Sherwood (54169; 6,160) | 4,386 | 0.392 | 0.19 | 0.03 | 0.00 |
| Wausaukee (54177; 1,394) | 12,566 | 0.049 | 0.02 | 0.00 | 0.00 |
| Kaukauna (54180; 19,995) | 2,331 | 0.876 | 0.44 | 0.06 | 0.01 |
| Algoma (54201; 5,344) | 4,462 | 0.382 | 0.19 | 0.03 | 0.00 |
| Brussels (54204; 1,652) | 10,957 | 0.069 | 0.03 | 0.00 | 0.00 |
| Casco (54205; 1,283) | 11,723 | 0.059 | 0.03 | 0.00 | 0.00 |
| Denmark (54208; 2,062) | 10,286 | 0.080 | 0.04 | 0.01 | 0.00 |
| Egg Harbor (54209; 2,323) | 9,375 | 0.100 | 0.05 | 0.01 | 0.00 |
| Forestville (54213; 1,585) | 10,663 | 0.074 | 0.04 | 0.01 | 0.00 |
| Kewaunee (54216; 3,049) | 8,940 | 0.111 | 0.05 | 0.01 | 0.00 |
| Luxemburg (54217; 2,907) | 8,255 | 0.130 | 0.06 | 0.01 | 0.00 |
| Manitowoc (54220; 33,501) | 1,662 | 1.275 | 0.63 | 0.09 | 0.01 |
| Mishicot (54228; 1,349) | 11,811 | 0.058 | 0.03 | 0.00 | 0.00 |
| Cato (54230; 1,473) | 10,386 | 0.078 | 0.04 | 0.01 | 0.00 |
| Sevastopol (54235; 2,551) | 8,613 | 0.120 | 0.06 | 0.01 | 0.00 |
| Sturgeon Bay (54235; 8,851) | 5,432 | 0.281 | 0.14 | 0.02 | 0.00 |
| Two Rivers (54241; 10,828) | 4,136 | 0.428 | 0.21 | 0.03 | 0.00 |
| Scott (54301; 1,804) | 9,663 | 0.093 | 0.05 | 0.01 | 0.00 |
| Allouez (54301; 13,900) | 2,592 | 0.773 | 0.38 | 0.05 | 0.01 |
| Ashwaubenon (54304; 15,417) | 2,692 | 0.742 | 0.37 | 0.05 | 0.01 |
| Bellevue (54311; 25,867) | 1,539 | 1.383 | 0.69 | 0.09 | 0.01 |
| Bellevue Town (54311; 11,828) | 3,089 | 0.632 | 0.31 | 0.04 | 0.01 |
| Suamico (54313; 15,030) | 2,142 | 0.976 | 0.48 | 0.07 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Wisconsin - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Howard (54313; 24,877) | 1,649 | 1.288 | 0.64 | 0.09 | 0.01 |
| Hobart (54313; 7,980) | 3,473 | 0.549 | 0.27 | 0.04 | 0.01 |
| Green Bay (54324; 97,504) | 439 | 3.769 | 1.87 | 0.26 | 0.04 |
| Rib Mountain (54401; 7,556) | 3,917 | 0.461 | 0.23 | 0.03 | 0.00 |
| Wausau (54402; 33,613) | 1,715 | 1.233 | 0.61 | 0.08 | 0.01 |
| Abbotsford (54405; 1,819) | 11,138 | 0.067 | 0.03 | 0.00 | 0.00 |
| Amherst (54406; 1,378) | 10,981 | 0.069 | 0.03 | 0.00 | 0.00 |
| Antigo (54409; 7,734) | 6,147 | 0.228 | 0.11 | 0.02 | 0.00 |
| Colby (54421; 1,841) | 11,436 | 0.063 | 0.03 | 0.00 | 0.00 |
| Edgar (54426; 1,188) | 12,675 | 0.048 | 0.02 | 0.00 | 0.00 |
| Aurora (54433; 971) | 12,705 | 0.048 | 0.02 | 0.00 | 0.00 |
| Summit (54435; 4,999) | 4,671 | 0.358 | 0.18 | 0.02 | 0.00 |
| Bevent (54440; 1,471) | 11,171 | 0.066 | 0.03 | 0.00 | 0.00 |
| Carson (54443; 1,315) | 11,093 | 0.068 | 0.03 | 0.00 | 0.00 |
| Marathon (54448; 1,068) | 12,113 | 0.055 | 0.03 | 0.00 | 0.00 |
| Marathon City (54448; 1,297) | 11,900 | 0.057 | 0.03 | 0.00 | 0.00 |
| McMillan (54449; 1,553) | 9,702 | 0.092 | 0.05 | 0.01 | 0.00 |
| Little Black (54451; 1,139) | 12,408 | 0.051 | 0.03 | 0.00 | 0.00 |
| Medford (54451; 3,867) | 8,098 | 0.136 | 0.07 | 0.01 | 0.00 |
| Merrill (54452; 10,183) | 4,878 | 0.336 | 0.17 | 0.02 | 0.00 |
| Mosinee (54455; 3,839) | 7,060 | 0.176 | 0.09 | 0.01 | 0.00 |
| Knowlton (54455; 1,563) | 9,890 | 0.087 | 0.04 | 0.01 | 0.00 |
| Kronenwetter (54455; 8,387) | 3,890 | 0.465 | 0.23 | 0.03 | 0.00 |
| Neillsville (54456; 2,614) | 10,418 | 0.078 | 0.04 | 0.01 | 0.00 |
| Rome (54457; 3,291) | 7,860 | 0.144 | 0.07 | 0.01 | 0.00 |
| Nekoosa (54457; 2,610) | 9,265 | 0.102 | 0.05 | 0.01 | 0.00 |
| Buena Vista (54467; 1,793) | 10,831 | 0.071 | 0.04 | 0.00 | 0.00 |
| Plover (54467; 13,286) | 2,912 | 0.678 | 0.34 | 0.05 | 0.01 |
| Port Edwards (54469; 1,499) | 10,723 | 0.073 | 0.04 | 0.00 | 0.00 |
| Ringle (54471; 2,138) | 8,499 | 0.123 | 0.06 | 0.01 | 0.00 |
| Marshfield (54472; 18,200) | 2,922 | 0.675 | 0.34 | 0.05 | 0.01 |
| Weston (54474; 14,913) | 2,892 | 0.684 | 0.34 | 0.05 | 0.01 |
| Rothschild (54474; 5,233) | 5,666 | 0.263 | 0.13 | 0.02 | 0.00 |
| Rudolph (54475; 978) | 12,545 | 0.050 | 0.02 | 0.00 | 0.00 |
| Schofield (54476; 2,410) | 9,709 | 0.092 | 0.05 | 0.01 | 0.00 |
| Spencer (54479; 1,627) | 11,212 | 0.066 | 0.03 | 0.00 | 0.00 |
| Stevens Point (54481; 23,490) | 2,585 | 0.776 | 0.39 | 0.05 | 0.01 |
| Whiting (54481; 1,597) | 11,102 | 0.067 | 0.03 | 0.00 | 0.00 |
| Linwood (54481; 1,080) | 11,643 | 0.060 | 0.03 | 0.00 | 0.00 |
| Hull (54481; 5,493) | 5,291 | 0.295 | 0.15 | 0.02 | 0.00 |
| Stockton (54481; 2,738) | 8,020 | 0.139 | 0.07 | 0.01 | 0.00 |
| Stratford (54484; 1,535) | 11,264 | 0.065 | 0.03 | 0.00 | 0.00 |
| Tomahawk (54487; 4,003) | 8,111 | 0.135 | 0.07 | 0.01 | 0.00 |
| Lake Wazeecha (54494; 2,659) | 7,878 | 0.144 | 0.07 | 0.01 | 0.00 |
| Wisconsin Rapids (54494; 16,186) | 3,385 | 0.563 | 0.28 | 0.04 | 0.01 |

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Wisconsin - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Grand Rapids (54494; 7,165) | 4,005 | 0.446 | 0.22 | 0.03 | 0.00 |
| Pelican (54501; 2,960) | 9,097 | 0.106 | 0.05 | 0.01 | 0.00 |
| Sugar Camp (54501; 2,035) | 10,578 | 0.075 | 0.04 | 0.01 | 0.00 |
| Rhineland (54501; 7,800) | 6,114 | 0.230 | 0.11 | 0.02 | 0.00 |
| Conover (54519; 1,468) | 12,849 | 0.046 | 0.02 | 0.00 | 0.00 |
| Eagle River (54521; 2,074) | 12,620 | 0.049 | 0.02 | 0.00 | 0.00 |
| Washington (54521; 1,903) | 10,965 | 0.069 | 0.03 | 0.00 | 0.00 |
| Hazelhurst (54531; 1,272) | 11,850 | 0.058 | 0.03 | 0.00 | 0.00 |
| Lac du Flambeau (54538; 3,625) | 8,977 | 0.110 | 0.05 | 0.01 | 0.00 |
| Lake Tomahawk (54539; 1,237) | 12,805 | 0.047 | 0.02 | 0.00 | 0.00 |
| Mercer (54547; 1,585) | 12,535 | 0.050 | 0.02 | 0.00 | 0.00 |
| Minocqua (54548; 5,035) | 6,569 | 0.202 | 0.10 | 0.01 | 0.00 |
| Lake (54552; 1,222) | 12,662 | 0.048 | 0.02 | 0.00 | 0.00 |
| Sherman (54552; 1,520) | 10,323 | 0.079 | 0.04 | 0.01 | 0.00 |
| Park Falls (54552; 1,932) | 11,260 | 0.065 | 0.03 | 0.00 | 0.00 |
| Phelps (54554; 1,789) | 11,969 | 0.056 | 0.03 | 0.00 | 0.00 |
| Worcester (54555; 1,630) | 11,438 | 0.063 | 0.03 | 0.00 | 0.00 |
| Three Lakes (54562; 2,340) | 10,514 | 0.076 | 0.04 | 0.01 | 0.00 |
| Wabeno (54566; 1,289) | 12,657 | 0.048 | 0.02 | 0.00 | 0.00 |
| Woodruff (54568; 1,950) | 11,023 | 0.069 | 0.03 | 0.00 | 0.00 |
| Arbor Vitae (54568; 3,847) | 7,993 | 0.140 | 0.07 | 0.01 | 0.00 |
| French Island (54601; 4,410) | 6,674 | 0.196 | 0.10 | 0.01 | 0.00 |
| Campbell (54601; 4,682) | 6,451 | 0.209 | 0.10 | 0.01 | 0.00 |
| Shelby (54601; 4,430) | 5,395 | 0.286 | 0.14 | 0.02 | 0.00 |
| La Crosse (54602; 47,422) | 1,460 | 1.469 | 0.73 | 0.10 | 0.01 |
| Arcadia (54612; 2,135) | 11,124 | 0.067 | 0.03 | 0.00 | 0.00 |
| Bangor (54614; 1,351) | 11,933 | 0.057 | 0.03 | 0.00 | 0.00 |
| Black River Falls (54615; 3,405) | 8,830 | 0.114 | 0.06 | 0.01 | 0.00 |
| Ettrick (54627; 1,502) | 11,485 | 0.062 | 0.03 | 0.00 | 0.00 |
| Galesville (54630; 1,422) | 12,529 | 0.050 | 0.02 | 0.00 | 0.00 |
| Holmen (54636; 10,545) | 4,029 | 0.441 | 0.22 | 0.03 | 0.00 |
| Necedah (54646; 2,541) | 9,940 | 0.087 | 0.04 | 0.01 | 0.00 |
| Brice Prairie (54650; 1,804) | 9,840 | 0.089 | 0.04 | 0.01 | 0.00 |
| Onalaska (54650; 18,240) | 2,350 | 0.868 | 0.43 | 0.06 | 0.01 |
| Rockland (54653; 2,746) | 6,799 | 0.190 | 0.09 | 0.01 | 0.00 |
| Seneca (54654; 1,202) | 11,278 | 0.065 | 0.03 | 0.00 | 0.00 |
| Sparta (54656; 9,249) | 5,146 | 0.308 | 0.15 | 0.02 | 0.00 |
| Tomah (54660; 9,222) | 5,301 | 0.294 | 0.15 | 0.02 | 0.00 |
| Trempealeau (54661; 1,758) | 10,339 | 0.079 | 0.04 | 0.01 | 0.00 |
| Viroqua (54665; 4,527) | 8,269 | 0.130 | 0.06 | 0.01 | 0.00 |
| Westby (54667; 2,485) | 10,276 | 0.080 | 0.04 | 0.01 | 0.00 |
| West Salem (54669; 5,516) | 5,971 | 0.239 | 0.12 | 0.02 | 0.00 |
| Eau Claire (54701; 65,241) | 824 | 2.365 | 1.17 | 0.16 | 0.02 |
| Altoona (54720; 5,831) | 6,032 | 0.235 | 0.12 | 0.02 | 0.00 |
| Bloomer (54724; 3,216) | 8,473 | 0.124 | 0.06 | 0.01 | 0.00 |

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| Wisconsin - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Crescent (54727; 2,104) | 9,261 | 0.102 | 0.05 | 0.01 | 0.00 |
| Chetek (54728; 2,052) | 11,360 | 0.064 | 0.03 | 0.00 | 0.00 |
| Hallie (54729; 4,703) | 6,287 | 0.218 | 0.11 | 0.01 | 0.00 |
| Lake Wissota (54729; 2,458) | 8,618 | 0.120 | 0.06 | 0.01 | 0.00 |
| Tilden (54729; 1,553) | 10,796 | 0.072 | 0.04 | 0.00 | 0.00 |
| Eagle Point (54729; 3,648) | 6,662 | 0.197 | 0.10 | 0.01 | 0.00 |
| Lafayette (54729; 2,886) | 6,997 | 0.180 | 0.09 | 0.01 | 0.00 |
| Tainter Lake (54730; 2,089) | 8,859 | 0.113 | 0.06 | 0.01 | 0.00 |
| Durand (54736; 1,786) | 12,194 | 0.053 | 0.03 | 0.00 | 0.00 |
| Elk Mound (54739; 8,573) | 4,226 | 0.415 | 0.21 | 0.03 | 0.00 |
| Fall Creek (54742; 1,192) | 12,722 | 0.048 | 0.02 | 0.00 | 0.00 |
| Menomonie (54751; 15,983) | 3,729 | 0.495 | 0.25 | 0.03 | 0.00 |
| Osseo (54758; 1,603) | 12,062 | 0.055 | 0.03 | 0.00 | 0.00 |
| Mondovi (54764; 2,614) | 10,236 | 0.081 | 0.04 | 0.01 | 0.00 |
| Spring Valley (54767; 1,484) | 11,903 | 0.057 | 0.03 | 0.00 | 0.00 |
| Martell (54767; 1,377) | 10,603 | 0.075 | 0.04 | 0.01 | 0.00 |
| Stanley (54768; 2,348) | 9,443 | 0.098 | 0.05 | 0.01 | 0.00 |
| Thorp (54771; 1,636) | 12,758 | 0.047 | 0.02 | 0.00 | 0.00 |
| Whitehall (54773; 1,561) | 12,265 | 0.053 | 0.03 | 0.00 | 0.00 |
| Chippewa Falls (54774; 12,120) | 4,363 | 0.395 | 0.20 | 0.03 | 0.00 |
| Spooner (54801; 2,872) | 10,315 | 0.079 | 0.04 | 0.01 | 0.00 |
| Ashland (54806; 7,697) | 6,000 | 0.237 | 0.12 | 0.02 | 0.00 |
| Balsam Lake (54810; 1,588) | 10,743 | 0.073 | 0.04 | 0.00 | 0.00 |
| Barron (54812; 3,007) | 9,376 | 0.100 | 0.05 | 0.01 | 0.00 |
| Cameron (54822; 1,887) | 11,339 | 0.064 | 0.03 | 0.00 | 0.00 |
| Cumberland (54829; 2,199) | 10,829 | 0.072 | 0.04 | 0.00 | 0.00 |
| Grantsburg (54840; 1,584) | 12,130 | 0.054 | 0.03 | 0.00 | 0.00 |
| Hawthorne (54842; 1,344) | 11,651 | 0.060 | 0.03 | 0.00 | 0.00 |
| Hayward (54843; 3,479) | 8,349 | 0.128 | 0.06 | 0.01 | 0.00 |
| Ladysmith (54848; 3,554) | 9,361 | 0.100 | 0.05 | 0.01 | 0.00 |
| Lake Nebagamon (54849; 1,262) | 11,597 | 0.061 | 0.03 | 0.00 | 0.00 |
| Milltown (54858; 1,320) | 11,523 | 0.062 | 0.03 | 0.00 | 0.00 |
| Rice Lake (54868; 8,455) | 5,494 | 0.276 | 0.14 | 0.02 | 0.00 |
| Shell Lake (54871; 1,531) | 12,459 | 0.050 | 0.03 | 0.00 | 0.00 |
| Superior (54880; 25,752) | 2,472 | 0.819 | 0.41 | 0.06 | 0.01 |
| Washburn (54891; 2,354) | 10,423 | 0.078 | 0.04 | 0.01 | 0.00 |
| Oshkosh (54902; 65,440) | 795 | 2.453 | 1.22 | 0.17 | 0.02 |
| Grand Chute (54913; 25,876) | 1,623 | 1.308 | 0.65 | 0.09 | 0.01 |
| Appleton (54919; 70,928) | 517 | 3.340 | 1.66 | 0.23 | 0.03 |
| Berlin (54923; 5,140) | 6,831 | 0.189 | 0.09 | 0.01 | 0.00 |
| Clintonville (54929; 3,824) | 8,291 | 0.129 | 0.06 | 0.01 | 0.00 |
| Dale (54931; 3,536) | 6,388 | 0.212 | 0.11 | 0.01 | 0.00 |
| Eldorado (54932; 1,586) | 9,952 | 0.086 | 0.04 | 0.01 | 0.00 |
| Eureka (54934; 1,800) | 10,176 | 0.082 | 0.04 | 0.01 | 0.00 |
| Taycheedah (54935; 4,526) | 5,609 | 0.267 | 0.13 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Wisconsin - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|---------------|--------------|--------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| North Fond du Lac (54937; 5,862) | 5,722 | 0.259 | 0.13 | 0.02 | 0.00 |
| Fond du Lac (54937; 43,047) | 1,203 | 1.762 | 0.88 | 0.12 | 0.02 |
| Green Lake (54941; 1,294) | 12,082 | 0.055 | 0.03 | 0.00 | 0.00 |
| Greenville (54942; 12,826) | 2,564 | 0.784 | 0.39 | 0.05 | 0.01 |
| Hortonville (54944; 3,365) | 7,139 | 0.173 | 0.09 | 0.01 | 0.00 |
| Medina (54944; 1,594) | 9,209 | 0.104 | 0.05 | 0.01 | 0.00 |
| Winchester (54947; 1,676) | 9,808 | 0.089 | 0.04 | 0.01 | 0.00 |
| Manawa (54949; 1,502) | 12,366 | 0.052 | 0.03 | 0.00 | 0.00 |
| Marion (54950; 2,065) | 10,473 | 0.077 | 0.04 | 0.01 | 0.00 |
| Menasha (54952; 16,461) | 3,011 | 0.655 | 0.33 | 0.04 | 0.01 |
| Neenah (54957; 24,705) | 1,872 | 1.126 | 0.56 | 0.08 | 0.01 |
| Royalton (54961; 1,365) | 11,181 | 0.066 | 0.03 | 0.00 | 0.00 |
| New London (54961; 6,836) | 5,770 | 0.255 | 0.13 | 0.02 | 0.00 |
| Omro (54963; 3,481) | 7,539 | 0.157 | 0.08 | 0.01 | 0.00 |
| Pine River (54965; 2,129) | 9,314 | 0.101 | 0.05 | 0.01 | 0.00 |
| Princeton (54968; 1,615) | 11,654 | 0.060 | 0.03 | 0.00 | 0.00 |
| Redgranite (54970; 2,086) | 12,019 | 0.056 | 0.03 | 0.00 | 0.00 |
| Ripon (54971; 8,852) | 4,936 | 0.330 | 0.16 | 0.02 | 0.00 |
| Scandinavia (54977; 996) | 12,455 | 0.050 | 0.03 | 0.00 | 0.00 |
| Waupaca (54981; 6,341) | 6,676 | 0.196 | 0.10 | 0.01 | 0.00 |
| Chain O' Lakes-King (54981; 2,215) | 9,454 | 0.098 | 0.05 | 0.01 | 0.00 |
| Wautoma (54982; 2,698) | 10,007 | 0.085 | 0.04 | 0.01 | 0.00 |
| Weyauwega (54983; 1,792) | 11,525 | 0.062 | 0.03 | 0.00 | 0.00 |
| Winneconne (54986; 2,578) | 8,779 | 0.115 | 0.06 | 0.01 | 0.00 |
| Total 4,421,983 | | 201.26 | 100.0 | 13.73 | 1.95 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

5 MID-ATLANTIC

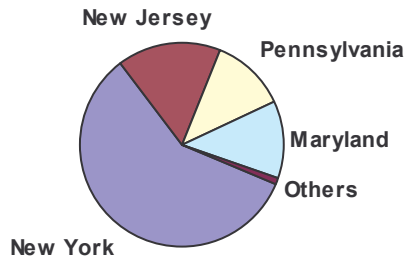
5.1 EXECUTIVE SUMMARY

The Latent Demand for Graphic Design Services in the Mid-Atlantic: 2007

| State | Latent Demand US \$ mln | % of Mid-Atlantic |
|----------------------|--------------------------------|--------------------------|
| New York | 1,039.76 | 57.63% |
| New Jersey | 303.47 | 16.82% |
| Pennsylvania | 214.29 | 11.88% |
| Maryland | 213.62 | 11.84% |
| District of Columbia | 17.94 | 0.99% |
| Delaware | 15.24 | 0.84% |
| Total | 1,804.33 | 100.0 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

The Latent Demand for Graphic Design Services in the Mid-Atlantic: 2007



The Mid-Atlantic - Executive Summary for Graphic Design Services: in 2002 - 2012

| Year | US \$ mln | % of US |
|-------------|------------------|----------------|
| 2002 | 1,785.41 | 17.42 |
| 2003 | 1,773.82 | 17.44 |
| 2004 | 1,762.32 | 17.46 |
| 2005 | 1,750.92 | 17.48 |
| 2006 | 1,749.07 | 17.49 |
| 2007 | 1,804.33 | 17.48 |
| 2008 | 1,871.17 | 17.46 |
| 2009 | 1,940.51 | 17.44 |
| 2010 | 2,012.44 | 17.42 |
| 2011 | 2,087.06 | 17.40 |
| 2012 | 2,164.47 | 17.38 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

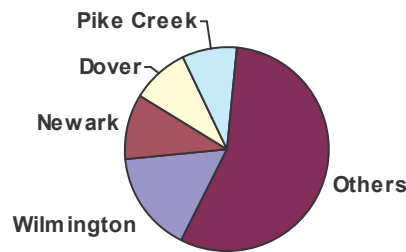
5.2 LATENT DEMAND BY YEAR - DELAWARE

The Latent Demand for Graphic Design Services in Delaware: 2002 - 2012

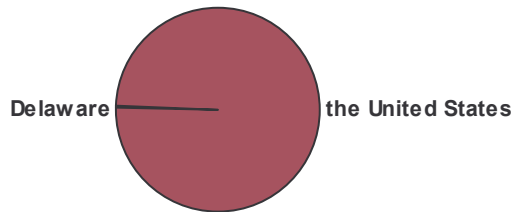
| Year | Delaware | % of Region | % of USA |
|------|----------|-------------|----------|
| 2002 | 15.24 | 0.85% | 0.15% |
| 2003 | 15.09 | 0.85% | 0.15% |
| 2004 | 14.94 | 0.85% | 0.15% |
| 2005 | 14.79 | 0.84% | 0.15% |
| 2006 | 14.74 | 0.84% | 0.15% |
| 2007 | 15.24 | 0.84% | 0.15% |
| 2008 | 15.86 | 0.85% | 0.15% |
| 2009 | 16.50 | 0.85% | 0.15% |
| 2010 | 17.17 | 0.85% | 0.15% |
| 2011 | 17.87 | 0.86% | 0.15% |
| 2012 | 18.59 | 0.86% | 0.15% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Delaware - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Delaware: 2007



5.3 CITIES SORTED BY RANK - DELAWARE

Delaware - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|---------------|--------------|-------------|-------------|
| Wilmington (73,222) | 855 | 2.288 | 15.01 | 0.13 | 0.02 |
| Newark (34,031) | 1,451 | 1.477 | 9.69 | 0.08 | 0.01 |
| Dover (38,474) | 1,605 | 1.324 | 8.69 | 0.07 | 0.01 |
| Pike Creek (19,751) | 1,684 | 1.259 | 8.26 | 0.07 | 0.01 |
| Hockessin (12,902) | 1,813 | 1.158 | 7.60 | 0.06 | 0.01 |
| Bear (17,593) | 2,438 | 0.834 | 5.47 | 0.05 | 0.01 |
| North Star (8,277) | 2,481 | 0.815 | 5.35 | 0.05 | 0.01 |
| Glasgow (12,840) | 2,831 | 0.705 | 4.63 | 0.04 | 0.01 |
| Brookside (14,806) | 2,982 | 0.660 | 4.33 | 0.04 | 0.01 |
| Middletown (14,421) | 3,537 | 0.535 | 3.51 | 0.03 | 0.01 |
| Smyrna (11,735) | 4,499 | 0.378 | 2.48 | 0.02 | 0.00 |
| Claymont (9,220) | 4,889 | 0.335 | 2.20 | 0.02 | 0.00 |
| Wilmington Manor (8,262) | 5,035 | 0.319 | 2.10 | 0.02 | 0.00 |
| Milford (8,276) | 5,962 | 0.240 | 1.57 | 0.01 | 0.00 |
| New Castle (4,768) | 6,222 | 0.223 | 1.46 | 0.01 | 0.00 |
| Edgemoor (5,992) | 6,372 | 0.213 | 1.40 | 0.01 | 0.00 |
| Seaford (7,716) | 6,699 | 0.195 | 1.28 | 0.01 | 0.00 |
| Highland Acres (3,379) | 6,706 | 0.195 | 1.28 | 0.01 | 0.00 |
| Elsmere (5,502) | 6,741 | 0.193 | 1.27 | 0.01 | 0.00 |
| Greenville (2,332) | 7,470 | 0.159 | 1.04 | 0.01 | 0.00 |
| Lewes (3,631) | 7,516 | 0.157 | 1.03 | 0.01 | 0.00 |
| Georgetown (5,536) | 7,527 | 0.157 | 1.03 | 0.01 | 0.00 |
| Camden (2,553) | 9,066 | 0.107 | 0.70 | 0.01 | 0.00 |
| Laurel (4,194) | 9,124 | 0.106 | 0.69 | 0.01 | 0.00 |
| Dover Base Housing (3,394) | 9,205 | 0.104 | 0.68 | 0.01 | 0.00 |
| Riverview (1,583) | 9,751 | 0.090 | 0.59 | 0.01 | 0.00 |
| Harrington (3,198) | 9,863 | 0.088 | 0.58 | 0.00 | 0.00 |
| Rising Sun-Lebanon (2,458) | 10,186 | 0.082 | 0.54 | 0.00 | 0.00 |
| Rehoboth Beach (1,702) | 10,428 | 0.078 | 0.51 | 0.00 | 0.00 |
| Millsboro (2,880) | 10,907 | 0.070 | 0.46 | 0.00 | 0.00 |
| Delaware City (1,673) | 11,269 | 0.065 | 0.43 | 0.00 | 0.00 |
| Selbyville (1,984) | 11,350 | 0.064 | 0.42 | 0.00 | 0.00 |
| Kent Acres (1,637) | 11,426 | 0.063 | 0.41 | 0.00 | 0.00 |
| Milton (2,188) | 11,427 | 0.063 | 0.41 | 0.00 | 0.00 |
| Woodside East (2,174) | 11,451 | 0.063 | 0.41 | 0.00 | 0.00 |
| Clayton (1,559) | 11,635 | 0.060 | 0.40 | 0.00 | 0.00 |
| Bellefonte (1,373) | 11,645 | 0.060 | 0.39 | 0.00 | 0.00 |
| Rodney Village (1,602) | 11,787 | 0.058 | 0.38 | 0.00 | 0.00 |
| Ocean View (1,343) | 11,922 | 0.057 | 0.37 | 0.00 | 0.00 |
| Long Neck (1,629) | 12,474 | 0.050 | 0.33 | 0.00 | 0.00 |
| Wyoming (1,160) | 12,499 | 0.050 | 0.33 | 0.00 | 0.00 |
| Bridgeville (1,998) | 12,771 | 0.047 | 0.31 | 0.00 | 0.00 |
| Total 364,948 | | 15.243 | 100.0 | 0.84 | 0.15 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

5.4 CITIES SORTED BY ZIPCODE - DELAWARE

| Delaware - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|---------------|--------------|-------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Bear (19701; 17,593) | 2,438 | 0.834 | 5.47 | 0.05 | 0.01 |
| Glasgow (19702; 12,840) | 2,831 | 0.705 | 4.63 | 0.04 | 0.01 |
| Claymont (19703; 9,220) | 4,889 | 0.335 | 2.20 | 0.02 | 0.00 |
| Delaware City (19706; 1,673) | 11,269 | 0.065 | 0.43 | 0.00 | 0.00 |
| Hockessin (19707; 12,902) | 1,813 | 1.158 | 7.60 | 0.06 | 0.01 |
| Middletown (19709; 14,421) | 3,537 | 0.535 | 3.51 | 0.03 | 0.01 |
| North Star (19711; 8,277) | 2,481 | 0.815 | 5.35 | 0.05 | 0.01 |
| Brookside (19713; 14,806) | 2,982 | 0.660 | 4.33 | 0.04 | 0.01 |
| Newark (19716; 34,031) | 1,451 | 1.477 | 9.69 | 0.08 | 0.01 |
| Wilmington Manor (19720; 8,262) | 5,035 | 0.319 | 2.10 | 0.02 | 0.00 |
| New Castle (19721; 4,768) | 6,222 | 0.223 | 1.46 | 0.01 | 0.00 |
| Elsmere (19805; 5,502) | 6,741 | 0.193 | 1.27 | 0.01 | 0.00 |
| Greenville (19807; 2,332) | 7,470 | 0.159 | 1.04 | 0.01 | 0.00 |
| Pike Creek (19808; 19,751) | 1,684 | 1.259 | 8.26 | 0.07 | 0.01 |
| Bellefonte (19809; 1,373) | 11,645 | 0.060 | 0.39 | 0.00 | 0.00 |
| Edgemoor (19810; 5,992) | 6,372 | 0.213 | 1.40 | 0.01 | 0.00 |
| Wilmington (19894; 73,222) | 855 | 2.288 | 15.01 | 0.13 | 0.02 |
| Dover Base Housing (19901; 3,394) | 9,205 | 0.104 | 0.68 | 0.01 | 0.00 |
| Rising Sun-Lebanon (19901; 2,458) | 10,186 | 0.082 | 0.54 | 0.00 | 0.00 |
| Highland Acres (19901; 3,379) | 6,706 | 0.195 | 1.28 | 0.01 | 0.00 |
| Kent Acres (19901; 1,637) | 11,426 | 0.063 | 0.41 | 0.00 | 0.00 |
| Rodney Village (19904; 1,602) | 11,787 | 0.058 | 0.38 | 0.00 | 0.00 |
| Dover (19906; 38,474) | 1,605 | 1.324 | 8.69 | 0.07 | 0.01 |
| Bridgeville (19933; 1,998) | 12,771 | 0.047 | 0.31 | 0.00 | 0.00 |
| Camden (19934; 2,553) | 9,066 | 0.107 | 0.70 | 0.01 | 0.00 |
| Wyoming (19934; 1,160) | 12,499 | 0.050 | 0.33 | 0.00 | 0.00 |
| Clayton (19938; 1,559) | 11,635 | 0.060 | 0.40 | 0.00 | 0.00 |
| Riverview (19943; 1,583) | 9,751 | 0.090 | 0.59 | 0.01 | 0.00 |
| Selbyville (19944; 1,984) | 11,350 | 0.064 | 0.42 | 0.00 | 0.00 |
| Georgetown (19947; 5,536) | 7,527 | 0.157 | 1.03 | 0.01 | 0.00 |
| Harrington (19952; 3,198) | 9,863 | 0.088 | 0.58 | 0.00 | 0.00 |
| Laurel (19956; 4,194) | 9,124 | 0.106 | 0.69 | 0.01 | 0.00 |
| Lewes (19958; 3,631) | 7,516 | 0.157 | 1.03 | 0.01 | 0.00 |
| Woodside East (19962; 2,174) | 11,451 | 0.063 | 0.41 | 0.00 | 0.00 |
| Milford (19963; 8,276) | 5,962 | 0.240 | 1.57 | 0.01 | 0.00 |
| Millsboro (19966; 2,880) | 10,907 | 0.070 | 0.46 | 0.00 | 0.00 |
| Long Neck (19966; 1,629) | 12,474 | 0.050 | 0.33 | 0.00 | 0.00 |
| Milton (19968; 2,188) | 11,427 | 0.063 | 0.41 | 0.00 | 0.00 |
| Ocean View (19970; 1,343) | 11,922 | 0.057 | 0.37 | 0.00 | 0.00 |
| Rehoboth Beach (19971; 1,702) | 10,428 | 0.078 | 0.51 | 0.00 | 0.00 |
| Seaford (19973; 7,716) | 6,699 | 0.195 | 1.28 | 0.01 | 0.00 |
| Smyrna (19977; 11,735) | 4,499 | 0.378 | 2.48 | 0.02 | 0.00 |
| Total 364,948 | | 15.243 | 100.0 | 0.84 | 0.15 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

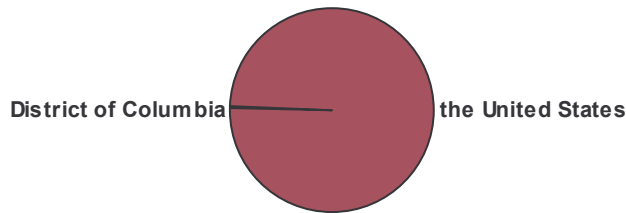
5.5 LATENT DEMAND BY YEAR - DISTRICT OF COLUMBIA

The Latent Demand for Graphic Design Services in District of Columbia: 2002 - 2012

| Year | District of Columbia | % of Region | % of USA |
|------|----------------------|-------------|----------|
| 2002 | 18.26 | 1.02% | 0.18% |
| 2003 | 17.97 | 1.01% | 0.18% |
| 2004 | 17.69 | 1.00% | 0.18% |
| 2005 | 17.41 | 0.99% | 0.17% |
| 2006 | 17.27 | 0.99% | 0.17% |
| 2007 | 17.94 | 0.99% | 0.17% |
| 2008 | 18.78 | 1.00% | 0.18% |
| 2009 | 19.65 | 1.01% | 0.18% |
| 2010 | 20.56 | 1.02% | 0.18% |
| 2011 | 21.52 | 1.03% | 0.18% |
| 2012 | 22.52 | 1.04% | 0.18% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

The Latent Demand for Graphic Design Services in the United States and District of Columbia: 2007



5.6 CITIES SORTED BY RANK - DISTRICT OF COLUMBIA

District of Columbia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------|----------|---------------|--------------|-------------|-------------|
| Washington (502,067) | 47 | 17.941 | 100.00 | 0.99 | 0.17 |
| Total 502,067 | | 17.941 | 100.0 | 0.99 | 0.17 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

5.7 CITIES SORTED BY ZIPCODE - DISTRICT OF COLUMBIA

District of Columbia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|---------------|--------------|-------------|-------------|
| Washington (20001; 502,067) | 47 | 17.941 | 100.00 | 0.99 | 0.17 |
| Total 502,067 | | 17.941 | 100.0 | 0.99 | 0.17 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

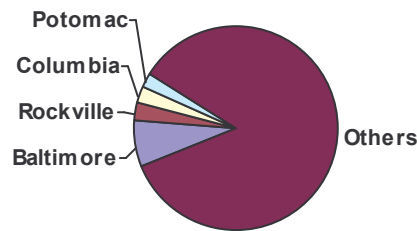
5.8 LATENT DEMAND BY YEAR - MARYLAND

The Latent Demand for Graphic Design Services in Maryland: 2002 - 2012

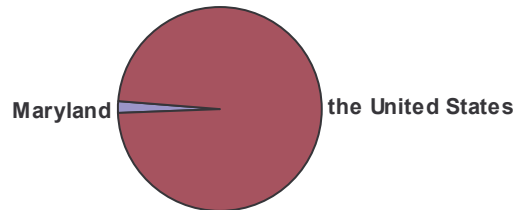
| Year | Maryland | % of Region | % of USA |
|------|----------|-------------|----------|
| 2002 | 212.93 | 11.93% | 2.08% |
| 2003 | 211.04 | 11.90% | 2.07% |
| 2004 | 209.16 | 11.87% | 2.07% |
| 2005 | 207.31 | 11.84% | 2.07% |
| 2006 | 206.71 | 11.82% | 2.07% |
| 2007 | 213.62 | 11.84% | 2.07% |
| 2008 | 222.06 | 11.87% | 2.07% |
| 2009 | 230.83 | 11.90% | 2.07% |
| 2010 | 239.94 | 11.92% | 2.08% |
| 2011 | 249.42 | 11.95% | 2.08% |
| 2012 | 259.27 | 11.98% | 2.08% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Maryland - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Maryland: 2007



5.9 CITIES SORTED BY RANK - MARYLAND

Maryland - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Baltimore (593,352) | 58 | 15.868 | 7.43 | 0.88 | 0.15 |
| Rockville (99,907) | 220 | 6.047 | 2.83 | 0.34 | 0.06 |
| Columbia (88,254) | 248 | 5.612 | 2.63 | 0.31 | 0.05 |
| Potomac (44,822) | 284 | 5.138 | 2.41 | 0.28 | 0.05 |
| Bethesda (55,277) | 307 | 4.871 | 2.28 | 0.27 | 0.05 |
| Bowie (66,141) | 343 | 4.515 | 2.11 | 0.25 | 0.04 |
| Gaithersburg (78,166) | 393 | 4.162 | 1.95 | 0.23 | 0.04 |
| Ellicott City (56,397) | 413 | 3.963 | 1.86 | 0.22 | 0.04 |
| Silver Spring (76,540) | 483 | 3.515 | 1.65 | 0.19 | 0.03 |
| Germantown (55,419) | 573 | 3.076 | 1.44 | 0.17 | 0.03 |
| Frederick (71,815) | 584 | 3.046 | 1.43 | 0.17 | 0.03 |
| Wheaton-Glenmont (57,694) | 586 | 3.037 | 1.42 | 0.17 | 0.03 |
| Aspen Hill (50,228) | 651 | 2.829 | 1.32 | 0.16 | 0.03 |
| Olney (31,438) | 719 | 2.650 | 1.24 | 0.15 | 0.03 |
| North Bethesda (38,610) | 776 | 2.493 | 1.17 | 0.14 | 0.02 |
| Towson (51,793) | 785 | 2.476 | 1.16 | 0.14 | 0.02 |
| Montgomery Village (38,051) | 875 | 2.261 | 1.06 | 0.13 | 0.02 |
| North Potomac (23,044) | 887 | 2.237 | 1.05 | 0.12 | 0.02 |
| Severna Park (28,507) | 902 | 2.217 | 1.04 | 0.12 | 0.02 |
| Dundalk (62,306) | 908 | 2.204 | 1.03 | 0.12 | 0.02 |
| Bel Air South (39,711) | 915 | 2.191 | 1.03 | 0.12 | 0.02 |
| Severn (35,076) | 986 | 2.065 | 0.97 | 0.11 | 0.02 |
| Catonsville (39,820) | 1,113 | 1.879 | 0.88 | 0.10 | 0.02 |
| Eldersburg (27,741) | 1,211 | 1.748 | 0.82 | 0.10 | 0.02 |
| Fort Washington (23,845) | 1,231 | 1.721 | 0.81 | 0.10 | 0.02 |
| St. Charles (33,379) | 1,263 | 1.691 | 0.79 | 0.09 | 0.02 |
| Clinton (26,064) | 1,292 | 1.649 | 0.77 | 0.09 | 0.02 |
| Annapolis (37,425) | 1,302 | 1.639 | 0.77 | 0.09 | 0.02 |
| Colesville (19,810) | 1,324 | 1.615 | 0.76 | 0.09 | 0.02 |
| Randallstown (30,870) | 1,332 | 1.611 | 0.75 | 0.09 | 0.02 |
| Bel Air North (25,798) | 1,345 | 1.597 | 0.75 | 0.09 | 0.02 |
| Woodlawn (36,079) | 1,367 | 1.568 | 0.73 | 0.09 | 0.02 |
| Glen Burnie (38,922) | 1,368 | 1.567 | 0.73 | 0.09 | 0.02 |
| Arnold (23,422) | 1,388 | 1.541 | 0.72 | 0.09 | 0.01 |
| Pikesville (29,123) | 1,405 | 1.517 | 0.71 | 0.08 | 0.01 |
| Oxon Hill-Glassmanor (35,355) | 1,465 | 1.461 | 0.68 | 0.08 | 0.01 |
| Perry Hall (28,705) | 1,470 | 1.456 | 0.68 | 0.08 | 0.01 |
| Waldorf (22,312) | 1,560 | 1.366 | 0.64 | 0.08 | 0.01 |
| Crofton (20,091) | 1,596 | 1.341 | 0.63 | 0.07 | 0.01 |
| Elkridge (22,042) | 1,644 | 1.290 | 0.60 | 0.07 | 0.01 |
| Chillum (34,252) | 1,686 | 1.258 | 0.59 | 0.07 | 0.01 |
| Suitland-Silver Hill (33,515) | 1,693 | 1.248 | 0.58 | 0.07 | 0.01 |
| South Gate (28,672) | 1,697 | 1.246 | 0.58 | 0.07 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maryland - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Carney (28,264) | 1,701 | 1.241 | 0.58 | 0.07 | 0.01 |
| College Park (27,540) | 1,721 | 1.228 | 0.58 | 0.07 | 0.01 |
| Redland (16,998) | 1,728 | 1.221 | 0.57 | 0.07 | 0.01 |
| North Laurel (20,468) | 1,738 | 1.216 | 0.57 | 0.07 | 0.01 |
| Essex (39,078) | 1,739 | 1.215 | 0.57 | 0.07 | 0.01 |
| Greater Upper Marlboro (18,720) | 1,740 | 1.215 | 0.57 | 0.07 | 0.01 |
| Odenton (20,534) | 1,763 | 1.197 | 0.56 | 0.07 | 0.01 |
| Parkville (31,118) | 1,837 | 1.146 | 0.54 | 0.06 | 0.01 |
| Lochearn (25,269) | 1,894 | 1.113 | 0.52 | 0.06 | 0.01 |
| Camp Springs (17,968) | 1,906 | 1.108 | 0.52 | 0.06 | 0.01 |
| Hagerstown (40,186) | 1,918 | 1.100 | 0.52 | 0.06 | 0.01 |
| Fairland (21,738) | 1,932 | 1.094 | 0.51 | 0.06 | 0.01 |
| Laurel (24,715) | 1,954 | 1.086 | 0.51 | 0.06 | 0.01 |
| Travilah (7,442) | 1,995 | 1.061 | 0.50 | 0.06 | 0.01 |
| Milford Mill (26,527) | 2,031 | 1.037 | 0.49 | 0.06 | 0.01 |
| Lanham-Seabrook (18,190) | 2,048 | 1.026 | 0.48 | 0.06 | 0.01 |
| Mount Airy (17,080) | 2,064 | 1.017 | 0.48 | 0.06 | 0.01 |
| White Oak (20,973) | 2,076 | 1.012 | 0.47 | 0.06 | 0.01 |
| Greenbelt (24,516) | 2,083 | 1.010 | 0.47 | 0.06 | 0.01 |
| Edgewood (23,378) | 2,131 | 0.980 | 0.46 | 0.05 | 0.01 |
| Owings Mills (20,193) | 2,171 | 0.959 | 0.45 | 0.05 | 0.01 |
| Reisterstown (22,438) | 2,187 | 0.949 | 0.44 | 0.05 | 0.01 |
| Green Haven (17,415) | 2,218 | 0.932 | 0.44 | 0.05 | 0.01 |
| South Laurel (20,479) | 2,224 | 0.929 | 0.44 | 0.05 | 0.01 |
| Glenn Dale (12,609) | 2,263 | 0.906 | 0.42 | 0.05 | 0.01 |
| Salisbury (34,898) | 2,264 | 0.906 | 0.42 | 0.05 | 0.01 |
| Green Valley (12,262) | 2,296 | 0.891 | 0.42 | 0.05 | 0.01 |
| Rosaryville (12,322) | 2,340 | 0.873 | 0.41 | 0.05 | 0.01 |
| Lutherville-Timonium (15,814) | 2,353 | 0.866 | 0.41 | 0.05 | 0.01 |
| Linganore-Bartonsville (12,529) | 2,378 | 0.856 | 0.40 | 0.05 | 0.01 |
| Arbutus (20,116) | 2,383 | 0.855 | 0.40 | 0.05 | 0.01 |
| Parole (14,031) | 2,419 | 0.842 | 0.39 | 0.05 | 0.01 |
| Rosedale (19,199) | 2,477 | 0.816 | 0.38 | 0.05 | 0.01 |
| Middle River (23,958) | 2,504 | 0.807 | 0.38 | 0.04 | 0.01 |
| Beltsville (15,690) | 2,513 | 0.805 | 0.38 | 0.04 | 0.01 |
| Takoma Park (18,503) | 2,527 | 0.798 | 0.37 | 0.04 | 0.01 |
| Elkton (23,289) | 2,547 | 0.790 | 0.37 | 0.04 | 0.01 |
| Friendly (10,938) | 2,573 | 0.780 | 0.37 | 0.04 | 0.01 |
| Lake Shore (13,065) | 2,590 | 0.775 | 0.36 | 0.04 | 0.01 |
| La Plata (15,386) | 2,596 | 0.773 | 0.36 | 0.04 | 0.01 |
| Kettering (11,008) | 2,605 | 0.771 | 0.36 | 0.04 | 0.01 |
| Greater Landover (22,900) | 2,610 | 0.768 | 0.36 | 0.04 | 0.01 |
| Cockeysville (19,388) | 2,665 | 0.753 | 0.35 | 0.04 | 0.01 |
| Savage-Guilford (12,918) | 2,682 | 0.746 | 0.35 | 0.04 | 0.01 |
| Darnestown (6,378) | 2,698 | 0.741 | 0.35 | 0.04 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maryland - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Westminster (20,330) | 2,739 | 0.732 | 0.34 | 0.04 | 0.01 |
| Mays Chapel (11,427) | 2,745 | 0.729 | 0.34 | 0.04 | 0.01 |
| Damascus (11,430) | 2,760 | 0.726 | 0.34 | 0.04 | 0.01 |
| Mitchellville (9,611) | 2,766 | 0.724 | 0.34 | 0.04 | 0.01 |
| Calverton (12,610) | 2,786 | 0.717 | 0.34 | 0.04 | 0.01 |
| South Kensington (7,887) | 2,792 | 0.716 | 0.33 | 0.04 | 0.01 |
| Pasadena (12,093) | 2,844 | 0.701 | 0.33 | 0.04 | 0.01 |
| Kemp Mill (9,956) | 2,846 | 0.701 | 0.33 | 0.04 | 0.01 |
| Ballenger Creek (13,518) | 2,906 | 0.680 | 0.32 | 0.04 | 0.01 |
| Hillcrest Heights (16,359) | 2,930 | 0.674 | 0.32 | 0.04 | 0.01 |
| Hyattsville (16,643) | 2,942 | 0.671 | 0.31 | 0.04 | 0.01 |
| New Carrollton (14,445) | 2,954 | 0.667 | 0.31 | 0.04 | 0.01 |
| Riviera Beach (12,695) | 3,001 | 0.656 | 0.31 | 0.04 | 0.01 |
| Ferndale (16,056) | 3,013 | 0.654 | 0.31 | 0.04 | 0.01 |
| Fallston (8,427) | 3,094 | 0.632 | 0.30 | 0.04 | 0.01 |
| Adelphi (14,998) | 3,181 | 0.611 | 0.29 | 0.03 | 0.01 |
| East Riverdale (14,961) | 3,202 | 0.606 | 0.28 | 0.03 | 0.01 |
| Forestville (12,707) | 3,279 | 0.586 | 0.27 | 0.03 | 0.01 |
| Joppatowne (11,391) | 3,280 | 0.585 | 0.27 | 0.03 | 0.01 |
| Chesapeake Ranch Estates-Drum Point (11,503) | 3,295 | 0.582 | 0.27 | 0.03 | 0.01 |
| Cloverly (7,835) | 3,327 | 0.575 | 0.27 | 0.03 | 0.01 |
| Lake Arbor (8,533) | 3,369 | 0.566 | 0.26 | 0.03 | 0.01 |
| Easton (16,957) | 3,463 | 0.550 | 0.26 | 0.03 | 0.01 |
| Langley Park (16,214) | 3,485 | 0.547 | 0.26 | 0.03 | 0.01 |
| Bennsville (7,325) | 3,501 | 0.543 | 0.25 | 0.03 | 0.01 |
| Aberdeen (15,341) | 3,540 | 0.535 | 0.25 | 0.03 | 0.01 |
| Woodmore (6,077) | 3,580 | 0.526 | 0.25 | 0.03 | 0.01 |
| Overlea (12,148) | 3,601 | 0.521 | 0.24 | 0.03 | 0.01 |
| Lansdowne-Baltimore Highlands (15,724) | 3,610 | 0.520 | 0.24 | 0.03 | 0.01 |
| Accokeek (7,349) | 3,615 | 0.519 | 0.24 | 0.03 | 0.01 |
| North Kensington (8,940) | 3,622 | 0.518 | 0.24 | 0.03 | 0.01 |
| California (9,307) | 3,637 | 0.516 | 0.24 | 0.03 | 0.00 |
| Cape St. Claire (8,022) | 3,651 | 0.514 | 0.24 | 0.03 | 0.00 |
| Marlton (7,798) | 3,659 | 0.512 | 0.24 | 0.03 | 0.00 |
| Rossville (11,515) | 3,772 | 0.487 | 0.23 | 0.03 | 0.00 |
| Poolesville (6,433) | 3,773 | 0.487 | 0.23 | 0.03 | 0.00 |
| Walker Mill (11,104) | 3,775 | 0.486 | 0.23 | 0.03 | 0.00 |
| Burtonsville (7,305) | 3,825 | 0.476 | 0.22 | 0.03 | 0.00 |
| Rock Hall (16,068) | 3,862 | 0.469 | 0.22 | 0.03 | 0.00 |
| White Marsh (8,485) | 3,894 | 0.465 | 0.22 | 0.03 | 0.00 |
| Ocean Pines (10,496) | 3,900 | 0.464 | 0.22 | 0.03 | 0.00 |
| Havre de Grace (12,461) | 3,941 | 0.457 | 0.21 | 0.03 | 0.00 |
| Largo (8,408) | 4,094 | 0.435 | 0.20 | 0.02 | 0.00 |
| Cumberland (19,364) | 4,102 | 0.433 | 0.20 | 0.02 | 0.00 |
| Cheverly (7,385) | 4,125 | 0.430 | 0.20 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maryland - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Hampton (5,004) | 4,156 | 0.425 | 0.20 | 0.02 | 0.00 |
| Chevy Chase (2,928) | 4,204 | 0.417 | 0.20 | 0.02 | 0.00 |
| Linthicum (7,539) | 4,251 | 0.412 | 0.19 | 0.02 | 0.00 |
| Brooklyn Park (10,938) | 4,262 | 0.410 | 0.19 | 0.02 | 0.00 |
| Garrison (7,969) | 4,326 | 0.400 | 0.19 | 0.02 | 0.00 |
| Walkersville (6,854) | 4,334 | 0.400 | 0.19 | 0.02 | 0.00 |
| Brookmont (3,202) | 4,366 | 0.394 | 0.18 | 0.02 | 0.00 |
| Chevy Chase Village (2,212) | 4,376 | 0.393 | 0.18 | 0.02 | 0.00 |
| Coral Hills (10,720) | 4,389 | 0.392 | 0.18 | 0.02 | 0.00 |
| Forest Glen (7,344) | 4,401 | 0.391 | 0.18 | 0.02 | 0.00 |
| Edgemere (9,248) | 4,437 | 0.386 | 0.18 | 0.02 | 0.00 |
| Lexington Park (11,021) | 4,446 | 0.384 | 0.18 | 0.02 | 0.00 |
| Halfway (10,065) | 4,529 | 0.375 | 0.18 | 0.02 | 0.00 |
| Bel Air (9,301) | 4,613 | 0.365 | 0.17 | 0.02 | 0.00 |
| Fort Meade (9,882) | 4,676 | 0.357 | 0.17 | 0.02 | 0.00 |
| District Heights (7,435) | 4,777 | 0.346 | 0.16 | 0.02 | 0.00 |
| Shady Side (5,559) | 4,851 | 0.338 | 0.16 | 0.02 | 0.00 |
| Jessup (7,865) | 4,877 | 0.336 | 0.16 | 0.02 | 0.00 |
| Hampstead (6,655) | 4,883 | 0.335 | 0.16 | 0.02 | 0.00 |
| Stevensville (5,880) | 4,895 | 0.334 | 0.16 | 0.02 | 0.00 |
| Thurmont (7,406) | 4,966 | 0.326 | 0.15 | 0.02 | 0.00 |
| Maryland City (6,814) | 5,074 | 0.314 | 0.15 | 0.02 | 0.00 |
| Riverside (6,128) | 5,075 | 0.314 | 0.15 | 0.02 | 0.00 |
| Andrews AFB (7,925) | 5,094 | 0.312 | 0.15 | 0.02 | 0.00 |
| Riva (3,966) | 5,107 | 0.311 | 0.15 | 0.02 | 0.00 |
| Temple Hills (7,792) | 5,113 | 0.311 | 0.15 | 0.02 | 0.00 |
| Rossmoor (7,569) | 5,130 | 0.309 | 0.14 | 0.02 | 0.00 |
| Sykesville (5,141) | 5,181 | 0.304 | 0.14 | 0.02 | 0.00 |
| West Laurel (4,083) | 5,189 | 0.304 | 0.14 | 0.02 | 0.00 |
| Mount Rainier (9,494) | 5,197 | 0.303 | 0.14 | 0.02 | 0.00 |
| Braddock Heights (4,627) | 5,276 | 0.296 | 0.14 | 0.02 | 0.00 |
| Bowleys Quarters (6,314) | 5,308 | 0.293 | 0.14 | 0.02 | 0.00 |
| Glenarden (7,388) | 5,315 | 0.293 | 0.14 | 0.02 | 0.00 |
| Kingsville (4,214) | 5,320 | 0.292 | 0.14 | 0.02 | 0.00 |
| Goddard (5,554) | 5,410 | 0.284 | 0.13 | 0.02 | 0.00 |
| Deale (4,796) | 5,431 | 0.282 | 0.13 | 0.02 | 0.00 |
| Bladensburg (8,756) | 5,537 | 0.272 | 0.13 | 0.02 | 0.00 |
| Brunswick (6,365) | 5,667 | 0.263 | 0.12 | 0.01 | 0.00 |
| Riverdale Park (6,690) | 5,682 | 0.262 | 0.12 | 0.01 | 0.00 |
| Smithsburg (5,634) | 5,777 | 0.254 | 0.12 | 0.01 | 0.00 |
| Clover Hill (3,260) | 5,784 | 0.254 | 0.12 | 0.01 | 0.00 |
| Marlow Heights (6,059) | 5,790 | 0.253 | 0.12 | 0.01 | 0.00 |
| Bryans Road (4,912) | 5,840 | 0.250 | 0.12 | 0.01 | 0.00 |
| Friendship Village (4,512) | 5,877 | 0.247 | 0.12 | 0.01 | 0.00 |
| Chesapeake Beach (4,030) | 5,900 | 0.245 | 0.11 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maryland - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| Cambridge (10,568) | 5,916 | 0.244 | 0.11 | 0.01 | 0.00 |
| Taneytown (6,402) | 5,918 | 0.244 | 0.11 | 0.01 | 0.00 |
| Naval Academy (4,264) | 5,955 | 0.240 | 0.11 | 0.01 | 0.00 |
| Ashton-Sandy Spring (3,437) | 6,196 | 0.224 | 0.11 | 0.01 | 0.00 |
| Ocean City (7,030) | 6,210 | 0.224 | 0.10 | 0.01 | 0.00 |
| Selby-on-the-Bay (3,674) | 6,302 | 0.217 | 0.10 | 0.01 | 0.00 |
| Manchester (4,237) | 6,313 | 0.216 | 0.10 | 0.01 | 0.00 |
| Pumphrey (5,317) | 6,347 | 0.214 | 0.10 | 0.01 | 0.00 |
| Robinwood (4,731) | 6,373 | 0.213 | 0.10 | 0.01 | 0.00 |
| Dunkirk (2,363) | 6,387 | 0.212 | 0.10 | 0.01 | 0.00 |
| Seat Pleasant (5,585) | 6,405 | 0.211 | 0.10 | 0.01 | 0.00 |
| Carmody Hills-Pepper Mill Village (4,801) | 6,432 | 0.209 | 0.10 | 0.01 | 0.00 |
| University Park (2,629) | 6,442 | 0.209 | 0.10 | 0.01 | 0.00 |
| Middletown (3,460) | 6,479 | 0.207 | 0.10 | 0.01 | 0.00 |
| Hillandale (3,054) | 6,503 | 0.205 | 0.10 | 0.01 | 0.00 |
| Capitol Heights (4,805) | 6,617 | 0.199 | 0.09 | 0.01 | 0.00 |
| Mayo (3,153) | 6,631 | 0.199 | 0.09 | 0.01 | 0.00 |
| Berwyn Heights (3,390) | 6,641 | 0.198 | 0.09 | 0.01 | 0.00 |
| Centreville (5,389) | 6,666 | 0.197 | 0.09 | 0.01 | 0.00 |
| Springdale (2,645) | 6,726 | 0.194 | 0.09 | 0.01 | 0.00 |
| Hillsmere Shores (2,977) | 6,791 | 0.191 | 0.09 | 0.01 | 0.00 |
| Chester (3,723) | 6,861 | 0.187 | 0.09 | 0.01 | 0.00 |
| Huntingtown (2,436) | 7,050 | 0.177 | 0.08 | 0.01 | 0.00 |
| La Vale (4,613) | 7,066 | 0.176 | 0.08 | 0.01 | 0.00 |
| Paramount-Long Meadow (2,722) | 7,132 | 0.173 | 0.08 | 0.01 | 0.00 |
| Jarrettsville (2,756) | 7,197 | 0.171 | 0.08 | 0.01 | 0.00 |
| Frostburg (8,998) | 7,215 | 0.170 | 0.08 | 0.01 | 0.00 |
| Fountainhead-Orchard Hills (3,844) | 7,216 | 0.170 | 0.08 | 0.01 | 0.00 |
| Pleasant Hills (2,851) | 7,427 | 0.161 | 0.08 | 0.01 | 0.00 |
| Somerset (1,236) | 7,484 | 0.159 | 0.07 | 0.01 | 0.00 |
| Perryville (3,976) | 7,581 | 0.156 | 0.07 | 0.01 | 0.00 |
| Golden Beach (2,665) | 7,628 | 0.153 | 0.07 | 0.01 | 0.00 |
| Herald Harbor (2,313) | 7,666 | 0.152 | 0.07 | 0.01 | 0.00 |
| Forest Heights (2,955) | 7,675 | 0.152 | 0.07 | 0.01 | 0.00 |
| Cabin John (1,734) | 7,765 | 0.148 | 0.07 | 0.01 | 0.00 |
| Clarksburg (1,834) | 7,861 | 0.144 | 0.07 | 0.01 | 0.00 |
| Kensington (2,052) | 7,980 | 0.140 | 0.07 | 0.01 | 0.00 |
| Calvert Beach-Long Beach (2,487) | 7,985 | 0.140 | 0.07 | 0.01 | 0.00 |
| Indian Head (3,648) | 8,029 | 0.138 | 0.06 | 0.01 | 0.00 |
| Crownsville (1,670) | 8,112 | 0.135 | 0.06 | 0.01 | 0.00 |
| Arden-on-the-Severn (1,971) | 8,163 | 0.134 | 0.06 | 0.01 | 0.00 |
| Boonsboro (3,632) | 8,241 | 0.131 | 0.06 | 0.01 | 0.00 |
| Brentwood (3,213) | 8,272 | 0.130 | 0.06 | 0.01 | 0.00 |
| Berlin (4,342) | 8,300 | 0.129 | 0.06 | 0.01 | 0.00 |
| West Ocean City (3,311) | 8,460 | 0.124 | 0.06 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maryland - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|---------------|--------------|--------------|-------------|
| Myersville (1,923) | 8,467 | 0.124 | 0.06 | 0.01 | 0.00 |
| Hughesville (1,537) | 8,474 | 0.124 | 0.06 | 0.01 | 0.00 |
| Fruitland (3,819) | 8,713 | 0.117 | 0.05 | 0.01 | 0.00 |
| Denton (3,556) | 8,947 | 0.110 | 0.05 | 0.01 | 0.00 |
| Aberdeen Proving Ground (3,116) | 9,033 | 0.108 | 0.05 | 0.01 | 0.00 |
| Chestertown (3,753) | 9,137 | 0.105 | 0.05 | 0.01 | 0.00 |
| North East (2,980) | 9,156 | 0.105 | 0.05 | 0.01 | 0.00 |
| Discovery-Spring Garden (2,152) | 9,503 | 0.097 | 0.05 | 0.01 | 0.00 |
| Pocomoke City (3,687) | 9,575 | 0.095 | 0.04 | 0.01 | 0.00 |
| Maugansville (2,295) | 9,672 | 0.093 | 0.04 | 0.01 | 0.00 |
| Emmitsburg (2,668) | 9,700 | 0.092 | 0.04 | 0.01 | 0.00 |
| Owings (1,325) | 9,898 | 0.087 | 0.04 | 0.00 | 0.00 |
| Landover Hills (1,753) | 9,959 | 0.086 | 0.04 | 0.00 | 0.00 |
| St. James (1,657) | 10,331 | 0.079 | 0.04 | 0.00 | 0.00 |
| Williamsport (2,570) | 10,403 | 0.078 | 0.04 | 0.00 | 0.00 |
| Morningside (1,527) | 10,501 | 0.077 | 0.04 | 0.00 | 0.00 |
| North Beach (1,858) | 10,525 | 0.076 | 0.04 | 0.00 | 0.00 |
| Grasonville (2,193) | 10,622 | 0.075 | 0.03 | 0.00 | 0.00 |
| Fairmount Heights (1,737) | 10,623 | 0.075 | 0.03 | 0.00 | 0.00 |
| Perryman (2,461) | 10,633 | 0.074 | 0.03 | 0.00 | 0.00 |
| Rising Sun (2,014) | 10,683 | 0.074 | 0.03 | 0.00 | 0.00 |
| Leonardtown (2,269) | 10,809 | 0.072 | 0.03 | 0.00 | 0.00 |
| Brandywine (1,410) | 10,828 | 0.072 | 0.03 | 0.00 | 0.00 |
| New Windsor (1,512) | 10,948 | 0.070 | 0.03 | 0.00 | 0.00 |
| Algonquin (1,361) | 11,055 | 0.068 | 0.03 | 0.00 | 0.00 |
| Princess Anne (3,812) | 11,058 | 0.068 | 0.03 | 0.00 | 0.00 |
| Delmar (2,663) | 11,104 | 0.067 | 0.03 | 0.00 | 0.00 |
| Solomons (1,536) | 11,186 | 0.066 | 0.03 | 0.00 | 0.00 |
| Cavetown (1,486) | 11,315 | 0.064 | 0.03 | 0.00 | 0.00 |
| Wilson-Conococheague (1,885) | 11,327 | 0.064 | 0.03 | 0.00 | 0.00 |
| Greensboro (2,170) | 11,617 | 0.061 | 0.03 | 0.00 | 0.00 |
| Lusby (1,666) | 11,630 | 0.060 | 0.03 | 0.00 | 0.00 |
| Hurlock (2,036) | 11,684 | 0.060 | 0.03 | 0.00 | 0.00 |
| Charlestown (1,316) | 11,719 | 0.059 | 0.03 | 0.00 | 0.00 |
| Colmar Manor (1,476) | 11,846 | 0.058 | 0.03 | 0.00 | 0.00 |
| Charlotte Hall (1,214) | 12,051 | 0.055 | 0.03 | 0.00 | 0.00 |
| Snow Hill (2,073) | 12,088 | 0.055 | 0.03 | 0.00 | 0.00 |
| Federalsburg (2,505) | 12,151 | 0.054 | 0.03 | 0.00 | 0.00 |
| Mountain Lake Park (2,049) | 12,421 | 0.051 | 0.02 | 0.00 | 0.00 |
| Crisfield (3,113) | 12,521 | 0.050 | 0.02 | 0.00 | 0.00 |
| Oakland (1,900) | 12,917 | 0.045 | 0.02 | 0.00 | 0.00 |
| Total 4,339,835 | | 213.61 | 100.0 | 11.84 | 2.07 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

5.10 CITIES SORTED BY ZIPCODE - MARYLAND

| Maryland - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| St. Charles (20602; 33,379) | 1,263 | 1.691 | 0.79 | 0.09 | 0.02 |
| Waldorf (20603; 22,312) | 1,560 | 1.366 | 0.64 | 0.08 | 0.01 |
| Bennsville (20603; 7,325) | 3,501 | 0.543 | 0.25 | 0.03 | 0.01 |
| Accokeek (20607; 7,349) | 3,615 | 0.519 | 0.24 | 0.03 | 0.01 |
| Brandywine (20613; 1,410) | 10,828 | 0.072 | 0.03 | 0.00 | 0.00 |
| Bryans Road (20616; 4,912) | 5,840 | 0.250 | 0.12 | 0.01 | 0.00 |
| California (20619; 9,307) | 3,637 | 0.516 | 0.24 | 0.03 | 0.00 |
| Charlotte Hall (20622; 1,214) | 12,051 | 0.055 | 0.03 | 0.00 | 0.00 |
| Hughesville (20637; 1,537) | 8,474 | 0.124 | 0.06 | 0.01 | 0.00 |
| Huntingtown (20639; 2,436) | 7,050 | 0.177 | 0.08 | 0.01 | 0.00 |
| Indian Head (20640; 3,648) | 8,029 | 0.138 | 0.06 | 0.01 | 0.00 |
| La Plata (20646; 15,386) | 2,596 | 0.773 | 0.36 | 0.04 | 0.01 |
| Leonardtown (20650; 2,269) | 10,809 | 0.072 | 0.03 | 0.00 | 0.00 |
| Lexington Park (20653; 11,021) | 4,446 | 0.384 | 0.18 | 0.02 | 0.00 |
| Lusby (20657; 1,666) | 11,630 | 0.060 | 0.03 | 0.00 | 0.00 |
| Chesapeake Ranch Estates-Drum Point (20657; 11,503) | 3,295 | 0.582 | 0.27 | 0.03 | 0.01 |
| Golden Beach (20659; 2,665) | 7,628 | 0.153 | 0.07 | 0.01 | 0.00 |
| Calvert Beach-Long Beach (20685; 2,487) | 7,985 | 0.140 | 0.07 | 0.01 | 0.00 |
| Solomons (20688; 1,536) | 11,186 | 0.066 | 0.03 | 0.00 | 0.00 |
| Beltsville (20704; 15,690) | 2,513 | 0.805 | 0.38 | 0.04 | 0.01 |
| Goddard (20706; 5,554) | 5,410 | 0.284 | 0.13 | 0.02 | 0.00 |
| Lanham-Seabrook (20706; 18,190) | 2,048 | 1.026 | 0.48 | 0.06 | 0.01 |
| Glenarden (20706; 7,388) | 5,315 | 0.293 | 0.14 | 0.02 | 0.00 |
| West Laurel (20707; 4,083) | 5,189 | 0.304 | 0.14 | 0.02 | 0.00 |
| South Laurel (20708; 20,479) | 2,224 | 0.929 | 0.44 | 0.05 | 0.01 |
| Laurel (20708; 24,715) | 1,954 | 1.086 | 0.51 | 0.06 | 0.01 |
| Bladensburg (20710; 8,756) | 5,537 | 0.272 | 0.13 | 0.02 | 0.00 |
| Mount Rainier (20712; 9,494) | 5,197 | 0.303 | 0.14 | 0.02 | 0.00 |
| North Beach (20714; 1,858) | 10,525 | 0.076 | 0.04 | 0.00 | 0.00 |
| Bowie (20718; 66,141) | 343 | 4.515 | 2.11 | 0.25 | 0.04 |
| Mitchellville (20721; 9,611) | 2,766 | 0.724 | 0.34 | 0.04 | 0.01 |
| Lake Arbor (20721; 8,533) | 3,369 | 0.566 | 0.26 | 0.03 | 0.01 |
| Woodmore (20721; 6,077) | 3,580 | 0.526 | 0.25 | 0.03 | 0.01 |
| Brentwood (20722; 3,213) | 8,272 | 0.130 | 0.06 | 0.01 | 0.00 |
| Colmar Manor (20722; 1,476) | 11,846 | 0.058 | 0.03 | 0.00 | 0.00 |
| North Laurel (20723; 20,468) | 1,738 | 1.216 | 0.57 | 0.07 | 0.01 |
| Maryland City (20724; 6,814) | 5,074 | 0.314 | 0.15 | 0.02 | 0.00 |
| Chesapeake Beach (20732; 4,030) | 5,900 | 0.245 | 0.11 | 0.01 | 0.00 |
| Clinton (20735; 26,064) | 1,292 | 1.649 | 0.77 | 0.09 | 0.02 |
| Owings (20736; 1,325) | 9,898 | 0.087 | 0.04 | 0.00 | 0.00 |
| East Riverdale (20737; 14,961) | 3,202 | 0.606 | 0.28 | 0.03 | 0.01 |
| Riverdale Park (20737; 6,690) | 5,682 | 0.262 | 0.12 | 0.01 | 0.00 |
| Berwyn Heights (20740; 3,390) | 6,641 | 0.198 | 0.09 | 0.01 | 0.00 |
| College Park (20742; 27,540) | 1,721 | 1.228 | 0.58 | 0.07 | 0.01 |
| Carmody Hills-Pepper Mill Village (20743; 4,801) | 6,432 | 0.209 | 0.10 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Maryland - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Seat Pleasant (20743; 5,585) | 6,405 | 0.211 | 0.10 | 0.01 | 0.00 |
| Coral Hills (20743; 10,720) | 4,389 | 0.392 | 0.18 | 0.02 | 0.00 |
| Walker Mill (20743; 11,104) | 3,775 | 0.486 | 0.23 | 0.03 | 0.00 |
| Fairmount Heights (20743; 1,737) | 10,623 | 0.075 | 0.03 | 0.00 | 0.00 |
| Oxon Hill-Glassmanor (20744; 35,355) | 1,465 | 1.461 | 0.68 | 0.08 | 0.01 |
| Friendly (20744; 10,938) | 2,573 | 0.780 | 0.37 | 0.04 | 0.01 |
| Fort Washington (20744; 23,845) | 1,231 | 1.721 | 0.81 | 0.10 | 0.02 |
| Forest Heights (20745; 2,955) | 7,675 | 0.152 | 0.07 | 0.01 | 0.00 |
| Camp Springs (20746; 17,968) | 1,906 | 1.108 | 0.52 | 0.06 | 0.01 |
| Suitland-Silver Hill (20746; 33,515) | 1,693 | 1.248 | 0.58 | 0.07 | 0.01 |
| Morningside (20746; 1,527) | 10,501 | 0.077 | 0.04 | 0.00 | 0.00 |
| District Heights (20747; 7,435) | 4,777 | 0.346 | 0.16 | 0.02 | 0.00 |
| Hillcrest Heights (20748; 16,359) | 2,930 | 0.674 | 0.32 | 0.04 | 0.01 |
| Marlow Heights (20748; 6,059) | 5,790 | 0.253 | 0.12 | 0.01 | 0.00 |
| Deale (20751; 4,796) | 5,431 | 0.282 | 0.13 | 0.02 | 0.00 |
| Forestville (20753; 12,707) | 3,279 | 0.586 | 0.27 | 0.03 | 0.01 |
| Dunkirk (20754; 2,363) | 6,387 | 0.212 | 0.10 | 0.01 | 0.00 |
| Fort Meade (20755; 9,882) | 4,676 | 0.357 | 0.17 | 0.02 | 0.00 |
| Andrews AFB (20762; 7,925) | 5,094 | 0.312 | 0.15 | 0.02 | 0.00 |
| Temple Hills (20762; 7,792) | 5,113 | 0.311 | 0.15 | 0.02 | 0.00 |
| Shady Side (20764; 5,559) | 4,851 | 0.338 | 0.16 | 0.02 | 0.00 |
| Glenn Dale (20769; 12,609) | 2,263 | 0.906 | 0.42 | 0.05 | 0.01 |
| Greenbelt (20771; 24,516) | 2,083 | 1.010 | 0.47 | 0.06 | 0.01 |
| Greater Upper Marlboro (20772; 18,720) | 1,740 | 1.215 | 0.57 | 0.07 | 0.01 |
| Marlton (20772; 7,798) | 3,659 | 0.512 | 0.24 | 0.03 | 0.00 |
| Rosaryville (20772; 12,322) | 2,340 | 0.873 | 0.41 | 0.05 | 0.01 |
| Kettering (20774; 11,008) | 2,605 | 0.771 | 0.36 | 0.04 | 0.01 |
| Largo (20774; 8,408) | 4,094 | 0.435 | 0.20 | 0.02 | 0.00 |
| Springdale (20774; 2,645) | 6,726 | 0.194 | 0.09 | 0.01 | 0.00 |
| Chillum (20782; 34,252) | 1,686 | 1.258 | 0.59 | 0.07 | 0.01 |
| University Park (20782; 2,629) | 6,442 | 0.209 | 0.10 | 0.01 | 0.00 |
| Langley Park (20783; 16,214) | 3,485 | 0.547 | 0.26 | 0.03 | 0.01 |
| Adelphi (20783; 14,998) | 3,181 | 0.611 | 0.29 | 0.03 | 0.01 |
| Landover Hills (20784; 1,753) | 9,959 | 0.086 | 0.04 | 0.00 | 0.00 |
| New Carrollton (20784; 14,445) | 2,954 | 0.667 | 0.31 | 0.04 | 0.01 |
| Cheverly (20785; 7,385) | 4,125 | 0.430 | 0.20 | 0.02 | 0.00 |
| Greater Landover (20785; 22,900) | 2,610 | 0.768 | 0.36 | 0.04 | 0.01 |
| Hyattsville (20787; 16,643) | 2,942 | 0.671 | 0.31 | 0.04 | 0.01 |
| Savage-Guilford (20794; 12,918) | 2,682 | 0.746 | 0.35 | 0.04 | 0.01 |
| Jessup (20794; 7,865) | 4,877 | 0.336 | 0.16 | 0.02 | 0.00 |
| Capitol Heights (20799; 4,805) | 6,617 | 0.199 | 0.09 | 0.01 | 0.00 |
| Bethesda (20813; 55,277) | 307 | 4.871 | 2.28 | 0.27 | 0.05 |
| Chevy Chase (20813; 2,928) | 4,204 | 0.417 | 0.20 | 0.02 | 0.00 |
| Chevy Chase Village (20815; 2,212) | 4,376 | 0.393 | 0.18 | 0.02 | 0.00 |
| Somerset (20815; 1,236) | 7,484 | 0.159 | 0.07 | 0.01 | 0.00 |

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| Maryland - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Friendship Village (20815; 4,512) | 5,877 | 0.247 | 0.12 | 0.01 | 0.00 |
| Brookmont (20816; 3,202) | 4,366 | 0.394 | 0.18 | 0.02 | 0.00 |
| Cabin John (20818; 1,734) | 7,765 | 0.148 | 0.07 | 0.01 | 0.00 |
| Olney (20830; 31,438) | 719 | 2.650 | 1.24 | 0.15 | 0.03 |
| Poolesville (20837; 6,433) | 3,773 | 0.487 | 0.23 | 0.03 | 0.00 |
| Rockville (20852; 99,907) | 220 | 6.047 | 2.83 | 0.34 | 0.06 |
| Travilah (20854; 7,442) | 1,995 | 1.061 | 0.50 | 0.06 | 0.01 |
| Potomac (20854; 44,822) | 284 | 5.138 | 2.41 | 0.28 | 0.05 |
| Redland (20855; 16,998) | 1,728 | 1.221 | 0.57 | 0.07 | 0.01 |
| Ashton-Sandy Spring (20861; 3,437) | 6,196 | 0.224 | 0.11 | 0.01 | 0.00 |
| Burtonsville (20866; 7,305) | 3,825 | 0.476 | 0.22 | 0.03 | 0.00 |
| Clarksburg (20871; 1,834) | 7,861 | 0.144 | 0.07 | 0.01 | 0.00 |
| Damascus (20872; 11,430) | 2,760 | 0.726 | 0.34 | 0.04 | 0.01 |
| Darnestown (20874; 6,378) | 2,698 | 0.741 | 0.35 | 0.04 | 0.01 |
| Germantown (20875; 55,419) | 573 | 3.076 | 1.44 | 0.17 | 0.03 |
| North Potomac (20878; 23,044) | 887 | 2.237 | 1.05 | 0.12 | 0.02 |
| Montgomery Village (20879; 38,051) | 875 | 2.261 | 1.06 | 0.13 | 0.02 |
| Gaithersburg (20886; 78,166) | 393 | 4.162 | 1.95 | 0.23 | 0.04 |
| North Kensington (20895; 8,940) | 3,622 | 0.518 | 0.24 | 0.03 | 0.01 |
| South Kensington (20895; 7,887) | 2,792 | 0.716 | 0.33 | 0.04 | 0.01 |
| Kensington (20895; 2,052) | 7,980 | 0.140 | 0.07 | 0.01 | 0.00 |
| North Bethesda (20895; 38,610) | 776 | 2.493 | 1.17 | 0.14 | 0.02 |
| Kemp Mill (20901; 9,956) | 2,846 | 0.701 | 0.33 | 0.04 | 0.01 |
| Takoma Park (20901; 18,503) | 2,527 | 0.798 | 0.37 | 0.04 | 0.01 |
| Forest Glen (20902; 7,344) | 4,401 | 0.391 | 0.18 | 0.02 | 0.00 |
| Wheaton-Glenmont (20902; 57,694) | 586 | 3.037 | 1.42 | 0.17 | 0.03 |
| Hillandale (20903; 3,054) | 6,503 | 0.205 | 0.10 | 0.01 | 0.00 |
| Cloverly (20904; 7,835) | 3,327 | 0.575 | 0.27 | 0.03 | 0.01 |
| Colesville (20904; 19,810) | 1,324 | 1.615 | 0.76 | 0.09 | 0.02 |
| White Oak (20904; 20,973) | 2,076 | 1.012 | 0.47 | 0.06 | 0.01 |
| Calverton (20904; 12,610) | 2,786 | 0.717 | 0.34 | 0.04 | 0.01 |
| Fairland (20904; 21,738) | 1,932 | 1.094 | 0.51 | 0.06 | 0.01 |
| Aspen Hill (20906; 50,228) | 651 | 2.829 | 1.32 | 0.16 | 0.03 |
| Rossmoor (20906; 7,569) | 5,130 | 0.309 | 0.14 | 0.02 | 0.00 |
| Silver Spring (20907; 76,540) | 483 | 3.515 | 1.65 | 0.19 | 0.03 |
| Aberdeen (21001; 15,341) | 3,540 | 0.535 | 0.25 | 0.03 | 0.01 |
| Aberdeen Proving Ground (21010; 3,116) | 9,033 | 0.108 | 0.05 | 0.01 | 0.00 |
| Arnold (21012; 23,422) | 1,388 | 1.541 | 0.72 | 0.09 | 0.01 |
| Bel Air North (21014; 25,798) | 1,345 | 1.597 | 0.75 | 0.09 | 0.02 |
| Bel Air (21015; 9,301) | 4,613 | 0.365 | 0.17 | 0.02 | 0.00 |
| Bel Air South (21015; 39,711) | 915 | 2.191 | 1.03 | 0.12 | 0.02 |
| Riverside (21017; 6,128) | 5,075 | 0.314 | 0.15 | 0.02 | 0.00 |
| Arden-on-the-Severn (21032; 1,971) | 8,163 | 0.134 | 0.06 | 0.01 | 0.00 |
| Crownsville (21032; 1,670) | 8,112 | 0.135 | 0.06 | 0.01 | 0.00 |
| Herald Harbor (21032; 2,313) | 7,666 | 0.152 | 0.07 | 0.01 | 0.00 |

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| Maryland - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Selby-on-the-Bay (21037; 3,674) | 6,302 | 0.217 | 0.10 | 0.01 | 0.00 |
| Edgewood (21040; 23,378) | 2,131 | 0.980 | 0.46 | 0.05 | 0.01 |
| Ellicott City (21043; 56,397) | 413 | 3.963 | 1.86 | 0.22 | 0.04 |
| Columbia (21044; 88,254) | 248 | 5.612 | 2.63 | 0.31 | 0.05 |
| Pleasant Hills (21047; 2,851) | 7,427 | 0.161 | 0.08 | 0.01 | 0.00 |
| Fallston (21047; 8,427) | 3,094 | 0.632 | 0.30 | 0.04 | 0.01 |
| Ferndale (21061; 16,056) | 3,013 | 0.654 | 0.31 | 0.04 | 0.01 |
| South Gate (21061; 28,672) | 1,697 | 1.246 | 0.58 | 0.07 | 0.01 |
| Glen Burnie (21061; 38,922) | 1,368 | 1.567 | 0.73 | 0.09 | 0.02 |
| Cockeysville (21065; 19,388) | 2,665 | 0.753 | 0.35 | 0.04 | 0.01 |
| Hampstead (21074; 6,655) | 4,883 | 0.335 | 0.16 | 0.02 | 0.00 |
| Elkridge (21075; 22,042) | 1,644 | 1.290 | 0.60 | 0.07 | 0.01 |
| Havre de Grace (21078; 12,461) | 3,941 | 0.457 | 0.21 | 0.03 | 0.00 |
| Jarrettsville (21084; 2,756) | 7,197 | 0.171 | 0.08 | 0.01 | 0.00 |
| Joppatowne (21085; 11,391) | 3,280 | 0.585 | 0.27 | 0.03 | 0.01 |
| Kingsville (21087; 4,214) | 5,320 | 0.292 | 0.14 | 0.02 | 0.00 |
| Manchester (21088; 4,237) | 6,313 | 0.216 | 0.10 | 0.01 | 0.00 |
| Linthicum (21090; 7,539) | 4,251 | 0.412 | 0.19 | 0.02 | 0.00 |
| Lutherville-Timonium (21093; 15,814) | 2,353 | 0.866 | 0.41 | 0.05 | 0.01 |
| Mays Chapel (21093; 11,427) | 2,745 | 0.729 | 0.34 | 0.04 | 0.01 |
| Mayo (21106; 3,153) | 6,631 | 0.199 | 0.09 | 0.01 | 0.00 |
| Odenton (21113; 20,534) | 1,763 | 1.197 | 0.56 | 0.07 | 0.01 |
| Crofton (21114; 20,091) | 1,596 | 1.341 | 0.63 | 0.07 | 0.01 |
| Garrison (21117; 7,969) | 4,326 | 0.400 | 0.19 | 0.02 | 0.00 |
| Owings Mills (21117; 20,193) | 2,171 | 0.959 | 0.45 | 0.05 | 0.01 |
| Lake Shore (21122; 13,065) | 2,590 | 0.775 | 0.36 | 0.04 | 0.01 |
| Riviera Beach (21122; 12,695) | 3,001 | 0.656 | 0.31 | 0.04 | 0.01 |
| Green Haven (21122; 17,415) | 2,218 | 0.932 | 0.44 | 0.05 | 0.01 |
| Pasadena (21123; 12,093) | 2,844 | 0.701 | 0.33 | 0.04 | 0.01 |
| Perry Hall (21128; 28,705) | 1,470 | 1.456 | 0.68 | 0.08 | 0.01 |
| Perryman (21130; 2,461) | 10,633 | 0.074 | 0.03 | 0.00 | 0.00 |
| Randallstown (21133; 30,870) | 1,332 | 1.611 | 0.75 | 0.09 | 0.02 |
| Reisterstown (21136; 22,438) | 2,187 | 0.949 | 0.44 | 0.05 | 0.01 |
| Riva (21140; 3,966) | 5,107 | 0.311 | 0.15 | 0.02 | 0.00 |
| Severn (21144; 35,076) | 986 | 2.065 | 0.97 | 0.11 | 0.02 |
| Severna Park (21146; 28,507) | 902 | 2.217 | 1.04 | 0.12 | 0.02 |
| Westminster (21157; 20,330) | 2,739 | 0.732 | 0.34 | 0.04 | 0.01 |
| White Marsh (21162; 8,485) | 3,894 | 0.465 | 0.22 | 0.03 | 0.00 |
| Woodlawn (21207; 36,079) | 1,367 | 1.568 | 0.73 | 0.09 | 0.02 |
| Lochearn (21207; 25,269) | 1,894 | 1.113 | 0.52 | 0.06 | 0.01 |
| Pikesville (21208; 29,123) | 1,405 | 1.517 | 0.71 | 0.08 | 0.01 |
| Edgemere (21219; 9,248) | 4,437 | 0.386 | 0.18 | 0.02 | 0.00 |
| Baltimore (21220; 593,352) | 58 | 15.868 | 7.43 | 0.88 | 0.15 |
| Bowleys Quarters (21220; 6,314) | 5,308 | 0.293 | 0.14 | 0.02 | 0.00 |
| Middle River (21220; 23,958) | 2,504 | 0.807 | 0.38 | 0.04 | 0.01 |

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| Maryland - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Essex (21221; 39,078) | 1,739 | 1.215 | 0.57 | 0.07 | 0.01 |
| Dundalk (21222; 62,306) | 908 | 2.204 | 1.03 | 0.12 | 0.02 |
| Brooklyn Park (21225; 10,938) | 4,262 | 0.410 | 0.19 | 0.02 | 0.00 |
| Pumphrey (21225; 5,317) | 6,347 | 0.214 | 0.10 | 0.01 | 0.00 |
| Arbutus (21227; 20,116) | 2,383 | 0.855 | 0.40 | 0.05 | 0.01 |
| Lansdowne-Baltimore Highlands (21227; 15,724) | 3,610 | 0.520 | 0.24 | 0.03 | 0.01 |
| Catonsville (21228; 39,820) | 1,113 | 1.879 | 0.88 | 0.10 | 0.02 |
| Parkville (21234; 31,118) | 1,837 | 1.146 | 0.54 | 0.06 | 0.01 |
| Carney (21234; 28,264) | 1,701 | 1.241 | 0.58 | 0.07 | 0.01 |
| Overlea (21236; 12,148) | 3,601 | 0.521 | 0.24 | 0.03 | 0.01 |
| Rosedale (21237; 19,199) | 2,477 | 0.816 | 0.38 | 0.05 | 0.01 |
| Rossville (21237; 11,515) | 3,772 | 0.487 | 0.23 | 0.03 | 0.00 |
| Milford Mill (21244; 26,527) | 2,031 | 1.037 | 0.49 | 0.06 | 0.01 |
| Towson (21285; 51,793) | 785 | 2.476 | 1.16 | 0.14 | 0.02 |
| Hampton (21286; 5,004) | 4,156 | 0.425 | 0.20 | 0.02 | 0.00 |
| Cape St. Claire (21401; 8,022) | 3,651 | 0.514 | 0.24 | 0.03 | 0.00 |
| Parole (21401; 14,031) | 2,419 | 0.842 | 0.39 | 0.05 | 0.01 |
| Naval Academy (21402; 4,264) | 5,955 | 0.240 | 0.11 | 0.01 | 0.00 |
| Hillsmere Shores (21403; 2,977) | 6,791 | 0.191 | 0.09 | 0.01 | 0.00 |
| Annapolis (21409; 37,425) | 1,302 | 1.639 | 0.77 | 0.09 | 0.02 |
| La Vale (21502; 4,613) | 7,066 | 0.176 | 0.08 | 0.01 | 0.00 |
| Cumberland (21504; 19,364) | 4,102 | 0.433 | 0.20 | 0.02 | 0.00 |
| Frostburg (21532; 8,998) | 7,215 | 0.170 | 0.08 | 0.01 | 0.00 |
| Mountain Lake Park (21550; 2,049) | 12,421 | 0.051 | 0.02 | 0.00 | 0.00 |
| Oakland (21550; 1,900) | 12,917 | 0.045 | 0.02 | 0.00 | 0.00 |
| Easton (21601; 16,957) | 3,463 | 0.550 | 0.26 | 0.03 | 0.01 |
| Algonquin (21613; 1,361) | 11,055 | 0.068 | 0.03 | 0.00 | 0.00 |
| Cambridge (21613; 10,568) | 5,916 | 0.244 | 0.11 | 0.01 | 0.00 |
| Centreville (21617; 5,389) | 6,666 | 0.197 | 0.09 | 0.01 | 0.00 |
| Chester (21619; 3,723) | 6,861 | 0.187 | 0.09 | 0.01 | 0.00 |
| Denton (21629; 3,556) | 8,947 | 0.110 | 0.05 | 0.01 | 0.00 |
| Federalsburg (21632; 2,505) | 12,151 | 0.054 | 0.03 | 0.00 | 0.00 |
| Grasonville (21638; 2,193) | 10,622 | 0.075 | 0.03 | 0.00 | 0.00 |
| Greensboro (21639; 2,170) | 11,617 | 0.061 | 0.03 | 0.00 | 0.00 |
| Hurlock (21643; 2,036) | 11,684 | 0.060 | 0.03 | 0.00 | 0.00 |
| Rock Hall (21661; 16,068) | 3,862 | 0.469 | 0.22 | 0.03 | 0.00 |
| Stevensville (21666; 5,880) | 4,895 | 0.334 | 0.16 | 0.02 | 0.00 |
| Chestertown (21690; 3,753) | 9,137 | 0.105 | 0.05 | 0.01 | 0.00 |
| Linganore-Bartonsville (21701; 12,529) | 2,378 | 0.856 | 0.40 | 0.05 | 0.01 |
| Clover Hill (21702; 3,260) | 5,784 | 0.254 | 0.12 | 0.01 | 0.00 |
| Ballenger Creek (21703; 13,518) | 2,906 | 0.680 | 0.32 | 0.04 | 0.01 |
| Frederick (21704; 71,815) | 584 | 3.046 | 1.43 | 0.17 | 0.03 |
| Boonsboro (21713; 3,632) | 8,241 | 0.131 | 0.06 | 0.01 | 0.00 |
| Braddock Heights (21714; 4,627) | 5,276 | 0.296 | 0.14 | 0.02 | 0.00 |
| Cavetown (21720; 1,486) | 11,315 | 0.064 | 0.03 | 0.00 | 0.00 |

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| Maryland - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|---------------|--------------|--------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Emmitsburg (21727; 2,668) | 9,700 | 0.092 | 0.04 | 0.01 | 0.00 |
| St. James (21740; 1,657) | 10,331 | 0.079 | 0.04 | 0.00 | 0.00 |
| Hagerstown (21740; 40,186) | 1,918 | 1.100 | 0.52 | 0.06 | 0.01 |
| Halfway (21740; 10,065) | 4,529 | 0.375 | 0.18 | 0.02 | 0.00 |
| Fountainhead-Orchard Hills (21742; 3,844) | 7,216 | 0.170 | 0.08 | 0.01 | 0.00 |
| Paramount-Long Meadow (21742; 2,722) | 7,132 | 0.173 | 0.08 | 0.01 | 0.00 |
| Robinwood (21742; 4,731) | 6,373 | 0.213 | 0.10 | 0.01 | 0.00 |
| Brunswick (21758; 6,365) | 5,667 | 0.263 | 0.12 | 0.01 | 0.00 |
| Maugansville (21767; 2,295) | 9,672 | 0.093 | 0.04 | 0.01 | 0.00 |
| Middletown (21769; 3,460) | 6,479 | 0.207 | 0.10 | 0.01 | 0.00 |
| Green Valley (21770; 12,262) | 2,296 | 0.891 | 0.42 | 0.05 | 0.01 |
| Mount Airy (21771; 17,080) | 2,064 | 1.017 | 0.48 | 0.06 | 0.01 |
| Myersville (21773; 1,923) | 8,467 | 0.124 | 0.06 | 0.01 | 0.00 |
| New Windsor (21776; 1,512) | 10,948 | 0.070 | 0.03 | 0.00 | 0.00 |
| Smithsburg (21783; 5,634) | 5,777 | 0.254 | 0.12 | 0.01 | 0.00 |
| Eldersburg (21784; 27,741) | 1,211 | 1.748 | 0.82 | 0.10 | 0.02 |
| Sykesville (21784; 5,141) | 5,181 | 0.304 | 0.14 | 0.02 | 0.00 |
| Taneytown (21787; 6,402) | 5,918 | 0.244 | 0.11 | 0.01 | 0.00 |
| Thurmont (21788; 7,406) | 4,966 | 0.326 | 0.15 | 0.02 | 0.00 |
| Discovery-Spring Garden (21793; 2,152) | 9,503 | 0.097 | 0.05 | 0.01 | 0.00 |
| Walkersville (21793; 6,854) | 4,334 | 0.400 | 0.19 | 0.02 | 0.00 |
| Williamsport (21795; 2,570) | 10,403 | 0.078 | 0.04 | 0.00 | 0.00 |
| Wilson-Conococheague (21795; 1,885) | 11,327 | 0.064 | 0.03 | 0.00 | 0.00 |
| Salisbury (21803; 34,898) | 2,264 | 0.906 | 0.42 | 0.05 | 0.01 |
| Ocean Pines (21811; 10,496) | 3,900 | 0.464 | 0.22 | 0.03 | 0.00 |
| Berlin (21811; 4,342) | 8,300 | 0.129 | 0.06 | 0.01 | 0.00 |
| Crisfield (21817; 3,113) | 12,521 | 0.050 | 0.02 | 0.00 | 0.00 |
| Fruitland (21826; 3,819) | 8,713 | 0.117 | 0.05 | 0.01 | 0.00 |
| West Ocean City (21842; 3,311) | 8,460 | 0.124 | 0.06 | 0.01 | 0.00 |
| Ocean City (21843; 7,030) | 6,210 | 0.224 | 0.10 | 0.01 | 0.00 |
| Pocomoke City (21851; 3,687) | 9,575 | 0.095 | 0.04 | 0.01 | 0.00 |
| Princess Anne (21853; 3,812) | 11,058 | 0.068 | 0.03 | 0.00 | 0.00 |
| Snow Hill (21863; 2,073) | 12,088 | 0.055 | 0.03 | 0.00 | 0.00 |
| Delmar (21875; 2,663) | 11,104 | 0.067 | 0.03 | 0.00 | 0.00 |
| North East (21901; 2,980) | 9,156 | 0.105 | 0.05 | 0.01 | 0.00 |
| Perryville (21903; 3,976) | 7,581 | 0.156 | 0.07 | 0.01 | 0.00 |
| Rising Sun (21911; 2,014) | 10,683 | 0.074 | 0.03 | 0.00 | 0.00 |
| Charlestown (21914; 1,316) | 11,719 | 0.059 | 0.03 | 0.00 | 0.00 |
| Elkton (21921; 23,289) | 2,547 | 0.790 | 0.37 | 0.04 | 0.01 |
| Total 4,339,835 | | 213.61 | 100.0 | 11.84 | 2.07 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

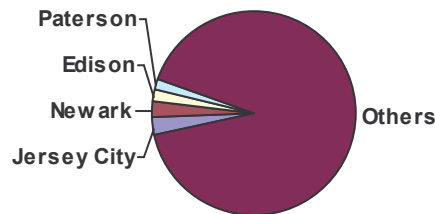
5.11 LATENT DEMAND BY YEAR - NEW JERSEY

The Latent Demand for Graphic Design Services in New Jersey: 2002 - 2012

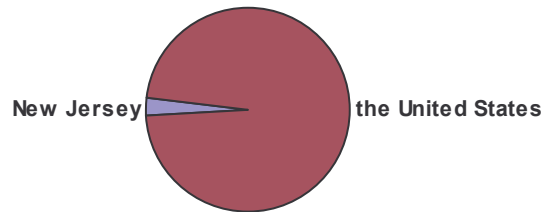
| Year | New Jersey | % of Region | % of USA |
|------|------------|-------------|----------|
| 2002 | 296.20 | 16.59% | 2.89% |
| 2003 | 295.62 | 16.67% | 2.91% |
| 2004 | 295.04 | 16.74% | 2.92% |
| 2005 | 294.46 | 16.82% | 2.94% |
| 2006 | 295.15 | 16.87% | 2.95% |
| 2007 | 303.47 | 16.82% | 2.94% |
| 2008 | 313.34 | 16.75% | 2.92% |
| 2009 | 323.52 | 16.67% | 2.91% |
| 2010 | 334.03 | 16.60% | 2.89% |
| 2011 | 344.89 | 16.53% | 2.88% |
| 2012 | 356.10 | 16.45% | 2.86% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

New Jersey - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and New Jersey: 2007



5.12 CITIES SORTED BY RANK - NEW JERSEY

New Jersey - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Jersey City (236,222) | 136 | 8.501 | 2.80 | 0.47 | 0.08 |
| Newark (302,015) | 160 | 7.726 | 2.55 | 0.43 | 0.07 |
| Edison (97,687) | 199 | 6.476 | 2.13 | 0.36 | 0.06 |
| Paterson (155,903) | 312 | 4.857 | 1.60 | 0.27 | 0.05 |
| Elizabeth (137,883) | 333 | 4.610 | 1.52 | 0.26 | 0.04 |
| Toms River (86,327) | 337 | 4.567 | 1.50 | 0.25 | 0.04 |
| Wayne (54,069) | 368 | 4.299 | 1.42 | 0.24 | 0.04 |
| Clifton (83,843) | 404 | 4.034 | 1.33 | 0.22 | 0.04 |
| East Brunswick (46,756) | 511 | 3.376 | 1.11 | 0.19 | 0.03 |
| Union (54,405) | 579 | 3.060 | 1.01 | 0.17 | 0.03 |
| West Orange (44,943) | 612 | 2.958 | 0.97 | 0.16 | 0.03 |
| Westfield (31,342) | 619 | 2.931 | 0.97 | 0.16 | 0.03 |
| Sayreville (50,382) | 654 | 2.821 | 0.93 | 0.16 | 0.03 |
| Teaneck (39,260) | 663 | 2.795 | 0.92 | 0.15 | 0.03 |
| Montclair (38,977) | 668 | 2.775 | 0.91 | 0.15 | 0.03 |
| Hoboken (45,322) | 701 | 2.695 | 0.89 | 0.15 | 0.03 |
| Livingston (27,391) | 747 | 2.574 | 0.85 | 0.14 | 0.02 |
| Trenton (85,379) | 764 | 2.522 | 0.83 | 0.14 | 0.02 |
| Ridgewood (24,841) | 789 | 2.462 | 0.81 | 0.14 | 0.02 |
| Millburn (19,765) | 793 | 2.458 | 0.81 | 0.14 | 0.02 |
| Vineland (63,573) | 804 | 2.422 | 0.80 | 0.13 | 0.02 |
| Bloomfield (47,683) | 805 | 2.415 | 0.80 | 0.13 | 0.02 |
| Fort Lee (43,438) | 809 | 2.401 | 0.79 | 0.13 | 0.02 |
| Bayonne (57,526) | 867 | 2.273 | 0.75 | 0.13 | 0.02 |
| Passaic (71,164) | 868 | 2.272 | 0.75 | 0.13 | 0.02 |
| Hackensack (46,902) | 912 | 2.199 | 0.72 | 0.12 | 0.02 |
| Fair Lawn (31,518) | 936 | 2.161 | 0.71 | 0.12 | 0.02 |
| Paramus (29,433) | 942 | 2.152 | 0.71 | 0.12 | 0.02 |
| Plainfield (48,420) | 945 | 2.148 | 0.71 | 0.12 | 0.02 |
| Irvington (60,695) | 968 | 2.110 | 0.70 | 0.12 | 0.02 |
| East Orange (66,277) | 1,002 | 2.038 | 0.67 | 0.11 | 0.02 |
| Ewing (35,707) | 1,056 | 1.944 | 0.64 | 0.11 | 0.02 |
| Perth Amboy (53,662) | 1,076 | 1.918 | 0.63 | 0.11 | 0.02 |
| Summit (21,652) | 1,082 | 1.913 | 0.63 | 0.11 | 0.02 |
| New Brunswick (54,647) | 1,119 | 1.874 | 0.62 | 0.10 | 0.02 |
| West Milford (26,410) | 1,129 | 1.861 | 0.61 | 0.10 | 0.02 |
| Union City (63,427) | 1,138 | 1.847 | 0.61 | 0.10 | 0.02 |
| Linden (41,831) | 1,142 | 1.843 | 0.61 | 0.10 | 0.02 |
| Maplewood (23,868) | 1,163 | 1.807 | 0.60 | 0.10 | 0.02 |
| Camden (80,188) | 1,181 | 1.785 | 0.59 | 0.10 | 0.02 |
| Franklin Lakes (14,184) | 1,183 | 1.785 | 0.59 | 0.10 | 0.02 |
| Scotch Plains (22,732) | 1,202 | 1.763 | 0.58 | 0.10 | 0.02 |
| South Plainfield (27,124) | 1,217 | 1.739 | 0.57 | 0.10 | 0.02 |

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New Jersey - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Kearny (36,607) | 1,282 | 1.662 | 0.55 | 0.09 | 0.02 |
| Belleville (35,928) | 1,284 | 1.659 | 0.55 | 0.09 | 0.02 |
| Cranford (22,578) | 1,304 | 1.638 | 0.54 | 0.09 | 0.02 |
| Wyckoff (16,508) | 1,320 | 1.626 | 0.54 | 0.09 | 0.02 |
| Pennsauken (35,737) | 1,325 | 1.615 | 0.53 | 0.09 | 0.02 |
| Old Bridge (22,833) | 1,341 | 1.602 | 0.53 | 0.09 | 0.02 |
| Nutley (27,362) | 1,380 | 1.551 | 0.51 | 0.09 | 0.02 |
| Bergenfield (26,131) | 1,383 | 1.544 | 0.51 | 0.09 | 0.01 |
| Oakland (18,244) | 1,422 | 1.502 | 0.50 | 0.08 | 0.01 |
| Rahway (31,111) | 1,423 | 1.500 | 0.49 | 0.08 | 0.01 |
| Englewood (26,830) | 1,435 | 1.489 | 0.49 | 0.08 | 0.01 |
| West New York (47,632) | 1,481 | 1.448 | 0.48 | 0.08 | 0.01 |
| Somerset (23,040) | 1,485 | 1.442 | 0.48 | 0.08 | 0.01 |
| Berkeley Heights (13,407) | 1,554 | 1.373 | 0.45 | 0.08 | 0.01 |
| South Orange (16,964) | 1,588 | 1.348 | 0.44 | 0.07 | 0.01 |
| Tenafly (15,532) | 1,593 | 1.342 | 0.44 | 0.07 | 0.01 |
| Tinton Falls (20,245) | 1,610 | 1.322 | 0.44 | 0.07 | 0.01 |
| Ramsey (15,358) | 1,650 | 1.287 | 0.42 | 0.07 | 0.01 |
| Upper Saddle River (10,534) | 1,658 | 1.278 | 0.42 | 0.07 | 0.01 |
| Hillside (21,747) | 1,726 | 1.222 | 0.40 | 0.07 | 0.01 |
| Garfield (30,012) | 1,734 | 1.219 | 0.40 | 0.07 | 0.01 |
| Long Branch (32,097) | 1,786 | 1.179 | 0.39 | 0.07 | 0.01 |
| Millville (29,996) | 1,830 | 1.151 | 0.38 | 0.06 | 0.01 |
| Madison (14,517) | 1,842 | 1.143 | 0.38 | 0.06 | 0.01 |
| Point Pleasant (21,470) | 1,846 | 1.143 | 0.38 | 0.06 | 0.01 |
| Colonia (17,811) | 1,850 | 1.141 | 0.38 | 0.06 | 0.01 |
| Glen Rock (11,456) | 1,858 | 1.135 | 0.37 | 0.06 | 0.01 |
| North Plainfield (21,262) | 1,885 | 1.118 | 0.37 | 0.06 | 0.01 |
| Orange (32,868) | 1,889 | 1.117 | 0.37 | 0.06 | 0.01 |
| Dumont (17,783) | 1,910 | 1.107 | 0.36 | 0.06 | 0.01 |
| Rutherford (18,030) | 1,935 | 1.094 | 0.36 | 0.06 | 0.01 |
| Ringwood (13,953) | 1,960 | 1.083 | 0.36 | 0.06 | 0.01 |
| Carteret (24,141) | 1,961 | 1.082 | 0.36 | 0.06 | 0.01 |
| Morristown (19,761) | 1,962 | 1.081 | 0.36 | 0.06 | 0.01 |
| Metuchen (14,957) | 1,971 | 1.074 | 0.35 | 0.06 | 0.01 |
| Roselle (21,868) | 1,989 | 1.065 | 0.35 | 0.06 | 0.01 |
| Morganville (11,255) | 1,997 | 1.059 | 0.35 | 0.06 | 0.01 |
| Lakewood (36,065) | 2,002 | 1.055 | 0.35 | 0.06 | 0.01 |
| New Providence (12,198) | 2,003 | 1.055 | 0.35 | 0.06 | 0.01 |
| Woodbridge (18,309) | 2,005 | 1.054 | 0.35 | 0.06 | 0.01 |
| Lodi (25,448) | 2,015 | 1.050 | 0.35 | 0.06 | 0.01 |
| Atlantic City (40,824) | 2,018 | 1.046 | 0.34 | 0.06 | 0.01 |
| Iselin (16,698) | 2,028 | 1.038 | 0.34 | 0.06 | 0.01 |
| Hopatcong (16,472) | 2,043 | 1.030 | 0.34 | 0.06 | 0.01 |
| Palisades Park (22,545) | 2,045 | 1.029 | 0.34 | 0.06 | 0.01 |

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New Jersey - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Edgewater (16,951) | 2,055 | 1.022 | 0.34 | 0.06 | 0.01 |
| Kinnelon (10,096) | 2,063 | 1.017 | 0.34 | 0.06 | 0.01 |
| Cliffside Park (23,012) | 2,075 | 1.012 | 0.33 | 0.06 | 0.01 |
| Springfield (14,429) | 2,077 | 1.012 | 0.33 | 0.06 | 0.01 |
| Hawthorne (18,879) | 2,106 | 0.993 | 0.33 | 0.06 | 0.01 |
| Lyndhurst (19,383) | 2,127 | 0.983 | 0.32 | 0.05 | 0.01 |
| Dover (19,306) | 2,130 | 0.980 | 0.32 | 0.05 | 0.01 |
| Verona (13,533) | 2,167 | 0.960 | 0.32 | 0.05 | 0.01 |
| Elmwood Park (19,234) | 2,172 | 0.956 | 0.32 | 0.05 | 0.01 |
| Haddonfield (11,423) | 2,197 | 0.943 | 0.31 | 0.05 | 0.01 |
| Cedar Grove (12,300) | 2,236 | 0.922 | 0.30 | 0.05 | 0.01 |
| New Milford (16,397) | 2,237 | 0.921 | 0.30 | 0.05 | 0.01 |
| Avenel (17,552) | 2,246 | 0.916 | 0.30 | 0.05 | 0.01 |
| South River (18,340) | 2,254 | 0.912 | 0.30 | 0.05 | 0.01 |
| Clark (14,597) | 2,276 | 0.902 | 0.30 | 0.05 | 0.01 |
| West Caldwell (11,233) | 2,297 | 0.890 | 0.29 | 0.05 | 0.01 |
| Rumson (7,693) | 2,312 | 0.884 | 0.29 | 0.05 | 0.01 |
| Fords (15,032) | 2,343 | 0.872 | 0.29 | 0.05 | 0.01 |
| Pompton Lakes (13,952) | 2,344 | 0.871 | 0.29 | 0.05 | 0.01 |
| North Haledon (12,150) | 2,361 | 0.863 | 0.28 | 0.05 | 0.01 |
| River Vale (9,449) | 2,385 | 0.854 | 0.28 | 0.05 | 0.01 |
| Middlesex (14,735) | 2,393 | 0.850 | 0.28 | 0.05 | 0.01 |
| Secaucus (14,878) | 2,408 | 0.846 | 0.28 | 0.05 | 0.01 |
| Glassboro (19,524) | 2,435 | 0.835 | 0.28 | 0.05 | 0.01 |
| Bernardsville (8,399) | 2,447 | 0.831 | 0.27 | 0.05 | 0.01 |
| Berlin (14,306) | 2,466 | 0.820 | 0.27 | 0.05 | 0.01 |
| North Caldwell (7,288) | 2,487 | 0.813 | 0.27 | 0.05 | 0.01 |
| Hillsdale (10,291) | 2,496 | 0.811 | 0.27 | 0.04 | 0.01 |
| Chatham (8,327) | 2,506 | 0.807 | 0.27 | 0.04 | 0.01 |
| Park Ridge (9,802) | 2,507 | 0.807 | 0.27 | 0.04 | 0.01 |
| Saddle Brook (13,155) | 2,536 | 0.795 | 0.26 | 0.04 | 0.01 |
| Cresskill (9,781) | 2,556 | 0.787 | 0.26 | 0.04 | 0.01 |
| Saddle River (5,979) | 2,627 | 0.763 | 0.25 | 0.04 | 0.01 |
| Princeton (11,911) | 2,629 | 0.762 | 0.25 | 0.04 | 0.01 |
| North Arlington (15,484) | 2,630 | 0.762 | 0.25 | 0.04 | 0.01 |
| River Edge (11,032) | 2,667 | 0.753 | 0.25 | 0.04 | 0.01 |
| Closter (9,395) | 2,676 | 0.749 | 0.25 | 0.04 | 0.01 |
| Florham Park (8,857) | 2,681 | 0.747 | 0.25 | 0.04 | 0.01 |
| Highland Park (14,688) | 2,688 | 0.743 | 0.24 | 0.04 | 0.01 |
| Eatontown (14,524) | 2,689 | 0.743 | 0.24 | 0.04 | 0.01 |
| Woodcliff Lake (6,339) | 2,696 | 0.741 | 0.24 | 0.04 | 0.01 |
| Montvale (8,259) | 2,743 | 0.730 | 0.24 | 0.04 | 0.01 |
| Hasbrouck Heights (11,714) | 2,781 | 0.718 | 0.24 | 0.04 | 0.01 |
| Allendale (7,110) | 2,795 | 0.714 | 0.24 | 0.04 | 0.01 |
| Washington Township (8,938) | 2,808 | 0.711 | 0.23 | 0.04 | 0.01 |

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New Jersey - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Lincoln Park (10,796) | 2,821 | 0.709 | 0.23 | 0.04 | 0.01 |
| West Paterson (12,274) | 2,839 | 0.703 | 0.23 | 0.04 | 0.01 |
| Waldwick (9,780) | 2,842 | 0.702 | 0.23 | 0.04 | 0.01 |
| Old Tappan (7,210) | 2,853 | 0.700 | 0.23 | 0.04 | 0.01 |
| Oradell (8,017) | 2,867 | 0.694 | 0.23 | 0.04 | 0.01 |
| Norwood (7,883) | 2,869 | 0.693 | 0.23 | 0.04 | 0.01 |
| Wanaque (10,982) | 2,874 | 0.690 | 0.23 | 0.04 | 0.01 |
| Englewood Cliffs (6,793) | 2,883 | 0.687 | 0.23 | 0.04 | 0.01 |
| Totowa (11,890) | 2,897 | 0.683 | 0.22 | 0.04 | 0.01 |
| Roselle Park (13,336) | 2,902 | 0.681 | 0.22 | 0.04 | 0.01 |
| Pleasantville (19,401) | 2,905 | 0.681 | 0.22 | 0.04 | 0.01 |
| Glen Ridge (6,704) | 2,935 | 0.673 | 0.22 | 0.04 | 0.01 |
| Beachwood (11,908) | 2,950 | 0.668 | 0.22 | 0.04 | 0.01 |
| Ocean City (15,881) | 2,957 | 0.667 | 0.22 | 0.04 | 0.01 |
| Westwood (11,218) | 3,068 | 0.638 | 0.21 | 0.04 | 0.01 |
| Hammonton (15,550) | 3,071 | 0.638 | 0.21 | 0.04 | 0.01 |
| Kendall Park (9,006) | 3,074 | 0.637 | 0.21 | 0.04 | 0.01 |
| Mountainside (6,841) | 3,091 | 0.632 | 0.21 | 0.04 | 0.01 |
| Ridgefield Park (12,669) | 3,124 | 0.624 | 0.21 | 0.03 | 0.01 |
| Freehold (13,344) | 3,156 | 0.617 | 0.20 | 0.03 | 0.01 |
| Watchung (6,344) | 3,164 | 0.615 | 0.20 | 0.03 | 0.01 |
| Leonia (8,911) | 3,172 | 0.614 | 0.20 | 0.03 | 0.01 |
| Mountain Lakes (4,535) | 3,183 | 0.611 | 0.20 | 0.03 | 0.01 |
| Fanwood (7,497) | 3,195 | 0.607 | 0.20 | 0.03 | 0.01 |
| Somerville (12,471) | 3,196 | 0.607 | 0.20 | 0.03 | 0.01 |
| Little Falls (10,855) | 3,197 | 0.607 | 0.20 | 0.03 | 0.01 |
| Ridgefield (11,542) | 3,248 | 0.593 | 0.20 | 0.03 | 0.01 |
| Lindenwold (16,936) | 3,301 | 0.581 | 0.19 | 0.03 | 0.01 |
| Butler (10,629) | 3,302 | 0.580 | 0.19 | 0.03 | 0.01 |
| Bridgeton (22,591) | 3,312 | 0.578 | 0.19 | 0.03 | 0.01 |
| Brigantine (13,313) | 3,376 | 0.565 | 0.19 | 0.03 | 0.01 |
| Mendham (5,348) | 3,396 | 0.561 | 0.18 | 0.03 | 0.01 |
| Lincroft (6,255) | 3,404 | 0.560 | 0.18 | 0.03 | 0.01 |
| West Long Branch (8,192) | 3,409 | 0.559 | 0.18 | 0.03 | 0.01 |
| Little Silver (6,247) | 3,413 | 0.559 | 0.18 | 0.03 | 0.01 |
| Fairfield (7,063) | 3,417 | 0.558 | 0.18 | 0.03 | 0.01 |
| Collingswood (13,594) | 3,418 | 0.558 | 0.18 | 0.03 | 0.01 |
| Maywood (9,448) | 3,419 | 0.558 | 0.18 | 0.03 | 0.01 |
| Fair Haven (6,033) | 3,422 | 0.557 | 0.18 | 0.03 | 0.01 |
| Fairview (14,518) | 3,423 | 0.557 | 0.18 | 0.03 | 0.01 |
| Emerson (7,788) | 3,451 | 0.552 | 0.18 | 0.03 | 0.01 |
| Strathmore (6,740) | 3,460 | 0.550 | 0.18 | 0.03 | 0.01 |
| Red Bank (12,229) | 3,464 | 0.550 | 0.18 | 0.03 | 0.01 |
| Ashland (8,375) | 3,512 | 0.542 | 0.18 | 0.03 | 0.01 |
| Matawan (8,946) | 3,517 | 0.541 | 0.18 | 0.03 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New Jersey - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Morris Plains (6,663) | 3,525 | 0.537 | 0.18 | 0.03 | 0.01 |
| Harrison (13,413) | 3,570 | 0.527 | 0.17 | 0.03 | 0.01 |
| Pennsville (11,657) | 3,576 | 0.526 | 0.17 | 0.03 | 0.01 |
| Phillipsburg (14,800) | 3,579 | 0.526 | 0.17 | 0.03 | 0.01 |
| Boonton (8,392) | 3,602 | 0.521 | 0.17 | 0.03 | 0.01 |
| Little Ferry (10,971) | 3,604 | 0.521 | 0.17 | 0.03 | 0.01 |
| Manville (10,636) | 3,619 | 0.518 | 0.17 | 0.03 | 0.01 |
| Bloomington (7,980) | 3,643 | 0.515 | 0.17 | 0.03 | 0.00 |
| Harrington Park (5,396) | 3,645 | 0.514 | 0.17 | 0.03 | 0.00 |
| Hackettstown (10,403) | 3,647 | 0.514 | 0.17 | 0.03 | 0.00 |
| Demarest (5,225) | 3,654 | 0.513 | 0.17 | 0.03 | 0.00 |
| Marlton (10,260) | 3,668 | 0.510 | 0.17 | 0.03 | 0.00 |
| Ventnor City (12,601) | 3,671 | 0.509 | 0.17 | 0.03 | 0.00 |
| Midland Park (6,974) | 3,680 | 0.507 | 0.17 | 0.03 | 0.00 |
| Wallington (11,489) | 3,711 | 0.499 | 0.16 | 0.03 | 0.00 |
| Williamstown (11,812) | 3,724 | 0.496 | 0.16 | 0.03 | 0.00 |
| Milltown (7,608) | 3,731 | 0.495 | 0.16 | 0.03 | 0.00 |
| Spotswood (9,321) | 3,735 | 0.495 | 0.16 | 0.03 | 0.00 |
| Northfield (9,138) | 3,740 | 0.494 | 0.16 | 0.03 | 0.00 |
| Guttenberg (11,651) | 3,743 | 0.493 | 0.16 | 0.03 | 0.00 |
| Pine Hill (12,297) | 3,754 | 0.491 | 0.16 | 0.03 | 0.00 |
| Echelon (10,440) | 3,758 | 0.490 | 0.16 | 0.03 | 0.00 |
| Somers Point (12,086) | 3,784 | 0.485 | 0.16 | 0.03 | 0.00 |
| Browns Mills (11,257) | 3,797 | 0.482 | 0.16 | 0.03 | 0.00 |
| Budd Lake (8,100) | 3,798 | 0.481 | 0.16 | 0.03 | 0.00 |
| Palmyra (9,718) | 3,846 | 0.472 | 0.16 | 0.03 | 0.00 |
| Dayton (6,235) | 3,867 | 0.468 | 0.15 | 0.03 | 0.00 |
| Jamesburg (8,287) | 3,868 | 0.468 | 0.15 | 0.03 | 0.00 |
| Linwood (8,197) | 3,873 | 0.467 | 0.15 | 0.03 | 0.00 |
| Bellmawr (10,951) | 3,895 | 0.465 | 0.15 | 0.03 | 0.00 |
| Absecon (8,764) | 3,896 | 0.464 | 0.15 | 0.03 | 0.00 |
| Bogota (8,085) | 3,926 | 0.460 | 0.15 | 0.03 | 0.00 |
| Kenilworth (8,047) | 3,935 | 0.458 | 0.15 | 0.03 | 0.00 |
| Bound Brook (10,235) | 3,950 | 0.456 | 0.15 | 0.03 | 0.00 |
| Wood-Ridge (7,703) | 4,004 | 0.446 | 0.15 | 0.02 | 0.00 |
| Caldwell (7,617) | 4,016 | 0.443 | 0.15 | 0.02 | 0.00 |
| Mount Arlington (6,877) | 4,051 | 0.439 | 0.14 | 0.02 | 0.00 |
| Margate City (10,073) | 4,053 | 0.439 | 0.14 | 0.02 | 0.00 |
| East Freehold (4,936) | 4,057 | 0.439 | 0.14 | 0.02 | 0.00 |
| Woodbury (10,849) | 4,113 | 0.431 | 0.14 | 0.02 | 0.00 |
| Pitman (9,105) | 4,119 | 0.430 | 0.14 | 0.02 | 0.00 |
| Roseland (5,470) | 4,130 | 0.429 | 0.14 | 0.02 | 0.00 |
| Dunellen (7,533) | 4,161 | 0.424 | 0.14 | 0.02 | 0.00 |
| Clayton (8,351) | 4,171 | 0.422 | 0.14 | 0.02 | 0.00 |
| East Rutherford (8,859) | 4,172 | 0.422 | 0.14 | 0.02 | 0.00 |

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New Jersey - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Gloucester City (11,995) | 4,191 | 0.420 | 0.14 | 0.02 | 0.00 |
| Burlington (10,131) | 4,220 | 0.415 | 0.14 | 0.02 | 0.00 |
| Audubon (8,747) | 4,270 | 0.409 | 0.13 | 0.02 | 0.00 |
| Union Beach (7,058) | 4,312 | 0.402 | 0.13 | 0.02 | 0.00 |
| Oceanport (5,902) | 4,324 | 0.401 | 0.13 | 0.02 | 0.00 |
| Haddon Heights (7,188) | 4,336 | 0.399 | 0.13 | 0.02 | 0.00 |
| South Amboy (8,300) | 4,339 | 0.399 | 0.13 | 0.02 | 0.00 |
| Haledon (9,036) | 4,391 | 0.392 | 0.13 | 0.02 | 0.00 |
| Keansburg (10,771) | 4,550 | 0.372 | 0.12 | 0.02 | 0.00 |
| Manasquan (6,211) | 4,551 | 0.372 | 0.12 | 0.02 | 0.00 |
| Rockaway (6,322) | 4,600 | 0.367 | 0.12 | 0.02 | 0.00 |
| Asbury Park (16,468) | 4,640 | 0.361 | 0.12 | 0.02 | 0.00 |
| Alpine (2,883) | 4,665 | 0.358 | 0.12 | 0.02 | 0.00 |
| Newton (8,817) | 4,748 | 0.349 | 0.12 | 0.02 | 0.00 |
| Hightstown (5,669) | 4,770 | 0.346 | 0.11 | 0.02 | 0.00 |
| Shrewsbury (4,185) | 4,781 | 0.346 | 0.11 | 0.02 | 0.00 |
| Mystic Island (8,694) | 4,794 | 0.344 | 0.11 | 0.02 | 0.00 |
| Laurence Harbor (6,227) | 4,801 | 0.343 | 0.11 | 0.02 | 0.00 |
| Haworth (3,512) | 4,833 | 0.340 | 0.11 | 0.02 | 0.00 |
| Northvale (4,922) | 4,839 | 0.339 | 0.11 | 0.02 | 0.00 |
| Stratford (6,987) | 4,847 | 0.339 | 0.11 | 0.02 | 0.00 |
| Washington (7,436) | 4,911 | 0.332 | 0.11 | 0.02 | 0.00 |
| Carlstadt (6,331) | 4,917 | 0.331 | 0.11 | 0.02 | 0.00 |
| Runnemede (8,435) | 4,935 | 0.330 | 0.11 | 0.02 | 0.00 |
| Wharton (6,072) | 4,962 | 0.327 | 0.11 | 0.02 | 0.00 |
| Lebanon (4,974) | 4,989 | 0.324 | 0.11 | 0.02 | 0.00 |
| Brielle (4,972) | 4,992 | 0.323 | 0.11 | 0.02 | 0.00 |
| Raritan (6,595) | 5,017 | 0.320 | 0.11 | 0.02 | 0.00 |
| Rochelle Park (5,528) | 5,030 | 0.320 | 0.11 | 0.02 | 0.00 |
| Turnersville (3,867) | 5,049 | 0.318 | 0.10 | 0.02 | 0.00 |
| Medford Lakes (4,291) | 5,061 | 0.316 | 0.10 | 0.02 | 0.00 |
| Keyport (7,570) | 5,068 | 0.316 | 0.10 | 0.02 | 0.00 |
| Spring Lake (3,525) | 5,212 | 0.301 | 0.10 | 0.02 | 0.00 |
| Oakhurst (4,152) | 5,275 | 0.296 | 0.10 | 0.02 | 0.00 |
| Barrington (6,889) | 5,284 | 0.296 | 0.10 | 0.02 | 0.00 |
| Fort Dix (7,464) | 5,304 | 0.294 | 0.10 | 0.02 | 0.00 |
| Villas (9,064) | 5,361 | 0.289 | 0.10 | 0.02 | 0.00 |
| Lawrenceville (4,081) | 5,378 | 0.287 | 0.09 | 0.02 | 0.00 |
| Monmouth Beach (3,755) | 5,380 | 0.287 | 0.09 | 0.02 | 0.00 |
| Essex Fells (2,036) | 5,390 | 0.287 | 0.09 | 0.02 | 0.00 |
| Hamburg (5,172) | 5,394 | 0.286 | 0.09 | 0.02 | 0.00 |
| Atlantic Highlands (4,629) | 5,398 | 0.286 | 0.09 | 0.02 | 0.00 |
| Point Pleasant Beach (5,705) | 5,481 | 0.277 | 0.09 | 0.02 | 0.00 |
| Wanamassa (4,551) | 5,616 | 0.266 | 0.09 | 0.01 | 0.00 |
| Princeton Junction (2,382) | 5,652 | 0.264 | 0.09 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New Jersey - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Carneys Point (6,914) | 5,676 | 0.263 | 0.09 | 0.01 | 0.00 |
| Prospect Park (5,872) | 5,716 | 0.259 | 0.09 | 0.01 | 0.00 |
| Forked River (4,914) | 5,720 | 0.259 | 0.09 | 0.01 | 0.00 |
| Belmar (5,997) | 5,754 | 0.256 | 0.08 | 0.01 | 0.00 |
| Shark River Hills (3,878) | 5,795 | 0.253 | 0.08 | 0.01 | 0.00 |
| High Bridge (3,850) | 5,811 | 0.251 | 0.08 | 0.01 | 0.00 |
| Spring Lake Heights (5,082) | 5,862 | 0.248 | 0.08 | 0.01 | 0.00 |
| Stanhope (4,112) | 5,880 | 0.246 | 0.08 | 0.01 | 0.00 |
| Neptune City (5,871) | 5,927 | 0.242 | 0.08 | 0.01 | 0.00 |
| Pennington (2,762) | 5,986 | 0.237 | 0.08 | 0.01 | 0.00 |
| Franklin (5,456) | 6,057 | 0.233 | 0.08 | 0.01 | 0.00 |
| Monmouth Junction (2,721) | 6,088 | 0.232 | 0.08 | 0.01 | 0.00 |
| Somerdale (5,070) | 6,173 | 0.226 | 0.07 | 0.01 | 0.00 |
| Blackwood (4,692) | 6,233 | 0.222 | 0.07 | 0.01 | 0.00 |
| Cape May Court House (4,704) | 6,278 | 0.219 | 0.07 | 0.01 | 0.00 |
| Highlands (4,996) | 6,304 | 0.217 | 0.07 | 0.01 | 0.00 |
| Port Reading (3,829) | 6,341 | 0.215 | 0.07 | 0.01 | 0.00 |
| South Bound Brook (4,548) | 6,393 | 0.212 | 0.07 | 0.01 | 0.00 |
| Garwood (4,204) | 6,422 | 0.210 | 0.07 | 0.01 | 0.00 |
| Riverdale (3,083) | 6,457 | 0.208 | 0.07 | 0.01 | 0.00 |
| Pomona (4,019) | 6,579 | 0.202 | 0.07 | 0.01 | 0.00 |
| Paulsboro (5,965) | 6,580 | 0.202 | 0.07 | 0.01 | 0.00 |
| Glendora (4,907) | 6,614 | 0.200 | 0.07 | 0.01 | 0.00 |
| Cranbury (2,008) | 6,620 | 0.199 | 0.07 | 0.01 | 0.00 |
| Clinton (2,663) | 6,649 | 0.198 | 0.07 | 0.01 | 0.00 |
| Clementon (4,849) | 6,709 | 0.195 | 0.06 | 0.01 | 0.00 |
| Lambertville (3,884) | 6,712 | 0.194 | 0.06 | 0.01 | 0.00 |
| Beach Haven West (4,444) | 6,759 | 0.192 | 0.06 | 0.01 | 0.00 |
| Cliffwood Beach (3,538) | 6,762 | 0.192 | 0.06 | 0.01 | 0.00 |
| Port Monmouth (3,742) | 6,772 | 0.192 | 0.06 | 0.01 | 0.00 |
| Bradley Beach (4,833) | 6,847 | 0.188 | 0.06 | 0.01 | 0.00 |
| Mount Ephraim (4,390) | 6,865 | 0.187 | 0.06 | 0.01 | 0.00 |
| Bordentown (4,132) | 6,891 | 0.186 | 0.06 | 0.01 | 0.00 |
| Woodbury Heights (3,074) | 6,905 | 0.185 | 0.06 | 0.01 | 0.00 |
| Merchantville (3,862) | 6,971 | 0.181 | 0.06 | 0.01 | 0.00 |
| Oak Valley (3,747) | 6,984 | 0.181 | 0.06 | 0.01 | 0.00 |
| Magnolia (4,340) | 6,988 | 0.180 | 0.06 | 0.01 | 0.00 |
| Gibbstown (3,758) | 6,992 | 0.180 | 0.06 | 0.01 | 0.00 |
| Leonardo (2,823) | 7,141 | 0.173 | 0.06 | 0.01 | 0.00 |
| Oaklyn (3,958) | 7,281 | 0.167 | 0.05 | 0.01 | 0.00 |
| North Middletown (3,165) | 7,320 | 0.165 | 0.05 | 0.01 | 0.00 |
| Westville (4,391) | 7,325 | 0.165 | 0.05 | 0.01 | 0.00 |
| Sewaren (2,780) | 7,335 | 0.165 | 0.05 | 0.01 | 0.00 |
| South Toms River (3,902) | 7,415 | 0.161 | 0.05 | 0.01 | 0.00 |
| Flemington (4,219) | 7,450 | 0.160 | 0.05 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New Jersey - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Sea Girt (1,950) | 7,459 | 0.160 | 0.05 | 0.01 | 0.00 |
| Wenonah (2,335) | 7,473 | 0.159 | 0.05 | 0.01 | 0.00 |
| Woodstown (3,724) | 7,509 | 0.158 | 0.05 | 0.01 | 0.00 |
| Helmetta (2,752) | 7,517 | 0.157 | 0.05 | 0.01 | 0.00 |
| Hopewell (2,101) | 7,608 | 0.154 | 0.05 | 0.01 | 0.00 |
| Riverton (2,738) | 7,626 | 0.153 | 0.05 | 0.01 | 0.00 |
| Ogdensburg (2,659) | 7,650 | 0.152 | 0.05 | 0.01 | 0.00 |
| Navesink (1,962) | 7,669 | 0.152 | 0.05 | 0.01 | 0.00 |
| Sea Isle City (3,445) | 7,714 | 0.150 | 0.05 | 0.01 | 0.00 |
| National Park (3,218) | 7,746 | 0.148 | 0.05 | 0.01 | 0.00 |
| Tuckerton (3,865) | 7,776 | 0.147 | 0.05 | 0.01 | 0.00 |
| Moonachie (3,015) | 7,841 | 0.145 | 0.05 | 0.01 | 0.00 |
| Gibbsboro (2,594) | 7,954 | 0.141 | 0.05 | 0.01 | 0.00 |
| West Belmar (2,606) | 7,999 | 0.140 | 0.05 | 0.01 | 0.00 |
| White House Station (1,951) | 8,006 | 0.139 | 0.05 | 0.01 | 0.00 |
| Salem (5,581) | 8,060 | 0.137 | 0.05 | 0.01 | 0.00 |
| Long Valley (1,818) | 8,065 | 0.137 | 0.05 | 0.01 | 0.00 |
| North Wildwood (4,423) | 8,066 | 0.137 | 0.05 | 0.01 | 0.00 |
| Belvidere (2,728) | 8,068 | 0.137 | 0.05 | 0.01 | 0.00 |
| Egg Harbor City (4,366) | 8,073 | 0.137 | 0.05 | 0.01 | 0.00 |
| Lakehurst (3,268) | 8,115 | 0.135 | 0.04 | 0.01 | 0.00 |
| Netcong (2,580) | 8,137 | 0.135 | 0.04 | 0.01 | 0.00 |
| Glen Gardner (2,313) | 8,213 | 0.132 | 0.04 | 0.01 | 0.00 |
| Chester (1,715) | 8,230 | 0.131 | 0.04 | 0.01 | 0.00 |
| Buena (3,827) | 8,270 | 0.130 | 0.04 | 0.01 | 0.00 |
| Ocean Grove (4,256) | 8,297 | 0.129 | 0.04 | 0.01 | 0.00 |
| Erma (2,088) | 8,363 | 0.128 | 0.04 | 0.01 | 0.00 |
| North Cape May (3,618) | 8,364 | 0.127 | 0.04 | 0.01 | 0.00 |
| Island Heights (2,177) | 8,396 | 0.127 | 0.04 | 0.01 | 0.00 |
| Lawnside (2,925) | 8,427 | 0.126 | 0.04 | 0.01 | 0.00 |
| Avalon (2,230) | 8,432 | 0.125 | 0.04 | 0.01 | 0.00 |
| Allentown (1,853) | 8,433 | 0.125 | 0.04 | 0.01 | 0.00 |
| Lavallette (2,989) | 8,457 | 0.125 | 0.04 | 0.01 | 0.00 |
| Wildwood Crest (3,525) | 8,521 | 0.123 | 0.04 | 0.01 | 0.00 |
| Pine Beach (2,246) | 8,524 | 0.122 | 0.04 | 0.01 | 0.00 |
| Chesilhurst (3,060) | 8,560 | 0.122 | 0.04 | 0.01 | 0.00 |
| Beverly (2,779) | 8,640 | 0.119 | 0.04 | 0.01 | 0.00 |
| New Egypt (2,519) | 8,675 | 0.118 | 0.04 | 0.01 | 0.00 |
| Mays Landing (2,321) | 8,748 | 0.116 | 0.04 | 0.01 | 0.00 |
| Oxford (2,283) | 8,765 | 0.116 | 0.04 | 0.01 | 0.00 |
| Penns Grove (4,580) | 8,821 | 0.114 | 0.04 | 0.01 | 0.00 |
| Sea Bright (1,824) | 8,832 | 0.114 | 0.04 | 0.01 | 0.00 |
| Manahawkin (2,004) | 8,834 | 0.114 | 0.04 | 0.01 | 0.00 |
| Estell Manor (2,132) | 8,933 | 0.111 | 0.04 | 0.01 | 0.00 |
| Englishtown (1,971) | 9,025 | 0.108 | 0.04 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New Jersey - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|---------------|--------------|--------------|-------------|
| Folsom (2,003) | 9,042 | 0.107 | 0.04 | 0.01 | 0.00 |
| Cape May (3,369) | 9,057 | 0.107 | 0.04 | 0.01 | 0.00 |
| Wildwood (4,596) | 9,158 | 0.105 | 0.03 | 0.01 | 0.00 |
| Seaside Park (2,421) | 9,169 | 0.104 | 0.03 | 0.01 | 0.00 |
| Bay Head (1,345) | 9,384 | 0.099 | 0.03 | 0.01 | 0.00 |
| Alpha (2,473) | 9,395 | 0.099 | 0.03 | 0.01 | 0.00 |
| Woodlynne (2,643) | 9,432 | 0.098 | 0.03 | 0.01 | 0.00 |
| Annandale (1,276) | 9,451 | 0.098 | 0.03 | 0.01 | 0.00 |
| Swedesboro (2,054) | 9,524 | 0.096 | 0.03 | 0.01 | 0.00 |
| Port Republic (1,513) | 9,584 | 0.095 | 0.03 | 0.01 | 0.00 |
| Laurel Springs (1,878) | 9,634 | 0.094 | 0.03 | 0.01 | 0.00 |
| Laurel Lake (2,929) | 9,803 | 0.089 | 0.03 | 0.00 | 0.00 |
| East Newark (2,112) | 9,812 | 0.089 | 0.03 | 0.00 | 0.00 |
| Barneгат (1,690) | 9,844 | 0.088 | 0.03 | 0.00 | 0.00 |
| Ocean Gate (2,247) | 9,879 | 0.088 | 0.03 | 0.00 | 0.00 |
| Newfield (1,770) | 9,906 | 0.087 | 0.03 | 0.00 | 0.00 |
| Belford (1,340) | 10,005 | 0.085 | 0.03 | 0.00 | 0.00 |
| Brooklawn (2,242) | 10,046 | 0.084 | 0.03 | 0.00 | 0.00 |
| Hampton (1,733) | 10,053 | 0.084 | 0.03 | 0.00 | 0.00 |
| Collings Lakes (1,726) | 10,087 | 0.084 | 0.03 | 0.00 | 0.00 |
| Seaside Heights (3,310) | 10,183 | 0.082 | 0.03 | 0.00 | 0.00 |
| Fairton (2,253) | 10,208 | 0.081 | 0.03 | 0.00 | 0.00 |
| Kingston (1,292) | 10,223 | 0.081 | 0.03 | 0.00 | 0.00 |
| South Belmar (1,764) | 10,294 | 0.080 | 0.03 | 0.00 | 0.00 |
| Sussex (2,313) | 10,307 | 0.080 | 0.03 | 0.00 | 0.00 |
| Frenchtown (1,586) | 10,374 | 0.079 | 0.03 | 0.00 | 0.00 |
| Califon (1,059) | 10,474 | 0.077 | 0.03 | 0.00 | 0.00 |
| Farmingdale (1,581) | 10,690 | 0.073 | 0.02 | 0.00 | 0.00 |
| Pemberton (1,740) | 10,728 | 0.073 | 0.02 | 0.00 | 0.00 |
| Beach Haven (1,478) | 11,066 | 0.068 | 0.02 | 0.00 | 0.00 |
| Woodbine (2,336) | 11,111 | 0.067 | 0.02 | 0.00 | 0.00 |
| Waretown (1,582) | 11,148 | 0.067 | 0.02 | 0.00 | 0.00 |
| Rio Grande (2,444) | 11,202 | 0.066 | 0.02 | 0.00 | 0.00 |
| Milford (1,248) | 11,295 | 0.065 | 0.02 | 0.00 | 0.00 |
| Surf City (1,766) | 11,345 | 0.064 | 0.02 | 0.00 | 0.00 |
| Ship Bottom (1,527) | 11,565 | 0.061 | 0.02 | 0.00 | 0.00 |
| Mullica Hill (1,658) | 11,586 | 0.061 | 0.02 | 0.00 | 0.00 |
| Alloway (1,128) | 11,619 | 0.061 | 0.02 | 0.00 | 0.00 |
| Elmer (1,334) | 11,765 | 0.059 | 0.02 | 0.00 | 0.00 |
| Longport (1,177) | 11,863 | 0.057 | 0.02 | 0.00 | 0.00 |
| Deal (1,011) | 11,973 | 0.056 | 0.02 | 0.00 | 0.00 |
| Port Norris (1,507) | 12,097 | 0.055 | 0.02 | 0.00 | 0.00 |
| Stone Harbor (974) | 12,745 | 0.048 | 0.02 | 0.00 | 0.00 |
| Total 5,872,690 | | 303.47 | 100.0 | 16.82 | 2.94 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

5.13 CITIES SORTED BY ZIPCODE - NEW JERSEY

| New Jersey - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Avenel (07001; 17,552) | 2,246 | 0.916 | 0.30 | 0.05 | 0.01 |
| Bayonne (07002; 57,526) | 867 | 2.273 | 0.75 | 0.13 | 0.02 |
| Bloomfield (07003; 47,683) | 805 | 2.415 | 0.80 | 0.13 | 0.02 |
| Fairfield (07004; 7,063) | 3,417 | 0.558 | 0.18 | 0.03 | 0.01 |
| Boonton (07005; 8,392) | 3,602 | 0.521 | 0.17 | 0.03 | 0.01 |
| Caldwell (07006; 7,617) | 4,016 | 0.443 | 0.15 | 0.02 | 0.00 |
| North Caldwell (07006; 7,288) | 2,487 | 0.813 | 0.27 | 0.05 | 0.01 |
| West Caldwell (07007; 11,233) | 2,297 | 0.890 | 0.29 | 0.05 | 0.01 |
| Carteret (07008; 24,141) | 1,961 | 1.082 | 0.36 | 0.06 | 0.01 |
| Cedar Grove (07009; 12,300) | 2,236 | 0.922 | 0.30 | 0.05 | 0.01 |
| Cliffside Park (07010; 23,012) | 2,075 | 1.012 | 0.33 | 0.06 | 0.01 |
| Clifton (07011; 83,843) | 404 | 4.034 | 1.33 | 0.22 | 0.04 |
| Cranford (07016; 22,578) | 1,304 | 1.638 | 0.54 | 0.09 | 0.02 |
| East Orange (07017; 66,277) | 1,002 | 2.038 | 0.67 | 0.11 | 0.02 |
| Edgewater (07020; 16,951) | 2,055 | 1.022 | 0.34 | 0.06 | 0.01 |
| Essex Fells (07021; 2,036) | 5,390 | 0.287 | 0.09 | 0.02 | 0.00 |
| Fairview (07022; 14,518) | 3,423 | 0.557 | 0.18 | 0.03 | 0.01 |
| Fanwood (07023; 7,497) | 3,195 | 0.607 | 0.20 | 0.03 | 0.01 |
| Fort Lee (07024; 43,438) | 809 | 2.401 | 0.79 | 0.13 | 0.02 |
| Garfield (07026; 30,012) | 1,734 | 1.219 | 0.40 | 0.07 | 0.01 |
| Garwood (07027; 4,204) | 6,422 | 0.210 | 0.07 | 0.01 | 0.00 |
| Glen Ridge (07028; 6,704) | 2,935 | 0.673 | 0.22 | 0.04 | 0.01 |
| Harrison (07029; 13,413) | 3,570 | 0.527 | 0.17 | 0.03 | 0.01 |
| East Newark (07029; 2,112) | 9,812 | 0.089 | 0.03 | 0.00 | 0.00 |
| Hoboken (07030; 45,322) | 701 | 2.695 | 0.89 | 0.15 | 0.03 |
| North Arlington (07031; 15,484) | 2,630 | 0.762 | 0.25 | 0.04 | 0.01 |
| Kenilworth (07033; 8,047) | 3,935 | 0.458 | 0.15 | 0.03 | 0.00 |
| Lincoln Park (07035; 10,796) | 2,821 | 0.709 | 0.23 | 0.04 | 0.01 |
| Linden (07036; 41,831) | 1,142 | 1.843 | 0.61 | 0.10 | 0.02 |
| Livingston (07039; 27,391) | 747 | 2.574 | 0.85 | 0.14 | 0.02 |
| Maplewood (07040; 23,868) | 1,163 | 1.807 | 0.60 | 0.10 | 0.02 |
| Millburn (07041; 19,765) | 793 | 2.458 | 0.81 | 0.14 | 0.02 |
| Montclair (07043; 38,977) | 668 | 2.775 | 0.91 | 0.15 | 0.03 |
| Verona (07044; 13,533) | 2,167 | 0.960 | 0.32 | 0.05 | 0.01 |
| Mountain Lakes (07046; 4,535) | 3,183 | 0.611 | 0.20 | 0.03 | 0.01 |
| Orange (07050; 32,868) | 1,889 | 1.117 | 0.37 | 0.06 | 0.01 |
| West Orange (07052; 44,943) | 612 | 2.958 | 0.97 | 0.16 | 0.03 |
| Passaic (07055; 71,164) | 868 | 2.272 | 0.75 | 0.13 | 0.02 |
| Wallington (07057; 11,489) | 3,711 | 0.499 | 0.16 | 0.03 | 0.00 |
| Plainfield (07061; 48,420) | 945 | 2.148 | 0.71 | 0.12 | 0.02 |
| North Plainfield (07062; 21,262) | 1,885 | 1.118 | 0.37 | 0.06 | 0.01 |
| Port Reading (07064; 3,829) | 6,341 | 0.215 | 0.07 | 0.01 | 0.00 |
| Rahway (07065; 31,111) | 1,423 | 1.500 | 0.49 | 0.08 | 0.01 |
| Clark (07066; 14,597) | 2,276 | 0.902 | 0.30 | 0.05 | 0.01 |
| Colonia (07067; 17,811) | 1,850 | 1.141 | 0.38 | 0.06 | 0.01 |
| Roseland (07068; 5,470) | 4,130 | 0.429 | 0.14 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| New Jersey - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Watchung (07069; 6,344) | 3,164 | 0.615 | 0.20 | 0.03 | 0.01 |
| Rutherford (07070; 18,030) | 1,935 | 1.094 | 0.36 | 0.06 | 0.01 |
| Lyndhurst (07071; 19,383) | 2,127 | 0.983 | 0.32 | 0.05 | 0.01 |
| Carlstadt (07072; 6,331) | 4,917 | 0.331 | 0.11 | 0.02 | 0.00 |
| East Rutherford (07073; 8,859) | 4,172 | 0.422 | 0.14 | 0.02 | 0.00 |
| Moonachie (07074; 3,015) | 7,841 | 0.145 | 0.05 | 0.01 | 0.00 |
| Wood-Ridge (07075; 7,703) | 4,004 | 0.446 | 0.15 | 0.02 | 0.00 |
| Scotch Plains (07076; 22,732) | 1,202 | 1.763 | 0.58 | 0.10 | 0.02 |
| Sewaren (07077; 2,780) | 7,335 | 0.165 | 0.05 | 0.01 | 0.00 |
| South Orange (07079; 16,964) | 1,588 | 1.348 | 0.44 | 0.07 | 0.01 |
| South Plainfield (07080; 27,124) | 1,217 | 1.739 | 0.57 | 0.10 | 0.02 |
| Springfield (07081; 14,429) | 2,077 | 1.012 | 0.33 | 0.06 | 0.01 |
| Union (07083; 54,405) | 579 | 3.060 | 1.01 | 0.17 | 0.03 |
| Union City (07087; 63,427) | 1,138 | 1.847 | 0.61 | 0.10 | 0.02 |
| Westfield (07090; 31,342) | 619 | 2.931 | 0.97 | 0.16 | 0.03 |
| Mountainside (07092; 6,841) | 3,091 | 0.632 | 0.21 | 0.04 | 0.01 |
| West New York (07093; 47,632) | 1,481 | 1.448 | 0.48 | 0.08 | 0.01 |
| Guttenberg (07093; 11,651) | 3,743 | 0.493 | 0.16 | 0.03 | 0.00 |
| Secaucus (07094; 14,878) | 2,408 | 0.846 | 0.28 | 0.05 | 0.01 |
| Woodbridge (07095; 18,309) | 2,005 | 1.054 | 0.35 | 0.06 | 0.01 |
| Kearny (07099; 36,607) | 1,282 | 1.662 | 0.55 | 0.09 | 0.02 |
| Belleville (07109; 35,928) | 1,284 | 1.659 | 0.55 | 0.09 | 0.02 |
| Nutley (07110; 27,362) | 1,380 | 1.551 | 0.51 | 0.09 | 0.02 |
| Irvington (07111; 60,695) | 968 | 2.110 | 0.70 | 0.12 | 0.02 |
| Newark (07114; 302,015) | 160 | 7.726 | 2.55 | 0.43 | 0.07 |
| Roselle (07203; 21,868) | 1,989 | 1.065 | 0.35 | 0.06 | 0.01 |
| Roselle Park (07204; 13,336) | 2,902 | 0.681 | 0.22 | 0.04 | 0.01 |
| Hillside (07205; 21,747) | 1,726 | 1.222 | 0.40 | 0.07 | 0.01 |
| Elizabeth (07206; 137,883) | 333 | 4.610 | 1.52 | 0.26 | 0.04 |
| Jersey City (07390; 236,222) | 136 | 8.501 | 2.80 | 0.47 | 0.08 |
| Allendale (07401; 7,110) | 2,795 | 0.714 | 0.24 | 0.04 | 0.01 |
| Bloomington (07403; 7,980) | 3,643 | 0.515 | 0.17 | 0.03 | 0.00 |
| Kinnelon (07405; 10,096) | 2,063 | 1.017 | 0.34 | 0.06 | 0.01 |
| Butler (07405; 10,629) | 3,302 | 0.580 | 0.19 | 0.03 | 0.01 |
| Elmwood Park (07407; 19,234) | 2,172 | 0.956 | 0.32 | 0.05 | 0.01 |
| Fair Lawn (07410; 31,518) | 936 | 2.161 | 0.71 | 0.12 | 0.02 |
| Franklin (07416; 5,456) | 6,057 | 0.233 | 0.08 | 0.01 | 0.00 |
| Franklin Lakes (07417; 14,184) | 1,183 | 1.785 | 0.59 | 0.10 | 0.02 |
| Hamburg (07419; 5,172) | 5,394 | 0.286 | 0.09 | 0.02 | 0.00 |
| Little Falls (07424; 10,855) | 3,197 | 0.607 | 0.20 | 0.03 | 0.01 |
| West Paterson (07424; 12,274) | 2,839 | 0.703 | 0.23 | 0.04 | 0.01 |
| Midland Park (07432; 6,974) | 3,680 | 0.507 | 0.17 | 0.03 | 0.00 |
| Oakland (07436; 18,244) | 1,422 | 1.502 | 0.50 | 0.08 | 0.01 |
| Ogdensburg (07439; 2,659) | 7,650 | 0.152 | 0.05 | 0.01 | 0.00 |
| Pompton Lakes (07442; 13,952) | 2,344 | 0.871 | 0.29 | 0.05 | 0.01 |

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| New Jersey - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Ramsey (07446; 15,358) | 1,650 | 1.287 | 0.42 | 0.07 | 0.01 |
| Ridgewood (07450; 24,841) | 789 | 2.462 | 0.81 | 0.14 | 0.02 |
| Glen Rock (07452; 11,456) | 1,858 | 1.135 | 0.37 | 0.06 | 0.01 |
| Ringwood (07456; 13,953) | 1,960 | 1.083 | 0.36 | 0.06 | 0.01 |
| Riverdale (07457; 3,083) | 6,457 | 0.208 | 0.07 | 0.01 | 0.00 |
| Upper Saddle River (07458; 10,534) | 1,658 | 1.278 | 0.42 | 0.07 | 0.01 |
| Saddle River (07458; 5,979) | 2,627 | 0.763 | 0.25 | 0.04 | 0.01 |
| Sussex (07461; 2,313) | 10,307 | 0.080 | 0.03 | 0.00 | 0.00 |
| Waldwick (07463; 9,780) | 2,842 | 0.702 | 0.23 | 0.04 | 0.01 |
| Wanaque (07465; 10,982) | 2,874 | 0.690 | 0.23 | 0.04 | 0.01 |
| Wayne (07474; 54,069) | 368 | 4.299 | 1.42 | 0.24 | 0.04 |
| West Milford (07480; 26,410) | 1,129 | 1.861 | 0.61 | 0.10 | 0.02 |
| Wyckoff (07481; 16,508) | 1,320 | 1.626 | 0.54 | 0.09 | 0.02 |
| Hawthorne (07507; 18,879) | 2,106 | 0.993 | 0.33 | 0.06 | 0.01 |
| North Haledon (07508; 12,150) | 2,361 | 0.863 | 0.28 | 0.05 | 0.01 |
| Haledon (07508; 9,036) | 4,391 | 0.392 | 0.13 | 0.02 | 0.00 |
| Paterson (07510; 155,903) | 312 | 4.857 | 1.60 | 0.27 | 0.05 |
| Totowa (07511; 11,890) | 2,897 | 0.683 | 0.22 | 0.04 | 0.01 |
| Prospect Park (07538; 5,872) | 5,716 | 0.259 | 0.09 | 0.01 | 0.00 |
| Hackensack (07601; 46,902) | 912 | 2.199 | 0.72 | 0.12 | 0.02 |
| Bogota (07603; 8,085) | 3,926 | 0.460 | 0.15 | 0.03 | 0.00 |
| Hasbrouck Heights (07604; 11,714) | 2,781 | 0.718 | 0.24 | 0.04 | 0.01 |
| Leonia (07605; 8,911) | 3,172 | 0.614 | 0.20 | 0.03 | 0.01 |
| Maywood (07607; 9,448) | 3,419 | 0.558 | 0.18 | 0.03 | 0.01 |
| Alpine (07620; 2,883) | 4,665 | 0.358 | 0.12 | 0.02 | 0.00 |
| Bergenfield (07621; 26,131) | 1,383 | 1.544 | 0.51 | 0.09 | 0.01 |
| Closter (07624; 9,395) | 2,676 | 0.749 | 0.25 | 0.04 | 0.01 |
| Cresskill (07626; 9,781) | 2,556 | 0.787 | 0.26 | 0.04 | 0.01 |
| Demarest (07627; 5,225) | 3,654 | 0.513 | 0.17 | 0.03 | 0.00 |
| Dumont (07628; 17,783) | 1,910 | 1.107 | 0.36 | 0.06 | 0.01 |
| Emerson (07630; 7,788) | 3,451 | 0.552 | 0.18 | 0.03 | 0.01 |
| Englewood (07631; 26,830) | 1,435 | 1.489 | 0.49 | 0.08 | 0.01 |
| Englewood Cliffs (07632; 6,793) | 2,883 | 0.687 | 0.23 | 0.04 | 0.01 |
| Harrington Park (07640; 5,396) | 3,645 | 0.514 | 0.17 | 0.03 | 0.00 |
| Haworth (07641; 3,512) | 4,833 | 0.340 | 0.11 | 0.02 | 0.00 |
| Little Ferry (07643; 10,971) | 3,604 | 0.521 | 0.17 | 0.03 | 0.01 |
| Lodi (07644; 25,448) | 2,015 | 1.050 | 0.35 | 0.06 | 0.01 |
| Montvale (07645; 8,259) | 2,743 | 0.730 | 0.24 | 0.04 | 0.01 |
| New Milford (07646; 16,397) | 2,237 | 0.921 | 0.30 | 0.05 | 0.01 |
| Northvale (07647; 4,922) | 4,839 | 0.339 | 0.11 | 0.02 | 0.00 |
| Norwood (07648; 7,883) | 2,869 | 0.693 | 0.23 | 0.04 | 0.01 |
| Oradell (07649; 8,017) | 2,867 | 0.694 | 0.23 | 0.04 | 0.01 |
| Palisades Park (07650; 22,545) | 2,045 | 1.029 | 0.34 | 0.06 | 0.01 |
| Paramus (07653; 29,433) | 942 | 2.152 | 0.71 | 0.12 | 0.02 |
| Park Ridge (07656; 9,802) | 2,507 | 0.807 | 0.27 | 0.04 | 0.01 |

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New Jersey - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Ridgefield (07657; 11,542) | 3,248 | 0.593 | 0.20 | 0.03 | 0.01 |
| Ridgefield Park (07660; 12,669) | 3,124 | 0.624 | 0.21 | 0.03 | 0.01 |
| River Edge (07661; 11,032) | 2,667 | 0.753 | 0.25 | 0.04 | 0.01 |
| Rochelle Park (07662; 5,528) | 5,030 | 0.320 | 0.11 | 0.02 | 0.00 |
| Saddle Brook (07663; 13,155) | 2,536 | 0.795 | 0.26 | 0.04 | 0.01 |
| Teaneck (07666; 39,260) | 663 | 2.795 | 0.92 | 0.15 | 0.03 |
| Tenafly (07670; 15,532) | 1,593 | 1.342 | 0.44 | 0.07 | 0.01 |
| Westwood (07675; 11,218) | 3,068 | 0.638 | 0.21 | 0.04 | 0.01 |
| Old Tappan (07675; 7,210) | 2,853 | 0.700 | 0.23 | 0.04 | 0.01 |
| River Vale (07675; 9,449) | 2,385 | 0.854 | 0.28 | 0.05 | 0.01 |
| Washington Township (07676; 8,938) | 2,808 | 0.711 | 0.23 | 0.04 | 0.01 |
| Hillsdale (07676; 10,291) | 2,496 | 0.811 | 0.27 | 0.04 | 0.01 |
| Woodcliff Lake (07677; 6,339) | 2,696 | 0.741 | 0.24 | 0.04 | 0.01 |
| Shrewsbury (07702; 4,185) | 4,781 | 0.346 | 0.11 | 0.02 | 0.00 |
| Red Bank (07702; 12,229) | 3,464 | 0.550 | 0.18 | 0.03 | 0.01 |
| Fair Haven (07704; 6,033) | 3,422 | 0.557 | 0.18 | 0.03 | 0.01 |
| Wanamassa (07712; 4,551) | 5,616 | 0.266 | 0.09 | 0.01 | 0.00 |
| Asbury Park (07712; 16,468) | 4,640 | 0.361 | 0.12 | 0.02 | 0.00 |
| Atlantic Highlands (07716; 4,629) | 5,398 | 0.286 | 0.09 | 0.02 | 0.00 |
| Belford (07718; 1,340) | 10,005 | 0.085 | 0.03 | 0.00 | 0.00 |
| West Belmar (07719; 2,606) | 7,999 | 0.140 | 0.05 | 0.01 | 0.00 |
| Belmar (07719; 5,997) | 5,754 | 0.256 | 0.08 | 0.01 | 0.00 |
| South Belmar (07719; 1,764) | 10,294 | 0.080 | 0.03 | 0.00 | 0.00 |
| Bradley Beach (07720; 4,833) | 6,847 | 0.188 | 0.06 | 0.01 | 0.00 |
| Deal (07723; 1,011) | 11,973 | 0.056 | 0.02 | 0.00 | 0.00 |
| Englishtown (07726; 1,971) | 9,025 | 0.108 | 0.04 | 0.01 | 0.00 |
| Farmingdale (07727; 1,581) | 10,690 | 0.073 | 0.02 | 0.00 | 0.00 |
| Tinton Falls (07727; 20,245) | 1,610 | 1.322 | 0.44 | 0.07 | 0.01 |
| East Freehold (07728; 4,936) | 4,057 | 0.439 | 0.14 | 0.02 | 0.00 |
| Freehold (07728; 13,344) | 3,156 | 0.617 | 0.20 | 0.03 | 0.01 |
| Highlands (07732; 4,996) | 6,304 | 0.217 | 0.07 | 0.01 | 0.00 |
| Keansburg (07734; 10,771) | 4,550 | 0.372 | 0.12 | 0.02 | 0.00 |
| Cliffwood Beach (07735; 3,538) | 6,762 | 0.192 | 0.06 | 0.01 | 0.00 |
| Keyport (07735; 7,570) | 5,068 | 0.316 | 0.10 | 0.02 | 0.00 |
| Union Beach (07735; 7,058) | 4,312 | 0.402 | 0.13 | 0.02 | 0.00 |
| Leonardo (07737; 2,823) | 7,141 | 0.173 | 0.06 | 0.01 | 0.00 |
| Lincroft (07738; 6,255) | 3,404 | 0.560 | 0.18 | 0.03 | 0.01 |
| Little Silver (07739; 6,247) | 3,413 | 0.559 | 0.18 | 0.03 | 0.01 |
| Long Branch (07740; 32,097) | 1,786 | 1.179 | 0.39 | 0.07 | 0.01 |
| Strathmore (07747; 6,740) | 3,460 | 0.550 | 0.18 | 0.03 | 0.01 |
| Matawan (07747; 8,946) | 3,517 | 0.541 | 0.18 | 0.03 | 0.01 |
| North Middletown (07748; 3,165) | 7,320 | 0.165 | 0.05 | 0.01 | 0.00 |
| Monmouth Beach (07750; 3,755) | 5,380 | 0.287 | 0.09 | 0.02 | 0.00 |
| Morganville (07751; 11,255) | 1,997 | 1.059 | 0.35 | 0.06 | 0.01 |
| Navesink (07752; 1,962) | 7,669 | 0.152 | 0.05 | 0.01 | 0.00 |

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| New Jersey - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Shark River Hills (07753; 3,878) | 5,795 | 0.253 | 0.08 | 0.01 | 0.00 |
| Neptune City (07753; 5,871) | 5,927 | 0.242 | 0.08 | 0.01 | 0.00 |
| Oakhurst (07755; 4,152) | 5,275 | 0.296 | 0.10 | 0.02 | 0.00 |
| Ocean Grove (07756; 4,256) | 8,297 | 0.129 | 0.04 | 0.01 | 0.00 |
| Oceanport (07757; 5,902) | 4,324 | 0.401 | 0.13 | 0.02 | 0.00 |
| Port Monmouth (07758; 3,742) | 6,772 | 0.192 | 0.06 | 0.01 | 0.00 |
| Rumson (07760; 7,693) | 2,312 | 0.884 | 0.29 | 0.05 | 0.01 |
| Sea Bright (07760; 1,824) | 8,832 | 0.114 | 0.04 | 0.01 | 0.00 |
| Spring Lake (07762; 3,525) | 5,212 | 0.301 | 0.10 | 0.02 | 0.00 |
| Spring Lake Heights (07762; 5,082) | 5,862 | 0.248 | 0.08 | 0.01 | 0.00 |
| West Long Branch (07764; 8,192) | 3,409 | 0.559 | 0.18 | 0.03 | 0.01 |
| Eatontown (07799; 14,524) | 2,689 | 0.743 | 0.24 | 0.04 | 0.01 |
| Dover (07802; 19,306) | 2,130 | 0.980 | 0.32 | 0.05 | 0.01 |
| Belvidere (07823; 2,728) | 8,068 | 0.137 | 0.05 | 0.01 | 0.00 |
| Budd Lake (07828; 8,100) | 3,798 | 0.481 | 0.16 | 0.03 | 0.00 |
| Califon (07830; 1,059) | 10,474 | 0.077 | 0.03 | 0.00 | 0.00 |
| Hackettstown (07840; 10,403) | 3,647 | 0.514 | 0.17 | 0.03 | 0.00 |
| Hopatcong (07843; 16,472) | 2,043 | 1.030 | 0.34 | 0.06 | 0.01 |
| Long Valley (07853; 1,818) | 8,065 | 0.137 | 0.05 | 0.01 | 0.00 |
| Mount Arlington (07856; 6,877) | 4,051 | 0.439 | 0.14 | 0.02 | 0.00 |
| Netcong (07857; 2,580) | 8,137 | 0.135 | 0.04 | 0.01 | 0.00 |
| Newton (07860; 8,817) | 4,748 | 0.349 | 0.12 | 0.02 | 0.00 |
| Oxford (07863; 2,283) | 8,765 | 0.116 | 0.04 | 0.01 | 0.00 |
| Rockaway (07866; 6,322) | 4,600 | 0.367 | 0.12 | 0.02 | 0.00 |
| Stanhope (07874; 4,112) | 5,880 | 0.246 | 0.08 | 0.01 | 0.00 |
| Washington (07882; 7,436) | 4,911 | 0.332 | 0.11 | 0.02 | 0.00 |
| Wharton (07885; 6,072) | 4,962 | 0.327 | 0.11 | 0.02 | 0.00 |
| Summit (07902; 21,652) | 1,082 | 1.913 | 0.63 | 0.11 | 0.02 |
| Berkeley Heights (07922; 13,407) | 1,554 | 1.373 | 0.45 | 0.08 | 0.01 |
| Bernardsville (07924; 8,399) | 2,447 | 0.831 | 0.27 | 0.05 | 0.01 |
| Chatham (07928; 8,327) | 2,506 | 0.807 | 0.27 | 0.04 | 0.01 |
| Chester (07930; 1,715) | 8,230 | 0.131 | 0.04 | 0.01 | 0.00 |
| Florham Park (07932; 8,857) | 2,681 | 0.747 | 0.25 | 0.04 | 0.01 |
| Madison (07940; 14,517) | 1,842 | 1.143 | 0.38 | 0.06 | 0.01 |
| Mendham (07945; 5,348) | 3,396 | 0.561 | 0.18 | 0.03 | 0.01 |
| Morris Plains (07950; 6,663) | 3,525 | 0.537 | 0.18 | 0.03 | 0.01 |
| Morristown (07961; 19,761) | 1,962 | 1.081 | 0.36 | 0.06 | 0.01 |
| New Providence (07974; 12,198) | 2,003 | 1.055 | 0.35 | 0.06 | 0.01 |
| Alloway (08001; 1,128) | 11,619 | 0.061 | 0.02 | 0.00 | 0.00 |
| Barnegat (08005; 1,690) | 9,844 | 0.088 | 0.03 | 0.00 | 0.00 |
| Barrington (08007; 6,889) | 5,284 | 0.296 | 0.10 | 0.02 | 0.00 |
| Surf City (08008; 1,766) | 11,345 | 0.064 | 0.02 | 0.00 | 0.00 |
| Ship Bottom (08008; 1,527) | 11,565 | 0.061 | 0.02 | 0.00 | 0.00 |
| Beach Haven (08008; 1,478) | 11,066 | 0.068 | 0.02 | 0.00 | 0.00 |
| Berlin (08009; 14,306) | 2,466 | 0.820 | 0.27 | 0.05 | 0.01 |

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New Jersey - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Beverly (08010; 2,779) | 8,640 | 0.119 | 0.04 | 0.01 | 0.00 |
| Blackwood (08012; 4,692) | 6,233 | 0.222 | 0.07 | 0.01 | 0.00 |
| Turnersville (08012; 3,867) | 5,049 | 0.318 | 0.10 | 0.02 | 0.00 |
| Browns Mills (08015; 11,257) | 3,797 | 0.482 | 0.16 | 0.03 | 0.00 |
| Burlington (08016; 10,131) | 4,220 | 0.415 | 0.14 | 0.02 | 0.00 |
| Lindenwold (08021; 16,936) | 3,301 | 0.581 | 0.19 | 0.03 | 0.01 |
| Laurel Springs (08021; 1,878) | 9,634 | 0.094 | 0.03 | 0.01 | 0.00 |
| Clementon (08021; 4,849) | 6,709 | 0.195 | 0.06 | 0.01 | 0.00 |
| Pine Hill (08021; 12,297) | 3,754 | 0.491 | 0.16 | 0.03 | 0.00 |
| Gibbsboro (08026; 2,594) | 7,954 | 0.141 | 0.05 | 0.01 | 0.00 |
| Gibbstown (08027; 3,758) | 6,992 | 0.180 | 0.06 | 0.01 | 0.00 |
| Glassboro (08028; 19,524) | 2,435 | 0.835 | 0.28 | 0.05 | 0.01 |
| Glendora (08029; 4,907) | 6,614 | 0.200 | 0.07 | 0.01 | 0.00 |
| Brooklawn (08030; 2,242) | 10,046 | 0.084 | 0.03 | 0.00 | 0.00 |
| Gloucester City (08030; 11,995) | 4,191 | 0.420 | 0.14 | 0.02 | 0.00 |
| Haddonfield (08033; 11,423) | 2,197 | 0.943 | 0.31 | 0.05 | 0.01 |
| Ashland (08034; 8,375) | 3,512 | 0.542 | 0.18 | 0.03 | 0.01 |
| Haddon Heights (08035; 7,188) | 4,336 | 0.399 | 0.13 | 0.02 | 0.00 |
| Hammonton (08037; 15,550) | 3,071 | 0.638 | 0.21 | 0.04 | 0.01 |
| Folsom (08037; 2,003) | 9,042 | 0.107 | 0.04 | 0.01 | 0.00 |
| Echelon (08043; 10,440) | 3,758 | 0.490 | 0.16 | 0.03 | 0.00 |
| Lawnside (08045; 2,925) | 8,427 | 0.126 | 0.04 | 0.01 | 0.00 |
| Magnolia (08049; 4,340) | 6,988 | 0.180 | 0.06 | 0.01 | 0.00 |
| Manahawkin (08050; 2,004) | 8,834 | 0.114 | 0.04 | 0.01 | 0.00 |
| Beach Haven West (08050; 4,444) | 6,759 | 0.192 | 0.06 | 0.01 | 0.00 |
| Marlton (08053; 10,260) | 3,668 | 0.510 | 0.17 | 0.03 | 0.00 |
| Medford Lakes (08055; 4,291) | 5,061 | 0.316 | 0.10 | 0.02 | 0.00 |
| Mount Ephraim (08059; 4,390) | 6,865 | 0.187 | 0.06 | 0.01 | 0.00 |
| Mullica Hill (08062; 1,658) | 11,586 | 0.061 | 0.02 | 0.00 | 0.00 |
| National Park (08063; 3,218) | 7,746 | 0.148 | 0.05 | 0.01 | 0.00 |
| Palmyra (08065; 9,718) | 3,846 | 0.472 | 0.16 | 0.03 | 0.00 |
| Paulsboro (08066; 5,965) | 6,580 | 0.202 | 0.07 | 0.01 | 0.00 |
| Pemberton (08068; 1,740) | 10,728 | 0.073 | 0.02 | 0.00 | 0.00 |
| Carneys Point (08069; 6,914) | 5,676 | 0.263 | 0.09 | 0.01 | 0.00 |
| Penns Grove (08069; 4,580) | 8,821 | 0.114 | 0.04 | 0.01 | 0.00 |
| Pennsville (08070; 11,657) | 3,576 | 0.526 | 0.17 | 0.03 | 0.01 |
| Pitman (08071; 9,105) | 4,119 | 0.430 | 0.14 | 0.02 | 0.00 |
| Riverton (08076; 2,738) | 7,626 | 0.153 | 0.05 | 0.01 | 0.00 |
| Runnemede (08078; 8,435) | 4,935 | 0.330 | 0.11 | 0.02 | 0.00 |
| Salem (08079; 5,581) | 8,060 | 0.137 | 0.05 | 0.01 | 0.00 |
| Somerdale (08083; 5,070) | 6,173 | 0.226 | 0.07 | 0.01 | 0.00 |
| Stratford (08084; 6,987) | 4,847 | 0.339 | 0.11 | 0.02 | 0.00 |
| Swedesboro (08085; 2,054) | 9,524 | 0.096 | 0.03 | 0.01 | 0.00 |
| Mystic Island (08087; 8,694) | 4,794 | 0.344 | 0.11 | 0.02 | 0.00 |
| Tuckerton (08087; 3,865) | 7,776 | 0.147 | 0.05 | 0.01 | 0.00 |

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| New Jersey - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Chesilhurst (08089; 3,060) | 8,560 | 0.122 | 0.04 | 0.01 | 0.00 |
| Wenonah (08090; 2,335) | 7,473 | 0.159 | 0.05 | 0.01 | 0.00 |
| Oak Valley (08090; 3,747) | 6,984 | 0.181 | 0.06 | 0.01 | 0.00 |
| Westville (08093; 4,391) | 7,325 | 0.165 | 0.05 | 0.01 | 0.00 |
| Williamstown (08094; 11,812) | 3,724 | 0.496 | 0.16 | 0.03 | 0.00 |
| Collings Lakes (08094; 1,726) | 10,087 | 0.084 | 0.03 | 0.00 | 0.00 |
| Woodbury Heights (08097; 3,074) | 6,905 | 0.185 | 0.06 | 0.01 | 0.00 |
| Woodbury (08097; 10,849) | 4,113 | 0.431 | 0.14 | 0.02 | 0.00 |
| Woodstown (08098; 3,724) | 7,509 | 0.158 | 0.05 | 0.01 | 0.00 |
| Bellmawr (08099; 10,951) | 3,895 | 0.465 | 0.15 | 0.03 | 0.00 |
| Camden (08104; 80,188) | 1,181 | 1.785 | 0.59 | 0.10 | 0.02 |
| Audubon (08106; 8,747) | 4,270 | 0.409 | 0.13 | 0.02 | 0.00 |
| Oaklyn (08107; 3,958) | 7,281 | 0.167 | 0.05 | 0.01 | 0.00 |
| Woodlynne (08107; 2,643) | 9,432 | 0.098 | 0.03 | 0.01 | 0.00 |
| Collingswood (08108; 13,594) | 3,418 | 0.558 | 0.18 | 0.03 | 0.01 |
| Pennsauken (08109; 35,737) | 1,325 | 1.615 | 0.53 | 0.09 | 0.02 |
| Merchantville (08109; 3,862) | 6,971 | 0.181 | 0.06 | 0.01 | 0.00 |
| Absecon (08201; 8,764) | 3,896 | 0.464 | 0.15 | 0.03 | 0.00 |
| Avalon (08202; 2,230) | 8,432 | 0.125 | 0.04 | 0.01 | 0.00 |
| Brigantine (08203; 13,313) | 3,376 | 0.565 | 0.19 | 0.03 | 0.01 |
| Erma (08204; 2,088) | 8,363 | 0.128 | 0.04 | 0.01 | 0.00 |
| Cape May (08204; 3,369) | 9,057 | 0.107 | 0.04 | 0.01 | 0.00 |
| North Cape May (08204; 3,618) | 8,364 | 0.127 | 0.04 | 0.01 | 0.00 |
| Cape May Court House (08210; 4,704) | 6,278 | 0.219 | 0.07 | 0.01 | 0.00 |
| Egg Harbor City (08215; 4,366) | 8,073 | 0.137 | 0.05 | 0.01 | 0.00 |
| Linwood (08221; 8,197) | 3,873 | 0.467 | 0.15 | 0.03 | 0.00 |
| Northfield (08225; 9,138) | 3,740 | 0.494 | 0.16 | 0.03 | 0.00 |
| Ocean City (08226; 15,881) | 2,957 | 0.667 | 0.22 | 0.04 | 0.01 |
| Pleasantville (08234; 19,401) | 2,905 | 0.681 | 0.22 | 0.04 | 0.01 |
| Pomona (08240; 4,019) | 6,579 | 0.202 | 0.07 | 0.01 | 0.00 |
| Port Republic (08241; 1,513) | 9,584 | 0.095 | 0.03 | 0.01 | 0.00 |
| Rio Grande (08242; 2,444) | 11,202 | 0.066 | 0.02 | 0.00 | 0.00 |
| Sea Isle City (08243; 3,445) | 7,714 | 0.150 | 0.05 | 0.01 | 0.00 |
| Somers Point (08244; 12,086) | 3,784 | 0.485 | 0.16 | 0.03 | 0.00 |
| Stone Harbor (08247; 974) | 12,745 | 0.048 | 0.02 | 0.00 | 0.00 |
| Villas (08251; 9,064) | 5,361 | 0.289 | 0.10 | 0.02 | 0.00 |
| Wildwood (08260; 4,596) | 9,158 | 0.105 | 0.03 | 0.01 | 0.00 |
| Wildwood Crest (08260; 3,525) | 8,521 | 0.123 | 0.04 | 0.01 | 0.00 |
| North Wildwood (08260; 4,423) | 8,066 | 0.137 | 0.05 | 0.01 | 0.00 |
| Woodbine (08270; 2,336) | 11,111 | 0.067 | 0.02 | 0.00 | 0.00 |
| Bridgeton (08302; 22,591) | 3,312 | 0.578 | 0.19 | 0.03 | 0.01 |
| Buena (08310; 3,827) | 8,270 | 0.130 | 0.04 | 0.01 | 0.00 |
| Clayton (08312; 8,351) | 4,171 | 0.422 | 0.14 | 0.02 | 0.00 |
| Elmer (08318; 1,334) | 11,765 | 0.059 | 0.02 | 0.00 | 0.00 |
| Estell Manor (08319; 2,132) | 8,933 | 0.111 | 0.04 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| New Jersey - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Fairton (08320; 2,253) | 10,208 | 0.081 | 0.03 | 0.00 | 0.00 |
| Mays Landing (08330; 2,321) | 8,748 | 0.116 | 0.04 | 0.01 | 0.00 |
| Laurel Lake (08332; 2,929) | 9,803 | 0.089 | 0.03 | 0.00 | 0.00 |
| Millville (08332; 29,996) | 1,830 | 1.151 | 0.38 | 0.06 | 0.01 |
| Newfield (08344; 1,770) | 9,906 | 0.087 | 0.03 | 0.00 | 0.00 |
| Port Norris (08349; 1,507) | 12,097 | 0.055 | 0.02 | 0.00 | 0.00 |
| Vineland (08360; 63,573) | 804 | 2.422 | 0.80 | 0.13 | 0.02 |
| Atlantic City (08401; 40,824) | 2,018 | 1.046 | 0.34 | 0.06 | 0.01 |
| Margate City (08402; 10,073) | 4,053 | 0.439 | 0.14 | 0.02 | 0.00 |
| Longport (08403; 1,177) | 11,863 | 0.057 | 0.02 | 0.00 | 0.00 |
| Ventnor City (08406; 12,601) | 3,671 | 0.509 | 0.17 | 0.03 | 0.00 |
| Allentown (08501; 1,853) | 8,433 | 0.125 | 0.04 | 0.01 | 0.00 |
| Bordentown (08505; 4,132) | 6,891 | 0.186 | 0.06 | 0.01 | 0.00 |
| Cranbury (08512; 2,008) | 6,620 | 0.199 | 0.07 | 0.01 | 0.00 |
| Hightstown (08520; 5,669) | 4,770 | 0.346 | 0.11 | 0.02 | 0.00 |
| Hopewell (08525; 2,101) | 7,608 | 0.154 | 0.05 | 0.01 | 0.00 |
| Kingston (08528; 1,292) | 10,223 | 0.081 | 0.03 | 0.00 | 0.00 |
| Lambertville (08530; 3,884) | 6,712 | 0.194 | 0.06 | 0.01 | 0.00 |
| New Egypt (08533; 2,519) | 8,675 | 0.118 | 0.04 | 0.01 | 0.00 |
| Pennington (08534; 2,762) | 5,986 | 0.237 | 0.08 | 0.01 | 0.00 |
| Princeton (08544; 11,911) | 2,629 | 0.762 | 0.25 | 0.04 | 0.01 |
| Princeton Junction (08550; 2,382) | 5,652 | 0.264 | 0.09 | 0.01 | 0.00 |
| Ewing (08618; 35,707) | 1,056 | 1.944 | 0.64 | 0.11 | 0.02 |
| Trenton (08640; 85,379) | 764 | 2.522 | 0.83 | 0.14 | 0.02 |
| Fort Dix (08640; 7,464) | 5,304 | 0.294 | 0.10 | 0.02 | 0.00 |
| Lawrenceville (08648; 4,081) | 5,378 | 0.287 | 0.09 | 0.02 | 0.00 |
| Lakewood (08701; 36,065) | 2,002 | 1.055 | 0.35 | 0.06 | 0.01 |
| Beachwood (08722; 11,908) | 2,950 | 0.668 | 0.22 | 0.04 | 0.01 |
| Brielle (08730; 4,972) | 4,992 | 0.323 | 0.11 | 0.02 | 0.00 |
| Forked River (08731; 4,914) | 5,720 | 0.259 | 0.09 | 0.01 | 0.00 |
| Island Heights (08732; 2,177) | 8,396 | 0.127 | 0.04 | 0.01 | 0.00 |
| Lavallette (08735; 2,989) | 8,457 | 0.125 | 0.04 | 0.01 | 0.00 |
| Manasquan (08736; 6,211) | 4,551 | 0.372 | 0.12 | 0.02 | 0.00 |
| Ocean Gate (08740; 2,247) | 9,879 | 0.088 | 0.03 | 0.00 | 0.00 |
| Pine Beach (08741; 2,246) | 8,524 | 0.122 | 0.04 | 0.01 | 0.00 |
| Point Pleasant (08742; 21,470) | 1,846 | 1.143 | 0.38 | 0.06 | 0.01 |
| Point Pleasant Beach (08742; 5,705) | 5,481 | 0.277 | 0.09 | 0.02 | 0.00 |
| Bay Head (08742; 1,345) | 9,384 | 0.099 | 0.03 | 0.01 | 0.00 |
| Sea Girt (08750; 1,950) | 7,459 | 0.160 | 0.05 | 0.01 | 0.00 |
| Seaside Heights (08751; 3,310) | 10,183 | 0.082 | 0.03 | 0.00 | 0.00 |
| Seaside Park (08752; 2,421) | 9,169 | 0.104 | 0.03 | 0.01 | 0.00 |
| Toms River (08753; 86,327) | 337 | 4.567 | 1.50 | 0.25 | 0.04 |
| South Toms River (08757; 3,902) | 7,415 | 0.161 | 0.05 | 0.01 | 0.00 |
| Waretown (08758; 1,582) | 11,148 | 0.067 | 0.02 | 0.00 | 0.00 |
| Lakehurst (08759; 3,268) | 8,115 | 0.135 | 0.04 | 0.01 | 0.00 |

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| New Jersey - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|---------------|--------------|--------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Annandale (08801; 1,276) | 9,451 | 0.098 | 0.03 | 0.01 | 0.00 |
| Bound Brook (08805; 10,235) | 3,950 | 0.456 | 0.15 | 0.03 | 0.00 |
| Clinton (08809; 2,663) | 6,649 | 0.198 | 0.07 | 0.01 | 0.00 |
| Dayton (08810; 6,235) | 3,867 | 0.468 | 0.15 | 0.03 | 0.00 |
| Dunellen (08812; 7,533) | 4,161 | 0.424 | 0.14 | 0.02 | 0.00 |
| East Brunswick (08816; 46,756) | 511 | 3.376 | 1.11 | 0.19 | 0.03 |
| Edison (08818; 97,687) | 199 | 6.476 | 2.13 | 0.36 | 0.06 |
| Flemington (08822; 4,219) | 7,450 | 0.160 | 0.05 | 0.01 | 0.00 |
| Kendall Park (08824; 9,006) | 3,074 | 0.637 | 0.21 | 0.04 | 0.01 |
| Frenchtown (08825; 1,586) | 10,374 | 0.079 | 0.03 | 0.00 | 0.00 |
| Glen Gardner (08826; 2,313) | 8,213 | 0.132 | 0.04 | 0.01 | 0.00 |
| Hampton (08827; 1,733) | 10,053 | 0.084 | 0.03 | 0.00 | 0.00 |
| Helmetta (08828; 2,752) | 7,517 | 0.157 | 0.05 | 0.01 | 0.00 |
| High Bridge (08829; 3,850) | 5,811 | 0.251 | 0.08 | 0.01 | 0.00 |
| Iselin (08830; 16,698) | 2,028 | 1.038 | 0.34 | 0.06 | 0.01 |
| Jamesburg (08831; 8,287) | 3,868 | 0.468 | 0.15 | 0.03 | 0.00 |
| Lebanon (08833; 4,974) | 4,989 | 0.324 | 0.11 | 0.02 | 0.00 |
| Manville (08835; 10,636) | 3,619 | 0.518 | 0.17 | 0.03 | 0.01 |
| Metuchen (08840; 14,957) | 1,971 | 1.074 | 0.35 | 0.06 | 0.01 |
| Middlesex (08846; 14,735) | 2,393 | 0.850 | 0.28 | 0.05 | 0.01 |
| Milford (08848; 1,248) | 11,295 | 0.065 | 0.02 | 0.00 | 0.00 |
| Milltown (08850; 7,608) | 3,731 | 0.495 | 0.16 | 0.03 | 0.00 |
| Monmouth Junction (08852; 2,721) | 6,088 | 0.232 | 0.08 | 0.01 | 0.00 |
| Old Bridge (08857; 22,833) | 1,341 | 1.602 | 0.53 | 0.09 | 0.02 |
| Perth Amboy (08863; 53,662) | 1,076 | 1.918 | 0.63 | 0.11 | 0.02 |
| Fords (08863; 15,032) | 2,343 | 0.872 | 0.29 | 0.05 | 0.01 |
| Phillipsburg (08865; 14,800) | 3,579 | 0.526 | 0.17 | 0.03 | 0.01 |
| Alpha (08865; 2,473) | 9,395 | 0.099 | 0.03 | 0.01 | 0.00 |
| Sayreville (08872; 50,382) | 654 | 2.821 | 0.93 | 0.16 | 0.03 |
| Somerset (08873; 23,040) | 1,485 | 1.442 | 0.48 | 0.08 | 0.01 |
| Somerville (08876; 12,471) | 3,196 | 0.607 | 0.20 | 0.03 | 0.01 |
| Laurence Harbor (08879; 6,227) | 4,801 | 0.343 | 0.11 | 0.02 | 0.00 |
| South Amboy (08879; 8,300) | 4,339 | 0.399 | 0.13 | 0.02 | 0.00 |
| South Bound Brook (08880; 4,548) | 6,393 | 0.212 | 0.07 | 0.01 | 0.00 |
| South River (08882; 18,340) | 2,254 | 0.912 | 0.30 | 0.05 | 0.01 |
| Spotswood (08884; 9,321) | 3,735 | 0.495 | 0.16 | 0.03 | 0.00 |
| White House Station (08889; 1,951) | 8,006 | 0.139 | 0.05 | 0.01 | 0.00 |
| Raritan (08896; 6,595) | 5,017 | 0.320 | 0.11 | 0.02 | 0.00 |
| New Brunswick (08902; 54,647) | 1,119 | 1.874 | 0.62 | 0.10 | 0.02 |
| Highland Park (08904; 14,688) | 2,688 | 0.743 | 0.24 | 0.04 | 0.01 |
| Total 5,872,690 | | 303.47 | 100.0 | 16.82 | 2.94 |

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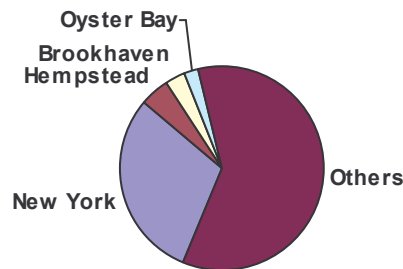
5.14 LATENT DEMAND BY YEAR - NEW YORK

The Latent Demand for Graphic Design Services in New York: 2002 - 2012

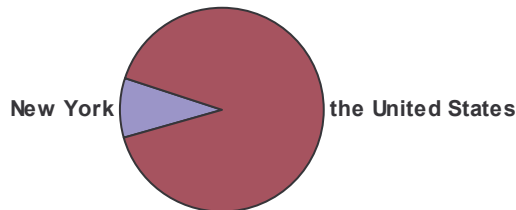
| Year | New York | % of Region | % of USA |
|------|----------|-------------|----------|
| 2002 | 1,034.88 | 57.96% | 10.10% |
| 2003 | 1,026.19 | 57.85% | 10.09% |
| 2004 | 1,017.57 | 57.74% | 10.08% |
| 2005 | 1,009.03 | 57.63% | 10.07% |
| 2006 | 1,006.49 | 57.54% | 10.06% |
| 2007 | 1,039.76 | 57.63% | 10.07% |
| 2008 | 1,080.31 | 57.73% | 10.08% |
| 2009 | 1,122.45 | 57.84% | 10.09% |
| 2010 | 1,166.22 | 57.95% | 10.10% |
| 2011 | 1,211.70 | 58.06% | 10.10% |
| 2012 | 1,258.96 | 58.16% | 10.11% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and New York: 2007



5.15 CITIES SORTED BY RANK - NEW YORK

New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|-----------|---------|----------|-------|
| New York (8,399,341) | 1 | 306.870 | 29.51 | 17.01 | 2.97 |
| Hempstead (755,785) | 9 | 49.815 | 4.79 | 2.76 | 0.48 |
| Brookhaven (547,139) | 13 | 32.613 | 3.14 | 1.81 | 0.32 |
| Oyster Bay (313,285) | 28 | 23.565 | 2.27 | 1.31 | 0.23 |
| Islip (357,578) | 32 | 22.298 | 2.14 | 1.24 | 0.22 |
| Huntington (211,400) | 53 | 16.645 | 1.60 | 0.92 | 0.16 |
| Babylon (232,884) | 78 | 13.346 | 1.28 | 0.74 | 0.13 |
| Smithtown (131,200) | 108 | 10.067 | 0.97 | 0.56 | 0.10 |
| Yonkers (200,098) | 135 | 8.527 | 0.82 | 0.47 | 0.08 |
| Greenburgh (100,354) | 161 | 7.696 | 0.74 | 0.43 | 0.07 |
| Clarkstown (86,394) | 185 | 6.768 | 0.65 | 0.38 | 0.07 |
| Amherst (116,020) | 215 | 6.135 | 0.59 | 0.34 | 0.06 |
| Buffalo (255,774) | 223 | 5.988 | 0.58 | 0.33 | 0.06 |
| Rochester (192,132) | 298 | 4.972 | 0.48 | 0.28 | 0.05 |
| Greece (95,692) | 353 | 4.415 | 0.42 | 0.24 | 0.04 |
| Colonie (85,490) | 379 | 4.226 | 0.41 | 0.23 | 0.04 |
| New Rochelle (75,420) | 410 | 3.995 | 0.38 | 0.22 | 0.04 |
| White Plains (68,260) | 433 | 3.813 | 0.37 | 0.21 | 0.04 |
| Southampton (71,462) | 453 | 3.674 | 0.35 | 0.20 | 0.04 |
| Levittown (53,067) | 475 | 3.540 | 0.34 | 0.20 | 0.03 |
| Yorktown (39,916) | 547 | 3.192 | 0.31 | 0.18 | 0.03 |
| Scarsdale (18,104) | 553 | 3.157 | 0.30 | 0.17 | 0.03 |
| Clifton Park (47,601) | 557 | 3.134 | 0.30 | 0.17 | 0.03 |
| Syracuse (131,009) | 559 | 3.125 | 0.30 | 0.17 | 0.03 |
| Cheektowaga (84,597) | 572 | 3.077 | 0.30 | 0.17 | 0.03 |
| Brentwood (53,917) | 583 | 3.046 | 0.29 | 0.17 | 0.03 |
| Monroe (62,572) | 585 | 3.038 | 0.29 | 0.17 | 0.03 |
| New City (34,038) | 596 | 2.996 | 0.29 | 0.17 | 0.03 |
| Carmel (40,289) | 602 | 2.975 | 0.29 | 0.16 | 0.03 |
| Commack (36,367) | 624 | 2.915 | 0.28 | 0.16 | 0.03 |
| Clay (60,452) | 627 | 2.908 | 0.28 | 0.16 | 0.03 |
| East Fishkill (38,166) | 644 | 2.855 | 0.27 | 0.16 | 0.03 |
| Webster (48,964) | 681 | 2.744 | 0.26 | 0.15 | 0.03 |
| Poughkeepsie (51,225) | 697 | 2.704 | 0.26 | 0.15 | 0.03 |
| Mount Vernon (68,116) | 708 | 2.673 | 0.26 | 0.15 | 0.03 |
| Hicksville (41,260) | 710 | 2.665 | 0.26 | 0.15 | 0.03 |
| Hamburg (57,841) | 720 | 2.643 | 0.25 | 0.15 | 0.03 |
| Tonawanda (66,651) | 724 | 2.636 | 0.25 | 0.15 | 0.03 |
| Pittsford (30,979) | 737 | 2.608 | 0.25 | 0.14 | 0.03 |
| Dix Hills (26,024) | 739 | 2.586 | 0.25 | 0.14 | 0.03 |
| Albany (90,049) | 741 | 2.581 | 0.25 | 0.14 | 0.02 |
| Rye (47,306) | 751 | 2.558 | 0.25 | 0.14 | 0.02 |
| West Babylon (43,452) | 762 | 2.523 | 0.24 | 0.14 | 0.02 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Riverhead (56,810) | 773 | 2.504 | 0.24 | 0.14 | 0.02 |
| East Meadow (37,461) | 810 | 2.401 | 0.23 | 0.13 | 0.02 |
| Eastchester (32,088) | 813 | 2.395 | 0.23 | 0.13 | 0.02 |
| Oceanside (32,733) | 825 | 2.365 | 0.23 | 0.13 | 0.02 |
| Guilderland (42,057) | 829 | 2.354 | 0.23 | 0.13 | 0.02 |
| Penfield (39,001) | 830 | 2.353 | 0.23 | 0.13 | 0.02 |
| Mamaroneck (29,089) | 834 | 2.337 | 0.22 | 0.13 | 0.02 |
| Harrison (30,262) | 835 | 2.331 | 0.22 | 0.13 | 0.02 |
| Freeport (43,595) | 836 | 2.327 | 0.22 | 0.13 | 0.02 |
| Bethlehem (38,037) | 852 | 2.292 | 0.22 | 0.13 | 0.02 |
| Henrietta (46,903) | 856 | 2.286 | 0.22 | 0.13 | 0.02 |
| Ossining (36,519) | 859 | 2.282 | 0.22 | 0.13 | 0.02 |
| Warwick (38,822) | 873 | 2.263 | 0.22 | 0.13 | 0.02 |
| Clarence (34,356) | 894 | 2.229 | 0.21 | 0.12 | 0.02 |
| Garden City (22,377) | 898 | 2.224 | 0.21 | 0.12 | 0.02 |
| Plainview (25,637) | 904 | 2.214 | 0.21 | 0.12 | 0.02 |
| Lancaster (46,728) | 918 | 2.184 | 0.21 | 0.12 | 0.02 |
| Irondequoit (49,501) | 956 | 2.138 | 0.21 | 0.12 | 0.02 |
| Valley Stream (35,378) | 958 | 2.135 | 0.21 | 0.12 | 0.02 |
| West Islip (28,907) | 975 | 2.094 | 0.20 | 0.12 | 0.02 |
| Somers (23,969) | 995 | 2.047 | 0.20 | 0.11 | 0.02 |
| Coram (34,923) | 999 | 2.043 | 0.20 | 0.11 | 0.02 |
| Merrick (22,764) | 1,016 | 2.023 | 0.19 | 0.11 | 0.02 |
| Manlius (34,485) | 1,035 | 1.978 | 0.19 | 0.11 | 0.02 |
| Elmont (32,657) | 1,053 | 1.948 | 0.19 | 0.11 | 0.02 |
| Long Beach (35,874) | 1,070 | 1.927 | 0.19 | 0.11 | 0.02 |
| Haverstraw (37,329) | 1,077 | 1.918 | 0.18 | 0.11 | 0.02 |
| Bedford (20,089) | 1,078 | 1.918 | 0.18 | 0.11 | 0.02 |
| Holbrook (27,512) | 1,086 | 1.911 | 0.18 | 0.11 | 0.02 |
| West Seneca (42,514) | 1,115 | 1.877 | 0.18 | 0.10 | 0.02 |
| Massapequa (22,652) | 1,159 | 1.811 | 0.17 | 0.10 | 0.02 |
| Rockville Centre (23,883) | 1,161 | 1.808 | 0.17 | 0.10 | 0.02 |
| Lindenhurst (30,344) | 1,180 | 1.785 | 0.17 | 0.10 | 0.02 |
| Brighton (35,588) | 1,195 | 1.768 | 0.17 | 0.10 | 0.02 |
| Centereach (27,285) | 1,198 | 1.766 | 0.17 | 0.10 | 0.02 |
| Huntington Station (29,910) | 1,204 | 1.762 | 0.17 | 0.10 | 0.02 |
| North Castle (15,309) | 1,232 | 1.721 | 0.17 | 0.10 | 0.02 |
| Wallkill (34,810) | 1,238 | 1.715 | 0.16 | 0.10 | 0.02 |
| Franklin Square (29,342) | 1,249 | 1.708 | 0.16 | 0.09 | 0.02 |
| Cicero (35,473) | 1,260 | 1.694 | 0.16 | 0.09 | 0.02 |
| Central Islip (31,950) | 1,261 | 1.692 | 0.16 | 0.09 | 0.02 |
| Schenectady (59,130) | 1,285 | 1.657 | 0.16 | 0.09 | 0.02 |
| Niskayuna (24,293) | 1,301 | 1.641 | 0.16 | 0.09 | 0.02 |
| Montgomery (34,682) | 1,309 | 1.635 | 0.16 | 0.09 | 0.02 |
| Deer Park (28,316) | 1,317 | 1.628 | 0.16 | 0.09 | 0.02 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Orchard Park (28,540) | 1,318 | 1.627 | 0.16 | 0.09 | 0.02 |
| Syosset (18,544) | 1,333 | 1.609 | 0.15 | 0.09 | 0.02 |
| Wappinger (28,550) | 1,353 | 1.582 | 0.15 | 0.09 | 0.02 |
| New Windsor (31,237) | 1,397 | 1.523 | 0.15 | 0.08 | 0.01 |
| Wantagh (18,971) | 1,402 | 1.519 | 0.15 | 0.08 | 0.01 |
| Hauppauge (20,100) | 1,424 | 1.499 | 0.14 | 0.08 | 0.01 |
| Glenville (29,560) | 1,450 | 1.477 | 0.14 | 0.08 | 0.01 |
| Chappaqua (9,468) | 1,455 | 1.474 | 0.14 | 0.08 | 0.01 |
| Southeast (22,195) | 1,461 | 1.467 | 0.14 | 0.08 | 0.01 |
| Woodmere (16,447) | 1,464 | 1.463 | 0.14 | 0.08 | 0.01 |
| East Northport (20,845) | 1,468 | 1.459 | 0.14 | 0.08 | 0.01 |
| Glen Cove (27,272) | 1,482 | 1.444 | 0.14 | 0.08 | 0.01 |
| Queensbury (31,754) | 1,493 | 1.431 | 0.14 | 0.08 | 0.01 |
| Lewisboro (13,182) | 1,508 | 1.414 | 0.14 | 0.08 | 0.01 |
| East Massapequa (19,565) | 1,514 | 1.411 | 0.14 | 0.08 | 0.01 |
| Medford (21,985) | 1,515 | 1.409 | 0.14 | 0.08 | 0.01 |
| Saratoga Springs (32,695) | 1,516 | 1.408 | 0.14 | 0.08 | 0.01 |
| Vestal (28,711) | 1,522 | 1.400 | 0.13 | 0.08 | 0.01 |
| La Grange (19,569) | 1,524 | 1.398 | 0.13 | 0.08 | 0.01 |
| Blooming Grove (22,068) | 1,529 | 1.390 | 0.13 | 0.08 | 0.01 |
| Shirley (25,395) | 1,533 | 1.388 | 0.13 | 0.08 | 0.01 |
| North Bellmore (20,079) | 1,535 | 1.386 | 0.13 | 0.08 | 0.01 |
| Lysander (24,530) | 1,537 | 1.384 | 0.13 | 0.08 | 0.01 |
| Wilton (26,460) | 1,563 | 1.363 | 0.13 | 0.08 | 0.01 |
| Rotterdam (30,763) | 1,570 | 1.358 | 0.13 | 0.08 | 0.01 |
| Utica (56,865) | 1,580 | 1.352 | 0.13 | 0.07 | 0.01 |
| Uniondale (23,011) | 1,585 | 1.348 | 0.13 | 0.07 | 0.01 |
| Setauket-East Setauket (15,931) | 1,609 | 1.322 | 0.13 | 0.07 | 0.01 |
| East Hampton (26,039) | 1,636 | 1.297 | 0.12 | 0.07 | 0.01 |
| Massapequa Park (17,089) | 1,640 | 1.295 | 0.12 | 0.07 | 0.01 |
| North Massapequa (19,152) | 1,641 | 1.294 | 0.12 | 0.07 | 0.01 |
| Ronkonkoma (20,029) | 1,651 | 1.287 | 0.12 | 0.07 | 0.01 |
| Troy (45,191) | 1,652 | 1.287 | 0.12 | 0.07 | 0.01 |
| Melville (14,533) | 1,654 | 1.283 | 0.12 | 0.07 | 0.01 |
| Salina (33,170) | 1,655 | 1.282 | 0.12 | 0.07 | 0.01 |
| Peekskill (28,325) | 1,660 | 1.275 | 0.12 | 0.07 | 0.01 |
| West Hempstead (18,713) | 1,665 | 1.272 | 0.12 | 0.07 | 0.01 |
| De Witt (28,500) | 1,667 | 1.271 | 0.12 | 0.07 | 0.01 |
| Jericho (13,045) | 1,681 | 1.263 | 0.12 | 0.07 | 0.01 |
| Port Washington (15,215) | 1,696 | 1.246 | 0.12 | 0.07 | 0.01 |
| Niagara Falls (48,414) | 1,707 | 1.238 | 0.12 | 0.07 | 0.01 |
| Copiague (21,922) | 1,716 | 1.232 | 0.12 | 0.07 | 0.01 |
| Selden (21,861) | 1,743 | 1.212 | 0.12 | 0.07 | 0.01 |
| Port Chester (27,986) | 1,744 | 1.212 | 0.12 | 0.07 | 0.01 |
| Sayville (16,735) | 1,756 | 1.201 | 0.12 | 0.07 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Southold (25,231) | 1,757 | 1.201 | 0.12 | 0.07 | 0.01 |
| Woodbury (15,804) | 1,767 | 1.193 | 0.11 | 0.07 | 0.01 |
| Stony Point (17,372) | 1,768 | 1.192 | 0.11 | 0.07 | 0.01 |
| Seaford (15,791) | 1,781 | 1.184 | 0.11 | 0.07 | 0.01 |
| Stony Brook (13,727) | 1,788 | 1.179 | 0.11 | 0.07 | 0.01 |
| Bellmore (16,441) | 1,792 | 1.176 | 0.11 | 0.07 | 0.01 |
| Lynbrook (19,441) | 1,816 | 1.157 | 0.11 | 0.06 | 0.01 |
| Rye Brook (12,234) | 1,823 | 1.154 | 0.11 | 0.06 | 0.01 |
| Grand Island (20,004) | 1,825 | 1.153 | 0.11 | 0.06 | 0.01 |
| Bay Shore (23,852) | 1,849 | 1.141 | 0.11 | 0.06 | 0.01 |
| Pearl River (15,553) | 1,852 | 1.138 | 0.11 | 0.06 | 0.01 |
| East Patchogue (20,824) | 1,854 | 1.137 | 0.11 | 0.06 | 0.01 |
| Nanuet (16,707) | 1,857 | 1.135 | 0.11 | 0.06 | 0.01 |
| Lake Ronkonkoma (19,701) | 1,862 | 1.132 | 0.11 | 0.06 | 0.01 |
| Camillus (23,534) | 1,871 | 1.127 | 0.11 | 0.06 | 0.01 |
| Chester (16,950) | 1,882 | 1.120 | 0.11 | 0.06 | 0.01 |
| Holtsville (17,006) | 1,895 | 1.112 | 0.11 | 0.06 | 0.01 |
| North Valley Stream (15,789) | 1,903 | 1.109 | 0.11 | 0.06 | 0.01 |
| Bethpage (16,543) | 1,908 | 1.108 | 0.11 | 0.06 | 0.01 |
| Kent (15,950) | 1,917 | 1.101 | 0.11 | 0.06 | 0.01 |
| North Babylon (17,877) | 1,934 | 1.094 | 0.11 | 0.06 | 0.01 |
| Floral Park (15,519) | 1,944 | 1.092 | 0.10 | 0.06 | 0.01 |
| Mineola (18,843) | 1,946 | 1.091 | 0.10 | 0.06 | 0.01 |
| North Tonawanda (29,196) | 1,949 | 1.091 | 0.10 | 0.06 | 0.01 |
| Briarcliff Manor (8,557) | 1,951 | 1.088 | 0.10 | 0.06 | 0.01 |
| Farmingville (16,458) | 1,955 | 1.086 | 0.10 | 0.06 | 0.01 |
| Kings Park (16,146) | 1,968 | 1.076 | 0.10 | 0.06 | 0.01 |
| Middletown (28,456) | 1,970 | 1.074 | 0.10 | 0.06 | 0.01 |
| Rome (33,423) | 1,974 | 1.073 | 0.10 | 0.06 | 0.01 |
| Wheatfield (21,150) | 2,022 | 1.043 | 0.10 | 0.06 | 0.01 |
| Hyde Park (21,361) | 2,033 | 1.037 | 0.10 | 0.06 | 0.01 |
| Pelham (11,766) | 2,041 | 1.031 | 0.10 | 0.06 | 0.01 |
| South Farmingdale (15,061) | 2,054 | 1.023 | 0.10 | 0.06 | 0.01 |
| Binghamton (41,600) | 2,061 | 1.019 | 0.10 | 0.06 | 0.01 |
| Spring Valley (25,773) | 2,068 | 1.016 | 0.10 | 0.06 | 0.01 |
| Westbury (14,259) | 2,088 | 1.007 | 0.10 | 0.06 | 0.01 |
| Fishkill (19,694) | 2,108 | 0.991 | 0.10 | 0.05 | 0.01 |
| Victor (17,451) | 2,117 | 0.988 | 0.10 | 0.05 | 0.01 |
| Halfmoon (22,364) | 2,119 | 0.986 | 0.09 | 0.05 | 0.01 |
| Nesconset (11,992) | 2,141 | 0.977 | 0.09 | 0.05 | 0.01 |
| Airmont (11,629) | 2,145 | 0.973 | 0.09 | 0.05 | 0.01 |
| North New Hyde Park (14,542) | 2,154 | 0.968 | 0.09 | 0.05 | 0.01 |
| East Islip (14,078) | 2,175 | 0.955 | 0.09 | 0.05 | 0.01 |
| New Hartford (21,680) | 2,182 | 0.951 | 0.09 | 0.05 | 0.01 |
| East Hills (6,655) | 2,184 | 0.951 | 0.09 | 0.05 | 0.01 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Goshen (16,370) | 2,206 | 0.938 | 0.09 | 0.05 | 0.01 |
| Elwood (10,916) | 2,221 | 0.931 | 0.09 | 0.05 | 0.01 |
| East Greenbush (18,129) | 2,222 | 0.931 | 0.09 | 0.05 | 0.01 |
| North Merrick (11,844) | 2,253 | 0.913 | 0.09 | 0.05 | 0.01 |
| Putnam Valley (12,994) | 2,269 | 0.904 | 0.09 | 0.05 | 0.01 |
| Fort Salonga (9,634) | 2,278 | 0.902 | 0.09 | 0.05 | 0.01 |
| St. James (13,268) | 2,283 | 0.901 | 0.09 | 0.05 | 0.01 |
| Bronxville (6,387) | 2,315 | 0.883 | 0.08 | 0.05 | 0.01 |
| Patterson (13,947) | 2,323 | 0.882 | 0.08 | 0.05 | 0.01 |
| Owego (19,640) | 2,326 | 0.880 | 0.08 | 0.05 | 0.01 |
| Malta (15,864) | 2,358 | 0.863 | 0.08 | 0.05 | 0.01 |
| Dobbs Ferry (12,818) | 2,370 | 0.860 | 0.08 | 0.05 | 0.01 |
| Roosevelt (15,854) | 2,373 | 0.858 | 0.08 | 0.05 | 0.01 |
| Newburgh (29,416) | 2,389 | 0.851 | 0.08 | 0.05 | 0.01 |
| Old Westbury (5,710) | 2,399 | 0.848 | 0.08 | 0.05 | 0.01 |
| Lewiston (16,917) | 2,464 | 0.820 | 0.08 | 0.05 | 0.01 |
| Kings Point (5,583) | 2,470 | 0.819 | 0.08 | 0.05 | 0.01 |
| Cornwall (14,393) | 2,475 | 0.818 | 0.08 | 0.05 | 0.01 |
| North Wantagh (12,156) | 2,480 | 0.815 | 0.08 | 0.05 | 0.01 |
| Greenlawn (13,286) | 2,484 | 0.814 | 0.08 | 0.05 | 0.01 |
| Tarrytown (12,387) | 2,489 | 0.813 | 0.08 | 0.05 | 0.01 |
| Miller Place (10,580) | 2,491 | 0.812 | 0.08 | 0.05 | 0.01 |
| Pound Ridge (5,548) | 2,495 | 0.811 | 0.08 | 0.04 | 0.01 |
| North Bay Shore (14,992) | 2,526 | 0.798 | 0.08 | 0.04 | 0.01 |
| Mastic (15,436) | 2,548 | 0.790 | 0.08 | 0.04 | 0.01 |
| Larchmont (6,645) | 2,570 | 0.781 | 0.08 | 0.04 | 0.01 |
| Beacon (18,033) | 2,581 | 0.778 | 0.07 | 0.04 | 0.01 |
| Auburn (26,672) | 2,606 | 0.771 | 0.07 | 0.04 | 0.01 |
| Philipstown (11,190) | 2,613 | 0.768 | 0.07 | 0.04 | 0.01 |
| Hartsdale (9,830) | 2,617 | 0.767 | 0.07 | 0.04 | 0.01 |
| Lake Grove (11,941) | 2,620 | 0.765 | 0.07 | 0.04 | 0.01 |
| Milton (17,585) | 2,637 | 0.759 | 0.07 | 0.04 | 0.01 |
| Romulus (18,745) | 2,643 | 0.758 | 0.07 | 0.04 | 0.01 |
| North Greenbush (14,105) | 2,683 | 0.746 | 0.07 | 0.04 | 0.01 |
| Whitestown (19,012) | 2,754 | 0.727 | 0.07 | 0.04 | 0.01 |
| Mendon (9,901) | 2,769 | 0.721 | 0.07 | 0.04 | 0.01 |
| Great Neck (9,848) | 2,773 | 0.720 | 0.07 | 0.04 | 0.01 |
| Elmira (27,617) | 2,777 | 0.719 | 0.07 | 0.04 | 0.01 |
| Mount Sinai (8,734) | 2,798 | 0.713 | 0.07 | 0.04 | 0.01 |
| North Amityville (16,572) | 2,802 | 0.713 | 0.07 | 0.04 | 0.01 |
| Saugerties (17,518) | 2,820 | 0.709 | 0.07 | 0.04 | 0.01 |
| North Hills (4,975) | 2,825 | 0.708 | 0.07 | 0.04 | 0.01 |
| Manhasset (8,362) | 2,829 | 0.706 | 0.07 | 0.04 | 0.01 |
| South Huntington (9,465) | 2,836 | 0.704 | 0.07 | 0.04 | 0.01 |
| New Cassel (13,298) | 2,838 | 0.703 | 0.07 | 0.04 | 0.01 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Croton-on-Hudson (8,691) | 2,840 | 0.703 | 0.07 | 0.04 | 0.01 |
| Ardsley (6,959) | 2,855 | 0.699 | 0.07 | 0.04 | 0.01 |
| Terryville (10,589) | 2,884 | 0.687 | 0.07 | 0.04 | 0.01 |
| Jamestown (27,755) | 2,890 | 0.684 | 0.07 | 0.04 | 0.01 |
| Muttontown (3,870) | 2,903 | 0.681 | 0.07 | 0.04 | 0.01 |
| Kingston (22,529) | 2,907 | 0.679 | 0.07 | 0.04 | 0.01 |
| Horseheads (18,941) | 2,916 | 0.677 | 0.07 | 0.04 | 0.01 |
| Watertown (24,924) | 2,918 | 0.676 | 0.07 | 0.04 | 0.01 |
| Malverne (8,655) | 2,919 | 0.675 | 0.06 | 0.04 | 0.01 |
| Yorktown Heights (7,972) | 2,931 | 0.674 | 0.06 | 0.04 | 0.01 |
| Le Ray (21,138) | 2,937 | 0.673 | 0.06 | 0.04 | 0.01 |
| Pawling (11,462) | 2,941 | 0.671 | 0.06 | 0.04 | 0.01 |
| Valley Cottage (9,269) | 2,943 | 0.671 | 0.06 | 0.04 | 0.01 |
| Manorville (11,131) | 2,951 | 0.668 | 0.06 | 0.04 | 0.01 |
| Sullivan (15,725) | 2,952 | 0.667 | 0.06 | 0.04 | 0.01 |
| Chestnut Ridge (8,082) | 2,955 | 0.667 | 0.06 | 0.04 | 0.01 |
| North Lindenhurst (11,767) | 2,972 | 0.663 | 0.06 | 0.04 | 0.01 |
| Geddes (16,557) | 2,976 | 0.661 | 0.06 | 0.04 | 0.01 |
| Aurora (13,332) | 2,978 | 0.661 | 0.06 | 0.04 | 0.01 |
| Lawrence (6,600) | 2,981 | 0.660 | 0.06 | 0.04 | 0.01 |
| Baldwin Harbor (8,147) | 2,997 | 0.657 | 0.06 | 0.04 | 0.01 |
| Ithaca (32,067) | 3,004 | 0.656 | 0.06 | 0.04 | 0.01 |
| Lockport (19,324) | 3,029 | 0.649 | 0.06 | 0.04 | 0.01 |
| Northport (7,849) | 3,033 | 0.647 | 0.06 | 0.04 | 0.01 |
| Brunswick (11,943) | 3,043 | 0.644 | 0.06 | 0.04 | 0.01 |
| Hastings-on-Hudson (8,087) | 3,052 | 0.642 | 0.06 | 0.04 | 0.01 |
| Sleepy Hollow (12,302) | 3,077 | 0.636 | 0.06 | 0.04 | 0.01 |
| Congers (8,303) | 3,104 | 0.630 | 0.06 | 0.03 | 0.01 |
| Monsey (14,504) | 3,120 | 0.625 | 0.06 | 0.03 | 0.01 |
| Suffern (10,918) | 3,132 | 0.622 | 0.06 | 0.03 | 0.01 |
| Irvington (6,735) | 3,142 | 0.620 | 0.06 | 0.03 | 0.01 |
| Kiryas Joel (42,852) | 3,145 | 0.619 | 0.06 | 0.03 | 0.01 |
| Bayport (8,662) | 3,147 | 0.619 | 0.06 | 0.03 | 0.01 |
| Elma (11,491) | 3,151 | 0.618 | 0.06 | 0.03 | 0.01 |
| Bohemia (9,871) | 3,163 | 0.615 | 0.06 | 0.03 | 0.01 |
| Dryden (15,108) | 3,173 | 0.613 | 0.06 | 0.03 | 0.01 |
| Gates-North Gates (15,138) | 3,199 | 0.607 | 0.06 | 0.03 | 0.01 |
| New Paltz (15,592) | 3,213 | 0.603 | 0.06 | 0.03 | 0.01 |
| Lloyd Harbor (3,933) | 3,217 | 0.602 | 0.06 | 0.03 | 0.01 |
| Walworth (9,641) | 3,244 | 0.594 | 0.06 | 0.03 | 0.01 |
| Plainedge (9,195) | 3,253 | 0.593 | 0.06 | 0.03 | 0.01 |
| Wawarsing (17,284) | 3,258 | 0.592 | 0.06 | 0.03 | 0.01 |
| Pleasantville (7,146) | 3,260 | 0.591 | 0.06 | 0.03 | 0.01 |
| Hampton Bays (12,236) | 3,278 | 0.586 | 0.06 | 0.03 | 0.01 |
| Amityville (9,905) | 3,283 | 0.585 | 0.06 | 0.03 | 0.01 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Lake Carmel (8,663) | 3,286 | 0.584 | 0.06 | 0.03 | 0.01 |
| Sands Point (3,028) | 3,315 | 0.578 | 0.06 | 0.03 | 0.01 |
| Farmington (12,145) | 3,316 | 0.578 | 0.06 | 0.03 | 0.01 |
| East Rockaway (10,081) | 3,320 | 0.576 | 0.06 | 0.03 | 0.01 |
| Depew (14,247) | 3,332 | 0.574 | 0.06 | 0.03 | 0.01 |
| Pelham Manor (5,337) | 3,336 | 0.573 | 0.06 | 0.03 | 0.01 |
| Sound Beach (9,807) | 3,353 | 0.569 | 0.05 | 0.03 | 0.01 |
| Mahopac (8,478) | 3,360 | 0.568 | 0.05 | 0.03 | 0.01 |
| Pleasant Valley (10,849) | 3,375 | 0.565 | 0.05 | 0.03 | 0.01 |
| Ridge (13,380) | 3,383 | 0.563 | 0.05 | 0.03 | 0.01 |
| Plattsburgh (20,454) | 3,388 | 0.563 | 0.05 | 0.03 | 0.01 |
| Kenmore (13,890) | 3,405 | 0.560 | 0.05 | 0.03 | 0.01 |
| New Hyde Park (9,489) | 3,421 | 0.558 | 0.05 | 0.03 | 0.01 |
| Tappan (6,757) | 3,424 | 0.557 | 0.05 | 0.03 | 0.01 |
| Patchogue (12,354) | 3,443 | 0.554 | 0.05 | 0.03 | 0.01 |
| Ontario (11,266) | 3,449 | 0.552 | 0.05 | 0.03 | 0.01 |
| Lansing (11,983) | 3,454 | 0.552 | 0.05 | 0.03 | 0.01 |
| Ballston (10,493) | 3,469 | 0.549 | 0.05 | 0.03 | 0.01 |
| Mount Kisco (10,270) | 3,503 | 0.543 | 0.05 | 0.03 | 0.01 |
| Garden City Park (7,554) | 3,521 | 0.539 | 0.05 | 0.03 | 0.01 |
| Farmingdale (9,637) | 3,526 | 0.537 | 0.05 | 0.03 | 0.01 |
| Oswego (19,822) | 3,542 | 0.534 | 0.05 | 0.03 | 0.01 |
| Oakdale (8,075) | 3,558 | 0.530 | 0.05 | 0.03 | 0.01 |
| Flower Hill (4,527) | 3,572 | 0.527 | 0.05 | 0.03 | 0.01 |
| Port Washington North (6,157) | 3,583 | 0.525 | 0.05 | 0.03 | 0.01 |
| Port Jefferson (8,384) | 3,605 | 0.521 | 0.05 | 0.03 | 0.01 |
| North Salem (5,384) | 3,642 | 0.515 | 0.05 | 0.03 | 0.00 |
| Arlington (12,481) | 3,648 | 0.514 | 0.05 | 0.03 | 0.00 |
| Plattekill (13,213) | 3,665 | 0.510 | 0.05 | 0.03 | 0.00 |
| Rocky Point (10,185) | 3,666 | 0.510 | 0.05 | 0.03 | 0.00 |
| Delmar (8,292) | 3,667 | 0.510 | 0.05 | 0.03 | 0.00 |
| Roslyn Heights (6,295) | 3,673 | 0.509 | 0.05 | 0.03 | 0.00 |
| Thornwood (5,980) | 3,678 | 0.508 | 0.05 | 0.03 | 0.00 |
| Wesley Hills (5,779) | 3,687 | 0.505 | 0.05 | 0.03 | 0.00 |
| Van Buren (12,221) | 3,701 | 0.501 | 0.05 | 0.03 | 0.00 |
| Fairmount (10,795) | 3,714 | 0.498 | 0.05 | 0.03 | 0.00 |
| Potsdam (16,936) | 3,718 | 0.497 | 0.05 | 0.03 | 0.00 |
| Mastic Beach (11,543) | 3,730 | 0.495 | 0.05 | 0.03 | 0.00 |
| Alden (10,764) | 3,770 | 0.488 | 0.05 | 0.03 | 0.00 |
| Geneseo (12,517) | 3,779 | 0.486 | 0.05 | 0.03 | 0.00 |
| Kinderhook (9,630) | 3,792 | 0.483 | 0.05 | 0.03 | 0.00 |
| Sand Lake (8,715) | 3,803 | 0.481 | 0.05 | 0.03 | 0.00 |
| Centerport (5,446) | 3,804 | 0.480 | 0.05 | 0.03 | 0.00 |
| Cold Spring Harbor (4,975) | 3,805 | 0.480 | 0.05 | 0.03 | 0.00 |
| West Haverstraw (10,376) | 3,807 | 0.479 | 0.05 | 0.03 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Maybrook (9,448) | 3,819 | 0.477 | 0.05 | 0.03 | 0.00 |
| East Shoreham (5,809) | 3,822 | 0.476 | 0.05 | 0.03 | 0.00 |
| Rhinebeck (9,471) | 3,824 | 0.476 | 0.05 | 0.03 | 0.00 |
| North Bellport (9,007) | 3,832 | 0.474 | 0.05 | 0.03 | 0.00 |
| Cortland (18,657) | 3,849 | 0.471 | 0.05 | 0.03 | 0.00 |
| Bayville (7,219) | 3,852 | 0.471 | 0.05 | 0.03 | 0.00 |
| Middle Island (9,702) | 3,853 | 0.470 | 0.05 | 0.03 | 0.00 |
| Batavia (14,627) | 3,875 | 0.467 | 0.04 | 0.03 | 0.00 |
| Hillcrest (7,106) | 3,879 | 0.467 | 0.04 | 0.03 | 0.00 |
| West Hills (5,607) | 3,881 | 0.467 | 0.04 | 0.03 | 0.00 |
| Williston Park (6,918) | 3,883 | 0.467 | 0.04 | 0.03 | 0.00 |
| Great Neck Plaza (8,914) | 3,897 | 0.464 | 0.04 | 0.03 | 0.00 |
| Red Hook (10,408) | 3,902 | 0.464 | 0.04 | 0.03 | 0.00 |
| Lackawanna (16,529) | 3,908 | 0.463 | 0.04 | 0.03 | 0.00 |
| Old Bethpage (5,400) | 3,910 | 0.463 | 0.04 | 0.03 | 0.00 |
| Washingtonville (7,725) | 3,918 | 0.461 | 0.04 | 0.03 | 0.00 |
| Lake Mohegan (5,979) | 3,920 | 0.460 | 0.04 | 0.03 | 0.00 |
| Endwell (11,706) | 3,921 | 0.460 | 0.04 | 0.03 | 0.00 |
| Macedon (9,889) | 3,932 | 0.459 | 0.04 | 0.03 | 0.00 |
| Scotchtown (8,954) | 3,940 | 0.457 | 0.04 | 0.03 | 0.00 |
| North Patchogue (7,825) | 3,943 | 0.456 | 0.04 | 0.03 | 0.00 |
| Big Flats (8,881) | 3,968 | 0.453 | 0.04 | 0.03 | 0.00 |
| Kirkland (10,306) | 3,977 | 0.451 | 0.04 | 0.02 | 0.00 |
| Fallsburg (14,260) | 3,988 | 0.449 | 0.04 | 0.02 | 0.00 |
| Cohoes (14,316) | 3,991 | 0.449 | 0.04 | 0.02 | 0.00 |
| Hewlett (7,060) | 3,993 | 0.448 | 0.04 | 0.02 | 0.00 |
| Oyster Bay Cove (2,345) | 3,997 | 0.448 | 0.04 | 0.02 | 0.00 |
| New Hempstead (4,862) | 4,019 | 0.443 | 0.04 | 0.02 | 0.00 |
| Kingsbury (13,224) | 4,036 | 0.441 | 0.04 | 0.02 | 0.00 |
| Esopus (9,822) | 4,049 | 0.440 | 0.04 | 0.02 | 0.00 |
| Amsterdam (16,719) | 4,056 | 0.439 | 0.04 | 0.02 | 0.00 |
| Baywood (7,571) | 4,084 | 0.436 | 0.04 | 0.02 | 0.00 |
| Blauvelt (5,207) | 4,104 | 0.433 | 0.04 | 0.02 | 0.00 |
| Pompey (7,628) | 4,117 | 0.431 | 0.04 | 0.02 | 0.00 |
| Stillwater (9,320) | 4,166 | 0.423 | 0.04 | 0.02 | 0.00 |
| Hamlin (8,840) | 4,179 | 0.422 | 0.04 | 0.02 | 0.00 |
| Pendleton (7,270) | 4,188 | 0.420 | 0.04 | 0.02 | 0.00 |
| Cazenovia (7,672) | 4,195 | 0.419 | 0.04 | 0.02 | 0.00 |
| Montebello (3,763) | 4,197 | 0.419 | 0.04 | 0.02 | 0.00 |
| Skaneateles (7,589) | 4,210 | 0.417 | 0.04 | 0.02 | 0.00 |
| Deerpark (9,697) | 4,213 | 0.416 | 0.04 | 0.02 | 0.00 |
| Waterford (9,366) | 4,231 | 0.414 | 0.04 | 0.02 | 0.00 |
| Canandaigua (11,673) | 4,233 | 0.414 | 0.04 | 0.02 | 0.00 |
| Marlborough (8,700) | 4,245 | 0.413 | 0.04 | 0.02 | 0.00 |
| Port Jefferson Station (7,527) | 4,256 | 0.412 | 0.04 | 0.02 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Wyandanch (10,546) | 4,277 | 0.409 | 0.04 | 0.02 | 0.00 |
| Manorhaven (6,936) | 4,291 | 0.407 | 0.04 | 0.02 | 0.00 |
| Wading River (6,668) | 4,292 | 0.407 | 0.04 | 0.02 | 0.00 |
| Brookville (2,126) | 4,297 | 0.406 | 0.04 | 0.02 | 0.00 |
| Geneva (13,396) | 4,304 | 0.404 | 0.04 | 0.02 | 0.00 |
| Olean (13,920) | 4,306 | 0.404 | 0.04 | 0.02 | 0.00 |
| Laurel Hollow (2,113) | 4,308 | 0.403 | 0.04 | 0.02 | 0.00 |
| Myers Corner (5,546) | 4,311 | 0.403 | 0.04 | 0.02 | 0.00 |
| Eden (7,662) | 4,320 | 0.402 | 0.04 | 0.02 | 0.00 |
| Bardonia (4,367) | 4,329 | 0.400 | 0.04 | 0.02 | 0.00 |
| Livonia (8,134) | 4,352 | 0.397 | 0.04 | 0.02 | 0.00 |
| Hawthorne (5,083) | 4,365 | 0.395 | 0.04 | 0.02 | 0.00 |
| Greenfield (9,224) | 4,368 | 0.394 | 0.04 | 0.02 | 0.00 |
| Duanesburg (7,062) | 4,370 | 0.394 | 0.04 | 0.02 | 0.00 |
| Center Moriches (6,655) | 4,372 | 0.393 | 0.04 | 0.02 | 0.00 |
| Glens Falls (13,621) | 4,382 | 0.393 | 0.04 | 0.02 | 0.00 |
| German Flatts (12,517) | 4,395 | 0.391 | 0.04 | 0.02 | 0.00 |
| Valhalla (5,379) | 4,404 | 0.390 | 0.04 | 0.02 | 0.00 |
| Catskill (12,186) | 4,406 | 0.390 | 0.04 | 0.02 | 0.00 |
| West Point (7,138) | 4,442 | 0.385 | 0.04 | 0.02 | 0.00 |
| Canton (10,927) | 4,445 | 0.384 | 0.04 | 0.02 | 0.00 |
| Hastings (9,990) | 4,463 | 0.382 | 0.04 | 0.02 | 0.00 |
| Bath (12,248) | 4,485 | 0.380 | 0.04 | 0.02 | 0.00 |
| Gloversville (14,868) | 4,486 | 0.380 | 0.04 | 0.02 | 0.00 |
| Lake Success (2,958) | 4,487 | 0.379 | 0.04 | 0.02 | 0.00 |
| Clarkson (7,436) | 4,489 | 0.379 | 0.04 | 0.02 | 0.00 |
| Malone (14,271) | 4,504 | 0.377 | 0.04 | 0.02 | 0.00 |
| Westmere (7,188) | 4,506 | 0.377 | 0.04 | 0.02 | 0.00 |
| South Valley Stream (5,638) | 4,508 | 0.377 | 0.04 | 0.02 | 0.00 |
| Boston (8,123) | 4,534 | 0.374 | 0.04 | 0.02 | 0.00 |
| Great Neck Estates (2,744) | 4,557 | 0.372 | 0.04 | 0.02 | 0.00 |
| Newfane (9,389) | 4,558 | 0.371 | 0.04 | 0.02 | 0.00 |
| Walden (8,927) | 4,563 | 0.371 | 0.04 | 0.02 | 0.00 |
| Tuckahoe (6,389) | 4,565 | 0.370 | 0.04 | 0.02 | 0.00 |
| Marcy (8,213) | 4,571 | 0.370 | 0.04 | 0.02 | 0.00 |
| Oneida (10,944) | 4,575 | 0.369 | 0.04 | 0.02 | 0.00 |
| Sea Cliff (4,927) | 4,577 | 0.369 | 0.04 | 0.02 | 0.00 |
| Southport (10,023) | 4,580 | 0.369 | 0.04 | 0.02 | 0.00 |
| Inwood (9,325) | 4,588 | 0.368 | 0.04 | 0.02 | 0.00 |
| Fort Drum (12,123) | 4,598 | 0.367 | 0.04 | 0.02 | 0.00 |
| Lakeview (5,607) | 4,602 | 0.366 | 0.04 | 0.02 | 0.00 |
| Munsey Park (2,568) | 4,609 | 0.365 | 0.04 | 0.02 | 0.00 |
| Red Oaks Mill (4,930) | 4,617 | 0.365 | 0.04 | 0.02 | 0.00 |
| Massena (12,154) | 4,622 | 0.364 | 0.04 | 0.02 | 0.00 |
| Thiells (4,758) | 4,630 | 0.363 | 0.03 | 0.02 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Manhasset Hills (3,661) | 4,635 | 0.362 | 0.03 | 0.02 | 0.00 |
| Johnson City (13,809) | 4,636 | 0.362 | 0.03 | 0.02 | 0.00 |
| East Glenville (6,064) | 4,639 | 0.361 | 0.03 | 0.02 | 0.00 |
| Schaghticoke (7,824) | 4,641 | 0.361 | 0.03 | 0.02 | 0.00 |
| Carmel Hamlet (5,650) | 4,647 | 0.360 | 0.03 | 0.02 | 0.00 |
| Wheatley Heights (5,013) | 4,654 | 0.359 | 0.03 | 0.02 | 0.00 |
| Islip Terrace (5,641) | 4,658 | 0.359 | 0.03 | 0.02 | 0.00 |
| Armonk (3,461) | 4,664 | 0.358 | 0.03 | 0.02 | 0.00 |
| Gardiner (6,894) | 4,666 | 0.358 | 0.03 | 0.02 | 0.00 |
| Carle Place (5,247) | 4,687 | 0.355 | 0.03 | 0.02 | 0.00 |
| Fredonia (10,705) | 4,691 | 0.355 | 0.03 | 0.02 | 0.00 |
| Coeymans (7,921) | 4,708 | 0.353 | 0.03 | 0.02 | 0.00 |
| Nyack (6,734) | 4,713 | 0.353 | 0.03 | 0.02 | 0.00 |
| Greenville (6,132) | 4,715 | 0.353 | 0.03 | 0.02 | 0.00 |
| Spackenkill (4,756) | 4,716 | 0.353 | 0.03 | 0.02 | 0.00 |
| Pomona (3,561) | 4,720 | 0.352 | 0.03 | 0.02 | 0.00 |
| East Farmingdale (5,400) | 4,732 | 0.351 | 0.03 | 0.02 | 0.00 |
| Palmyra (8,018) | 4,753 | 0.348 | 0.03 | 0.02 | 0.00 |
| Manchester (9,184) | 4,803 | 0.343 | 0.03 | 0.02 | 0.00 |
| Seneca Falls (9,611) | 4,818 | 0.342 | 0.03 | 0.02 | 0.00 |
| Newstead (8,816) | 4,820 | 0.341 | 0.03 | 0.02 | 0.00 |
| Schroeppel (8,953) | 4,843 | 0.339 | 0.03 | 0.02 | 0.00 |
| Orange Lake (6,085) | 4,845 | 0.339 | 0.03 | 0.02 | 0.00 |
| Viola (5,931) | 4,848 | 0.339 | 0.03 | 0.02 | 0.00 |
| Yaphank (5,025) | 4,850 | 0.338 | 0.03 | 0.02 | 0.00 |
| Tuxedo (5,025) | 4,855 | 0.338 | 0.03 | 0.02 | 0.00 |
| Coxsackie (9,241) | 4,905 | 0.334 | 0.03 | 0.02 | 0.00 |
| West Bay Shore (4,775) | 4,906 | 0.333 | 0.03 | 0.02 | 0.00 |
| Hurley (6,777) | 4,926 | 0.330 | 0.03 | 0.02 | 0.00 |
| Albertson (5,200) | 4,929 | 0.330 | 0.03 | 0.02 | 0.00 |
| Glen Head (4,625) | 4,944 | 0.329 | 0.03 | 0.02 | 0.00 |
| Glens Falls North (8,061) | 4,965 | 0.326 | 0.03 | 0.02 | 0.00 |
| Williamson (6,668) | 4,976 | 0.325 | 0.03 | 0.02 | 0.00 |
| Sodus (8,596) | 4,986 | 0.324 | 0.03 | 0.02 | 0.00 |
| Mount Ivy (6,536) | 4,990 | 0.324 | 0.03 | 0.02 | 0.00 |
| Cedarhurst (5,967) | 5,010 | 0.321 | 0.03 | 0.02 | 0.00 |
| Phelps (7,105) | 5,019 | 0.320 | 0.03 | 0.02 | 0.00 |
| West Sayville (5,003) | 5,033 | 0.319 | 0.03 | 0.02 | 0.00 |
| Lee (7,097) | 5,039 | 0.319 | 0.03 | 0.02 | 0.00 |
| Westmoreland (6,828) | 5,048 | 0.318 | 0.03 | 0.02 | 0.00 |
| Marcellus (6,344) | 5,076 | 0.314 | 0.03 | 0.02 | 0.00 |
| Corning (9,923) | 5,119 | 0.310 | 0.03 | 0.02 | 0.00 |
| West Nyack (3,282) | 5,122 | 0.310 | 0.03 | 0.02 | 0.00 |
| Royalton (7,437) | 5,135 | 0.309 | 0.03 | 0.02 | 0.00 |
| Hilton (6,288) | 5,141 | 0.308 | 0.03 | 0.02 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Scotia (7,671) | 5,147 | 0.308 | 0.03 | 0.02 | 0.00 |
| Fulton (11,026) | 5,168 | 0.306 | 0.03 | 0.02 | 0.00 |
| Old Brookville (2,402) | 5,173 | 0.305 | 0.03 | 0.02 | 0.00 |
| Allegany (8,232) | 5,175 | 0.305 | 0.03 | 0.02 | 0.00 |
| Herricks (4,076) | 5,177 | 0.305 | 0.03 | 0.02 | 0.00 |
| Dunkirk (11,242) | 5,191 | 0.304 | 0.03 | 0.02 | 0.00 |
| Peru (8,133) | 5,200 | 0.303 | 0.03 | 0.02 | 0.00 |
| Woodstock (6,340) | 5,250 | 0.298 | 0.03 | 0.02 | 0.00 |
| South Lockport (8,552) | 5,255 | 0.297 | 0.03 | 0.02 | 0.00 |
| Cortlandville (8,305) | 5,264 | 0.297 | 0.03 | 0.02 | 0.00 |
| Endicott (11,926) | 5,274 | 0.296 | 0.03 | 0.02 | 0.00 |
| Blue Point (4,407) | 5,283 | 0.296 | 0.03 | 0.02 | 0.00 |
| University Gardens (4,138) | 5,292 | 0.295 | 0.03 | 0.02 | 0.00 |
| Oneonta (12,518) | 5,293 | 0.295 | 0.03 | 0.02 | 0.00 |
| Watervliet (9,376) | 5,298 | 0.294 | 0.03 | 0.02 | 0.00 |
| Upper Brookville (2,182) | 5,309 | 0.293 | 0.03 | 0.02 | 0.00 |
| Liberty (9,592) | 5,310 | 0.293 | 0.03 | 0.02 | 0.00 |
| Port Jervis (10,128) | 5,322 | 0.292 | 0.03 | 0.02 | 0.00 |
| Brockport (8,234) | 5,338 | 0.291 | 0.03 | 0.02 | 0.00 |
| Barton (9,100) | 5,339 | 0.291 | 0.03 | 0.02 | 0.00 |
| Harris Hill (4,881) | 5,341 | 0.291 | 0.03 | 0.02 | 0.00 |
| Elmsford (4,922) | 5,356 | 0.290 | 0.03 | 0.02 | 0.00 |
| Baldwinsville (7,545) | 5,364 | 0.289 | 0.03 | 0.02 | 0.00 |
| Avon (6,784) | 5,404 | 0.285 | 0.03 | 0.02 | 0.00 |
| Scriba (7,507) | 5,417 | 0.283 | 0.03 | 0.02 | 0.00 |
| Brightwaters (3,352) | 5,418 | 0.283 | 0.03 | 0.02 | 0.00 |
| West Glens Falls (6,721) | 5,424 | 0.283 | 0.03 | 0.02 | 0.00 |
| Garden City South (3,974) | 5,464 | 0.279 | 0.03 | 0.02 | 0.00 |
| Marilla (5,620) | 5,468 | 0.278 | 0.03 | 0.02 | 0.00 |
| Verona (6,817) | 5,469 | 0.278 | 0.03 | 0.02 | 0.00 |
| Newark (8,896) | 5,495 | 0.276 | 0.03 | 0.02 | 0.00 |
| Le Roy (7,275) | 5,502 | 0.275 | 0.03 | 0.02 | 0.00 |
| Fort Ann (6,838) | 5,529 | 0.273 | 0.03 | 0.02 | 0.00 |
| Fairport (5,357) | 5,531 | 0.273 | 0.03 | 0.02 | 0.00 |
| East Aurora (5,789) | 5,554 | 0.271 | 0.03 | 0.02 | 0.00 |
| Rosendale (6,403) | 5,560 | 0.271 | 0.03 | 0.01 | 0.00 |
| Westvale (5,166) | 5,562 | 0.270 | 0.03 | 0.01 | 0.00 |
| Johnstown (8,686) | 5,568 | 0.270 | 0.03 | 0.01 | 0.00 |
| East Williston (2,595) | 5,571 | 0.270 | 0.03 | 0.01 | 0.00 |
| Springs (4,950) | 5,580 | 0.269 | 0.03 | 0.01 | 0.00 |
| Alfred (8,802) | 5,581 | 0.269 | 0.03 | 0.01 | 0.00 |
| East Moriches (4,550) | 5,584 | 0.269 | 0.03 | 0.01 | 0.00 |
| Charlton (4,450) | 5,585 | 0.269 | 0.03 | 0.01 | 0.00 |
| North Sea (4,493) | 5,589 | 0.269 | 0.03 | 0.01 | 0.00 |
| Island Park (4,847) | 5,603 | 0.267 | 0.03 | 0.01 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Highland Mills (3,468) | 5,614 | 0.267 | 0.03 | 0.01 | 0.00 |
| Frankfort (7,271) | 5,617 | 0.266 | 0.03 | 0.01 | 0.00 |
| Volney (6,392) | 5,632 | 0.265 | 0.03 | 0.01 | 0.00 |
| Glenwood Landing (3,541) | 5,644 | 0.265 | 0.03 | 0.01 | 0.00 |
| West Elmira (5,136) | 5,679 | 0.263 | 0.03 | 0.01 | 0.00 |
| Firthcliffe (4,970) | 5,694 | 0.261 | 0.03 | 0.01 | 0.00 |
| Hoosick (6,625) | 5,698 | 0.261 | 0.03 | 0.01 | 0.00 |
| Rensselaer (7,854) | 5,704 | 0.260 | 0.03 | 0.01 | 0.00 |
| Granville (7,524) | 5,713 | 0.259 | 0.02 | 0.01 | 0.00 |
| Claverack (6,502) | 5,727 | 0.258 | 0.02 | 0.01 | 0.00 |
| Waterloo (8,184) | 5,728 | 0.258 | 0.02 | 0.01 | 0.00 |
| Attica (6,028) | 5,732 | 0.258 | 0.02 | 0.01 | 0.00 |
| LaFayette (5,377) | 5,740 | 0.257 | 0.02 | 0.01 | 0.00 |
| Homer (6,516) | 5,744 | 0.257 | 0.02 | 0.01 | 0.00 |
| Mayfield (7,071) | 5,750 | 0.256 | 0.02 | 0.01 | 0.00 |
| Beekmantown (6,303) | 5,755 | 0.256 | 0.02 | 0.01 | 0.00 |
| Poestenkill (4,543) | 5,763 | 0.256 | 0.02 | 0.01 | 0.00 |
| Clinton (4,010) | 5,782 | 0.254 | 0.02 | 0.01 | 0.00 |
| Elbridge (6,392) | 5,791 | 0.253 | 0.02 | 0.01 | 0.00 |
| Herkimer (9,192) | 5,802 | 0.252 | 0.02 | 0.01 | 0.00 |
| Corinth (7,501) | 5,807 | 0.252 | 0.02 | 0.01 | 0.00 |
| South Hill (6,003) | 5,817 | 0.251 | 0.02 | 0.01 | 0.00 |
| Perry (6,654) | 5,831 | 0.250 | 0.02 | 0.01 | 0.00 |
| Cairo (7,292) | 5,833 | 0.250 | 0.02 | 0.01 | 0.00 |
| Lattingtown (1,905) | 5,858 | 0.249 | 0.02 | 0.01 | 0.00 |
| Granby (7,093) | 5,863 | 0.248 | 0.02 | 0.01 | 0.00 |
| North Great River (3,929) | 5,868 | 0.247 | 0.02 | 0.01 | 0.00 |
| Fenton (6,505) | 5,888 | 0.246 | 0.02 | 0.01 | 0.00 |
| Ogdensburg (9,209) | 5,892 | 0.246 | 0.02 | 0.01 | 0.00 |
| Wilson (5,771) | 5,896 | 0.245 | 0.02 | 0.01 | 0.00 |
| Groton (6,053) | 5,901 | 0.245 | 0.02 | 0.01 | 0.00 |
| Mexico (5,902) | 5,943 | 0.241 | 0.02 | 0.01 | 0.00 |
| Halesite (2,582) | 5,970 | 0.239 | 0.02 | 0.01 | 0.00 |
| South Hempstead (3,188) | 5,980 | 0.238 | 0.02 | 0.01 | 0.00 |
| Milan (4,559) | 5,991 | 0.237 | 0.02 | 0.01 | 0.00 |
| Fairview (5,421) | 6,006 | 0.236 | 0.02 | 0.01 | 0.00 |
| Champlain (6,520) | 6,024 | 0.235 | 0.02 | 0.01 | 0.00 |
| East Norwich (2,675) | 6,031 | 0.235 | 0.02 | 0.01 | 0.00 |
| Ilion (7,714) | 6,040 | 0.234 | 0.02 | 0.01 | 0.00 |
| Lido Beach (2,825) | 6,044 | 0.234 | 0.02 | 0.01 | 0.00 |
| East Quogue (4,265) | 6,046 | 0.234 | 0.02 | 0.01 | 0.00 |
| North Syracuse (6,591) | 6,064 | 0.233 | 0.02 | 0.01 | 0.00 |
| Plandome (1,267) | 6,073 | 0.232 | 0.02 | 0.01 | 0.00 |
| Cayuga Heights (3,273) | 6,085 | 0.232 | 0.02 | 0.01 | 0.00 |
| Windsor (6,168) | 6,094 | 0.231 | 0.02 | 0.01 | 0.00 |

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| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Putnam Lake (3,855) | 6,102 | 0.231 | 0.02 | 0.01 | 0.00 |
| Schuyler Falls (5,794) | 6,105 | 0.230 | 0.02 | 0.01 | 0.00 |
| Cobleskill (7,326) | 6,127 | 0.229 | 0.02 | 0.01 | 0.00 |
| Islandia (3,427) | 6,151 | 0.227 | 0.02 | 0.01 | 0.00 |
| Nissequogue (1,690) | 6,155 | 0.227 | 0.02 | 0.01 | 0.00 |
| Ghent (5,445) | 6,170 | 0.226 | 0.02 | 0.01 | 0.00 |
| Thomaston (2,545) | 6,186 | 0.225 | 0.02 | 0.01 | 0.00 |
| Heritage Hills (3,683) | 6,216 | 0.223 | 0.02 | 0.01 | 0.00 |
| Mattituck (4,198) | 6,232 | 0.222 | 0.02 | 0.01 | 0.00 |
| Hornell (8,181) | 6,254 | 0.220 | 0.02 | 0.01 | 0.00 |
| Olive (5,076) | 6,255 | 0.220 | 0.02 | 0.01 | 0.00 |
| Rush (3,407) | 6,258 | 0.220 | 0.02 | 0.01 | 0.00 |
| Hamilton (5,919) | 6,259 | 0.220 | 0.02 | 0.01 | 0.00 |
| Marion (4,777) | 6,260 | 0.220 | 0.02 | 0.01 | 0.00 |
| Fort Edward (6,581) | 6,262 | 0.220 | 0.02 | 0.01 | 0.00 |
| East Rochester (5,860) | 6,268 | 0.219 | 0.02 | 0.01 | 0.00 |
| Williamsville (4,832) | 6,270 | 0.219 | 0.02 | 0.01 | 0.00 |
| Huntington Bay (1,514) | 6,271 | 0.219 | 0.02 | 0.01 | 0.00 |
| Greene (5,892) | 6,329 | 0.215 | 0.02 | 0.01 | 0.00 |
| Mattydale (6,367) | 6,336 | 0.215 | 0.02 | 0.01 | 0.00 |
| Broadalbin (5,550) | 6,352 | 0.214 | 0.02 | 0.01 | 0.00 |
| Balmville (3,339) | 6,361 | 0.213 | 0.02 | 0.01 | 0.00 |
| Albion (7,438) | 6,371 | 0.213 | 0.02 | 0.01 | 0.00 |
| Vernon (5,754) | 6,412 | 0.210 | 0.02 | 0.01 | 0.00 |
| Kirkwood (5,763) | 6,413 | 0.210 | 0.02 | 0.01 | 0.00 |
| Lima (4,522) | 6,414 | 0.210 | 0.02 | 0.01 | 0.00 |
| Nassau (4,741) | 6,415 | 0.210 | 0.02 | 0.01 | 0.00 |
| Sloatsburg (3,118) | 6,416 | 0.210 | 0.02 | 0.01 | 0.00 |
| Vienna (6,034) | 6,448 | 0.209 | 0.02 | 0.01 | 0.00 |
| Hector (5,549) | 6,454 | 0.208 | 0.02 | 0.01 | 0.00 |
| Chittenango (4,973) | 6,468 | 0.208 | 0.02 | 0.01 | 0.00 |
| Brownville (5,682) | 6,469 | 0.208 | 0.02 | 0.01 | 0.00 |
| Hudson Falls (6,847) | 6,496 | 0.206 | 0.02 | 0.01 | 0.00 |
| Wellsville (7,139) | 6,512 | 0.205 | 0.02 | 0.01 | 0.00 |
| Constantia (5,368) | 6,523 | 0.205 | 0.02 | 0.01 | 0.00 |
| Conklin (5,681) | 6,557 | 0.203 | 0.02 | 0.01 | 0.00 |
| Owasco (4,047) | 6,559 | 0.203 | 0.02 | 0.01 | 0.00 |
| Saranac (4,633) | 6,567 | 0.202 | 0.02 | 0.01 | 0.00 |
| Richland (5,822) | 6,568 | 0.202 | 0.02 | 0.01 | 0.00 |
| Lyons (5,379) | 6,577 | 0.202 | 0.02 | 0.01 | 0.00 |
| Ballston Spa (5,688) | 6,578 | 0.202 | 0.02 | 0.01 | 0.00 |
| Solvay (6,188) | 6,582 | 0.201 | 0.02 | 0.01 | 0.00 |
| Chatham (4,267) | 6,598 | 0.200 | 0.02 | 0.01 | 0.00 |
| East Bloomfield (4,023) | 6,601 | 0.200 | 0.02 | 0.01 | 0.00 |
| Wappingers Falls (5,356) | 6,607 | 0.200 | 0.02 | 0.01 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Cornwall on Hudson (3,349) | 6,627 | 0.199 | 0.02 | 0.01 | 0.00 |
| Calverton (5,704) | 6,628 | 0.199 | 0.02 | 0.01 | 0.00 |
| Colesville (5,422) | 6,629 | 0.199 | 0.02 | 0.01 | 0.00 |
| Maine (5,224) | 6,651 | 0.198 | 0.02 | 0.01 | 0.00 |
| Greenwood Lake (3,692) | 6,655 | 0.198 | 0.02 | 0.01 | 0.00 |
| Fayetteville (4,089) | 6,657 | 0.197 | 0.02 | 0.01 | 0.00 |
| Altamont (5,803) | 6,658 | 0.197 | 0.02 | 0.01 | 0.00 |
| Galway (4,039) | 6,661 | 0.197 | 0.02 | 0.01 | 0.00 |
| Sennett (4,082) | 6,687 | 0.196 | 0.02 | 0.01 | 0.00 |
| Collins (5,924) | 6,704 | 0.195 | 0.02 | 0.01 | 0.00 |
| Hewlett Harbor (1,276) | 6,711 | 0.194 | 0.02 | 0.01 | 0.00 |
| Norwich (7,122) | 6,727 | 0.194 | 0.02 | 0.01 | 0.00 |
| Camden (5,190) | 6,734 | 0.193 | 0.02 | 0.01 | 0.00 |
| Locust Valley (3,521) | 6,744 | 0.193 | 0.02 | 0.01 | 0.00 |
| Deerfield (4,278) | 6,751 | 0.193 | 0.02 | 0.01 | 0.00 |
| Head of the Harbor (1,718) | 6,754 | 0.193 | 0.02 | 0.01 | 0.00 |
| Greenwich (5,138) | 6,766 | 0.192 | 0.02 | 0.01 | 0.00 |
| Spencerport (3,518) | 6,789 | 0.191 | 0.02 | 0.01 | 0.00 |
| Dannemora (5,272) | 6,805 | 0.190 | 0.02 | 0.01 | 0.00 |
| West Monroe (4,717) | 6,824 | 0.189 | 0.02 | 0.01 | 0.00 |
| Barnum Island (2,487) | 6,827 | 0.189 | 0.02 | 0.01 | 0.00 |
| Caledonia (4,230) | 6,863 | 0.187 | 0.02 | 0.01 | 0.00 |
| Remsenburg-Speonk (2,675) | 6,888 | 0.186 | 0.02 | 0.01 | 0.00 |
| Newfield (5,292) | 6,899 | 0.185 | 0.02 | 0.01 | 0.00 |
| Orangeburg (3,388) | 6,918 | 0.184 | 0.02 | 0.01 | 0.00 |
| Voorheesville (3,129) | 6,926 | 0.184 | 0.02 | 0.01 | 0.00 |
| Westhampton (2,869) | 6,929 | 0.184 | 0.02 | 0.01 | 0.00 |
| Eaton (5,308) | 6,939 | 0.183 | 0.02 | 0.01 | 0.00 |
| Paris (4,611) | 6,944 | 0.183 | 0.02 | 0.01 | 0.00 |
| Roslyn (2,644) | 6,948 | 0.183 | 0.02 | 0.01 | 0.00 |
| Candor (5,064) | 6,959 | 0.182 | 0.02 | 0.01 | 0.00 |
| Warsaw (5,045) | 6,965 | 0.181 | 0.02 | 0.01 | 0.00 |
| Chazy (4,579) | 6,970 | 0.181 | 0.02 | 0.01 | 0.00 |
| Roslyn Estates (1,225) | 6,979 | 0.181 | 0.02 | 0.01 | 0.00 |
| Highland Falls (4,138) | 6,980 | 0.181 | 0.02 | 0.01 | 0.00 |
| Northwest Harbor (3,059) | 6,987 | 0.180 | 0.02 | 0.01 | 0.00 |
| Gouverneur (6,785) | 7,000 | 0.179 | 0.02 | 0.01 | 0.00 |
| Dickinson (4,819) | 7,001 | 0.179 | 0.02 | 0.01 | 0.00 |
| Bellport (2,420) | 7,006 | 0.179 | 0.02 | 0.01 | 0.00 |
| Cutchogue (2,849) | 7,029 | 0.178 | 0.02 | 0.01 | 0.00 |
| Country Knolls (2,155) | 7,038 | 0.177 | 0.02 | 0.01 | 0.00 |
| Gorham (4,282) | 7,061 | 0.176 | 0.02 | 0.01 | 0.00 |
| Village of the Branch (2,208) | 7,088 | 0.175 | 0.02 | 0.01 | 0.00 |
| Brutus (4,740) | 7,097 | 0.175 | 0.02 | 0.01 | 0.00 |
| South Nyack (3,444) | 7,103 | 0.174 | 0.02 | 0.01 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Athens (4,596) | 7,104 | 0.174 | 0.02 | 0.01 | 0.00 |
| Crown Heights (2,992) | 7,106 | 0.174 | 0.02 | 0.01 | 0.00 |
| Medina (6,014) | 7,116 | 0.174 | 0.02 | 0.01 | 0.00 |
| Crompond (2,050) | 7,140 | 0.173 | 0.02 | 0.01 | 0.00 |
| Wilna (6,207) | 7,149 | 0.172 | 0.02 | 0.01 | 0.00 |
| Hannibal (5,116) | 7,155 | 0.172 | 0.02 | 0.01 | 0.00 |
| Brinckerhoff (2,734) | 7,156 | 0.172 | 0.02 | 0.01 | 0.00 |
| Menands (3,710) | 7,172 | 0.172 | 0.02 | 0.01 | 0.00 |
| Lincolndale (2,018) | 7,173 | 0.172 | 0.02 | 0.01 | 0.00 |
| Clarendon (3,847) | 7,176 | 0.171 | 0.02 | 0.01 | 0.00 |
| Amenia (4,572) | 7,181 | 0.171 | 0.02 | 0.01 | 0.00 |
| Shelby (5,251) | 7,191 | 0.171 | 0.02 | 0.01 | 0.00 |
| Adams (4,707) | 7,193 | 0.171 | 0.02 | 0.01 | 0.00 |
| Upper Nyack (1,963) | 7,194 | 0.171 | 0.02 | 0.01 | 0.00 |
| Springville (4,674) | 7,202 | 0.170 | 0.02 | 0.01 | 0.00 |
| Neversink (3,937) | 7,217 | 0.170 | 0.02 | 0.01 | 0.00 |
| Haviland (3,710) | 7,230 | 0.169 | 0.02 | 0.01 | 0.00 |
| Westerlo (3,650) | 7,239 | 0.169 | 0.02 | 0.01 | 0.00 |
| Wayland (4,146) | 7,247 | 0.168 | 0.02 | 0.01 | 0.00 |
| Boonville (4,795) | 7,254 | 0.168 | 0.02 | 0.01 | 0.00 |
| Harrietstown (5,530) | 7,255 | 0.168 | 0.02 | 0.01 | 0.00 |
| Pembroke (4,262) | 7,258 | 0.168 | 0.02 | 0.01 | 0.00 |
| Beaverdam Lake-Salisbury Mills (2,779) | 7,261 | 0.168 | 0.02 | 0.01 | 0.00 |
| Bethel (4,869) | 7,271 | 0.167 | 0.02 | 0.01 | 0.00 |
| Perth (4,389) | 7,274 | 0.167 | 0.02 | 0.01 | 0.00 |
| Ticonderoga (5,104) | 7,295 | 0.166 | 0.02 | 0.01 | 0.00 |
| Newark Valley (4,247) | 7,302 | 0.166 | 0.02 | 0.01 | 0.00 |
| Gordon Heights (3,094) | 7,303 | 0.166 | 0.02 | 0.01 | 0.00 |
| New Baltimore (3,612) | 7,306 | 0.166 | 0.02 | 0.01 | 0.00 |
| Mechanicville (5,019) | 7,322 | 0.165 | 0.02 | 0.01 | 0.00 |
| Hopewell (4,163) | 7,323 | 0.165 | 0.02 | 0.01 | 0.00 |
| Tioga (4,649) | 7,354 | 0.164 | 0.02 | 0.01 | 0.00 |
| Clayton (4,777) | 7,372 | 0.163 | 0.02 | 0.01 | 0.00 |
| Sidney (5,683) | 7,374 | 0.163 | 0.02 | 0.01 | 0.00 |
| Village Green (3,945) | 7,381 | 0.163 | 0.02 | 0.01 | 0.00 |
| Flanders (3,646) | 7,391 | 0.162 | 0.02 | 0.01 | 0.00 |
| Westfield (5,232) | 7,394 | 0.162 | 0.02 | 0.01 | 0.00 |
| Gang Mills (3,304) | 7,396 | 0.162 | 0.02 | 0.01 | 0.00 |
| Palermo (3,911) | 7,418 | 0.161 | 0.02 | 0.01 | 0.00 |
| Atlantic Beach (1,979) | 7,425 | 0.161 | 0.02 | 0.01 | 0.00 |
| Floyd (4,186) | 7,432 | 0.161 | 0.02 | 0.01 | 0.00 |
| Fayette (3,882) | 7,442 | 0.160 | 0.02 | 0.01 | 0.00 |
| Golden's Bridge (1,578) | 7,446 | 0.160 | 0.02 | 0.01 | 0.00 |
| Walton Park (2,330) | 7,505 | 0.158 | 0.02 | 0.01 | 0.00 |
| Lake Erie Beach (4,499) | 7,523 | 0.157 | 0.02 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Shelter Island (3,100) | 7,537 | 0.157 | 0.02 | 0.01 | 0.00 |
| Argyle (3,992) | 7,540 | 0.157 | 0.02 | 0.01 | 0.00 |
| Colden (3,470) | 7,549 | 0.156 | 0.02 | 0.01 | 0.00 |
| Galeville (4,476) | 7,558 | 0.156 | 0.02 | 0.01 | 0.00 |
| Lisbon (4,571) | 7,560 | 0.156 | 0.02 | 0.01 | 0.00 |
| Piermont (2,649) | 7,572 | 0.156 | 0.01 | 0.01 | 0.00 |
| Montauk (3,851) | 7,579 | 0.156 | 0.01 | 0.01 | 0.00 |
| Knox (2,923) | 7,587 | 0.155 | 0.01 | 0.01 | 0.00 |
| East Hampton North (3,587) | 7,588 | 0.155 | 0.01 | 0.01 | 0.00 |
| Holland (3,476) | 7,596 | 0.155 | 0.01 | 0.01 | 0.00 |
| Chautauqua (4,447) | 7,606 | 0.154 | 0.01 | 0.01 | 0.00 |
| East Atlantic Beach (2,257) | 7,607 | 0.154 | 0.01 | 0.01 | 0.00 |
| Bellerose Terrace (2,157) | 7,611 | 0.154 | 0.01 | 0.01 | 0.00 |
| Otsego (4,029) | 7,617 | 0.154 | 0.01 | 0.01 | 0.00 |
| Hopewell Junction (2,610) | 7,667 | 0.152 | 0.01 | 0.01 | 0.00 |
| Portland (5,118) | 7,684 | 0.151 | 0.01 | 0.01 | 0.00 |
| Stewart Manor (1,859) | 7,691 | 0.151 | 0.01 | 0.01 | 0.00 |
| Groveland (3,370) | 7,697 | 0.150 | 0.01 | 0.01 | 0.00 |
| Canastota (4,605) | 7,704 | 0.150 | 0.01 | 0.01 | 0.00 |
| Wynantskill (3,018) | 7,712 | 0.150 | 0.01 | 0.01 | 0.00 |
| Walton (5,130) | 7,717 | 0.150 | 0.01 | 0.01 | 0.00 |
| Lake George (3,709) | 7,725 | 0.149 | 0.01 | 0.01 | 0.00 |
| Unadilla (4,510) | 7,729 | 0.149 | 0.01 | 0.01 | 0.00 |
| Norfolk (4,659) | 7,732 | 0.149 | 0.01 | 0.01 | 0.00 |
| Hudson (6,388) | 7,754 | 0.148 | 0.01 | 0.01 | 0.00 |
| Tully (2,887) | 7,784 | 0.147 | 0.01 | 0.01 | 0.00 |
| Bergen (3,107) | 7,790 | 0.146 | 0.01 | 0.01 | 0.00 |
| Moravia (4,024) | 7,798 | 0.146 | 0.01 | 0.01 | 0.00 |
| Greenport (4,096) | 7,799 | 0.146 | 0.01 | 0.01 | 0.00 |
| Port Ewen (3,650) | 7,800 | 0.146 | 0.01 | 0.01 | 0.00 |
| Delhi (4,268) | 7,802 | 0.146 | 0.01 | 0.01 | 0.00 |
| Buchanan (2,436) | 7,819 | 0.146 | 0.01 | 0.01 | 0.00 |
| Whitehall (4,267) | 7,820 | 0.145 | 0.01 | 0.01 | 0.00 |
| Monticello (6,724) | 7,823 | 0.145 | 0.01 | 0.01 | 0.00 |
| Mohawk (3,995) | 7,828 | 0.145 | 0.01 | 0.01 | 0.00 |
| Copake (3,591) | 7,843 | 0.145 | 0.01 | 0.01 | 0.00 |
| Minoa (3,077) | 7,863 | 0.144 | 0.01 | 0.01 | 0.00 |
| Oswegatchie (4,115) | 7,866 | 0.144 | 0.01 | 0.01 | 0.00 |
| New Square (12,415) | 7,867 | 0.144 | 0.01 | 0.01 | 0.00 |
| Champion (4,307) | 7,890 | 0.143 | 0.01 | 0.01 | 0.00 |
| Brewster Hill (2,226) | 7,896 | 0.143 | 0.01 | 0.01 | 0.00 |
| Sherrill (3,061) | 7,907 | 0.143 | 0.01 | 0.01 | 0.00 |
| Kendall (2,988) | 7,932 | 0.142 | 0.01 | 0.01 | 0.00 |
| Brewerton (3,453) | 7,940 | 0.142 | 0.01 | 0.01 | 0.00 |
| Moriches (2,319) | 7,961 | 0.141 | 0.01 | 0.01 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Bay Park (2,300) | 7,973 | 0.141 | 0.01 | 0.01 | 0.00 |
| Harriman (2,439) | 7,990 | 0.140 | 0.01 | 0.01 | 0.00 |
| Noyack (2,696) | 8,004 | 0.139 | 0.01 | 0.01 | 0.00 |
| Moriah (4,575) | 8,008 | 0.139 | 0.01 | 0.01 | 0.00 |
| Portville (3,905) | 8,021 | 0.139 | 0.01 | 0.01 | 0.00 |
| Watermill (1,724) | 8,024 | 0.139 | 0.01 | 0.01 | 0.00 |
| Shrub Oak (1,812) | 8,028 | 0.138 | 0.01 | 0.01 | 0.00 |
| Hillside Lake (2,022) | 8,048 | 0.138 | 0.01 | 0.01 | 0.00 |
| Mooers (3,685) | 8,049 | 0.138 | 0.01 | 0.01 | 0.00 |
| Dansville (4,350) | 8,077 | 0.137 | 0.01 | 0.01 | 0.00 |
| Horseheads North (2,852) | 8,079 | 0.137 | 0.01 | 0.01 | 0.00 |
| Campbell (3,631) | 8,083 | 0.136 | 0.01 | 0.01 | 0.00 |
| North Collins (3,257) | 8,093 | 0.136 | 0.01 | 0.01 | 0.00 |
| Arcade (3,954) | 8,102 | 0.136 | 0.01 | 0.01 | 0.00 |
| Penn Yan (4,833) | 8,130 | 0.135 | 0.01 | 0.01 | 0.00 |
| Roslyn Harbor (1,103) | 8,133 | 0.135 | 0.01 | 0.01 | 0.00 |
| Warrensburg (4,551) | 8,155 | 0.134 | 0.01 | 0.01 | 0.00 |
| Lyncourt (4,268) | 8,169 | 0.133 | 0.01 | 0.01 | 0.00 |
| Eatons Neck (1,388) | 8,171 | 0.133 | 0.01 | 0.01 | 0.00 |
| Saranac Lake (4,687) | 8,177 | 0.133 | 0.01 | 0.01 | 0.00 |
| Ravena (3,251) | 8,179 | 0.133 | 0.01 | 0.01 | 0.00 |
| Shenorock (1,887) | 8,206 | 0.132 | 0.01 | 0.01 | 0.00 |
| Wolcott (4,119) | 8,214 | 0.132 | 0.01 | 0.01 | 0.00 |
| Hounsfield (3,282) | 8,217 | 0.132 | 0.01 | 0.01 | 0.00 |
| York (3,181) | 8,226 | 0.131 | 0.01 | 0.01 | 0.00 |
| Kensington (1,185) | 8,231 | 0.131 | 0.01 | 0.01 | 0.00 |
| Ellisburg (3,599) | 8,235 | 0.131 | 0.01 | 0.01 | 0.00 |
| Fleming (2,778) | 8,237 | 0.131 | 0.01 | 0.01 | 0.00 |
| Berne (2,903) | 8,243 | 0.131 | 0.01 | 0.01 | 0.00 |
| Mount Morris (4,163) | 8,253 | 0.130 | 0.01 | 0.01 | 0.00 |
| Sag Harbor (2,594) | 8,286 | 0.129 | 0.01 | 0.01 | 0.00 |
| Alexandria (4,064) | 8,294 | 0.129 | 0.01 | 0.01 | 0.00 |
| Great Neck Gardens (1,089) | 8,304 | 0.129 | 0.01 | 0.01 | 0.00 |
| Pine Plains (3,136) | 8,305 | 0.129 | 0.01 | 0.01 | 0.00 |
| Lakeland (2,852) | 8,308 | 0.129 | 0.01 | 0.01 | 0.00 |
| Virgil (3,194) | 8,311 | 0.129 | 0.01 | 0.01 | 0.00 |
| Northeast Ithaca (2,655) | 8,313 | 0.129 | 0.01 | 0.01 | 0.00 |
| Oxford (4,088) | 8,314 | 0.129 | 0.01 | 0.01 | 0.00 |
| Stephentown (3,099) | 8,319 | 0.129 | 0.01 | 0.01 | 0.00 |
| Elma Center (2,491) | 8,327 | 0.128 | 0.01 | 0.01 | 0.00 |
| Middleburgh (3,927) | 8,355 | 0.128 | 0.01 | 0.01 | 0.00 |
| Salamanca (5,442) | 8,357 | 0.128 | 0.01 | 0.01 | 0.00 |
| Callicoon (3,422) | 8,387 | 0.127 | 0.01 | 0.01 | 0.00 |
| Greenvale (2,231) | 8,391 | 0.127 | 0.01 | 0.01 | 0.00 |
| Vails Gate (3,319) | 8,407 | 0.126 | 0.01 | 0.01 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Easton (3,028) | 8,449 | 0.125 | 0.01 | 0.01 | 0.00 |
| Town Line (2,521) | 8,472 | 0.124 | 0.01 | 0.01 | 0.00 |
| Sherburne (4,075) | 8,477 | 0.124 | 0.01 | 0.01 | 0.00 |
| Princetown (2,264) | 8,483 | 0.124 | 0.01 | 0.01 | 0.00 |
| Big Flats Airport (2,184) | 8,488 | 0.124 | 0.01 | 0.01 | 0.00 |
| West Sand Lake (2,439) | 8,496 | 0.123 | 0.01 | 0.01 | 0.00 |
| Bainbridge (3,469) | 8,501 | 0.123 | 0.01 | 0.01 | 0.00 |
| Lowville (3,975) | 8,510 | 0.123 | 0.01 | 0.01 | 0.00 |
| Sandy Creek (3,849) | 8,513 | 0.123 | 0.01 | 0.01 | 0.00 |
| Conesus (2,670) | 8,515 | 0.123 | 0.01 | 0.01 | 0.00 |
| Central Valley (1,857) | 8,522 | 0.123 | 0.01 | 0.01 | 0.00 |
| Livingston (3,437) | 8,553 | 0.122 | 0.01 | 0.01 | 0.00 |
| Schoharie (3,298) | 8,569 | 0.121 | 0.01 | 0.01 | 0.00 |
| Aurelius (3,078) | 8,580 | 0.121 | 0.01 | 0.01 | 0.00 |
| Shinnecock Hills (1,749) | 8,582 | 0.121 | 0.01 | 0.01 | 0.00 |
| White Creek (3,662) | 8,605 | 0.120 | 0.01 | 0.01 | 0.00 |
| Green Island (3,875) | 8,608 | 0.120 | 0.01 | 0.01 | 0.00 |
| Pavilion (2,558) | 8,633 | 0.119 | 0.01 | 0.01 | 0.00 |
| Lake Luzerne (3,428) | 8,647 | 0.119 | 0.01 | 0.01 | 0.00 |
| Cape Vincent (3,330) | 8,659 | 0.119 | 0.01 | 0.01 | 0.00 |
| Westhampton Beach (2,117) | 8,676 | 0.118 | 0.01 | 0.01 | 0.00 |
| Nunda (3,040) | 8,678 | 0.118 | 0.01 | 0.01 | 0.00 |
| Yorkshire (3,979) | 8,680 | 0.118 | 0.01 | 0.01 | 0.00 |
| Waverly (4,265) | 8,681 | 0.118 | 0.01 | 0.01 | 0.00 |
| North Boston (2,680) | 8,696 | 0.117 | 0.01 | 0.01 | 0.00 |
| Oakfield (2,954) | 8,700 | 0.117 | 0.01 | 0.01 | 0.00 |
| Aquebogue (2,254) | 8,708 | 0.117 | 0.01 | 0.01 | 0.00 |
| New Haven (3,037) | 8,718 | 0.117 | 0.01 | 0.01 | 0.00 |
| Grafton (2,528) | 8,722 | 0.117 | 0.01 | 0.01 | 0.00 |
| Honeoye Falls (2,574) | 8,733 | 0.116 | 0.01 | 0.01 | 0.00 |
| Canisteo (3,455) | 8,736 | 0.116 | 0.01 | 0.01 | 0.00 |
| Melrose Park (2,359) | 8,745 | 0.116 | 0.01 | 0.01 | 0.00 |
| Cato (2,811) | 8,750 | 0.116 | 0.01 | 0.01 | 0.00 |
| Cambridge (2,606) | 8,758 | 0.116 | 0.01 | 0.01 | 0.00 |
| Great River (1,546) | 8,764 | 0.116 | 0.01 | 0.01 | 0.00 |
| Peach Lake (1,671) | 8,785 | 0.115 | 0.01 | 0.01 | 0.00 |
| West Bloomfield (2,782) | 8,786 | 0.115 | 0.01 | 0.01 | 0.00 |
| Schuyler (3,398) | 8,800 | 0.115 | 0.01 | 0.01 | 0.00 |
| Saugerties South (2,285) | 8,810 | 0.114 | 0.01 | 0.01 | 0.00 |
| Florida (2,765) | 8,817 | 0.114 | 0.01 | 0.01 | 0.00 |
| Whitesboro (3,712) | 8,847 | 0.113 | 0.01 | 0.01 | 0.00 |
| Otisco (2,654) | 8,850 | 0.113 | 0.01 | 0.01 | 0.00 |
| Sterling (3,377) | 8,853 | 0.113 | 0.01 | 0.01 | 0.00 |
| Canajoharie (3,735) | 8,854 | 0.113 | 0.01 | 0.01 | 0.00 |
| Baiting Hollow (1,449) | 8,906 | 0.111 | 0.01 | 0.01 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Guilford (3,181) | 8,911 | 0.111 | 0.01 | 0.01 | 0.00 |
| Pamelia (3,110) | 8,913 | 0.111 | 0.01 | 0.01 | 0.00 |
| Tupper Lake (3,676) | 8,923 | 0.111 | 0.01 | 0.01 | 0.00 |
| South Glens Falls (3,674) | 8,929 | 0.111 | 0.01 | 0.01 | 0.00 |
| Cuba (3,419) | 8,936 | 0.111 | 0.01 | 0.01 | 0.00 |
| Stafford (2,341) | 8,939 | 0.111 | 0.01 | 0.01 | 0.00 |
| Clarence Center (1,747) | 8,943 | 0.111 | 0.01 | 0.01 | 0.00 |
| Lakewood (2,860) | 8,958 | 0.110 | 0.01 | 0.01 | 0.00 |
| Hoosick Falls (3,131) | 8,972 | 0.110 | 0.01 | 0.01 | 0.00 |
| West Hurley (2,105) | 8,973 | 0.110 | 0.01 | 0.01 | 0.00 |
| Highland (2,811) | 8,990 | 0.109 | 0.01 | 0.01 | 0.00 |
| New Lebanon (2,543) | 8,999 | 0.109 | 0.01 | 0.01 | 0.00 |
| Fabius (2,154) | 9,010 | 0.108 | 0.01 | 0.01 | 0.00 |
| Byron (2,280) | 9,012 | 0.108 | 0.01 | 0.01 | 0.00 |
| Minden (3,987) | 9,026 | 0.108 | 0.01 | 0.01 | 0.00 |
| Little Falls (4,706) | 9,036 | 0.108 | 0.01 | 0.01 | 0.00 |
| Bellerose (1,122) | 9,043 | 0.107 | 0.01 | 0.01 | 0.00 |
| Alexander (2,582) | 9,056 | 0.107 | 0.01 | 0.01 | 0.00 |
| Russell Gardens (1,036) | 9,060 | 0.107 | 0.01 | 0.01 | 0.00 |
| Cold Spring (2,096) | 9,078 | 0.107 | 0.01 | 0.01 | 0.00 |
| Sardinia (2,723) | 9,084 | 0.107 | 0.01 | 0.01 | 0.00 |
| Spencer (2,979) | 9,094 | 0.106 | 0.01 | 0.01 | 0.00 |
| Hartford (2,545) | 9,103 | 0.106 | 0.01 | 0.01 | 0.00 |
| Northampton (2,966) | 9,110 | 0.106 | 0.01 | 0.01 | 0.00 |
| Akron (3,133) | 9,127 | 0.106 | 0.01 | 0.01 | 0.00 |
| Pierrepont (2,641) | 9,130 | 0.106 | 0.01 | 0.01 | 0.00 |
| Salem (2,733) | 9,151 | 0.105 | 0.01 | 0.01 | 0.00 |
| Rutland (3,018) | 9,154 | 0.105 | 0.01 | 0.01 | 0.00 |
| Milford (2,974) | 9,170 | 0.104 | 0.01 | 0.01 | 0.00 |
| Ellenville (3,982) | 9,175 | 0.104 | 0.01 | 0.01 | 0.00 |
| Churchville (1,963) | 9,204 | 0.104 | 0.01 | 0.01 | 0.00 |
| Parish (2,869) | 9,212 | 0.103 | 0.01 | 0.01 | 0.00 |
| Triangle (3,008) | 9,223 | 0.103 | 0.01 | 0.01 | 0.00 |
| Sheldon (2,499) | 9,232 | 0.103 | 0.01 | 0.01 | 0.00 |
| Hampton Manor (2,525) | 9,233 | 0.103 | 0.01 | 0.01 | 0.00 |
| Rouses Point (2,757) | 9,237 | 0.103 | 0.01 | 0.01 | 0.00 |
| Stuyvesant (2,162) | 9,241 | 0.103 | 0.01 | 0.01 | 0.00 |
| Elmira Heights (3,693) | 9,268 | 0.102 | 0.01 | 0.01 | 0.00 |
| Canaan (2,065) | 9,290 | 0.102 | 0.01 | 0.01 | 0.00 |
| Harbor Isle (1,334) | 9,339 | 0.101 | 0.01 | 0.01 | 0.00 |
| Valatie (2,372) | 9,343 | 0.100 | 0.01 | 0.01 | 0.00 |
| Springport (2,330) | 9,378 | 0.100 | 0.01 | 0.01 | 0.00 |
| Elba (2,259) | 9,383 | 0.099 | 0.01 | 0.01 | 0.00 |
| Afton (3,085) | 9,391 | 0.099 | 0.01 | 0.01 | 0.00 |
| Jamesport (1,526) | 9,413 | 0.099 | 0.01 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| South Floral Park (1,604) | 9,433 | 0.098 | 0.01 | 0.01 | 0.00 |
| Annsville (2,873) | 9,440 | 0.098 | 0.01 | 0.01 | 0.00 |
| Point Lookout (1,472) | 9,444 | 0.098 | 0.01 | 0.01 | 0.00 |
| Freedom (2,962) | 9,448 | 0.098 | 0.01 | 0.01 | 0.00 |
| Croghan (2,951) | 9,455 | 0.098 | 0.01 | 0.01 | 0.00 |
| Nelson (2,085) | 9,471 | 0.098 | 0.01 | 0.01 | 0.00 |
| Scottsville (1,948) | 9,472 | 0.098 | 0.01 | 0.01 | 0.00 |
| Carlisle (2,330) | 9,491 | 0.097 | 0.01 | 0.01 | 0.00 |
| Otego (3,220) | 9,500 | 0.097 | 0.01 | 0.01 | 0.00 |
| Madison (2,813) | 9,518 | 0.096 | 0.01 | 0.01 | 0.00 |
| Clermont (2,146) | 9,520 | 0.096 | 0.01 | 0.01 | 0.00 |
| Marlboro (2,339) | 9,525 | 0.096 | 0.01 | 0.01 | 0.00 |
| Durham (2,929) | 9,539 | 0.096 | 0.01 | 0.01 | 0.00 |
| Quogue (1,390) | 9,546 | 0.096 | 0.01 | 0.01 | 0.00 |
| Hadley (2,621) | 9,552 | 0.095 | 0.01 | 0.01 | 0.00 |
| Caneadea (3,188) | 9,599 | 0.094 | 0.01 | 0.01 | 0.00 |
| Sangerfield (2,588) | 9,600 | 0.094 | 0.01 | 0.01 | 0.00 |
| Naples (2,684) | 9,610 | 0.094 | 0.01 | 0.01 | 0.00 |
| Hancock (3,221) | 9,638 | 0.094 | 0.01 | 0.01 | 0.00 |
| Calcium (3,346) | 9,677 | 0.093 | 0.01 | 0.01 | 0.00 |
| Nichols (2,565) | 9,716 | 0.091 | 0.01 | 0.01 | 0.00 |
| New York Mills (3,091) | 9,719 | 0.091 | 0.01 | 0.01 | 0.00 |
| Shandaken (3,034) | 9,722 | 0.091 | 0.01 | 0.01 | 0.00 |
| Davenport (2,841) | 9,724 | 0.091 | 0.01 | 0.01 | 0.00 |
| Castile (2,670) | 9,728 | 0.091 | 0.01 | 0.01 | 0.00 |
| Billington Heights (1,691) | 9,745 | 0.091 | 0.01 | 0.01 | 0.00 |
| Lincoln (2,055) | 9,756 | 0.090 | 0.01 | 0.01 | 0.00 |
| Brewster (2,206) | 9,767 | 0.090 | 0.01 | 0.00 | 0.00 |
| Hunter (2,820) | 9,773 | 0.090 | 0.01 | 0.00 | 0.00 |
| Manheim (2,962) | 9,781 | 0.090 | 0.01 | 0.00 | 0.00 |
| Sloan (3,194) | 9,783 | 0.090 | 0.01 | 0.00 | 0.00 |
| Theresa (2,532) | 9,797 | 0.089 | 0.01 | 0.00 | 0.00 |
| Johnsburg (3,059) | 9,804 | 0.089 | 0.01 | 0.00 | 0.00 |
| Rose (2,261) | 9,820 | 0.089 | 0.01 | 0.00 | 0.00 |
| Ancram (2,035) | 9,829 | 0.089 | 0.01 | 0.00 | 0.00 |
| Barker (2,506) | 9,834 | 0.089 | 0.01 | 0.00 | 0.00 |
| Russia (2,609) | 9,839 | 0.089 | 0.01 | 0.00 | 0.00 |
| Franklinville (2,898) | 9,843 | 0.088 | 0.01 | 0.00 | 0.00 |
| Ripley (2,787) | 9,849 | 0.088 | 0.01 | 0.00 | 0.00 |
| Denmark (2,383) | 9,866 | 0.088 | 0.01 | 0.00 | 0.00 |
| Laurens (2,530) | 9,881 | 0.088 | 0.01 | 0.00 | 0.00 |
| Springwater (2,133) | 9,883 | 0.088 | 0.01 | 0.00 | 0.00 |
| Altona (2,447) | 9,888 | 0.088 | 0.01 | 0.00 | 0.00 |
| Leicester (2,223) | 9,894 | 0.087 | 0.01 | 0.00 | 0.00 |
| New Berlin (2,871) | 9,900 | 0.087 | 0.01 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Throop (1,982) | 9,914 | 0.087 | 0.01 | 0.00 | 0.00 |
| Minetto (1,765) | 9,922 | 0.087 | 0.01 | 0.00 | 0.00 |
| Chemung (2,591) | 9,928 | 0.087 | 0.01 | 0.00 | 0.00 |
| Lake Katrine (2,396) | 9,931 | 0.087 | 0.01 | 0.00 | 0.00 |
| Cohocton (2,554) | 9,942 | 0.087 | 0.01 | 0.00 | 0.00 |
| Silver Creek (2,758) | 9,997 | 0.085 | 0.01 | 0.00 | 0.00 |
| Germantown (2,116) | 10,009 | 0.085 | 0.01 | 0.00 | 0.00 |
| Nedrow (2,265) | 10,011 | 0.085 | 0.01 | 0.00 | 0.00 |
| Fort Montgomery (1,418) | 10,035 | 0.085 | 0.01 | 0.00 | 0.00 |
| Morrisville (2,581) | 10,036 | 0.085 | 0.01 | 0.00 | 0.00 |
| Lisle (2,579) | 10,052 | 0.084 | 0.01 | 0.00 | 0.00 |
| Ellicottville (2,025) | 10,058 | 0.084 | 0.01 | 0.00 | 0.00 |
| Randolph (2,545) | 10,086 | 0.084 | 0.01 | 0.00 | 0.00 |
| Austerlitz (1,700) | 10,106 | 0.083 | 0.01 | 0.00 | 0.00 |
| Erin (2,079) | 10,117 | 0.083 | 0.01 | 0.00 | 0.00 |
| Youngstown (1,790) | 10,138 | 0.083 | 0.01 | 0.00 | 0.00 |
| Esperance (1,995) | 10,182 | 0.082 | 0.01 | 0.00 | 0.00 |
| Poland (2,294) | 10,202 | 0.081 | 0.01 | 0.00 | 0.00 |
| Stockton (2,141) | 10,245 | 0.081 | 0.01 | 0.00 | 0.00 |
| Carthage (3,431) | 10,249 | 0.080 | 0.01 | 0.00 | 0.00 |
| Rensselaerville (1,985) | 10,260 | 0.080 | 0.01 | 0.00 | 0.00 |
| Waddington (2,339) | 10,263 | 0.080 | 0.01 | 0.00 | 0.00 |
| Liverpool (2,237) | 10,264 | 0.080 | 0.01 | 0.00 | 0.00 |
| Yorkville (2,508) | 10,268 | 0.080 | 0.01 | 0.00 | 0.00 |
| Cumberland Head (1,532) | 10,285 | 0.080 | 0.01 | 0.00 | 0.00 |
| Seneca Knolls (2,138) | 10,302 | 0.080 | 0.01 | 0.00 | 0.00 |
| Baxter Estates (986) | 10,304 | 0.080 | 0.01 | 0.00 | 0.00 |
| Lake Placid (2,945) | 10,319 | 0.079 | 0.01 | 0.00 | 0.00 |
| Hinsdale (2,506) | 10,334 | 0.079 | 0.01 | 0.00 | 0.00 |
| Richmondville (2,383) | 10,341 | 0.079 | 0.01 | 0.00 | 0.00 |
| Averill Park (1,517) | 10,350 | 0.079 | 0.01 | 0.00 | 0.00 |
| Gainesville (2,223) | 10,353 | 0.079 | 0.01 | 0.00 | 0.00 |
| Angola (2,064) | 10,355 | 0.079 | 0.01 | 0.00 | 0.00 |
| Petersburgh (1,800) | 10,356 | 0.079 | 0.01 | 0.00 | 0.00 |
| Genoa (1,891) | 10,366 | 0.079 | 0.01 | 0.00 | 0.00 |
| Newport (2,210) | 10,369 | 0.079 | 0.01 | 0.00 | 0.00 |
| Morrisonville (1,702) | 10,370 | 0.079 | 0.01 | 0.00 | 0.00 |
| Great Valley (2,180) | 10,372 | 0.079 | 0.01 | 0.00 | 0.00 |
| Millbrook (1,981) | 10,375 | 0.079 | 0.01 | 0.00 | 0.00 |
| Franklin (2,321) | 10,383 | 0.078 | 0.01 | 0.00 | 0.00 |
| East Ithaca (2,192) | 10,384 | 0.078 | 0.01 | 0.00 | 0.00 |
| Blasdell (2,307) | 10,385 | 0.078 | 0.01 | 0.00 | 0.00 |
| East Syracuse (2,859) | 10,395 | 0.078 | 0.01 | 0.00 | 0.00 |
| Fowler (2,287) | 10,405 | 0.078 | 0.01 | 0.00 | 0.00 |
| St. Bonaventure (2,127) | 10,419 | 0.078 | 0.01 | 0.00 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Providence (1,892) | 10,421 | 0.078 | 0.01 | 0.00 | 0.00 |
| Butternuts (2,009) | 10,440 | 0.078 | 0.01 | 0.00 | 0.00 |
| Stockbridge (2,148) | 10,469 | 0.077 | 0.01 | 0.00 | 0.00 |
| Lincoln Park (2,337) | 10,477 | 0.077 | 0.01 | 0.00 | 0.00 |
| Jay (2,269) | 10,478 | 0.077 | 0.01 | 0.00 | 0.00 |
| Tillson (1,709) | 10,490 | 0.077 | 0.01 | 0.00 | 0.00 |
| Niverville (1,737) | 10,494 | 0.077 | 0.01 | 0.00 | 0.00 |
| Bangor (2,589) | 10,500 | 0.077 | 0.01 | 0.00 | 0.00 |
| Sanford (2,408) | 10,508 | 0.077 | 0.01 | 0.00 | 0.00 |
| Victory (2,060) | 10,532 | 0.076 | 0.01 | 0.00 | 0.00 |
| Addison (2,485) | 10,553 | 0.076 | 0.01 | 0.00 | 0.00 |
| Seward (1,938) | 10,607 | 0.075 | 0.01 | 0.00 | 0.00 |
| Lake Luzerne-Hadley (2,240) | 10,617 | 0.075 | 0.01 | 0.00 | 0.00 |
| Windham (2,168) | 10,625 | 0.074 | 0.01 | 0.00 | 0.00 |
| Clifton Springs (2,126) | 10,643 | 0.074 | 0.01 | 0.00 | 0.00 |
| Hillsdale (1,932) | 10,653 | 0.074 | 0.01 | 0.00 | 0.00 |
| Machias (2,308) | 10,664 | 0.074 | 0.01 | 0.00 | 0.00 |
| Brookfield (2,450) | 10,672 | 0.074 | 0.01 | 0.00 | 0.00 |
| North Norwich (2,053) | 10,699 | 0.073 | 0.01 | 0.00 | 0.00 |
| Brant (1,831) | 10,710 | 0.073 | 0.01 | 0.00 | 0.00 |
| Winfield (2,150) | 10,716 | 0.073 | 0.01 | 0.00 | 0.00 |
| Prattsburgh (2,368) | 10,739 | 0.073 | 0.01 | 0.00 | 0.00 |
| Marathon (2,216) | 10,753 | 0.072 | 0.01 | 0.00 | 0.00 |
| Edmeston (2,060) | 10,764 | 0.072 | 0.01 | 0.00 | 0.00 |
| Bridgehampton (1,381) | 10,765 | 0.072 | 0.01 | 0.00 | 0.00 |
| Lindley (2,022) | 10,773 | 0.072 | 0.01 | 0.00 | 0.00 |
| St. Johnsville (2,464) | 10,777 | 0.072 | 0.01 | 0.00 | 0.00 |
| Richfield (2,299) | 10,792 | 0.072 | 0.01 | 0.00 | 0.00 |
| Ovid (2,293) | 10,800 | 0.072 | 0.01 | 0.00 | 0.00 |
| Hebron (1,996) | 10,816 | 0.072 | 0.01 | 0.00 | 0.00 |
| Weedsport (1,861) | 10,823 | 0.072 | 0.01 | 0.00 | 0.00 |
| Roxbury (2,314) | 10,853 | 0.071 | 0.01 | 0.00 | 0.00 |
| Moira (2,822) | 10,856 | 0.071 | 0.01 | 0.00 | 0.00 |
| Gowanda (2,507) | 10,875 | 0.071 | 0.01 | 0.00 | 0.00 |
| Frewsburg (1,965) | 10,877 | 0.071 | 0.01 | 0.00 | 0.00 |
| Greenport West (1,679) | 10,879 | 0.071 | 0.01 | 0.00 | 0.00 |
| Watson (2,109) | 10,889 | 0.070 | 0.01 | 0.00 | 0.00 |
| Fenner (1,680) | 10,902 | 0.070 | 0.01 | 0.00 | 0.00 |
| Eastport (1,454) | 10,909 | 0.070 | 0.01 | 0.00 | 0.00 |
| Pine Bush (1,539) | 10,918 | 0.070 | 0.01 | 0.00 | 0.00 |
| Berlin (1,887) | 10,922 | 0.070 | 0.01 | 0.00 | 0.00 |
| Maryland (2,152) | 10,959 | 0.069 | 0.01 | 0.00 | 0.00 |
| Ledyard (1,697) | 10,968 | 0.069 | 0.01 | 0.00 | 0.00 |
| Locke (1,908) | 10,998 | 0.069 | 0.01 | 0.00 | 0.00 |
| Hartwick (2,348) | 10,999 | 0.069 | 0.01 | 0.00 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Sheridan (1,790) | 11,001 | 0.069 | 0.01 | 0.00 | 0.00 |
| Worcester (2,360) | 11,014 | 0.069 | 0.01 | 0.00 | 0.00 |
| Conquest (1,902) | 11,016 | 0.069 | 0.01 | 0.00 | 0.00 |
| Plymouth (2,141) | 11,020 | 0.069 | 0.01 | 0.00 | 0.00 |
| Ransomville (1,488) | 11,051 | 0.068 | 0.01 | 0.00 | 0.00 |
| Falconer (2,184) | 11,121 | 0.067 | 0.01 | 0.00 | 0.00 |
| Alabama (1,749) | 11,125 | 0.067 | 0.01 | 0.00 | 0.00 |
| Zena (1,119) | 11,144 | 0.067 | 0.01 | 0.00 | 0.00 |
| Painted Post (1,685) | 11,154 | 0.067 | 0.01 | 0.00 | 0.00 |
| Antwerp (2,033) | 11,175 | 0.066 | 0.01 | 0.00 | 0.00 |
| Philadelphia (2,226) | 11,179 | 0.066 | 0.01 | 0.00 | 0.00 |
| Scipio (1,562) | 11,185 | 0.066 | 0.01 | 0.00 | 0.00 |
| Root (1,809) | 11,222 | 0.066 | 0.01 | 0.00 | 0.00 |
| Avoca (2,197) | 11,223 | 0.066 | 0.01 | 0.00 | 0.00 |
| Willsboro (1,872) | 11,231 | 0.066 | 0.01 | 0.00 | 0.00 |
| Columbia (1,864) | 11,248 | 0.065 | 0.01 | 0.00 | 0.00 |
| Laurel (1,188) | 11,251 | 0.065 | 0.01 | 0.00 | 0.00 |
| Bolivar (2,068) | 11,258 | 0.065 | 0.01 | 0.00 | 0.00 |
| Remsen (1,943) | 11,274 | 0.065 | 0.01 | 0.00 | 0.00 |
| Schuylerville (2,204) | 11,281 | 0.065 | 0.01 | 0.00 | 0.00 |
| Savannah (1,890) | 11,283 | 0.065 | 0.01 | 0.00 | 0.00 |
| Morris (1,982) | 11,302 | 0.065 | 0.01 | 0.00 | 0.00 |
| Gerry (1,933) | 11,306 | 0.065 | 0.01 | 0.00 | 0.00 |
| Bloomfield (1,414) | 11,331 | 0.064 | 0.01 | 0.00 | 0.00 |
| Cortland West (1,345) | 11,334 | 0.064 | 0.01 | 0.00 | 0.00 |
| Lorenz Park (1,981) | 11,340 | 0.064 | 0.01 | 0.00 | 0.00 |
| Parishville (2,083) | 11,353 | 0.064 | 0.01 | 0.00 | 0.00 |
| Augusta (2,005) | 11,383 | 0.064 | 0.01 | 0.00 | 0.00 |
| Preble (1,589) | 11,390 | 0.064 | 0.01 | 0.00 | 0.00 |
| Colchester (2,066) | 11,396 | 0.063 | 0.01 | 0.00 | 0.00 |
| Chateaugay (2,036) | 11,403 | 0.063 | 0.01 | 0.00 | 0.00 |
| Munsons Corners (2,426) | 11,428 | 0.063 | 0.01 | 0.00 | 0.00 |
| Pulaski (2,276) | 11,435 | 0.063 | 0.01 | 0.00 | 0.00 |
| Houghton (1,748) | 11,450 | 0.063 | 0.01 | 0.00 | 0.00 |
| Shokan (1,252) | 11,459 | 0.063 | 0.01 | 0.00 | 0.00 |
| Ashland (1,951) | 11,460 | 0.063 | 0.01 | 0.00 | 0.00 |
| Westville (2,013) | 11,479 | 0.062 | 0.01 | 0.00 | 0.00 |
| Fairfield (1,613) | 11,521 | 0.062 | 0.01 | 0.00 | 0.00 |
| Castleton-on-Hudson (1,464) | 11,528 | 0.062 | 0.01 | 0.00 | 0.00 |
| Hume (2,010) | 11,529 | 0.062 | 0.01 | 0.00 | 0.00 |
| Andover (1,891) | 11,535 | 0.062 | 0.01 | 0.00 | 0.00 |
| Phoenix (2,127) | 11,550 | 0.061 | 0.01 | 0.00 | 0.00 |
| Glasco (1,692) | 11,557 | 0.061 | 0.01 | 0.00 | 0.00 |
| Mineville-Witherbee (1,747) | 11,575 | 0.061 | 0.01 | 0.00 | 0.00 |
| Dover Plains (1,996) | 11,583 | 0.061 | 0.01 | 0.00 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Kerhonkson (1,732) | 11,623 | 0.060 | 0.01 | 0.00 | 0.00 |
| Trumansburg (1,607) | 11,625 | 0.060 | 0.01 | 0.00 | 0.00 |
| Cochecton (1,536) | 11,627 | 0.060 | 0.01 | 0.00 | 0.00 |
| Adams Center (1,500) | 11,658 | 0.060 | 0.01 | 0.00 | 0.00 |
| Morristown (1,876) | 11,670 | 0.060 | 0.01 | 0.00 | 0.00 |
| Madrid (1,880) | 11,674 | 0.060 | 0.01 | 0.00 | 0.00 |
| Cooperstown (1,691) | 11,681 | 0.060 | 0.01 | 0.00 | 0.00 |
| Clyde (2,008) | 11,697 | 0.059 | 0.01 | 0.00 | 0.00 |
| Ellington (1,712) | 11,709 | 0.059 | 0.01 | 0.00 | 0.00 |
| Ellenburg (1,863) | 11,718 | 0.059 | 0.01 | 0.00 | 0.00 |
| Watkins Glen (2,057) | 11,726 | 0.059 | 0.01 | 0.00 | 0.00 |
| Crown Point (1,822) | 11,730 | 0.059 | 0.01 | 0.00 | 0.00 |
| Holley (1,689) | 11,762 | 0.059 | 0.01 | 0.00 | 0.00 |
| Colton (1,567) | 11,794 | 0.058 | 0.01 | 0.00 | 0.00 |
| Edinburg (1,528) | 11,806 | 0.058 | 0.01 | 0.00 | 0.00 |
| Waterville (1,614) | 11,819 | 0.058 | 0.01 | 0.00 | 0.00 |
| Coventry (1,694) | 11,822 | 0.058 | 0.01 | 0.00 | 0.00 |
| Almond (1,572) | 11,836 | 0.058 | 0.01 | 0.00 | 0.00 |
| Salisbury (1,861) | 11,842 | 0.058 | 0.01 | 0.00 | 0.00 |
| Middleport (1,656) | 11,849 | 0.058 | 0.01 | 0.00 | 0.00 |
| Amagansett (1,067) | 11,862 | 0.057 | 0.01 | 0.00 | 0.00 |
| West Carthage (1,994) | 11,866 | 0.057 | 0.01 | 0.00 | 0.00 |
| Scio (1,839) | 11,870 | 0.057 | 0.01 | 0.00 | 0.00 |
| Dolgeville (1,934) | 11,896 | 0.057 | 0.01 | 0.00 | 0.00 |
| Perrysburg (1,601) | 11,912 | 0.057 | 0.01 | 0.00 | 0.00 |
| Forestport (1,726) | 11,925 | 0.057 | 0.01 | 0.00 | 0.00 |
| Middlesex (1,361) | 11,932 | 0.057 | 0.01 | 0.00 | 0.00 |
| Lodi (1,586) | 11,937 | 0.057 | 0.01 | 0.00 | 0.00 |
| Gallatin (1,394) | 11,943 | 0.056 | 0.01 | 0.00 | 0.00 |
| Oppenheim (1,891) | 11,945 | 0.056 | 0.01 | 0.00 | 0.00 |
| Horicon (1,607) | 11,997 | 0.056 | 0.01 | 0.00 | 0.00 |
| Stamford (1,705) | 12,018 | 0.056 | 0.01 | 0.00 | 0.00 |
| Junius (1,498) | 12,090 | 0.055 | 0.01 | 0.00 | 0.00 |
| Thurman (1,577) | 12,092 | 0.055 | 0.01 | 0.00 | 0.00 |
| Fort Plain (2,084) | 12,100 | 0.055 | 0.01 | 0.00 | 0.00 |
| Meredith (1,501) | 12,118 | 0.054 | 0.01 | 0.00 | 0.00 |
| Kaser (4,329) | 12,136 | 0.054 | 0.01 | 0.00 | 0.00 |
| Port Dickinson (1,478) | 12,139 | 0.054 | 0.01 | 0.00 | 0.00 |
| Washington Heights (1,318) | 12,152 | 0.054 | 0.01 | 0.00 | 0.00 |
| Peconic (1,081) | 12,153 | 0.054 | 0.01 | 0.00 | 0.00 |
| Black River (1,234) | 12,160 | 0.054 | 0.01 | 0.00 | 0.00 |
| Ephratah (1,666) | 12,171 | 0.054 | 0.01 | 0.00 | 0.00 |
| North Ballston Spa (1,237) | 12,177 | 0.054 | 0.01 | 0.00 | 0.00 |
| Tyrone (1,777) | 12,184 | 0.054 | 0.01 | 0.00 | 0.00 |
| Montezuma (1,374) | 12,196 | 0.053 | 0.01 | 0.00 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Keeseville (1,706) | 12,198 | 0.053 | 0.01 | 0.00 | 0.00 |
| Sackets Harbor (1,310) | 12,210 | 0.053 | 0.01 | 0.00 | 0.00 |
| Weston Mills (1,608) | 12,215 | 0.053 | 0.01 | 0.00 | 0.00 |
| Leyden (1,888) | 12,232 | 0.053 | 0.01 | 0.00 | 0.00 |
| Dayton (1,758) | 12,240 | 0.053 | 0.01 | 0.00 | 0.00 |
| Norwood (1,491) | 12,257 | 0.053 | 0.01 | 0.00 | 0.00 |
| Steuben (1,345) | 12,264 | 0.053 | 0.01 | 0.00 | 0.00 |
| DeRuyter (1,581) | 12,278 | 0.053 | 0.01 | 0.00 | 0.00 |
| Shortsville (1,242) | 12,279 | 0.053 | 0.01 | 0.00 | 0.00 |
| Lyonsdale (1,644) | 12,311 | 0.052 | 0.01 | 0.00 | 0.00 |
| Cherry Valley (1,393) | 12,336 | 0.052 | 0.00 | 0.00 | 0.00 |
| Belfast (1,755) | 12,348 | 0.052 | 0.00 | 0.00 | 0.00 |
| Clymer (1,568) | 12,355 | 0.052 | 0.00 | 0.00 | 0.00 |
| Central Square (1,692) | 12,372 | 0.051 | 0.00 | 0.00 | 0.00 |
| Niles (1,277) | 12,377 | 0.051 | 0.00 | 0.00 | 0.00 |
| Russell (1,730) | 12,384 | 0.051 | 0.00 | 0.00 | 0.00 |
| Mayville (1,666) | 12,388 | 0.051 | 0.00 | 0.00 | 0.00 |
| Rock Hill (1,056) | 12,393 | 0.051 | 0.00 | 0.00 | 0.00 |
| Wurtsboro (1,384) | 12,423 | 0.051 | 0.00 | 0.00 | 0.00 |
| Crugers (1,752) | 12,429 | 0.051 | 0.00 | 0.00 | 0.00 |
| Truxton (1,358) | 12,441 | 0.051 | 0.00 | 0.00 | 0.00 |
| Northwest Ithaca (1,115) | 12,450 | 0.051 | 0.00 | 0.00 | 0.00 |
| Oriskany (1,379) | 12,452 | 0.050 | 0.00 | 0.00 | 0.00 |
| Berkshire (1,404) | 12,463 | 0.050 | 0.00 | 0.00 | 0.00 |
| Montour Falls (1,818) | 12,467 | 0.050 | 0.00 | 0.00 | 0.00 |
| Rapids (1,356) | 12,480 | 0.050 | 0.00 | 0.00 | 0.00 |
| Claverack-Red Mills (1,061) | 12,488 | 0.050 | 0.00 | 0.00 | 0.00 |
| Constable (1,691) | 12,492 | 0.050 | 0.00 | 0.00 | 0.00 |
| Hagaman (1,252) | 12,497 | 0.050 | 0.00 | 0.00 | 0.00 |
| Bridgewater (1,704) | 12,504 | 0.050 | 0.00 | 0.00 | 0.00 |
| West Turin (1,489) | 12,507 | 0.050 | 0.00 | 0.00 | 0.00 |
| Bridgeport (1,665) | 12,517 | 0.050 | 0.00 | 0.00 | 0.00 |
| Jordan (1,497) | 12,531 | 0.050 | 0.00 | 0.00 | 0.00 |
| Burke (1,512) | 12,544 | 0.050 | 0.00 | 0.00 | 0.00 |
| West End (1,813) | 12,546 | 0.050 | 0.00 | 0.00 | 0.00 |
| South Corning (1,281) | 12,553 | 0.049 | 0.00 | 0.00 | 0.00 |
| Smithville (1,436) | 12,573 | 0.049 | 0.00 | 0.00 | 0.00 |
| Burlington (1,396) | 12,598 | 0.049 | 0.00 | 0.00 | 0.00 |
| Clark Mills (1,424) | 12,607 | 0.049 | 0.00 | 0.00 | 0.00 |
| Kortright (1,525) | 12,631 | 0.049 | 0.00 | 0.00 | 0.00 |
| Pulteney (1,371) | 12,649 | 0.049 | 0.00 | 0.00 | 0.00 |
| Henderson (1,372) | 12,658 | 0.048 | 0.00 | 0.00 | 0.00 |
| Angola on the Lake (1,771) | 12,663 | 0.048 | 0.00 | 0.00 | 0.00 |
| Diana (1,495) | 12,665 | 0.048 | 0.00 | 0.00 | 0.00 |
| Harpersfield (1,516) | 12,678 | 0.048 | 0.00 | 0.00 | 0.00 |

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New York - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|-------------------|---------------|--------------|--------------|--------------|
| Little Valley (1,628) | 12,680 | 0.048 | 0.00 | 0.00 | 0.00 |
| Fine (1,565) | 12,704 | 0.048 | 0.00 | 0.00 | 0.00 |
| Venice (1,215) | 12,734 | 0.048 | 0.00 | 0.00 | 0.00 |
| Stottville (1,355) | 12,756 | 0.047 | 0.00 | 0.00 | 0.00 |
| Westport (1,240) | 12,763 | 0.047 | 0.00 | 0.00 | 0.00 |
| South Fallsburg (2,061) | 12,765 | 0.047 | 0.00 | 0.00 | 0.00 |
| Clintondale (1,424) | 12,775 | 0.047 | 0.00 | 0.00 | 0.00 |
| Tivoli (1,220) | 12,778 | 0.047 | 0.00 | 0.00 | 0.00 |
| Caroga (1,413) | 12,786 | 0.047 | 0.00 | 0.00 | 0.00 |
| Fort Covington (1,561) | 12,797 | 0.047 | 0.00 | 0.00 | 0.00 |
| Sherman (1,491) | 12,803 | 0.047 | 0.00 | 0.00 | 0.00 |
| Gasport (1,248) | 12,811 | 0.047 | 0.00 | 0.00 | 0.00 |
| Olcott (1,156) | 12,814 | 0.047 | 0.00 | 0.00 | 0.00 |
| Orwell (1,384) | 12,858 | 0.046 | 0.00 | 0.00 | 0.00 |
| Jefferson Heights (1,104) | 12,869 | 0.046 | 0.00 | 0.00 | 0.00 |
| Troupsburg (1,572) | 12,871 | 0.046 | 0.00 | 0.00 | 0.00 |
| Lebanon (1,388) | 12,882 | 0.046 | 0.00 | 0.00 | 0.00 |
| Friendship (1,814) | 12,891 | 0.046 | 0.00 | 0.00 | 0.00 |
| Angelica (1,417) | 12,896 | 0.046 | 0.00 | 0.00 | 0.00 |
| Rosendale Village (1,374) | 12,901 | 0.046 | 0.00 | 0.00 | 0.00 |
| Leon (1,571) | 12,905 | 0.045 | 0.00 | 0.00 | 0.00 |
| Smyrna (1,505) | 12,908 | 0.045 | 0.00 | 0.00 | 0.00 |
| Fremont (1,431) | 12,915 | 0.045 | 0.00 | 0.00 | 0.00 |
| Total | 22,046,766 | 1039.7 | 100.0 | 57.63 | 10.07 |

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5.16 CITIES SORTED BY ZIPCODE - NEW YORK

New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| New York (10005; 8,399,341) | 1 | 306.870 | 29.51 | 17.01 | 2.97 |
| Ardsley (10502; 6,959) | 2,855 | 0.699 | 0.07 | 0.04 | 0.01 |
| Armonk (10504; 3,461) | 4,664 | 0.358 | 0.03 | 0.02 | 0.00 |
| North Castle (10504; 15,309) | 1,232 | 1.721 | 0.17 | 0.10 | 0.02 |
| Bedford (10506; 20,089) | 1,078 | 1.918 | 0.18 | 0.11 | 0.02 |
| Brewster (10509; 2,206) | 9,767 | 0.090 | 0.01 | 0.00 | 0.00 |
| Brewster Hill (10509; 2,226) | 7,896 | 0.143 | 0.01 | 0.01 | 0.00 |
| Southeast (10509; 22,195) | 1,461 | 1.467 | 0.14 | 0.08 | 0.01 |
| Peach Lake (10509; 1,671) | 8,785 | 0.115 | 0.01 | 0.01 | 0.00 |
| Briarcliff Manor (10510; 8,557) | 1,951 | 1.088 | 0.10 | 0.06 | 0.01 |
| Buchanan (10511; 2,436) | 7,819 | 0.146 | 0.01 | 0.01 | 0.00 |
| Carmel Hamlet (10512; 5,650) | 4,647 | 0.360 | 0.03 | 0.02 | 0.00 |
| Carmel (10512; 40,289) | 602 | 2.975 | 0.29 | 0.16 | 0.03 |
| Lake Carmel (10512; 8,663) | 3,286 | 0.584 | 0.06 | 0.03 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Chappaqua (10514; 9,468) | 1,455 | 1.474 | 0.14 | 0.08 | 0.01 |
| Cold Spring (10516; 2,096) | 9,078 | 0.107 | 0.01 | 0.01 | 0.00 |
| Philipstown (10516; 11,190) | 2,613 | 0.768 | 0.07 | 0.04 | 0.01 |
| Crompond (10517; 2,050) | 7,140 | 0.173 | 0.02 | 0.01 | 0.00 |
| Croton-on-Hudson (10520; 8,691) | 2,840 | 0.703 | 0.07 | 0.04 | 0.01 |
| Crugers (10521; 1,752) | 12,429 | 0.051 | 0.00 | 0.00 | 0.00 |
| Dobbs Ferry (10522; 12,818) | 2,370 | 0.860 | 0.08 | 0.05 | 0.01 |
| Elmsford (10523; 4,922) | 5,356 | 0.290 | 0.03 | 0.02 | 0.00 |
| Golden's Bridge (10526; 1,578) | 7,446 | 0.160 | 0.02 | 0.01 | 0.00 |
| Harrison (10528; 30,262) | 835 | 2.331 | 0.22 | 0.13 | 0.02 |
| Hartsdale (10530; 9,830) | 2,617 | 0.767 | 0.07 | 0.04 | 0.01 |
| Hawthorne (10532; 5,083) | 4,365 | 0.395 | 0.04 | 0.02 | 0.00 |
| Irvington (10533; 6,735) | 3,142 | 0.620 | 0.06 | 0.03 | 0.01 |
| Larchmont (10538; 6,645) | 2,570 | 0.781 | 0.08 | 0.04 | 0.01 |
| Lincolndale (10540; 2,018) | 7,173 | 0.172 | 0.02 | 0.01 | 0.00 |
| Mahopac (10541; 8,478) | 3,360 | 0.568 | 0.05 | 0.03 | 0.01 |
| Mamaroneck (10543; 29,089) | 834 | 2.337 | 0.22 | 0.13 | 0.02 |
| Lake Mohegan (10547; 5,979) | 3,920 | 0.460 | 0.04 | 0.03 | 0.00 |
| Mount Kisco (10549; 10,270) | 3,503 | 0.543 | 0.05 | 0.03 | 0.01 |
| Mount Vernon (10558; 68,116) | 708 | 2.673 | 0.26 | 0.15 | 0.03 |
| North Salem (10560; 5,384) | 3,642 | 0.515 | 0.05 | 0.03 | 0.00 |
| Ossining (10562; 36,519) | 859 | 2.282 | 0.22 | 0.13 | 0.02 |
| Peekskill (10566; 28,325) | 1,660 | 1.275 | 0.12 | 0.07 | 0.01 |
| Pleasantville (10570; 7,146) | 3,260 | 0.591 | 0.06 | 0.03 | 0.01 |
| Rye Brook (10573; 12,234) | 1,823 | 1.154 | 0.11 | 0.06 | 0.01 |
| Port Chester (10573; 27,986) | 1,744 | 1.212 | 0.12 | 0.07 | 0.01 |
| Pound Ridge (10576; 5,548) | 2,495 | 0.811 | 0.08 | 0.04 | 0.01 |
| Putnam Valley (10579; 12,994) | 2,269 | 0.904 | 0.09 | 0.05 | 0.01 |
| Rye (10580; 47,306) | 751 | 2.558 | 0.25 | 0.14 | 0.02 |
| Scarsdale (10583; 18,104) | 553 | 3.157 | 0.30 | 0.17 | 0.03 |
| Shenorock (10587; 1,887) | 8,206 | 0.132 | 0.01 | 0.01 | 0.00 |
| Shrub Oak (10588; 1,812) | 8,028 | 0.138 | 0.01 | 0.01 | 0.00 |
| Heritage Hills (10589; 3,683) | 6,216 | 0.223 | 0.02 | 0.01 | 0.00 |
| Somers (10589; 23,969) | 995 | 2.047 | 0.20 | 0.11 | 0.02 |
| Lewisboro (10590; 13,182) | 1,508 | 1.414 | 0.14 | 0.08 | 0.01 |
| Tarrytown (10591; 12,387) | 2,489 | 0.813 | 0.08 | 0.05 | 0.01 |
| Sleepy Hollow (10591; 12,302) | 3,077 | 0.636 | 0.06 | 0.04 | 0.01 |
| Thornwood (10594; 5,980) | 3,678 | 0.508 | 0.05 | 0.03 | 0.00 |
| Valhalla (10595; 5,379) | 4,404 | 0.390 | 0.04 | 0.02 | 0.00 |
| Yorktown Heights (10598; 7,972) | 2,931 | 0.674 | 0.06 | 0.04 | 0.01 |
| Yorktown (10598; 39,916) | 547 | 3.192 | 0.31 | 0.18 | 0.03 |
| White Plains (10607; 68,260) | 433 | 3.813 | 0.37 | 0.21 | 0.04 |
| Greenburgh (10607; 100,354) | 161 | 7.696 | 0.74 | 0.43 | 0.07 |
| Hastings-on-Hudson (10706; 8,087) | 3,052 | 0.642 | 0.06 | 0.04 | 0.01 |
| Yonkers (10707; 200,098) | 135 | 8.527 | 0.82 | 0.47 | 0.08 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Tuckahoe (10707; 6,389) | 4,565 | 0.370 | 0.04 | 0.02 | 0.00 |
| Bronxville (10708; 6,387) | 2,315 | 0.883 | 0.08 | 0.05 | 0.01 |
| Eastchester (10709; 32,088) | 813 | 2.395 | 0.23 | 0.13 | 0.02 |
| Pelham Manor (10803; 5,337) | 3,336 | 0.573 | 0.06 | 0.03 | 0.01 |
| Pelham (10803; 11,766) | 2,041 | 1.031 | 0.10 | 0.06 | 0.01 |
| New Rochelle (10803; 75,420) | 410 | 3.995 | 0.38 | 0.22 | 0.04 |
| Airmont (10901; 11,629) | 2,145 | 0.973 | 0.09 | 0.05 | 0.01 |
| Suffern (10901; 10,918) | 3,132 | 0.622 | 0.06 | 0.03 | 0.01 |
| Montebello (10901; 3,763) | 4,197 | 0.419 | 0.04 | 0.02 | 0.00 |
| Blauvelt (10913; 5,207) | 4,104 | 0.433 | 0.04 | 0.02 | 0.00 |
| Blooming Grove (10914; 22,068) | 1,529 | 1.390 | 0.13 | 0.08 | 0.01 |
| Central Valley (10917; 1,857) | 8,522 | 0.123 | 0.01 | 0.01 | 0.00 |
| Chester (10918; 16,950) | 1,882 | 1.120 | 0.11 | 0.06 | 0.01 |
| Congers (10920; 8,303) | 3,104 | 0.630 | 0.06 | 0.03 | 0.01 |
| Florida (10921; 2,765) | 8,817 | 0.114 | 0.01 | 0.01 | 0.00 |
| Fort Montgomery (10922; 1,418) | 10,035 | 0.085 | 0.01 | 0.00 | 0.00 |
| Goshen (10924; 16,370) | 2,206 | 0.938 | 0.09 | 0.05 | 0.01 |
| Greenwood Lake (10925; 3,692) | 6,655 | 0.198 | 0.02 | 0.01 | 0.00 |
| Harriman (10926; 2,439) | 7,990 | 0.140 | 0.01 | 0.01 | 0.00 |
| Haverstraw (10927; 37,329) | 1,077 | 1.918 | 0.18 | 0.11 | 0.02 |
| Highland Falls (10928; 4,138) | 6,980 | 0.181 | 0.02 | 0.01 | 0.00 |
| Highland Mills (10930; 3,468) | 5,614 | 0.267 | 0.03 | 0.01 | 0.00 |
| Washington Heights (10940; 1,318) | 12,152 | 0.054 | 0.01 | 0.00 | 0.00 |
| Scotchtown (10941; 8,954) | 3,940 | 0.457 | 0.04 | 0.03 | 0.00 |
| Middletown (10941; 28,456) | 1,970 | 1.074 | 0.10 | 0.06 | 0.01 |
| Monroe (10949; 62,572) | 585 | 3.038 | 0.29 | 0.17 | 0.03 |
| Walton Park (10950; 2,330) | 7,505 | 0.158 | 0.02 | 0.01 | 0.00 |
| Kiryas Joel (10950; 42,852) | 3,145 | 0.619 | 0.06 | 0.03 | 0.01 |
| Kaser (10952; 4,329) | 12,136 | 0.054 | 0.01 | 0.00 | 0.00 |
| Monsey (10952; 14,504) | 3,120 | 0.625 | 0.06 | 0.03 | 0.01 |
| Viola (10952; 5,931) | 4,848 | 0.339 | 0.03 | 0.02 | 0.00 |
| Nanuet (10954; 16,707) | 1,857 | 1.135 | 0.11 | 0.06 | 0.01 |
| Bardonia (10954; 4,367) | 4,329 | 0.400 | 0.04 | 0.02 | 0.00 |
| New City (10956; 34,038) | 596 | 2.996 | 0.29 | 0.17 | 0.03 |
| Clarkstown (10956; 86,394) | 185 | 6.768 | 0.65 | 0.38 | 0.07 |
| Nyack (10960; 6,734) | 4,713 | 0.353 | 0.03 | 0.02 | 0.00 |
| Upper Nyack (10960; 1,963) | 7,194 | 0.171 | 0.02 | 0.01 | 0.00 |
| South Nyack (10960; 3,444) | 7,103 | 0.174 | 0.02 | 0.01 | 0.00 |
| Orangeburg (10962; 3,388) | 6,918 | 0.184 | 0.02 | 0.01 | 0.00 |
| Pearl River (10965; 15,553) | 1,852 | 1.138 | 0.11 | 0.06 | 0.01 |
| Chestnut Ridge (10965; 8,082) | 2,955 | 0.667 | 0.06 | 0.04 | 0.01 |
| Piermont (10968; 2,649) | 7,572 | 0.156 | 0.01 | 0.01 | 0.00 |
| Pomona (10970; 3,561) | 4,720 | 0.352 | 0.03 | 0.02 | 0.00 |
| Mount Ivy (10970; 6,536) | 4,990 | 0.324 | 0.03 | 0.02 | 0.00 |
| Sloatsburg (10974; 3,118) | 6,416 | 0.210 | 0.02 | 0.01 | 0.00 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Hillcrest (10977; 7,106) | 3,879 | 0.467 | 0.04 | 0.03 | 0.00 |
| Spring Valley (10977; 25,773) | 2,068 | 1.016 | 0.10 | 0.06 | 0.01 |
| New Hempstead (10977; 4,862) | 4,019 | 0.443 | 0.04 | 0.02 | 0.00 |
| New Square (10977; 12,415) | 7,867 | 0.144 | 0.01 | 0.01 | 0.00 |
| Wesley Hills (10977; 5,779) | 3,687 | 0.505 | 0.05 | 0.03 | 0.00 |
| Stony Point (10980; 17,372) | 1,768 | 1.192 | 0.11 | 0.07 | 0.01 |
| Tappan (10983; 6,757) | 3,424 | 0.557 | 0.05 | 0.03 | 0.01 |
| Thiells (10984; 4,758) | 4,630 | 0.363 | 0.03 | 0.02 | 0.00 |
| Tuxedo (10987; 5,025) | 4,855 | 0.338 | 0.03 | 0.02 | 0.00 |
| Valley Cottage (10989; 9,269) | 2,943 | 0.671 | 0.06 | 0.04 | 0.01 |
| Warwick (10990; 38,822) | 873 | 2.263 | 0.22 | 0.13 | 0.02 |
| Washingtonville (10992; 7,725) | 3,918 | 0.461 | 0.04 | 0.03 | 0.00 |
| West Haverstraw (10993; 10,376) | 3,807 | 0.479 | 0.05 | 0.03 | 0.00 |
| West Nyack (10994; 3,282) | 5,122 | 0.310 | 0.03 | 0.02 | 0.00 |
| West Point (10997; 7,138) | 4,442 | 0.385 | 0.04 | 0.02 | 0.00 |
| Bellerose Terrace (11001; 2,157) | 7,611 | 0.154 | 0.01 | 0.01 | 0.00 |
| South Floral Park (11001; 1,604) | 9,433 | 0.098 | 0.01 | 0.01 | 0.00 |
| Floral Park (11003; 15,519) | 1,944 | 1.092 | 0.10 | 0.06 | 0.01 |
| Elmont (11003; 32,657) | 1,053 | 1.948 | 0.19 | 0.11 | 0.02 |
| Franklin Square (11010; 29,342) | 1,249 | 1.708 | 0.16 | 0.09 | 0.02 |
| University Gardens (11020; 4,138) | 5,292 | 0.295 | 0.03 | 0.02 | 0.00 |
| Russell Gardens (11021; 1,036) | 9,060 | 0.107 | 0.01 | 0.01 | 0.00 |
| Great Neck Estates (11021; 2,744) | 4,557 | 0.372 | 0.04 | 0.02 | 0.00 |
| Great Neck Plaza (11021; 8,914) | 3,897 | 0.464 | 0.04 | 0.03 | 0.00 |
| Thomaston (11021; 2,545) | 6,186 | 0.225 | 0.02 | 0.01 | 0.00 |
| Kensington (11021; 1,185) | 8,231 | 0.131 | 0.01 | 0.01 | 0.00 |
| Great Neck Gardens (11023; 1,089) | 8,304 | 0.129 | 0.01 | 0.01 | 0.00 |
| Kings Point (11024; 5,583) | 2,470 | 0.819 | 0.08 | 0.05 | 0.01 |
| Great Neck (11024; 9,848) | 2,773 | 0.720 | 0.07 | 0.04 | 0.01 |
| Plandome (11030; 1,267) | 6,073 | 0.232 | 0.02 | 0.01 | 0.00 |
| Munsey Park (11030; 2,568) | 4,609 | 0.365 | 0.04 | 0.02 | 0.00 |
| Manhasset (11030; 8,362) | 2,829 | 0.706 | 0.07 | 0.04 | 0.01 |
| Manhasset Hills (11040; 3,661) | 4,635 | 0.362 | 0.03 | 0.02 | 0.00 |
| North New Hyde Park (11040; 14,542) | 2,154 | 0.968 | 0.09 | 0.05 | 0.01 |
| Garden City Park (11040; 7,554) | 3,521 | 0.539 | 0.05 | 0.03 | 0.01 |
| Herricks (11040; 4,076) | 5,177 | 0.305 | 0.03 | 0.02 | 0.00 |
| North Hills (11040; 4,975) | 2,825 | 0.708 | 0.07 | 0.04 | 0.01 |
| Lake Success (11042; 2,958) | 4,487 | 0.379 | 0.04 | 0.02 | 0.00 |
| Port Washington North (11050; 6,157) | 3,583 | 0.525 | 0.05 | 0.03 | 0.01 |
| Sands Point (11050; 3,028) | 3,315 | 0.578 | 0.06 | 0.03 | 0.01 |
| Baxter Estates (11050; 986) | 10,304 | 0.080 | 0.01 | 0.00 | 0.00 |
| Flower Hill (11050; 4,527) | 3,572 | 0.527 | 0.05 | 0.03 | 0.01 |
| Manorhaven (11050; 6,936) | 4,291 | 0.407 | 0.04 | 0.02 | 0.00 |
| Port Washington (11054; 15,215) | 1,696 | 1.246 | 0.12 | 0.07 | 0.01 |
| Inwood (11096; 9,325) | 4,588 | 0.368 | 0.04 | 0.02 | 0.00 |

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| New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| New Hyde Park (11099; 9,489) | 3,421 | 0.558 | 0.05 | 0.03 | 0.01 |
| Bellerose (11426; 1,122) | 9,043 | 0.107 | 0.01 | 0.01 | 0.00 |
| Mineola (11501; 18,843) | 1,946 | 1.091 | 0.10 | 0.06 | 0.01 |
| Albertson (11507; 5,200) | 4,929 | 0.330 | 0.03 | 0.02 | 0.00 |
| Atlantic Beach (11509; 1,979) | 7,425 | 0.161 | 0.02 | 0.01 | 0.00 |
| Baldwin Harbor (11510; 8,147) | 2,997 | 0.657 | 0.06 | 0.04 | 0.01 |
| Carle Place (11514; 5,247) | 4,687 | 0.355 | 0.03 | 0.02 | 0.00 |
| Cedarhurst (11516; 5,967) | 5,010 | 0.321 | 0.03 | 0.02 | 0.00 |
| East Rockaway (11518; 10,081) | 3,320 | 0.576 | 0.06 | 0.03 | 0.01 |
| Bay Park (11518; 2,300) | 7,973 | 0.141 | 0.01 | 0.01 | 0.00 |
| Freeport (11520; 43,595) | 836 | 2.327 | 0.22 | 0.13 | 0.02 |
| Garden City (11530; 22,377) | 898 | 2.224 | 0.21 | 0.12 | 0.02 |
| Garden City South (11530; 3,974) | 5,464 | 0.279 | 0.03 | 0.02 | 0.00 |
| Stewart Manor (11530; 1,859) | 7,691 | 0.151 | 0.01 | 0.01 | 0.00 |
| Glen Cove (11542; 27,272) | 1,482 | 1.444 | 0.14 | 0.08 | 0.01 |
| Brookville (11545; 2,126) | 4,297 | 0.406 | 0.04 | 0.02 | 0.00 |
| Glen Head (11545; 4,625) | 4,944 | 0.329 | 0.03 | 0.02 | 0.00 |
| Old Brookville (11545; 2,402) | 5,173 | 0.305 | 0.03 | 0.02 | 0.00 |
| Glenwood Landing (11547; 3,541) | 5,644 | 0.265 | 0.03 | 0.01 | 0.00 |
| Roslyn Harbor (11548; 1,103) | 8,133 | 0.135 | 0.01 | 0.01 | 0.00 |
| Greenvale (11548; 2,231) | 8,391 | 0.127 | 0.01 | 0.01 | 0.00 |
| South Hempstead (11550; 3,188) | 5,980 | 0.238 | 0.02 | 0.01 | 0.00 |
| Hempstead (11550; 755,785) | 9 | 49.815 | 4.79 | 2.76 | 0.48 |
| West Hempstead (11552; 18,713) | 1,665 | 1.272 | 0.12 | 0.07 | 0.01 |
| Lakeview (11552; 5,607) | 4,602 | 0.366 | 0.04 | 0.02 | 0.00 |
| Uniondale (11553; 23,011) | 1,585 | 1.348 | 0.13 | 0.07 | 0.01 |
| East Meadow (11554; 37,461) | 810 | 2.401 | 0.23 | 0.13 | 0.02 |
| Hewlett Harbor (11557; 1,276) | 6,711 | 0.194 | 0.02 | 0.01 | 0.00 |
| Hewlett (11557; 7,060) | 3,993 | 0.448 | 0.04 | 0.02 | 0.00 |
| Harbor Isle (11558; 1,334) | 9,339 | 0.101 | 0.01 | 0.01 | 0.00 |
| Barnum Island (11558; 2,487) | 6,827 | 0.189 | 0.02 | 0.01 | 0.00 |
| Island Park (11558; 4,847) | 5,603 | 0.267 | 0.03 | 0.01 | 0.00 |
| Lawrence (11559; 6,600) | 2,981 | 0.660 | 0.06 | 0.04 | 0.01 |
| Locust Valley (11560; 3,521) | 6,744 | 0.193 | 0.02 | 0.01 | 0.00 |
| Lattingtown (11560; 1,905) | 5,858 | 0.249 | 0.02 | 0.01 | 0.00 |
| Long Beach (11561; 35,874) | 1,070 | 1.927 | 0.19 | 0.11 | 0.02 |
| Lido Beach (11561; 2,825) | 6,044 | 0.234 | 0.02 | 0.01 | 0.00 |
| East Atlantic Beach (11561; 2,257) | 7,607 | 0.154 | 0.01 | 0.01 | 0.00 |
| Lynbrook (11563; 19,441) | 1,816 | 1.157 | 0.11 | 0.06 | 0.01 |
| Malverne (11565; 8,655) | 2,919 | 0.675 | 0.06 | 0.04 | 0.01 |
| Merrick (11566; 22,764) | 1,016 | 2.023 | 0.19 | 0.11 | 0.02 |
| North Merrick (11566; 11,844) | 2,253 | 0.913 | 0.09 | 0.05 | 0.01 |
| Old Westbury (11568; 5,710) | 2,399 | 0.848 | 0.08 | 0.05 | 0.01 |
| Point Lookout (11569; 1,472) | 9,444 | 0.098 | 0.01 | 0.01 | 0.00 |
| Oceanside (11572; 32,733) | 825 | 2.365 | 0.23 | 0.13 | 0.02 |

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| New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Roosevelt (11575; 15,854) | 2,373 | 0.858 | 0.08 | 0.05 | 0.01 |
| Roslyn (11576; 2,644) | 6,948 | 0.183 | 0.02 | 0.01 | 0.00 |
| East Hills (11576; 6,655) | 2,184 | 0.951 | 0.09 | 0.05 | 0.01 |
| Roslyn Estates (11576; 1,225) | 6,979 | 0.181 | 0.02 | 0.01 | 0.00 |
| Roslyn Heights (11577; 6,295) | 3,673 | 0.509 | 0.05 | 0.03 | 0.00 |
| Sea Cliff (11579; 4,927) | 4,577 | 0.369 | 0.04 | 0.02 | 0.00 |
| North Valley Stream (11580; 15,789) | 1,903 | 1.109 | 0.11 | 0.06 | 0.01 |
| Valley Stream (11581; 35,378) | 958 | 2.135 | 0.21 | 0.12 | 0.02 |
| South Valley Stream (11581; 5,638) | 4,508 | 0.377 | 0.04 | 0.02 | 0.00 |
| Westbury (11590; 14,259) | 2,088 | 1.007 | 0.10 | 0.06 | 0.01 |
| New Cassel (11590; 13,298) | 2,838 | 0.703 | 0.07 | 0.04 | 0.01 |
| Rockville Centre (11592; 23,883) | 1,161 | 1.808 | 0.17 | 0.10 | 0.02 |
| East Williston (11596; 2,595) | 5,571 | 0.270 | 0.03 | 0.01 | 0.00 |
| Williston Park (11596; 6,918) | 3,883 | 0.467 | 0.04 | 0.03 | 0.00 |
| Woodmere (11598; 16,447) | 1,464 | 1.463 | 0.14 | 0.08 | 0.01 |
| North Amityville (11701; 16,572) | 2,802 | 0.713 | 0.07 | 0.04 | 0.01 |
| North Babylon (11703; 17,877) | 1,934 | 1.094 | 0.11 | 0.06 | 0.01 |
| West Babylon (11704; 43,452) | 762 | 2.523 | 0.24 | 0.14 | 0.02 |
| Babylon (11704; 232,884) | 78 | 13.346 | 1.28 | 0.74 | 0.13 |
| Bayport (11705; 8,662) | 3,147 | 0.619 | 0.06 | 0.03 | 0.01 |
| Bay Shore (11706; 23,852) | 1,849 | 1.141 | 0.11 | 0.06 | 0.01 |
| West Bay Shore (11706; 4,775) | 4,906 | 0.333 | 0.03 | 0.02 | 0.00 |
| Baywood (11706; 7,571) | 4,084 | 0.436 | 0.04 | 0.02 | 0.00 |
| North Bay Shore (11706; 14,992) | 2,526 | 0.798 | 0.08 | 0.04 | 0.01 |
| Amityville (11708; 9,905) | 3,283 | 0.585 | 0.06 | 0.03 | 0.01 |
| Bayville (11709; 7,219) | 3,852 | 0.471 | 0.05 | 0.03 | 0.00 |
| Bellmore (11710; 16,441) | 1,792 | 1.176 | 0.11 | 0.07 | 0.01 |
| North Bellmore (11710; 20,079) | 1,535 | 1.386 | 0.13 | 0.08 | 0.01 |
| North Bellport (11713; 9,007) | 3,832 | 0.474 | 0.05 | 0.03 | 0.00 |
| Bellport (11713; 2,420) | 7,006 | 0.179 | 0.02 | 0.01 | 0.00 |
| Bethpage (11714; 16,543) | 1,908 | 1.108 | 0.11 | 0.06 | 0.01 |
| Blue Point (11715; 4,407) | 5,283 | 0.296 | 0.03 | 0.02 | 0.00 |
| Bohemia (11716; 9,871) | 3,163 | 0.615 | 0.06 | 0.03 | 0.01 |
| Brentwood (11717; 53,917) | 583 | 3.046 | 0.29 | 0.17 | 0.03 |
| Brightwaters (11718; 3,352) | 5,418 | 0.283 | 0.03 | 0.02 | 0.00 |
| Brookhaven (11719; 547,139) | 13 | 32.613 | 3.14 | 1.81 | 0.32 |
| Centereach (11720; 27,285) | 1,198 | 1.766 | 0.17 | 0.10 | 0.02 |
| Centerport (11721; 5,446) | 3,804 | 0.480 | 0.05 | 0.03 | 0.00 |
| Cold Spring Harbor (11724; 4,975) | 3,805 | 0.480 | 0.05 | 0.03 | 0.00 |
| Commack (11725; 36,367) | 624 | 2.915 | 0.28 | 0.16 | 0.03 |
| Copiague (11726; 21,922) | 1,716 | 1.232 | 0.12 | 0.07 | 0.01 |
| Coram (11727; 34,923) | 999 | 2.043 | 0.20 | 0.11 | 0.02 |
| Deerpark (11729; 9,697) | 4,213 | 0.416 | 0.04 | 0.02 | 0.00 |
| East Islip (11730; 14,078) | 2,175 | 0.955 | 0.09 | 0.05 | 0.01 |
| East Northport (11731; 20,845) | 1,468 | 1.459 | 0.14 | 0.08 | 0.01 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Elwood (11731; 10,916) | 2,221 | 0.931 | 0.09 | 0.05 | 0.01 |
| East Norwich (11732; 2,675) | 6,031 | 0.235 | 0.02 | 0.01 | 0.00 |
| Setauket-East Setauket (11733; 15,931) | 1,609 | 1.322 | 0.13 | 0.07 | 0.01 |
| East Farmingdale (11735; 5,400) | 4,732 | 0.351 | 0.03 | 0.02 | 0.00 |
| South Farmingdale (11735; 15,061) | 2,054 | 1.023 | 0.10 | 0.06 | 0.01 |
| Farmingdale (11737; 9,637) | 3,526 | 0.537 | 0.05 | 0.03 | 0.01 |
| Farmingville (11738; 16,458) | 1,955 | 1.086 | 0.10 | 0.06 | 0.01 |
| Great River (11739; 1,546) | 8,764 | 0.116 | 0.01 | 0.01 | 0.00 |
| Greenlawn (11740; 13,286) | 2,484 | 0.814 | 0.08 | 0.05 | 0.01 |
| Holbrook (11741; 27,512) | 1,086 | 1.911 | 0.18 | 0.11 | 0.02 |
| Lloyd Harbor (11743; 3,933) | 3,217 | 0.602 | 0.06 | 0.03 | 0.01 |
| Huntington Bay (11743; 1,514) | 6,271 | 0.219 | 0.02 | 0.01 | 0.00 |
| West Hills (11743; 5,607) | 3,881 | 0.467 | 0.04 | 0.03 | 0.00 |
| Huntington (11743; 211,400) | 53 | 16.645 | 1.60 | 0.92 | 0.16 |
| Halesite (11743; 2,582) | 5,970 | 0.239 | 0.02 | 0.01 | 0.00 |
| South Huntington (11746; 9,465) | 2,836 | 0.704 | 0.07 | 0.04 | 0.01 |
| Dix Hills (11746; 26,024) | 739 | 2.586 | 0.25 | 0.14 | 0.03 |
| Deer Park (11746; 28,316) | 1,317 | 1.628 | 0.16 | 0.09 | 0.02 |
| Huntington Station (11747; 29,910) | 1,204 | 1.762 | 0.17 | 0.10 | 0.02 |
| Melville (11747; 14,533) | 1,654 | 1.283 | 0.12 | 0.07 | 0.01 |
| Central Islip (11749; 31,950) | 1,261 | 1.692 | 0.16 | 0.09 | 0.02 |
| Ronkonkoma (11749; 20,029) | 1,651 | 1.287 | 0.12 | 0.07 | 0.01 |
| Islip (11751; 357,578) | 32 | 22.298 | 2.14 | 1.24 | 0.22 |
| North Great River (11752; 3,929) | 5,868 | 0.247 | 0.02 | 0.01 | 0.00 |
| Islip Terrace (11752; 5,641) | 4,658 | 0.359 | 0.03 | 0.02 | 0.00 |
| Jericho (11753; 13,045) | 1,681 | 1.263 | 0.12 | 0.07 | 0.01 |
| Kings Park (11754; 16,146) | 1,968 | 1.076 | 0.10 | 0.06 | 0.01 |
| Lake Grove (11755; 11,941) | 2,620 | 0.765 | 0.07 | 0.04 | 0.01 |
| Plainedge (11756; 9,195) | 3,253 | 0.593 | 0.06 | 0.03 | 0.01 |
| Levittown (11756; 53,067) | 475 | 3.540 | 0.34 | 0.20 | 0.03 |
| Lindenhurst (11757; 30,344) | 1,180 | 1.785 | 0.17 | 0.10 | 0.02 |
| North Lindenhurst (11757; 11,767) | 2,972 | 0.663 | 0.06 | 0.04 | 0.01 |
| East Massapequa (11758; 19,565) | 1,514 | 1.411 | 0.14 | 0.08 | 0.01 |
| Massapequa (11758; 22,652) | 1,159 | 1.811 | 0.17 | 0.10 | 0.02 |
| North Massapequa (11758; 19,152) | 1,641 | 1.294 | 0.12 | 0.07 | 0.01 |
| Islandia (11760; 3,427) | 6,151 | 0.227 | 0.02 | 0.01 | 0.00 |
| Massapequa Park (11762; 17,089) | 1,640 | 1.295 | 0.12 | 0.07 | 0.01 |
| Medford (11763; 21,985) | 1,515 | 1.409 | 0.14 | 0.08 | 0.01 |
| Gordon Heights (11763; 3,094) | 7,303 | 0.166 | 0.02 | 0.01 | 0.00 |
| Miller Place (11764; 10,580) | 2,491 | 0.812 | 0.08 | 0.05 | 0.01 |
| Mount Sinai (11766; 8,734) | 2,798 | 0.713 | 0.07 | 0.04 | 0.01 |
| Nesconset (11767; 11,992) | 2,141 | 0.977 | 0.09 | 0.05 | 0.01 |
| Northport (11768; 7,849) | 3,033 | 0.647 | 0.06 | 0.04 | 0.01 |
| Fort Salonga (11768; 9,634) | 2,278 | 0.902 | 0.09 | 0.05 | 0.01 |
| Eatons Neck (11768; 1,388) | 8,171 | 0.133 | 0.01 | 0.01 | 0.00 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------------|----------|-----------|---------|----------|-------|
| Oakdale (11769; 8,075) | 3,558 | 0.530 | 0.05 | 0.03 | 0.01 |
| Upper Brookville (11771; 2,182) | 5,309 | 0.293 | 0.03 | 0.02 | 0.00 |
| Oyster Bay (11771; 313,285) | 28 | 23.565 | 2.27 | 1.31 | 0.23 |
| Oyster Bay Cove (11771; 2,345) | 3,997 | 0.448 | 0.04 | 0.02 | 0.00 |
| Muttontown (11771; 3,870) | 2,903 | 0.681 | 0.07 | 0.04 | 0.01 |
| North Patchogue (11772; 7,825) | 3,943 | 0.456 | 0.04 | 0.03 | 0.00 |
| East Patchogue (11772; 20,824) | 1,854 | 1.137 | 0.11 | 0.06 | 0.01 |
| Patchogue (11772; 12,354) | 3,443 | 0.554 | 0.05 | 0.03 | 0.01 |
| Terryville (11776; 10,589) | 2,884 | 0.687 | 0.07 | 0.04 | 0.01 |
| Port Jefferson (11777; 8,384) | 3,605 | 0.521 | 0.05 | 0.03 | 0.01 |
| Port Jefferson Station (11777; 7,527) | 4,256 | 0.412 | 0.04 | 0.02 | 0.00 |
| Rocky Point (11778; 10,185) | 3,666 | 0.510 | 0.05 | 0.03 | 0.00 |
| Lake Ronkonkoma (11779; 19,701) | 1,862 | 1.132 | 0.11 | 0.06 | 0.01 |
| St. James (11780; 13,268) | 2,283 | 0.901 | 0.09 | 0.05 | 0.01 |
| Nissequogue (11780; 1,690) | 6,155 | 0.227 | 0.02 | 0.01 | 0.00 |
| Sayville (11782; 16,735) | 1,756 | 1.201 | 0.12 | 0.07 | 0.01 |
| Seaford (11783; 15,791) | 1,781 | 1.184 | 0.11 | 0.07 | 0.01 |
| Selden (11784; 21,861) | 1,743 | 1.212 | 0.12 | 0.07 | 0.01 |
| East Shoreham (11786; 5,809) | 3,822 | 0.476 | 0.05 | 0.03 | 0.00 |
| Smithtown (11787; 131,200) | 108 | 10.067 | 0.97 | 0.56 | 0.10 |
| Village of the Branch (11787; 2,208) | 7,088 | 0.175 | 0.02 | 0.01 | 0.00 |
| Hauppauge (11788; 20,100) | 1,424 | 1.499 | 0.14 | 0.08 | 0.01 |
| Sound Beach (11789; 9,807) | 3,353 | 0.569 | 0.05 | 0.03 | 0.01 |
| Head of the Harbor (11790; 1,718) | 6,754 | 0.193 | 0.02 | 0.01 | 0.00 |
| Laurel Hollow (11791; 2,113) | 4,308 | 0.403 | 0.04 | 0.02 | 0.00 |
| Syosset (11791; 18,544) | 1,333 | 1.609 | 0.15 | 0.09 | 0.02 |
| Wading River (11792; 6,668) | 4,292 | 0.407 | 0.04 | 0.02 | 0.00 |
| North Wantagh (11793; 12,156) | 2,480 | 0.815 | 0.08 | 0.05 | 0.01 |
| Wantagh (11793; 18,971) | 1,402 | 1.519 | 0.15 | 0.08 | 0.01 |
| Stony Brook (11794; 13,727) | 1,788 | 1.179 | 0.11 | 0.07 | 0.01 |
| West Islip (11795; 28,907) | 975 | 2.094 | 0.20 | 0.12 | 0.02 |
| West Sayville (11796; 5,003) | 5,033 | 0.319 | 0.03 | 0.02 | 0.00 |
| Woodbury (11797; 15,804) | 1,767 | 1.193 | 0.11 | 0.07 | 0.01 |
| Wheatley Heights (11798; 5,013) | 4,654 | 0.359 | 0.03 | 0.02 | 0.00 |
| Wyandanch (11798; 10,546) | 4,277 | 0.409 | 0.04 | 0.02 | 0.00 |
| Hicksville (11803; 41,260) | 710 | 2.665 | 0.26 | 0.15 | 0.03 |
| Plainview (11803; 25,637) | 904 | 2.214 | 0.21 | 0.12 | 0.02 |
| Old Bethpage (11804; 5,400) | 3,910 | 0.463 | 0.04 | 0.03 | 0.00 |
| Northampton (11901; 2,966) | 9,110 | 0.106 | 0.01 | 0.01 | 0.00 |
| Flanders (11901; 3,646) | 7,391 | 0.162 | 0.02 | 0.01 | 0.00 |
| Riverhead (11901; 56,810) | 773 | 2.504 | 0.24 | 0.14 | 0.02 |
| Amagansett (11930; 1,067) | 11,862 | 0.057 | 0.01 | 0.00 | 0.00 |
| Aquebogue (11931; 2,254) | 8,708 | 0.117 | 0.01 | 0.01 | 0.00 |
| Bridgehampton (11932; 1,381) | 10,765 | 0.072 | 0.01 | 0.00 | 0.00 |
| Baiting Hollow (11933; 1,449) | 8,906 | 0.111 | 0.01 | 0.01 | 0.00 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Calverton (11933; 5,704) | 6,628 | 0.199 | 0.02 | 0.01 | 0.00 |
| Center Moriches (11934; 6,655) | 4,372 | 0.393 | 0.04 | 0.02 | 0.00 |
| Cutchogue (11935; 2,849) | 7,029 | 0.178 | 0.02 | 0.01 | 0.00 |
| Northwest Harbor (11937; 3,059) | 6,987 | 0.180 | 0.02 | 0.01 | 0.00 |
| Springs (11937; 4,950) | 5,580 | 0.269 | 0.03 | 0.01 | 0.00 |
| East Hampton North (11937; 3,587) | 7,588 | 0.155 | 0.01 | 0.01 | 0.00 |
| East Hampton (11937; 26,039) | 1,636 | 1.297 | 0.12 | 0.07 | 0.01 |
| East Moriches (11940; 4,550) | 5,584 | 0.269 | 0.03 | 0.01 | 0.00 |
| Eastport (11941; 1,454) | 10,909 | 0.070 | 0.01 | 0.00 | 0.00 |
| East Quogue (11942; 4,265) | 6,046 | 0.234 | 0.02 | 0.01 | 0.00 |
| Greenport (11944; 4,096) | 7,799 | 0.146 | 0.01 | 0.01 | 0.00 |
| Greenport West (11944; 1,679) | 10,879 | 0.071 | 0.01 | 0.00 | 0.00 |
| Hampton Bays (11946; 12,236) | 3,278 | 0.586 | 0.06 | 0.03 | 0.01 |
| Jamesport (11947; 1,526) | 9,413 | 0.099 | 0.01 | 0.01 | 0.00 |
| Laurel (11948; 1,188) | 11,251 | 0.065 | 0.01 | 0.00 | 0.00 |
| Manorville (11949; 11,131) | 2,951 | 0.668 | 0.06 | 0.04 | 0.01 |
| Mastic (11950; 15,436) | 2,548 | 0.790 | 0.08 | 0.04 | 0.01 |
| Mastic Beach (11951; 11,543) | 3,730 | 0.495 | 0.05 | 0.03 | 0.00 |
| Mattituck (11952; 4,198) | 6,232 | 0.222 | 0.02 | 0.01 | 0.00 |
| Middle Island (11953; 9,702) | 3,853 | 0.470 | 0.05 | 0.03 | 0.00 |
| Montauk (11954; 3,851) | 7,579 | 0.156 | 0.01 | 0.01 | 0.00 |
| Moriches (11955; 2,319) | 7,961 | 0.141 | 0.01 | 0.01 | 0.00 |
| Peconic (11958; 1,081) | 12,153 | 0.054 | 0.01 | 0.00 | 0.00 |
| Quogue (11959; 1,390) | 9,546 | 0.096 | 0.01 | 0.01 | 0.00 |
| Ridge (11961; 13,380) | 3,383 | 0.563 | 0.05 | 0.03 | 0.01 |
| Noyack (11963; 2,696) | 8,004 | 0.139 | 0.01 | 0.01 | 0.00 |
| Sag Harbor (11963; 2,594) | 8,286 | 0.129 | 0.01 | 0.01 | 0.00 |
| Shelter Island (11964; 3,100) | 7,537 | 0.157 | 0.02 | 0.01 | 0.00 |
| Shirley (11967; 25,395) | 1,533 | 1.388 | 0.13 | 0.08 | 0.01 |
| North Sea (11968; 4,493) | 5,589 | 0.269 | 0.03 | 0.01 | 0.00 |
| Shinnecock Hills (11968; 1,749) | 8,582 | 0.121 | 0.01 | 0.01 | 0.00 |
| Southampton (11968; 71,462) | 453 | 3.674 | 0.35 | 0.20 | 0.04 |
| Southold (11971; 25,231) | 1,757 | 1.201 | 0.12 | 0.07 | 0.01 |
| Remsenburg-Speonk (11972; 2,675) | 6,888 | 0.186 | 0.02 | 0.01 | 0.00 |
| Watermill (11976; 1,724) | 8,024 | 0.139 | 0.01 | 0.01 | 0.00 |
| Westhampton (11977; 2,869) | 6,929 | 0.184 | 0.02 | 0.01 | 0.00 |
| Westhampton Beach (11978; 2,117) | 8,676 | 0.118 | 0.01 | 0.01 | 0.00 |
| Yaphank (11980; 5,025) | 4,850 | 0.338 | 0.03 | 0.02 | 0.00 |
| Altamont (12009; 5,803) | 6,658 | 0.197 | 0.02 | 0.01 | 0.00 |
| Perth (12010; 4,389) | 7,274 | 0.167 | 0.02 | 0.01 | 0.00 |
| Amsterdam (12010; 16,719) | 4,056 | 0.439 | 0.04 | 0.02 | 0.00 |
| Athens (12015; 4,596) | 7,104 | 0.174 | 0.02 | 0.01 | 0.00 |
| Austerlitz (12017; 1,700) | 10,106 | 0.083 | 0.01 | 0.00 | 0.00 |
| Averill Park (12018; 1,517) | 10,350 | 0.079 | 0.01 | 0.00 | 0.00 |
| Ballston (12019; 10,493) | 3,469 | 0.549 | 0.05 | 0.03 | 0.01 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Charlton (12019; 4,450) | 5,585 | 0.269 | 0.03 | 0.01 | 0.00 |
| Country Knolls (12019; 2,155) | 7,038 | 0.177 | 0.02 | 0.01 | 0.00 |
| Ballston Spa (12020; 5,688) | 6,578 | 0.202 | 0.02 | 0.01 | 0.00 |
| North Ballston Spa (12020; 1,237) | 12,177 | 0.054 | 0.01 | 0.00 | 0.00 |
| Malta (12020; 15,864) | 2,358 | 0.863 | 0.08 | 0.05 | 0.01 |
| Berlin (12022; 1,887) | 10,922 | 0.070 | 0.01 | 0.00 | 0.00 |
| Berne (12023; 2,903) | 8,243 | 0.131 | 0.01 | 0.01 | 0.00 |
| Broadalbin (12025; 5,550) | 6,352 | 0.214 | 0.02 | 0.01 | 0.00 |
| Canaan (12029; 2,065) | 9,290 | 0.102 | 0.01 | 0.01 | 0.00 |
| Carlisle (12031; 2,330) | 9,491 | 0.097 | 0.01 | 0.01 | 0.00 |
| Caroga (12032; 1,413) | 12,786 | 0.047 | 0.00 | 0.00 | 0.00 |
| Castleton-on-Hudson (12033; 1,464) | 11,528 | 0.062 | 0.01 | 0.00 | 0.00 |
| Chatham (12037; 4,267) | 6,598 | 0.200 | 0.02 | 0.01 | 0.00 |
| Seward (12043; 1,938) | 10,607 | 0.075 | 0.01 | 0.00 | 0.00 |
| Cobleskill (12043; 7,326) | 6,127 | 0.229 | 0.02 | 0.01 | 0.00 |
| Coeymans (12045; 7,921) | 4,708 | 0.353 | 0.03 | 0.02 | 0.00 |
| Cohoes (12047; 14,316) | 3,991 | 0.449 | 0.04 | 0.02 | 0.00 |
| Bethlehem (12054; 38,037) | 852 | 2.292 | 0.22 | 0.13 | 0.02 |
| Delmar (12054; 8,292) | 3,667 | 0.510 | 0.05 | 0.03 | 0.00 |
| Westerlo (12055; 3,650) | 7,239 | 0.169 | 0.02 | 0.01 | 0.00 |
| Princetown (12056; 2,264) | 8,483 | 0.124 | 0.01 | 0.01 | 0.00 |
| Duanesburg (12056; 7,062) | 4,370 | 0.394 | 0.04 | 0.02 | 0.00 |
| White Creek (12057; 3,662) | 8,605 | 0.120 | 0.01 | 0.01 | 0.00 |
| East Greenbush (12061; 18,129) | 2,222 | 0.931 | 0.09 | 0.05 | 0.01 |
| Halfmoon (12065; 22,364) | 2,119 | 0.986 | 0.09 | 0.05 | 0.01 |
| Clifton Park (12065; 47,601) | 557 | 3.134 | 0.30 | 0.17 | 0.03 |
| Esperance (12066; 1,995) | 10,182 | 0.082 | 0.01 | 0.00 | 0.00 |
| Galway (12074; 4,039) | 6,661 | 0.197 | 0.02 | 0.01 | 0.00 |
| Ghent (12075; 5,445) | 6,170 | 0.226 | 0.02 | 0.01 | 0.00 |
| Gloversville (12078; 14,868) | 4,486 | 0.380 | 0.04 | 0.02 | 0.00 |
| Grafton (12082; 2,528) | 8,722 | 0.117 | 0.01 | 0.01 | 0.00 |
| Greenville (12083; 6,132) | 4,715 | 0.353 | 0.03 | 0.02 | 0.00 |
| Guilderland (12084; 42,057) | 829 | 2.354 | 0.23 | 0.13 | 0.02 |
| Hagaman (12086; 1,252) | 12,497 | 0.050 | 0.00 | 0.00 | 0.00 |
| Hoosick (12089; 6,625) | 5,698 | 0.261 | 0.03 | 0.01 | 0.00 |
| Hoosick Falls (12090; 3,131) | 8,972 | 0.110 | 0.01 | 0.01 | 0.00 |
| Johnstown (12095; 8,686) | 5,568 | 0.270 | 0.03 | 0.01 | 0.00 |
| Kinderhook (12106; 9,630) | 3,792 | 0.483 | 0.05 | 0.03 | 0.00 |
| Knox (12107; 2,923) | 7,587 | 0.155 | 0.01 | 0.01 | 0.00 |
| Maryland (12116; 2,152) | 10,959 | 0.069 | 0.01 | 0.00 | 0.00 |
| Mayfield (12117; 7,071) | 5,750 | 0.256 | 0.02 | 0.01 | 0.00 |
| Mechanicville (12118; 5,019) | 7,322 | 0.165 | 0.02 | 0.01 | 0.00 |
| Middleburgh (12122; 3,927) | 8,355 | 0.128 | 0.01 | 0.01 | 0.00 |
| Nassau (12123; 4,741) | 6,415 | 0.210 | 0.02 | 0.01 | 0.00 |
| New Baltimore (12124; 3,612) | 7,306 | 0.166 | 0.02 | 0.01 | 0.00 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| New Lebanon (12125; 2,543) | 8,999 | 0.109 | 0.01 | 0.01 | 0.00 |
| Niverville (12130; 1,737) | 10,494 | 0.077 | 0.01 | 0.00 | 0.00 |
| Edinburg (12134; 1,528) | 11,806 | 0.058 | 0.01 | 0.00 | 0.00 |
| Petersburgh (12138; 1,800) | 10,356 | 0.079 | 0.01 | 0.00 | 0.00 |
| Poestenkill (12140; 4,543) | 5,763 | 0.256 | 0.02 | 0.01 | 0.00 |
| Ravena (12143; 3,251) | 8,179 | 0.133 | 0.01 | 0.01 | 0.00 |
| Hampton Manor (12144; 2,525) | 9,233 | 0.103 | 0.01 | 0.01 | 0.00 |
| Rensselaer (12144; 7,854) | 5,704 | 0.260 | 0.03 | 0.01 | 0.00 |
| Rensselaerville (12147; 1,985) | 10,260 | 0.080 | 0.01 | 0.00 | 0.00 |
| Richmondville (12149; 2,383) | 10,341 | 0.079 | 0.01 | 0.00 | 0.00 |
| Sand Lake (12153; 8,715) | 3,803 | 0.481 | 0.05 | 0.03 | 0.00 |
| Schaghticoke (12154; 7,824) | 4,641 | 0.361 | 0.03 | 0.02 | 0.00 |
| Easton (12154; 3,028) | 8,449 | 0.125 | 0.01 | 0.01 | 0.00 |
| Westville (12155; 2,013) | 11,479 | 0.062 | 0.01 | 0.00 | 0.00 |
| Schoharie (12157; 3,298) | 8,569 | 0.121 | 0.01 | 0.01 | 0.00 |
| Root (12166; 1,809) | 11,222 | 0.066 | 0.01 | 0.00 | 0.00 |
| Stamford (12167; 1,705) | 12,018 | 0.056 | 0.01 | 0.00 | 0.00 |
| Stephentown (12168; 3,099) | 8,319 | 0.129 | 0.01 | 0.01 | 0.00 |
| Stillwater (12170; 9,320) | 4,166 | 0.423 | 0.04 | 0.02 | 0.00 |
| Stottville (12172; 1,355) | 12,756 | 0.047 | 0.00 | 0.00 | 0.00 |
| Stuyvesant (12173; 2,162) | 9,241 | 0.103 | 0.01 | 0.01 | 0.00 |
| Brunswick (12180; 11,943) | 3,043 | 0.644 | 0.06 | 0.04 | 0.01 |
| Troy (12181; 45,191) | 1,652 | 1.287 | 0.12 | 0.07 | 0.01 |
| Green Island (12183; 3,875) | 8,608 | 0.120 | 0.01 | 0.01 | 0.00 |
| Valatie (12184; 2,372) | 9,343 | 0.100 | 0.01 | 0.01 | 0.00 |
| Voorheesville (12186; 3,129) | 6,926 | 0.184 | 0.02 | 0.01 | 0.00 |
| Waterford (12188; 9,366) | 4,231 | 0.414 | 0.04 | 0.02 | 0.00 |
| Watervliet (12189; 9,376) | 5,298 | 0.294 | 0.03 | 0.02 | 0.00 |
| Coxsackie (12192; 9,241) | 4,905 | 0.334 | 0.03 | 0.02 | 0.00 |
| West Sand Lake (12196; 2,439) | 8,496 | 0.123 | 0.01 | 0.01 | 0.00 |
| Worcester (12197; 2,360) | 11,014 | 0.069 | 0.01 | 0.00 | 0.00 |
| Wynantskill (12198; 3,018) | 7,712 | 0.150 | 0.01 | 0.01 | 0.00 |
| North Greenbush (12198; 14,105) | 2,683 | 0.746 | 0.07 | 0.04 | 0.01 |
| Westmere (12203; 7,188) | 4,506 | 0.377 | 0.04 | 0.02 | 0.00 |
| Menands (12204; 3,710) | 7,172 | 0.172 | 0.02 | 0.01 | 0.00 |
| Colonie (12205; 85,490) | 379 | 4.226 | 0.41 | 0.23 | 0.04 |
| Albany (12250; 90,049) | 741 | 2.581 | 0.25 | 0.14 | 0.02 |
| East Glenville (12302; 6,064) | 4,639 | 0.361 | 0.03 | 0.02 | 0.00 |
| Scotia (12302; 7,671) | 5,147 | 0.308 | 0.03 | 0.02 | 0.00 |
| Rotterdam (12306; 30,763) | 1,570 | 1.358 | 0.13 | 0.08 | 0.01 |
| Schenectady (12307; 59,130) | 1,285 | 1.657 | 0.16 | 0.09 | 0.02 |
| Niskayuna (12309; 24,293) | 1,301 | 1.641 | 0.16 | 0.09 | 0.02 |
| Glenville (12325; 29,560) | 1,450 | 1.477 | 0.14 | 0.08 | 0.01 |
| Lincoln Park (12401; 2,337) | 10,477 | 0.077 | 0.01 | 0.00 | 0.00 |
| Kingston (12401; 22,529) | 2,907 | 0.679 | 0.07 | 0.04 | 0.01 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Ashland (12407; 1,951) | 11,460 | 0.063 | 0.01 | 0.00 | 0.00 |
| Cairo (12413; 7,292) | 5,833 | 0.250 | 0.02 | 0.01 | 0.00 |
| Catskill (12414; 12,186) | 4,406 | 0.390 | 0.04 | 0.02 | 0.00 |
| Jefferson Heights (12414; 1,104) | 12,869 | 0.046 | 0.00 | 0.00 | 0.00 |
| Durham (12422; 2,929) | 9,539 | 0.096 | 0.01 | 0.01 | 0.00 |
| Ellenville (12428; 3,982) | 9,175 | 0.104 | 0.01 | 0.01 | 0.00 |
| Esopus (12429; 9,822) | 4,049 | 0.440 | 0.04 | 0.02 | 0.00 |
| Glasco (12432; 1,692) | 11,557 | 0.061 | 0.01 | 0.00 | 0.00 |
| Hunter (12442; 2,820) | 9,773 | 0.090 | 0.01 | 0.00 | 0.00 |
| Hurley (12443; 6,777) | 4,926 | 0.330 | 0.03 | 0.02 | 0.00 |
| Kerhonkson (12446; 1,732) | 11,623 | 0.060 | 0.01 | 0.00 | 0.00 |
| Lake Katrine (12449; 2,396) | 9,931 | 0.087 | 0.01 | 0.00 | 0.00 |
| Olive (12461; 5,076) | 6,255 | 0.220 | 0.02 | 0.01 | 0.00 |
| Port Ewen (12466; 3,650) | 7,800 | 0.146 | 0.01 | 0.01 | 0.00 |
| Rosendale Village (12472; 1,374) | 12,901 | 0.046 | 0.00 | 0.00 | 0.00 |
| Rosendale (12472; 6,403) | 5,560 | 0.271 | 0.03 | 0.01 | 0.00 |
| Roxbury (12474; 2,314) | 10,853 | 0.071 | 0.01 | 0.00 | 0.00 |
| Saugerties South (12477; 2,285) | 8,810 | 0.114 | 0.01 | 0.01 | 0.00 |
| Saugerties (12477; 17,518) | 2,820 | 0.709 | 0.07 | 0.04 | 0.01 |
| Shandaken (12480; 3,034) | 9,722 | 0.091 | 0.01 | 0.01 | 0.00 |
| Shokan (12481; 1,252) | 11,459 | 0.063 | 0.01 | 0.00 | 0.00 |
| Tillson (12486; 1,709) | 10,490 | 0.077 | 0.01 | 0.00 | 0.00 |
| Wawarsing (12489; 17,284) | 3,258 | 0.592 | 0.06 | 0.03 | 0.01 |
| West Hurley (12491; 2,105) | 8,973 | 0.110 | 0.01 | 0.01 | 0.00 |
| Windham (12496; 2,168) | 10,625 | 0.074 | 0.01 | 0.00 | 0.00 |
| Zena (12498; 1,119) | 11,144 | 0.067 | 0.01 | 0.00 | 0.00 |
| Woodstock (12498; 6,340) | 5,250 | 0.298 | 0.03 | 0.02 | 0.00 |
| Amenia (12501; 4,572) | 7,181 | 0.171 | 0.02 | 0.01 | 0.00 |
| Ancram (12502; 2,035) | 9,829 | 0.089 | 0.01 | 0.00 | 0.00 |
| Red Hook (12507; 10,408) | 3,902 | 0.464 | 0.04 | 0.03 | 0.00 |
| Beacon (12508; 18,033) | 2,581 | 0.778 | 0.07 | 0.04 | 0.01 |
| Claverack (12513; 6,502) | 5,727 | 0.258 | 0.02 | 0.01 | 0.00 |
| Clintondale (12515; 1,424) | 12,775 | 0.047 | 0.00 | 0.00 | 0.00 |
| Copake (12516; 3,591) | 7,843 | 0.145 | 0.01 | 0.01 | 0.00 |
| Cornwall (12518; 14,393) | 2,475 | 0.818 | 0.08 | 0.05 | 0.01 |
| Firthcliffe (12518; 4,970) | 5,694 | 0.261 | 0.03 | 0.01 | 0.00 |
| Cornwall on Hudson (12520; 3,349) | 6,627 | 0.199 | 0.02 | 0.01 | 0.00 |
| Dover Plains (12522; 1,996) | 11,583 | 0.061 | 0.01 | 0.00 | 0.00 |
| Brinckerhoff (12524; 2,734) | 7,156 | 0.172 | 0.02 | 0.01 | 0.00 |
| Fishkill (12524; 19,694) | 2,108 | 0.991 | 0.10 | 0.05 | 0.01 |
| Gardiner (12525; 6,894) | 4,666 | 0.358 | 0.03 | 0.02 | 0.00 |
| Clermont (12526; 2,146) | 9,520 | 0.096 | 0.01 | 0.01 | 0.00 |
| Germantown (12526; 2,116) | 10,009 | 0.085 | 0.01 | 0.00 | 0.00 |
| Highland (12528; 2,811) | 8,990 | 0.109 | 0.01 | 0.01 | 0.00 |
| Hillsdale (12529; 1,932) | 10,653 | 0.074 | 0.01 | 0.00 | 0.00 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| East Fishkill (12533; 38,166) | 644 | 2.855 | 0.27 | 0.16 | 0.03 |
| Hopewell Junction (12533; 2,610) | 7,667 | 0.152 | 0.01 | 0.01 | 0.00 |
| Hopewell (12533; 4,163) | 7,323 | 0.165 | 0.02 | 0.01 | 0.00 |
| Lorenz Park (12534; 1,981) | 11,340 | 0.064 | 0.01 | 0.00 | 0.00 |
| Claverack-Red Mills (12534; 1,061) | 12,488 | 0.050 | 0.00 | 0.00 | 0.00 |
| Hudson (12534; 6,388) | 7,754 | 0.148 | 0.01 | 0.01 | 0.00 |
| Haviland (12538; 3,710) | 7,230 | 0.169 | 0.02 | 0.01 | 0.00 |
| Hyde Park (12538; 21,361) | 2,033 | 1.037 | 0.10 | 0.06 | 0.01 |
| La Grange (12540; 19,569) | 1,524 | 1.398 | 0.13 | 0.08 | 0.01 |
| Livingston (12541; 3,437) | 8,553 | 0.122 | 0.01 | 0.01 | 0.00 |
| Marlboro (12542; 2,339) | 9,525 | 0.096 | 0.01 | 0.01 | 0.00 |
| Marlborough (12542; 8,700) | 4,245 | 0.413 | 0.04 | 0.02 | 0.00 |
| Maybrook (12543; 9,448) | 3,819 | 0.477 | 0.05 | 0.03 | 0.00 |
| Millbrook (12545; 1,981) | 10,375 | 0.079 | 0.01 | 0.00 | 0.00 |
| Milton (12547; 17,585) | 2,637 | 0.759 | 0.07 | 0.04 | 0.01 |
| Montgomery (12549; 34,682) | 1,309 | 1.635 | 0.16 | 0.09 | 0.02 |
| Orange Lake (12550; 6,085) | 4,845 | 0.339 | 0.03 | 0.02 | 0.00 |
| Balmville (12550; 3,339) | 6,361 | 0.213 | 0.02 | 0.01 | 0.00 |
| Newburgh (12550; 29,416) | 2,389 | 0.851 | 0.08 | 0.05 | 0.01 |
| New Windsor (12553; 31,237) | 1,397 | 1.523 | 0.15 | 0.08 | 0.01 |
| Beaverdam Lake-Salisbury Mills (12553; 2,779) | 7,261 | 0.168 | 0.02 | 0.01 | 0.00 |
| New Paltz (12561; 15,592) | 3,213 | 0.603 | 0.06 | 0.03 | 0.01 |
| Putnam Lake (12563; 3,855) | 6,102 | 0.231 | 0.02 | 0.01 | 0.00 |
| Patterson (12563; 13,947) | 2,323 | 0.882 | 0.08 | 0.05 | 0.01 |
| Pawling (12564; 11,462) | 2,941 | 0.671 | 0.06 | 0.04 | 0.01 |
| Pine Bush (12566; 1,539) | 10,918 | 0.070 | 0.01 | 0.00 | 0.00 |
| Gallatin (12567; 1,394) | 11,943 | 0.056 | 0.01 | 0.00 | 0.00 |
| Pine Plains (12567; 3,136) | 8,305 | 0.129 | 0.01 | 0.01 | 0.00 |
| Plattekill (12568; 13,213) | 3,665 | 0.510 | 0.05 | 0.03 | 0.00 |
| Pleasant Valley (12569; 10,849) | 3,375 | 0.565 | 0.05 | 0.03 | 0.01 |
| Milan (12571; 4,559) | 5,991 | 0.237 | 0.02 | 0.01 | 0.00 |
| Rhinebeck (12572; 9,471) | 3,824 | 0.476 | 0.05 | 0.03 | 0.00 |
| Tivoli (12583; 1,220) | 12,778 | 0.047 | 0.00 | 0.00 | 0.00 |
| Vails Gate (12584; 3,319) | 8,407 | 0.126 | 0.01 | 0.01 | 0.00 |
| Walden (12586; 8,927) | 4,563 | 0.371 | 0.04 | 0.02 | 0.00 |
| Wallkill (12589; 34,810) | 1,238 | 1.715 | 0.16 | 0.10 | 0.02 |
| Myers Corner (12590; 5,546) | 4,311 | 0.403 | 0.04 | 0.02 | 0.00 |
| Wappingers Falls (12590; 5,356) | 6,607 | 0.200 | 0.02 | 0.01 | 0.00 |
| Wappinger (12590; 28,550) | 1,353 | 1.582 | 0.15 | 0.09 | 0.02 |
| Hillside Lake (12590; 2,022) | 8,048 | 0.138 | 0.01 | 0.01 | 0.00 |
| Fairview (12601; 5,421) | 6,006 | 0.236 | 0.02 | 0.01 | 0.00 |
| Crown Heights (12601; 2,992) | 7,106 | 0.174 | 0.02 | 0.01 | 0.00 |
| Poughkeepsie (12602; 51,225) | 697 | 2.704 | 0.26 | 0.15 | 0.03 |
| Red Oaks Mill (12603; 4,930) | 4,617 | 0.365 | 0.04 | 0.02 | 0.00 |
| Spackenkill (12603; 4,756) | 4,716 | 0.353 | 0.03 | 0.02 | 0.00 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Arlington (12603; 12,481) | 3,648 | 0.514 | 0.05 | 0.03 | 0.00 |
| Monticello (12701; 6,724) | 7,823 | 0.145 | 0.01 | 0.01 | 0.00 |
| Bethel (12720; 4,869) | 7,271 | 0.167 | 0.02 | 0.01 | 0.00 |
| Callicoon (12723; 3,422) | 8,387 | 0.127 | 0.01 | 0.01 | 0.00 |
| Cochecton (12726; 1,536) | 11,627 | 0.060 | 0.01 | 0.00 | 0.00 |
| Fallsburg (12733; 14,260) | 3,988 | 0.449 | 0.04 | 0.02 | 0.00 |
| Fremont (12736; 1,431) | 12,915 | 0.045 | 0.00 | 0.00 | 0.00 |
| Liberty (12754; 9,592) | 5,310 | 0.293 | 0.03 | 0.02 | 0.00 |
| Neversink (12765; 3,937) | 7,217 | 0.170 | 0.02 | 0.01 | 0.00 |
| Rock Hill (12775; 1,056) | 12,393 | 0.051 | 0.00 | 0.00 | 0.00 |
| South Fallsburg (12779; 2,061) | 12,765 | 0.047 | 0.00 | 0.00 | 0.00 |
| Port Jervis (12785; 10,128) | 5,322 | 0.292 | 0.03 | 0.02 | 0.00 |
| Wurtsboro (12790; 1,384) | 12,423 | 0.051 | 0.00 | 0.00 | 0.00 |
| Queensbury (12801; 31,754) | 1,493 | 1.431 | 0.14 | 0.08 | 0.01 |
| West Glens Falls (12801; 6,721) | 5,424 | 0.283 | 0.03 | 0.02 | 0.00 |
| South Glens Falls (12803; 3,674) | 8,929 | 0.111 | 0.01 | 0.01 | 0.00 |
| Glens Falls (12803; 13,621) | 4,382 | 0.393 | 0.04 | 0.02 | 0.00 |
| Glens Falls North (12804; 8,061) | 4,965 | 0.326 | 0.03 | 0.02 | 0.00 |
| Argyle (12809; 3,992) | 7,540 | 0.157 | 0.02 | 0.01 | 0.00 |
| Horicon (12815; 1,607) | 11,997 | 0.056 | 0.01 | 0.00 | 0.00 |
| Cambridge (12816; 2,606) | 8,758 | 0.116 | 0.01 | 0.01 | 0.00 |
| Corinth (12822; 7,501) | 5,807 | 0.252 | 0.02 | 0.01 | 0.00 |
| Fort Ann (12827; 6,838) | 5,529 | 0.273 | 0.03 | 0.02 | 0.00 |
| Fort Edward (12828; 6,581) | 6,262 | 0.220 | 0.02 | 0.01 | 0.00 |
| Wilton (12831; 26,460) | 1,563 | 1.363 | 0.13 | 0.08 | 0.01 |
| Granville (12832; 7,524) | 5,713 | 0.259 | 0.02 | 0.01 | 0.00 |
| Hebron (12832; 1,996) | 10,816 | 0.072 | 0.01 | 0.00 | 0.00 |
| Greenfield (12833; 9,224) | 4,368 | 0.394 | 0.04 | 0.02 | 0.00 |
| Greenwich (12834; 5,138) | 6,766 | 0.192 | 0.02 | 0.01 | 0.00 |
| Hadley (12835; 2,621) | 9,552 | 0.095 | 0.01 | 0.01 | 0.00 |
| Hartford (12838; 2,545) | 9,103 | 0.106 | 0.01 | 0.01 | 0.00 |
| Kingsbury (12839; 13,224) | 4,036 | 0.441 | 0.04 | 0.02 | 0.00 |
| Hudson Falls (12839; 6,847) | 6,496 | 0.206 | 0.02 | 0.01 | 0.00 |
| Johnsburg (12843; 3,059) | 9,804 | 0.089 | 0.01 | 0.00 | 0.00 |
| Lake George (12845; 3,709) | 7,725 | 0.149 | 0.01 | 0.01 | 0.00 |
| Lake Luzerne-Hadley (12846; 2,240) | 10,617 | 0.075 | 0.01 | 0.00 | 0.00 |
| Lake Luzerne (12846; 3,428) | 8,647 | 0.119 | 0.01 | 0.01 | 0.00 |
| Providence (12850; 1,892) | 10,421 | 0.078 | 0.01 | 0.00 | 0.00 |
| Salem (12865; 2,733) | 9,151 | 0.105 | 0.01 | 0.01 | 0.00 |
| Saratoga Springs (12866; 32,695) | 1,516 | 1.408 | 0.14 | 0.08 | 0.01 |
| Victory (12871; 2,060) | 10,532 | 0.076 | 0.01 | 0.00 | 0.00 |
| Schuylerville (12871; 2,204) | 11,281 | 0.065 | 0.01 | 0.00 | 0.00 |
| Ticonderoga (12883; 5,104) | 7,295 | 0.166 | 0.02 | 0.01 | 0.00 |
| Thurman (12885; 1,577) | 12,092 | 0.055 | 0.01 | 0.00 | 0.00 |
| Warrensburg (12885; 4,551) | 8,155 | 0.134 | 0.01 | 0.01 | 0.00 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Whitehall (12887; 4,267) | 7,820 | 0.145 | 0.01 | 0.01 | 0.00 |
| Beekmantown (12901; 6,303) | 5,755 | 0.256 | 0.02 | 0.01 | 0.00 |
| Cumberland Head (12901; 1,532) | 10,285 | 0.080 | 0.01 | 0.00 | 0.00 |
| Plattsburgh (12903; 20,454) | 3,388 | 0.563 | 0.05 | 0.03 | 0.01 |
| Altona (12910; 2,447) | 9,888 | 0.088 | 0.01 | 0.00 | 0.00 |
| Keeseville (12911; 1,706) | 12,198 | 0.053 | 0.01 | 0.00 | 0.00 |
| Burke (12917; 1,512) | 12,544 | 0.050 | 0.00 | 0.00 | 0.00 |
| Champlain (12919; 6,520) | 6,024 | 0.235 | 0.02 | 0.01 | 0.00 |
| Chateaugay (12920; 2,036) | 11,403 | 0.063 | 0.01 | 0.00 | 0.00 |
| Chazy (12921; 4,579) | 6,970 | 0.181 | 0.02 | 0.01 | 0.00 |
| Constable (12926; 1,691) | 12,492 | 0.050 | 0.00 | 0.00 | 0.00 |
| Crown Point (12928; 1,822) | 11,730 | 0.059 | 0.01 | 0.00 | 0.00 |
| Dannemora (12929; 5,272) | 6,805 | 0.190 | 0.02 | 0.01 | 0.00 |
| Ellenburg (12933; 1,863) | 11,718 | 0.059 | 0.01 | 0.00 | 0.00 |
| Fort Covington (12937; 1,561) | 12,797 | 0.047 | 0.00 | 0.00 | 0.00 |
| Jay (12941; 2,269) | 10,478 | 0.077 | 0.01 | 0.00 | 0.00 |
| Lake Placid (12946; 2,945) | 10,319 | 0.079 | 0.01 | 0.00 | 0.00 |
| Malone (12953; 14,271) | 4,504 | 0.377 | 0.04 | 0.02 | 0.00 |
| Mineville-Witherbee (12956; 1,747) | 11,575 | 0.061 | 0.01 | 0.00 | 0.00 |
| Moira (12957; 2,822) | 10,856 | 0.071 | 0.01 | 0.00 | 0.00 |
| Mooers (12958; 3,685) | 8,049 | 0.138 | 0.01 | 0.01 | 0.00 |
| Moriah (12960; 4,575) | 8,008 | 0.139 | 0.01 | 0.01 | 0.00 |
| Morrisonville (12962; 1,702) | 10,370 | 0.079 | 0.01 | 0.00 | 0.00 |
| Bangor (12966; 2,589) | 10,500 | 0.077 | 0.01 | 0.00 | 0.00 |
| Peru (12972; 8,133) | 5,200 | 0.303 | 0.03 | 0.02 | 0.00 |
| Rouses Point (12979; 2,757) | 9,237 | 0.103 | 0.01 | 0.01 | 0.00 |
| Saranac (12981; 4,633) | 6,567 | 0.202 | 0.02 | 0.01 | 0.00 |
| Harrietstown (12983; 5,530) | 7,255 | 0.168 | 0.02 | 0.01 | 0.00 |
| Saranac Lake (12983; 4,687) | 8,177 | 0.133 | 0.01 | 0.01 | 0.00 |
| Schuyler Falls (12985; 5,794) | 6,105 | 0.230 | 0.02 | 0.01 | 0.00 |
| Tupper Lake (12986; 3,676) | 8,923 | 0.111 | 0.01 | 0.01 | 0.00 |
| Westport (12993; 1,240) | 12,763 | 0.047 | 0.00 | 0.00 | 0.00 |
| Willsboro (12996; 1,872) | 11,231 | 0.066 | 0.01 | 0.00 | 0.00 |
| Throop (13021; 1,982) | 9,914 | 0.087 | 0.01 | 0.00 | 0.00 |
| Sennett (13021; 4,082) | 6,687 | 0.196 | 0.02 | 0.01 | 0.00 |
| Owasco (13021; 4,047) | 6,559 | 0.203 | 0.02 | 0.01 | 0.00 |
| Aurelius (13021; 3,078) | 8,580 | 0.121 | 0.01 | 0.01 | 0.00 |
| Melrose Park (13021; 2,359) | 8,745 | 0.116 | 0.01 | 0.01 | 0.00 |
| Fleming (13021; 2,778) | 8,237 | 0.131 | 0.01 | 0.01 | 0.00 |
| Auburn (13024; 26,672) | 2,606 | 0.771 | 0.07 | 0.04 | 0.01 |
| Aurora (13026; 13,332) | 2,978 | 0.661 | 0.06 | 0.04 | 0.01 |
| Ledyard (13026; 1,697) | 10,968 | 0.069 | 0.01 | 0.00 | 0.00 |
| Lysander (13027; 24,530) | 1,537 | 1.384 | 0.13 | 0.08 | 0.01 |
| Village Green (13027; 3,945) | 7,381 | 0.163 | 0.02 | 0.01 | 0.00 |
| Baldwinsville (13027; 7,545) | 5,364 | 0.289 | 0.03 | 0.02 | 0.00 |

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| New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Van Buren (13027; 12,221) | 3,701 | 0.501 | 0.05 | 0.03 | 0.00 |
| Brewerton (13029; 3,453) | 7,940 | 0.142 | 0.01 | 0.01 | 0.00 |
| Bridgeport (13030; 1,665) | 12,517 | 0.050 | 0.00 | 0.00 | 0.00 |
| Camillus (13031; 23,534) | 1,871 | 1.127 | 0.11 | 0.06 | 0.01 |
| Canastota (13032; 4,605) | 7,704 | 0.150 | 0.01 | 0.01 | 0.00 |
| Cato (13033; 2,811) | 8,750 | 0.116 | 0.01 | 0.01 | 0.00 |
| Fenner (13035; 1,680) | 10,902 | 0.070 | 0.01 | 0.00 | 0.00 |
| Nelson (13035; 2,085) | 9,471 | 0.098 | 0.01 | 0.01 | 0.00 |
| Cazenovia (13035; 7,672) | 4,195 | 0.419 | 0.04 | 0.02 | 0.00 |
| Central Square (13036; 1,692) | 12,372 | 0.051 | 0.00 | 0.00 | 0.00 |
| Chittenango (13037; 4,973) | 6,468 | 0.208 | 0.02 | 0.01 | 0.00 |
| Sullivan (13037; 15,725) | 2,952 | 0.667 | 0.06 | 0.04 | 0.01 |
| Cicero (13039; 35,473) | 1,260 | 1.694 | 0.16 | 0.09 | 0.02 |
| Clay (13041; 60,452) | 627 | 2.908 | 0.28 | 0.16 | 0.03 |
| Lincoln (13043; 2,055) | 9,756 | 0.090 | 0.01 | 0.01 | 0.00 |
| Constantia (13044; 5,368) | 6,523 | 0.205 | 0.02 | 0.01 | 0.00 |
| Virgil (13045; 3,194) | 8,311 | 0.129 | 0.01 | 0.01 | 0.00 |
| Cortland West (13045; 1,345) | 11,334 | 0.064 | 0.01 | 0.00 | 0.00 |
| Cortlandville (13045; 8,305) | 5,264 | 0.297 | 0.03 | 0.02 | 0.00 |
| Cortland (13045; 18,657) | 3,849 | 0.471 | 0.05 | 0.03 | 0.00 |
| Munsons Corners (13045; 2,426) | 11,428 | 0.063 | 0.01 | 0.00 | 0.00 |
| DeRuyter (13052; 1,581) | 12,278 | 0.053 | 0.01 | 0.00 | 0.00 |
| Dryden (13053; 15,108) | 3,173 | 0.613 | 0.06 | 0.03 | 0.01 |
| Truxton (13056; 1,358) | 12,441 | 0.051 | 0.00 | 0.00 | 0.00 |
| East Syracuse (13057; 2,859) | 10,395 | 0.078 | 0.01 | 0.00 | 0.00 |
| Elbridge (13060; 6,392) | 5,791 | 0.253 | 0.02 | 0.01 | 0.00 |
| Fabius (13063; 2,154) | 9,010 | 0.108 | 0.01 | 0.01 | 0.00 |
| Fayette (13065; 3,882) | 7,442 | 0.160 | 0.02 | 0.01 | 0.00 |
| Fayetteville (13066; 4,089) | 6,657 | 0.197 | 0.02 | 0.01 | 0.00 |
| Granby (13069; 7,093) | 5,863 | 0.248 | 0.02 | 0.01 | 0.00 |
| Palermo (13069; 3,911) | 7,418 | 0.161 | 0.02 | 0.01 | 0.00 |
| Volney (13069; 6,392) | 5,632 | 0.265 | 0.03 | 0.01 | 0.00 |
| Fulton (13069; 11,026) | 5,168 | 0.306 | 0.03 | 0.02 | 0.00 |
| Genoa (13071; 1,891) | 10,366 | 0.079 | 0.01 | 0.00 | 0.00 |
| Groton (13073; 6,053) | 5,901 | 0.245 | 0.02 | 0.01 | 0.00 |
| Hannibal (13074; 5,116) | 7,155 | 0.172 | 0.02 | 0.01 | 0.00 |
| Hastings (13076; 9,990) | 4,463 | 0.382 | 0.04 | 0.02 | 0.00 |
| Homer (13077; 6,516) | 5,744 | 0.257 | 0.02 | 0.01 | 0.00 |
| Jordan (13080; 1,497) | 12,531 | 0.050 | 0.00 | 0.00 | 0.00 |
| LaFayette (13084; 5,377) | 5,740 | 0.257 | 0.02 | 0.01 | 0.00 |
| Galeville (13088; 4,476) | 7,558 | 0.156 | 0.02 | 0.01 | 0.00 |
| Salina (13088; 33,170) | 1,655 | 1.282 | 0.12 | 0.07 | 0.01 |
| Liverpool (13090; 2,237) | 10,264 | 0.080 | 0.01 | 0.00 | 0.00 |
| Locke (13092; 1,908) | 10,998 | 0.069 | 0.01 | 0.00 | 0.00 |
| Manlius (13104; 34,485) | 1,035 | 1.978 | 0.19 | 0.11 | 0.02 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Marcellus (13108; 6,344) | 5,076 | 0.314 | 0.03 | 0.02 | 0.00 |
| Mexico (13114; 5,902) | 5,943 | 0.241 | 0.02 | 0.01 | 0.00 |
| Minetto (13115; 1,765) | 9,922 | 0.087 | 0.01 | 0.00 | 0.00 |
| Minoa (13116; 3,077) | 7,863 | 0.144 | 0.01 | 0.01 | 0.00 |
| Montezuma (13117; 1,374) | 12,196 | 0.053 | 0.01 | 0.00 | 0.00 |
| Moravia (13118; 4,024) | 7,798 | 0.146 | 0.01 | 0.01 | 0.00 |
| Nedrow (13120; 2,265) | 10,011 | 0.085 | 0.01 | 0.00 | 0.00 |
| New Haven (13121; 3,037) | 8,718 | 0.117 | 0.01 | 0.01 | 0.00 |
| Scriba (13126; 7,507) | 5,417 | 0.283 | 0.03 | 0.02 | 0.00 |
| Oswego (13126; 19,822) | 3,542 | 0.534 | 0.05 | 0.03 | 0.01 |
| Parish (13131; 2,869) | 9,212 | 0.103 | 0.01 | 0.01 | 0.00 |
| Phoenix (13135; 2,127) | 11,550 | 0.061 | 0.01 | 0.00 | 0.00 |
| Schroeppel (13135; 8,953) | 4,843 | 0.339 | 0.03 | 0.02 | 0.00 |
| Pompey (13138; 7,628) | 4,117 | 0.431 | 0.04 | 0.02 | 0.00 |
| Conquest (13140; 1,902) | 11,016 | 0.069 | 0.01 | 0.00 | 0.00 |
| Preble (13141; 1,589) | 11,390 | 0.064 | 0.01 | 0.00 | 0.00 |
| Pulaski (13142; 2,276) | 11,435 | 0.063 | 0.01 | 0.00 | 0.00 |
| Richland (13144; 5,822) | 6,568 | 0.202 | 0.02 | 0.01 | 0.00 |
| Sandy Creek (13145; 3,849) | 8,513 | 0.123 | 0.01 | 0.01 | 0.00 |
| Savannah (13146; 1,890) | 11,283 | 0.065 | 0.01 | 0.00 | 0.00 |
| Venice (13147; 1,215) | 12,734 | 0.048 | 0.00 | 0.00 | 0.00 |
| Scipio (13147; 1,562) | 11,185 | 0.066 | 0.01 | 0.00 | 0.00 |
| Seneca Falls (13148; 9,611) | 4,818 | 0.342 | 0.03 | 0.02 | 0.00 |
| Niles (13152; 1,277) | 12,377 | 0.051 | 0.00 | 0.00 | 0.00 |
| Skaneateles (13152; 7,589) | 4,210 | 0.417 | 0.04 | 0.02 | 0.00 |
| Sterling (13156; 3,377) | 8,853 | 0.113 | 0.01 | 0.01 | 0.00 |
| Tully (13159; 2,887) | 7,784 | 0.147 | 0.01 | 0.01 | 0.00 |
| Otisco (13159; 2,654) | 8,850 | 0.113 | 0.01 | 0.01 | 0.00 |
| Springport (13160; 2,330) | 9,378 | 0.100 | 0.01 | 0.01 | 0.00 |
| Junius (13165; 1,498) | 12,090 | 0.055 | 0.01 | 0.00 | 0.00 |
| Waterloo (13165; 8,184) | 5,728 | 0.258 | 0.02 | 0.01 | 0.00 |
| Weedsport (13166; 1,861) | 10,823 | 0.072 | 0.01 | 0.00 | 0.00 |
| Brutus (13166; 4,740) | 7,097 | 0.175 | 0.02 | 0.01 | 0.00 |
| West Monroe (13167; 4,717) | 6,824 | 0.189 | 0.02 | 0.01 | 0.00 |
| Lyncourt (13208; 4,268) | 8,169 | 0.133 | 0.01 | 0.01 | 0.00 |
| Seneca Knolls (13209; 2,138) | 10,302 | 0.080 | 0.01 | 0.00 | 0.00 |
| Geddes (13209; 16,557) | 2,976 | 0.661 | 0.06 | 0.04 | 0.01 |
| Solvay (13209; 6,188) | 6,582 | 0.201 | 0.02 | 0.01 | 0.00 |
| Lakeland (13209; 2,852) | 8,308 | 0.129 | 0.01 | 0.01 | 0.00 |
| Mattydale (13211; 6,367) | 6,336 | 0.215 | 0.02 | 0.01 | 0.00 |
| North Syracuse (13212; 6,591) | 6,064 | 0.233 | 0.02 | 0.01 | 0.00 |
| De Witt (13214; 28,500) | 1,667 | 1.271 | 0.12 | 0.07 | 0.01 |
| Syracuse (13217; 131,009) | 559 | 3.125 | 0.30 | 0.17 | 0.03 |
| Westvale (13219; 5,166) | 5,562 | 0.270 | 0.03 | 0.01 | 0.00 |
| Fairmount (13219; 10,795) | 3,714 | 0.498 | 0.05 | 0.03 | 0.00 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Vienna (13308; 6,034) | 6,448 | 0.209 | 0.02 | 0.01 | 0.00 |
| Boonville (13309; 4,795) | 7,254 | 0.168 | 0.02 | 0.01 | 0.00 |
| Bridgewater (13313; 1,704) | 12,504 | 0.050 | 0.00 | 0.00 | 0.00 |
| Brookfield (13314; 2,450) | 10,672 | 0.074 | 0.01 | 0.00 | 0.00 |
| Burlington (13315; 1,396) | 12,598 | 0.049 | 0.00 | 0.00 | 0.00 |
| Camden (13316; 5,190) | 6,734 | 0.193 | 0.02 | 0.01 | 0.00 |
| Canajoharie (13317; 3,735) | 8,854 | 0.113 | 0.01 | 0.01 | 0.00 |
| Clark Mills (13321; 1,424) | 12,607 | 0.049 | 0.00 | 0.00 | 0.00 |
| Kirkland (13323; 10,306) | 3,977 | 0.451 | 0.04 | 0.02 | 0.00 |
| Clinton (13323; 4,010) | 5,782 | 0.254 | 0.02 | 0.01 | 0.00 |
| West Turin (13325; 1,489) | 12,507 | 0.050 | 0.00 | 0.00 | 0.00 |
| Cooperstown (13326; 1,691) | 11,681 | 0.060 | 0.01 | 0.00 | 0.00 |
| Croghan (13327; 2,951) | 9,455 | 0.098 | 0.01 | 0.01 | 0.00 |
| Oppenheim (13329; 1,891) | 11,945 | 0.056 | 0.01 | 0.00 | 0.00 |
| Dolgeville (13329; 1,934) | 11,896 | 0.057 | 0.01 | 0.00 | 0.00 |
| Manheim (13329; 2,962) | 9,781 | 0.090 | 0.01 | 0.00 | 0.00 |
| Lebanon (13332; 1,388) | 12,882 | 0.046 | 0.00 | 0.00 | 0.00 |
| Eaton (13334; 5,308) | 6,939 | 0.183 | 0.02 | 0.01 | 0.00 |
| Edmeston (13335; 2,060) | 10,764 | 0.072 | 0.01 | 0.00 | 0.00 |
| Otsego (13337; 4,029) | 7,617 | 0.154 | 0.01 | 0.01 | 0.00 |
| Forestport (13338; 1,726) | 11,925 | 0.057 | 0.01 | 0.00 | 0.00 |
| Minden (13339; 3,987) | 9,026 | 0.108 | 0.01 | 0.01 | 0.00 |
| Ephratah (13339; 1,666) | 12,171 | 0.054 | 0.01 | 0.00 | 0.00 |
| Fort Plain (13339; 2,084) | 12,100 | 0.055 | 0.01 | 0.00 | 0.00 |
| Frankfort (13340; 7,271) | 5,617 | 0.266 | 0.03 | 0.01 | 0.00 |
| Hamilton (13346; 5,919) | 6,259 | 0.220 | 0.02 | 0.01 | 0.00 |
| Hartwick (13348; 2,348) | 10,999 | 0.069 | 0.01 | 0.00 | 0.00 |
| Herkimer (13350; 9,192) | 5,802 | 0.252 | 0.02 | 0.01 | 0.00 |
| Steuben (13354; 1,345) | 12,264 | 0.053 | 0.01 | 0.00 | 0.00 |
| Columbia (13357; 1,864) | 11,248 | 0.065 | 0.01 | 0.00 | 0.00 |
| Ilion (13357; 7,714) | 6,040 | 0.234 | 0.02 | 0.01 | 0.00 |
| Little Falls (13365; 4,706) | 9,036 | 0.108 | 0.01 | 0.01 | 0.00 |
| Salisbury (13365; 1,861) | 11,842 | 0.058 | 0.01 | 0.00 | 0.00 |
| Watson (13367; 2,109) | 10,889 | 0.070 | 0.01 | 0.00 | 0.00 |
| Lowville (13367; 3,975) | 8,510 | 0.123 | 0.01 | 0.01 | 0.00 |
| Lyonsdale (13368; 1,644) | 12,311 | 0.052 | 0.01 | 0.00 | 0.00 |
| Madison (13402; 2,813) | 9,518 | 0.096 | 0.01 | 0.01 | 0.00 |
| Marcy (13403; 8,213) | 4,571 | 0.370 | 0.04 | 0.02 | 0.00 |
| Fairfield (13406; 1,613) | 11,521 | 0.062 | 0.01 | 0.00 | 0.00 |
| Mohawk (13407; 3,995) | 7,828 | 0.145 | 0.01 | 0.01 | 0.00 |
| German Flatts (13407; 12,517) | 4,395 | 0.391 | 0.04 | 0.02 | 0.00 |
| Morrisville (13408; 2,581) | 10,036 | 0.085 | 0.01 | 0.00 | 0.00 |
| Stockbridge (13409; 2,148) | 10,469 | 0.077 | 0.01 | 0.00 | 0.00 |
| New Berlin (13411; 2,871) | 9,900 | 0.087 | 0.01 | 0.00 | 0.00 |
| New Hartford (13413; 21,680) | 2,182 | 0.951 | 0.09 | 0.05 | 0.01 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Newport (13416; 2,210) | 10,369 | 0.079 | 0.01 | 0.00 | 0.00 |
| New York Mills (13417; 3,091) | 9,719 | 0.091 | 0.01 | 0.01 | 0.00 |
| Oneida (13421; 10,944) | 4,575 | 0.369 | 0.04 | 0.02 | 0.00 |
| Oriskany (13424; 1,379) | 12,452 | 0.050 | 0.00 | 0.00 | 0.00 |
| Augusta (13425; 2,005) | 11,383 | 0.064 | 0.01 | 0.00 | 0.00 |
| Orwell (13426; 1,384) | 12,858 | 0.046 | 0.00 | 0.00 | 0.00 |
| Poland (13431; 2,294) | 10,202 | 0.081 | 0.01 | 0.00 | 0.00 |
| Russia (13431; 2,609) | 9,839 | 0.089 | 0.01 | 0.00 | 0.00 |
| Leyden (13433; 1,888) | 12,232 | 0.053 | 0.01 | 0.00 | 0.00 |
| Remsen (13438; 1,943) | 11,274 | 0.065 | 0.01 | 0.00 | 0.00 |
| Richfield (13439; 2,299) | 10,792 | 0.072 | 0.01 | 0.00 | 0.00 |
| Floyd (13440; 4,186) | 7,432 | 0.161 | 0.02 | 0.01 | 0.00 |
| Lee (13440; 7,097) | 5,039 | 0.319 | 0.03 | 0.02 | 0.00 |
| Rome (13441; 33,423) | 1,974 | 1.073 | 0.10 | 0.06 | 0.01 |
| Cherry Valley (13450; 1,393) | 12,336 | 0.052 | 0.00 | 0.00 | 0.00 |
| St. Johnsville (13452; 2,464) | 10,777 | 0.072 | 0.01 | 0.00 | 0.00 |
| Sangerfield (13455; 2,588) | 9,600 | 0.094 | 0.01 | 0.01 | 0.00 |
| Paris (13456; 4,611) | 6,944 | 0.183 | 0.02 | 0.01 | 0.00 |
| Sherburne (13460; 4,075) | 8,477 | 0.124 | 0.01 | 0.01 | 0.00 |
| Sherrill (13461; 3,061) | 7,907 | 0.143 | 0.01 | 0.01 | 0.00 |
| Smyrna (13464; 1,505) | 12,908 | 0.045 | 0.00 | 0.00 | 0.00 |
| Annsville (13471; 2,873) | 9,440 | 0.098 | 0.01 | 0.01 | 0.00 |
| Vernon (13476; 5,754) | 6,412 | 0.210 | 0.02 | 0.01 | 0.00 |
| Verona (13478; 6,817) | 5,469 | 0.278 | 0.03 | 0.02 | 0.00 |
| Waterville (13480; 1,614) | 11,819 | 0.058 | 0.01 | 0.00 | 0.00 |
| Westmoreland (13490; 6,828) | 5,048 | 0.318 | 0.03 | 0.02 | 0.00 |
| Winfield (13491; 2,150) | 10,716 | 0.073 | 0.01 | 0.00 | 0.00 |
| Whitestown (13492; 19,012) | 2,754 | 0.727 | 0.07 | 0.04 | 0.01 |
| Whitesboro (13492; 3,712) | 8,847 | 0.113 | 0.01 | 0.01 | 0.00 |
| Yorkville (13495; 2,508) | 10,268 | 0.080 | 0.01 | 0.00 | 0.00 |
| Schuyler (13502; 3,398) | 8,800 | 0.115 | 0.01 | 0.01 | 0.00 |
| Deerfield (13502; 4,278) | 6,751 | 0.193 | 0.02 | 0.01 | 0.00 |
| Utica (13503; 56,865) | 1,580 | 1.352 | 0.13 | 0.07 | 0.01 |
| Watertown (13601; 24,924) | 2,918 | 0.676 | 0.07 | 0.04 | 0.01 |
| Fort Drum (13603; 12,123) | 4,598 | 0.367 | 0.04 | 0.02 | 0.00 |
| Adams (13605; 4,707) | 7,193 | 0.171 | 0.02 | 0.01 | 0.00 |
| Smithville (13605; 1,436) | 12,573 | 0.049 | 0.00 | 0.00 | 0.00 |
| Adams Center (13606; 1,500) | 11,658 | 0.060 | 0.01 | 0.00 | 0.00 |
| Alexandria (13607; 4,064) | 8,294 | 0.129 | 0.01 | 0.01 | 0.00 |
| Antwerp (13608; 2,033) | 11,175 | 0.066 | 0.01 | 0.00 | 0.00 |
| Black River (13612; 1,234) | 12,160 | 0.054 | 0.01 | 0.00 | 0.00 |
| Brownville (13615; 5,682) | 6,469 | 0.208 | 0.02 | 0.01 | 0.00 |
| Calcium (13616; 3,346) | 9,677 | 0.093 | 0.01 | 0.01 | 0.00 |
| Canton (13617; 10,927) | 4,445 | 0.384 | 0.04 | 0.02 | 0.00 |
| Pierrepont (13617; 2,641) | 9,130 | 0.106 | 0.01 | 0.01 | 0.00 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Cape Vincent (13618; 3,330) | 8,659 | 0.119 | 0.01 | 0.01 | 0.00 |
| Carthage (13619; 3,431) | 10,249 | 0.080 | 0.01 | 0.00 | 0.00 |
| Champion (13619; 4,307) | 7,890 | 0.143 | 0.01 | 0.01 | 0.00 |
| West Carthage (13619; 1,994) | 11,866 | 0.057 | 0.01 | 0.00 | 0.00 |
| Wilna (13619; 6,207) | 7,149 | 0.172 | 0.02 | 0.01 | 0.00 |
| Clayton (13624; 4,777) | 7,372 | 0.163 | 0.02 | 0.01 | 0.00 |
| Colton (13625; 1,567) | 11,794 | 0.058 | 0.01 | 0.00 | 0.00 |
| Denmark (13631; 2,383) | 9,866 | 0.088 | 0.01 | 0.00 | 0.00 |
| Ellisburg (13636; 3,599) | 8,235 | 0.131 | 0.01 | 0.01 | 0.00 |
| Pamelia (13637; 3,110) | 8,913 | 0.111 | 0.01 | 0.01 | 0.00 |
| Le Ray (13637; 21,138) | 2,937 | 0.673 | 0.06 | 0.04 | 0.01 |
| Rutland (13638; 3,018) | 9,154 | 0.105 | 0.01 | 0.01 | 0.00 |
| Fine (13639; 1,565) | 12,704 | 0.048 | 0.00 | 0.00 | 0.00 |
| Gouverneur (13642; 6,785) | 7,000 | 0.179 | 0.02 | 0.01 | 0.00 |
| Fowler (13642; 2,287) | 10,405 | 0.078 | 0.01 | 0.00 | 0.00 |
| Diana (13648; 1,495) | 12,665 | 0.048 | 0.00 | 0.00 | 0.00 |
| Henderson (13650; 1,372) | 12,658 | 0.048 | 0.00 | 0.00 | 0.00 |
| Lisbon (13658; 4,571) | 7,560 | 0.156 | 0.02 | 0.01 | 0.00 |
| Madrid (13660; 1,880) | 11,674 | 0.060 | 0.01 | 0.00 | 0.00 |
| Massena (13662; 12,154) | 4,622 | 0.364 | 0.04 | 0.02 | 0.00 |
| Morristown (13664; 1,876) | 11,670 | 0.060 | 0.01 | 0.00 | 0.00 |
| Norfolk (13667; 4,659) | 7,732 | 0.149 | 0.01 | 0.01 | 0.00 |
| Norwood (13668; 1,491) | 12,257 | 0.053 | 0.01 | 0.00 | 0.00 |
| Ogdensburg (13669; 9,209) | 5,892 | 0.246 | 0.02 | 0.01 | 0.00 |
| Oswegatchie (13670; 4,115) | 7,866 | 0.144 | 0.01 | 0.01 | 0.00 |
| Parishville (13672; 2,083) | 11,353 | 0.064 | 0.01 | 0.00 | 0.00 |
| Philadelphia (13673; 2,226) | 11,179 | 0.066 | 0.01 | 0.00 | 0.00 |
| Potsdam (13676; 16,936) | 3,718 | 0.497 | 0.05 | 0.03 | 0.00 |
| Russell (13684; 1,730) | 12,384 | 0.051 | 0.00 | 0.00 | 0.00 |
| Sackets Harbor (13685; 1,310) | 12,210 | 0.053 | 0.01 | 0.00 | 0.00 |
| Hounsfield (13685; 3,282) | 8,217 | 0.132 | 0.01 | 0.01 | 0.00 |
| Theresa (13691; 2,532) | 9,797 | 0.089 | 0.01 | 0.00 | 0.00 |
| Waddington (13694; 2,339) | 10,263 | 0.080 | 0.01 | 0.00 | 0.00 |
| Afton (13730; 3,085) | 9,391 | 0.099 | 0.01 | 0.01 | 0.00 |
| Bainbridge (13733; 3,469) | 8,501 | 0.123 | 0.01 | 0.01 | 0.00 |
| Barton (13734; 9,100) | 5,339 | 0.291 | 0.03 | 0.02 | 0.00 |
| Berkshire (13736; 1,404) | 12,463 | 0.050 | 0.00 | 0.00 | 0.00 |
| Kortright (13739; 1,525) | 12,631 | 0.049 | 0.00 | 0.00 | 0.00 |
| Candor (13743; 5,064) | 6,959 | 0.182 | 0.02 | 0.01 | 0.00 |
| Conklin (13748; 5,681) | 6,557 | 0.203 | 0.02 | 0.01 | 0.00 |
| Davenport (13750; 2,841) | 9,724 | 0.091 | 0.01 | 0.01 | 0.00 |
| Delhi (13753; 4,268) | 7,802 | 0.146 | 0.01 | 0.01 | 0.00 |
| Meredith (13753; 1,501) | 12,118 | 0.054 | 0.01 | 0.00 | 0.00 |
| Sanford (13754; 2,408) | 10,508 | 0.077 | 0.01 | 0.00 | 0.00 |
| Endicott (13761; 11,926) | 5,274 | 0.296 | 0.03 | 0.02 | 0.00 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Endwell (13762; 11,706) | 3,921 | 0.460 | 0.04 | 0.03 | 0.00 |
| Butternuts (13776; 2,009) | 10,440 | 0.078 | 0.01 | 0.00 | 0.00 |
| Coventry (13778; 1,694) | 11,822 | 0.058 | 0.01 | 0.00 | 0.00 |
| Greene (13778; 5,892) | 6,329 | 0.215 | 0.02 | 0.01 | 0.00 |
| Triangle (13778; 3,008) | 9,223 | 0.103 | 0.01 | 0.01 | 0.00 |
| Guilford (13780; 3,181) | 8,911 | 0.111 | 0.01 | 0.01 | 0.00 |
| Hancock (13783; 3,221) | 9,638 | 0.094 | 0.01 | 0.01 | 0.00 |
| Harpersfield (13786; 1,516) | 12,678 | 0.048 | 0.00 | 0.00 | 0.00 |
| Colesville (13787; 5,422) | 6,629 | 0.199 | 0.02 | 0.01 | 0.00 |
| Johnson City (13790; 13,809) | 4,636 | 0.362 | 0.03 | 0.02 | 0.00 |
| Kirkwood (13795; 5,763) | 6,413 | 0.210 | 0.02 | 0.01 | 0.00 |
| Laurens (13796; 2,530) | 9,881 | 0.088 | 0.01 | 0.00 | 0.00 |
| Lisle (13797; 2,579) | 10,052 | 0.084 | 0.01 | 0.00 | 0.00 |
| Maine (13802; 5,224) | 6,651 | 0.198 | 0.02 | 0.01 | 0.00 |
| Marathon (13803; 2,216) | 10,753 | 0.072 | 0.01 | 0.00 | 0.00 |
| Milford (13807; 2,974) | 9,170 | 0.104 | 0.01 | 0.01 | 0.00 |
| Morris (13808; 1,982) | 11,302 | 0.065 | 0.01 | 0.00 | 0.00 |
| Newark Valley (13811; 4,247) | 7,302 | 0.166 | 0.02 | 0.01 | 0.00 |
| Nichols (13812; 2,565) | 9,716 | 0.091 | 0.01 | 0.01 | 0.00 |
| North Norwich (13814; 2,053) | 10,699 | 0.073 | 0.01 | 0.00 | 0.00 |
| Norwich (13815; 7,122) | 6,727 | 0.194 | 0.02 | 0.01 | 0.00 |
| West End (13820; 1,813) | 12,546 | 0.050 | 0.00 | 0.00 | 0.00 |
| Oneonta (13820; 12,518) | 5,293 | 0.295 | 0.03 | 0.02 | 0.00 |
| Otego (13825; 3,220) | 9,500 | 0.097 | 0.01 | 0.01 | 0.00 |
| Owego (13827; 19,640) | 2,326 | 0.880 | 0.08 | 0.05 | 0.01 |
| Oxford (13830; 4,088) | 8,314 | 0.129 | 0.01 | 0.01 | 0.00 |
| Plymouth (13832; 2,141) | 11,020 | 0.069 | 0.01 | 0.00 | 0.00 |
| Fenton (13833; 6,505) | 5,888 | 0.246 | 0.02 | 0.01 | 0.00 |
| Sidney (13838; 5,683) | 7,374 | 0.163 | 0.02 | 0.01 | 0.00 |
| Tioga (13845; 4,649) | 7,354 | 0.164 | 0.02 | 0.01 | 0.00 |
| Franklin (13846; 2,321) | 10,383 | 0.078 | 0.01 | 0.00 | 0.00 |
| Unadilla (13849; 4,510) | 7,729 | 0.149 | 0.01 | 0.01 | 0.00 |
| Vestal (13851; 28,711) | 1,522 | 1.400 | 0.13 | 0.08 | 0.01 |
| Walton (13856; 5,130) | 7,717 | 0.150 | 0.01 | 0.01 | 0.00 |
| Colchester (13856; 2,066) | 11,396 | 0.063 | 0.01 | 0.00 | 0.00 |
| Windsor (13865; 6,168) | 6,094 | 0.231 | 0.02 | 0.01 | 0.00 |
| Port Dickinson (13901; 1,478) | 12,139 | 0.054 | 0.01 | 0.00 | 0.00 |
| Binghamton (13903; 41,600) | 2,061 | 1.019 | 0.10 | 0.06 | 0.01 |
| Dickinson (13905; 4,819) | 7,001 | 0.179 | 0.02 | 0.01 | 0.00 |
| Akron (14001; 3,133) | 9,127 | 0.106 | 0.01 | 0.01 | 0.00 |
| Newstead (14001; 8,816) | 4,820 | 0.341 | 0.03 | 0.02 | 0.00 |
| Alden (14004; 10,764) | 3,770 | 0.488 | 0.05 | 0.03 | 0.00 |
| Town Line (14004; 2,521) | 8,472 | 0.124 | 0.01 | 0.01 | 0.00 |
| Alexander (14005; 2,582) | 9,056 | 0.107 | 0.01 | 0.01 | 0.00 |
| Lake Erie Beach (14006; 4,499) | 7,523 | 0.157 | 0.02 | 0.01 | 0.00 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Angola on the Lake (14006; 1,771) | 12,663 | 0.048 | 0.00 | 0.00 | 0.00 |
| Angola (14006; 2,064) | 10,355 | 0.079 | 0.01 | 0.00 | 0.00 |
| Arcade (14009; 3,954) | 8,102 | 0.136 | 0.01 | 0.01 | 0.00 |
| Attica (14011; 6,028) | 5,732 | 0.258 | 0.02 | 0.01 | 0.00 |
| Barker (14012; 2,506) | 9,834 | 0.089 | 0.01 | 0.00 | 0.00 |
| Alabama (14013; 1,749) | 11,125 | 0.067 | 0.01 | 0.00 | 0.00 |
| Batavia (14021; 14,627) | 3,875 | 0.467 | 0.04 | 0.03 | 0.00 |
| Boston (14025; 8,123) | 4,534 | 0.374 | 0.04 | 0.02 | 0.00 |
| Brant (14027; 1,831) | 10,710 | 0.073 | 0.01 | 0.00 | 0.00 |
| Clarence Center (14032; 1,747) | 8,943 | 0.111 | 0.01 | 0.01 | 0.00 |
| Colden (14033; 3,470) | 7,549 | 0.156 | 0.02 | 0.01 | 0.00 |
| Collins (14034; 5,924) | 6,704 | 0.195 | 0.02 | 0.01 | 0.00 |
| Pembroke (14036; 4,262) | 7,258 | 0.168 | 0.02 | 0.01 | 0.00 |
| Dayton (14041; 1,758) | 12,240 | 0.053 | 0.01 | 0.00 | 0.00 |
| Lancaster (14043; 46,728) | 918 | 2.184 | 0.21 | 0.12 | 0.02 |
| Depew (14043; 14,247) | 3,332 | 0.574 | 0.06 | 0.03 | 0.01 |
| Amherst (14051; 116,020) | 215 | 6.135 | 0.59 | 0.34 | 0.06 |
| East Aurora (14052; 5,789) | 5,554 | 0.271 | 0.03 | 0.02 | 0.00 |
| Billington Heights (14052; 1,691) | 9,745 | 0.091 | 0.01 | 0.01 | 0.00 |
| Eden (14057; 7,662) | 4,320 | 0.402 | 0.04 | 0.02 | 0.00 |
| Elba (14058; 2,259) | 9,383 | 0.099 | 0.01 | 0.01 | 0.00 |
| Elma Center (14059; 2,491) | 8,327 | 0.128 | 0.01 | 0.01 | 0.00 |
| Elma (14059; 11,491) | 3,151 | 0.618 | 0.06 | 0.03 | 0.01 |
| Fredonia (14063; 10,705) | 4,691 | 0.355 | 0.03 | 0.02 | 0.00 |
| Freedom (14065; 2,962) | 9,448 | 0.098 | 0.01 | 0.01 | 0.00 |
| Gainesville (14066; 2,223) | 10,353 | 0.079 | 0.01 | 0.00 | 0.00 |
| Gasport (14067; 1,248) | 12,811 | 0.047 | 0.00 | 0.00 | 0.00 |
| Gowanda (14070; 2,507) | 10,875 | 0.071 | 0.01 | 0.00 | 0.00 |
| Grand Island (14072; 20,004) | 1,825 | 1.153 | 0.11 | 0.06 | 0.01 |
| Holland (14080; 3,476) | 7,596 | 0.155 | 0.01 | 0.01 | 0.00 |
| Lewiston (14092; 16,917) | 2,464 | 0.820 | 0.08 | 0.05 | 0.01 |
| Rapids (14094; 1,356) | 12,480 | 0.050 | 0.00 | 0.00 | 0.00 |
| Lockport (14094; 19,324) | 3,029 | 0.649 | 0.06 | 0.04 | 0.01 |
| South Lockport (14094; 8,552) | 5,255 | 0.297 | 0.03 | 0.02 | 0.00 |
| Machias (14101; 2,308) | 10,664 | 0.074 | 0.01 | 0.00 | 0.00 |
| Marilla (14102; 5,620) | 5,468 | 0.278 | 0.03 | 0.02 | 0.00 |
| Medina (14103; 6,014) | 7,116 | 0.174 | 0.02 | 0.01 | 0.00 |
| Shelby (14105; 5,251) | 7,191 | 0.171 | 0.02 | 0.01 | 0.00 |
| Middleport (14105; 1,656) | 11,849 | 0.058 | 0.01 | 0.00 | 0.00 |
| Royalton (14105; 7,437) | 5,135 | 0.309 | 0.03 | 0.02 | 0.00 |
| Newfane (14108; 9,389) | 4,558 | 0.371 | 0.04 | 0.02 | 0.00 |
| North Boston (14110; 2,680) | 8,696 | 0.117 | 0.01 | 0.01 | 0.00 |
| North Collins (14111; 3,257) | 8,093 | 0.136 | 0.01 | 0.01 | 0.00 |
| North Tonawanda (14120; 29,196) | 1,949 | 1.091 | 0.10 | 0.06 | 0.01 |
| Pendleton (14120; 7,270) | 4,188 | 0.420 | 0.04 | 0.02 | 0.00 |

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New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Wheatfield (14120; 21,150) | 2,022 | 1.043 | 0.10 | 0.06 | 0.01 |
| Oakfield (14125; 2,954) | 8,700 | 0.117 | 0.01 | 0.01 | 0.00 |
| Olcott (14126; 1,156) | 12,814 | 0.047 | 0.00 | 0.00 | 0.00 |
| Orchard Park (14127; 28,540) | 1,318 | 1.627 | 0.16 | 0.09 | 0.02 |
| Perrysburg (14129; 1,601) | 11,912 | 0.057 | 0.01 | 0.00 | 0.00 |
| Ransomville (14131; 1,488) | 11,051 | 0.068 | 0.01 | 0.00 | 0.00 |
| Sardinia (14134; 2,723) | 9,084 | 0.107 | 0.01 | 0.01 | 0.00 |
| Sheridan (14135; 1,790) | 11,001 | 0.069 | 0.01 | 0.00 | 0.00 |
| Silver Creek (14136; 2,758) | 9,997 | 0.085 | 0.01 | 0.00 | 0.00 |
| Springville (14141; 4,674) | 7,202 | 0.170 | 0.02 | 0.01 | 0.00 |
| Stafford (14143; 2,341) | 8,939 | 0.111 | 0.01 | 0.01 | 0.00 |
| Sheldon (14145; 2,499) | 9,232 | 0.103 | 0.01 | 0.01 | 0.00 |
| Tonawanda (14150; 66,651) | 724 | 2.636 | 0.25 | 0.15 | 0.03 |
| Dunkirk (14166; 11,242) | 5,191 | 0.304 | 0.03 | 0.02 | 0.00 |
| Wilson (14172; 5,771) | 5,896 | 0.245 | 0.02 | 0.01 | 0.00 |
| Yorkshire (14173; 3,979) | 8,680 | 0.118 | 0.01 | 0.01 | 0.00 |
| Youngstown (14174; 1,790) | 10,138 | 0.083 | 0.01 | 0.00 | 0.00 |
| Cheektowaga (14211; 84,597) | 572 | 3.077 | 0.30 | 0.17 | 0.03 |
| Sloan (14212; 3,194) | 9,783 | 0.090 | 0.01 | 0.00 | 0.00 |
| Kenmore (14217; 13,890) | 3,405 | 0.560 | 0.05 | 0.03 | 0.01 |
| Lackawanna (14218; 16,529) | 3,908 | 0.463 | 0.04 | 0.03 | 0.00 |
| Blasdell (14219; 2,307) | 10,385 | 0.078 | 0.01 | 0.00 | 0.00 |
| Hamburg (14219; 57,841) | 720 | 2.643 | 0.25 | 0.15 | 0.03 |
| Williamsville (14221; 4,832) | 6,270 | 0.219 | 0.02 | 0.01 | 0.00 |
| Harris Hill (14221; 4,881) | 5,341 | 0.291 | 0.03 | 0.02 | 0.00 |
| Clarence (14221; 34,356) | 894 | 2.229 | 0.21 | 0.12 | 0.02 |
| West Seneca (14224; 42,514) | 1,115 | 1.877 | 0.18 | 0.10 | 0.02 |
| Buffalo (14227; 255,774) | 223 | 5.988 | 0.58 | 0.33 | 0.06 |
| Niagara Falls (14303; 48,414) | 1,707 | 1.238 | 0.12 | 0.07 | 0.01 |
| Albion (14411; 7,438) | 6,371 | 0.213 | 0.02 | 0.01 | 0.00 |
| Avon (14414; 6,784) | 5,404 | 0.285 | 0.03 | 0.02 | 0.00 |
| Bergen (14416; 3,107) | 7,790 | 0.146 | 0.01 | 0.01 | 0.00 |
| Brockport (14420; 8,234) | 5,338 | 0.291 | 0.03 | 0.02 | 0.00 |
| Byron (14422; 2,280) | 9,012 | 0.108 | 0.01 | 0.01 | 0.00 |
| Caledonia (14423; 4,230) | 6,863 | 0.187 | 0.02 | 0.01 | 0.00 |
| Canandaigua (14424; 11,673) | 4,233 | 0.414 | 0.04 | 0.02 | 0.00 |
| Farmington (14425; 12,145) | 3,316 | 0.578 | 0.06 | 0.03 | 0.01 |
| Castile (14427; 2,670) | 9,728 | 0.091 | 0.01 | 0.01 | 0.00 |
| Churchville (14428; 1,963) | 9,204 | 0.104 | 0.01 | 0.01 | 0.00 |
| Clarendon (14429; 3,847) | 7,176 | 0.171 | 0.02 | 0.01 | 0.00 |
| Clarkson (14430; 7,436) | 4,489 | 0.379 | 0.04 | 0.02 | 0.00 |
| Clifton Springs (14432; 2,126) | 10,643 | 0.074 | 0.01 | 0.00 | 0.00 |
| Clyde (14433; 2,008) | 11,697 | 0.059 | 0.01 | 0.00 | 0.00 |
| Conesus (14435; 2,670) | 8,515 | 0.123 | 0.01 | 0.01 | 0.00 |
| Dansville (14437; 4,350) | 8,077 | 0.137 | 0.01 | 0.01 | 0.00 |

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| New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | | |
|---|----------|-----------|---------|----------|-------|--|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA | |
| East Rochester (14445; 5,860) | 6,268 | 0.219 | 0.02 | 0.01 | 0.00 | |
| Fairport (14450; 5,357) | 5,531 | 0.273 | 0.03 | 0.02 | 0.00 | |
| Geneseo (14454; 12,517) | 3,779 | 0.486 | 0.05 | 0.03 | 0.00 | |
| Geneva (14456; 13,396) | 4,304 | 0.404 | 0.04 | 0.02 | 0.00 | |
| Gorham (14461; 4,282) | 7,061 | 0.176 | 0.02 | 0.01 | 0.00 | |
| Groveland (14462; 3,370) | 7,697 | 0.150 | 0.01 | 0.01 | 0.00 | |
| Hamlin (14464; 8,840) | 4,179 | 0.422 | 0.04 | 0.02 | 0.00 | |
| Henrietta (14467; 46,903) | 856 | 2.286 | 0.22 | 0.13 | 0.02 | |
| Hilton (14468; 6,288) | 5,141 | 0.308 | 0.03 | 0.02 | 0.00 | |
| East Bloomfield (14469; 4,023) | 6,601 | 0.200 | 0.02 | 0.01 | 0.00 | |
| Bloomfield (14469; 1,414) | 11,331 | 0.064 | 0.01 | 0.00 | 0.00 | |
| Holley (14470; 1,689) | 11,762 | 0.059 | 0.01 | 0.00 | 0.00 | |
| Honeoye Falls (14472; 2,574) | 8,733 | 0.116 | 0.01 | 0.01 | 0.00 | |
| Kendall (14476; 2,988) | 7,932 | 0.142 | 0.01 | 0.01 | 0.00 | |
| Kent (14477; 15,950) | 1,917 | 1.101 | 0.11 | 0.06 | 0.01 | |
| Leicester (14481; 2,223) | 9,894 | 0.087 | 0.01 | 0.00 | 0.00 | |
| Le Roy (14482; 7,275) | 5,502 | 0.275 | 0.03 | 0.02 | 0.00 | |
| Lima (14485; 4,522) | 6,414 | 0.210 | 0.02 | 0.01 | 0.00 | |
| Livonia (14487; 8,134) | 4,352 | 0.397 | 0.04 | 0.02 | 0.00 | |
| Lyons (14489; 5,379) | 6,577 | 0.202 | 0.02 | 0.01 | 0.00 | |
| Macedon (14502; 9,889) | 3,932 | 0.459 | 0.04 | 0.03 | 0.00 | |
| Manchester (14504; 9,184) | 4,803 | 0.343 | 0.03 | 0.02 | 0.00 | |
| Marion (14505; 4,777) | 6,260 | 0.220 | 0.02 | 0.01 | 0.00 | |
| Mendon (14506; 9,901) | 2,769 | 0.721 | 0.07 | 0.04 | 0.01 | |
| Middlesex (14507; 1,361) | 11,932 | 0.057 | 0.01 | 0.00 | 0.00 | |
| Mount Morris (14510; 4,163) | 8,253 | 0.130 | 0.01 | 0.01 | 0.00 | |
| Naples (14512; 2,684) | 9,610 | 0.094 | 0.01 | 0.01 | 0.00 | |
| Newark (14513; 8,896) | 5,495 | 0.276 | 0.03 | 0.02 | 0.00 | |
| Nunda (14517; 3,040) | 8,678 | 0.118 | 0.01 | 0.01 | 0.00 | |
| Ontario (14519; 11,266) | 3,449 | 0.552 | 0.05 | 0.03 | 0.01 | |
| Ovid (14521; 2,293) | 10,800 | 0.072 | 0.01 | 0.00 | 0.00 | |
| Palmyra (14522; 8,018) | 4,753 | 0.348 | 0.03 | 0.02 | 0.00 | |
| Pavilion (14525; 2,558) | 8,633 | 0.119 | 0.01 | 0.01 | 0.00 | |
| Penfield (14526; 39,001) | 830 | 2.353 | 0.23 | 0.13 | 0.02 | |
| Penn Yan (14527; 4,833) | 8,130 | 0.135 | 0.01 | 0.01 | 0.00 | |
| Perry (14530; 6,654) | 5,831 | 0.250 | 0.02 | 0.01 | 0.00 | |
| Phelps (14532; 7,105) | 5,019 | 0.320 | 0.03 | 0.02 | 0.00 | |
| Pittsford (14534; 30,979) | 737 | 2.608 | 0.25 | 0.14 | 0.03 | |
| Romulus (14541; 18,745) | 2,643 | 0.758 | 0.07 | 0.04 | 0.01 | |
| Rose (14542; 2,261) | 9,820 | 0.089 | 0.01 | 0.00 | 0.00 | |
| Rush (14543; 3,407) | 6,258 | 0.220 | 0.02 | 0.01 | 0.00 | |
| Scottsville (14546; 1,948) | 9,472 | 0.098 | 0.01 | 0.01 | 0.00 | |
| Shortsville (14548; 1,242) | 12,279 | 0.053 | 0.01 | 0.00 | 0.00 | |
| Sodus (14551; 8,596) | 4,986 | 0.324 | 0.03 | 0.02 | 0.00 | |
| Spencerport (14559; 3,518) | 6,789 | 0.191 | 0.02 | 0.01 | 0.00 | |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Springwater (14560; 2,133) | 9,883 | 0.088 | 0.01 | 0.00 | 0.00 |
| Victor (14564; 17,451) | 2,117 | 0.988 | 0.10 | 0.05 | 0.01 |
| Walworth (14568; 9,641) | 3,244 | 0.594 | 0.06 | 0.03 | 0.01 |
| Warsaw (14569; 5,045) | 6,965 | 0.181 | 0.02 | 0.01 | 0.00 |
| Wayland (14572; 4,146) | 7,247 | 0.168 | 0.02 | 0.01 | 0.00 |
| Webster (14580; 48,964) | 681 | 2.744 | 0.26 | 0.15 | 0.03 |
| West Bloomfield (14585; 2,782) | 8,786 | 0.115 | 0.01 | 0.01 | 0.00 |
| Williamson (14589; 6,668) | 4,976 | 0.325 | 0.03 | 0.02 | 0.00 |
| Wolcott (14590; 4,119) | 8,214 | 0.132 | 0.01 | 0.01 | 0.00 |
| York (14592; 3,181) | 8,226 | 0.131 | 0.01 | 0.01 | 0.00 |
| Gates-North Gates (14606; 15,138) | 3,199 | 0.607 | 0.06 | 0.03 | 0.01 |
| Brighton (14610; 35,588) | 1,195 | 1.768 | 0.17 | 0.10 | 0.02 |
| Greece (14612; 95,692) | 353 | 4.415 | 0.42 | 0.24 | 0.04 |
| Irondequoit (14617; 49,501) | 956 | 2.138 | 0.21 | 0.12 | 0.02 |
| Rochester (14638; 192,132) | 298 | 4.972 | 0.48 | 0.28 | 0.05 |
| Jamestown (14702; 27,755) | 2,890 | 0.684 | 0.07 | 0.04 | 0.01 |
| Allegany (14706; 8,232) | 5,175 | 0.305 | 0.03 | 0.02 | 0.00 |
| Angelica (14709; 1,417) | 12,896 | 0.046 | 0.00 | 0.00 | 0.00 |
| Belfast (14711; 1,755) | 12,348 | 0.052 | 0.00 | 0.00 | 0.00 |
| Bolivar (14715; 2,068) | 11,258 | 0.065 | 0.01 | 0.00 | 0.00 |
| Caneadea (14717; 3,188) | 9,599 | 0.094 | 0.01 | 0.01 | 0.00 |
| Chautauqua (14722; 4,447) | 7,606 | 0.154 | 0.01 | 0.01 | 0.00 |
| Clymer (14724; 1,568) | 12,355 | 0.052 | 0.00 | 0.00 | 0.00 |
| Cuba (14727; 3,419) | 8,936 | 0.111 | 0.01 | 0.01 | 0.00 |
| Ellicottville (14731; 2,025) | 10,058 | 0.084 | 0.01 | 0.00 | 0.00 |
| Ellington (14732; 1,712) | 11,709 | 0.059 | 0.01 | 0.00 | 0.00 |
| Falconer (14733; 2,184) | 11,121 | 0.067 | 0.01 | 0.00 | 0.00 |
| Franklinville (14737; 2,898) | 9,843 | 0.088 | 0.01 | 0.00 | 0.00 |
| Frewsburg (14738; 1,965) | 10,877 | 0.071 | 0.01 | 0.00 | 0.00 |
| Friendship (14739; 1,814) | 12,891 | 0.046 | 0.00 | 0.00 | 0.00 |
| Gerry (14740; 1,933) | 11,306 | 0.065 | 0.01 | 0.00 | 0.00 |
| Great Valley (14741; 2,180) | 10,372 | 0.079 | 0.01 | 0.00 | 0.00 |
| Hinsdale (14743; 2,506) | 10,334 | 0.079 | 0.01 | 0.00 | 0.00 |
| Houghton (14744; 1,748) | 11,450 | 0.063 | 0.01 | 0.00 | 0.00 |
| Hume (14745; 2,010) | 11,529 | 0.062 | 0.01 | 0.00 | 0.00 |
| Lakewood (14750; 2,860) | 8,958 | 0.110 | 0.01 | 0.01 | 0.00 |
| Leon (14751; 1,571) | 12,905 | 0.045 | 0.00 | 0.00 | 0.00 |
| Little Valley (14755; 1,628) | 12,680 | 0.048 | 0.00 | 0.00 | 0.00 |
| Mayville (14757; 1,666) | 12,388 | 0.051 | 0.00 | 0.00 | 0.00 |
| Olean (14760; 13,920) | 4,306 | 0.404 | 0.04 | 0.02 | 0.00 |
| St. Bonaventure (14760; 2,127) | 10,419 | 0.078 | 0.01 | 0.00 | 0.00 |
| Portland (14769; 5,118) | 7,684 | 0.151 | 0.01 | 0.01 | 0.00 |
| Portville (14770; 3,905) | 8,021 | 0.139 | 0.01 | 0.01 | 0.00 |
| Randolph (14772; 2,545) | 10,086 | 0.084 | 0.01 | 0.00 | 0.00 |
| Ripley (14775; 2,787) | 9,849 | 0.088 | 0.01 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Salamanca (14779; 5,442) | 8,357 | 0.128 | 0.01 | 0.01 | 0.00 |
| Sherman (14781; 1,491) | 12,803 | 0.047 | 0.00 | 0.00 | 0.00 |
| Stockton (14784; 2,141) | 10,245 | 0.081 | 0.01 | 0.00 | 0.00 |
| Westfield (14787; 5,232) | 7,394 | 0.162 | 0.02 | 0.01 | 0.00 |
| Weston Mills (14788; 1,608) | 12,215 | 0.053 | 0.01 | 0.00 | 0.00 |
| Addison (14801; 2,485) | 10,553 | 0.076 | 0.01 | 0.00 | 0.00 |
| Alfred (14802; 8,802) | 5,581 | 0.269 | 0.03 | 0.01 | 0.00 |
| Almond (14804; 1,572) | 11,836 | 0.058 | 0.01 | 0.00 | 0.00 |
| Andover (14806; 1,891) | 11,535 | 0.062 | 0.01 | 0.00 | 0.00 |
| Avoca (14809; 2,197) | 11,223 | 0.066 | 0.01 | 0.00 | 0.00 |
| Bath (14810; 12,248) | 4,485 | 0.380 | 0.04 | 0.02 | 0.00 |
| Big Flats (14814; 8,881) | 3,968 | 0.453 | 0.04 | 0.03 | 0.00 |
| Campbell (14821; 3,631) | 8,083 | 0.136 | 0.01 | 0.01 | 0.00 |
| Canisteo (14823; 3,455) | 8,736 | 0.116 | 0.01 | 0.01 | 0.00 |
| Chemung (14825; 2,591) | 9,928 | 0.087 | 0.01 | 0.00 | 0.00 |
| Cohocton (14826; 2,554) | 9,942 | 0.087 | 0.01 | 0.00 | 0.00 |
| Corning (14830; 9,923) | 5,119 | 0.310 | 0.03 | 0.02 | 0.00 |
| South Corning (14830; 1,281) | 12,553 | 0.049 | 0.00 | 0.00 | 0.00 |
| Erin (14838; 2,079) | 10,117 | 0.083 | 0.01 | 0.00 | 0.00 |
| Hector (14841; 5,549) | 6,454 | 0.208 | 0.02 | 0.01 | 0.00 |
| Hornell (14843; 8,181) | 6,254 | 0.220 | 0.02 | 0.01 | 0.00 |
| Horseheads (14845; 18,941) | 2,916 | 0.677 | 0.07 | 0.04 | 0.01 |
| Horseheads North (14845; 2,852) | 8,079 | 0.137 | 0.01 | 0.01 | 0.00 |
| Big Flats Airport (14845; 2,184) | 8,488 | 0.124 | 0.01 | 0.01 | 0.00 |
| Northeast Ithaca (14850; 2,655) | 8,313 | 0.129 | 0.01 | 0.01 | 0.00 |
| Cayuga Heights (14850; 3,273) | 6,085 | 0.232 | 0.02 | 0.01 | 0.00 |
| East Ithaca (14850; 2,192) | 10,384 | 0.078 | 0.01 | 0.00 | 0.00 |
| South Hill (14850; 6,003) | 5,817 | 0.251 | 0.02 | 0.01 | 0.00 |
| Northwest Ithaca (14850; 1,115) | 12,450 | 0.051 | 0.00 | 0.00 | 0.00 |
| Ithaca (14853; 32,067) | 3,004 | 0.656 | 0.06 | 0.04 | 0.01 |
| Lindley (14858; 2,022) | 10,773 | 0.072 | 0.01 | 0.00 | 0.00 |
| Lodi (14860; 1,586) | 11,937 | 0.057 | 0.01 | 0.00 | 0.00 |
| Montour Falls (14865; 1,818) | 12,467 | 0.050 | 0.00 | 0.00 | 0.00 |
| Newfield (14867; 5,292) | 6,899 | 0.185 | 0.02 | 0.01 | 0.00 |
| Painted Post (14870; 1,685) | 11,154 | 0.067 | 0.01 | 0.00 | 0.00 |
| Gang Mills (14870; 3,304) | 7,396 | 0.162 | 0.02 | 0.01 | 0.00 |
| Prattsburgh (14873; 2,368) | 10,739 | 0.073 | 0.01 | 0.00 | 0.00 |
| Pulteney (14874; 1,371) | 12,649 | 0.049 | 0.00 | 0.00 | 0.00 |
| Scio (14880; 1,839) | 11,870 | 0.057 | 0.01 | 0.00 | 0.00 |
| Lansing (14882; 11,983) | 3,454 | 0.552 | 0.05 | 0.03 | 0.01 |
| Spencer (14883; 2,979) | 9,094 | 0.106 | 0.01 | 0.01 | 0.00 |
| Troupsburg (14885; 1,572) | 12,871 | 0.046 | 0.00 | 0.00 | 0.00 |
| Trumansburg (14886; 1,607) | 11,625 | 0.060 | 0.01 | 0.00 | 0.00 |
| Tyrone (14887; 1,777) | 12,184 | 0.054 | 0.01 | 0.00 | 0.00 |
| Watkins Glen (14891; 2,057) | 11,726 | 0.059 | 0.01 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| New York - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|---------------|--------------|--------------|--------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Waverly (14892; 4,265) | 8,681 | 0.118 | 0.01 | 0.01 | 0.00 |
| Wellsville (14895; 7,139) | 6,512 | 0.205 | 0.02 | 0.01 | 0.00 |
| Elmira Heights (14903; 3,693) | 9,268 | 0.102 | 0.01 | 0.01 | 0.00 |
| Southport (14904; 10,023) | 4,580 | 0.369 | 0.04 | 0.02 | 0.00 |
| Elmira (14905; 27,617) | 2,777 | 0.719 | 0.07 | 0.04 | 0.01 |
| West Elmira (14905; 5,136) | 5,679 | 0.263 | 0.03 | 0.01 | 0.00 |
| Holtsville (00501; 17,006) | 1,895 | 1.112 | 0.11 | 0.06 | 0.01 |
| Total 22,046,766 | | 1039.7 | 100.0 | 57.63 | 10.07 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

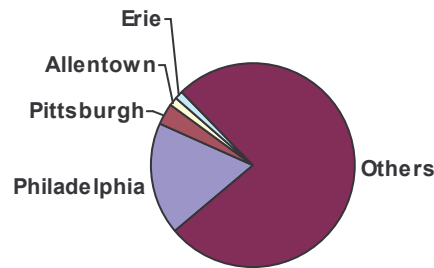
5.17 LATENT DEMAND BY YEAR - PENNSYLVANIA

The Latent Demand for Graphic Design Services in Pennsylvania: 2002 - 2012

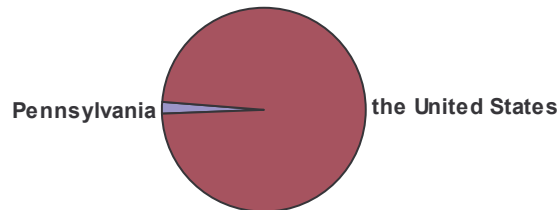
| Year | Pennsylvania | % of Region | % of USA |
|------|--------------|-------------|----------|
| 2002 | 207.90 | 11.64% | 2.03% |
| 2003 | 207.90 | 11.72% | 2.04% |
| 2004 | 207.91 | 11.80% | 2.06% |
| 2005 | 207.92 | 11.87% | 2.08% |
| 2006 | 208.72 | 11.93% | 2.09% |
| 2007 | 214.29 | 11.88% | 2.08% |
| 2008 | 220.83 | 11.80% | 2.06% |
| 2009 | 227.56 | 11.73% | 2.05% |
| 2010 | 234.50 | 11.65% | 2.03% |
| 2011 | 241.66 | 11.58% | 2.01% |
| 2012 | 249.03 | 11.51% | 2.00% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Pennsylvania: 2007



5.18 CITIES SORTED BY RANK - PENNSYLVANIA

Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Philadelphia (1,337,622) | 11 | 38.179 | 17.82 | 2.12 | 0.37 |
| Pittsburgh (288,864) | 162 | 7.666 | 3.58 | 0.42 | 0.07 |
| Allentown (107,053) | 548 | 3.182 | 1.48 | 0.18 | 0.03 |
| Erie (104,550) | 675 | 2.755 | 1.29 | 0.15 | 0.03 |
| Levittown (53,966) | 726 | 2.631 | 1.23 | 0.15 | 0.03 |
| Bethlehem (75,974) | 760 | 2.526 | 1.18 | 0.14 | 0.02 |
| Radnor Township (30,878) | 962 | 2.129 | 0.99 | 0.12 | 0.02 |
| Reading (79,283) | 1,043 | 1.965 | 0.92 | 0.11 | 0.02 |
| Mount Lebanon (33,017) | 1,127 | 1.863 | 0.87 | 0.10 | 0.02 |
| Scranton (66,848) | 1,177 | 1.788 | 0.83 | 0.10 | 0.02 |
| Penn Hills (46,809) | 1,221 | 1.736 | 0.81 | 0.10 | 0.02 |
| McCandless Township (29,022) | 1,275 | 1.675 | 0.78 | 0.09 | 0.02 |
| Upper St. Clair (20,053) | 1,315 | 1.630 | 0.76 | 0.09 | 0.02 |
| Bethel Park (30,187) | 1,420 | 1.507 | 0.70 | 0.08 | 0.01 |
| Springfield (23,677) | 1,483 | 1.444 | 0.67 | 0.08 | 0.01 |
| Lancaster (51,778) | 1,491 | 1.431 | 0.67 | 0.08 | 0.01 |
| Ross Township (32,551) | 1,517 | 1.406 | 0.66 | 0.08 | 0.01 |
| Shaler Township (29,757) | 1,572 | 1.357 | 0.63 | 0.08 | 0.01 |
| Drexel Hill (29,364) | 1,601 | 1.329 | 0.62 | 0.07 | 0.01 |
| Back Mountain (26,690) | 1,729 | 1.221 | 0.57 | 0.07 | 0.01 |
| Plum (25,891) | 1,808 | 1.163 | 0.54 | 0.06 | 0.01 |
| Altoona (43,117) | 1,864 | 1.131 | 0.53 | 0.06 | 0.01 |
| Harrisburg (43,880) | 1,924 | 1.097 | 0.51 | 0.06 | 0.01 |
| King of Prussia (18,511) | 1,988 | 1.066 | 0.50 | 0.06 | 0.01 |
| Norristown (29,685) | 2,124 | 0.984 | 0.46 | 0.05 | 0.01 |
| Hampton Township (17,526) | 2,128 | 0.981 | 0.46 | 0.05 | 0.01 |
| York (37,688) | 2,228 | 0.926 | 0.43 | 0.05 | 0.01 |
| Wilkes-Barre (37,230) | 2,234 | 0.923 | 0.43 | 0.05 | 0.01 |
| Chester (37,144) | 2,308 | 0.886 | 0.41 | 0.05 | 0.01 |
| Montgomeryville (12,031) | 2,364 | 0.861 | 0.40 | 0.05 | 0.01 |
| Nether Providence Township (13,456) | 2,396 | 0.850 | 0.40 | 0.05 | 0.01 |
| State College (42,086) | 2,453 | 0.828 | 0.39 | 0.05 | 0.01 |
| Easton (26,267) | 2,501 | 0.809 | 0.38 | 0.04 | 0.01 |
| Horsham (14,779) | 2,588 | 0.775 | 0.36 | 0.04 | 0.01 |
| West Norriton (14,901) | 2,632 | 0.762 | 0.36 | 0.04 | 0.01 |
| Willow Grove (16,234) | 2,638 | 0.759 | 0.35 | 0.04 | 0.01 |
| East Norriton (13,211) | 2,691 | 0.742 | 0.35 | 0.04 | 0.01 |
| Mountain Top (15,269) | 2,737 | 0.732 | 0.34 | 0.04 | 0.01 |
| Ardmore (12,616) | 2,796 | 0.714 | 0.33 | 0.04 | 0.01 |
| Scott Township (17,288) | 2,800 | 0.713 | 0.33 | 0.04 | 0.01 |
| Fernway (12,188) | 2,803 | 0.712 | 0.33 | 0.04 | 0.01 |
| Pottstown (21,085) | 2,848 | 0.700 | 0.33 | 0.04 | 0.01 |
| Upper Providence Township (10,509) | 2,866 | 0.694 | 0.32 | 0.04 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Williamsport (28,662) | 2,873 | 0.690 | 0.32 | 0.04 | 0.01 |
| Lansdale (15,823) | 2,908 | 0.679 | 0.32 | 0.04 | 0.01 |
| South Park Township (14,340) | 2,909 | 0.679 | 0.32 | 0.04 | 0.01 |
| Fox Chapel (4,934) | 2,927 | 0.675 | 0.31 | 0.04 | 0.01 |
| Hermitage (17,769) | 3,021 | 0.651 | 0.30 | 0.04 | 0.01 |
| West Mifflin (19,078) | 3,060 | 0.640 | 0.30 | 0.04 | 0.01 |
| Baldwin (16,774) | 3,079 | 0.635 | 0.30 | 0.04 | 0.01 |
| Robinson Township (12,289) | 3,099 | 0.630 | 0.29 | 0.03 | 0.01 |
| Phoenixville (15,568) | 3,166 | 0.614 | 0.29 | 0.03 | 0.01 |
| West Chester (17,227) | 3,206 | 0.605 | 0.28 | 0.03 | 0.01 |
| Carlisle (18,401) | 3,303 | 0.580 | 0.27 | 0.03 | 0.01 |
| Collegeville (8,032) | 3,314 | 0.578 | 0.27 | 0.03 | 0.01 |
| Fullerton (14,268) | 3,349 | 0.570 | 0.27 | 0.03 | 0.01 |
| Lebanon (22,380) | 3,367 | 0.566 | 0.26 | 0.03 | 0.01 |
| Richboro (6,678) | 3,373 | 0.565 | 0.26 | 0.03 | 0.01 |
| Blue Bell (6,395) | 3,412 | 0.559 | 0.26 | 0.03 | 0.01 |
| O'Hara Township (8,856) | 3,426 | 0.557 | 0.26 | 0.03 | 0.01 |
| Chambersburg (18,517) | 3,432 | 0.556 | 0.26 | 0.03 | 0.01 |
| Harleysville (8,795) | 3,492 | 0.546 | 0.25 | 0.03 | 0.01 |
| Broomall (11,046) | 3,527 | 0.537 | 0.25 | 0.03 | 0.01 |
| New Castle (22,531) | 3,533 | 0.535 | 0.25 | 0.03 | 0.01 |
| Hershey (12,771) | 3,538 | 0.535 | 0.25 | 0.03 | 0.01 |
| Hanover (16,110) | 3,553 | 0.531 | 0.25 | 0.03 | 0.01 |
| Maple Glen (7,042) | 3,591 | 0.523 | 0.24 | 0.03 | 0.01 |
| Whitehall (12,473) | 3,595 | 0.522 | 0.24 | 0.03 | 0.01 |
| Hazleton (19,562) | 3,664 | 0.510 | 0.24 | 0.03 | 0.00 |
| Ephrata (13,101) | 3,685 | 0.505 | 0.24 | 0.03 | 0.00 |
| Colonial Park (13,259) | 3,708 | 0.499 | 0.23 | 0.03 | 0.00 |
| St. Marys (12,891) | 3,715 | 0.498 | 0.23 | 0.03 | 0.00 |
| Carnot-Moon (10,637) | 3,767 | 0.488 | 0.23 | 0.03 | 0.00 |
| Elizabethtown (12,028) | 3,816 | 0.477 | 0.22 | 0.03 | 0.00 |
| Swarthmore (6,172) | 3,837 | 0.474 | 0.22 | 0.03 | 0.00 |
| West Goshen (8,472) | 3,871 | 0.468 | 0.22 | 0.03 | 0.00 |
| Lower Burrell (12,260) | 3,885 | 0.467 | 0.22 | 0.03 | 0.00 |
| Emmaus (11,359) | 3,887 | 0.466 | 0.22 | 0.03 | 0.00 |
| Shiloh (10,192) | 3,901 | 0.464 | 0.22 | 0.03 | 0.00 |
| Yeadon (10,890) | 3,929 | 0.459 | 0.21 | 0.03 | 0.00 |
| Kulpsville (8,005) | 3,937 | 0.457 | 0.21 | 0.03 | 0.00 |
| Jefferson Hills (9,666) | 3,959 | 0.454 | 0.21 | 0.03 | 0.00 |
| McKeesport (20,332) | 3,996 | 0.448 | 0.21 | 0.02 | 0.00 |
| Lansdowne (10,190) | 4,010 | 0.445 | 0.21 | 0.02 | 0.00 |
| Wyomissing (8,587) | 4,082 | 0.436 | 0.20 | 0.02 | 0.00 |
| Croydon (9,993) | 4,093 | 0.435 | 0.20 | 0.02 | 0.00 |
| Glenside (7,914) | 4,105 | 0.432 | 0.20 | 0.02 | 0.00 |
| Audubon (6,549) | 4,133 | 0.429 | 0.20 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Perkasie (8,614) | 4,218 | 0.416 | 0.19 | 0.02 | 0.00 |
| Greensburg (14,663) | 4,248 | 0.413 | 0.19 | 0.02 | 0.00 |
| East Stroudsburg (12,113) | 4,259 | 0.412 | 0.19 | 0.02 | 0.00 |
| Woodlyn (10,036) | 4,353 | 0.397 | 0.19 | 0.02 | 0.00 |
| East York (8,782) | 4,354 | 0.397 | 0.19 | 0.02 | 0.00 |
| Northampton (10,419) | 4,358 | 0.396 | 0.18 | 0.02 | 0.00 |
| Churchville (4,469) | 4,367 | 0.394 | 0.18 | 0.02 | 0.00 |
| Trooper (6,061) | 4,384 | 0.392 | 0.18 | 0.02 | 0.00 |
| Penn Wynne (5,382) | 4,390 | 0.392 | 0.18 | 0.02 | 0.00 |
| Dunmore (12,672) | 4,393 | 0.391 | 0.18 | 0.02 | 0.00 |
| Wilkesburg (15,841) | 4,394 | 0.391 | 0.18 | 0.02 | 0.00 |
| Northwest Harborcreek (8,658) | 4,399 | 0.391 | 0.18 | 0.02 | 0.00 |
| Park Forest Village (8,830) | 4,403 | 0.390 | 0.18 | 0.02 | 0.00 |
| Village Green-Green Ridge (8,279) | 4,430 | 0.387 | 0.18 | 0.02 | 0.00 |
| Folsom (8,072) | 4,483 | 0.380 | 0.18 | 0.02 | 0.00 |
| Johnstown (19,710) | 4,514 | 0.377 | 0.18 | 0.02 | 0.00 |
| Morrisville (9,398) | 4,521 | 0.376 | 0.18 | 0.02 | 0.00 |
| Wyndmoor (5,601) | 4,525 | 0.376 | 0.18 | 0.02 | 0.00 |
| Downingtown (8,739) | 4,548 | 0.373 | 0.17 | 0.02 | 0.00 |
| Progress (9,647) | 4,549 | 0.373 | 0.17 | 0.02 | 0.00 |
| Lionville-Marchwood (6,298) | 4,553 | 0.372 | 0.17 | 0.02 | 0.00 |
| Coatesville (13,218) | 4,595 | 0.367 | 0.17 | 0.02 | 0.00 |
| New Kensington (12,961) | 4,596 | 0.367 | 0.17 | 0.02 | 0.00 |
| Kingston (11,716) | 4,607 | 0.366 | 0.17 | 0.02 | 0.00 |
| Pottsville (13,043) | 4,616 | 0.365 | 0.17 | 0.02 | 0.00 |
| McMurray (4,726) | 4,661 | 0.359 | 0.17 | 0.02 | 0.00 |
| Fort Washington (3,680) | 4,705 | 0.353 | 0.16 | 0.02 | 0.00 |
| Fairless Hills (8,365) | 4,712 | 0.353 | 0.16 | 0.02 | 0.00 |
| Devon-Berwyn (5,067) | 4,718 | 0.352 | 0.16 | 0.02 | 0.00 |
| Woodbourne (3,512) | 4,721 | 0.352 | 0.16 | 0.02 | 0.00 |
| Doylestown (8,197) | 4,729 | 0.351 | 0.16 | 0.02 | 0.00 |
| Sanatoga (7,734) | 4,738 | 0.350 | 0.16 | 0.02 | 0.00 |
| Mechanicsburg (8,272) | 4,764 | 0.347 | 0.16 | 0.02 | 0.00 |
| Chesterbrook (4,625) | 4,767 | 0.347 | 0.16 | 0.02 | 0.00 |
| Sharon (13,805) | 4,784 | 0.345 | 0.16 | 0.02 | 0.00 |
| Harrison Township (10,934) | 4,834 | 0.340 | 0.16 | 0.02 | 0.00 |
| Lititz (8,995) | 4,857 | 0.337 | 0.16 | 0.02 | 0.00 |
| Brookhaven (7,517) | 4,863 | 0.337 | 0.16 | 0.02 | 0.00 |
| Quakertown (8,653) | 4,865 | 0.337 | 0.16 | 0.02 | 0.00 |
| Kennedy Township (7,504) | 4,890 | 0.335 | 0.16 | 0.02 | 0.00 |
| Darby Township (9,622) | 4,899 | 0.334 | 0.16 | 0.02 | 0.00 |
| Conshohocken (8,243) | 4,904 | 0.334 | 0.16 | 0.02 | 0.00 |
| Pleasant Hills (7,135) | 4,907 | 0.333 | 0.16 | 0.02 | 0.00 |
| Flourtown (4,669) | 4,916 | 0.331 | 0.15 | 0.02 | 0.00 |
| Camp Hill (6,983) | 4,939 | 0.329 | 0.15 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Bloomsburg (14,197) | 4,951 | 0.328 | 0.15 | 0.02 | 0.00 |
| Washington (13,678) | 4,958 | 0.327 | 0.15 | 0.02 | 0.00 |
| Bristol (9,722) | 5,036 | 0.319 | 0.15 | 0.02 | 0.00 |
| North Versailles (11,125) | 5,062 | 0.316 | 0.15 | 0.02 | 0.00 |
| Linglestown (6,414) | 5,082 | 0.313 | 0.15 | 0.02 | 0.00 |
| Ridley Park (6,694) | 5,110 | 0.311 | 0.15 | 0.02 | 0.00 |
| Lower Allen (6,619) | 5,124 | 0.310 | 0.14 | 0.02 | 0.00 |
| Munhall (10,156) | 5,125 | 0.310 | 0.14 | 0.02 | 0.00 |
| New Freedom (5,013) | 5,128 | 0.309 | 0.14 | 0.02 | 0.00 |
| Butler (13,225) | 5,133 | 0.309 | 0.14 | 0.02 | 0.00 |
| Mount Joy (7,350) | 5,143 | 0.308 | 0.14 | 0.02 | 0.00 |
| Willow Street (7,258) | 5,185 | 0.304 | 0.14 | 0.02 | 0.00 |
| Chalfont (5,149) | 5,193 | 0.304 | 0.14 | 0.02 | 0.00 |
| Collingdale (8,121) | 5,198 | 0.303 | 0.14 | 0.02 | 0.00 |
| Feasterville-Treose (6,525) | 5,204 | 0.303 | 0.14 | 0.02 | 0.00 |
| Plymouth Meeting (5,593) | 5,233 | 0.299 | 0.14 | 0.02 | 0.00 |
| Souderton (6,755) | 5,251 | 0.297 | 0.14 | 0.02 | 0.00 |
| Hatboro (7,133) | 5,254 | 0.297 | 0.14 | 0.02 | 0.00 |
| Indiana (15,015) | 5,269 | 0.297 | 0.14 | 0.02 | 0.00 |
| Brentwood (8,597) | 5,286 | 0.295 | 0.14 | 0.02 | 0.00 |
| Leacock-Leola-Bareville (6,625) | 5,296 | 0.294 | 0.14 | 0.02 | 0.00 |
| Meadville (12,421) | 5,314 | 0.293 | 0.14 | 0.02 | 0.00 |
| Columbia (9,709) | 5,327 | 0.292 | 0.14 | 0.02 | 0.00 |
| Waynesboro (9,922) | 5,343 | 0.291 | 0.14 | 0.02 | 0.00 |
| Woodside (2,575) | 5,357 | 0.290 | 0.14 | 0.02 | 0.00 |
| Stonybrook-Wilshire (5,414) | 5,392 | 0.287 | 0.13 | 0.02 | 0.00 |
| Paoli (5,425) | 5,439 | 0.281 | 0.13 | 0.02 | 0.00 |
| Oreland (5,509) | 5,449 | 0.280 | 0.13 | 0.02 | 0.00 |
| Castle Shannon (7,926) | 5,451 | 0.280 | 0.13 | 0.02 | 0.00 |
| Birdsboro (5,566) | 5,463 | 0.279 | 0.13 | 0.02 | 0.00 |
| White Oak (7,848) | 5,480 | 0.277 | 0.13 | 0.02 | 0.00 |
| Folcroft (6,705) | 5,488 | 0.277 | 0.13 | 0.02 | 0.00 |
| New Cumberland (6,638) | 5,496 | 0.276 | 0.13 | 0.02 | 0.00 |
| Seven Fields (4,203) | 5,500 | 0.276 | 0.13 | 0.02 | 0.00 |
| Dormont (7,607) | 5,505 | 0.275 | 0.13 | 0.02 | 0.00 |
| Canonsburg (9,504) | 5,506 | 0.275 | 0.13 | 0.02 | 0.00 |
| Ambler (6,272) | 5,519 | 0.274 | 0.13 | 0.02 | 0.00 |
| Middletown (8,317) | 5,522 | 0.274 | 0.13 | 0.02 | 0.00 |
| Parkville (6,593) | 5,541 | 0.272 | 0.13 | 0.02 | 0.00 |
| Spring House (3,290) | 5,542 | 0.272 | 0.13 | 0.02 | 0.00 |
| Darby (9,463) | 5,545 | 0.272 | 0.13 | 0.02 | 0.00 |
| Exton (4,267) | 5,565 | 0.270 | 0.13 | 0.01 | 0.00 |
| Glenolden (6,926) | 5,641 | 0.265 | 0.12 | 0.01 | 0.00 |
| Oil City (9,816) | 5,642 | 0.265 | 0.12 | 0.01 | 0.00 |
| Trappe (4,191) | 5,677 | 0.263 | 0.12 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Old Forge (7,951) | 5,719 | 0.259 | 0.12 | 0.01 | 0.00 |
| Prospect Park (6,104) | 5,747 | 0.256 | 0.12 | 0.01 | 0.00 |
| Gettysburg (9,240) | 5,752 | 0.256 | 0.12 | 0.01 | 0.00 |
| Warren (8,465) | 5,776 | 0.254 | 0.12 | 0.01 | 0.00 |
| Catasauqua (6,431) | 5,789 | 0.253 | 0.12 | 0.01 | 0.00 |
| Jeannette (9,351) | 5,794 | 0.253 | 0.12 | 0.01 | 0.00 |
| Thompsonville (3,592) | 5,836 | 0.250 | 0.12 | 0.01 | 0.00 |
| Pennsburg (5,701) | 5,870 | 0.247 | 0.12 | 0.01 | 0.00 |
| Palmyra (6,708) | 5,872 | 0.247 | 0.12 | 0.01 | 0.00 |
| Berwick (9,696) | 5,875 | 0.247 | 0.12 | 0.01 | 0.00 |
| Salunga-Landisville (4,771) | 5,890 | 0.246 | 0.11 | 0.01 | 0.00 |
| Latrobe (7,926) | 5,904 | 0.245 | 0.11 | 0.01 | 0.00 |
| Norwood (5,545) | 5,931 | 0.242 | 0.11 | 0.01 | 0.00 |
| Wilkins Township (6,917) | 5,950 | 0.240 | 0.11 | 0.01 | 0.00 |
| Millersville (6,713) | 5,964 | 0.239 | 0.11 | 0.01 | 0.00 |
| Forest Hills (5,684) | 5,990 | 0.237 | 0.11 | 0.01 | 0.00 |
| Village Shires (4,137) | 6,010 | 0.236 | 0.11 | 0.01 | 0.00 |
| Archbald (6,419) | 6,025 | 0.235 | 0.11 | 0.01 | 0.00 |
| Carnegie (7,737) | 6,039 | 0.234 | 0.11 | 0.01 | 0.00 |
| Eagleville (4,458) | 6,045 | 0.234 | 0.11 | 0.01 | 0.00 |
| Oakmont (5,996) | 6,051 | 0.234 | 0.11 | 0.01 | 0.00 |
| Aliquippa (9,971) | 6,068 | 0.232 | 0.11 | 0.01 | 0.00 |
| Kennett Square (5,380) | 6,072 | 0.232 | 0.11 | 0.01 | 0.00 |
| Swissvale (7,931) | 6,076 | 0.232 | 0.11 | 0.01 | 0.00 |
| Grove City (7,163) | 6,115 | 0.230 | 0.11 | 0.01 | 0.00 |
| Paxtonia (5,254) | 6,116 | 0.230 | 0.11 | 0.01 | 0.00 |
| Clifton Heights (6,276) | 6,128 | 0.229 | 0.11 | 0.01 | 0.00 |
| Stroudsburg (7,543) | 6,158 | 0.227 | 0.11 | 0.01 | 0.00 |
| Narberth (4,035) | 6,167 | 0.226 | 0.11 | 0.01 | 0.00 |
| New Holland (5,450) | 6,191 | 0.225 | 0.10 | 0.01 | 0.00 |
| Boothwyn (5,206) | 6,198 | 0.224 | 0.10 | 0.01 | 0.00 |
| Spry (4,903) | 6,200 | 0.224 | 0.10 | 0.01 | 0.00 |
| Nanticoke (9,149) | 6,227 | 0.222 | 0.10 | 0.01 | 0.00 |
| Moosic (6,109) | 6,242 | 0.221 | 0.10 | 0.01 | 0.00 |
| Sinking Spring (6,759) | 6,251 | 0.220 | 0.10 | 0.01 | 0.00 |
| Wyncote (3,046) | 6,289 | 0.218 | 0.10 | 0.01 | 0.00 |
| West View (6,127) | 6,292 | 0.218 | 0.10 | 0.01 | 0.00 |
| Nazareth (5,999) | 6,298 | 0.217 | 0.10 | 0.01 | 0.00 |
| Schlusser (4,750) | 6,299 | 0.217 | 0.10 | 0.01 | 0.00 |
| Sunbury (8,971) | 6,322 | 0.216 | 0.10 | 0.01 | 0.00 |
| Carbondale (8,363) | 6,351 | 0.214 | 0.10 | 0.01 | 0.00 |
| Ancient Oaks (3,161) | 6,359 | 0.213 | 0.10 | 0.01 | 0.00 |
| Bellevue (7,265) | 6,383 | 0.212 | 0.10 | 0.01 | 0.00 |
| Arlington Heights (5,132) | 6,419 | 0.210 | 0.10 | 0.01 | 0.00 |
| Media (5,274) | 6,443 | 0.209 | 0.10 | 0.01 | 0.00 |

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Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|-----------------|------------------|----------------|-----------------|--------------|
| Blakely (6,321) | 6,475 | 0.207 | 0.10 | 0.01 | 0.00 |
| Carroll Valley (4,078) | 6,478 | 0.207 | 0.10 | 0.01 | 0.00 |
| Beaver Falls (8,427) | 6,491 | 0.206 | 0.10 | 0.01 | 0.00 |
| Thorndale (3,561) | 6,525 | 0.204 | 0.10 | 0.01 | 0.00 |
| Hellertown (5,537) | 6,536 | 0.204 | 0.10 | 0.01 | 0.00 |
| Homeacre-Lyndora (6,685) | 6,537 | 0.204 | 0.10 | 0.01 | 0.00 |
| Treasure Lake (4,507) | 6,556 | 0.203 | 0.09 | 0.01 | 0.00 |
| East Petersburg (4,170) | 6,570 | 0.202 | 0.09 | 0.01 | 0.00 |
| Gilbertsville (4,242) | 6,576 | 0.202 | 0.09 | 0.01 | 0.00 |
| Ellwood City (7,471) | 6,590 | 0.201 | 0.09 | 0.01 | 0.00 |
| Clarks Summit (4,768) | 6,595 | 0.200 | 0.09 | 0.01 | 0.00 |
| Uniontown (11,045) | 6,612 | 0.200 | 0.09 | 0.01 | 0.00 |
| Shillington (4,900) | 6,616 | 0.199 | 0.09 | 0.01 | 0.00 |
| Sharon Hill (5,044) | 6,632 | 0.199 | 0.09 | 0.01 | 0.00 |
| Denver (4,350) | 6,639 | 0.198 | 0.09 | 0.01 | 0.00 |
| Oxford (6,071) | 6,663 | 0.197 | 0.09 | 0.01 | 0.00 |
| Red Lion (5,906) | 6,675 | 0.196 | 0.09 | 0.01 | 0.00 |
| Huntingdon (6,756) | 6,680 | 0.196 | 0.09 | 0.01 | 0.00 |
| Crafton (5,511) | 6,681 | 0.196 | 0.09 | 0.01 | 0.00 |
| Bryn Mawr (4,382) | 6,717 | 0.194 | 0.09 | 0.01 | 0.00 |
| Shanor-Northvue (4,825) | 6,731 | 0.193 | 0.09 | 0.01 | 0.00 |
| Pottsgrove (3,266) | 6,732 | 0.193 | 0.09 | 0.01 | 0.00 |
| Fox Run (3,044) | 6,748 | 0.193 | 0.09 | 0.01 | 0.00 |
| Telford (4,548) | 6,764 | 0.192 | 0.09 | 0.01 | 0.00 |
| Enola (5,627) | 6,785 | 0.191 | 0.09 | 0.01 | 0.00 |
| Jenkintown (4,303) | 6,790 | 0.191 | 0.09 | 0.01 | 0.00 |
| Grantley (3,580) | 6,812 | 0.190 | 0.09 | 0.01 | 0.00 |
| Amity Gardens (3,370) | 6,813 | 0.190 | 0.09 | 0.01 | 0.00 |
| Monessen (7,640) | 6,822 | 0.189 | 0.09 | 0.01 | 0.00 |
| Sellersville (4,369) | 6,837 | 0.189 | 0.09 | 0.01 | 0.00 |
| Aldan (4,294) | 6,838 | 0.189 | 0.09 | 0.01 | 0.00 |
| Cornwall (3,391) | 6,856 | 0.187 | 0.09 | 0.01 | 0.00 |
| Bradford (7,599) | 6,876 | 0.187 | 0.09 | 0.01 | 0.00 |
| Malvern (3,221) | 6,880 | 0.186 | 0.09 | 0.01 | 0.00 |
| Churchill (2,965) | 6,898 | 0.185 | 0.09 | 0.01 | 0.00 |
| Exeter (6,293) | 6,901 | 0.185 | 0.09 | 0.01 | 0.00 |
| Stowe Township (6,706) | 6,906 | 0.185 | 0.09 | 0.01 | 0.00 |
| DuBois (7,160) | 6,914 | 0.184 | 0.09 | 0.01 | 0.00 |
| Brittany Farms-Highlands (3,268) | 6,915 | 0.184 | 0.09 | 0.01 | 0.00 |
| Boalsburg (3,578) | 6,935 | 0.184 | 0.09 | 0.01 | 0.00 |
| Whitfield (2,952) | 6,955 | 0.182 | 0.09 | 0.01 | 0.00 |
| Greenville (6,251) | 6,966 | 0.181 | 0.08 | 0.01 | 0.00 |
| South Williamsport (5,702) | 6,993 | 0.180 | 0.08 | 0.01 | 0.00 |
| Skippack (2,889) | 7,020 | 0.178 | 0.08 | 0.01 | 0.00 |
| Kutztown (5,379) | 7,025 | 0.178 | 0.08 | 0.01 | 0.00 |

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Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Fleetwood (3,936) | 7,034 | 0.178 | 0.08 | 0.01 | 0.00 |
| Lawnton (3,787) | 7,091 | 0.175 | 0.08 | 0.01 | 0.00 |
| Corry (6,077) | 7,093 | 0.175 | 0.08 | 0.01 | 0.00 |
| Bangor (5,172) | 7,095 | 0.175 | 0.08 | 0.01 | 0.00 |
| Hummelstown (4,518) | 7,099 | 0.175 | 0.08 | 0.01 | 0.00 |
| Bellefonte (5,640) | 7,114 | 0.174 | 0.08 | 0.01 | 0.00 |
| Manheim (4,465) | 7,125 | 0.173 | 0.08 | 0.01 | 0.00 |
| Reamstown (3,498) | 7,128 | 0.173 | 0.08 | 0.01 | 0.00 |
| Clairton (7,300) | 7,129 | 0.173 | 0.08 | 0.01 | 0.00 |
| Tinicum Township (4,353) | 7,130 | 0.173 | 0.08 | 0.01 | 0.00 |
| Palmer Heights (3,612) | 7,138 | 0.173 | 0.08 | 0.01 | 0.00 |
| Meridian (3,794) | 7,148 | 0.172 | 0.08 | 0.01 | 0.00 |
| Pittston (6,795) | 7,184 | 0.171 | 0.08 | 0.01 | 0.00 |
| Milton (6,087) | 7,186 | 0.171 | 0.08 | 0.01 | 0.00 |
| Steelton (5,273) | 7,201 | 0.170 | 0.08 | 0.01 | 0.00 |
| Jim Thorpe (5,098) | 7,209 | 0.170 | 0.08 | 0.01 | 0.00 |
| Monaca (5,428) | 7,213 | 0.170 | 0.08 | 0.01 | 0.00 |
| Fountain Hill (4,523) | 7,223 | 0.169 | 0.08 | 0.01 | 0.00 |
| Shrewsbury (3,627) | 7,253 | 0.168 | 0.08 | 0.01 | 0.00 |
| Royersford (4,576) | 7,265 | 0.168 | 0.08 | 0.01 | 0.00 |
| Hatfield (3,926) | 7,266 | 0.168 | 0.08 | 0.01 | 0.00 |
| Hollidaysburg (5,392) | 7,268 | 0.167 | 0.08 | 0.01 | 0.00 |
| Akron (3,966) | 7,276 | 0.167 | 0.08 | 0.01 | 0.00 |
| Valley Green (3,550) | 7,279 | 0.167 | 0.08 | 0.01 | 0.00 |
| New Britain (2,976) | 7,307 | 0.166 | 0.08 | 0.01 | 0.00 |
| California (7,229) | 7,321 | 0.165 | 0.08 | 0.01 | 0.00 |
| Edinboro (6,675) | 7,326 | 0.165 | 0.08 | 0.01 | 0.00 |
| North Wales (3,251) | 7,338 | 0.165 | 0.08 | 0.01 | 0.00 |
| Lock Haven (8,507) | 7,361 | 0.164 | 0.08 | 0.01 | 0.00 |
| Reiffton (2,888) | 7,371 | 0.163 | 0.08 | 0.01 | 0.00 |
| Somerset (6,036) | 7,380 | 0.163 | 0.08 | 0.01 | 0.00 |
| Taylor (5,662) | 7,417 | 0.161 | 0.08 | 0.01 | 0.00 |
| Chester Heights (2,462) | 7,433 | 0.161 | 0.07 | 0.01 | 0.00 |
| Sayre (5,165) | 7,453 | 0.160 | 0.07 | 0.01 | 0.00 |
| Ambridge (6,541) | 7,463 | 0.159 | 0.07 | 0.01 | 0.00 |
| Beaver (4,075) | 7,465 | 0.159 | 0.07 | 0.01 | 0.00 |
| Dickson City (5,449) | 7,475 | 0.159 | 0.07 | 0.01 | 0.00 |
| Palmerton (5,417) | 7,486 | 0.159 | 0.07 | 0.01 | 0.00 |
| Macungie (3,291) | 7,494 | 0.158 | 0.07 | 0.01 | 0.00 |
| Littlestown (4,633) | 7,504 | 0.158 | 0.07 | 0.01 | 0.00 |
| Cornwells Heights-Eddington (3,406) | 7,518 | 0.157 | 0.07 | 0.01 | 0.00 |
| Annville (4,518) | 7,533 | 0.157 | 0.07 | 0.01 | 0.00 |
| Lewistown (7,835) | 7,534 | 0.157 | 0.07 | 0.01 | 0.00 |
| Lorane (2,994) | 7,545 | 0.156 | 0.07 | 0.01 | 0.00 |
| Franklin (6,204) | 7,566 | 0.156 | 0.07 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Rutherford (3,859) | 7,585 | 0.155 | 0.07 | 0.01 | 0.00 |
| Mountville (3,684) | 7,591 | 0.155 | 0.07 | 0.01 | 0.00 |
| Lewisburg (5,530) | 7,598 | 0.155 | 0.07 | 0.01 | 0.00 |
| Bridgeport (4,513) | 7,603 | 0.155 | 0.07 | 0.01 | 0.00 |
| Selinsgrove (5,342) | 7,618 | 0.154 | 0.07 | 0.01 | 0.00 |
| Lawrence Park (4,048) | 7,641 | 0.153 | 0.07 | 0.01 | 0.00 |
| Tamaqua (5,890) | 7,643 | 0.153 | 0.07 | 0.01 | 0.00 |
| Coraopolis (5,078) | 7,653 | 0.152 | 0.07 | 0.01 | 0.00 |
| Parkesburg (3,624) | 7,680 | 0.151 | 0.07 | 0.01 | 0.00 |
| Eastlawn Gardens (2,832) | 7,719 | 0.149 | 0.07 | 0.01 | 0.00 |
| Hamburg (4,266) | 7,723 | 0.149 | 0.07 | 0.01 | 0.00 |
| Connellsville (7,612) | 7,733 | 0.149 | 0.07 | 0.01 | 0.00 |
| Springetts Manor-Yorklyn (4,156) | 7,735 | 0.149 | 0.07 | 0.01 | 0.00 |
| Boiling Springs (2,769) | 7,750 | 0.148 | 0.07 | 0.01 | 0.00 |
| Rothsville (3,017) | 7,764 | 0.148 | 0.07 | 0.01 | 0.00 |
| Laureldale (3,685) | 7,778 | 0.147 | 0.07 | 0.01 | 0.00 |
| Slatington (4,329) | 7,781 | 0.147 | 0.07 | 0.01 | 0.00 |
| Lehighton (5,536) | 7,782 | 0.147 | 0.07 | 0.01 | 0.00 |
| Wyomissing Hills (2,568) | 7,796 | 0.146 | 0.07 | 0.01 | 0.00 |
| Shippensburg (5,679) | 7,813 | 0.146 | 0.07 | 0.01 | 0.00 |
| Clearfield (5,704) | 7,835 | 0.145 | 0.07 | 0.01 | 0.00 |
| Old Orchard (2,443) | 7,839 | 0.145 | 0.07 | 0.01 | 0.00 |
| Greencastle (3,874) | 7,869 | 0.144 | 0.07 | 0.01 | 0.00 |
| Olyphant (4,722) | 7,887 | 0.143 | 0.07 | 0.01 | 0.00 |
| Bridgeville (4,423) | 7,895 | 0.143 | 0.07 | 0.01 | 0.00 |
| Schuylkill Haven (4,751) | 7,901 | 0.143 | 0.07 | 0.01 | 0.00 |
| Yardley (2,640) | 7,911 | 0.143 | 0.07 | 0.01 | 0.00 |
| Mount Pocono (3,814) | 7,921 | 0.142 | 0.07 | 0.01 | 0.00 |
| Montoursville (4,092) | 7,924 | 0.142 | 0.07 | 0.01 | 0.00 |
| Forty Fort (3,792) | 7,938 | 0.142 | 0.07 | 0.01 | 0.00 |
| Lemoyne (3,838) | 7,942 | 0.142 | 0.07 | 0.01 | 0.00 |
| Boyertown (3,892) | 7,944 | 0.142 | 0.07 | 0.01 | 0.00 |
| Elim (4,175) | 7,953 | 0.141 | 0.07 | 0.01 | 0.00 |
| Stowe (3,585) | 7,957 | 0.141 | 0.07 | 0.01 | 0.00 |
| Stewartstown (3,032) | 7,970 | 0.141 | 0.07 | 0.01 | 0.00 |
| Reserve Township (3,856) | 7,976 | 0.140 | 0.07 | 0.01 | 0.00 |
| Dallastown (4,020) | 7,982 | 0.140 | 0.07 | 0.01 | 0.00 |
| Turtle Creek (5,012) | 7,987 | 0.140 | 0.07 | 0.01 | 0.00 |
| Zelienople (3,742) | 7,988 | 0.140 | 0.07 | 0.01 | 0.00 |
| Punxsutawney (5,734) | 7,994 | 0.140 | 0.07 | 0.01 | 0.00 |
| Chester Township (4,604) | 8,009 | 0.139 | 0.06 | 0.01 | 0.00 |
| West Grove (2,621) | 8,032 | 0.138 | 0.06 | 0.01 | 0.00 |
| Schnecksville (1,989) | 8,039 | 0.138 | 0.06 | 0.01 | 0.00 |
| West Reading (3,873) | 8,044 | 0.138 | 0.06 | 0.01 | 0.00 |
| Pen Argyl (3,701) | 8,047 | 0.138 | 0.06 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Plymouth (5,412) | 8,052 | 0.138 | 0.06 | 0.01 | 0.00 |
| Lima (3,225) | 8,053 | 0.138 | 0.06 | 0.01 | 0.00 |
| Tyrone (5,019) | 8,067 | 0.137 | 0.06 | 0.01 | 0.00 |
| Larksville (4,137) | 8,087 | 0.136 | 0.06 | 0.01 | 0.00 |
| New Brighton (5,616) | 8,117 | 0.135 | 0.06 | 0.01 | 0.00 |
| North East (3,988) | 8,136 | 0.135 | 0.06 | 0.01 | 0.00 |
| West Pittston (4,342) | 8,175 | 0.133 | 0.06 | 0.01 | 0.00 |
| East Greenville (3,053) | 8,182 | 0.133 | 0.06 | 0.01 | 0.00 |
| Leith-Hatfield (2,820) | 8,185 | 0.133 | 0.06 | 0.01 | 0.00 |
| Imperial-Enlow (3,514) | 8,187 | 0.133 | 0.06 | 0.01 | 0.00 |
| Edgeworth (1,426) | 8,224 | 0.131 | 0.06 | 0.01 | 0.00 |
| Edgewood (2,709) | 8,229 | 0.131 | 0.06 | 0.01 | 0.00 |
| New Hope (2,307) | 8,254 | 0.130 | 0.06 | 0.01 | 0.00 |
| Womelsdorf (3,112) | 8,258 | 0.130 | 0.06 | 0.01 | 0.00 |
| Meadowood (2,912) | 8,275 | 0.130 | 0.06 | 0.01 | 0.00 |
| Jessup (4,283) | 8,338 | 0.128 | 0.06 | 0.01 | 0.00 |
| Farrell (6,076) | 8,350 | 0.128 | 0.06 | 0.01 | 0.00 |
| Donora (4,924) | 8,354 | 0.128 | 0.06 | 0.01 | 0.00 |
| West York (3,971) | 8,362 | 0.128 | 0.06 | 0.01 | 0.00 |
| Mohnton (3,309) | 8,371 | 0.127 | 0.06 | 0.01 | 0.00 |
| Honesdale (4,836) | 8,392 | 0.127 | 0.06 | 0.01 | 0.00 |
| Youngwood (4,138) | 8,399 | 0.126 | 0.06 | 0.01 | 0.00 |
| Newtown (2,142) | 8,400 | 0.126 | 0.06 | 0.01 | 0.00 |
| Swoyersville (4,453) | 8,418 | 0.126 | 0.06 | 0.01 | 0.00 |
| Red Hill (2,988) | 8,422 | 0.126 | 0.06 | 0.01 | 0.00 |
| Warminster Heights (4,191) | 8,436 | 0.125 | 0.06 | 0.01 | 0.00 |
| Titusville (5,199) | 8,438 | 0.125 | 0.06 | 0.01 | 0.00 |
| Jersey Shore (4,409) | 8,439 | 0.125 | 0.06 | 0.01 | 0.00 |
| Shamokin (6,665) | 8,448 | 0.125 | 0.06 | 0.01 | 0.00 |
| Campbelltown (2,415) | 8,452 | 0.125 | 0.06 | 0.01 | 0.00 |
| Hokendauqua (3,411) | 8,458 | 0.125 | 0.06 | 0.01 | 0.00 |
| Scottdale (4,174) | 8,471 | 0.124 | 0.06 | 0.01 | 0.00 |
| Spring Mount (2,205) | 8,492 | 0.124 | 0.06 | 0.01 | 0.00 |
| Patterson Township (3,197) | 8,516 | 0.123 | 0.06 | 0.01 | 0.00 |
| Linwood (3,374) | 8,523 | 0.122 | 0.06 | 0.01 | 0.00 |
| Spring City (3,239) | 8,537 | 0.122 | 0.06 | 0.01 | 0.00 |
| West Wyomissing (3,016) | 8,542 | 0.122 | 0.06 | 0.01 | 0.00 |
| Cecil-Bishop (2,585) | 8,565 | 0.121 | 0.06 | 0.01 | 0.00 |
| Maytown (2,604) | 8,577 | 0.121 | 0.06 | 0.01 | 0.00 |
| Sewickley (3,274) | 8,600 | 0.120 | 0.06 | 0.01 | 0.00 |
| Coplay (3,319) | 8,635 | 0.119 | 0.06 | 0.01 | 0.00 |
| Arnold (4,894) | 8,641 | 0.119 | 0.06 | 0.01 | 0.00 |
| Nesquehoning (3,558) | 8,662 | 0.119 | 0.06 | 0.01 | 0.00 |
| Fayetteville (2,774) | 8,664 | 0.118 | 0.06 | 0.01 | 0.00 |
| Avalon (4,366) | 8,665 | 0.118 | 0.06 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Mount Pleasant (4,150) | 8,666 | 0.118 | 0.06 | 0.01 | 0.00 |
| Lake City (3,590) | 8,669 | 0.118 | 0.06 | 0.01 | 0.00 |
| Throop (3,699) | 8,674 | 0.118 | 0.06 | 0.01 | 0.00 |
| Gastonville (3,002) | 8,682 | 0.118 | 0.05 | 0.01 | 0.00 |
| Duryea (3,934) | 8,687 | 0.118 | 0.05 | 0.01 | 0.00 |
| Strasburg (2,648) | 8,691 | 0.118 | 0.05 | 0.01 | 0.00 |
| Skyline View (2,307) | 8,693 | 0.117 | 0.05 | 0.01 | 0.00 |
| Ridgway (3,805) | 8,712 | 0.117 | 0.05 | 0.01 | 0.00 |
| Matamoras (3,373) | 8,714 | 0.117 | 0.05 | 0.01 | 0.00 |
| Vandergrift (4,674) | 8,717 | 0.117 | 0.05 | 0.01 | 0.00 |
| Glassport (4,102) | 8,723 | 0.117 | 0.05 | 0.01 | 0.00 |
| Danville (4,107) | 8,740 | 0.116 | 0.05 | 0.01 | 0.00 |
| Irwin (3,819) | 8,743 | 0.116 | 0.05 | 0.01 | 0.00 |
| Harmony Township (3,373) | 8,752 | 0.116 | 0.05 | 0.01 | 0.00 |
| Sharpsville (3,821) | 8,766 | 0.116 | 0.05 | 0.01 | 0.00 |
| Baden (3,779) | 8,770 | 0.115 | 0.05 | 0.01 | 0.00 |
| Wernersville (2,713) | 8,796 | 0.115 | 0.05 | 0.01 | 0.00 |
| Bath (3,027) | 8,798 | 0.115 | 0.05 | 0.01 | 0.00 |
| Dublin (2,560) | 8,803 | 0.115 | 0.05 | 0.01 | 0.00 |
| Mifflinburg (3,538) | 8,804 | 0.115 | 0.05 | 0.01 | 0.00 |
| Frackville (3,829) | 8,824 | 0.114 | 0.05 | 0.01 | 0.00 |
| McKees Rocks (5,440) | 8,872 | 0.113 | 0.05 | 0.01 | 0.00 |
| Monongahela (4,147) | 8,894 | 0.112 | 0.05 | 0.01 | 0.00 |
| Brookville (3,886) | 8,917 | 0.111 | 0.05 | 0.01 | 0.00 |
| Duquesne (6,048) | 8,924 | 0.111 | 0.05 | 0.01 | 0.00 |
| Morton (2,555) | 8,930 | 0.111 | 0.05 | 0.01 | 0.00 |
| Waynesburg (3,842) | 8,941 | 0.111 | 0.05 | 0.01 | 0.00 |
| Mount Penn (2,874) | 8,950 | 0.110 | 0.05 | 0.01 | 0.00 |
| Rockledge (2,476) | 8,951 | 0.110 | 0.05 | 0.01 | 0.00 |
| Lemont (2,116) | 8,970 | 0.110 | 0.05 | 0.01 | 0.00 |
| Mount Carmel (5,316) | 8,979 | 0.109 | 0.05 | 0.01 | 0.00 |
| Summit Hill (3,119) | 9,017 | 0.108 | 0.05 | 0.01 | 0.00 |
| Orwigsburg (2,740) | 9,022 | 0.108 | 0.05 | 0.01 | 0.00 |
| Lake Meade (1,832) | 9,046 | 0.107 | 0.05 | 0.01 | 0.00 |
| Marysville (2,856) | 9,051 | 0.107 | 0.05 | 0.01 | 0.00 |
| Clarion (5,797) | 9,062 | 0.107 | 0.05 | 0.01 | 0.00 |
| Lansford (4,198) | 9,063 | 0.107 | 0.05 | 0.01 | 0.00 |
| Dallas (2,368) | 9,065 | 0.107 | 0.05 | 0.01 | 0.00 |
| Wormleysburg (2,834) | 9,081 | 0.107 | 0.05 | 0.01 | 0.00 |
| Avon (2,856) | 9,123 | 0.106 | 0.05 | 0.01 | 0.00 |
| Spring Grove (2,668) | 9,131 | 0.106 | 0.05 | 0.01 | 0.00 |
| Dillsburg (3,009) | 9,155 | 0.105 | 0.05 | 0.01 | 0.00 |
| Springdale (3,183) | 9,161 | 0.105 | 0.05 | 0.01 | 0.00 |
| Tyler Run-Queens Gate (2,926) | 9,162 | 0.105 | 0.05 | 0.01 | 0.00 |
| Zion (2,054) | 9,190 | 0.104 | 0.05 | 0.01 | 0.00 |

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Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Manchester (2,696) | 9,195 | 0.104 | 0.05 | 0.01 | 0.00 |
| Alburtis (2,134) | 9,198 | 0.104 | 0.05 | 0.01 | 0.00 |
| Langhorne (1,981) | 9,200 | 0.104 | 0.05 | 0.01 | 0.00 |
| Manor (2,697) | 9,219 | 0.103 | 0.05 | 0.01 | 0.00 |
| Guilford (1,835) | 9,225 | 0.103 | 0.05 | 0.01 | 0.00 |
| Minersville (3,916) | 9,228 | 0.103 | 0.05 | 0.01 | 0.00 |
| Tarentum (4,102) | 9,260 | 0.102 | 0.05 | 0.01 | 0.00 |
| Coopersburg (2,521) | 9,279 | 0.102 | 0.05 | 0.01 | 0.00 |
| Port Vue (3,487) | 9,280 | 0.102 | 0.05 | 0.01 | 0.00 |
| Myerstown (2,986) | 9,305 | 0.101 | 0.05 | 0.01 | 0.00 |
| Emigsville (2,467) | 9,318 | 0.101 | 0.05 | 0.01 | 0.00 |
| Ingram (3,060) | 9,347 | 0.100 | 0.05 | 0.01 | 0.00 |
| Oak Hills (2,335) | 9,366 | 0.100 | 0.05 | 0.01 | 0.00 |
| Rochester (3,436) | 9,416 | 0.099 | 0.05 | 0.01 | 0.00 |
| Centerville (3,075) | 9,417 | 0.099 | 0.05 | 0.01 | 0.00 |
| Wellsboro (3,519) | 9,426 | 0.099 | 0.05 | 0.01 | 0.00 |
| Sand Hill (2,345) | 9,435 | 0.098 | 0.05 | 0.01 | 0.00 |
| Evansburg (1,536) | 9,447 | 0.098 | 0.05 | 0.01 | 0.00 |
| Northumberland (3,302) | 9,456 | 0.098 | 0.05 | 0.01 | 0.00 |
| Wesleyville (3,162) | 9,481 | 0.097 | 0.05 | 0.01 | 0.00 |
| Aspinwall (2,493) | 9,484 | 0.097 | 0.05 | 0.01 | 0.00 |
| East Lansdowne (2,365) | 9,493 | 0.097 | 0.05 | 0.01 | 0.00 |
| Kane (3,431) | 9,495 | 0.097 | 0.05 | 0.01 | 0.00 |
| Kenhorst (2,563) | 9,522 | 0.096 | 0.04 | 0.01 | 0.00 |
| Northern Cambria (4,199) | 9,526 | 0.096 | 0.04 | 0.01 | 0.00 |
| Delmont (2,589) | 9,553 | 0.095 | 0.04 | 0.01 | 0.00 |
| Halfway House (1,823) | 9,554 | 0.095 | 0.04 | 0.01 | 0.00 |
| Charleroi (4,347) | 9,557 | 0.095 | 0.04 | 0.01 | 0.00 |
| Leesport (2,177) | 9,563 | 0.095 | 0.04 | 0.01 | 0.00 |
| Harveys Lake (2,719) | 9,565 | 0.095 | 0.04 | 0.01 | 0.00 |
| Moscow (1,982) | 9,570 | 0.095 | 0.04 | 0.01 | 0.00 |
| Weatherly (2,666) | 9,595 | 0.095 | 0.04 | 0.01 | 0.00 |
| Etna (3,211) | 9,626 | 0.094 | 0.04 | 0.01 | 0.00 |
| McSherrystown (3,101) | 9,667 | 0.093 | 0.04 | 0.01 | 0.00 |
| McGovern (2,538) | 9,669 | 0.093 | 0.04 | 0.01 | 0.00 |
| Lake Wynonah (1,961) | 9,670 | 0.093 | 0.04 | 0.01 | 0.00 |
| Mansfield (3,621) | 9,680 | 0.092 | 0.04 | 0.01 | 0.00 |
| Lebanon South (2,145) | 9,682 | 0.092 | 0.04 | 0.01 | 0.00 |
| Marietta (2,449) | 9,685 | 0.092 | 0.04 | 0.01 | 0.00 |
| Wind Gap (2,834) | 9,689 | 0.092 | 0.04 | 0.01 | 0.00 |
| Wilkes-Barre Township (3,235) | 9,698 | 0.092 | 0.04 | 0.01 | 0.00 |
| Mahanoy City (4,046) | 9,717 | 0.091 | 0.04 | 0.01 | 0.00 |
| Athens (3,049) | 9,723 | 0.091 | 0.04 | 0.01 | 0.00 |
| Walnutport (2,345) | 9,736 | 0.091 | 0.04 | 0.01 | 0.00 |
| Freeland (3,055) | 9,752 | 0.090 | 0.04 | 0.01 | 0.00 |

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Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Mount Oliver (3,458) | 9,769 | 0.090 | 0.04 | 0.00 | 0.00 |
| Garden View (2,679) | 9,770 | 0.090 | 0.04 | 0.00 | 0.00 |
| Towanda (2,687) | 9,796 | 0.089 | 0.04 | 0.00 | 0.00 |
| Bryn Athyn (1,395) | 9,819 | 0.089 | 0.04 | 0.00 | 0.00 |
| Mount Cobb (2,140) | 9,823 | 0.089 | 0.04 | 0.00 | 0.00 |
| Conneaut Lakeshore (2,502) | 9,858 | 0.088 | 0.04 | 0.00 | 0.00 |
| Blairsville (3,090) | 9,868 | 0.088 | 0.04 | 0.00 | 0.00 |
| Penbrook (2,674) | 9,877 | 0.088 | 0.04 | 0.00 | 0.00 |
| New Wilmington (2,571) | 9,880 | 0.088 | 0.04 | 0.00 | 0.00 |
| Robesonia (2,102) | 9,882 | 0.088 | 0.04 | 0.00 | 0.00 |
| Girard (2,777) | 9,885 | 0.088 | 0.04 | 0.00 | 0.00 |
| Bradfordwoods (1,009) | 9,930 | 0.087 | 0.04 | 0.00 | 0.00 |
| Trafford (2,843) | 9,933 | 0.087 | 0.04 | 0.00 | 0.00 |
| Bressler-Enhaut-Oberlin (2,809) | 9,943 | 0.087 | 0.04 | 0.00 | 0.00 |
| Belmont (2,846) | 9,948 | 0.086 | 0.04 | 0.00 | 0.00 |
| Dover (2,247) | 9,963 | 0.086 | 0.04 | 0.00 | 0.00 |
| Wolfdale (2,873) | 9,964 | 0.086 | 0.04 | 0.00 | 0.00 |
| West Wyoming (2,467) | 9,998 | 0.085 | 0.04 | 0.00 | 0.00 |
| Topton (2,003) | 10,000 | 0.085 | 0.04 | 0.00 | 0.00 |
| Cleona (2,030) | 10,047 | 0.084 | 0.04 | 0.00 | 0.00 |
| Parkside (2,083) | 10,055 | 0.084 | 0.04 | 0.00 | 0.00 |
| Atglen (1,868) | 10,069 | 0.084 | 0.04 | 0.00 | 0.00 |
| Wyoming (2,691) | 10,073 | 0.084 | 0.04 | 0.00 | 0.00 |
| Susquehanna Trails (2,134) | 10,110 | 0.083 | 0.04 | 0.00 | 0.00 |
| Clarks Green (1,438) | 10,180 | 0.082 | 0.04 | 0.00 | 0.00 |
| Brackenridge (2,923) | 10,192 | 0.082 | 0.04 | 0.00 | 0.00 |
| Millvale (3,309) | 10,199 | 0.081 | 0.04 | 0.00 | 0.00 |
| Ben Avon (1,594) | 10,209 | 0.081 | 0.04 | 0.00 | 0.00 |
| Tullytown (1,912) | 10,226 | 0.081 | 0.04 | 0.00 | 0.00 |
| Lawson Heights (2,339) | 10,238 | 0.081 | 0.04 | 0.00 | 0.00 |
| Coudersport (2,424) | 10,241 | 0.081 | 0.04 | 0.00 | 0.00 |
| Toughkenamon (1,375) | 10,244 | 0.081 | 0.04 | 0.00 | 0.00 |
| Union City (3,181) | 10,253 | 0.080 | 0.04 | 0.00 | 0.00 |
| Shenandoah (4,619) | 10,261 | 0.080 | 0.04 | 0.00 | 0.00 |
| West Hazleton (2,997) | 10,277 | 0.080 | 0.04 | 0.00 | 0.00 |
| Rheems (1,557) | 10,295 | 0.080 | 0.04 | 0.00 | 0.00 |
| Ebensburg (2,624) | 10,309 | 0.079 | 0.04 | 0.00 | 0.00 |
| Penndel (2,352) | 10,328 | 0.079 | 0.04 | 0.00 | 0.00 |
| Laflin (1,532) | 10,336 | 0.079 | 0.04 | 0.00 | 0.00 |
| Quarryville (2,360) | 10,382 | 0.078 | 0.04 | 0.00 | 0.00 |
| Emsworth (2,161) | 10,396 | 0.078 | 0.04 | 0.00 | 0.00 |
| Avoca (2,410) | 10,401 | 0.078 | 0.04 | 0.00 | 0.00 |
| Edwardsville (4,214) | 10,402 | 0.078 | 0.04 | 0.00 | 0.00 |
| Eddystone (2,243) | 10,412 | 0.078 | 0.04 | 0.00 | 0.00 |
| Windber (3,580) | 10,463 | 0.077 | 0.04 | 0.00 | 0.00 |

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Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Nixon (1,404) | 10,493 | 0.077 | 0.04 | 0.00 | 0.00 |
| Houserville (1,809) | 10,495 | 0.077 | 0.04 | 0.00 | 0.00 |
| West Conshohocken (1,464) | 10,520 | 0.076 | 0.04 | 0.00 | 0.00 |
| Bedford (2,875) | 10,523 | 0.076 | 0.04 | 0.00 | 0.00 |
| Pleasant Hill (2,301) | 10,530 | 0.076 | 0.04 | 0.00 | 0.00 |
| Slippery Rock (3,322) | 10,556 | 0.076 | 0.04 | 0.00 | 0.00 |
| Freemansburg (1,837) | 10,564 | 0.076 | 0.04 | 0.00 | 0.00 |
| East Berwick (1,998) | 10,586 | 0.075 | 0.04 | 0.00 | 0.00 |
| Wickerham Manor-Fisher (1,783) | 10,595 | 0.075 | 0.03 | 0.00 | 0.00 |
| Schwenksville (1,811) | 10,599 | 0.075 | 0.03 | 0.00 | 0.00 |
| New Stanton (2,498) | 10,614 | 0.075 | 0.03 | 0.00 | 0.00 |
| Millersburg (2,296) | 10,620 | 0.075 | 0.03 | 0.00 | 0.00 |
| Kittanning (3,834) | 10,627 | 0.074 | 0.03 | 0.00 | 0.00 |
| Conyngham (1,649) | 10,638 | 0.074 | 0.03 | 0.00 | 0.00 |
| Shoemakersville (2,098) | 10,659 | 0.074 | 0.03 | 0.00 | 0.00 |
| Upland (2,746) | 10,680 | 0.074 | 0.03 | 0.00 | 0.00 |
| Dupont (2,446) | 10,698 | 0.073 | 0.03 | 0.00 | 0.00 |
| Riverside (1,737) | 10,701 | 0.073 | 0.03 | 0.00 | 0.00 |
| Wayne Heights (1,805) | 10,708 | 0.073 | 0.03 | 0.00 | 0.00 |
| Ashland (2,872) | 10,741 | 0.073 | 0.03 | 0.00 | 0.00 |
| Glen Rock (1,898) | 10,745 | 0.073 | 0.03 | 0.00 | 0.00 |
| Liberty (2,211) | 10,762 | 0.072 | 0.03 | 0.00 | 0.00 |
| Derry (2,616) | 10,766 | 0.072 | 0.03 | 0.00 | 0.00 |
| Highspire (2,419) | 10,784 | 0.072 | 0.03 | 0.00 | 0.00 |
| Pitcairn (3,017) | 10,789 | 0.072 | 0.03 | 0.00 | 0.00 |
| Linntown (1,542) | 10,826 | 0.072 | 0.03 | 0.00 | 0.00 |
| Mount Holly Springs (1,894) | 10,832 | 0.071 | 0.03 | 0.00 | 0.00 |
| Wrightsville (2,058) | 10,833 | 0.071 | 0.03 | 0.00 | 0.00 |
| Elysburg (2,067) | 10,843 | 0.071 | 0.03 | 0.00 | 0.00 |
| Philipsburg (2,704) | 10,849 | 0.071 | 0.03 | 0.00 | 0.00 |
| Masontown (3,184) | 10,854 | 0.071 | 0.03 | 0.00 | 0.00 |
| Pennville (1,964) | 10,861 | 0.071 | 0.03 | 0.00 | 0.00 |
| Brodheadsville (1,637) | 10,883 | 0.070 | 0.03 | 0.00 | 0.00 |
| Evans City (1,845) | 10,888 | 0.070 | 0.03 | 0.00 | 0.00 |
| Muncy (2,244) | 10,921 | 0.070 | 0.03 | 0.00 | 0.00 |
| Roaring Spring (2,123) | 10,946 | 0.070 | 0.03 | 0.00 | 0.00 |
| Colwyn (2,262) | 10,950 | 0.070 | 0.03 | 0.00 | 0.00 |
| Ashley (2,433) | 10,988 | 0.069 | 0.03 | 0.00 | 0.00 |
| Gap (1,611) | 11,003 | 0.069 | 0.03 | 0.00 | 0.00 |
| Kulpmont (2,525) | 11,024 | 0.069 | 0.03 | 0.00 | 0.00 |
| New Oxford (1,983) | 11,053 | 0.068 | 0.03 | 0.00 | 0.00 |
| Verona (2,587) | 11,072 | 0.068 | 0.03 | 0.00 | 0.00 |
| Port Allegany (2,093) | 11,076 | 0.068 | 0.03 | 0.00 | 0.00 |
| Avonia (1,331) | 11,078 | 0.068 | 0.03 | 0.00 | 0.00 |
| Honey Brook (1,571) | 11,092 | 0.068 | 0.03 | 0.00 | 0.00 |

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Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| New Eagle (2,383) | 11,100 | 0.067 | 0.03 | 0.00 | 0.00 |
| Oakwood (2,249) | 11,114 | 0.067 | 0.03 | 0.00 | 0.00 |
| Ford City (2,956) | 11,127 | 0.067 | 0.03 | 0.00 | 0.00 |
| Richlandtown (1,565) | 11,184 | 0.066 | 0.03 | 0.00 | 0.00 |
| Russellton (1,530) | 11,187 | 0.066 | 0.03 | 0.00 | 0.00 |
| Flying Hills (1,191) | 11,213 | 0.066 | 0.03 | 0.00 | 0.00 |
| Jermyn (2,161) | 11,218 | 0.066 | 0.03 | 0.00 | 0.00 |
| Pleasant Gap (1,611) | 11,237 | 0.065 | 0.03 | 0.00 | 0.00 |
| West Newton (2,684) | 11,305 | 0.065 | 0.03 | 0.00 | 0.00 |
| Johnsonburg (2,478) | 11,335 | 0.064 | 0.03 | 0.00 | 0.00 |
| Brockway (1,996) | 11,347 | 0.064 | 0.03 | 0.00 | 0.00 |
| Adamstown (1,582) | 11,352 | 0.064 | 0.03 | 0.00 | 0.00 |
| South Connellsville (2,037) | 11,367 | 0.064 | 0.03 | 0.00 | 0.00 |
| Conway (2,010) | 11,370 | 0.064 | 0.03 | 0.00 | 0.00 |
| Luzerne (2,486) | 11,373 | 0.064 | 0.03 | 0.00 | 0.00 |
| Kenilworth (1,576) | 11,385 | 0.064 | 0.03 | 0.00 | 0.00 |
| Pine Grove (1,907) | 11,394 | 0.063 | 0.03 | 0.00 | 0.00 |
| Cambridge Springs (2,136) | 11,398 | 0.063 | 0.03 | 0.00 | 0.00 |
| Oliver (2,925) | 11,402 | 0.063 | 0.03 | 0.00 | 0.00 |
| Warren South (1,651) | 11,444 | 0.063 | 0.03 | 0.00 | 0.00 |
| Sharpsburg (2,953) | 11,461 | 0.063 | 0.03 | 0.00 | 0.00 |
| Bonneauville (1,662) | 11,496 | 0.062 | 0.03 | 0.00 | 0.00 |
| Roseto (1,679) | 11,497 | 0.062 | 0.03 | 0.00 | 0.00 |
| Lynnwood-Pricedale (2,168) | 11,533 | 0.062 | 0.03 | 0.00 | 0.00 |
| Newmanstown (1,536) | 11,541 | 0.061 | 0.03 | 0.00 | 0.00 |
| McDonald (1,979) | 11,570 | 0.061 | 0.03 | 0.00 | 0.00 |
| Brickerville (1,287) | 11,579 | 0.061 | 0.03 | 0.00 | 0.00 |
| Fairview-Ferndale (2,411) | 11,580 | 0.061 | 0.03 | 0.00 | 0.00 |
| Orchard Hills (2,152) | 11,598 | 0.061 | 0.03 | 0.00 | 0.00 |
| Richland (1,431) | 11,599 | 0.061 | 0.03 | 0.00 | 0.00 |
| Industry (1,715) | 11,607 | 0.061 | 0.03 | 0.00 | 0.00 |
| Cheswick (1,600) | 11,633 | 0.060 | 0.03 | 0.00 | 0.00 |
| Weissport East (1,936) | 11,648 | 0.060 | 0.03 | 0.00 | 0.00 |
| Trevorton (2,010) | 11,675 | 0.060 | 0.03 | 0.00 | 0.00 |
| Calumet-Norvelt (1,682) | 11,706 | 0.059 | 0.03 | 0.00 | 0.00 |
| Baidland (1,576) | 11,713 | 0.059 | 0.03 | 0.00 | 0.00 |
| Ramblewood (1,054) | 11,732 | 0.059 | 0.03 | 0.00 | 0.00 |
| Altamont (2,689) | 11,736 | 0.059 | 0.03 | 0.00 | 0.00 |
| Valley View (1,677) | 11,739 | 0.059 | 0.03 | 0.00 | 0.00 |
| Pymatuning Central (2,216) | 11,745 | 0.059 | 0.03 | 0.00 | 0.00 |
| Paxtang (1,367) | 11,759 | 0.059 | 0.03 | 0.00 | 0.00 |
| Curwensville (2,309) | 11,773 | 0.058 | 0.03 | 0.00 | 0.00 |
| Tipton (1,225) | 11,783 | 0.058 | 0.03 | 0.00 | 0.00 |
| Bentleyville (2,336) | 11,786 | 0.058 | 0.03 | 0.00 | 0.00 |
| Lake Heritage (1,136) | 11,788 | 0.058 | 0.03 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|-----------------|------------------|----------------|-----------------|--------------|
| East Berlin (1,609) | 11,804 | 0.058 | 0.03 | 0.00 | 0.00 |
| Burnham (1,883) | 11,821 | 0.058 | 0.03 | 0.00 | 0.00 |
| Reynoldsville (2,480) | 11,853 | 0.058 | 0.03 | 0.00 | 0.00 |
| Terre Hill (1,307) | 11,883 | 0.057 | 0.03 | 0.00 | 0.00 |
| West Lawn (1,515) | 11,884 | 0.057 | 0.03 | 0.00 | 0.00 |
| Midland (2,653) | 11,898 | 0.057 | 0.03 | 0.00 | 0.00 |
| Shiremanstown (1,392) | 11,914 | 0.057 | 0.03 | 0.00 | 0.00 |
| Oakdale (1,312) | 11,924 | 0.057 | 0.03 | 0.00 | 0.00 |
| Homestead (3,669) | 11,938 | 0.057 | 0.03 | 0.00 | 0.00 |
| Mercer (2,039) | 11,950 | 0.056 | 0.03 | 0.00 | 0.00 |
| Marcus Hook (2,152) | 11,954 | 0.056 | 0.03 | 0.00 | 0.00 |
| Hopwood (2,006) | 11,967 | 0.056 | 0.03 | 0.00 | 0.00 |
| Trainer (1,767) | 11,976 | 0.056 | 0.03 | 0.00 | 0.00 |
| Bellwood (1,748) | 11,980 | 0.056 | 0.03 | 0.00 | 0.00 |
| Friedens (1,673) | 11,985 | 0.056 | 0.03 | 0.00 | 0.00 |
| West Homestead (1,812) | 11,990 | 0.056 | 0.03 | 0.00 | 0.00 |
| Watsonstown (1,922) | 12,025 | 0.055 | 0.03 | 0.00 | 0.00 |
| Bally (1,214) | 12,043 | 0.055 | 0.03 | 0.00 | 0.00 |
| Trumbauersville (1,124) | 12,111 | 0.055 | 0.03 | 0.00 | 0.00 |
| Portage (2,379) | 12,137 | 0.054 | 0.03 | 0.00 | 0.00 |
| Leechburg (2,104) | 12,185 | 0.054 | 0.03 | 0.00 | 0.00 |
| Berlin (1,974) | 12,191 | 0.054 | 0.02 | 0.00 | 0.00 |
| Silverdale (920) | 12,229 | 0.053 | 0.02 | 0.00 | 0.00 |
| Sandy (1,687) | 12,235 | 0.053 | 0.02 | 0.00 | 0.00 |
| Lykens (1,687) | 12,241 | 0.053 | 0.02 | 0.00 | 0.00 |
| Belfast (1,301) | 12,254 | 0.053 | 0.02 | 0.00 | 0.00 |
| North Belle Vernon (1,850) | 12,266 | 0.053 | 0.02 | 0.00 | 0.00 |
| Hasson Heights (1,495) | 12,274 | 0.053 | 0.02 | 0.00 | 0.00 |
| Hometown (1,399) | 12,277 | 0.053 | 0.02 | 0.00 | 0.00 |
| Perryopolis (1,695) | 12,330 | 0.052 | 0.02 | 0.00 | 0.00 |
| Emporium (1,947) | 12,353 | 0.052 | 0.02 | 0.00 | 0.00 |
| Salix-Beauty Line Park (1,259) | 12,362 | 0.052 | 0.02 | 0.00 | 0.00 |
| East McKeesport (1,956) | 12,364 | 0.052 | 0.02 | 0.00 | 0.00 |
| Hughesville (1,885) | 12,376 | 0.051 | 0.02 | 0.00 | 0.00 |
| Highland Park (1,446) | 12,396 | 0.051 | 0.02 | 0.00 | 0.00 |
| Martinsburg (2,029) | 12,404 | 0.051 | 0.02 | 0.00 | 0.00 |
| Hughestown (1,309) | 12,434 | 0.051 | 0.02 | 0.00 | 0.00 |
| Cressona (1,366) | 12,457 | 0.050 | 0.02 | 0.00 | 0.00 |
| Glenburn (1,212) | 12,466 | 0.050 | 0.02 | 0.00 | 0.00 |
| Tunkhannock (1,677) | 12,484 | 0.050 | 0.02 | 0.00 | 0.00 |
| Pine Grove Mills (1,141) | 12,486 | 0.050 | 0.02 | 0.00 | 0.00 |
| Saxonburg (1,675) | 12,501 | 0.050 | 0.02 | 0.00 | 0.00 |
| Waterford (1,420) | 12,505 | 0.050 | 0.02 | 0.00 | 0.00 |
| Mars (1,617) | 12,527 | 0.050 | 0.02 | 0.00 | 0.00 |
| Vinco (1,429) | 12,537 | 0.050 | 0.02 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Pennsylvania - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|---------------|--------------|--------------|-------------|
| Mount Wolf (1,267) | 12,540 | 0.050 | 0.02 | 0.00 | 0.00 |
| Mont Alto (1,428) | 12,574 | 0.049 | 0.02 | 0.00 | 0.00 |
| Dunnstown (1,365) | 12,625 | 0.049 | 0.02 | 0.00 | 0.00 |
| Dalton (1,099) | 12,645 | 0.049 | 0.02 | 0.00 | 0.00 |
| Smethport (1,498) | 12,646 | 0.049 | 0.02 | 0.00 | 0.00 |
| Fairchance (1,949) | 12,648 | 0.049 | 0.02 | 0.00 | 0.00 |
| Mercersburg (1,591) | 12,679 | 0.048 | 0.02 | 0.00 | 0.00 |
| Port Carbon (1,680) | 12,681 | 0.048 | 0.02 | 0.00 | 0.00 |
| Jacobus (1,169) | 12,701 | 0.048 | 0.02 | 0.00 | 0.00 |
| Meyersdale (2,092) | 12,714 | 0.048 | 0.02 | 0.00 | 0.00 |
| Milford (1,536) | 12,717 | 0.048 | 0.02 | 0.00 | 0.00 |
| Biglerville (1,288) | 12,743 | 0.048 | 0.02 | 0.00 | 0.00 |
| Waymart (1,447) | 12,768 | 0.047 | 0.02 | 0.00 | 0.00 |
| Dravosburg (1,662) | 12,795 | 0.047 | 0.02 | 0.00 | 0.00 |
| Shenandoah Heights (1,298) | 12,802 | 0.047 | 0.02 | 0.00 | 0.00 |
| Braddock Hills (1,656) | 12,819 | 0.047 | 0.02 | 0.00 | 0.00 |
| Avondale (1,073) | 12,821 | 0.047 | 0.02 | 0.00 | 0.00 |
| Christiana (1,028) | 12,866 | 0.046 | 0.02 | 0.00 | 0.00 |
| Total 6,131,943 | | 214.29 | 100.0 | 11.88 | 2.08 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

5.19 CITIES SORTED BY ZIPCODE - PENNSYLVANIA

Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Aliquippa (15001; 9,971) | 6,068 | 0.232 | 0.11 | 0.01 | 0.00 |
| Harmony Township (15003; 3,373) | 8,752 | 0.116 | 0.05 | 0.01 | 0.00 |
| Ambridge (15003; 6,541) | 7,463 | 0.159 | 0.07 | 0.01 | 0.00 |
| Baden (15005; 3,779) | 8,770 | 0.115 | 0.05 | 0.01 | 0.00 |
| Beaver (15009; 4,075) | 7,465 | 0.159 | 0.07 | 0.01 | 0.00 |
| Beaver Falls (15010; 8,427) | 6,491 | 0.206 | 0.10 | 0.01 | 0.00 |
| Patterson Township (15010; 3,197) | 8,516 | 0.123 | 0.06 | 0.01 | 0.00 |
| North Belle Vernon (15012; 1,850) | 12,266 | 0.053 | 0.02 | 0.00 | 0.00 |
| Lynnwood-Pricedale (15012; 2,168) | 11,533 | 0.062 | 0.03 | 0.00 | 0.00 |
| Brackenridge (15014; 2,923) | 10,192 | 0.082 | 0.04 | 0.00 | 0.00 |
| Bradfordwoods (15015; 1,009) | 9,930 | 0.087 | 0.04 | 0.00 | 0.00 |
| Bridgeville (15017; 4,423) | 7,895 | 0.143 | 0.07 | 0.01 | 0.00 |
| Charleroi (15022; 4,347) | 9,557 | 0.095 | 0.04 | 0.01 | 0.00 |
| Cheswick (15024; 1,600) | 11,633 | 0.060 | 0.03 | 0.00 | 0.00 |
| Clairton (15025; 7,300) | 7,129 | 0.173 | 0.08 | 0.01 | 0.00 |
| Jefferson Hills (15025; 9,666) | 3,959 | 0.454 | 0.21 | 0.03 | 0.00 |
| Conway (15027; 2,010) | 11,370 | 0.064 | 0.03 | 0.00 | 0.00 |
| Donora (15033; 4,924) | 8,354 | 0.128 | 0.06 | 0.01 | 0.00 |
| Dravosburg (15034; 1,662) | 12,795 | 0.047 | 0.02 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| East McKeesport (15035; 1,956) | 12,364 | 0.052 | 0.02 | 0.00 | 0.00 |
| Glassport (15045; 4,102) | 8,723 | 0.117 | 0.05 | 0.01 | 0.00 |
| Industry (15052; 1,715) | 11,607 | 0.061 | 0.03 | 0.00 | 0.00 |
| McDonald (15057; 1,979) | 11,570 | 0.061 | 0.03 | 0.00 | 0.00 |
| Midland (15059; 2,653) | 11,898 | 0.057 | 0.03 | 0.00 | 0.00 |
| Monaca (15061; 5,428) | 7,213 | 0.170 | 0.08 | 0.01 | 0.00 |
| Monessen (15062; 7,640) | 6,822 | 0.189 | 0.09 | 0.01 | 0.00 |
| Wickerham Manor-Fisher (15063; 1,783) | 10,595 | 0.075 | 0.03 | 0.00 | 0.00 |
| Monongahela (15063; 4,147) | 8,894 | 0.112 | 0.05 | 0.01 | 0.00 |
| Baidland (15063; 1,576) | 11,713 | 0.059 | 0.03 | 0.00 | 0.00 |
| New Brighton (15066; 5,616) | 8,117 | 0.135 | 0.06 | 0.01 | 0.00 |
| New Eagle (15067; 2,383) | 11,100 | 0.067 | 0.03 | 0.00 | 0.00 |
| Arnold (15068; 4,894) | 8,641 | 0.119 | 0.06 | 0.01 | 0.00 |
| Lower Burrell (15068; 12,260) | 3,885 | 0.467 | 0.22 | 0.03 | 0.00 |
| New Kensington (15068; 12,961) | 4,596 | 0.367 | 0.17 | 0.02 | 0.00 |
| Oakdale (15071; 1,312) | 11,924 | 0.057 | 0.03 | 0.00 | 0.00 |
| Rochester (15074; 3,436) | 9,416 | 0.099 | 0.05 | 0.01 | 0.00 |
| Russellton (15076; 1,530) | 11,187 | 0.066 | 0.03 | 0.00 | 0.00 |
| Tarentum (15084; 4,102) | 9,260 | 0.102 | 0.05 | 0.01 | 0.00 |
| Trafford (15085; 2,843) | 9,933 | 0.087 | 0.04 | 0.00 | 0.00 |
| West Newton (15089; 2,684) | 11,305 | 0.065 | 0.03 | 0.00 | 0.00 |
| Hampton Township (15101; 17,526) | 2,128 | 0.981 | 0.46 | 0.05 | 0.01 |
| Bethel Park (15102; 30,187) | 1,420 | 1.507 | 0.70 | 0.08 | 0.01 |
| Scott Township (15106; 17,288) | 2,800 | 0.713 | 0.33 | 0.04 | 0.01 |
| Carnegie (15106; 7,737) | 6,039 | 0.234 | 0.11 | 0.01 | 0.00 |
| Carnot-Moon (15108; 10,637) | 3,767 | 0.488 | 0.23 | 0.03 | 0.00 |
| Coraopolis (15108; 5,078) | 7,653 | 0.152 | 0.07 | 0.01 | 0.00 |
| Kennedy Township (15108; 7,504) | 4,890 | 0.335 | 0.16 | 0.02 | 0.00 |
| Duquesne (15110; 6,048) | 8,924 | 0.111 | 0.05 | 0.01 | 0.00 |
| Homestead (15120; 3,669) | 11,938 | 0.057 | 0.03 | 0.00 | 0.00 |
| West Homestead (15120; 1,812) | 11,990 | 0.056 | 0.03 | 0.00 | 0.00 |
| Munhall (15120; 10,156) | 5,125 | 0.310 | 0.14 | 0.02 | 0.00 |
| Imperial-Enlow (15126; 3,514) | 8,187 | 0.133 | 0.06 | 0.01 | 0.00 |
| South Park Township (15129; 14,340) | 2,909 | 0.679 | 0.32 | 0.04 | 0.01 |
| White Oak (15131; 7,848) | 5,480 | 0.277 | 0.13 | 0.02 | 0.00 |
| Port Vue (15133; 3,487) | 9,280 | 0.102 | 0.05 | 0.01 | 0.00 |
| McKeesport (15135; 20,332) | 3,996 | 0.448 | 0.21 | 0.02 | 0.00 |
| Stowe Township (15136; 6,706) | 6,906 | 0.185 | 0.09 | 0.01 | 0.00 |
| Robinson Township (15136; 12,289) | 3,099 | 0.630 | 0.29 | 0.03 | 0.01 |
| McKees Rocks (15136; 5,440) | 8,872 | 0.113 | 0.05 | 0.01 | 0.00 |
| North Versailles (15137; 11,125) | 5,062 | 0.316 | 0.15 | 0.02 | 0.00 |
| Oakmont (15139; 5,996) | 6,051 | 0.234 | 0.11 | 0.01 | 0.00 |
| Pitcairn (15140; 3,017) | 10,789 | 0.072 | 0.03 | 0.00 | 0.00 |
| Edgeworth (15143; 1,426) | 8,224 | 0.131 | 0.06 | 0.01 | 0.00 |
| Sewickley (15143; 3,274) | 8,600 | 0.120 | 0.06 | 0.01 | 0.00 |

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| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Springdale (15144; 3,183) | 9,161 | 0.105 | 0.05 | 0.01 | 0.00 |
| Wilkins Township (15145; 6,917) | 5,950 | 0.240 | 0.11 | 0.01 | 0.00 |
| Turtle Creek (15145; 5,012) | 7,987 | 0.140 | 0.07 | 0.01 | 0.00 |
| Verona (15147; 2,587) | 11,072 | 0.068 | 0.03 | 0.00 | 0.00 |
| Emsworth (15202; 2,161) | 10,396 | 0.078 | 0.04 | 0.00 | 0.00 |
| Ben Avon (15202; 1,594) | 10,209 | 0.081 | 0.04 | 0.00 | 0.00 |
| Bellevue (15202; 7,265) | 6,383 | 0.212 | 0.10 | 0.01 | 0.00 |
| Avalon (15202; 4,366) | 8,665 | 0.118 | 0.06 | 0.01 | 0.00 |
| Crafton (15205; 5,511) | 6,681 | 0.196 | 0.09 | 0.01 | 0.00 |
| Ingram (15205; 3,060) | 9,347 | 0.100 | 0.05 | 0.01 | 0.00 |
| Millvale (15209; 3,309) | 10,199 | 0.081 | 0.04 | 0.00 | 0.00 |
| Shaler Township (15209; 29,757) | 1,572 | 1.357 | 0.63 | 0.08 | 0.01 |
| Mount Oliver (15210; 3,458) | 9,769 | 0.090 | 0.04 | 0.00 | 0.00 |
| Reserve Township (15212; 3,856) | 7,976 | 0.140 | 0.07 | 0.01 | 0.00 |
| Aspinwall (15215; 2,493) | 9,484 | 0.097 | 0.05 | 0.01 | 0.00 |
| Sharpsburg (15215; 2,953) | 11,461 | 0.063 | 0.03 | 0.00 | 0.00 |
| O'Hara Township (15215; 8,856) | 3,426 | 0.557 | 0.26 | 0.03 | 0.01 |
| Dormont (15216; 7,607) | 5,505 | 0.275 | 0.13 | 0.02 | 0.00 |
| Swissvale (15218; 7,931) | 6,076 | 0.232 | 0.11 | 0.01 | 0.00 |
| Churchill (15221; 2,965) | 6,898 | 0.185 | 0.09 | 0.01 | 0.00 |
| Forest Hills (15221; 5,684) | 5,990 | 0.237 | 0.11 | 0.01 | 0.00 |
| Braddock Hills (15221; 1,656) | 12,819 | 0.047 | 0.02 | 0.00 | 0.00 |
| Wilkinsburg (15221; 15,841) | 4,394 | 0.391 | 0.18 | 0.02 | 0.00 |
| Etna (15223; 3,211) | 9,626 | 0.094 | 0.04 | 0.01 | 0.00 |
| Brentwood (15227; 8,597) | 5,286 | 0.295 | 0.14 | 0.02 | 0.00 |
| Mount Lebanon (15228; 33,017) | 1,127 | 1.863 | 0.87 | 0.10 | 0.02 |
| Ross Township (15229; 32,551) | 1,517 | 1.406 | 0.66 | 0.08 | 0.01 |
| West View (15229; 6,127) | 6,292 | 0.218 | 0.10 | 0.01 | 0.00 |
| Baldwin (15234; 16,774) | 3,079 | 0.635 | 0.30 | 0.04 | 0.01 |
| Castle Shannon (15234; 7,926) | 5,451 | 0.280 | 0.13 | 0.02 | 0.00 |
| Penn Hills (15235; 46,809) | 1,221 | 1.736 | 0.81 | 0.10 | 0.02 |
| Pleasant Hills (15236; 7,135) | 4,907 | 0.333 | 0.16 | 0.02 | 0.00 |
| West Mifflin (15236; 19,078) | 3,060 | 0.640 | 0.30 | 0.04 | 0.01 |
| McCandless Township (15237; 29,022) | 1,275 | 1.675 | 0.78 | 0.09 | 0.02 |
| Fox Chapel (15238; 4,934) | 2,927 | 0.675 | 0.31 | 0.04 | 0.01 |
| Plum (15239; 25,891) | 1,808 | 1.163 | 0.54 | 0.06 | 0.01 |
| Upper St. Clair (15241; 20,053) | 1,315 | 1.630 | 0.76 | 0.09 | 0.02 |
| Pittsburgh (15255; 288,864) | 162 | 7.666 | 3.58 | 0.42 | 0.07 |
| Wolfdale (15301; 2,873) | 9,964 | 0.086 | 0.04 | 0.00 | 0.00 |
| Washington (15301; 13,678) | 4,958 | 0.327 | 0.15 | 0.02 | 0.00 |
| Bentleyville (15314; 2,336) | 11,786 | 0.058 | 0.03 | 0.00 | 0.00 |
| Canonsburg (15317; 9,504) | 5,506 | 0.275 | 0.13 | 0.02 | 0.00 |
| McMurray (15317; 4,726) | 4,661 | 0.359 | 0.17 | 0.02 | 0.00 |
| Thompsonville (15317; 3,592) | 5,836 | 0.250 | 0.12 | 0.01 | 0.00 |
| Cecil-Bishop (15321; 2,585) | 8,565 | 0.121 | 0.06 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Gastonville (15336; 3,002) | 8,682 | 0.118 | 0.05 | 0.01 | 0.00 |
| McGovern (15342; 2,538) | 9,669 | 0.093 | 0.04 | 0.01 | 0.00 |
| Waynesburg (15370; 3,842) | 8,941 | 0.111 | 0.05 | 0.01 | 0.00 |
| Leith-Hatfield (15401; 2,820) | 8,185 | 0.133 | 0.06 | 0.01 | 0.00 |
| Uniontown (15401; 11,045) | 6,612 | 0.200 | 0.09 | 0.01 | 0.00 |
| California (15419; 7,229) | 7,321 | 0.165 | 0.08 | 0.01 | 0.00 |
| South Connellsville (15425; 2,037) | 11,367 | 0.064 | 0.03 | 0.00 | 0.00 |
| Connellsville (15425; 7,612) | 7,733 | 0.149 | 0.07 | 0.01 | 0.00 |
| Fairchance (15436; 1,949) | 12,648 | 0.049 | 0.02 | 0.00 | 0.00 |
| Hopwood (15445; 2,006) | 11,967 | 0.056 | 0.03 | 0.00 | 0.00 |
| Masontown (15461; 3,184) | 10,854 | 0.071 | 0.03 | 0.00 | 0.00 |
| Oliver (15472; 2,925) | 11,402 | 0.063 | 0.03 | 0.00 | 0.00 |
| Perryopolis (15473; 1,695) | 12,330 | 0.052 | 0.02 | 0.00 | 0.00 |
| Somerset (15501; 6,036) | 7,380 | 0.163 | 0.08 | 0.01 | 0.00 |
| Bedford (15522; 2,875) | 10,523 | 0.076 | 0.04 | 0.00 | 0.00 |
| Berlin (15530; 1,974) | 12,191 | 0.054 | 0.02 | 0.00 | 0.00 |
| Friedens (15541; 1,673) | 11,985 | 0.056 | 0.03 | 0.00 | 0.00 |
| Meyersdale (15552; 2,092) | 12,714 | 0.048 | 0.02 | 0.00 | 0.00 |
| Greensburg (15601; 14,663) | 4,248 | 0.413 | 0.19 | 0.02 | 0.00 |
| Orchard Hills (15613; 2,152) | 11,598 | 0.061 | 0.03 | 0.00 | 0.00 |
| Delmont (15626; 2,589) | 9,553 | 0.095 | 0.04 | 0.01 | 0.00 |
| Derry (15627; 2,616) | 10,766 | 0.072 | 0.03 | 0.00 | 0.00 |
| Irwin (15642; 3,819) | 8,743 | 0.116 | 0.05 | 0.01 | 0.00 |
| Jeannette (15644; 9,351) | 5,794 | 0.253 | 0.12 | 0.01 | 0.00 |
| Lawson Heights (15650; 2,339) | 10,238 | 0.081 | 0.04 | 0.00 | 0.00 |
| Latrobe (15650; 7,926) | 5,904 | 0.245 | 0.11 | 0.01 | 0.00 |
| Leechburg (15656; 2,104) | 12,185 | 0.054 | 0.03 | 0.00 | 0.00 |
| Mount Pleasant (15666; 4,150) | 8,666 | 0.118 | 0.06 | 0.01 | 0.00 |
| Calumet-Norvelt (15666; 1,682) | 11,706 | 0.059 | 0.03 | 0.00 | 0.00 |
| New Stanton (15672; 2,498) | 10,614 | 0.075 | 0.03 | 0.00 | 0.00 |
| Scottdale (15683; 4,174) | 8,471 | 0.124 | 0.06 | 0.01 | 0.00 |
| Vandergrift (15690; 4,674) | 8,717 | 0.117 | 0.05 | 0.01 | 0.00 |
| Youngwood (15697; 4,138) | 8,399 | 0.126 | 0.06 | 0.01 | 0.00 |
| Indiana (15701; 15,015) | 5,269 | 0.297 | 0.14 | 0.02 | 0.00 |
| Northern Cambria (15714; 4,199) | 9,526 | 0.096 | 0.04 | 0.01 | 0.00 |
| Blairsville (15717; 3,090) | 9,868 | 0.088 | 0.04 | 0.00 | 0.00 |
| Punxsutawney (15767; 5,734) | 7,994 | 0.140 | 0.07 | 0.01 | 0.00 |
| DuBois (15801; 7,160) | 6,914 | 0.184 | 0.09 | 0.01 | 0.00 |
| Sandy (15801; 1,687) | 12,235 | 0.053 | 0.02 | 0.00 | 0.00 |
| Treasure Lake (15801; 4,507) | 6,556 | 0.203 | 0.09 | 0.01 | 0.00 |
| Brockway (15824; 1,996) | 11,347 | 0.064 | 0.03 | 0.00 | 0.00 |
| Brookville (15825; 3,886) | 8,917 | 0.111 | 0.05 | 0.01 | 0.00 |
| Emporium (15834; 1,947) | 12,353 | 0.052 | 0.02 | 0.00 | 0.00 |
| Johnsonburg (15845; 2,478) | 11,335 | 0.064 | 0.03 | 0.00 | 0.00 |
| Reynoldsville (15851; 2,480) | 11,853 | 0.058 | 0.03 | 0.00 | 0.00 |

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| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Ridgway (15853; 3,805) | 8,712 | 0.117 | 0.05 | 0.01 | 0.00 |
| St. Marys (15857; 12,891) | 3,715 | 0.498 | 0.23 | 0.03 | 0.00 |
| Belmont (15904; 2,846) | 9,948 | 0.086 | 0.04 | 0.00 | 0.00 |
| Elim (15905; 4,175) | 7,953 | 0.141 | 0.07 | 0.01 | 0.00 |
| Johnstown (15905; 19,710) | 4,514 | 0.377 | 0.18 | 0.02 | 0.00 |
| Ebensburg (15931; 2,624) | 10,309 | 0.079 | 0.04 | 0.00 | 0.00 |
| Vinco (15942; 1,429) | 12,537 | 0.050 | 0.02 | 0.00 | 0.00 |
| Portage (15946; 2,379) | 12,137 | 0.054 | 0.03 | 0.00 | 0.00 |
| Salix-Beauty Line Park (15952; 1,259) | 12,362 | 0.052 | 0.02 | 0.00 | 0.00 |
| Windber (15963; 3,580) | 10,463 | 0.077 | 0.04 | 0.00 | 0.00 |
| Meridian (16001; 3,794) | 7,148 | 0.172 | 0.08 | 0.01 | 0.00 |
| Meadowood (16001; 2,912) | 8,275 | 0.130 | 0.06 | 0.01 | 0.00 |
| Shanor-Northvue (16001; 4,825) | 6,731 | 0.193 | 0.09 | 0.01 | 0.00 |
| Homeacre-Lyndora (16001; 6,685) | 6,537 | 0.204 | 0.10 | 0.01 | 0.00 |
| Oak Hills (16002; 2,335) | 9,366 | 0.100 | 0.05 | 0.01 | 0.00 |
| Butler (16002; 13,225) | 5,133 | 0.309 | 0.14 | 0.02 | 0.00 |
| Nixon (16002; 1,404) | 10,493 | 0.077 | 0.04 | 0.00 | 0.00 |
| Evans City (16033; 1,845) | 10,888 | 0.070 | 0.03 | 0.00 | 0.00 |
| Seven Fields (16046; 4,203) | 5,500 | 0.276 | 0.13 | 0.02 | 0.00 |
| Mars (16046; 1,617) | 12,527 | 0.050 | 0.02 | 0.00 | 0.00 |
| Saxonburg (16056; 1,675) | 12,501 | 0.050 | 0.02 | 0.00 | 0.00 |
| Slippery Rock (16057; 3,322) | 10,556 | 0.076 | 0.04 | 0.00 | 0.00 |
| Zelienople (16063; 3,742) | 7,988 | 0.140 | 0.07 | 0.01 | 0.00 |
| Fernway (16066; 12,188) | 2,803 | 0.712 | 0.33 | 0.04 | 0.01 |
| Fox Run (16066; 3,044) | 6,748 | 0.193 | 0.09 | 0.01 | 0.00 |
| New Castle (16101; 22,531) | 3,533 | 0.535 | 0.25 | 0.03 | 0.01 |
| Oakwood (16101; 2,249) | 11,114 | 0.067 | 0.03 | 0.00 | 0.00 |
| Ellwood City (16117; 7,471) | 6,590 | 0.201 | 0.09 | 0.01 | 0.00 |
| Sharon (16121; 13,805) | 4,784 | 0.345 | 0.16 | 0.02 | 0.00 |
| Farrell (16121; 6,076) | 8,350 | 0.128 | 0.06 | 0.01 | 0.00 |
| Greenville (16125; 6,251) | 6,966 | 0.181 | 0.08 | 0.01 | 0.00 |
| Grove City (16127; 7,163) | 6,115 | 0.230 | 0.11 | 0.01 | 0.00 |
| Mercer (16137; 2,039) | 11,950 | 0.056 | 0.03 | 0.00 | 0.00 |
| New Wilmington (16142; 2,571) | 9,880 | 0.088 | 0.04 | 0.00 | 0.00 |
| Sharpsville (16148; 3,821) | 8,766 | 0.116 | 0.05 | 0.01 | 0.00 |
| Hermitage (16159; 17,769) | 3,021 | 0.651 | 0.30 | 0.04 | 0.01 |
| Kittanning (16201; 3,834) | 10,627 | 0.074 | 0.03 | 0.00 | 0.00 |
| Clarion (16214; 5,797) | 9,062 | 0.107 | 0.05 | 0.01 | 0.00 |
| Ford City (16226; 2,956) | 11,127 | 0.067 | 0.03 | 0.00 | 0.00 |
| Hasson Heights (16301; 1,495) | 12,274 | 0.053 | 0.02 | 0.00 | 0.00 |
| Oil City (16301; 9,816) | 5,642 | 0.265 | 0.12 | 0.01 | 0.00 |
| Conneaut Lakeshore (16316; 2,502) | 9,858 | 0.088 | 0.04 | 0.00 | 0.00 |
| Franklin (16323; 6,204) | 7,566 | 0.156 | 0.07 | 0.01 | 0.00 |
| Titusville (16354; 5,199) | 8,438 | 0.125 | 0.06 | 0.01 | 0.00 |
| Warren South (16365; 1,651) | 11,444 | 0.063 | 0.03 | 0.00 | 0.00 |

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| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Warren (16369; 8,465) | 5,776 | 0.254 | 0.12 | 0.01 | 0.00 |
| Meadville (16388; 12,421) | 5,314 | 0.293 | 0.14 | 0.02 | 0.00 |
| Cambridge Springs (16403; 2,136) | 11,398 | 0.063 | 0.03 | 0.00 | 0.00 |
| Centerville (16404; 3,075) | 9,417 | 0.099 | 0.05 | 0.01 | 0.00 |
| Corry (16407; 6,077) | 7,093 | 0.175 | 0.08 | 0.01 | 0.00 |
| Edinboro (16412; 6,675) | 7,326 | 0.165 | 0.08 | 0.01 | 0.00 |
| Avonia (16415; 1,331) | 11,078 | 0.068 | 0.03 | 0.00 | 0.00 |
| Girard (16417; 2,777) | 9,885 | 0.088 | 0.04 | 0.00 | 0.00 |
| Lake City (16423; 3,590) | 8,669 | 0.118 | 0.06 | 0.01 | 0.00 |
| Pymatuning Central (16424; 2,216) | 11,745 | 0.059 | 0.03 | 0.00 | 0.00 |
| North East (16428; 3,988) | 8,136 | 0.135 | 0.06 | 0.01 | 0.00 |
| Union City (16438; 3,181) | 10,253 | 0.080 | 0.04 | 0.00 | 0.00 |
| Waterford (16441; 1,420) | 12,505 | 0.050 | 0.02 | 0.00 | 0.00 |
| Wesleyville (16510; 3,162) | 9,481 | 0.097 | 0.05 | 0.01 | 0.00 |
| Northwest Harborcreek (16510; 8,658) | 4,399 | 0.391 | 0.18 | 0.02 | 0.00 |
| Erie (16514; 104,550) | 675 | 2.755 | 1.29 | 0.15 | 0.03 |
| Altoona (16602; 43,117) | 1,864 | 1.131 | 0.53 | 0.06 | 0.01 |
| Bellwood (16617; 1,748) | 11,980 | 0.056 | 0.03 | 0.00 | 0.00 |
| Hollidaysburg (16648; 5,392) | 7,268 | 0.167 | 0.08 | 0.01 | 0.00 |
| Huntingdon (16652; 6,756) | 6,680 | 0.196 | 0.09 | 0.01 | 0.00 |
| Martinsburg (16662; 2,029) | 12,404 | 0.051 | 0.02 | 0.00 | 0.00 |
| Roaring Spring (16673; 2,123) | 10,946 | 0.070 | 0.03 | 0.00 | 0.00 |
| Tipton (16684; 1,225) | 11,783 | 0.058 | 0.03 | 0.00 | 0.00 |
| Tyrone (16686; 5,019) | 8,067 | 0.137 | 0.06 | 0.01 | 0.00 |
| Bradford (16701; 7,599) | 6,876 | 0.187 | 0.09 | 0.01 | 0.00 |
| Kane (16735; 3,431) | 9,495 | 0.097 | 0.05 | 0.01 | 0.00 |
| Port Allegany (16743; 2,093) | 11,076 | 0.068 | 0.03 | 0.00 | 0.00 |
| Smethport (16749; 1,498) | 12,646 | 0.049 | 0.02 | 0.00 | 0.00 |
| State College (16801; 42,086) | 2,453 | 0.828 | 0.39 | 0.05 | 0.01 |
| Houserville (16801; 1,809) | 10,495 | 0.077 | 0.04 | 0.00 | 0.00 |
| Park Forest Village (16803; 8,830) | 4,403 | 0.390 | 0.18 | 0.02 | 0.00 |
| Pleasant Gap (16823; 1,611) | 11,237 | 0.065 | 0.03 | 0.00 | 0.00 |
| Bellefonte (16823; 5,640) | 7,114 | 0.174 | 0.08 | 0.01 | 0.00 |
| Zion (16823; 2,054) | 9,190 | 0.104 | 0.05 | 0.01 | 0.00 |
| Boalsburg (16827; 3,578) | 6,935 | 0.184 | 0.09 | 0.01 | 0.00 |
| Clearfield (16830; 5,704) | 7,835 | 0.145 | 0.07 | 0.01 | 0.00 |
| Curwensville (16833; 2,309) | 11,773 | 0.058 | 0.03 | 0.00 | 0.00 |
| Lemont (16851; 2,116) | 8,970 | 0.110 | 0.05 | 0.01 | 0.00 |
| Ramblewood (16865; 1,054) | 11,732 | 0.059 | 0.03 | 0.00 | 0.00 |
| Philipsburg (16866; 2,704) | 10,849 | 0.071 | 0.03 | 0.00 | 0.00 |
| Pine Grove Mills (16868; 1,141) | 12,486 | 0.050 | 0.02 | 0.00 | 0.00 |
| Wellsboro (16901; 3,519) | 9,426 | 0.099 | 0.05 | 0.01 | 0.00 |
| Coudersport (16915; 2,424) | 10,241 | 0.081 | 0.04 | 0.00 | 0.00 |
| Liberty (16930; 2,211) | 10,762 | 0.072 | 0.03 | 0.00 | 0.00 |
| Mansfield (16933; 3,621) | 9,680 | 0.092 | 0.04 | 0.01 | 0.00 |

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| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Harrison Township (16950; 10,934) | 4,834 | 0.340 | 0.16 | 0.02 | 0.00 |
| Annville (17003; 4,518) | 7,533 | 0.157 | 0.07 | 0.01 | 0.00 |
| Boiling Springs (17007; 2,769) | 7,750 | 0.148 | 0.07 | 0.01 | 0.00 |
| Burnham (17009; 1,883) | 11,821 | 0.058 | 0.03 | 0.00 | 0.00 |
| Campbelltown (17010; 2,415) | 8,452 | 0.125 | 0.06 | 0.01 | 0.00 |
| Shiremanstown (17011; 1,392) | 11,914 | 0.057 | 0.03 | 0.00 | 0.00 |
| Lower Allen (17011; 6,619) | 5,124 | 0.310 | 0.14 | 0.02 | 0.00 |
| Camp Hill (17012; 6,983) | 4,939 | 0.329 | 0.15 | 0.02 | 0.00 |
| Carlisle (17013; 18,401) | 3,303 | 0.580 | 0.27 | 0.03 | 0.01 |
| Schlusser (17013; 4,750) | 6,299 | 0.217 | 0.10 | 0.01 | 0.00 |
| Cornwall (17016; 3,391) | 6,856 | 0.187 | 0.09 | 0.01 | 0.00 |
| Dillsburg (17019; 3,009) | 9,155 | 0.105 | 0.05 | 0.01 | 0.00 |
| Elizabethtown (17022; 12,028) | 3,816 | 0.477 | 0.22 | 0.03 | 0.00 |
| Enola (17025; 5,627) | 6,785 | 0.191 | 0.09 | 0.01 | 0.00 |
| Hershey (17033; 12,771) | 3,538 | 0.535 | 0.25 | 0.03 | 0.01 |
| Highspire (17034; 2,419) | 10,784 | 0.072 | 0.03 | 0.00 | 0.00 |
| Hummelstown (17036; 4,518) | 7,099 | 0.175 | 0.08 | 0.01 | 0.00 |
| Cleona (17042; 2,030) | 10,047 | 0.084 | 0.04 | 0.00 | 0.00 |
| Lebanon South (17042; 2,145) | 9,682 | 0.092 | 0.04 | 0.01 | 0.00 |
| Avon (17042; 2,856) | 9,123 | 0.106 | 0.05 | 0.01 | 0.00 |
| Wormleysburg (17043; 2,834) | 9,081 | 0.107 | 0.05 | 0.01 | 0.00 |
| Lemoyne (17043; 3,838) | 7,942 | 0.142 | 0.07 | 0.01 | 0.00 |
| Lewistown (17044; 7,835) | 7,534 | 0.157 | 0.07 | 0.01 | 0.00 |
| Sand Hill (17046; 2,345) | 9,435 | 0.098 | 0.05 | 0.01 | 0.00 |
| Lykens (17048; 1,687) | 12,241 | 0.053 | 0.02 | 0.00 | 0.00 |
| Mechanicsburg (17050; 8,272) | 4,764 | 0.347 | 0.16 | 0.02 | 0.00 |
| Marysville (17053; 2,856) | 9,051 | 0.107 | 0.05 | 0.01 | 0.00 |
| Middletown (17057; 8,317) | 5,522 | 0.274 | 0.13 | 0.02 | 0.00 |
| Millersburg (17061; 2,296) | 10,620 | 0.075 | 0.03 | 0.00 | 0.00 |
| Mount Holly Springs (17065; 1,894) | 10,832 | 0.071 | 0.03 | 0.00 | 0.00 |
| Myerstown (17067; 2,986) | 9,305 | 0.101 | 0.05 | 0.01 | 0.00 |
| New Cumberland (17070; 6,638) | 5,496 | 0.276 | 0.13 | 0.02 | 0.00 |
| Newmanstown (17073; 1,536) | 11,541 | 0.061 | 0.03 | 0.00 | 0.00 |
| Palmyra (17078; 6,708) | 5,872 | 0.247 | 0.12 | 0.01 | 0.00 |
| Richland (17087; 1,431) | 11,599 | 0.061 | 0.03 | 0.00 | 0.00 |
| Lebanon (17091; 22,380) | 3,367 | 0.566 | 0.26 | 0.03 | 0.01 |
| Colonial Park (17109; 13,259) | 3,708 | 0.499 | 0.23 | 0.03 | 0.00 |
| Penbrook (17109; 2,674) | 9,877 | 0.088 | 0.04 | 0.00 | 0.00 |
| Progress (17109; 9,647) | 4,549 | 0.373 | 0.17 | 0.02 | 0.00 |
| Rutherford (17111; 3,859) | 7,585 | 0.155 | 0.07 | 0.01 | 0.00 |
| Lawnton (17111; 3,787) | 7,091 | 0.175 | 0.08 | 0.01 | 0.00 |
| Paxtang (17111; 1,367) | 11,759 | 0.059 | 0.03 | 0.00 | 0.00 |
| Linglestown (17112; 6,414) | 5,082 | 0.313 | 0.15 | 0.02 | 0.00 |
| Skyline View (17112; 2,307) | 8,693 | 0.117 | 0.05 | 0.01 | 0.00 |
| Paxtonia (17112; 5,254) | 6,116 | 0.230 | 0.11 | 0.01 | 0.00 |

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| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Steelton (17113; 5,273) | 7,201 | 0.170 | 0.08 | 0.01 | 0.00 |
| Bressler-Enhaut-Oberlin (17113; 2,809) | 9,943 | 0.087 | 0.04 | 0.00 | 0.00 |
| Harrisburg (17128; 43,880) | 1,924 | 1.097 | 0.51 | 0.06 | 0.01 |
| Guilford (17201; 1,835) | 9,225 | 0.103 | 0.05 | 0.01 | 0.00 |
| Chambersburg (17201; 18,517) | 3,432 | 0.556 | 0.26 | 0.03 | 0.01 |
| Fayetteville (17222; 2,774) | 8,664 | 0.118 | 0.06 | 0.01 | 0.00 |
| Greencastle (17225; 3,874) | 7,869 | 0.144 | 0.07 | 0.01 | 0.00 |
| Mercersburg (17236; 1,591) | 12,679 | 0.048 | 0.02 | 0.00 | 0.00 |
| Mont Alto (17237; 1,428) | 12,574 | 0.049 | 0.02 | 0.00 | 0.00 |
| Belfast (17238; 1,301) | 12,254 | 0.053 | 0.02 | 0.00 | 0.00 |
| Shippensburg (17257; 5,679) | 7,813 | 0.146 | 0.07 | 0.01 | 0.00 |
| Waynesboro (17268; 9,922) | 5,343 | 0.291 | 0.14 | 0.02 | 0.00 |
| Wayne Heights (17268; 1,805) | 10,708 | 0.073 | 0.03 | 0.00 | 0.00 |
| Biglerville (17307; 1,288) | 12,743 | 0.048 | 0.02 | 0.00 | 0.00 |
| Dallastown (17313; 4,020) | 7,982 | 0.140 | 0.07 | 0.01 | 0.00 |
| Susquehanna Trails (17314; 2,134) | 10,110 | 0.083 | 0.04 | 0.00 | 0.00 |
| Dover (17315; 2,247) | 9,963 | 0.086 | 0.04 | 0.00 | 0.00 |
| East Berlin (17316; 1,609) | 11,804 | 0.058 | 0.03 | 0.00 | 0.00 |
| Lake Meade (17316; 1,832) | 9,046 | 0.107 | 0.05 | 0.01 | 0.00 |
| Emigsville (17318; 2,467) | 9,318 | 0.101 | 0.05 | 0.01 | 0.00 |
| Valley Green (17319; 3,550) | 7,279 | 0.167 | 0.08 | 0.01 | 0.00 |
| Carroll Valley (17320; 4,078) | 6,478 | 0.207 | 0.10 | 0.01 | 0.00 |
| Bonneauville (17325; 1,662) | 11,496 | 0.062 | 0.03 | 0.00 | 0.00 |
| Lake Heritage (17325; 1,136) | 11,788 | 0.058 | 0.03 | 0.00 | 0.00 |
| Gettysburg (17326; 9,240) | 5,752 | 0.256 | 0.12 | 0.01 | 0.00 |
| Glen Rock (17327; 1,898) | 10,745 | 0.073 | 0.03 | 0.00 | 0.00 |
| Pennville (17331; 1,964) | 10,861 | 0.071 | 0.03 | 0.00 | 0.00 |
| Parkville (17331; 6,593) | 5,541 | 0.272 | 0.13 | 0.02 | 0.00 |
| Pleasant Hill (17331; 2,301) | 10,530 | 0.076 | 0.04 | 0.00 | 0.00 |
| Hanover (17333; 16,110) | 3,553 | 0.531 | 0.25 | 0.03 | 0.01 |
| Littlestown (17340; 4,633) | 7,504 | 0.158 | 0.07 | 0.01 | 0.00 |
| McSherrystown (17344; 3,101) | 9,667 | 0.093 | 0.04 | 0.01 | 0.00 |
| Manchester (17345; 2,696) | 9,195 | 0.104 | 0.05 | 0.01 | 0.00 |
| Mount Wolf (17347; 1,267) | 12,540 | 0.050 | 0.02 | 0.00 | 0.00 |
| New Freedom (17349; 5,013) | 5,128 | 0.309 | 0.14 | 0.02 | 0.00 |
| New Oxford (17350; 1,983) | 11,053 | 0.068 | 0.03 | 0.00 | 0.00 |
| Red Lion (17356; 5,906) | 6,675 | 0.196 | 0.09 | 0.01 | 0.00 |
| Shrewsbury (17361; 3,627) | 7,253 | 0.168 | 0.08 | 0.01 | 0.00 |
| Spring Grove (17362; 2,668) | 9,131 | 0.106 | 0.05 | 0.01 | 0.00 |
| Stewartstown (17363; 3,032) | 7,970 | 0.141 | 0.07 | 0.01 | 0.00 |
| Wrightsville (17368; 2,058) | 10,833 | 0.071 | 0.03 | 0.00 | 0.00 |
| East York (17402; 8,782) | 4,354 | 0.397 | 0.19 | 0.02 | 0.00 |
| Stonybrook-Wilshire (17402; 5,414) | 5,392 | 0.287 | 0.13 | 0.02 | 0.00 |
| Spry (17402; 4,903) | 6,200 | 0.224 | 0.10 | 0.01 | 0.00 |
| Springetts Manor-Yorklyn (17402; 4,156) | 7,735 | 0.149 | 0.07 | 0.01 | 0.00 |

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| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Tyler Run-Queens Gate (17403; 2,926) | 9,162 | 0.105 | 0.05 | 0.01 | 0.00 |
| Grantley (17403; 3,580) | 6,812 | 0.190 | 0.09 | 0.01 | 0.00 |
| West York (17404; 3,971) | 8,362 | 0.128 | 0.06 | 0.01 | 0.00 |
| Shiloh (17404; 10,192) | 3,901 | 0.464 | 0.22 | 0.03 | 0.00 |
| York (17407; 37,688) | 2,228 | 0.926 | 0.43 | 0.05 | 0.01 |
| Jacobus (17407; 1,169) | 12,701 | 0.048 | 0.02 | 0.00 | 0.00 |
| Akron (17501; 3,966) | 7,276 | 0.167 | 0.08 | 0.01 | 0.00 |
| Christiana (17509; 1,028) | 12,866 | 0.046 | 0.02 | 0.00 | 0.00 |
| Columbia (17512; 9,709) | 5,327 | 0.292 | 0.14 | 0.02 | 0.00 |
| Denver (17517; 4,350) | 6,639 | 0.198 | 0.09 | 0.01 | 0.00 |
| East Petersburg (17520; 4,170) | 6,570 | 0.202 | 0.09 | 0.01 | 0.00 |
| Ephrata (17522; 13,101) | 3,685 | 0.505 | 0.24 | 0.03 | 0.00 |
| Gap (17527; 1,611) | 11,003 | 0.069 | 0.03 | 0.00 | 0.00 |
| Salunga-Landisville (17538; 4,771) | 5,890 | 0.246 | 0.11 | 0.01 | 0.00 |
| Leacock-Leola-Bareville (17540; 6,625) | 5,296 | 0.294 | 0.14 | 0.02 | 0.00 |
| Brickerville (17543; 1,287) | 11,579 | 0.061 | 0.03 | 0.00 | 0.00 |
| Rothsville (17543; 3,017) | 7,764 | 0.148 | 0.07 | 0.01 | 0.00 |
| Lititz (17543; 8,995) | 4,857 | 0.337 | 0.16 | 0.02 | 0.00 |
| Manheim (17545; 4,465) | 7,125 | 0.173 | 0.08 | 0.01 | 0.00 |
| Marietta (17547; 2,449) | 9,685 | 0.092 | 0.04 | 0.01 | 0.00 |
| Maytown (17550; 2,604) | 8,577 | 0.121 | 0.06 | 0.01 | 0.00 |
| Millersville (17551; 6,713) | 5,964 | 0.239 | 0.11 | 0.01 | 0.00 |
| Mount Joy (17552; 7,350) | 5,143 | 0.308 | 0.14 | 0.02 | 0.00 |
| Mountville (17554; 3,684) | 7,591 | 0.155 | 0.07 | 0.01 | 0.00 |
| New Holland (17557; 5,450) | 6,191 | 0.225 | 0.10 | 0.01 | 0.00 |
| Quarryville (17566; 2,360) | 10,382 | 0.078 | 0.04 | 0.00 | 0.00 |
| Reamstown (17567; 3,498) | 7,128 | 0.173 | 0.08 | 0.01 | 0.00 |
| Rheems (17570; 1,557) | 10,295 | 0.080 | 0.04 | 0.00 | 0.00 |
| Strasburg (17579; 2,648) | 8,691 | 0.118 | 0.05 | 0.01 | 0.00 |
| Terre Hill (17581; 1,307) | 11,883 | 0.057 | 0.03 | 0.00 | 0.00 |
| Willow Street (17584; 7,258) | 5,185 | 0.304 | 0.14 | 0.02 | 0.00 |
| Lancaster (17608; 51,778) | 1,491 | 1.431 | 0.67 | 0.08 | 0.01 |
| Garden View (17701; 2,679) | 9,770 | 0.090 | 0.04 | 0.00 | 0.00 |
| Williamsport (17701; 28,662) | 2,873 | 0.690 | 0.32 | 0.04 | 0.01 |
| South Williamsport (17702; 5,702) | 6,993 | 0.180 | 0.08 | 0.01 | 0.00 |
| Hughesville (17737; 1,885) | 12,376 | 0.051 | 0.02 | 0.00 | 0.00 |
| Jersey Shore (17740; 4,409) | 8,439 | 0.125 | 0.06 | 0.01 | 0.00 |
| Dunnstown (17745; 1,365) | 12,625 | 0.049 | 0.02 | 0.00 | 0.00 |
| Lock Haven (17745; 8,507) | 7,361 | 0.164 | 0.08 | 0.01 | 0.00 |
| Montoursville (17754; 4,092) | 7,924 | 0.142 | 0.07 | 0.01 | 0.00 |
| Muncy (17756; 2,244) | 10,921 | 0.070 | 0.03 | 0.00 | 0.00 |
| Watsontown (17777; 1,922) | 12,025 | 0.055 | 0.03 | 0.00 | 0.00 |
| Sunbury (17801; 8,971) | 6,322 | 0.216 | 0.10 | 0.01 | 0.00 |
| Bloomsburg (17815; 14,197) | 4,951 | 0.328 | 0.15 | 0.02 | 0.00 |
| Danville (17821; 4,107) | 8,740 | 0.116 | 0.05 | 0.01 | 0.00 |

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| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Elysburg (17824; 2,067) | 10,843 | 0.071 | 0.03 | 0.00 | 0.00 |
| Kulpmont (17834; 2,525) | 11,024 | 0.069 | 0.03 | 0.00 | 0.00 |
| Linntown (17837; 1,542) | 10,826 | 0.072 | 0.03 | 0.00 | 0.00 |
| Mifflinburg (17844; 3,538) | 8,804 | 0.115 | 0.05 | 0.01 | 0.00 |
| Milton (17847; 6,087) | 7,186 | 0.171 | 0.08 | 0.01 | 0.00 |
| Mount Carmel (17851; 5,316) | 8,979 | 0.109 | 0.05 | 0.01 | 0.00 |
| Northumberland (17857; 3,302) | 9,456 | 0.098 | 0.05 | 0.01 | 0.00 |
| Pottsgrove (17865; 3,266) | 6,732 | 0.193 | 0.09 | 0.01 | 0.00 |
| Fairview-Ferndale (17866; 2,411) | 11,580 | 0.061 | 0.03 | 0.00 | 0.00 |
| Edgewood (17866; 2,709) | 8,229 | 0.131 | 0.06 | 0.01 | 0.00 |
| Riverside (17868; 1,737) | 10,701 | 0.073 | 0.03 | 0.00 | 0.00 |
| Selinsgrove (17870; 5,342) | 7,618 | 0.154 | 0.07 | 0.01 | 0.00 |
| Shamokin (17872; 6,665) | 8,448 | 0.125 | 0.06 | 0.01 | 0.00 |
| Trevorton (17881; 2,010) | 11,675 | 0.060 | 0.03 | 0.00 | 0.00 |
| Lewisburg (17886; 5,530) | 7,598 | 0.155 | 0.07 | 0.01 | 0.00 |
| Pottsville (17901; 13,043) | 4,616 | 0.365 | 0.17 | 0.02 | 0.00 |
| Ashland (17921; 2,872) | 10,741 | 0.073 | 0.03 | 0.00 | 0.00 |
| Lake Wynonah (17922; 1,961) | 9,670 | 0.093 | 0.04 | 0.01 | 0.00 |
| Cressona (17929; 1,366) | 12,457 | 0.050 | 0.02 | 0.00 | 0.00 |
| Altamont (17931; 2,689) | 11,736 | 0.059 | 0.03 | 0.00 | 0.00 |
| Frackville (17932; 3,829) | 8,824 | 0.114 | 0.05 | 0.01 | 0.00 |
| Mahanoy City (17948; 4,046) | 9,717 | 0.091 | 0.04 | 0.01 | 0.00 |
| Minersville (17954; 3,916) | 9,228 | 0.103 | 0.05 | 0.01 | 0.00 |
| Orwigsburg (17961; 2,740) | 9,022 | 0.108 | 0.05 | 0.01 | 0.00 |
| Pine Grove (17963; 1,907) | 11,394 | 0.063 | 0.03 | 0.00 | 0.00 |
| Port Carbon (17965; 1,680) | 12,681 | 0.048 | 0.02 | 0.00 | 0.00 |
| Schuylkill Haven (17972; 4,751) | 7,901 | 0.143 | 0.07 | 0.01 | 0.00 |
| Shenandoah (17976; 4,619) | 10,261 | 0.080 | 0.04 | 0.00 | 0.00 |
| Shenandoah Heights (17976; 1,298) | 12,802 | 0.047 | 0.02 | 0.00 | 0.00 |
| Valley View (17983; 1,677) | 11,739 | 0.059 | 0.03 | 0.00 | 0.00 |
| Alburtis (18011; 2,134) | 9,198 | 0.104 | 0.05 | 0.01 | 0.00 |
| Roseto (18013; 1,679) | 11,497 | 0.062 | 0.03 | 0.00 | 0.00 |
| Bath (18014; 3,027) | 8,798 | 0.115 | 0.05 | 0.01 | 0.00 |
| Bethlehem (18015; 75,974) | 760 | 2.526 | 1.18 | 0.14 | 0.02 |
| Fountain Hill (18015; 4,523) | 7,223 | 0.169 | 0.08 | 0.01 | 0.00 |
| Freemansburg (18017; 1,837) | 10,564 | 0.076 | 0.04 | 0.00 | 0.00 |
| Catasauqua (18032; 6,431) | 5,789 | 0.253 | 0.12 | 0.01 | 0.00 |
| Coopersburg (18036; 2,521) | 9,279 | 0.102 | 0.05 | 0.01 | 0.00 |
| Coplay (18037; 3,319) | 8,635 | 0.119 | 0.06 | 0.01 | 0.00 |
| East Greenville (18041; 3,053) | 8,182 | 0.133 | 0.06 | 0.01 | 0.00 |
| Easton (18044; 26,267) | 2,501 | 0.809 | 0.38 | 0.04 | 0.01 |
| Palmer Heights (18045; 3,612) | 7,138 | 0.173 | 0.08 | 0.01 | 0.00 |
| Old Orchard (18045; 2,443) | 7,839 | 0.145 | 0.07 | 0.01 | 0.00 |
| Bangor (18050; 5,172) | 7,095 | 0.175 | 0.08 | 0.01 | 0.00 |
| Hokendauqua (18052; 3,411) | 8,458 | 0.125 | 0.06 | 0.01 | 0.00 |

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| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Whitehall (18052; 12,473) | 3,595 | 0.522 | 0.24 | 0.03 | 0.01 |
| Fullerton (18052; 14,268) | 3,349 | 0.570 | 0.27 | 0.03 | 0.01 |
| Hellertown (18055; 5,537) | 6,536 | 0.204 | 0.10 | 0.01 | 0.00 |
| Macungie (18062; 3,291) | 7,494 | 0.158 | 0.07 | 0.01 | 0.00 |
| Ancient Oaks (18062; 3,161) | 6,359 | 0.213 | 0.10 | 0.01 | 0.00 |
| Nazareth (18064; 5,999) | 6,298 | 0.217 | 0.10 | 0.01 | 0.00 |
| Eastlawn Gardens (18064; 2,832) | 7,719 | 0.149 | 0.07 | 0.01 | 0.00 |
| Northampton (18067; 10,419) | 4,358 | 0.396 | 0.18 | 0.02 | 0.00 |
| Palmerton (18071; 5,417) | 7,486 | 0.159 | 0.07 | 0.01 | 0.00 |
| Pen Argyl (18072; 3,701) | 8,047 | 0.138 | 0.06 | 0.01 | 0.00 |
| Red Hill (18073; 2,988) | 8,422 | 0.126 | 0.06 | 0.01 | 0.00 |
| Pennsburg (18073; 5,701) | 5,870 | 0.247 | 0.12 | 0.01 | 0.00 |
| Schnecksville (18078; 1,989) | 8,039 | 0.138 | 0.06 | 0.01 | 0.00 |
| Slatington (18080; 4,329) | 7,781 | 0.147 | 0.07 | 0.01 | 0.00 |
| Walnutport (18088; 2,345) | 9,736 | 0.091 | 0.04 | 0.01 | 0.00 |
| Wind Gap (18091; 2,834) | 9,689 | 0.092 | 0.04 | 0.01 | 0.00 |
| Emmaus (18098; 11,359) | 3,887 | 0.466 | 0.22 | 0.03 | 0.00 |
| Allentown (18195; 107,053) | 548 | 3.182 | 1.48 | 0.18 | 0.03 |
| West Hazleton (18201; 2,997) | 10,277 | 0.080 | 0.04 | 0.00 | 0.00 |
| Hazleton (18202; 19,562) | 3,664 | 0.510 | 0.24 | 0.03 | 0.00 |
| Conyngham (18219; 1,649) | 10,638 | 0.074 | 0.03 | 0.00 | 0.00 |
| Freeland (18224; 3,055) | 9,752 | 0.090 | 0.04 | 0.01 | 0.00 |
| Jim Thorpe (18229; 5,098) | 7,209 | 0.170 | 0.08 | 0.01 | 0.00 |
| Lansford (18232; 4,198) | 9,063 | 0.107 | 0.05 | 0.01 | 0.00 |
| Lehighton (18235; 5,536) | 7,782 | 0.147 | 0.07 | 0.01 | 0.00 |
| Weissport East (18235; 1,936) | 11,648 | 0.060 | 0.03 | 0.00 | 0.00 |
| Nesquehoning (18240; 3,558) | 8,662 | 0.119 | 0.06 | 0.01 | 0.00 |
| Summit Hill (18250; 3,119) | 9,017 | 0.108 | 0.05 | 0.01 | 0.00 |
| Hometown (18252; 1,399) | 12,277 | 0.053 | 0.02 | 0.00 | 0.00 |
| Tamaqua (18252; 5,890) | 7,643 | 0.153 | 0.07 | 0.01 | 0.00 |
| Weatherly (18255; 2,666) | 9,595 | 0.095 | 0.04 | 0.01 | 0.00 |
| East Stroudsburg (18301; 12,113) | 4,259 | 0.412 | 0.19 | 0.02 | 0.00 |
| Brodheadsville (18322; 1,637) | 10,883 | 0.070 | 0.03 | 0.00 | 0.00 |
| Matamoras (18336; 3,373) | 8,714 | 0.117 | 0.05 | 0.01 | 0.00 |
| Milford (18337; 1,536) | 12,717 | 0.048 | 0.02 | 0.00 | 0.00 |
| Mount Pocono (18344; 3,814) | 7,921 | 0.142 | 0.07 | 0.01 | 0.00 |
| Arlington Heights (18360; 5,132) | 6,419 | 0.210 | 0.10 | 0.01 | 0.00 |
| Stroudsburg (18360; 7,543) | 6,158 | 0.227 | 0.11 | 0.01 | 0.00 |
| Archbald (18403; 6,419) | 6,025 | 0.235 | 0.11 | 0.01 | 0.00 |
| Carbondale (18407; 8,363) | 6,351 | 0.214 | 0.10 | 0.01 | 0.00 |
| Clarks Summit (18411; 4,768) | 6,595 | 0.200 | 0.09 | 0.01 | 0.00 |
| Clarks Green (18411; 1,438) | 10,180 | 0.082 | 0.04 | 0.00 | 0.00 |
| Glenburn (18411; 1,212) | 12,466 | 0.050 | 0.02 | 0.00 | 0.00 |
| Dalton (18414; 1,099) | 12,645 | 0.049 | 0.02 | 0.00 | 0.00 |
| Honesdale (18431; 4,836) | 8,392 | 0.127 | 0.06 | 0.01 | 0.00 |

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| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Jermyn (18433; 2,161) | 11,218 | 0.066 | 0.03 | 0.00 | 0.00 |
| Jessup (18434; 4,283) | 8,338 | 0.128 | 0.06 | 0.01 | 0.00 |
| Mount Cobb (18436; 2,140) | 9,823 | 0.089 | 0.04 | 0.00 | 0.00 |
| Moscow (18444; 1,982) | 9,570 | 0.095 | 0.04 | 0.01 | 0.00 |
| Blakely (18447; 6,321) | 6,475 | 0.207 | 0.10 | 0.01 | 0.00 |
| Olyphant (18448; 4,722) | 7,887 | 0.143 | 0.07 | 0.01 | 0.00 |
| Waymart (18472; 1,447) | 12,768 | 0.047 | 0.02 | 0.00 | 0.00 |
| Moosic (18507; 6,109) | 6,242 | 0.221 | 0.10 | 0.01 | 0.00 |
| Scranton (18510; 66,848) | 1,177 | 1.788 | 0.83 | 0.10 | 0.02 |
| Dunmore (18512; 12,672) | 4,393 | 0.391 | 0.18 | 0.02 | 0.00 |
| Throop (18512; 3,699) | 8,674 | 0.118 | 0.06 | 0.01 | 0.00 |
| Taylor (18517; 5,662) | 7,417 | 0.161 | 0.08 | 0.01 | 0.00 |
| Old Forge (18518; 7,951) | 5,719 | 0.259 | 0.12 | 0.01 | 0.00 |
| Dickson City (18519; 5,449) | 7,475 | 0.159 | 0.07 | 0.01 | 0.00 |
| East Berwick (18603; 1,998) | 10,586 | 0.075 | 0.04 | 0.00 | 0.00 |
| Berwick (18603; 9,696) | 5,875 | 0.247 | 0.12 | 0.01 | 0.00 |
| Dallas (18612; 2,368) | 9,065 | 0.107 | 0.05 | 0.01 | 0.00 |
| Back Mountain (18612; 26,690) | 1,729 | 1.221 | 0.57 | 0.07 | 0.01 |
| Harveys Lake (18618; 2,719) | 9,565 | 0.095 | 0.04 | 0.01 | 0.00 |
| Nanticoke (18634; 9,149) | 6,227 | 0.222 | 0.10 | 0.01 | 0.00 |
| Hughestown (18640; 1,309) | 12,434 | 0.051 | 0.02 | 0.00 | 0.00 |
| Dupont (18641; 2,446) | 10,698 | 0.073 | 0.03 | 0.00 | 0.00 |
| Avoca (18641; 2,410) | 10,401 | 0.078 | 0.04 | 0.00 | 0.00 |
| Duryea (18642; 3,934) | 8,687 | 0.118 | 0.05 | 0.01 | 0.00 |
| Exeter (18643; 6,293) | 6,901 | 0.185 | 0.09 | 0.01 | 0.00 |
| West Pittston (18643; 4,342) | 8,175 | 0.133 | 0.06 | 0.01 | 0.00 |
| Pittston (18644; 6,795) | 7,184 | 0.171 | 0.08 | 0.01 | 0.00 |
| Wyoming (18644; 2,691) | 10,073 | 0.084 | 0.04 | 0.00 | 0.00 |
| West Wyoming (18644; 2,467) | 9,998 | 0.085 | 0.04 | 0.00 | 0.00 |
| Plymouth (18651; 5,412) | 8,052 | 0.138 | 0.06 | 0.01 | 0.00 |
| Tunkhannock (18657; 1,677) | 12,484 | 0.050 | 0.02 | 0.00 | 0.00 |
| Wilkes-Barre (18702; 37,230) | 2,234 | 0.923 | 0.43 | 0.05 | 0.01 |
| Wilkes-Barre Township (18702; 3,235) | 9,698 | 0.092 | 0.04 | 0.01 | 0.00 |
| Forty Fort (18704; 3,792) | 7,938 | 0.142 | 0.07 | 0.01 | 0.00 |
| Kingston (18704; 11,716) | 4,607 | 0.366 | 0.17 | 0.02 | 0.00 |
| Larksville (18704; 4,137) | 8,087 | 0.136 | 0.06 | 0.01 | 0.00 |
| Swoyersville (18704; 4,453) | 8,418 | 0.126 | 0.06 | 0.01 | 0.00 |
| Edwardsville (18704; 4,214) | 10,402 | 0.078 | 0.04 | 0.00 | 0.00 |
| Laflin (18705; 1,532) | 10,336 | 0.079 | 0.04 | 0.00 | 0.00 |
| Ashley (18706; 2,433) | 10,988 | 0.069 | 0.03 | 0.00 | 0.00 |
| Mountain Top (18707; 15,269) | 2,737 | 0.732 | 0.34 | 0.04 | 0.01 |
| Luzerne (18709; 2,486) | 11,373 | 0.064 | 0.03 | 0.00 | 0.00 |
| Athens (18810; 3,049) | 9,723 | 0.091 | 0.04 | 0.01 | 0.00 |
| Sayre (18840; 5,165) | 7,453 | 0.160 | 0.07 | 0.01 | 0.00 |
| Towanda (18848; 2,687) | 9,796 | 0.089 | 0.04 | 0.00 | 0.00 |

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| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| New Britain (18901; 2,976) | 7,307 | 0.166 | 0.08 | 0.01 | 0.00 |
| Doylestown (18901; 8,197) | 4,729 | 0.351 | 0.16 | 0.02 | 0.00 |
| Brittany Farms-Highlands (18914; 3,268) | 6,915 | 0.184 | 0.09 | 0.01 | 0.00 |
| Chalfont (18914; 5,149) | 5,193 | 0.304 | 0.14 | 0.02 | 0.00 |
| Dublin (18917; 2,560) | 8,803 | 0.115 | 0.05 | 0.01 | 0.00 |
| Montgomeryville (18936; 12,031) | 2,364 | 0.861 | 0.40 | 0.05 | 0.01 |
| New Hope (18938; 2,307) | 8,254 | 0.130 | 0.06 | 0.01 | 0.00 |
| Newtown (18940; 2,142) | 8,400 | 0.126 | 0.06 | 0.01 | 0.00 |
| Perkasie (18944; 8,614) | 4,218 | 0.416 | 0.19 | 0.02 | 0.00 |
| Quakertown (18951; 8,653) | 4,865 | 0.337 | 0.16 | 0.02 | 0.00 |
| Richboro (18954; 6,678) | 3,373 | 0.565 | 0.26 | 0.03 | 0.01 |
| Richlandtown (18955; 1,565) | 11,184 | 0.066 | 0.03 | 0.00 | 0.00 |
| Sellersville (18960; 4,369) | 6,837 | 0.189 | 0.09 | 0.01 | 0.00 |
| Silverdale (18962; 920) | 12,229 | 0.053 | 0.02 | 0.00 | 0.00 |
| Souderton (18964; 6,755) | 5,251 | 0.297 | 0.14 | 0.02 | 0.00 |
| Village Shires (18966; 4,137) | 6,010 | 0.236 | 0.11 | 0.01 | 0.00 |
| Churchville (18966; 4,469) | 4,367 | 0.394 | 0.18 | 0.02 | 0.00 |
| Telford (18969; 4,548) | 6,764 | 0.192 | 0.09 | 0.01 | 0.00 |
| Trumbauersville (18970; 1,124) | 12,111 | 0.055 | 0.03 | 0.00 | 0.00 |
| Warminster Heights (18974; 4,191) | 8,436 | 0.125 | 0.06 | 0.01 | 0.00 |
| Ambler (19002; 6,272) | 5,519 | 0.274 | 0.13 | 0.02 | 0.00 |
| Maple Glen (19002; 7,042) | 3,591 | 0.523 | 0.24 | 0.03 | 0.01 |
| Ardmore (19003; 12,616) | 2,796 | 0.714 | 0.33 | 0.04 | 0.01 |
| Bristol (19007; 9,722) | 5,036 | 0.319 | 0.15 | 0.02 | 0.00 |
| Tullytown (19007; 1,912) | 10,226 | 0.081 | 0.04 | 0.00 | 0.00 |
| Lawrence Park (19008; 4,048) | 7,641 | 0.153 | 0.07 | 0.01 | 0.00 |
| Broomall (19008; 11,046) | 3,527 | 0.537 | 0.25 | 0.03 | 0.01 |
| Bryn Athyn (19009; 1,395) | 9,819 | 0.089 | 0.04 | 0.00 | 0.00 |
| Bryn Mawr (19010; 4,382) | 6,717 | 0.194 | 0.09 | 0.01 | 0.00 |
| Parkside (19013; 2,083) | 10,055 | 0.084 | 0.04 | 0.00 | 0.00 |
| Eddystone (19013; 2,243) | 10,412 | 0.078 | 0.04 | 0.00 | 0.00 |
| Chester Township (19013; 4,604) | 8,009 | 0.139 | 0.06 | 0.01 | 0.00 |
| Village Green-Green Ridge (19014; 8,279) | 4,430 | 0.387 | 0.18 | 0.02 | 0.00 |
| Brookhaven (19015; 7,517) | 4,863 | 0.337 | 0.16 | 0.02 | 0.00 |
| Upland (19015; 2,746) | 10,680 | 0.074 | 0.03 | 0.00 | 0.00 |
| Chester Heights (19017; 2,462) | 7,433 | 0.161 | 0.07 | 0.01 | 0.00 |
| Clifton Heights (19018; 6,276) | 6,128 | 0.229 | 0.11 | 0.01 | 0.00 |
| Aldan (19018; 4,294) | 6,838 | 0.189 | 0.09 | 0.01 | 0.00 |
| Cornwells Heights-Eddington (19020; 3,406) | 7,518 | 0.157 | 0.07 | 0.01 | 0.00 |
| Croydon (19021; 9,993) | 4,093 | 0.435 | 0.20 | 0.02 | 0.00 |
| Chester (19022; 37,144) | 2,308 | 0.886 | 0.41 | 0.05 | 0.01 |
| Colwyn (19023; 2,262) | 10,950 | 0.070 | 0.03 | 0.00 | 0.00 |
| Collingdale (19023; 8,121) | 5,198 | 0.303 | 0.14 | 0.02 | 0.00 |
| Darby (19023; 9,463) | 5,545 | 0.272 | 0.13 | 0.02 | 0.00 |
| Drexel Hill (19026; 29,364) | 1,601 | 1.329 | 0.62 | 0.07 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Tinicum Township (19029; 4,353) | 7,130 | 0.173 | 0.08 | 0.01 | 0.00 |
| Fairless Hills (19030; 8,365) | 4,712 | 0.353 | 0.16 | 0.02 | 0.00 |
| Flourtown (19031; 4,669) | 4,916 | 0.331 | 0.15 | 0.02 | 0.00 |
| Folcroft (19032; 6,705) | 5,488 | 0.277 | 0.13 | 0.02 | 0.00 |
| Folsom (19033; 8,072) | 4,483 | 0.380 | 0.18 | 0.02 | 0.00 |
| Manor (19036; 2,697) | 9,219 | 0.103 | 0.05 | 0.01 | 0.00 |
| Darby Township (19036; 9,622) | 4,899 | 0.334 | 0.16 | 0.02 | 0.00 |
| Glenolden (19036; 6,926) | 5,641 | 0.265 | 0.12 | 0.01 | 0.00 |
| Lima (19037; 3,225) | 8,053 | 0.138 | 0.06 | 0.01 | 0.00 |
| Wyndmoor (19038; 5,601) | 4,525 | 0.376 | 0.18 | 0.02 | 0.00 |
| Glenside (19038; 7,914) | 4,105 | 0.432 | 0.20 | 0.02 | 0.00 |
| Hatboro (19040; 7,133) | 5,254 | 0.297 | 0.14 | 0.02 | 0.00 |
| Horsham (19044; 14,779) | 2,588 | 0.775 | 0.36 | 0.04 | 0.01 |
| Rockledge (19046; 2,476) | 8,951 | 0.110 | 0.05 | 0.01 | 0.00 |
| Jenkintown (19046; 4,303) | 6,790 | 0.191 | 0.09 | 0.01 | 0.00 |
| Woodbourne (19047; 3,512) | 4,721 | 0.352 | 0.16 | 0.02 | 0.00 |
| Penndel (19047; 2,352) | 10,328 | 0.079 | 0.04 | 0.00 | 0.00 |
| Fort Washington (19049; 3,680) | 4,705 | 0.353 | 0.16 | 0.02 | 0.00 |
| Lansdowne (19050; 10,190) | 4,010 | 0.445 | 0.21 | 0.02 | 0.00 |
| East Lansdowne (19050; 2,365) | 9,493 | 0.097 | 0.05 | 0.01 | 0.00 |
| Yeadon (19050; 10,890) | 3,929 | 0.459 | 0.21 | 0.03 | 0.00 |
| Feasterville-Trevoise (19053; 6,525) | 5,204 | 0.303 | 0.14 | 0.02 | 0.00 |
| Langhorne (19053; 1,981) | 9,200 | 0.104 | 0.05 | 0.01 | 0.00 |
| Levittown (19056; 53,966) | 726 | 2.631 | 1.23 | 0.15 | 0.03 |
| Linwood (19061; 3,374) | 8,523 | 0.122 | 0.06 | 0.01 | 0.00 |
| Boothwyn (19061; 5,206) | 6,198 | 0.224 | 0.10 | 0.01 | 0.00 |
| Trainer (19061; 1,767) | 11,976 | 0.056 | 0.03 | 0.00 | 0.00 |
| Marcus Hook (19061; 2,152) | 11,954 | 0.056 | 0.03 | 0.00 | 0.00 |
| Upper Providence Township (19063; 10,509) | 2,866 | 0.694 | 0.32 | 0.04 | 0.01 |
| Springfield (19064; 23,677) | 1,483 | 1.444 | 0.67 | 0.08 | 0.01 |
| Yardley (19067; 2,640) | 7,911 | 0.143 | 0.07 | 0.01 | 0.00 |
| Woodside (19067; 2,575) | 5,357 | 0.290 | 0.14 | 0.02 | 0.00 |
| Morrisville (19067; 9,398) | 4,521 | 0.376 | 0.18 | 0.02 | 0.00 |
| Morton (19070; 2,555) | 8,930 | 0.111 | 0.05 | 0.01 | 0.00 |
| Narberth (19072; 4,035) | 6,167 | 0.226 | 0.11 | 0.01 | 0.00 |
| Norwood (19074; 5,545) | 5,931 | 0.242 | 0.11 | 0.01 | 0.00 |
| Oreland (19075; 5,509) | 5,449 | 0.280 | 0.13 | 0.02 | 0.00 |
| Prospect Park (19076; 6,104) | 5,747 | 0.256 | 0.12 | 0.01 | 0.00 |
| Ridley Park (19078; 6,694) | 5,110 | 0.311 | 0.15 | 0.02 | 0.00 |
| Sharon Hill (19079; 5,044) | 6,632 | 0.199 | 0.09 | 0.01 | 0.00 |
| Swarthmore (19081; 6,172) | 3,837 | 0.474 | 0.22 | 0.03 | 0.00 |
| Highland Park (19082; 1,446) | 12,396 | 0.051 | 0.02 | 0.00 | 0.00 |
| Nether Providence Township (19086; 13,456) | 2,396 | 0.850 | 0.40 | 0.05 | 0.01 |
| Media (19086; 5,274) | 6,443 | 0.209 | 0.10 | 0.01 | 0.00 |
| Radnor Township (19087; 30,878) | 962 | 2.129 | 0.99 | 0.12 | 0.02 |

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| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Chesterbrook (19087; 4,625) | 4,767 | 0.347 | 0.16 | 0.02 | 0.00 |
| Willow Grove (19090; 16,234) | 2,638 | 0.759 | 0.35 | 0.04 | 0.01 |
| Woodlyn (19094; 10,036) | 4,353 | 0.397 | 0.19 | 0.02 | 0.00 |
| Wyncote (19095; 3,046) | 6,289 | 0.218 | 0.10 | 0.01 | 0.00 |
| Penn Wynne (19096; 5,382) | 4,390 | 0.392 | 0.18 | 0.02 | 0.00 |
| Philadelphia (19115; 1,337,622) | 11 | 38.179 | 17.82 | 2.12 | 0.37 |
| Paoli (19301; 5,425) | 5,439 | 0.281 | 0.13 | 0.02 | 0.00 |
| Atglen (19310; 1,868) | 10,069 | 0.084 | 0.04 | 0.00 | 0.00 |
| Avondale (19311; 1,073) | 12,821 | 0.047 | 0.02 | 0.00 | 0.00 |
| Devon-Berwyn (19312; 5,067) | 4,718 | 0.352 | 0.16 | 0.02 | 0.00 |
| Coatesville (19320; 13,218) | 4,595 | 0.367 | 0.17 | 0.02 | 0.00 |
| Lionville-Marchwood (19341; 6,298) | 4,553 | 0.372 | 0.17 | 0.02 | 0.00 |
| Honey Brook (19344; 1,571) | 11,092 | 0.068 | 0.03 | 0.00 | 0.00 |
| Kennett Square (19348; 5,380) | 6,072 | 0.232 | 0.11 | 0.01 | 0.00 |
| Exton (19353; 4,267) | 5,565 | 0.270 | 0.13 | 0.01 | 0.00 |
| Malvern (19355; 3,221) | 6,880 | 0.186 | 0.09 | 0.01 | 0.00 |
| Oxford (19363; 6,071) | 6,663 | 0.197 | 0.09 | 0.01 | 0.00 |
| Parkesburg (19365; 3,624) | 7,680 | 0.151 | 0.07 | 0.01 | 0.00 |
| Thorndale (19372; 3,561) | 6,525 | 0.204 | 0.10 | 0.01 | 0.00 |
| Downingtown (19372; 8,739) | 4,548 | 0.373 | 0.17 | 0.02 | 0.00 |
| Toughkenamon (19374; 1,375) | 10,244 | 0.081 | 0.04 | 0.00 | 0.00 |
| West Chester (19380; 17,227) | 3,206 | 0.605 | 0.28 | 0.03 | 0.01 |
| West Goshen (19382; 8,472) | 3,871 | 0.468 | 0.22 | 0.03 | 0.00 |
| West Grove (19390; 2,621) | 8,032 | 0.138 | 0.06 | 0.01 | 0.00 |
| Norristown (19403; 29,685) | 2,124 | 0.984 | 0.46 | 0.05 | 0.01 |
| West Norriton (19403; 14,901) | 2,632 | 0.762 | 0.36 | 0.04 | 0.01 |
| Audubon (19403; 6,549) | 4,133 | 0.429 | 0.20 | 0.02 | 0.00 |
| Eagleville (19403; 4,458) | 6,045 | 0.234 | 0.11 | 0.01 | 0.00 |
| Trooper (19403; 6,061) | 4,384 | 0.392 | 0.18 | 0.02 | 0.00 |
| East Norriton (19403; 13,211) | 2,691 | 0.742 | 0.35 | 0.04 | 0.01 |
| Bridgeport (19405; 4,513) | 7,603 | 0.155 | 0.07 | 0.01 | 0.00 |
| King of Prussia (19406; 18,511) | 1,988 | 1.066 | 0.50 | 0.06 | 0.01 |
| Blue Bell (19422; 6,395) | 3,412 | 0.559 | 0.26 | 0.03 | 0.01 |
| Evansburg (19426; 1,536) | 9,447 | 0.098 | 0.05 | 0.01 | 0.00 |
| Collegeville (19426; 8,032) | 3,314 | 0.578 | 0.27 | 0.03 | 0.01 |
| Trappe (19426; 4,191) | 5,677 | 0.263 | 0.12 | 0.01 | 0.00 |
| Conshohocken (19428; 8,243) | 4,904 | 0.334 | 0.16 | 0.02 | 0.00 |
| West Conshohocken (19428; 1,464) | 10,520 | 0.076 | 0.04 | 0.00 | 0.00 |
| Hatfield (19440; 3,926) | 7,266 | 0.168 | 0.08 | 0.01 | 0.00 |
| Harleysville (19441; 8,795) | 3,492 | 0.546 | 0.25 | 0.03 | 0.01 |
| Kulpsville (19443; 8,005) | 3,937 | 0.457 | 0.21 | 0.03 | 0.00 |
| Lansdale (19446; 15,823) | 2,908 | 0.679 | 0.32 | 0.04 | 0.01 |
| North Wales (19455; 3,251) | 7,338 | 0.165 | 0.08 | 0.01 | 0.00 |
| Phoenixville (19460; 15,568) | 3,166 | 0.614 | 0.29 | 0.03 | 0.01 |
| Plymouth Meeting (19462; 5,593) | 5,233 | 0.299 | 0.14 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Pennsylvania - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|---------------|--------------|--------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Halfway House (19464; 1,823) | 9,554 | 0.095 | 0.04 | 0.01 | 0.00 |
| Pottstown (19464; 21,085) | 2,848 | 0.700 | 0.33 | 0.04 | 0.01 |
| Sanatoga (19464; 7,734) | 4,738 | 0.350 | 0.16 | 0.02 | 0.00 |
| Stowe (19464; 3,585) | 7,957 | 0.141 | 0.07 | 0.01 | 0.00 |
| Kenilworth (19465; 1,576) | 11,385 | 0.064 | 0.03 | 0.00 | 0.00 |
| Royersford (19468; 4,576) | 7,265 | 0.168 | 0.08 | 0.01 | 0.00 |
| Schwenksville (19473; 1,811) | 10,599 | 0.075 | 0.03 | 0.00 | 0.00 |
| Skippack (19474; 2,889) | 7,020 | 0.178 | 0.08 | 0.01 | 0.00 |
| Spring City (19475; 3,239) | 8,537 | 0.122 | 0.06 | 0.01 | 0.00 |
| Spring House (19477; 3,290) | 5,542 | 0.272 | 0.13 | 0.02 | 0.00 |
| Spring Mount (19478; 2,205) | 8,492 | 0.124 | 0.06 | 0.01 | 0.00 |
| Adamstown (19501; 1,582) | 11,352 | 0.064 | 0.03 | 0.00 | 0.00 |
| Bally (19503; 1,214) | 12,043 | 0.055 | 0.03 | 0.00 | 0.00 |
| Birdsboro (19508; 5,566) | 5,463 | 0.279 | 0.13 | 0.02 | 0.00 |
| Boyertown (19512; 3,892) | 7,944 | 0.142 | 0.07 | 0.01 | 0.00 |
| Amity Gardens (19518; 3,370) | 6,813 | 0.190 | 0.09 | 0.01 | 0.00 |
| Fleetwood (19522; 3,936) | 7,034 | 0.178 | 0.08 | 0.01 | 0.00 |
| Gilbertsville (19525; 4,242) | 6,576 | 0.202 | 0.09 | 0.01 | 0.00 |
| Hamburg (19526; 4,266) | 7,723 | 0.149 | 0.07 | 0.01 | 0.00 |
| Kutztown (19530; 5,379) | 7,025 | 0.178 | 0.08 | 0.01 | 0.00 |
| Leesport (19533; 2,177) | 9,563 | 0.095 | 0.04 | 0.01 | 0.00 |
| Mohnton (19540; 3,309) | 8,371 | 0.127 | 0.06 | 0.01 | 0.00 |
| Robesonia (19551; 2,102) | 9,882 | 0.088 | 0.04 | 0.00 | 0.00 |
| Shoemakersville (19555; 2,098) | 10,659 | 0.074 | 0.03 | 0.00 | 0.00 |
| Topton (19562; 2,003) | 10,000 | 0.085 | 0.04 | 0.00 | 0.00 |
| Wernersville (19565; 2,713) | 8,796 | 0.115 | 0.05 | 0.01 | 0.00 |
| Womelsdorf (19567; 3,112) | 8,258 | 0.130 | 0.06 | 0.01 | 0.00 |
| Laureldale (19605; 3,685) | 7,778 | 0.147 | 0.07 | 0.01 | 0.00 |
| Lorane (19606; 2,994) | 7,545 | 0.156 | 0.07 | 0.01 | 0.00 |
| Mount Penn (19606; 2,874) | 8,950 | 0.110 | 0.05 | 0.01 | 0.00 |
| Reiffton (19606; 2,888) | 7,371 | 0.163 | 0.08 | 0.01 | 0.00 |
| Flying Hills (19607; 1,191) | 11,213 | 0.066 | 0.03 | 0.00 | 0.00 |
| Shillington (19607; 4,900) | 6,616 | 0.199 | 0.09 | 0.01 | 0.00 |
| Kenhorst (19607; 2,563) | 9,522 | 0.096 | 0.04 | 0.01 | 0.00 |
| Whitfield (19608; 2,952) | 6,955 | 0.182 | 0.09 | 0.01 | 0.00 |
| Sinking Spring (19608; 6,759) | 6,251 | 0.220 | 0.10 | 0.01 | 0.00 |
| Wyomissing Hills (19609; 2,568) | 7,796 | 0.146 | 0.07 | 0.01 | 0.00 |
| West Lawn (19609; 1,515) | 11,884 | 0.057 | 0.03 | 0.00 | 0.00 |
| West Wyomissing (19609; 3,016) | 8,542 | 0.122 | 0.06 | 0.01 | 0.00 |
| Wyomissing (19610; 8,587) | 4,082 | 0.436 | 0.20 | 0.02 | 0.00 |
| West Reading (19611; 3,873) | 8,044 | 0.138 | 0.06 | 0.01 | 0.00 |
| Reading (19640; 79,283) | 1,043 | 1.965 | 0.92 | 0.11 | 0.02 |
| Total 6,131,943 | | 214.29 | 100.0 | 11.88 | 2.08 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

6 NEW ENGLAND

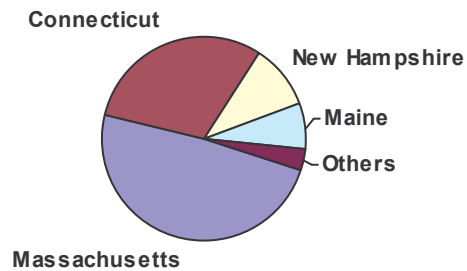
6.1 EXECUTIVE SUMMARY

The Latent Demand for Graphic Design Services in the New England: 2007

| State | Latent Demand US \$ mln | % of New England |
|---------------|-------------------------|------------------|
| Massachusetts | 330.77 | 45.12% |
| Connecticut | 211.53 | 28.85% |
| New Hampshire | 70.50 | 9.62% |
| Maine | 49.04 | 6.69% |
| Rhode Island | 48.41 | 6.60% |
| Vermont | 22.84 | 3.12% |
| Total | 733.08 | 100.0 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

The Latent Demand for Graphic Design Services in the New England: 2007



The New England - Executive Summary for Graphic Design Services: in 2002 - 2012

| Year | US \$ mln | % of US |
|------|-----------|---------|
| 2002 | 728.76 | 7.11 |
| 2003 | 722.92 | 7.11 |
| 2004 | 717.14 | 7.10 |
| 2005 | 711.40 | 7.10 |
| 2006 | 709.83 | 7.10 |
| 2007 | 733.08 | 7.10 |
| 2008 | 761.37 | 7.10 |
| 2009 | 790.76 | 7.11 |
| 2010 | 821.29 | 7.11 |
| 2011 | 852.99 | 7.11 |
| 2012 | 885.93 | 7.11 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

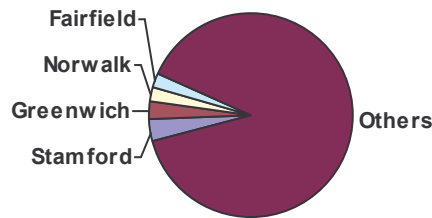
6.2 LATENT DEMAND BY YEAR - CONNECTICUT

The Latent Demand for Graphic Design Services in Connecticut: 2002 - 2012

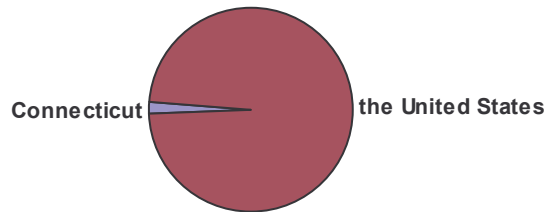
| Year | Connecticut | % of Region | % of USA |
|------|-------------|-------------|----------|
| 2002 | 209.90 | 28.80% | 2.05% |
| 2003 | 208.35 | 28.82% | 2.05% |
| 2004 | 206.80 | 28.84% | 2.05% |
| 2005 | 205.27 | 28.85% | 2.05% |
| 2006 | 204.91 | 28.87% | 2.05% |
| 2007 | 211.53 | 28.85% | 2.05% |
| 2008 | 219.57 | 28.84% | 2.05% |
| 2009 | 227.91 | 28.82% | 2.05% |
| 2010 | 236.57 | 28.80% | 2.05% |
| 2011 | 245.56 | 28.79% | 2.05% |
| 2012 | 254.89 | 28.77% | 2.05% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Connecticut - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Connecticut: 2007



6.3 CITIES SORTED BY RANK - CONNECTICUT

Connecticut - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|-----------|---------|----------|-------|
| Stamford (130,230) | 171 | 7.224 | 3.42 | 0.99 | 0.07 |
| Greenwich (65,856) | 224 | 5.977 | 2.83 | 0.82 | 0.06 |
| Norwalk (88,779) | 308 | 4.866 | 2.30 | 0.66 | 0.05 |
| Fairfield (59,208) | 342 | 4.529 | 2.14 | 0.62 | 0.04 |
| Bridgeport (141,173) | 349 | 4.482 | 2.12 | 0.61 | 0.04 |
| Danbury (89,568) | 355 | 4.403 | 2.08 | 0.60 | 0.04 |
| Waterbury (112,047) | 481 | 3.519 | 1.66 | 0.48 | 0.03 |
| New Haven (128,611) | 488 | 3.488 | 1.65 | 0.48 | 0.03 |
| Milford (61,639) | 495 | 3.454 | 1.63 | 0.47 | 0.03 |
| Westport (29,090) | 546 | 3.194 | 1.51 | 0.44 | 0.03 |
| Darien (23,470) | 554 | 3.155 | 1.49 | 0.43 | 0.03 |
| West Hartford (54,703) | 568 | 3.090 | 1.46 | 0.42 | 0.03 |
| Hartford (135,236) | 574 | 3.075 | 1.45 | 0.42 | 0.03 |
| Hamden (63,084) | 591 | 3.025 | 1.43 | 0.41 | 0.03 |
| Trumbull (38,826) | 652 | 2.828 | 1.34 | 0.39 | 0.03 |
| New Canaan (21,753) | 653 | 2.825 | 1.34 | 0.39 | 0.03 |
| Bristol (63,980) | 667 | 2.779 | 1.31 | 0.38 | 0.03 |
| Newtown (32,927) | 690 | 2.720 | 1.29 | 0.37 | 0.03 |
| Southington (48,489) | 702 | 2.689 | 1.27 | 0.37 | 0.03 |
| Glastonbury (36,287) | 706 | 2.681 | 1.27 | 0.37 | 0.03 |
| Shelton (43,218) | 711 | 2.664 | 1.26 | 0.36 | 0.03 |
| Middletown (61,406) | 718 | 2.653 | 1.25 | 0.36 | 0.03 |
| Manchester (58,081) | 728 | 2.630 | 1.24 | 0.36 | 0.03 |
| Wallingford (49,769) | 736 | 2.613 | 1.24 | 0.36 | 0.03 |
| Ridgefield (26,098) | 749 | 2.566 | 1.21 | 0.35 | 0.02 |
| Stratford (51,166) | 772 | 2.507 | 1.19 | 0.34 | 0.02 |
| Wilton (19,090) | 786 | 2.473 | 1.17 | 0.34 | 0.02 |
| Meriden (61,837) | 796 | 2.449 | 1.16 | 0.33 | 0.02 |
| Cheshire (31,887) | 831 | 2.350 | 1.11 | 0.32 | 0.02 |
| New Britain (72,130) | 878 | 2.259 | 1.07 | 0.31 | 0.02 |
| Enfield (46,676) | 879 | 2.258 | 1.07 | 0.31 | 0.02 |
| West Haven (55,348) | 944 | 2.149 | 1.02 | 0.29 | 0.02 |
| South Windsor (29,779) | 1,020 | 2.018 | 0.95 | 0.28 | 0.02 |
| New Milford (33,213) | 1,034 | 1.988 | 0.94 | 0.27 | 0.02 |
| Simsbury (24,360) | 1,135 | 1.852 | 0.88 | 0.25 | 0.02 |
| East Hartford (48,772) | 1,136 | 1.851 | 0.87 | 0.25 | 0.02 |
| Groton (42,517) | 1,168 | 1.797 | 0.85 | 0.25 | 0.02 |
| Guilford (25,216) | 1,190 | 1.775 | 0.84 | 0.24 | 0.02 |
| Avon (21,229) | 1,194 | 1.768 | 0.84 | 0.24 | 0.02 |
| Madison (22,031) | 1,200 | 1.766 | 0.83 | 0.24 | 0.02 |
| Windsor (29,984) | 1,205 | 1.762 | 0.83 | 0.24 | 0.02 |
| Farmington (28,310) | 1,218 | 1.739 | 0.82 | 0.24 | 0.02 |
| Mansfield (38,704) | 1,223 | 1.733 | 0.82 | 0.24 | 0.02 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Connecticut - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Monroe (21,162) | 1,293 | 1.648 | 0.78 | 0.22 | 0.02 |
| Branford (30,796) | 1,308 | 1.636 | 0.77 | 0.22 | 0.02 |
| Newington (30,847) | 1,327 | 1.614 | 0.76 | 0.22 | 0.02 |
| Naugatuck (34,351) | 1,330 | 1.613 | 0.76 | 0.22 | 0.02 |
| North Haven (25,922) | 1,376 | 1.560 | 0.74 | 0.21 | 0.02 |
| Berlin (23,797) | 1,443 | 1.484 | 0.70 | 0.20 | 0.01 |
| Weston (11,036) | 1,445 | 1.483 | 0.70 | 0.20 | 0.01 |
| Torrington (38,241) | 1,462 | 1.466 | 0.69 | 0.20 | 0.01 |
| Vernon (33,352) | 1,466 | 1.461 | 0.69 | 0.20 | 0.01 |
| Norwich (38,319) | 1,552 | 1.375 | 0.65 | 0.19 | 0.01 |
| Brookfield (18,106) | 1,556 | 1.372 | 0.65 | 0.19 | 0.01 |
| Tolland (19,115) | 1,574 | 1.355 | 0.64 | 0.18 | 0.01 |
| East Haven (30,860) | 1,575 | 1.355 | 0.64 | 0.18 | 0.01 |
| Bethel (20,983) | 1,603 | 1.324 | 0.63 | 0.18 | 0.01 |
| Watertown (24,197) | 1,612 | 1.317 | 0.62 | 0.18 | 0.01 |
| Wethersfield (26,596) | 1,635 | 1.298 | 0.61 | 0.18 | 0.01 |
| Southbury (22,826) | 1,639 | 1.295 | 0.61 | 0.18 | 0.01 |
| East Lyme (20,315) | 1,704 | 1.238 | 0.59 | 0.17 | 0.01 |
| Montville (24,398) | 1,718 | 1.231 | 0.58 | 0.17 | 0.01 |
| New Fairfield (15,216) | 1,793 | 1.176 | 0.56 | 0.16 | 0.01 |
| Rocky Hill (20,936) | 1,822 | 1.155 | 0.55 | 0.16 | 0.01 |
| Oxford (16,235) | 1,836 | 1.147 | 0.54 | 0.16 | 0.01 |
| Bloomfield (23,185) | 1,844 | 1.143 | 0.54 | 0.16 | 0.01 |
| Suffield (18,024) | 1,916 | 1.101 | 0.52 | 0.15 | 0.01 |
| Wolcott (19,419) | 1,943 | 1.092 | 0.52 | 0.15 | 0.01 |
| Colchester (18,101) | 1,969 | 1.075 | 0.51 | 0.15 | 0.01 |
| Orange (14,722) | 1,979 | 1.070 | 0.51 | 0.15 | 0.01 |
| Ellington (18,579) | 1,993 | 1.062 | 0.50 | 0.14 | 0.01 |
| Granby (13,258) | 2,121 | 0.986 | 0.47 | 0.13 | 0.01 |
| Waterford (18,919) | 2,147 | 0.971 | 0.46 | 0.13 | 0.01 |
| Woodbridge (10,306) | 2,160 | 0.964 | 0.46 | 0.13 | 0.01 |
| Ledyard (16,726) | 2,166 | 0.960 | 0.45 | 0.13 | 0.01 |
| Stonington (19,836) | 2,181 | 0.953 | 0.45 | 0.13 | 0.01 |
| Redding (9,934) | 2,192 | 0.948 | 0.45 | 0.13 | 0.01 |
| Easton (8,215) | 2,196 | 0.945 | 0.45 | 0.13 | 0.01 |
| North Branford (15,648) | 2,232 | 0.924 | 0.44 | 0.13 | 0.01 |
| Burlington (11,820) | 2,291 | 0.896 | 0.42 | 0.12 | 0.01 |
| Seymour (18,366) | 2,322 | 0.882 | 0.42 | 0.12 | 0.01 |
| New London (28,343) | 2,328 | 0.878 | 0.41 | 0.12 | 0.01 |
| Cromwell (15,757) | 2,332 | 0.876 | 0.41 | 0.12 | 0.01 |
| Clinton (15,383) | 2,387 | 0.852 | 0.40 | 0.12 | 0.01 |
| Coventry (14,362) | 2,391 | 0.851 | 0.40 | 0.12 | 0.01 |
| East Hampton (13,352) | 2,493 | 0.811 | 0.38 | 0.11 | 0.01 |
| Ansonia (19,763) | 2,577 | 0.779 | 0.37 | 0.11 | 0.01 |
| Plainville (17,529) | 2,595 | 0.773 | 0.37 | 0.11 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Connecticut - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|-----------|---------|----------|-------|
| Windham (23,985) | 2,603 | 0.771 | 0.36 | 0.11 | 0.01 |
| Somers (12,425) | 2,690 | 0.743 | 0.35 | 0.10 | 0.01 |
| Hebron (10,749) | 2,701 | 0.740 | 0.35 | 0.10 | 0.01 |
| Killingly (19,635) | 2,704 | 0.739 | 0.35 | 0.10 | 0.01 |
| Canton (12,338) | 2,723 | 0.735 | 0.35 | 0.10 | 0.01 |
| Woodbury (11,347) | 2,812 | 0.710 | 0.34 | 0.10 | 0.01 |
| Plainfield (17,768) | 2,859 | 0.697 | 0.33 | 0.10 | 0.01 |
| Prospect (10,951) | 2,914 | 0.678 | 0.32 | 0.09 | 0.01 |
| Plymouth (13,663) | 2,938 | 0.673 | 0.32 | 0.09 | 0.01 |
| Durham (9,286) | 2,979 | 0.660 | 0.31 | 0.09 | 0.01 |
| Portland (11,362) | 2,988 | 0.659 | 0.31 | 0.09 | 0.01 |
| Stafford (13,383) | 3,037 | 0.646 | 0.31 | 0.09 | 0.01 |
| Haddam (8,798) | 3,084 | 0.633 | 0.30 | 0.09 | 0.01 |
| Old Saybrook (10,964) | 3,100 | 0.630 | 0.30 | 0.09 | 0.01 |
| Windsor Locks (13,236) | 3,256 | 0.592 | 0.28 | 0.08 | 0.01 |
| East Haddam (10,319) | 3,267 | 0.589 | 0.28 | 0.08 | 0.01 |
| Marlborough (7,915) | 3,296 | 0.582 | 0.28 | 0.08 | 0.01 |
| Griswold (12,451) | 3,340 | 0.572 | 0.27 | 0.08 | 0.01 |
| Killingworth (7,656) | 3,364 | 0.567 | 0.27 | 0.08 | 0.01 |
| Derby (13,301) | 3,429 | 0.556 | 0.26 | 0.08 | 0.01 |
| New Hartford (8,756) | 3,431 | 0.556 | 0.26 | 0.08 | 0.01 |
| East Windsor (11,750) | 3,462 | 0.550 | 0.26 | 0.08 | 0.01 |
| Middlebury (8,178) | 3,565 | 0.528 | 0.25 | 0.07 | 0.01 |
| Woodstock (10,189) | 3,635 | 0.516 | 0.24 | 0.07 | 0.01 |
| Litchfield (9,472) | 3,679 | 0.507 | 0.24 | 0.07 | 0.00 |
| Old Lyme (7,925) | 3,723 | 0.496 | 0.23 | 0.07 | 0.00 |
| Winchester (11,498) | 3,752 | 0.492 | 0.23 | 0.07 | 0.00 |
| Essex (7,818) | 3,812 | 0.478 | 0.23 | 0.07 | 0.00 |
| Kensington (8,541) | 3,840 | 0.473 | 0.22 | 0.06 | 0.00 |
| Lebanon (8,331) | 3,884 | 0.467 | 0.22 | 0.06 | 0.00 |
| Bethany (6,757) | 3,903 | 0.464 | 0.22 | 0.06 | 0.00 |
| Thomaston (9,222) | 3,933 | 0.459 | 0.22 | 0.06 | 0.00 |
| Thompson (10,508) | 4,017 | 0.443 | 0.21 | 0.06 | 0.00 |
| Willimantic (15,823) | 4,077 | 0.437 | 0.21 | 0.06 | 0.00 |
| Brooklyn (9,331) | 4,155 | 0.425 | 0.20 | 0.06 | 0.00 |
| Columbia (6,419) | 4,247 | 0.413 | 0.20 | 0.06 | 0.00 |
| Westbrook (7,586) | 4,332 | 0.400 | 0.19 | 0.05 | 0.00 |
| Putnam (9,933) | 4,396 | 0.391 | 0.19 | 0.05 | 0.00 |
| Harwinton (6,325) | 4,450 | 0.384 | 0.18 | 0.05 | 0.00 |
| Oakville (8,618) | 4,464 | 0.382 | 0.18 | 0.05 | 0.00 |
| East Granby (5,988) | 4,515 | 0.377 | 0.18 | 0.05 | 0.00 |
| Sherman (5,072) | 4,696 | 0.354 | 0.17 | 0.05 | 0.00 |
| Bolton (5,669) | 4,740 | 0.350 | 0.17 | 0.05 | 0.00 |
| Beacon Falls (6,596) | 4,814 | 0.342 | 0.16 | 0.05 | 0.00 |
| Willington (6,973) | 4,925 | 0.330 | 0.16 | 0.05 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Connecticut - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| North Stonington (5,905) | 5,086 | 0.313 | 0.15 | 0.04 | 0.00 |
| Canterbury (6,150) | 5,089 | 0.313 | 0.15 | 0.04 | 0.00 |
| Salem (4,760) | 5,226 | 0.300 | 0.14 | 0.04 | 0.00 |
| Thompsonville (8,125) | 5,332 | 0.291 | 0.14 | 0.04 | 0.00 |
| Preston (5,377) | 5,557 | 0.271 | 0.13 | 0.04 | 0.00 |
| Pomfret (5,091) | 5,567 | 0.270 | 0.13 | 0.04 | 0.00 |
| Winsted (7,321) | 5,577 | 0.270 | 0.13 | 0.04 | 0.00 |
| Storrs (10,996) | 5,630 | 0.266 | 0.13 | 0.04 | 0.00 |
| Ashford (5,235) | 5,657 | 0.264 | 0.12 | 0.04 | 0.00 |
| Barkhamsted (4,360) | 5,660 | 0.263 | 0.12 | 0.04 | 0.00 |
| Bethlehem (4,191) | 5,670 | 0.263 | 0.12 | 0.04 | 0.00 |
| Middlefield (4,619) | 5,809 | 0.252 | 0.12 | 0.03 | 0.00 |
| Chester (4,150) | 5,865 | 0.248 | 0.12 | 0.03 | 0.00 |
| Goshen (4,185) | 5,874 | 0.247 | 0.12 | 0.03 | 0.00 |
| Hazardville (4,900) | 5,898 | 0.245 | 0.12 | 0.03 | 0.00 |
| Deep River (5,106) | 5,934 | 0.242 | 0.11 | 0.03 | 0.00 |
| Lisbon (4,776) | 5,939 | 0.241 | 0.11 | 0.03 | 0.00 |
| Washington (4,016) | 5,951 | 0.240 | 0.11 | 0.03 | 0.00 |
| Terryville (5,360) | 5,989 | 0.237 | 0.11 | 0.03 | 0.00 |
| Roxbury (2,929) | 6,015 | 0.236 | 0.11 | 0.03 | 0.00 |
| Rockville (7,708) | 6,125 | 0.229 | 0.11 | 0.03 | 0.00 |
| Mystic (4,001) | 6,133 | 0.228 | 0.11 | 0.03 | 0.00 |
| Weatogue (2,805) | 6,141 | 0.228 | 0.11 | 0.03 | 0.00 |
| Andover (3,636) | 6,193 | 0.225 | 0.11 | 0.03 | 0.00 |
| Salisbury (4,303) | 6,441 | 0.209 | 0.10 | 0.03 | 0.00 |
| West Simsbury (2,395) | 6,456 | 0.208 | 0.10 | 0.03 | 0.00 |
| Pawcatuck (5,474) | 6,615 | 0.200 | 0.09 | 0.03 | 0.00 |
| Sterling (4,423) | 6,621 | 0.199 | 0.09 | 0.03 | 0.00 |
| Old Mystic (3,205) | 6,903 | 0.185 | 0.09 | 0.03 | 0.00 |
| Lyme (2,440) | 7,359 | 0.164 | 0.08 | 0.02 | 0.00 |
| Broad Brook (3,469) | 7,441 | 0.160 | 0.08 | 0.02 | 0.00 |
| North Granby (1,720) | 7,466 | 0.159 | 0.08 | 0.02 | 0.00 |
| Kent (3,218) | 7,479 | 0.159 | 0.08 | 0.02 | 0.00 |
| Sharon (3,237) | 7,522 | 0.157 | 0.07 | 0.02 | 0.00 |
| Georgetown (1,650) | 7,552 | 0.156 | 0.07 | 0.02 | 0.00 |
| Bridgewater (2,117) | 7,564 | 0.156 | 0.07 | 0.02 | 0.00 |
| Voluntown (2,992) | 7,570 | 0.156 | 0.07 | 0.02 | 0.00 |
| Niantic (3,085) | 7,592 | 0.155 | 0.07 | 0.02 | 0.00 |
| Collinsville (2,686) | 7,721 | 0.149 | 0.07 | 0.02 | 0.00 |
| Morris (2,702) | 7,879 | 0.144 | 0.07 | 0.02 | 0.00 |
| Bozrah (2,746) | 7,883 | 0.144 | 0.07 | 0.02 | 0.00 |
| Chaplin (3,005) | 7,931 | 0.142 | 0.07 | 0.02 | 0.00 |
| Hampton (2,757) | 8,051 | 0.138 | 0.07 | 0.02 | 0.00 |
| Blue Hills (3,020) | 8,120 | 0.135 | 0.06 | 0.02 | 0.00 |
| Danielson (4,385) | 8,326 | 0.128 | 0.06 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Connecticut - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|---------------|--------------|--------------|-------------|
| Franklin (2,238) | 8,370 | 0.127 | 0.06 | 0.02 | 0.00 |
| North Canaan (3,512) | 8,430 | 0.126 | 0.06 | 0.02 | 0.00 |
| Sprague (3,116) | 8,504 | 0.123 | 0.06 | 0.02 | 0.00 |
| Moosup (3,237) | 8,658 | 0.119 | 0.06 | 0.02 | 0.00 |
| Jewett City (2,980) | 8,769 | 0.116 | 0.05 | 0.02 | 0.00 |
| Eastford (2,098) | 8,965 | 0.110 | 0.05 | 0.01 | 0.00 |
| Scotland (2,048) | 9,082 | 0.107 | 0.05 | 0.01 | 0.00 |
| Noank (1,830) | 9,253 | 0.103 | 0.05 | 0.01 | 0.00 |
| Warren (1,650) | 9,573 | 0.095 | 0.04 | 0.01 | 0.00 |
| Norfolk (1,748) | 9,605 | 0.094 | 0.04 | 0.01 | 0.00 |
| Colebrook (1,721) | 9,676 | 0.093 | 0.04 | 0.01 | 0.00 |
| Higganum (1,671) | 9,679 | 0.092 | 0.04 | 0.01 | 0.00 |
| Cornwall (1,627) | 10,177 | 0.082 | 0.04 | 0.01 | 0.00 |
| Tariffville (1,371) | 10,574 | 0.075 | 0.04 | 0.01 | 0.00 |
| Moodus (1,263) | 11,631 | 0.060 | 0.03 | 0.01 | 0.00 |
| South Windham (1,278) | 11,657 | 0.060 | 0.03 | 0.01 | 0.00 |
| Canaan (1,175) | 11,744 | 0.059 | 0.03 | 0.01 | 0.00 |
| New Preston (1,110) | 11,901 | 0.057 | 0.03 | 0.01 | 0.00 |
| Poquonock Bridge (1,592) | 12,596 | 0.049 | 0.02 | 0.01 | 0.00 |
| Total 3,965,736 | | 211.52 | 100.0 | 28.85 | 2.05 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

6.4 CITIES SORTED BY ZIPCODE - CONNECTICUT

Connecticut - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Avon (06001; 21,229) | 1,194 | 1.768 | 0.84 | 0.24 | 0.02 |
| Bloomfield (06002; 23,185) | 1,844 | 1.143 | 0.54 | 0.16 | 0.01 |
| Windsor (06006; 29,984) | 1,205 | 1.762 | 0.83 | 0.24 | 0.02 |
| Bristol (06010; 63,980) | 667 | 2.779 | 1.31 | 0.38 | 0.03 |
| Broad Brook (06016; 3,469) | 7,441 | 0.160 | 0.08 | 0.02 | 0.00 |
| East Windsor (06016; 11,750) | 3,462 | 0.550 | 0.26 | 0.08 | 0.01 |
| North Canaan (06018; 3,512) | 8,430 | 0.126 | 0.06 | 0.02 | 0.00 |
| Canton (06019; 12,338) | 2,723 | 0.735 | 0.35 | 0.10 | 0.01 |
| Collinsville (06019; 2,686) | 7,721 | 0.149 | 0.07 | 0.02 | 0.00 |
| Colebrook (06021; 1,721) | 9,676 | 0.093 | 0.04 | 0.01 | 0.00 |
| East Granby (06026; 5,988) | 4,515 | 0.377 | 0.18 | 0.05 | 0.00 |
| Ellington (06029; 18,579) | 1,993 | 1.062 | 0.50 | 0.14 | 0.01 |
| Canaan (06031; 1,175) | 11,744 | 0.059 | 0.03 | 0.01 | 0.00 |
| Glastonbury (06033; 36,287) | 706 | 2.681 | 1.27 | 0.37 | 0.03 |
| Farmington (06034; 28,310) | 1,218 | 1.739 | 0.82 | 0.24 | 0.02 |
| Kensington (06037; 8,541) | 3,840 | 0.473 | 0.22 | 0.06 | 0.00 |
| Berlin (06037; 23,797) | 1,443 | 1.484 | 0.70 | 0.20 | 0.01 |
| Manchester (06040; 58,081) | 728 | 2.630 | 1.24 | 0.36 | 0.03 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Connecticut - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Bolton (06043; 5,669) | 4,740 | 0.350 | 0.17 | 0.05 | 0.00 |
| New Britain (06053; 72,130) | 878 | 2.259 | 1.07 | 0.31 | 0.02 |
| New Hartford (06057; 8,756) | 3,431 | 0.556 | 0.26 | 0.08 | 0.01 |
| Norfolk (06058; 1,748) | 9,605 | 0.094 | 0.04 | 0.01 | 0.00 |
| North Granby (06060; 1,720) | 7,466 | 0.159 | 0.08 | 0.02 | 0.00 |
| Plainville (06062; 17,529) | 2,595 | 0.773 | 0.37 | 0.11 | 0.01 |
| Barkhamsted (06063; 4,360) | 5,660 | 0.263 | 0.12 | 0.04 | 0.00 |
| Rockville (06066; 7,708) | 6,125 | 0.229 | 0.11 | 0.03 | 0.00 |
| Vernon (06066; 33,352) | 1,466 | 1.461 | 0.69 | 0.20 | 0.01 |
| Rocky Hill (06067; 20,936) | 1,822 | 1.155 | 0.55 | 0.16 | 0.01 |
| Sharon (06069; 3,237) | 7,522 | 0.157 | 0.07 | 0.02 | 0.00 |
| Simsbury (06070; 24,360) | 1,135 | 1.852 | 0.88 | 0.25 | 0.02 |
| Somers (06071; 12,425) | 2,690 | 0.743 | 0.35 | 0.10 | 0.01 |
| South Windsor (06074; 29,779) | 1,020 | 2.018 | 0.95 | 0.28 | 0.02 |
| Stafford (06075; 13,383) | 3,037 | 0.646 | 0.31 | 0.09 | 0.01 |
| Salisbury (06079; 4,303) | 6,441 | 0.209 | 0.10 | 0.03 | 0.00 |
| Tariffville (06081; 1,371) | 10,574 | 0.075 | 0.04 | 0.01 | 0.00 |
| Hazardville (06082; 4,900) | 5,898 | 0.245 | 0.12 | 0.03 | 0.00 |
| Thompsonville (06082; 8,125) | 5,332 | 0.291 | 0.14 | 0.04 | 0.00 |
| Enfield (06083; 46,676) | 879 | 2.258 | 1.07 | 0.31 | 0.02 |
| Tolland (06084; 19,115) | 1,574 | 1.355 | 0.64 | 0.18 | 0.01 |
| Burlington (06085; 11,820) | 2,291 | 0.896 | 0.42 | 0.12 | 0.01 |
| Weatogue (06089; 2,805) | 6,141 | 0.228 | 0.11 | 0.03 | 0.00 |
| Granby (06090; 13,258) | 2,121 | 0.986 | 0.47 | 0.13 | 0.01 |
| West Simsbury (06092; 2,395) | 6,456 | 0.208 | 0.10 | 0.03 | 0.00 |
| Suffield (06093; 18,024) | 1,916 | 1.101 | 0.52 | 0.15 | 0.01 |
| Winchester (06094; 11,498) | 3,752 | 0.492 | 0.23 | 0.07 | 0.00 |
| Windsor Locks (06096; 13,236) | 3,256 | 0.592 | 0.28 | 0.08 | 0.01 |
| Winsted (06098; 7,321) | 5,577 | 0.270 | 0.13 | 0.04 | 0.00 |
| East Hartford (06108; 48,772) | 1,136 | 1.851 | 0.87 | 0.25 | 0.02 |
| Newington (06111; 30,847) | 1,327 | 1.614 | 0.76 | 0.22 | 0.02 |
| Blue Hills (06112; 3,020) | 8,120 | 0.135 | 0.06 | 0.02 | 0.00 |
| West Hartford (06127; 54,703) | 568 | 3.090 | 1.46 | 0.42 | 0.03 |
| Wethersfield (06129; 26,596) | 1,635 | 1.298 | 0.61 | 0.18 | 0.01 |
| Hartford (06160; 135,236) | 574 | 3.075 | 1.45 | 0.42 | 0.03 |
| Willimantic (06226; 15,823) | 4,077 | 0.437 | 0.21 | 0.06 | 0.00 |
| Andover (06232; 3,636) | 6,193 | 0.225 | 0.11 | 0.03 | 0.00 |
| Brooklyn (06234; 9,331) | 4,155 | 0.425 | 0.20 | 0.06 | 0.00 |
| Chaplin (06235; 3,005) | 7,931 | 0.142 | 0.07 | 0.02 | 0.00 |
| Columbia (06237; 6,419) | 4,247 | 0.413 | 0.20 | 0.06 | 0.00 |
| Coventry (06238; 14,362) | 2,391 | 0.851 | 0.40 | 0.12 | 0.01 |
| Danielson (06239; 4,385) | 8,326 | 0.128 | 0.06 | 0.02 | 0.00 |
| Eastford (06242; 2,098) | 8,965 | 0.110 | 0.05 | 0.01 | 0.00 |
| Killingly (06243; 19,635) | 2,704 | 0.739 | 0.35 | 0.10 | 0.01 |
| Hampton (06247; 2,757) | 8,051 | 0.138 | 0.07 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Connecticut - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Hebron (06248; 10,749) | 2,701 | 0.740 | 0.35 | 0.10 | 0.01 |
| Lebanon (06249; 8,331) | 3,884 | 0.467 | 0.22 | 0.06 | 0.00 |
| Ashford (06250; 5,235) | 5,657 | 0.264 | 0.12 | 0.04 | 0.00 |
| Franklin (06254; 2,238) | 8,370 | 0.127 | 0.06 | 0.02 | 0.00 |
| Windham (06256; 23,985) | 2,603 | 0.771 | 0.36 | 0.11 | 0.01 |
| Pomfret (06258; 5,091) | 5,567 | 0.270 | 0.13 | 0.04 | 0.00 |
| Putnam (06260; 9,933) | 4,396 | 0.391 | 0.19 | 0.05 | 0.00 |
| Scotland (06264; 2,048) | 9,082 | 0.107 | 0.05 | 0.01 | 0.00 |
| South Windham (06266; 1,278) | 11,657 | 0.060 | 0.03 | 0.01 | 0.00 |
| Mansfield (06268; 38,704) | 1,223 | 1.733 | 0.82 | 0.24 | 0.02 |
| Storrs (06268; 10,996) | 5,630 | 0.266 | 0.13 | 0.04 | 0.00 |
| Thompson (06277; 10,508) | 4,017 | 0.443 | 0.21 | 0.06 | 0.00 |
| Willington (06279; 6,973) | 4,925 | 0.330 | 0.16 | 0.05 | 0.00 |
| Woodstock (06281; 10,189) | 3,635 | 0.516 | 0.24 | 0.07 | 0.01 |
| New London (06320; 28,343) | 2,328 | 0.878 | 0.41 | 0.12 | 0.01 |
| Sprague (06330; 3,116) | 8,504 | 0.123 | 0.06 | 0.02 | 0.00 |
| Canterbury (06331; 6,150) | 5,089 | 0.313 | 0.15 | 0.04 | 0.00 |
| East Lyme (06333; 20,315) | 1,704 | 1.238 | 0.59 | 0.17 | 0.01 |
| Bozrah (06334; 2,746) | 7,883 | 0.144 | 0.07 | 0.02 | 0.00 |
| Ledyard (06339; 16,726) | 2,166 | 0.960 | 0.45 | 0.13 | 0.01 |
| Groton (06340; 42,517) | 1,168 | 1.797 | 0.85 | 0.25 | 0.02 |
| Noank (06340; 1,830) | 9,253 | 0.103 | 0.05 | 0.01 | 0.00 |
| Poquonock Bridge (06340; 1,592) | 12,596 | 0.049 | 0.02 | 0.01 | 0.00 |
| Lisbon (06351; 4,776) | 5,939 | 0.241 | 0.11 | 0.03 | 0.00 |
| Griswold (06351; 12,451) | 3,340 | 0.572 | 0.27 | 0.08 | 0.01 |
| Voluntown (06351; 2,992) | 7,570 | 0.156 | 0.07 | 0.02 | 0.00 |
| Montville (06353; 24,398) | 1,718 | 1.231 | 0.58 | 0.17 | 0.01 |
| Moosup (06354; 3,237) | 8,658 | 0.119 | 0.06 | 0.02 | 0.00 |
| Mystic (06355; 4,001) | 6,133 | 0.228 | 0.11 | 0.03 | 0.00 |
| Niantic (06357; 3,085) | 7,592 | 0.155 | 0.07 | 0.02 | 0.00 |
| North Stonington (06359; 5,905) | 5,086 | 0.313 | 0.15 | 0.04 | 0.00 |
| Preston (06365; 5,377) | 5,557 | 0.271 | 0.13 | 0.04 | 0.00 |
| Norwich (06365; 38,319) | 1,552 | 1.375 | 0.65 | 0.19 | 0.01 |
| Lyme (06371; 2,440) | 7,359 | 0.164 | 0.08 | 0.02 | 0.00 |
| Old Lyme (06371; 7,925) | 3,723 | 0.496 | 0.23 | 0.07 | 0.00 |
| Old Mystic (06372; 3,205) | 6,903 | 0.185 | 0.09 | 0.03 | 0.00 |
| Plainfield (06374; 17,768) | 2,859 | 0.697 | 0.33 | 0.10 | 0.01 |
| Sterling (06377; 4,423) | 6,621 | 0.199 | 0.09 | 0.03 | 0.00 |
| Stonington (06378; 19,836) | 2,181 | 0.953 | 0.45 | 0.13 | 0.01 |
| Pawcatuck (06379; 5,474) | 6,615 | 0.200 | 0.09 | 0.03 | 0.00 |
| Jewett City (06384; 2,980) | 8,769 | 0.116 | 0.05 | 0.02 | 0.00 |
| Waterford (06386; 18,919) | 2,147 | 0.971 | 0.46 | 0.13 | 0.01 |
| Ansonia (06401; 19,763) | 2,577 | 0.779 | 0.37 | 0.11 | 0.01 |
| Beacon Falls (06403; 6,596) | 4,814 | 0.342 | 0.16 | 0.05 | 0.00 |
| Branford (06405; 30,796) | 1,308 | 1.636 | 0.77 | 0.22 | 0.02 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Connecticut - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Cheshire (06410; 31,887) | 831 | 2.350 | 1.11 | 0.32 | 0.02 |
| Chester (06412; 4,150) | 5,865 | 0.248 | 0.12 | 0.03 | 0.00 |
| Clinton (06413; 15,383) | 2,387 | 0.852 | 0.40 | 0.12 | 0.01 |
| Colchester (06415; 18,101) | 1,969 | 1.075 | 0.51 | 0.15 | 0.01 |
| Cromwell (06416; 15,757) | 2,332 | 0.876 | 0.41 | 0.12 | 0.01 |
| Derby (06418; 13,301) | 3,429 | 0.556 | 0.26 | 0.08 | 0.01 |
| Killingworth (06419; 7,656) | 3,364 | 0.567 | 0.27 | 0.08 | 0.01 |
| Deep River (06419; 5,106) | 5,934 | 0.242 | 0.11 | 0.03 | 0.00 |
| Salem (06420; 4,760) | 5,226 | 0.300 | 0.14 | 0.04 | 0.00 |
| Durham (06422; 9,286) | 2,979 | 0.660 | 0.31 | 0.09 | 0.01 |
| East Haddam (06423; 10,319) | 3,267 | 0.589 | 0.28 | 0.08 | 0.01 |
| Essex (06426; 7,818) | 3,812 | 0.478 | 0.23 | 0.07 | 0.00 |
| Guilford (06437; 25,216) | 1,190 | 1.775 | 0.84 | 0.24 | 0.02 |
| Haddam (06438; 8,798) | 3,084 | 0.633 | 0.30 | 0.09 | 0.01 |
| Higganum (06441; 1,671) | 9,679 | 0.092 | 0.04 | 0.01 | 0.00 |
| Madison (06443; 22,031) | 1,200 | 1.766 | 0.83 | 0.24 | 0.02 |
| East Hampton (06447; 13,352) | 2,493 | 0.811 | 0.38 | 0.11 | 0.01 |
| Marlborough (06447; 7,915) | 3,296 | 0.582 | 0.28 | 0.08 | 0.01 |
| Meriden (06454; 61,837) | 796 | 2.449 | 1.16 | 0.33 | 0.02 |
| Middlefield (06455; 4,619) | 5,809 | 0.252 | 0.12 | 0.03 | 0.00 |
| Middletown (06457; 61,406) | 718 | 2.653 | 1.25 | 0.36 | 0.03 |
| Milford (06461; 61,639) | 495 | 3.454 | 1.63 | 0.47 | 0.03 |
| Monroe (06468; 21,162) | 1,293 | 1.648 | 0.78 | 0.22 | 0.02 |
| Moodus (06469; 1,263) | 11,631 | 0.060 | 0.03 | 0.01 | 0.00 |
| Newtown (06470; 32,927) | 690 | 2.720 | 1.29 | 0.37 | 0.03 |
| North Haven (06473; 25,922) | 1,376 | 1.560 | 0.74 | 0.21 | 0.02 |
| Old Saybrook (06475; 10,964) | 3,100 | 0.630 | 0.30 | 0.09 | 0.01 |
| Orange (06477; 14,722) | 1,979 | 1.070 | 0.51 | 0.15 | 0.01 |
| Seymour (06478; 18,366) | 2,322 | 0.882 | 0.42 | 0.12 | 0.01 |
| Oxford (06478; 16,235) | 1,836 | 1.147 | 0.54 | 0.16 | 0.01 |
| Portland (06480; 11,362) | 2,988 | 0.659 | 0.31 | 0.09 | 0.01 |
| Shelton (06484; 43,218) | 711 | 2.664 | 1.26 | 0.36 | 0.03 |
| Southbury (06488; 22,826) | 1,639 | 1.295 | 0.61 | 0.18 | 0.01 |
| Southington (06489; 48,489) | 702 | 2.689 | 1.27 | 0.37 | 0.03 |
| Wallingford (06493; 49,769) | 736 | 2.613 | 1.24 | 0.36 | 0.03 |
| Stratford (06497; 51,166) | 772 | 2.507 | 1.19 | 0.34 | 0.02 |
| Westbrook (06498; 7,586) | 4,332 | 0.400 | 0.19 | 0.05 | 0.00 |
| East Haven (06513; 30,860) | 1,575 | 1.355 | 0.64 | 0.18 | 0.01 |
| West Haven (06516; 55,348) | 944 | 2.149 | 1.02 | 0.29 | 0.02 |
| North Branford (06517; 15,648) | 2,232 | 0.924 | 0.44 | 0.13 | 0.01 |
| Hamden (06518; 63,084) | 591 | 3.025 | 1.43 | 0.41 | 0.03 |
| New Haven (06524; 128,611) | 488 | 3.488 | 1.65 | 0.48 | 0.03 |
| Bethany (06524; 6,757) | 3,903 | 0.464 | 0.22 | 0.06 | 0.00 |
| Woodbridge (06525; 10,306) | 2,160 | 0.964 | 0.46 | 0.13 | 0.01 |
| Trumbull (06611; 38,826) | 652 | 2.828 | 1.34 | 0.39 | 0.03 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Connecticut - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|---------------|--------------|--------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Easton (06612; 8,215) | 2,196 | 0.945 | 0.45 | 0.13 | 0.01 |
| Bridgeport (06612; 141,173) | 349 | 4.482 | 2.12 | 0.61 | 0.04 |
| Prospect (06712; 10,951) | 2,914 | 0.678 | 0.32 | 0.09 | 0.01 |
| Wolcott (06716; 19,419) | 1,943 | 1.092 | 0.52 | 0.15 | 0.01 |
| Waterbury (06725; 112,047) | 481 | 3.519 | 1.66 | 0.48 | 0.03 |
| Bethlehem (06751; 4,191) | 5,670 | 0.263 | 0.12 | 0.04 | 0.00 |
| Bridgewater (06752; 2,117) | 7,564 | 0.156 | 0.07 | 0.02 | 0.00 |
| Cornwall (06753; 1,627) | 10,177 | 0.082 | 0.04 | 0.01 | 0.00 |
| Goshen (06756; 4,185) | 5,874 | 0.247 | 0.12 | 0.03 | 0.00 |
| Kent (06757; 3,218) | 7,479 | 0.159 | 0.08 | 0.02 | 0.00 |
| Morris (06758; 2,702) | 7,879 | 0.144 | 0.07 | 0.02 | 0.00 |
| Litchfield (06759; 9,472) | 3,679 | 0.507 | 0.24 | 0.07 | 0.00 |
| Middlebury (06762; 8,178) | 3,565 | 0.528 | 0.25 | 0.07 | 0.01 |
| Naugatuck (06770; 34,351) | 1,330 | 1.613 | 0.76 | 0.22 | 0.02 |
| New Milford (06776; 33,213) | 1,034 | 1.988 | 0.94 | 0.27 | 0.02 |
| New Preston (06777; 1,110) | 11,901 | 0.057 | 0.03 | 0.01 | 0.00 |
| Warren (06777; 1,650) | 9,573 | 0.095 | 0.04 | 0.01 | 0.00 |
| Watertown (06779; 24,197) | 1,612 | 1.317 | 0.62 | 0.18 | 0.01 |
| Plymouth (06782; 13,663) | 2,938 | 0.673 | 0.32 | 0.09 | 0.01 |
| Roxbury (06783; 2,929) | 6,015 | 0.236 | 0.11 | 0.03 | 0.00 |
| Sherman (06784; 5,072) | 4,696 | 0.354 | 0.17 | 0.05 | 0.00 |
| Terryville (06786; 5,360) | 5,989 | 0.237 | 0.11 | 0.03 | 0.00 |
| Thomaston (06787; 9,222) | 3,933 | 0.459 | 0.22 | 0.06 | 0.00 |
| Harwinton (06792; 6,325) | 4,450 | 0.384 | 0.18 | 0.05 | 0.00 |
| Torrington (06792; 38,241) | 1,462 | 1.466 | 0.69 | 0.20 | 0.01 |
| Washington (06794; 4,016) | 5,951 | 0.240 | 0.11 | 0.03 | 0.00 |
| Oakville (06795; 8,618) | 4,464 | 0.382 | 0.18 | 0.05 | 0.00 |
| Woodbury (06798; 11,347) | 2,812 | 0.710 | 0.34 | 0.10 | 0.01 |
| Bethel (06801; 20,983) | 1,603 | 1.324 | 0.63 | 0.18 | 0.01 |
| Brookfield (06804; 18,106) | 1,556 | 1.372 | 0.65 | 0.19 | 0.01 |
| New Fairfield (06812; 15,216) | 1,793 | 1.176 | 0.56 | 0.16 | 0.01 |
| Danbury (06813; 89,568) | 355 | 4.403 | 2.08 | 0.60 | 0.04 |
| Darien (06820; 23,470) | 554 | 3.155 | 1.49 | 0.43 | 0.03 |
| Fairfield (06824; 59,208) | 342 | 4.529 | 2.14 | 0.62 | 0.04 |
| Georgetown (06829; 1,650) | 7,552 | 0.156 | 0.07 | 0.02 | 0.00 |
| Greenwich (06832; 65,856) | 224 | 5.977 | 2.83 | 0.82 | 0.06 |
| New Canaan (06840; 21,753) | 653 | 2.825 | 1.34 | 0.39 | 0.03 |
| Norwalk (06852; 88,779) | 308 | 4.866 | 2.30 | 0.66 | 0.05 |
| Ridgefield (06879; 26,098) | 749 | 2.566 | 1.21 | 0.35 | 0.02 |
| Weston (06883; 11,036) | 1,445 | 1.483 | 0.70 | 0.20 | 0.01 |
| Westport (06888; 29,090) | 546 | 3.194 | 1.51 | 0.44 | 0.03 |
| Redding (06896; 9,934) | 2,192 | 0.948 | 0.45 | 0.13 | 0.01 |
| Wilton (06897; 19,090) | 786 | 2.473 | 1.17 | 0.34 | 0.02 |
| Stamford (06920; 130,230) | 171 | 7.224 | 3.42 | 0.99 | 0.07 |
| Total 3,965,736 | | 211.52 | 100.0 | 28.85 | 2.05 |

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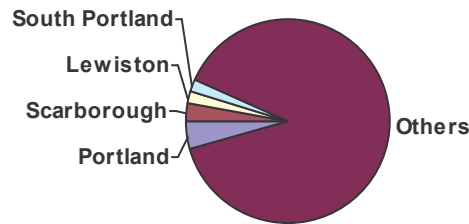
6.5 LATENT DEMAND BY YEAR - MAINE

The Latent Demand for Graphic Design Services in Maine: 2002 - 2012

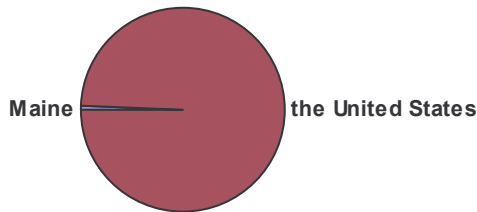
| Year | Maine | % of Region | % of USA |
|------|-------|-------------|----------|
| 2002 | 48.22 | 6.62% | 0.47% |
| 2003 | 48.01 | 6.64% | 0.47% |
| 2004 | 47.80 | 6.66% | 0.47% |
| 2005 | 47.58 | 6.69% | 0.47% |
| 2006 | 47.61 | 6.71% | 0.48% |
| 2007 | 49.04 | 6.69% | 0.47% |
| 2008 | 50.75 | 6.67% | 0.47% |
| 2009 | 52.53 | 6.64% | 0.47% |
| 2010 | 54.37 | 6.62% | 0.47% |
| 2011 | 56.27 | 6.60% | 0.47% |
| 2012 | 58.24 | 6.57% | 0.47% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Maine - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Maine: 2007



6.6 CITIES SORTED BY RANK - MAINE

Maine - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Portland (62,951) | 967 | 2.111 | 4.30 | 0.29 | 0.02 |
| Scarborough (25,304) | 1,591 | 1.345 | 2.74 | 0.18 | 0.01 |
| Lewiston (35,991) | 2,115 | 0.988 | 2.02 | 0.13 | 0.01 |
| South Portland (24,082) | 2,152 | 0.969 | 1.98 | 0.13 | 0.01 |
| Saco (22,473) | 2,179 | 0.953 | 1.94 | 0.13 | 0.01 |
| Windham (20,817) | 2,256 | 0.911 | 1.86 | 0.12 | 0.01 |
| Brunswick (23,729) | 2,279 | 0.902 | 1.84 | 0.12 | 0.01 |
| Bangor (31,976) | 2,294 | 0.895 | 1.82 | 0.12 | 0.01 |
| Gorham (18,605) | 2,325 | 0.881 | 1.80 | 0.12 | 0.01 |
| York (15,807) | 2,434 | 0.835 | 1.70 | 0.11 | 0.01 |
| Auburn (24,627) | 2,456 | 0.826 | 1.68 | 0.11 | 0.01 |
| Biddeford (24,783) | 2,478 | 0.815 | 1.66 | 0.11 | 0.01 |
| Sanford (24,709) | 2,510 | 0.806 | 1.64 | 0.11 | 0.01 |
| Falmouth (11,647) | 2,735 | 0.732 | 1.49 | 0.10 | 0.01 |
| Kennebunk (15,010) | 2,780 | 0.719 | 1.47 | 0.10 | 0.01 |
| Cape Elizabeth (8,778) | 3,234 | 0.597 | 1.22 | 0.08 | 0.01 |
| Standish (11,989) | 3,362 | 0.567 | 1.16 | 0.08 | 0.01 |
| Cumberland (8,868) | 3,381 | 0.564 | 1.15 | 0.08 | 0.01 |
| Topsham (12,384) | 3,436 | 0.555 | 1.13 | 0.08 | 0.01 |
| Westbrook (15,576) | 3,441 | 0.555 | 1.13 | 0.08 | 0.01 |
| Wells (12,184) | 3,554 | 0.531 | 1.08 | 0.07 | 0.01 |
| Augusta (18,855) | 3,555 | 0.531 | 1.08 | 0.07 | 0.01 |
| Kittery (12,181) | 3,581 | 0.525 | 1.07 | 0.07 | 0.01 |
| Buxton (10,212) | 3,854 | 0.470 | 0.96 | 0.06 | 0.00 |
| South Berwick (9,380) | 3,861 | 0.469 | 0.96 | 0.06 | 0.00 |
| Waterboro (11,093) | 3,976 | 0.451 | 0.92 | 0.06 | 0.00 |
| Yarmouth (8,031) | 4,064 | 0.438 | 0.89 | 0.06 | 0.00 |
| Freeport (8,747) | 4,137 | 0.428 | 0.87 | 0.06 | 0.00 |
| Berwick (10,138) | 4,151 | 0.426 | 0.87 | 0.06 | 0.00 |
| Waterville (16,820) | 4,158 | 0.424 | 0.87 | 0.06 | 0.00 |
| Orono (14,591) | 4,190 | 0.420 | 0.86 | 0.06 | 0.00 |
| Gray (8,772) | 4,243 | 0.413 | 0.84 | 0.06 | 0.00 |
| Hampden (7,986) | 4,323 | 0.401 | 0.82 | 0.05 | 0.00 |
| Eliot (7,893) | 4,402 | 0.391 | 0.80 | 0.05 | 0.00 |
| Old Orchard Beach (10,889) | 4,532 | 0.375 | 0.76 | 0.05 | 0.00 |
| Lisbon (10,180) | 4,614 | 0.365 | 0.74 | 0.05 | 0.00 |
| Bath (9,794) | 4,884 | 0.335 | 0.68 | 0.05 | 0.00 |
| Brewer (9,498) | 4,927 | 0.330 | 0.67 | 0.05 | 0.00 |
| Winslow (8,584) | 5,029 | 0.320 | 0.65 | 0.04 | 0.00 |
| New Gloucester (6,683) | 5,101 | 0.312 | 0.64 | 0.04 | 0.00 |
| Turner (6,864) | 5,239 | 0.298 | 0.61 | 0.04 | 0.00 |
| Ellsworth (8,618) | 5,334 | 0.291 | 0.59 | 0.04 | 0.00 |
| Durham (5,750) | 5,336 | 0.291 | 0.59 | 0.04 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maine - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Poland (6,380) | 5,384 | 0.287 | 0.59 | 0.04 | 0.00 |
| North Berwick (6,421) | 5,419 | 0.283 | 0.58 | 0.04 | 0.00 |
| Winthrop (7,149) | 5,442 | 0.281 | 0.57 | 0.04 | 0.00 |
| Hermon (6,193) | 5,507 | 0.275 | 0.56 | 0.04 | 0.00 |
| Raymond (5,346) | 5,678 | 0.263 | 0.54 | 0.04 | 0.00 |
| Belfast (8,426) | 5,745 | 0.257 | 0.52 | 0.04 | 0.00 |
| Kennebunkport (5,025) | 5,749 | 0.256 | 0.52 | 0.03 | 0.00 |
| Arundel (5,401) | 5,812 | 0.251 | 0.51 | 0.03 | 0.00 |
| Presque Isle (9,095) | 5,823 | 0.251 | 0.51 | 0.03 | 0.00 |
| Skowhegan (8,969) | 5,963 | 0.240 | 0.49 | 0.03 | 0.00 |
| North Yarmouth (4,175) | 5,969 | 0.239 | 0.49 | 0.03 | 0.00 |
| Fairfield (6,921) | 5,985 | 0.237 | 0.48 | 0.03 | 0.00 |
| Lyman (5,240) | 6,009 | 0.236 | 0.48 | 0.03 | 0.00 |
| Greene (5,185) | 6,036 | 0.234 | 0.48 | 0.03 | 0.00 |
| Lebanon (6,176) | 6,067 | 0.232 | 0.47 | 0.03 | 0.00 |
| Minot (5,127) | 6,122 | 0.229 | 0.47 | 0.03 | 0.00 |
| Caribou (8,180) | 6,159 | 0.227 | 0.46 | 0.03 | 0.00 |
| Rockland (7,828) | 6,223 | 0.222 | 0.45 | 0.03 | 0.00 |
| Old Town (7,874) | 6,240 | 0.221 | 0.45 | 0.03 | 0.00 |
| Oakland (6,681) | 6,263 | 0.220 | 0.45 | 0.03 | 0.00 |
| Camden (5,666) | 6,381 | 0.213 | 0.43 | 0.03 | 0.00 |
| Glenburn (5,355) | 6,403 | 0.211 | 0.43 | 0.03 | 0.00 |
| Gardiner (6,326) | 6,445 | 0.209 | 0.43 | 0.03 | 0.00 |
| Bar Harbor (5,904) | 6,458 | 0.208 | 0.42 | 0.03 | 0.00 |
| Bridgton (5,981) | 6,483 | 0.207 | 0.42 | 0.03 | 0.00 |
| Sidney (5,144) | 6,498 | 0.206 | 0.42 | 0.03 | 0.00 |
| Harpswell (5,346) | 6,531 | 0.204 | 0.42 | 0.03 | 0.00 |
| Sabattus (5,147) | 6,561 | 0.203 | 0.41 | 0.03 | 0.00 |
| China (5,223) | 6,562 | 0.203 | 0.41 | 0.03 | 0.00 |
| Rockport (4,221) | 6,860 | 0.187 | 0.38 | 0.03 | 0.00 |
| Waldoboro (5,662) | 6,895 | 0.185 | 0.38 | 0.03 | 0.00 |
| Farmington (7,348) | 6,897 | 0.185 | 0.38 | 0.03 | 0.00 |
| Paris (5,650) | 7,011 | 0.179 | 0.36 | 0.02 | 0.00 |
| Vassalboro (4,974) | 7,037 | 0.177 | 0.36 | 0.02 | 0.00 |
| Thomaston (5,650) | 7,047 | 0.177 | 0.36 | 0.02 | 0.00 |
| Limington (4,394) | 7,121 | 0.174 | 0.35 | 0.02 | 0.00 |
| Bucksport (5,149) | 7,242 | 0.169 | 0.34 | 0.02 | 0.00 |
| York Harbor (3,321) | 7,243 | 0.169 | 0.34 | 0.02 | 0.00 |
| Rumford (6,447) | 7,262 | 0.168 | 0.34 | 0.02 | 0.00 |
| Jay (4,789) | 7,313 | 0.166 | 0.34 | 0.02 | 0.00 |
| Cumberland Center (2,596) | 7,364 | 0.163 | 0.33 | 0.02 | 0.00 |
| Lisbon Falls (4,420) | 7,375 | 0.163 | 0.33 | 0.02 | 0.00 |
| Boothbay (4,132) | 7,421 | 0.161 | 0.33 | 0.02 | 0.00 |
| Monmouth (3,848) | 7,478 | 0.159 | 0.32 | 0.02 | 0.00 |
| Litchfield (4,108) | 7,483 | 0.159 | 0.32 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maine - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Holden (3,271) | 7,492 | 0.158 | 0.32 | 0.02 | 0.00 |
| Orrington (3,785) | 7,499 | 0.158 | 0.32 | 0.02 | 0.00 |
| Wiscasset (4,464) | 7,532 | 0.157 | 0.32 | 0.02 | 0.00 |
| Lincoln (5,368) | 7,571 | 0.156 | 0.32 | 0.02 | 0.00 |
| Casco (3,951) | 7,600 | 0.155 | 0.32 | 0.02 | 0.00 |
| Houlton (5,995) | 7,760 | 0.148 | 0.30 | 0.02 | 0.00 |
| Naples (4,102) | 7,773 | 0.147 | 0.30 | 0.02 | 0.00 |
| Winterport (3,836) | 7,774 | 0.147 | 0.30 | 0.02 | 0.00 |
| Alfred (3,832) | 7,797 | 0.146 | 0.30 | 0.02 | 0.00 |
| Wilton (4,462) | 7,838 | 0.145 | 0.30 | 0.02 | 0.00 |
| Norway (5,374) | 7,868 | 0.144 | 0.29 | 0.02 | 0.00 |
| Bowdoinham (3,384) | 7,918 | 0.143 | 0.29 | 0.02 | 0.00 |
| Oxford (4,038) | 8,007 | 0.139 | 0.28 | 0.02 | 0.00 |
| Readfield (3,002) | 8,041 | 0.138 | 0.28 | 0.02 | 0.00 |
| Manchester (2,795) | 8,042 | 0.138 | 0.28 | 0.02 | 0.00 |
| Madison (4,764) | 8,072 | 0.137 | 0.28 | 0.02 | 0.00 |
| Belgrade (3,718) | 8,078 | 0.137 | 0.28 | 0.02 | 0.00 |
| Pittsfield (4,385) | 8,108 | 0.136 | 0.28 | 0.02 | 0.00 |
| Woolwich (3,428) | 8,145 | 0.135 | 0.27 | 0.02 | 0.00 |
| Dayton (2,682) | 8,158 | 0.134 | 0.27 | 0.02 | 0.00 |
| Bowdoin (3,328) | 8,162 | 0.134 | 0.27 | 0.02 | 0.00 |
| Limerick (3,475) | 8,167 | 0.134 | 0.27 | 0.02 | 0.00 |
| Millinocket (4,741) | 8,239 | 0.131 | 0.27 | 0.02 | 0.00 |
| Richmond (3,784) | 8,250 | 0.130 | 0.27 | 0.02 | 0.00 |
| Fryeburg (4,010) | 8,281 | 0.130 | 0.26 | 0.02 | 0.00 |
| Madawaska (4,428) | 8,298 | 0.129 | 0.26 | 0.02 | 0.00 |
| Cape Neddick (2,997) | 8,332 | 0.128 | 0.26 | 0.02 | 0.00 |
| Warren (3,795) | 8,369 | 0.127 | 0.26 | 0.02 | 0.00 |
| West Gardiner (2,938) | 8,428 | 0.126 | 0.26 | 0.02 | 0.00 |
| Falmouth Foreside (1,964) | 8,441 | 0.125 | 0.26 | 0.02 | 0.00 |
| Shapleigh (3,083) | 8,546 | 0.122 | 0.25 | 0.02 | 0.00 |
| Milford (3,230) | 8,612 | 0.120 | 0.24 | 0.02 | 0.00 |
| Bristol (3,301) | 8,631 | 0.119 | 0.24 | 0.02 | 0.00 |
| Jefferson (2,970) | 8,672 | 0.118 | 0.24 | 0.02 | 0.00 |
| Levant (3,009) | 8,716 | 0.117 | 0.24 | 0.02 | 0.00 |
| Springvale (3,488) | 8,746 | 0.116 | 0.24 | 0.02 | 0.00 |
| Fort Kent (4,117) | 8,808 | 0.114 | 0.23 | 0.02 | 0.00 |
| Norridgewock (3,374) | 8,843 | 0.113 | 0.23 | 0.02 | 0.00 |
| Mechanic Falls (3,449) | 8,848 | 0.113 | 0.23 | 0.02 | 0.00 |
| Chelsea (2,937) | 8,851 | 0.113 | 0.23 | 0.02 | 0.00 |
| Phippsburg (2,569) | 8,855 | 0.113 | 0.23 | 0.02 | 0.00 |
| Newcastle (2,771) | 8,886 | 0.112 | 0.23 | 0.02 | 0.00 |
| Clinton (3,671) | 8,893 | 0.112 | 0.23 | 0.02 | 0.00 |
| Farmingdale (3,096) | 9,005 | 0.108 | 0.22 | 0.01 | 0.00 |
| Lincolntonville (2,687) | 9,074 | 0.107 | 0.22 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maine - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Benton (2,890) | 9,148 | 0.105 | 0.21 | 0.01 | 0.00 |
| Corinth (2,970) | 9,181 | 0.104 | 0.21 | 0.01 | 0.00 |
| Windsor (2,669) | 9,340 | 0.101 | 0.20 | 0.01 | 0.00 |
| Acton (2,678) | 9,430 | 0.098 | 0.20 | 0.01 | 0.00 |
| Union (2,757) | 9,459 | 0.098 | 0.20 | 0.01 | 0.00 |
| Eddington (2,504) | 9,577 | 0.095 | 0.19 | 0.01 | 0.00 |
| Mount Desert (2,430) | 9,602 | 0.094 | 0.19 | 0.01 | 0.00 |
| Bethel (2,953) | 9,628 | 0.094 | 0.19 | 0.01 | 0.00 |
| Livermore Falls (3,292) | 9,649 | 0.093 | 0.19 | 0.01 | 0.00 |
| Leeds (2,603) | 9,657 | 0.093 | 0.19 | 0.01 | 0.00 |
| Carmel (2,626) | 9,666 | 0.093 | 0.19 | 0.01 | 0.00 |
| Northport (2,486) | 9,686 | 0.092 | 0.19 | 0.01 | 0.00 |
| Veazie (2,201) | 9,688 | 0.092 | 0.19 | 0.01 | 0.00 |
| Newport (3,253) | 9,697 | 0.092 | 0.19 | 0.01 | 0.00 |
| Pownal (1,799) | 9,703 | 0.092 | 0.19 | 0.01 | 0.00 |
| Hallowell (2,702) | 9,705 | 0.092 | 0.19 | 0.01 | 0.00 |
| Fort Fairfield (3,411) | 9,706 | 0.092 | 0.19 | 0.01 | 0.00 |
| Dixfield (2,616) | 9,766 | 0.090 | 0.18 | 0.01 | 0.00 |
| Livermore (2,455) | 9,779 | 0.090 | 0.18 | 0.01 | 0.00 |
| Dexter (3,632) | 9,824 | 0.089 | 0.18 | 0.01 | 0.00 |
| Albion (2,617) | 9,919 | 0.087 | 0.18 | 0.01 | 0.00 |
| Whitefield (2,365) | 9,985 | 0.086 | 0.17 | 0.01 | 0.00 |
| Stockton Springs (2,397) | 10,097 | 0.084 | 0.17 | 0.01 | 0.00 |
| Searsport (2,813) | 10,124 | 0.083 | 0.17 | 0.01 | 0.00 |
| Buckfield (2,387) | 10,132 | 0.083 | 0.17 | 0.01 | 0.00 |
| Harrison (2,457) | 10,165 | 0.082 | 0.17 | 0.01 | 0.00 |
| Boothbay Harbor (2,488) | 10,171 | 0.082 | 0.17 | 0.01 | 0.00 |
| Hancock (2,610) | 10,247 | 0.080 | 0.16 | 0.01 | 0.00 |
| Lamoine (2,142) | 10,266 | 0.080 | 0.16 | 0.01 | 0.00 |
| West Bath (1,863) | 10,313 | 0.079 | 0.16 | 0.01 | 0.00 |
| Gouldsboro (2,261) | 10,437 | 0.078 | 0.16 | 0.01 | 0.00 |
| Mexico (2,996) | 10,470 | 0.077 | 0.16 | 0.01 | 0.00 |
| Dresden (1,952) | 10,505 | 0.077 | 0.16 | 0.01 | 0.00 |
| Orland (2,025) | 10,594 | 0.075 | 0.15 | 0.01 | 0.00 |
| Dedham (1,658) | 10,612 | 0.075 | 0.15 | 0.01 | 0.00 |
| Otisfield (1,825) | 10,635 | 0.074 | 0.15 | 0.01 | 0.00 |
| Mount Vernon (1,983) | 10,646 | 0.074 | 0.15 | 0.01 | 0.00 |
| Corinna (2,451) | 10,652 | 0.074 | 0.15 | 0.01 | 0.00 |
| Nobleboro (1,976) | 10,658 | 0.074 | 0.15 | 0.01 | 0.00 |
| Limestone (2,222) | 10,670 | 0.074 | 0.15 | 0.01 | 0.00 |
| Damariscotta (2,124) | 10,768 | 0.072 | 0.15 | 0.01 | 0.00 |
| Georgetown (1,599) | 10,795 | 0.072 | 0.15 | 0.01 | 0.00 |
| Newfield (1,973) | 10,811 | 0.072 | 0.15 | 0.01 | 0.00 |
| South Thomaston (1,741) | 10,834 | 0.071 | 0.15 | 0.01 | 0.00 |
| Southwest Harbor (2,070) | 10,850 | 0.071 | 0.15 | 0.01 | 0.00 |

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Maine - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Hope (1,782) | 10,867 | 0.071 | 0.14 | 0.01 | 0.00 |
| Calais (3,027) | 10,913 | 0.070 | 0.14 | 0.01 | 0.00 |
| Mapleton (1,998) | 11,061 | 0.068 | 0.14 | 0.01 | 0.00 |
| Parsonsfield (2,220) | 11,110 | 0.067 | 0.14 | 0.01 | 0.00 |
| Castine (1,541) | 11,134 | 0.067 | 0.14 | 0.01 | 0.00 |
| Owls Head (1,767) | 11,155 | 0.067 | 0.14 | 0.01 | 0.00 |
| Edgecomb (1,613) | 11,169 | 0.067 | 0.14 | 0.01 | 0.00 |
| Blue Hill (2,222) | 11,220 | 0.066 | 0.13 | 0.01 | 0.00 |
| Wales (1,570) | 11,227 | 0.066 | 0.13 | 0.01 | 0.00 |
| Ogunquit (1,462) | 11,228 | 0.066 | 0.13 | 0.01 | 0.00 |
| Anson (2,634) | 11,298 | 0.065 | 0.13 | 0.01 | 0.00 |
| Palmyra (2,181) | 11,337 | 0.064 | 0.13 | 0.01 | 0.00 |
| Searsmont (1,854) | 11,351 | 0.064 | 0.13 | 0.01 | 0.00 |
| Cornish (1,765) | 11,406 | 0.063 | 0.13 | 0.01 | 0.00 |
| Newburgh (1,663) | 11,476 | 0.062 | 0.13 | 0.01 | 0.00 |
| Surry (1,777) | 11,512 | 0.062 | 0.13 | 0.01 | 0.00 |
| Deer Isle (1,999) | 11,519 | 0.062 | 0.13 | 0.01 | 0.00 |
| Sebago (1,594) | 11,618 | 0.061 | 0.12 | 0.01 | 0.00 |
| Wayne (1,388) | 11,691 | 0.060 | 0.12 | 0.01 | 0.00 |
| Hiram (1,844) | 11,712 | 0.059 | 0.12 | 0.01 | 0.00 |
| Brownfield (1,872) | 11,761 | 0.059 | 0.12 | 0.01 | 0.00 |
| Peru (1,627) | 11,785 | 0.058 | 0.12 | 0.01 | 0.00 |
| South Paris (2,237) | 11,801 | 0.058 | 0.12 | 0.01 | 0.00 |
| Canaan (2,075) | 11,865 | 0.057 | 0.12 | 0.01 | 0.00 |
| Milo (2,480) | 11,892 | 0.057 | 0.12 | 0.01 | 0.00 |
| Hebron (1,329) | 11,919 | 0.057 | 0.12 | 0.01 | 0.00 |
| Penobscot (1,621) | 11,923 | 0.057 | 0.12 | 0.01 | 0.00 |
| Trenton (1,729) | 11,935 | 0.057 | 0.12 | 0.01 | 0.00 |
| Randolph (1,919) | 11,991 | 0.056 | 0.11 | 0.01 | 0.00 |
| Cornville (1,548) | 12,039 | 0.055 | 0.11 | 0.01 | 0.00 |
| Hudson (1,513) | 12,074 | 0.055 | 0.11 | 0.01 | 0.00 |
| Hartland (1,974) | 12,078 | 0.055 | 0.11 | 0.01 | 0.00 |
| Greenville (1,920) | 12,083 | 0.055 | 0.11 | 0.01 | 0.00 |
| Palermo (1,691) | 12,099 | 0.055 | 0.11 | 0.01 | 0.00 |
| Denmark (1,422) | 12,193 | 0.054 | 0.11 | 0.01 | 0.00 |
| Fayette (1,409) | 12,238 | 0.053 | 0.11 | 0.01 | 0.00 |
| Unity (2,085) | 12,262 | 0.053 | 0.11 | 0.01 | 0.00 |
| Washington (1,574) | 12,287 | 0.053 | 0.11 | 0.01 | 0.00 |
| Enfield (1,527) | 12,300 | 0.052 | 0.11 | 0.01 | 0.00 |
| Woodstock (1,559) | 12,310 | 0.052 | 0.11 | 0.01 | 0.00 |
| Machias (2,278) | 12,326 | 0.052 | 0.11 | 0.01 | 0.00 |
| East Millinocket (1,639) | 12,357 | 0.052 | 0.11 | 0.01 | 0.00 |
| Bradley (1,459) | 12,412 | 0.051 | 0.10 | 0.01 | 0.00 |
| Kittery Point (1,135) | 12,436 | 0.051 | 0.10 | 0.01 | 0.00 |
| Porter (1,593) | 12,442 | 0.051 | 0.10 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maine - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|-------------|-------------|
| Franklin (1,666) | 12,478 | 0.050 | 0.10 | 0.01 | 0.00 |
| Waterford (1,676) | 12,533 | 0.050 | 0.10 | 0.01 | 0.00 |
| Vinalhaven (1,541) | 12,557 | 0.049 | 0.10 | 0.01 | 0.00 |
| Swanville (1,655) | 12,608 | 0.049 | 0.10 | 0.01 | 0.00 |
| West Paris (1,728) | 12,622 | 0.049 | 0.10 | 0.01 | 0.00 |
| Appleton (1,392) | 12,706 | 0.048 | 0.10 | 0.01 | 0.00 |
| Cushing (1,235) | 12,780 | 0.047 | 0.10 | 0.01 | 0.00 |
| Total 1,298,221 | | 49.038 | 100.0 | 6.69 | 0.47 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

6.7 CITIES SORTED BY ZIPCODE - MAINE

Maine - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Berwick (03901; 10,138) | 4,151 | 0.426 | 0.87 | 0.06 | 0.00 |
| Cape Neddick (03902; 2,997) | 8,332 | 0.128 | 0.26 | 0.02 | 0.00 |
| Eliot (03903; 7,893) | 4,402 | 0.391 | 0.80 | 0.05 | 0.00 |
| Kittery (03904; 12,181) | 3,581 | 0.525 | 1.07 | 0.07 | 0.01 |
| Kittery Point (03905; 1,135) | 12,436 | 0.051 | 0.10 | 0.01 | 0.00 |
| North Berwick (03906; 6,421) | 5,419 | 0.283 | 0.58 | 0.04 | 0.00 |
| Ogunquit (03907; 1,462) | 11,228 | 0.066 | 0.13 | 0.01 | 0.00 |
| South Berwick (03908; 9,380) | 3,861 | 0.469 | 0.96 | 0.06 | 0.00 |
| York (03909; 15,807) | 2,434 | 0.835 | 1.70 | 0.11 | 0.01 |
| York Harbor (03911; 3,321) | 7,243 | 0.169 | 0.34 | 0.02 | 0.00 |
| Acton (04001; 2,678) | 9,430 | 0.098 | 0.20 | 0.01 | 0.00 |
| Lyman (04002; 5,240) | 6,009 | 0.236 | 0.48 | 0.03 | 0.00 |
| Alfred (04002; 3,832) | 7,797 | 0.146 | 0.30 | 0.02 | 0.00 |
| Biddeford (04005; 24,783) | 2,478 | 0.815 | 1.66 | 0.11 | 0.01 |
| Dayton (04005; 2,682) | 8,158 | 0.134 | 0.27 | 0.02 | 0.00 |
| Bowdoinham (04008; 3,384) | 7,918 | 0.143 | 0.29 | 0.02 | 0.00 |
| Bridgton (04009; 5,981) | 6,483 | 0.207 | 0.42 | 0.03 | 0.00 |
| Brownfield (04010; 1,872) | 11,761 | 0.059 | 0.12 | 0.01 | 0.00 |
| Brunswick (04011; 23,729) | 2,279 | 0.902 | 1.84 | 0.12 | 0.01 |
| Casco (04015; 3,951) | 7,600 | 0.155 | 0.32 | 0.02 | 0.00 |
| Cornish (04020; 1,765) | 11,406 | 0.063 | 0.13 | 0.01 | 0.00 |
| Cumberland Center (04021; 2,596) | 7,364 | 0.163 | 0.33 | 0.02 | 0.00 |
| Cumberland (04021; 8,868) | 3,381 | 0.564 | 1.15 | 0.08 | 0.01 |
| Denmark (04022; 1,422) | 12,193 | 0.054 | 0.11 | 0.01 | 0.00 |
| Lebanon (04027; 6,176) | 6,067 | 0.232 | 0.47 | 0.03 | 0.00 |
| Sebago (04029; 1,594) | 11,618 | 0.061 | 0.12 | 0.01 | 0.00 |
| Freeport (04034; 8,747) | 4,137 | 0.428 | 0.87 | 0.06 | 0.00 |
| Fryeburg (04037; 4,010) | 8,281 | 0.130 | 0.26 | 0.02 | 0.00 |
| Gorham (04038; 18,605) | 2,325 | 0.881 | 1.80 | 0.12 | 0.01 |
| Gray (04039; 8,772) | 4,243 | 0.413 | 0.84 | 0.06 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maine - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Harrison (04040; 2,457) | 10,165 | 0.082 | 0.17 | 0.01 | 0.00 |
| Hiram (04041; 1,844) | 11,712 | 0.059 | 0.12 | 0.01 | 0.00 |
| Kennebunk (04043; 15,010) | 2,780 | 0.719 | 1.47 | 0.10 | 0.01 |
| Arundel (04046; 5,401) | 5,812 | 0.251 | 0.51 | 0.03 | 0.00 |
| Kennebunkport (04046; 5,025) | 5,749 | 0.256 | 0.52 | 0.03 | 0.00 |
| Parsonsfield (04047; 2,220) | 11,110 | 0.067 | 0.14 | 0.01 | 0.00 |
| Limerick (04048; 3,475) | 8,167 | 0.134 | 0.27 | 0.02 | 0.00 |
| Limington (04049; 4,394) | 7,121 | 0.174 | 0.35 | 0.02 | 0.00 |
| Naples (04055; 4,102) | 7,773 | 0.147 | 0.30 | 0.02 | 0.00 |
| Newfield (04056; 1,973) | 10,811 | 0.072 | 0.15 | 0.01 | 0.00 |
| Windham (04062; 20,817) | 2,256 | 0.911 | 1.86 | 0.12 | 0.01 |
| Old Orchard Beach (04064; 10,889) | 4,532 | 0.375 | 0.76 | 0.05 | 0.00 |
| Porter (04068; 1,593) | 12,442 | 0.051 | 0.10 | 0.01 | 0.00 |
| Pownal (04069; 1,799) | 9,703 | 0.092 | 0.19 | 0.01 | 0.00 |
| Scarborough (04070; 25,304) | 1,591 | 1.345 | 2.74 | 0.18 | 0.01 |
| Raymond (04071; 5,346) | 5,678 | 0.263 | 0.54 | 0.04 | 0.00 |
| Saco (04072; 22,473) | 2,179 | 0.953 | 1.94 | 0.13 | 0.01 |
| Sanford (04073; 24,709) | 2,510 | 0.806 | 1.64 | 0.11 | 0.01 |
| Shapleigh (04076; 3,083) | 8,546 | 0.122 | 0.25 | 0.02 | 0.00 |
| Harpswell (04079; 5,346) | 6,531 | 0.204 | 0.42 | 0.03 | 0.00 |
| Springvale (04083; 3,488) | 8,746 | 0.116 | 0.24 | 0.02 | 0.00 |
| Standish (04084; 11,989) | 3,362 | 0.567 | 1.16 | 0.08 | 0.01 |
| Topsham (04086; 12,384) | 3,436 | 0.555 | 1.13 | 0.08 | 0.01 |
| Waterboro (04087; 11,093) | 3,976 | 0.451 | 0.92 | 0.06 | 0.00 |
| Waterford (04088; 1,676) | 12,533 | 0.050 | 0.10 | 0.01 | 0.00 |
| Wells (04090; 12,184) | 3,554 | 0.531 | 1.08 | 0.07 | 0.01 |
| Buxton (04093; 10,212) | 3,854 | 0.470 | 0.96 | 0.06 | 0.00 |
| Yarmouth (04096; 8,031) | 4,064 | 0.438 | 0.89 | 0.06 | 0.00 |
| North Yarmouth (04097; 4,175) | 5,969 | 0.239 | 0.49 | 0.03 | 0.00 |
| Westbrook (04098; 15,576) | 3,441 | 0.555 | 1.13 | 0.08 | 0.01 |
| Portland (04101; 62,951) | 967 | 2.111 | 4.30 | 0.29 | 0.02 |
| Falmouth Foreside (04105; 1,964) | 8,441 | 0.125 | 0.26 | 0.02 | 0.00 |
| Falmouth (04105; 11,647) | 2,735 | 0.732 | 1.49 | 0.10 | 0.01 |
| Cape Elizabeth (04107; 8,778) | 3,234 | 0.597 | 1.22 | 0.08 | 0.01 |
| South Portland (04116; 24,082) | 2,152 | 0.969 | 1.98 | 0.13 | 0.01 |
| Auburn (04211; 24,627) | 2,456 | 0.826 | 1.68 | 0.11 | 0.01 |
| Woodstock (04219; 1,559) | 12,310 | 0.052 | 0.11 | 0.01 | 0.00 |
| Buckfield (04220; 2,387) | 10,132 | 0.083 | 0.17 | 0.01 | 0.00 |
| Durham (04222; 5,750) | 5,336 | 0.291 | 0.59 | 0.04 | 0.00 |
| Dixfield (04224; 2,616) | 9,766 | 0.090 | 0.18 | 0.01 | 0.00 |
| Greene (04236; 5,185) | 6,036 | 0.234 | 0.48 | 0.03 | 0.00 |
| Hebron (04238; 1,329) | 11,919 | 0.057 | 0.12 | 0.01 | 0.00 |
| Lewiston (04240; 35,991) | 2,115 | 0.988 | 2.02 | 0.13 | 0.01 |
| Lisbon (04250; 10,180) | 4,614 | 0.365 | 0.74 | 0.05 | 0.00 |
| Lisbon Falls (04252; 4,420) | 7,375 | 0.163 | 0.33 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maine - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Livermore (04253; 2,455) | 9,779 | 0.090 | 0.18 | 0.01 | 0.00 |
| Livermore Falls (04254; 3,292) | 9,649 | 0.093 | 0.19 | 0.01 | 0.00 |
| Mechanic Falls (04256; 3,449) | 8,848 | 0.113 | 0.23 | 0.02 | 0.00 |
| Mexico (04257; 2,996) | 10,470 | 0.077 | 0.16 | 0.01 | 0.00 |
| Minot (04258; 5,127) | 6,122 | 0.229 | 0.47 | 0.03 | 0.00 |
| Monmouth (04259; 3,848) | 7,478 | 0.159 | 0.32 | 0.02 | 0.00 |
| New Gloucester (04260; 6,683) | 5,101 | 0.312 | 0.64 | 0.04 | 0.00 |
| Jay (04262; 4,789) | 7,313 | 0.166 | 0.34 | 0.02 | 0.00 |
| Leeds (04263; 2,603) | 9,657 | 0.093 | 0.19 | 0.01 | 0.00 |
| Norway (04268; 5,374) | 7,868 | 0.144 | 0.29 | 0.02 | 0.00 |
| Oxford (04270; 4,038) | 8,007 | 0.139 | 0.28 | 0.02 | 0.00 |
| Otisfield (04270; 1,825) | 10,635 | 0.074 | 0.15 | 0.01 | 0.00 |
| Paris (04271; 5,650) | 7,011 | 0.179 | 0.36 | 0.02 | 0.00 |
| Poland (04274; 6,380) | 5,384 | 0.287 | 0.59 | 0.04 | 0.00 |
| Rumford (04276; 6,447) | 7,262 | 0.168 | 0.34 | 0.02 | 0.00 |
| Wales (04280; 1,570) | 11,227 | 0.066 | 0.13 | 0.01 | 0.00 |
| Sabattus (04280; 5,147) | 6,561 | 0.203 | 0.41 | 0.03 | 0.00 |
| South Paris (04281; 2,237) | 11,801 | 0.058 | 0.12 | 0.01 | 0.00 |
| Turner (04282; 6,864) | 5,239 | 0.298 | 0.61 | 0.04 | 0.00 |
| Wayne (04284; 1,388) | 11,691 | 0.060 | 0.12 | 0.01 | 0.00 |
| Bethel (04286; 2,953) | 9,628 | 0.094 | 0.19 | 0.01 | 0.00 |
| Bowdoin (04287; 3,328) | 8,162 | 0.134 | 0.27 | 0.02 | 0.00 |
| West Paris (04289; 1,728) | 12,622 | 0.049 | 0.10 | 0.01 | 0.00 |
| Peru (04290; 1,627) | 11,785 | 0.058 | 0.12 | 0.01 | 0.00 |
| Wilton (04294; 4,462) | 7,838 | 0.145 | 0.30 | 0.02 | 0.00 |
| Sidney (04330; 5,144) | 6,498 | 0.206 | 0.42 | 0.03 | 0.00 |
| Chelsea (04330; 2,937) | 8,851 | 0.113 | 0.23 | 0.02 | 0.00 |
| Augusta (04336; 18,855) | 3,555 | 0.531 | 1.08 | 0.07 | 0.01 |
| Dresden (04342; 1,952) | 10,505 | 0.077 | 0.16 | 0.01 | 0.00 |
| Farmingdale (04344; 3,096) | 9,005 | 0.108 | 0.22 | 0.01 | 0.00 |
| Gardiner (04345; 6,326) | 6,445 | 0.209 | 0.43 | 0.03 | 0.00 |
| West Gardiner (04345; 2,938) | 8,428 | 0.126 | 0.26 | 0.02 | 0.00 |
| Randolph (04346; 1,919) | 11,991 | 0.056 | 0.11 | 0.01 | 0.00 |
| Hallowell (04347; 2,702) | 9,705 | 0.092 | 0.19 | 0.01 | 0.00 |
| Jefferson (04348; 2,970) | 8,672 | 0.118 | 0.24 | 0.02 | 0.00 |
| Fayette (04349; 1,409) | 12,238 | 0.053 | 0.11 | 0.01 | 0.00 |
| Litchfield (04350; 4,108) | 7,483 | 0.159 | 0.32 | 0.02 | 0.00 |
| Manchester (04351; 2,795) | 8,042 | 0.138 | 0.28 | 0.02 | 0.00 |
| Mount Vernon (04352; 1,983) | 10,646 | 0.074 | 0.15 | 0.01 | 0.00 |
| Whitefield (04353; 2,365) | 9,985 | 0.086 | 0.17 | 0.01 | 0.00 |
| Palermo (04354; 1,691) | 12,099 | 0.055 | 0.11 | 0.01 | 0.00 |
| Readfield (04355; 3,002) | 8,041 | 0.138 | 0.28 | 0.02 | 0.00 |
| Richmond (04357; 3,784) | 8,250 | 0.130 | 0.27 | 0.02 | 0.00 |
| China (04358; 5,223) | 6,562 | 0.203 | 0.41 | 0.03 | 0.00 |
| Windsor (04363; 2,669) | 9,340 | 0.101 | 0.20 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maine - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Winthrop (04364; 7,149) | 5,442 | 0.281 | 0.57 | 0.04 | 0.00 |
| Glenburn (04401; 5,355) | 6,403 | 0.211 | 0.43 | 0.03 | 0.00 |
| Veazie (04401; 2,201) | 9,688 | 0.092 | 0.19 | 0.01 | 0.00 |
| Hermon (04401; 6,193) | 5,507 | 0.275 | 0.56 | 0.04 | 0.00 |
| Bangor (04402; 31,976) | 2,294 | 0.895 | 1.82 | 0.12 | 0.01 |
| Bradley (04411; 1,459) | 12,412 | 0.051 | 0.10 | 0.01 | 0.00 |
| Brewer (04412; 9,498) | 4,927 | 0.330 | 0.67 | 0.05 | 0.00 |
| Bucksport (04416; 5,149) | 7,242 | 0.169 | 0.34 | 0.02 | 0.00 |
| Carmel (04419; 2,626) | 9,666 | 0.093 | 0.19 | 0.01 | 0.00 |
| Castine (04421; 1,541) | 11,134 | 0.067 | 0.14 | 0.01 | 0.00 |
| Corinth (04427; 2,970) | 9,181 | 0.104 | 0.21 | 0.01 | 0.00 |
| Eddington (04428; 2,504) | 9,577 | 0.095 | 0.19 | 0.01 | 0.00 |
| Holden (04429; 3,271) | 7,492 | 0.158 | 0.32 | 0.02 | 0.00 |
| Dedham (04429; 1,658) | 10,612 | 0.075 | 0.15 | 0.01 | 0.00 |
| East Millinocket (04430; 1,639) | 12,357 | 0.052 | 0.11 | 0.01 | 0.00 |
| Hampden (04444; 7,986) | 4,323 | 0.401 | 0.82 | 0.05 | 0.00 |
| Newburgh (04444; 1,663) | 11,476 | 0.062 | 0.13 | 0.01 | 0.00 |
| Hudson (04449; 1,513) | 12,074 | 0.055 | 0.11 | 0.01 | 0.00 |
| Levant (04456; 3,009) | 8,716 | 0.117 | 0.24 | 0.02 | 0.00 |
| Lincoln (04457; 5,368) | 7,571 | 0.156 | 0.32 | 0.02 | 0.00 |
| Milford (04461; 3,230) | 8,612 | 0.120 | 0.24 | 0.02 | 0.00 |
| Millinocket (04462; 4,741) | 8,239 | 0.131 | 0.27 | 0.02 | 0.00 |
| Milo (04463; 2,480) | 11,892 | 0.057 | 0.12 | 0.01 | 0.00 |
| Old Town (04468; 7,874) | 6,240 | 0.221 | 0.45 | 0.03 | 0.00 |
| Orland (04472; 2,025) | 10,594 | 0.075 | 0.15 | 0.01 | 0.00 |
| Orono (04473; 14,591) | 4,190 | 0.420 | 0.86 | 0.06 | 0.00 |
| Orrington (04474; 3,785) | 7,499 | 0.158 | 0.32 | 0.02 | 0.00 |
| Penobscot (04476; 1,621) | 11,923 | 0.057 | 0.12 | 0.01 | 0.00 |
| Greenville (04485; 1,920) | 12,083 | 0.055 | 0.11 | 0.01 | 0.00 |
| Enfield (04493; 1,527) | 12,300 | 0.052 | 0.11 | 0.01 | 0.00 |
| Winterport (04496; 3,836) | 7,774 | 0.147 | 0.30 | 0.02 | 0.00 |
| West Bath (04530; 1,863) | 10,313 | 0.079 | 0.16 | 0.01 | 0.00 |
| Bath (04530; 9,794) | 4,884 | 0.335 | 0.68 | 0.05 | 0.00 |
| Bristol (04539; 3,301) | 8,631 | 0.119 | 0.24 | 0.02 | 0.00 |
| Damariscotta (04543; 2,124) | 10,768 | 0.072 | 0.15 | 0.01 | 0.00 |
| Georgetown (04548; 1,599) | 10,795 | 0.072 | 0.15 | 0.01 | 0.00 |
| Boothbay (04549; 4,132) | 7,421 | 0.161 | 0.33 | 0.02 | 0.00 |
| Newcastle (04553; 2,771) | 8,886 | 0.112 | 0.23 | 0.02 | 0.00 |
| Nobleboro (04555; 1,976) | 10,658 | 0.074 | 0.15 | 0.01 | 0.00 |
| Edgecomb (04556; 1,613) | 11,169 | 0.067 | 0.14 | 0.01 | 0.00 |
| Phippsburg (04562; 2,569) | 8,855 | 0.113 | 0.23 | 0.02 | 0.00 |
| Cushing (04563; 1,235) | 12,780 | 0.047 | 0.10 | 0.01 | 0.00 |
| Boothbay Harbor (04570; 2,488) | 10,171 | 0.082 | 0.17 | 0.01 | 0.00 |
| Waldoboro (04572; 5,662) | 6,895 | 0.185 | 0.38 | 0.03 | 0.00 |
| Washington (04574; 1,574) | 12,287 | 0.053 | 0.11 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maine - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Wiscasset (04578; 4,464) | 7,532 | 0.157 | 0.32 | 0.02 | 0.00 |
| Woolwich (04579; 3,428) | 8,145 | 0.135 | 0.27 | 0.02 | 0.00 |
| Lamoine (04605; 2,142) | 10,266 | 0.080 | 0.16 | 0.01 | 0.00 |
| Ellsworth (04605; 8,618) | 5,334 | 0.291 | 0.59 | 0.04 | 0.00 |
| Trenton (04605; 1,729) | 11,935 | 0.057 | 0.12 | 0.01 | 0.00 |
| Gouldsboro (04607; 2,261) | 10,437 | 0.078 | 0.16 | 0.01 | 0.00 |
| Bar Harbor (04609; 5,904) | 6,458 | 0.208 | 0.42 | 0.03 | 0.00 |
| Blue Hill (04614; 2,222) | 11,220 | 0.066 | 0.13 | 0.01 | 0.00 |
| Calais (04619; 3,027) | 10,913 | 0.070 | 0.14 | 0.01 | 0.00 |
| Deer Isle (04627; 1,999) | 11,519 | 0.062 | 0.13 | 0.01 | 0.00 |
| Franklin (04634; 1,666) | 12,478 | 0.050 | 0.10 | 0.01 | 0.00 |
| Hancock (04640; 2,610) | 10,247 | 0.080 | 0.16 | 0.01 | 0.00 |
| Machias (04654; 2,278) | 12,326 | 0.052 | 0.11 | 0.01 | 0.00 |
| Mount Desert (04660; 2,430) | 9,602 | 0.094 | 0.19 | 0.01 | 0.00 |
| Southwest Harbor (04679; 2,070) | 10,850 | 0.071 | 0.15 | 0.01 | 0.00 |
| Surry (04684; 1,777) | 11,512 | 0.062 | 0.13 | 0.01 | 0.00 |
| Houlton (04730; 5,995) | 7,760 | 0.148 | 0.30 | 0.02 | 0.00 |
| Caribou (04736; 8,180) | 6,159 | 0.227 | 0.46 | 0.03 | 0.00 |
| Fort Kent (04741; 4,117) | 8,808 | 0.114 | 0.23 | 0.02 | 0.00 |
| Fort Fairfield (04742; 3,411) | 9,706 | 0.092 | 0.19 | 0.01 | 0.00 |
| Limestone (04751; 2,222) | 10,670 | 0.074 | 0.15 | 0.01 | 0.00 |
| Madawaska (04756; 4,428) | 8,298 | 0.129 | 0.26 | 0.02 | 0.00 |
| Mapleton (04757; 1,998) | 11,061 | 0.068 | 0.14 | 0.01 | 0.00 |
| Presque Isle (04769; 9,095) | 5,823 | 0.251 | 0.51 | 0.03 | 0.00 |
| Rockland (04841; 7,828) | 6,223 | 0.222 | 0.45 | 0.03 | 0.00 |
| Hope (04847; 1,782) | 10,867 | 0.071 | 0.14 | 0.01 | 0.00 |
| Camden (04847; 5,666) | 6,381 | 0.213 | 0.43 | 0.03 | 0.00 |
| Lincolnville (04849; 2,687) | 9,074 | 0.107 | 0.22 | 0.01 | 0.00 |
| Northport (04849; 2,486) | 9,686 | 0.092 | 0.19 | 0.01 | 0.00 |
| Owls Head (04854; 1,767) | 11,155 | 0.067 | 0.14 | 0.01 | 0.00 |
| Rockport (04856; 4,221) | 6,860 | 0.187 | 0.38 | 0.03 | 0.00 |
| South Thomaston (04858; 1,741) | 10,834 | 0.071 | 0.15 | 0.01 | 0.00 |
| Thomaston (04861; 5,650) | 7,047 | 0.177 | 0.36 | 0.02 | 0.00 |
| Union (04862; 2,757) | 9,459 | 0.098 | 0.20 | 0.01 | 0.00 |
| Appleton (04862; 1,392) | 12,706 | 0.048 | 0.10 | 0.01 | 0.00 |
| Vinalhaven (04863; 1,541) | 12,557 | 0.049 | 0.10 | 0.01 | 0.00 |
| Warren (04864; 3,795) | 8,369 | 0.127 | 0.26 | 0.02 | 0.00 |
| Winslow (04901; 8,584) | 5,029 | 0.320 | 0.65 | 0.04 | 0.00 |
| Benton (04901; 2,890) | 9,148 | 0.105 | 0.21 | 0.01 | 0.00 |
| Waterville (04903; 16,820) | 4,158 | 0.424 | 0.87 | 0.06 | 0.00 |
| Albion (04910; 2,617) | 9,919 | 0.087 | 0.18 | 0.01 | 0.00 |
| Anson (04911; 2,634) | 11,298 | 0.065 | 0.13 | 0.01 | 0.00 |
| Swanville (04915; 1,655) | 12,608 | 0.049 | 0.10 | 0.01 | 0.00 |
| Belfast (04915; 8,426) | 5,745 | 0.257 | 0.52 | 0.04 | 0.00 |
| Belgrade (04917; 3,718) | 8,078 | 0.137 | 0.28 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Maine - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|---------------|--------------|-------------|-------------|
| Canaan (04924; 2,075) | 11,865 | 0.057 | 0.12 | 0.01 | 0.00 |
| Clinton (04927; 3,671) | 8,893 | 0.112 | 0.23 | 0.02 | 0.00 |
| Corinna (04928; 2,451) | 10,652 | 0.074 | 0.15 | 0.01 | 0.00 |
| Dexter (04930; 3,632) | 9,824 | 0.089 | 0.18 | 0.01 | 0.00 |
| Fairfield (04937; 6,921) | 5,985 | 0.237 | 0.48 | 0.03 | 0.00 |
| Farmington (04938; 7,348) | 6,897 | 0.185 | 0.38 | 0.03 | 0.00 |
| Hartland (04943; 1,974) | 12,078 | 0.055 | 0.11 | 0.01 | 0.00 |
| Madison (04950; 4,764) | 8,072 | 0.137 | 0.28 | 0.02 | 0.00 |
| Newport (04953; 3,253) | 9,697 | 0.092 | 0.19 | 0.01 | 0.00 |
| Norridgewock (04957; 3,374) | 8,843 | 0.113 | 0.23 | 0.02 | 0.00 |
| Oakland (04963; 6,681) | 6,263 | 0.220 | 0.45 | 0.03 | 0.00 |
| Palmyra (04965; 2,181) | 11,337 | 0.064 | 0.13 | 0.01 | 0.00 |
| Pittsfield (04967; 4,385) | 8,108 | 0.136 | 0.28 | 0.02 | 0.00 |
| Searsmont (04973; 1,854) | 11,351 | 0.064 | 0.13 | 0.01 | 0.00 |
| Searsport (04974; 2,813) | 10,124 | 0.083 | 0.17 | 0.01 | 0.00 |
| Skowhegan (04976; 8,969) | 5,963 | 0.240 | 0.49 | 0.03 | 0.00 |
| Cornville (04976; 1,548) | 12,039 | 0.055 | 0.11 | 0.01 | 0.00 |
| Stockton Springs (04981; 2,397) | 10,097 | 0.084 | 0.17 | 0.01 | 0.00 |
| Unity (04988; 2,085) | 12,262 | 0.053 | 0.11 | 0.01 | 0.00 |
| Vassalboro (04989; 4,974) | 7,037 | 0.177 | 0.36 | 0.02 | 0.00 |
| Total 1,298,221 | | 49.038 | 100.0 | 6.69 | 0.47 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

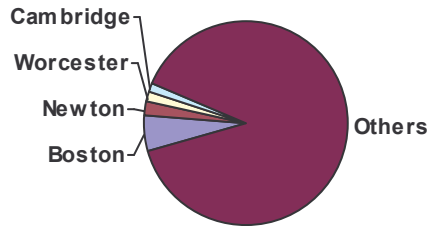
6.8 LATENT DEMAND BY YEAR - MASSACHUSETTS

The Latent Demand for Graphic Design Services in Massachusetts: 2002 - 2012

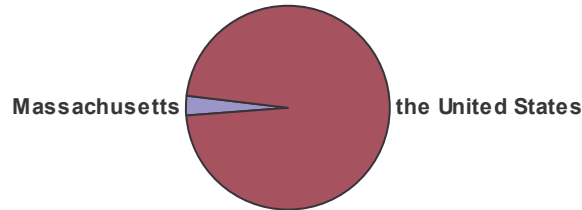
| Year | Massachusetts | % of Region | % of USA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------|---------------|-------------|----------|--------|--------|-------|------|--------|--------|-------|------|--------|--------|-------|------|--------|--------|-------|------|--------|--------|-------|------|--------|--------|-------|------|--------|--------|-------|------|--------|--------|-------|
| 2002 | 329.70 | 45.24% | 3.22% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2003 | 326.77 | 45.20% | 3.21% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2004 | 323.87 | 45.16% | 2005 | 320.99 | 45.12% | 3.20% | 2006 | 320.06 | 45.09% | 3.20% | 2007 | 330.77 | 45.12% | 3.20% | 2008 | 343.83 | 45.16% | 3.21% | 2009 | 357.41 | 45.20% | 3.21% | 2010 | 371.53 | 45.24% | 3.22% | 2011 | 386.21 | 45.28% | 3.22% | 2012 | 401.46 | 45.32% | 3.22% |
| 2005 | 320.99 | 45.12% | 3.20% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2006 | 320.06 | 45.09% | 3.20% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2007 | 330.77 | 45.12% | 3.20% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2008 | 343.83 | 45.16% | 3.21% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2009 | 357.41 | 45.20% | 3.21% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2010 | 371.53 | 45.24% | 3.22% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2011 | 386.21 | 45.28% | 3.22% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2012 | 401.46 | 45.32% | 3.22% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Massachusetts - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Massachusetts: 2007



6.9 CITIES SORTED BY RANK - MASSACHUSETTS

Massachusetts - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|-----------|---------|----------|-------|
| Boston (513,062) | 44 | 18.509 | 5.60 | 2.52 | 0.18 |
| Newton (83,802) | 195 | 6.565 | 1.98 | 0.90 | 0.06 |
| Worcester (186,188) | 221 | 6.038 | 1.83 | 0.82 | 0.06 |
| Cambridge (98,968) | 363 | 4.323 | 1.31 | 0.59 | 0.04 |
| Springfield (152,091) | 386 | 4.211 | 1.27 | 0.57 | 0.04 |
| Quincy (95,693) | 399 | 4.105 | 1.24 | 0.56 | 0.04 |
| Lowell (99,362) | 474 | 3.545 | 1.07 | 0.48 | 0.03 |
| Brockton (97,018) | 487 | 3.489 | 1.05 | 0.48 | 0.03 |
| Brookline (53,534) | 537 | 3.251 | 0.98 | 0.44 | 0.03 |
| Plymouth (64,301) | 545 | 3.201 | 0.97 | 0.44 | 0.03 |
| Lynn (90,834) | 569 | 3.090 | 0.93 | 0.42 | 0.03 |
| Framingham (61,740) | 582 | 3.051 | 0.92 | 0.42 | 0.03 |
| Somerville (70,306) | 608 | 2.964 | 0.90 | 0.40 | 0.03 |
| Haverhill (65,323) | 609 | 2.963 | 0.90 | 0.40 | 0.03 |
| Waltham (59,232) | 625 | 2.912 | 0.88 | 0.40 | 0.03 |
| Peabody (57,811) | 634 | 2.886 | 0.87 | 0.39 | 0.03 |
| Andover (35,019) | 662 | 2.795 | 0.85 | 0.38 | 0.03 |
| Wellesley (26,198) | 694 | 2.711 | 0.82 | 0.37 | 0.03 |
| Lexington (30,602) | 700 | 2.697 | 0.82 | 0.37 | 0.03 |
| Billerica (43,023) | 717 | 2.655 | 0.80 | 0.36 | 0.03 |
| Weymouth (54,855) | 742 | 2.580 | 0.78 | 0.35 | 0.02 |
| Fall River (94,201) | 778 | 2.488 | 0.75 | 0.34 | 0.02 |
| Medford (49,771) | 819 | 2.378 | 0.72 | 0.32 | 0.02 |
| New Bedford (94,544) | 820 | 2.373 | 0.72 | 0.32 | 0.02 |
| Needham (29,372) | 827 | 2.355 | 0.71 | 0.32 | 0.02 |
| Taunton (58,712) | 850 | 2.295 | 0.69 | 0.31 | 0.02 |
| Arlington (39,103) | 853 | 2.290 | 0.69 | 0.31 | 0.02 |
| Shrewsbury (38,169) | 889 | 2.232 | 0.67 | 0.30 | 0.02 |
| Attleboro (48,096) | 897 | 2.225 | 0.67 | 0.30 | 0.02 |
| Marlborough (42,406) | 913 | 2.196 | 0.66 | 0.30 | 0.02 |
| Malden (52,405) | 925 | 2.178 | 0.66 | 0.30 | 0.02 |
| Methuen (48,152) | 927 | 2.175 | 0.66 | 0.30 | 0.02 |
| Chelmsford (33,466) | 955 | 2.139 | 0.65 | 0.29 | 0.02 |
| Westford (23,810) | 960 | 2.130 | 0.64 | 0.29 | 0.02 |
| Franklin (32,134) | 979 | 2.082 | 0.63 | 0.28 | 0.02 |
| Natick (31,921) | 1,010 | 2.027 | 0.61 | 0.28 | 0.02 |
| Beverly (41,138) | 1,017 | 2.022 | 0.61 | 0.28 | 0.02 |
| North Andover (30,484) | 1,018 | 2.018 | 0.61 | 0.28 | 0.02 |
| Sudbury (18,161) | 1,047 | 1.960 | 0.59 | 0.27 | 0.02 |
| Hingham (25,678) | 1,059 | 1.941 | 0.59 | 0.26 | 0.02 |
| Braintree (33,975) | 1,084 | 1.911 | 0.58 | 0.26 | 0.02 |
| Winchester (22,265) | 1,088 | 1.906 | 0.58 | 0.26 | 0.02 |
| Woburn (38,013) | 1,098 | 1.900 | 0.57 | 0.26 | 0.02 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Massachusetts - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------|----------|-----------|---------|----------|-------|
| Tewksbury (30,013) | 1,112 | 1.880 | 0.57 | 0.26 | 0.02 |
| Salem (46,738) | 1,120 | 1.874 | 0.57 | 0.26 | 0.02 |
| Milton (25,239) | 1,156 | 1.815 | 0.55 | 0.25 | 0.02 |
| Lawrence (71,213) | 1,157 | 1.814 | 0.55 | 0.25 | 0.02 |
| Acton (21,668) | 1,162 | 1.807 | 0.55 | 0.25 | 0.02 |
| Chicopee (55,333) | 1,169 | 1.797 | 0.54 | 0.25 | 0.02 |
| Leominster (43,825) | 1,176 | 1.791 | 0.54 | 0.24 | 0.02 |
| Westfield (42,037) | 1,225 | 1.731 | 0.52 | 0.24 | 0.02 |
| Watertown (31,443) | 1,243 | 1.711 | 0.52 | 0.23 | 0.02 |
| Weston (11,982) | 1,271 | 1.679 | 0.51 | 0.23 | 0.02 |
| Burlington (24,284) | 1,281 | 1.663 | 0.50 | 0.23 | 0.02 |
| Falmouth (37,481) | 1,297 | 1.644 | 0.50 | 0.22 | 0.02 |
| Bridgewater (27,378) | 1,316 | 1.628 | 0.49 | 0.22 | 0.02 |
| Easton (25,494) | 1,339 | 1.605 | 0.49 | 0.22 | 0.02 |
| Belmont (21,945) | 1,340 | 1.604 | 0.48 | 0.22 | 0.02 |
| Marshfield (26,336) | 1,346 | 1.595 | 0.48 | 0.22 | 0.02 |
| Reading (22,326) | 1,370 | 1.566 | 0.47 | 0.21 | 0.02 |
| Dartmouth (33,332) | 1,389 | 1.540 | 0.47 | 0.21 | 0.01 |
| Dracut (29,027) | 1,395 | 1.524 | 0.46 | 0.21 | 0.01 |
| Randolph (30,107) | 1,409 | 1.514 | 0.46 | 0.21 | 0.01 |
| Norwood (28,462) | 1,410 | 1.514 | 0.46 | 0.21 | 0.01 |
| Mansfield (24,839) | 1,411 | 1.513 | 0.46 | 0.21 | 0.01 |
| Canton (23,843) | 1,421 | 1.503 | 0.45 | 0.21 | 0.01 |
| Walpole (21,651) | 1,456 | 1.473 | 0.45 | 0.20 | 0.01 |
| Concord (16,717) | 1,467 | 1.459 | 0.44 | 0.20 | 0.01 |
| Saugus (28,904) | 1,471 | 1.455 | 0.44 | 0.20 | 0.01 |
| Danvers (27,070) | 1,479 | 1.448 | 0.44 | 0.20 | 0.01 |
| Revere (42,924) | 1,480 | 1.448 | 0.44 | 0.20 | 0.01 |
| Wakefield (23,832) | 1,488 | 1.434 | 0.43 | 0.20 | 0.01 |
| Fitchburg (42,478) | 1,492 | 1.431 | 0.43 | 0.20 | 0.01 |
| Wilmington (22,222) | 1,496 | 1.429 | 0.43 | 0.19 | 0.01 |
| Duxbury (16,100) | 1,499 | 1.424 | 0.43 | 0.19 | 0.01 |
| Melrose (24,820) | 1,505 | 1.419 | 0.43 | 0.19 | 0.01 |
| Westborough (21,137) | 1,511 | 1.413 | 0.43 | 0.19 | 0.01 |
| Gloucester (32,511) | 1,513 | 1.412 | 0.43 | 0.19 | 0.01 |
| Sharon (17,140) | 1,527 | 1.393 | 0.42 | 0.19 | 0.01 |
| Stoughton (26,182) | 1,544 | 1.379 | 0.42 | 0.19 | 0.01 |
| Marblehead (20,371) | 1,555 | 1.372 | 0.41 | 0.19 | 0.01 |
| Milford (29,345) | 1,569 | 1.359 | 0.41 | 0.19 | 0.01 |
| Norton (22,946) | 1,576 | 1.354 | 0.41 | 0.18 | 0.01 |
| Agawam (30,100) | 1,577 | 1.353 | 0.41 | 0.18 | 0.01 |
| Hopkinton (16,289) | 1,604 | 1.324 | 0.40 | 0.18 | 0.01 |
| Pittsfield (40,044) | 1,633 | 1.300 | 0.39 | 0.18 | 0.01 |
| Everett (34,794) | 1,648 | 1.288 | 0.39 | 0.18 | 0.01 |
| Sandwich (23,023) | 1,653 | 1.284 | 0.39 | 0.18 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Massachusetts - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Dedham (22,535) | 1,677 | 1.266 | 0.38 | 0.17 | 0.01 |
| Scituate (19,252) | 1,699 | 1.242 | 0.38 | 0.17 | 0.01 |
| Middleborough (25,084) | 1,750 | 1.205 | 0.36 | 0.16 | 0.01 |
| Pembroke (20,332) | 1,753 | 1.204 | 0.36 | 0.16 | 0.01 |
| Wayland (12,946) | 1,772 | 1.191 | 0.36 | 0.16 | 0.01 |
| Amherst (32,438) | 1,782 | 1.182 | 0.36 | 0.16 | 0.01 |
| Abington (22,484) | 1,801 | 1.169 | 0.35 | 0.16 | 0.01 |
| Holden (19,877) | 1,807 | 1.163 | 0.35 | 0.16 | 0.01 |
| Southborough (12,264) | 1,831 | 1.150 | 0.35 | 0.16 | 0.01 |
| Ashland (18,390) | 1,838 | 1.145 | 0.35 | 0.16 | 0.01 |
| Medfield (12,773) | 1,856 | 1.137 | 0.34 | 0.16 | 0.01 |
| Holyoke (40,783) | 1,865 | 1.130 | 0.34 | 0.15 | 0.01 |
| Northborough (15,286) | 1,899 | 1.110 | 0.34 | 0.15 | 0.01 |
| Hudson (20,702) | 1,913 | 1.103 | 0.33 | 0.15 | 0.01 |
| Middleton (14,811) | 1,922 | 1.098 | 0.33 | 0.15 | 0.01 |
| Northampton (28,757) | 1,931 | 1.094 | 0.33 | 0.15 | 0.01 |
| Westwood (13,728) | 1,941 | 1.092 | 0.33 | 0.15 | 0.01 |
| Grafton (21,338) | 1,950 | 1.088 | 0.33 | 0.15 | 0.01 |
| Hanover (16,128) | 1,957 | 1.084 | 0.33 | 0.15 | 0.01 |
| Longmeadow (15,631) | 1,972 | 1.074 | 0.32 | 0.15 | 0.01 |
| Raynham (19,481) | 1,975 | 1.072 | 0.32 | 0.15 | 0.01 |
| Stoneham (20,500) | 2,001 | 1.056 | 0.32 | 0.14 | 0.01 |
| West Springfield (28,471) | 2,021 | 1.044 | 0.32 | 0.14 | 0.01 |
| Ludlow (24,248) | 2,030 | 1.038 | 0.31 | 0.14 | 0.01 |
| Holliston (14,298) | 2,065 | 1.016 | 0.31 | 0.14 | 0.01 |
| North Reading (14,404) | 2,084 | 1.009 | 0.31 | 0.14 | 0.01 |
| Bellingham (17,173) | 2,085 | 1.008 | 0.30 | 0.14 | 0.01 |
| Groton (13,281) | 2,095 | 1.002 | 0.30 | 0.14 | 0.01 |
| Newburyport (18,681) | 2,102 | 0.996 | 0.30 | 0.14 | 0.01 |
| Norwell (12,515) | 2,103 | 0.996 | 0.30 | 0.14 | 0.01 |
| Bedford (12,295) | 2,123 | 0.985 | 0.30 | 0.13 | 0.01 |
| East Longmeadow (17,146) | 2,136 | 0.978 | 0.30 | 0.13 | 0.01 |
| Foxborough (16,700) | 2,137 | 0.978 | 0.30 | 0.13 | 0.01 |
| Medway (14,287) | 2,139 | 0.977 | 0.30 | 0.13 | 0.01 |
| Somerset (20,129) | 2,189 | 0.949 | 0.29 | 0.13 | 0.01 |
| Boxford (9,194) | 2,191 | 0.948 | 0.29 | 0.13 | 0.01 |
| Swampscott (14,476) | 2,207 | 0.937 | 0.28 | 0.13 | 0.01 |
| Yarmouth (25,500) | 2,231 | 0.924 | 0.28 | 0.13 | 0.01 |
| Charlton (16,010) | 2,243 | 0.919 | 0.28 | 0.13 | 0.01 |
| Wilbraham (15,453) | 2,251 | 0.915 | 0.28 | 0.12 | 0.01 |
| Wrentham (12,833) | 2,255 | 0.912 | 0.28 | 0.12 | 0.01 |
| Uxbridge (16,162) | 2,258 | 0.910 | 0.28 | 0.12 | 0.01 |
| Bourne (22,080) | 2,262 | 0.907 | 0.27 | 0.12 | 0.01 |
| Mashpee (19,295) | 2,295 | 0.894 | 0.27 | 0.12 | 0.01 |
| Wareham (24,151) | 2,303 | 0.889 | 0.27 | 0.12 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Massachusetts - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| East Bridgewater (16,078) | 2,317 | 0.883 | 0.27 | 0.12 | 0.01 |
| Lynnfield (11,922) | 2,334 | 0.875 | 0.26 | 0.12 | 0.01 |
| Rehoboth (14,622) | 2,345 | 0.870 | 0.26 | 0.12 | 0.01 |
| Rockland (18,457) | 2,394 | 0.850 | 0.26 | 0.12 | 0.01 |
| Auburn (17,900) | 2,414 | 0.843 | 0.25 | 0.12 | 0.01 |
| Swansea (17,623) | 2,416 | 0.843 | 0.25 | 0.11 | 0.01 |
| Westport (16,534) | 2,436 | 0.834 | 0.25 | 0.11 | 0.01 |
| Lakeville (12,976) | 2,442 | 0.833 | 0.25 | 0.11 | 0.01 |
| Amesbury (17,605) | 2,445 | 0.832 | 0.25 | 0.11 | 0.01 |
| Norfolk (10,587) | 2,451 | 0.830 | 0.25 | 0.11 | 0.01 |
| Belchertown (16,867) | 2,511 | 0.806 | 0.24 | 0.11 | 0.01 |
| Whitman (15,865) | 2,520 | 0.799 | 0.24 | 0.11 | 0.01 |
| Tyngsborough (12,371) | 2,558 | 0.786 | 0.24 | 0.11 | 0.01 |
| Chelsea (28,219) | 2,589 | 0.775 | 0.23 | 0.11 | 0.01 |
| Dover (5,968) | 2,607 | 0.770 | 0.23 | 0.11 | 0.01 |
| Ipswich (14,614) | 2,631 | 0.762 | 0.23 | 0.10 | 0.01 |
| Sutton (11,060) | 2,653 | 0.757 | 0.23 | 0.10 | 0.01 |
| Seekonk (14,699) | 2,661 | 0.754 | 0.23 | 0.10 | 0.01 |
| Northbridge (16,208) | 2,684 | 0.745 | 0.23 | 0.10 | 0.01 |
| Winthrop (15,161) | 2,729 | 0.733 | 0.22 | 0.10 | 0.01 |
| Pepperell (12,349) | 2,733 | 0.733 | 0.22 | 0.10 | 0.01 |
| Gardner (21,538) | 2,738 | 0.732 | 0.22 | 0.10 | 0.01 |
| South Hadley (17,130) | 2,750 | 0.728 | 0.22 | 0.10 | 0.01 |
| Millbury (15,308) | 2,789 | 0.717 | 0.22 | 0.10 | 0.01 |
| Oxford (14,965) | 2,804 | 0.712 | 0.22 | 0.10 | 0.01 |
| Kingston (14,209) | 2,863 | 0.696 | 0.21 | 0.09 | 0.01 |
| Georgetown (10,001) | 2,865 | 0.694 | 0.21 | 0.09 | 0.01 |
| Easthampton (15,994) | 2,990 | 0.658 | 0.20 | 0.09 | 0.01 |
| Littleton (9,873) | 3,053 | 0.642 | 0.19 | 0.09 | 0.01 |
| Fairhaven (16,880) | 3,057 | 0.641 | 0.19 | 0.09 | 0.01 |
| Hanson (11,198) | 3,063 | 0.639 | 0.19 | 0.09 | 0.01 |
| Webster (18,338) | 3,072 | 0.637 | 0.19 | 0.09 | 0.01 |
| Harvard (6,399) | 3,106 | 0.629 | 0.19 | 0.09 | 0.01 |
| Dennis (16,562) | 3,110 | 0.627 | 0.19 | 0.09 | 0.01 |
| Freetown (10,654) | 3,115 | 0.626 | 0.19 | 0.09 | 0.01 |
| Clinton (15,355) | 3,119 | 0.625 | 0.19 | 0.09 | 0.01 |
| Lunenburg (11,954) | 3,148 | 0.618 | 0.19 | 0.08 | 0.01 |
| Leicester (12,301) | 3,159 | 0.616 | 0.19 | 0.08 | 0.01 |
| Nantucket (12,161) | 3,165 | 0.615 | 0.19 | 0.08 | 0.01 |
| Rutland (10,734) | 3,167 | 0.614 | 0.19 | 0.08 | 0.01 |
| Carlisle (5,186) | 3,177 | 0.613 | 0.19 | 0.08 | 0.01 |
| Upton (8,564) | 3,178 | 0.613 | 0.19 | 0.08 | 0.01 |
| Sturbridge (11,855) | 3,188 | 0.610 | 0.18 | 0.08 | 0.01 |
| Carver (12,521) | 3,189 | 0.610 | 0.18 | 0.08 | 0.01 |
| Stow (6,824) | 3,231 | 0.598 | 0.18 | 0.08 | 0.01 |

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Massachusetts - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Dudley (13,348) | 3,261 | 0.591 | 0.18 | 0.08 | 0.01 |
| Hull (12,155) | 3,304 | 0.580 | 0.18 | 0.08 | 0.01 |
| Sterling (9,405) | 3,326 | 0.575 | 0.17 | 0.08 | 0.01 |
| Hamilton (8,759) | 3,331 | 0.574 | 0.17 | 0.08 | 0.01 |
| Douglas (10,388) | 3,339 | 0.572 | 0.17 | 0.08 | 0.01 |
| Topsfield (6,493) | 3,351 | 0.570 | 0.17 | 0.08 | 0.01 |
| Lincoln (7,833) | 3,386 | 0.563 | 0.17 | 0.08 | 0.01 |
| Cohasset (7,318) | 3,400 | 0.561 | 0.17 | 0.08 | 0.01 |
| Acushnet (11,938) | 3,407 | 0.560 | 0.17 | 0.08 | 0.01 |
| Spencer (13,052) | 3,444 | 0.554 | 0.17 | 0.08 | 0.01 |
| Maynard (9,985) | 3,447 | 0.553 | 0.17 | 0.08 | 0.01 |
| Cochituate (6,768) | 3,474 | 0.548 | 0.17 | 0.07 | 0.01 |
| Townsend (9,723) | 3,487 | 0.547 | 0.17 | 0.07 | 0.01 |
| Southwick (11,453) | 3,493 | 0.545 | 0.16 | 0.07 | 0.01 |
| Southbridge (17,628) | 3,495 | 0.544 | 0.16 | 0.07 | 0.01 |
| Holbrook (10,963) | 3,502 | 0.543 | 0.16 | 0.07 | 0.01 |
| Harwich (14,160) | 3,531 | 0.536 | 0.16 | 0.07 | 0.01 |
| Palmer (14,181) | 3,536 | 0.535 | 0.16 | 0.07 | 0.01 |
| Greenfield (17,236) | 3,609 | 0.520 | 0.16 | 0.07 | 0.01 |
| Berkley (8,569) | 3,628 | 0.517 | 0.16 | 0.07 | 0.01 |
| Newbury (7,415) | 3,686 | 0.505 | 0.15 | 0.07 | 0.00 |
| Brewster (11,231) | 3,692 | 0.504 | 0.15 | 0.07 | 0.00 |
| Groveland (7,973) | 3,699 | 0.502 | 0.15 | 0.07 | 0.00 |
| Blackstone (9,866) | 3,725 | 0.495 | 0.15 | 0.07 | 0.00 |
| Bolton (5,198) | 3,776 | 0.486 | 0.15 | 0.07 | 0.00 |
| Mendon (7,461) | 3,793 | 0.483 | 0.15 | 0.07 | 0.00 |
| Sherborn (4,319) | 3,810 | 0.479 | 0.14 | 0.07 | 0.00 |
| Millis (8,288) | 3,831 | 0.474 | 0.14 | 0.06 | 0.00 |
| Pinehurst (6,941) | 3,889 | 0.466 | 0.14 | 0.06 | 0.00 |
| Monson (9,740) | 3,915 | 0.461 | 0.14 | 0.06 | 0.00 |
| Winchendon (11,421) | 3,953 | 0.455 | 0.14 | 0.06 | 0.00 |
| Westminster (8,623) | 3,962 | 0.453 | 0.14 | 0.06 | 0.00 |
| Plainville (8,712) | 3,964 | 0.453 | 0.14 | 0.06 | 0.00 |
| Halifax (8,677) | 3,981 | 0.450 | 0.14 | 0.06 | 0.00 |
| Boxborough (5,609) | 3,999 | 0.447 | 0.14 | 0.06 | 0.00 |
| West Concord (5,632) | 4,026 | 0.441 | 0.13 | 0.06 | 0.00 |
| Rochester (7,626) | 4,050 | 0.439 | 0.13 | 0.06 | 0.00 |
| Dighton (8,188) | 4,079 | 0.437 | 0.13 | 0.06 | 0.00 |
| Salisbury (9,231) | 4,230 | 0.414 | 0.13 | 0.06 | 0.00 |
| Lancaster (7,380) | 4,281 | 0.408 | 0.12 | 0.06 | 0.00 |
| West Newbury (4,778) | 4,305 | 0.404 | 0.12 | 0.06 | 0.00 |
| Templeton (9,147) | 4,307 | 0.404 | 0.12 | 0.06 | 0.00 |
| Southampton (7,091) | 4,337 | 0.399 | 0.12 | 0.05 | 0.00 |
| Hopedale (7,265) | 4,344 | 0.398 | 0.12 | 0.05 | 0.00 |
| South Yarmouth (11,603) | 4,349 | 0.398 | 0.12 | 0.05 | 0.00 |

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Massachusetts - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| West Boylston (8,035) | 4,374 | 0.393 | 0.12 | 0.05 | 0.00 |
| Athol (12,867) | 4,385 | 0.392 | 0.12 | 0.05 | 0.00 |
| West Bridgewater (7,522) | 4,455 | 0.383 | 0.12 | 0.05 | 0.00 |
| Mattapoisett (7,108) | 4,494 | 0.378 | 0.11 | 0.05 | 0.00 |
| Wenham (4,493) | 4,566 | 0.370 | 0.11 | 0.05 | 0.00 |
| Williamstown (7,833) | 4,569 | 0.370 | 0.11 | 0.05 | 0.00 |
| Ware (11,015) | 4,570 | 0.370 | 0.11 | 0.05 | 0.00 |
| Merrimac (6,907) | 4,576 | 0.369 | 0.11 | 0.05 | 0.00 |
| North Scituate (5,065) | 4,597 | 0.367 | 0.11 | 0.05 | 0.00 |
| Rockport (7,923) | 4,608 | 0.365 | 0.11 | 0.05 | 0.00 |
| Rowley (6,434) | 4,623 | 0.364 | 0.11 | 0.05 | 0.00 |
| Ashburnham (7,108) | 4,650 | 0.360 | 0.11 | 0.05 | 0.00 |
| Granby (7,008) | 4,773 | 0.346 | 0.10 | 0.05 | 0.00 |
| Hampden (5,775) | 4,787 | 0.345 | 0.10 | 0.05 | 0.00 |
| Paxton (5,035) | 4,923 | 0.330 | 0.10 | 0.05 | 0.00 |
| Marion (5,921) | 4,924 | 0.330 | 0.10 | 0.05 | 0.00 |
| Dunstable (4,083) | 5,002 | 0.322 | 0.10 | 0.04 | 0.00 |
| North Adams (12,731) | 5,023 | 0.320 | 0.10 | 0.04 | 0.00 |
| Chatham (7,606) | 5,070 | 0.315 | 0.10 | 0.04 | 0.00 |
| Hubbardston (5,579) | 5,095 | 0.312 | 0.09 | 0.04 | 0.00 |
| Shirley (6,373) | 5,126 | 0.309 | 0.09 | 0.04 | 0.00 |
| Ayer (6,998) | 5,257 | 0.297 | 0.09 | 0.04 | 0.00 |
| Great Barrington (7,170) | 5,258 | 0.297 | 0.09 | 0.04 | 0.00 |
| Princeton (3,981) | 5,307 | 0.294 | 0.09 | 0.04 | 0.00 |
| Boylston (4,744) | 5,319 | 0.292 | 0.09 | 0.04 | 0.00 |
| Barre (6,166) | 5,413 | 0.284 | 0.09 | 0.04 | 0.00 |
| Dalton (6,282) | 5,516 | 0.274 | 0.08 | 0.04 | 0.00 |
| Orleans (6,890) | 5,608 | 0.267 | 0.08 | 0.04 | 0.00 |
| Orange (7,700) | 5,729 | 0.258 | 0.08 | 0.04 | 0.00 |
| East Falmouth (6,615) | 5,736 | 0.258 | 0.08 | 0.04 | 0.00 |
| Whitinsville (6,340) | 5,738 | 0.258 | 0.08 | 0.04 | 0.00 |
| Montague (8,317) | 5,762 | 0.256 | 0.08 | 0.03 | 0.00 |
| Hadley (5,067) | 5,967 | 0.239 | 0.07 | 0.03 | 0.00 |
| Eastham (6,161) | 5,968 | 0.239 | 0.07 | 0.03 | 0.00 |
| Yarmouth Port (5,395) | 6,050 | 0.234 | 0.07 | 0.03 | 0.00 |
| Berlin (3,812) | 6,138 | 0.228 | 0.07 | 0.03 | 0.00 |
| Forestdale (3,992) | 6,180 | 0.226 | 0.07 | 0.03 | 0.00 |
| Lenox (5,430) | 6,182 | 0.225 | 0.07 | 0.03 | 0.00 |
| East Sandwich (3,720) | 6,194 | 0.225 | 0.07 | 0.03 | 0.00 |
| Adams (7,669) | 6,195 | 0.225 | 0.07 | 0.03 | 0.00 |
| Deerfield (4,943) | 6,204 | 0.224 | 0.07 | 0.03 | 0.00 |
| Raynham Center (3,633) | 6,365 | 0.213 | 0.06 | 0.03 | 0.00 |
| Lee (5,610) | 6,384 | 0.212 | 0.06 | 0.03 | 0.00 |
| North Brookfield (5,231) | 6,406 | 0.211 | 0.06 | 0.03 | 0.00 |
| West Yarmouth (6,460) | 6,435 | 0.209 | 0.06 | 0.03 | 0.00 |

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Massachusetts - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Nahant (3,588) | 6,439 | 0.209 | 0.06 | 0.03 | 0.00 |
| Brimfield (4,510) | 6,493 | 0.206 | 0.06 | 0.03 | 0.00 |
| Edgartown (4,470) | 6,509 | 0.205 | 0.06 | 0.03 | 0.00 |
| South Amherst (5,039) | 6,518 | 0.205 | 0.06 | 0.03 | 0.00 |
| East Harwich (4,744) | 6,573 | 0.202 | 0.06 | 0.03 | 0.00 |
| Plympton (3,144) | 6,597 | 0.200 | 0.06 | 0.03 | 0.00 |
| Essex (3,634) | 6,664 | 0.197 | 0.06 | 0.03 | 0.00 |
| North Pembroke (2,913) | 6,698 | 0.195 | 0.06 | 0.03 | 0.00 |
| Avon (4,216) | 6,737 | 0.193 | 0.06 | 0.03 | 0.00 |
| Millville (3,678) | 6,786 | 0.191 | 0.06 | 0.03 | 0.00 |
| West Brookfield (4,198) | 6,807 | 0.190 | 0.06 | 0.03 | 0.00 |
| Warren (5,649) | 7,030 | 0.178 | 0.05 | 0.02 | 0.00 |
| North Falmouth (3,355) | 7,054 | 0.177 | 0.05 | 0.02 | 0.00 |
| Ashby (3,179) | 7,056 | 0.177 | 0.05 | 0.02 | 0.00 |
| Northfield (3,942) | 7,058 | 0.176 | 0.05 | 0.02 | 0.00 |
| West Tisbury (3,382) | 7,291 | 0.167 | 0.05 | 0.02 | 0.00 |
| Sagamore (3,544) | 7,389 | 0.163 | 0.05 | 0.02 | 0.00 |
| Oak Bluffs (4,195) | 7,430 | 0.161 | 0.05 | 0.02 | 0.00 |
| Hatfield (3,503) | 7,439 | 0.160 | 0.05 | 0.02 | 0.00 |
| North Amherst (6,019) | 7,623 | 0.154 | 0.05 | 0.02 | 0.00 |
| Marshfield Hills (2,369) | 7,676 | 0.151 | 0.05 | 0.02 | 0.00 |
| Oakham (2,661) | 7,775 | 0.147 | 0.04 | 0.02 | 0.00 |
| East Dennis (3,299) | 7,876 | 0.144 | 0.04 | 0.02 | 0.00 |
| Sheffield (3,431) | 7,966 | 0.141 | 0.04 | 0.02 | 0.00 |
| Tisbury (4,159) | 7,977 | 0.140 | 0.04 | 0.02 | 0.00 |
| Brookfield (3,252) | 8,118 | 0.135 | 0.04 | 0.02 | 0.00 |
| South Dennis (3,679) | 8,126 | 0.135 | 0.04 | 0.02 | 0.00 |
| Sunderland (3,884) | 8,223 | 0.131 | 0.04 | 0.02 | 0.00 |
| Holland (2,731) | 8,283 | 0.129 | 0.04 | 0.02 | 0.00 |
| Buzzards Bay (3,549) | 8,325 | 0.128 | 0.04 | 0.02 | 0.00 |
| Wellfleet (3,132) | 8,466 | 0.124 | 0.04 | 0.02 | 0.00 |
| West Falmouth (1,867) | 8,490 | 0.124 | 0.04 | 0.02 | 0.00 |
| Cheshire (3,216) | 8,508 | 0.123 | 0.04 | 0.02 | 0.00 |
| Lanesborough (2,872) | 8,559 | 0.122 | 0.04 | 0.02 | 0.00 |
| Leverett (2,107) | 8,573 | 0.121 | 0.04 | 0.02 | 0.00 |
| Dennis Port (3,612) | 8,610 | 0.120 | 0.04 | 0.02 | 0.00 |
| East Douglas (2,319) | 8,725 | 0.117 | 0.04 | 0.02 | 0.00 |
| Hardwick (2,795) | 8,737 | 0.116 | 0.04 | 0.02 | 0.00 |
| North Plymouth (3,593) | 8,739 | 0.116 | 0.04 | 0.02 | 0.00 |
| Pocasset (2,671) | 8,767 | 0.116 | 0.03 | 0.02 | 0.00 |
| Conway (2,149) | 8,968 | 0.110 | 0.03 | 0.01 | 0.00 |
| Shutesbury (1,959) | 9,027 | 0.108 | 0.03 | 0.01 | 0.00 |
| Williamsburg (2,495) | 9,045 | 0.107 | 0.03 | 0.01 | 0.00 |
| Monument Beach (2,438) | 9,128 | 0.106 | 0.03 | 0.01 | 0.00 |
| Provincetown (3,512) | 9,165 | 0.105 | 0.03 | 0.01 | 0.00 |

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Massachusetts - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| East Brookfield (2,192) | 9,214 | 0.103 | 0.03 | 0.01 | 0.00 |
| Westhampton (1,888) | 9,222 | 0.103 | 0.03 | 0.01 | 0.00 |
| East Pepperell (2,034) | 9,264 | 0.102 | 0.03 | 0.01 | 0.00 |
| Huntington (2,270) | 9,313 | 0.101 | 0.03 | 0.01 | 0.00 |
| Three Rivers (2,939) | 9,344 | 0.100 | 0.03 | 0.01 | 0.00 |
| Bernardston (2,406) | 9,396 | 0.099 | 0.03 | 0.01 | 0.00 |
| Turners Falls (4,441) | 9,445 | 0.098 | 0.03 | 0.01 | 0.00 |
| Truro (2,488) | 9,478 | 0.097 | 0.03 | 0.01 | 0.00 |
| Stockbridge (2,177) | 9,521 | 0.096 | 0.03 | 0.01 | 0.00 |
| Fiskdale (2,156) | 9,532 | 0.096 | 0.03 | 0.01 | 0.00 |
| Granville (1,980) | 9,542 | 0.096 | 0.03 | 0.01 | 0.00 |
| Richmond (1,709) | 9,578 | 0.095 | 0.03 | 0.01 | 0.00 |
| Ashfield (1,881) | 9,749 | 0.091 | 0.03 | 0.01 | 0.00 |
| Phillipston (2,100) | 9,788 | 0.090 | 0.03 | 0.01 | 0.00 |
| Wales (1,993) | 9,830 | 0.089 | 0.03 | 0.01 | 0.00 |
| Whately (1,624) | 9,911 | 0.087 | 0.03 | 0.01 | 0.00 |
| Pelham (1,483) | 10,123 | 0.083 | 0.03 | 0.01 | 0.00 |
| West Dennis (2,570) | 10,131 | 0.083 | 0.03 | 0.01 | 0.00 |
| Buckland (1,968) | 10,159 | 0.082 | 0.02 | 0.01 | 0.00 |
| Russell (1,894) | 10,254 | 0.080 | 0.02 | 0.01 | 0.00 |
| Shelburne (2,067) | 10,337 | 0.079 | 0.02 | 0.01 | 0.00 |
| Bondsville (1,876) | 10,391 | 0.078 | 0.02 | 0.01 | 0.00 |
| Becket (1,834) | 10,413 | 0.078 | 0.02 | 0.01 | 0.00 |
| South Lancaster (1,742) | 10,465 | 0.077 | 0.02 | 0.01 | 0.00 |
| South Deerfield (1,868) | 10,602 | 0.075 | 0.02 | 0.01 | 0.00 |
| Colrain (2,009) | 10,704 | 0.073 | 0.02 | 0.01 | 0.00 |
| West Stockbridge (1,563) | 10,746 | 0.073 | 0.02 | 0.01 | 0.00 |
| Teaticket (1,907) | 10,820 | 0.072 | 0.02 | 0.01 | 0.00 |
| Baldwinville (1,852) | 10,890 | 0.070 | 0.02 | 0.01 | 0.00 |
| Vineyard Haven (2,048) | 10,951 | 0.070 | 0.02 | 0.01 | 0.00 |
| Royalston (1,706) | 10,990 | 0.069 | 0.02 | 0.01 | 0.00 |
| Blandford (1,426) | 11,013 | 0.069 | 0.02 | 0.01 | 0.00 |
| Gill (1,482) | 11,039 | 0.068 | 0.02 | 0.01 | 0.00 |
| Petersham (1,553) | 11,087 | 0.068 | 0.02 | 0.01 | 0.00 |
| Worthington (1,396) | 11,103 | 0.067 | 0.02 | 0.01 | 0.00 |
| Otis (1,438) | 11,105 | 0.067 | 0.02 | 0.01 | 0.00 |
| New Marlborough (1,574) | 11,118 | 0.067 | 0.02 | 0.01 | 0.00 |
| Hinsdale (1,692) | 11,242 | 0.065 | 0.02 | 0.01 | 0.00 |
| Chesterfield (1,465) | 11,244 | 0.065 | 0.02 | 0.01 | 0.00 |
| Shelburne Falls (1,951) | 11,310 | 0.065 | 0.02 | 0.01 | 0.00 |
| Charlemont (1,517) | 11,333 | 0.064 | 0.02 | 0.01 | 0.00 |
| Clarksburg (1,613) | 11,381 | 0.064 | 0.02 | 0.01 | 0.00 |
| Erving (1,736) | 11,407 | 0.063 | 0.02 | 0.01 | 0.00 |
| Egremont (1,356) | 11,516 | 0.062 | 0.02 | 0.01 | 0.00 |
| North Eastham (1,915) | 11,665 | 0.060 | 0.02 | 0.01 | 0.00 |

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Massachusetts - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|---------------|--------------|--------------|-------------|
| West Wareham (1,908) | 11,845 | 0.058 | 0.02 | 0.01 | 0.00 |
| West Chatham (1,446) | 12,011 | 0.056 | 0.02 | 0.01 | 0.00 |
| Chester (1,382) | 12,053 | 0.055 | 0.02 | 0.01 | 0.00 |
| Harwich Port (1,809) | 12,630 | 0.049 | 0.01 | 0.01 | 0.00 |
| Fort Devens (1,017) | 12,856 | 0.046 | 0.01 | 0.01 | 0.00 |
| South Ashburnham (1,013) | 12,857 | 0.046 | 0.01 | 0.01 | 0.00 |
| Total 6,709,898 | | 330.76 | 100.0 | 45.12 | 3.20 |

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6.10 CITIES SORTED BY ZIPCODE - MASSACHUSETTS
Massachusetts - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Agawam (01001; 30,100) | 1,577 | 1.353 | 0.41 | 0.18 | 0.01 |
| South Amherst (01002; 5,039) | 6,518 | 0.205 | 0.06 | 0.03 | 0.00 |
| Pelham (01002; 1,483) | 10,123 | 0.083 | 0.03 | 0.01 | 0.00 |
| Amherst (01003; 32,438) | 1,782 | 1.182 | 0.36 | 0.16 | 0.01 |
| Barre (01005; 6,166) | 5,413 | 0.284 | 0.09 | 0.04 | 0.00 |
| Belchertown (01007; 16,867) | 2,511 | 0.806 | 0.24 | 0.11 | 0.01 |
| Blandford (01008; 1,426) | 11,013 | 0.069 | 0.02 | 0.01 | 0.00 |
| Bondsville (01009; 1,876) | 10,391 | 0.078 | 0.02 | 0.01 | 0.00 |
| Brimfield (01010; 4,510) | 6,493 | 0.206 | 0.06 | 0.03 | 0.00 |
| Chester (01011; 1,382) | 12,053 | 0.055 | 0.02 | 0.01 | 0.00 |
| Chesterfield (01012; 1,465) | 11,244 | 0.065 | 0.02 | 0.01 | 0.00 |
| Chicopee (01013; 55,333) | 1,169 | 1.797 | 0.54 | 0.25 | 0.02 |
| Easthampton (01027; 15,994) | 2,990 | 0.658 | 0.20 | 0.09 | 0.01 |
| Westhampton (01027; 1,888) | 9,222 | 0.103 | 0.03 | 0.01 | 0.00 |
| East Longmeadow (01028; 17,146) | 2,136 | 0.978 | 0.30 | 0.13 | 0.01 |
| Granby (01033; 7,008) | 4,773 | 0.346 | 0.10 | 0.05 | 0.00 |
| Granville (01034; 1,980) | 9,542 | 0.096 | 0.03 | 0.01 | 0.00 |
| Hadley (01035; 5,067) | 5,967 | 0.239 | 0.07 | 0.03 | 0.00 |
| Hampden (01036; 5,775) | 4,787 | 0.345 | 0.10 | 0.05 | 0.00 |
| Hardwick (01037; 2,795) | 8,737 | 0.116 | 0.04 | 0.02 | 0.00 |
| Hatfield (01038; 3,503) | 7,439 | 0.160 | 0.05 | 0.02 | 0.00 |
| Holyoke (01040; 40,783) | 1,865 | 1.130 | 0.34 | 0.15 | 0.01 |
| Huntington (01050; 2,270) | 9,313 | 0.101 | 0.03 | 0.01 | 0.00 |
| Leverett (01054; 2,107) | 8,573 | 0.121 | 0.04 | 0.02 | 0.00 |
| Ludlow (01056; 24,248) | 2,030 | 1.038 | 0.31 | 0.14 | 0.01 |
| Monson (01057; 9,740) | 3,915 | 0.461 | 0.14 | 0.06 | 0.00 |
| North Amherst (01059; 6,019) | 7,623 | 0.154 | 0.05 | 0.02 | 0.00 |
| Northampton (01063; 28,757) | 1,931 | 1.094 | 0.33 | 0.15 | 0.01 |
| Oakham (01068; 2,661) | 7,775 | 0.147 | 0.04 | 0.02 | 0.00 |
| Palmer (01069; 14,181) | 3,536 | 0.535 | 0.16 | 0.07 | 0.01 |
| Russell (01071; 1,894) | 10,254 | 0.080 | 0.02 | 0.01 | 0.00 |

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| Massachusetts - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Shutesbury (01072; 1,959) | 9,027 | 0.108 | 0.03 | 0.01 | 0.00 |
| Southampton (01073; 7,091) | 4,337 | 0.399 | 0.12 | 0.05 | 0.00 |
| South Hadley (01075; 17,130) | 2,750 | 0.728 | 0.22 | 0.10 | 0.01 |
| Southwick (01077; 11,453) | 3,493 | 0.545 | 0.16 | 0.07 | 0.01 |
| Three Rivers (01080; 2,939) | 9,344 | 0.100 | 0.03 | 0.01 | 0.00 |
| Wales (01081; 1,993) | 9,830 | 0.089 | 0.03 | 0.01 | 0.00 |
| Ware (01082; 11,015) | 4,570 | 0.370 | 0.11 | 0.05 | 0.00 |
| Warren (01083; 5,649) | 7,030 | 0.178 | 0.05 | 0.02 | 0.00 |
| Westfield (01085; 42,037) | 1,225 | 1.731 | 0.52 | 0.24 | 0.02 |
| West Springfield (01090; 28,471) | 2,021 | 1.044 | 0.32 | 0.14 | 0.01 |
| Whately (01093; 1,624) | 9,911 | 0.087 | 0.03 | 0.01 | 0.00 |
| Wilbraham (01095; 15,453) | 2,251 | 0.915 | 0.28 | 0.12 | 0.01 |
| Williamsburg (01096; 2,495) | 9,045 | 0.107 | 0.03 | 0.01 | 0.00 |
| Worthington (01098; 1,396) | 11,103 | 0.067 | 0.02 | 0.01 | 0.00 |
| Longmeadow (01106; 15,631) | 1,972 | 1.074 | 0.32 | 0.15 | 0.01 |
| Springfield (01139; 152,091) | 386 | 4.211 | 1.27 | 0.57 | 0.04 |
| Pittsfield (01201; 40,044) | 1,633 | 1.300 | 0.39 | 0.18 | 0.01 |
| Adams (01220; 7,669) | 6,195 | 0.225 | 0.07 | 0.03 | 0.00 |
| Becket (01223; 1,834) | 10,413 | 0.078 | 0.02 | 0.01 | 0.00 |
| Cheshire (01225; 3,216) | 8,508 | 0.123 | 0.04 | 0.02 | 0.00 |
| Dalton (01227; 6,282) | 5,516 | 0.274 | 0.08 | 0.04 | 0.00 |
| Egremont (01230; 1,356) | 11,516 | 0.062 | 0.02 | 0.01 | 0.00 |
| New Marlborough (01230; 1,574) | 11,118 | 0.067 | 0.02 | 0.01 | 0.00 |
| Great Barrington (01230; 7,170) | 5,258 | 0.297 | 0.09 | 0.04 | 0.00 |
| Hinsdale (01235; 1,692) | 11,242 | 0.065 | 0.02 | 0.01 | 0.00 |
| Lanesborough (01237; 2,872) | 8,559 | 0.122 | 0.04 | 0.02 | 0.00 |
| Lenox (01240; 5,430) | 6,182 | 0.225 | 0.07 | 0.03 | 0.00 |
| Clarksburg (01247; 1,613) | 11,381 | 0.064 | 0.02 | 0.01 | 0.00 |
| North Adams (01247; 12,731) | 5,023 | 0.320 | 0.10 | 0.04 | 0.00 |
| Otis (01253; 1,438) | 11,105 | 0.067 | 0.02 | 0.01 | 0.00 |
| Richmond (01254; 1,709) | 9,578 | 0.095 | 0.03 | 0.01 | 0.00 |
| Sheffield (01257; 3,431) | 7,966 | 0.141 | 0.04 | 0.02 | 0.00 |
| Stockbridge (01262; 2,177) | 9,521 | 0.096 | 0.03 | 0.01 | 0.00 |
| Lee (01264; 5,610) | 6,384 | 0.212 | 0.06 | 0.03 | 0.00 |
| West Stockbridge (01266; 1,563) | 10,746 | 0.073 | 0.02 | 0.01 | 0.00 |
| Williamstown (01267; 7,833) | 4,569 | 0.370 | 0.11 | 0.05 | 0.00 |
| Greenfield (01301; 17,236) | 3,609 | 0.520 | 0.16 | 0.07 | 0.01 |
| Ashfield (01330; 1,881) | 9,749 | 0.091 | 0.03 | 0.01 | 0.00 |
| Phillipston (01331; 2,100) | 9,788 | 0.090 | 0.03 | 0.01 | 0.00 |
| Bernardston (01337; 2,406) | 9,396 | 0.099 | 0.03 | 0.01 | 0.00 |
| Buckland (01338; 1,968) | 10,159 | 0.082 | 0.02 | 0.01 | 0.00 |
| Colrain (01340; 2,009) | 10,704 | 0.073 | 0.02 | 0.01 | 0.00 |
| Conway (01341; 2,149) | 8,968 | 0.110 | 0.03 | 0.01 | 0.00 |
| Deerfield (01342; 4,943) | 6,204 | 0.224 | 0.07 | 0.03 | 0.00 |
| Charlemont (01343; 1,517) | 11,333 | 0.064 | 0.02 | 0.01 | 0.00 |

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Massachusetts - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Erving (01344; 1,736) | 11,407 | 0.063 | 0.02 | 0.01 | 0.00 |
| Turners Falls (01349; 4,441) | 9,445 | 0.098 | 0.03 | 0.01 | 0.00 |
| Montague (01351; 8,317) | 5,762 | 0.256 | 0.08 | 0.03 | 0.00 |
| Northfield (01360; 3,942) | 7,058 | 0.176 | 0.05 | 0.02 | 0.00 |
| Petersham (01366; 1,553) | 11,087 | 0.068 | 0.02 | 0.01 | 0.00 |
| Athol (01368; 12,867) | 4,385 | 0.392 | 0.12 | 0.05 | 0.00 |
| Royalston (01368; 1,706) | 10,990 | 0.069 | 0.02 | 0.01 | 0.00 |
| Shelburne (01370; 2,067) | 10,337 | 0.079 | 0.02 | 0.01 | 0.00 |
| Shelburne Falls (01370; 1,951) | 11,310 | 0.065 | 0.02 | 0.01 | 0.00 |
| South Deerfield (01373; 1,868) | 10,602 | 0.075 | 0.02 | 0.01 | 0.00 |
| Sunderland (01375; 3,884) | 8,223 | 0.131 | 0.04 | 0.02 | 0.00 |
| Gill (01376; 1,482) | 11,039 | 0.068 | 0.02 | 0.01 | 0.00 |
| Orange (01378; 7,700) | 5,729 | 0.258 | 0.08 | 0.04 | 0.00 |
| Fitchburg (01420; 42,478) | 1,492 | 1.431 | 0.43 | 0.20 | 0.01 |
| South Ashburnham (01430; 1,013) | 12,857 | 0.046 | 0.01 | 0.01 | 0.00 |
| Ashburnham (01430; 7,108) | 4,650 | 0.360 | 0.11 | 0.05 | 0.00 |
| Ashby (01431; 3,179) | 7,056 | 0.177 | 0.05 | 0.02 | 0.00 |
| Fort Devens (01432; 1,017) | 12,856 | 0.046 | 0.01 | 0.01 | 0.00 |
| Ayer (01434; 6,998) | 5,257 | 0.297 | 0.09 | 0.04 | 0.00 |
| Baldwinville (01436; 1,852) | 10,890 | 0.070 | 0.02 | 0.01 | 0.00 |
| Gardner (01440; 21,538) | 2,738 | 0.732 | 0.22 | 0.10 | 0.01 |
| Harvard (01451; 6,399) | 3,106 | 0.629 | 0.19 | 0.09 | 0.01 |
| Hubbardston (01452; 5,579) | 5,095 | 0.312 | 0.09 | 0.04 | 0.00 |
| Leominster (01453; 43,825) | 1,176 | 1.791 | 0.54 | 0.24 | 0.02 |
| Littleton (01460; 9,873) | 3,053 | 0.642 | 0.19 | 0.09 | 0.01 |
| Lunenburg (01462; 11,954) | 3,148 | 0.618 | 0.19 | 0.08 | 0.01 |
| Pepperell (01463; 12,349) | 2,733 | 0.733 | 0.22 | 0.10 | 0.01 |
| East Pepperell (01463; 2,034) | 9,264 | 0.102 | 0.03 | 0.01 | 0.00 |
| Shirley (01464; 6,373) | 5,126 | 0.309 | 0.09 | 0.04 | 0.00 |
| Templeton (01468; 9,147) | 4,307 | 0.404 | 0.12 | 0.06 | 0.00 |
| Groton (01471; 13,281) | 2,095 | 1.002 | 0.30 | 0.14 | 0.01 |
| Westminster (01473; 8,623) | 3,962 | 0.453 | 0.14 | 0.06 | 0.00 |
| Townsend (01474; 9,723) | 3,487 | 0.547 | 0.17 | 0.07 | 0.01 |
| Winchendon (01475; 11,421) | 3,953 | 0.455 | 0.14 | 0.06 | 0.00 |
| Auburn (01501; 17,900) | 2,414 | 0.843 | 0.25 | 0.12 | 0.01 |
| Berlin (01503; 3,812) | 6,138 | 0.228 | 0.07 | 0.03 | 0.00 |
| Blackstone (01504; 9,866) | 3,725 | 0.495 | 0.15 | 0.07 | 0.00 |
| Boylston (01505; 4,744) | 5,319 | 0.292 | 0.09 | 0.04 | 0.00 |
| Brookfield (01506; 3,252) | 8,118 | 0.135 | 0.04 | 0.02 | 0.00 |
| Charlton (01507; 16,010) | 2,243 | 0.919 | 0.28 | 0.13 | 0.01 |
| Clinton (01510; 15,355) | 3,119 | 0.625 | 0.19 | 0.09 | 0.01 |
| East Brookfield (01515; 2,192) | 9,214 | 0.103 | 0.03 | 0.01 | 0.00 |
| East Douglas (01516; 2,319) | 8,725 | 0.117 | 0.04 | 0.02 | 0.00 |
| Douglas (01516; 10,388) | 3,339 | 0.572 | 0.17 | 0.08 | 0.01 |
| Fiskdale (01518; 2,156) | 9,532 | 0.096 | 0.03 | 0.01 | 0.00 |

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| Massachusetts - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|-----------------|------------------|----------------|-----------------|--------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Grafton (01519; 21,338) | 1,950 | 1.088 | 0.33 | 0.15 | 0.01 |
| Holden (01520; 19,877) | 1,807 | 1.163 | 0.35 | 0.16 | 0.01 |
| Holland (01521; 2,731) | 8,283 | 0.129 | 0.04 | 0.02 | 0.00 |
| Lancaster (01523; 7,380) | 4,281 | 0.408 | 0.12 | 0.06 | 0.00 |
| Leicester (01524; 12,301) | 3,159 | 0.616 | 0.19 | 0.08 | 0.01 |
| Millbury (01527; 15,308) | 2,789 | 0.717 | 0.22 | 0.10 | 0.01 |
| Millville (01529; 3,678) | 6,786 | 0.191 | 0.06 | 0.03 | 0.00 |
| Northborough (01532; 15,286) | 1,899 | 1.110 | 0.34 | 0.15 | 0.01 |
| Northbridge (01534; 16,208) | 2,684 | 0.745 | 0.23 | 0.10 | 0.01 |
| North Brookfield (01535; 5,231) | 6,406 | 0.211 | 0.06 | 0.03 | 0.00 |
| Oxford (01540; 14,965) | 2,804 | 0.712 | 0.22 | 0.10 | 0.01 |
| Princeton (01541; 3,981) | 5,307 | 0.294 | 0.09 | 0.04 | 0.00 |
| Rutland (01543; 10,734) | 3,167 | 0.614 | 0.19 | 0.08 | 0.01 |
| Shrewsbury (01545; 38,169) | 889 | 2.232 | 0.67 | 0.30 | 0.02 |
| Southbridge (01550; 17,628) | 3,495 | 0.544 | 0.16 | 0.07 | 0.01 |
| South Lancaster (01561; 1,742) | 10,465 | 0.077 | 0.02 | 0.01 | 0.00 |
| Spencer (01562; 13,052) | 3,444 | 0.554 | 0.17 | 0.08 | 0.01 |
| Sterling (01564; 9,405) | 3,326 | 0.575 | 0.17 | 0.08 | 0.01 |
| Sturbridge (01566; 11,855) | 3,188 | 0.610 | 0.18 | 0.08 | 0.01 |
| Upton (01568; 8,564) | 3,178 | 0.613 | 0.19 | 0.08 | 0.01 |
| Uxbridge (01569; 16,162) | 2,258 | 0.910 | 0.28 | 0.12 | 0.01 |
| Webster (01570; 18,338) | 3,072 | 0.637 | 0.19 | 0.09 | 0.01 |
| Dudley (01571; 13,348) | 3,261 | 0.591 | 0.18 | 0.08 | 0.01 |
| Westborough (01582; 21,137) | 1,511 | 1.413 | 0.43 | 0.19 | 0.01 |
| West Boylston (01583; 8,035) | 4,374 | 0.393 | 0.12 | 0.05 | 0.00 |
| West Brookfield (01585; 4,198) | 6,807 | 0.190 | 0.06 | 0.03 | 0.00 |
| Whitinsville (01588; 6,340) | 5,738 | 0.258 | 0.08 | 0.04 | 0.00 |
| Sutton (01590; 11,060) | 2,653 | 0.757 | 0.23 | 0.10 | 0.01 |
| Worcester (01606; 186,188) | 221 | 6.038 | 1.83 | 0.82 | 0.06 |
| Paxton (01612; 5,035) | 4,923 | 0.330 | 0.10 | 0.05 | 0.00 |
| Framingham (01703; 61,740) | 582 | 3.051 | 0.92 | 0.42 | 0.03 |
| Boxborough (01719; 5,609) | 3,999 | 0.447 | 0.14 | 0.06 | 0.00 |
| Acton (01720; 21,668) | 1,162 | 1.807 | 0.55 | 0.25 | 0.02 |
| Ashland (01721; 18,390) | 1,838 | 1.145 | 0.35 | 0.16 | 0.01 |
| Bedford (01731; 12,295) | 2,123 | 0.985 | 0.30 | 0.13 | 0.01 |
| Bolton (01740; 5,198) | 3,776 | 0.486 | 0.15 | 0.07 | 0.00 |
| Carlisle (01741; 5,186) | 3,177 | 0.613 | 0.19 | 0.08 | 0.01 |
| Concord (01742; 16,717) | 1,467 | 1.459 | 0.44 | 0.20 | 0.01 |
| West Concord (01742; 5,632) | 4,026 | 0.441 | 0.13 | 0.06 | 0.00 |
| Southborough (01745; 12,264) | 1,831 | 1.150 | 0.35 | 0.16 | 0.01 |
| Holliston (01746; 14,298) | 2,065 | 1.016 | 0.31 | 0.14 | 0.01 |
| Hopedale (01747; 7,265) | 4,344 | 0.398 | 0.12 | 0.05 | 0.00 |
| Hopkinton (01748; 16,289) | 1,604 | 1.324 | 0.40 | 0.18 | 0.01 |
| Hudson (01749; 20,702) | 1,913 | 1.103 | 0.33 | 0.15 | 0.01 |
| Marlborough (01752; 42,406) | 913 | 2.196 | 0.66 | 0.30 | 0.02 |

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| Massachusetts - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Maynard (01754; 9,985) | 3,447 | 0.553 | 0.17 | 0.08 | 0.01 |
| Mendon (01756; 7,461) | 3,793 | 0.483 | 0.15 | 0.07 | 0.00 |
| Milford (01757; 29,345) | 1,569 | 1.359 | 0.41 | 0.19 | 0.01 |
| Natick (01760; 31,921) | 1,010 | 2.027 | 0.61 | 0.28 | 0.02 |
| Sherborn (01770; 4,319) | 3,810 | 0.479 | 0.14 | 0.07 | 0.00 |
| Lincoln (01773; 7,833) | 3,386 | 0.563 | 0.17 | 0.08 | 0.01 |
| Stow (01775; 6,824) | 3,231 | 0.598 | 0.18 | 0.08 | 0.01 |
| Sudbury (01776; 18,161) | 1,047 | 1.960 | 0.59 | 0.27 | 0.02 |
| Wayland (01778; 12,946) | 1,772 | 1.191 | 0.36 | 0.16 | 0.01 |
| Cochituate (01778; 6,768) | 3,474 | 0.548 | 0.17 | 0.07 | 0.01 |
| Burlington (01805; 24,284) | 1,281 | 1.663 | 0.50 | 0.23 | 0.02 |
| Woburn (01806; 38,013) | 1,098 | 1.900 | 0.57 | 0.26 | 0.02 |
| Billerica (01821; 43,023) | 717 | 2.655 | 0.80 | 0.36 | 0.03 |
| Chelmsford (01824; 33,466) | 955 | 2.139 | 0.65 | 0.29 | 0.02 |
| Dracut (01826; 29,027) | 1,395 | 1.524 | 0.46 | 0.21 | 0.01 |
| Dunstable (01827; 4,083) | 5,002 | 0.322 | 0.10 | 0.04 | 0.00 |
| Georgetown (01833; 10,001) | 2,865 | 0.694 | 0.21 | 0.09 | 0.01 |
| Groveland (01834; 7,973) | 3,699 | 0.502 | 0.15 | 0.07 | 0.00 |
| Haverhill (01835; 65,323) | 609 | 2.963 | 0.90 | 0.40 | 0.03 |
| Lawrence (01843; 71,213) | 1,157 | 1.814 | 0.55 | 0.25 | 0.02 |
| Methuen (01844; 48,152) | 927 | 2.175 | 0.66 | 0.30 | 0.02 |
| North Andover (01845; 30,484) | 1,018 | 2.018 | 0.61 | 0.28 | 0.02 |
| Lowell (01850; 99,362) | 474 | 3.545 | 1.07 | 0.48 | 0.03 |
| Merrimac (01860; 6,907) | 4,576 | 0.369 | 0.11 | 0.05 | 0.00 |
| North Reading (01864; 14,404) | 2,084 | 1.009 | 0.31 | 0.14 | 0.01 |
| Pinehurst (01866; 6,941) | 3,889 | 0.466 | 0.14 | 0.06 | 0.00 |
| Reading (01867; 22,326) | 1,370 | 1.566 | 0.47 | 0.21 | 0.02 |
| Tewksbury (01876; 30,013) | 1,112 | 1.880 | 0.57 | 0.26 | 0.02 |
| Tyngsborough (01879; 12,371) | 2,558 | 0.786 | 0.24 | 0.11 | 0.01 |
| Wakefield (01880; 23,832) | 1,488 | 1.434 | 0.43 | 0.20 | 0.01 |
| Westford (01886; 23,810) | 960 | 2.130 | 0.64 | 0.29 | 0.02 |
| Wilmington (01887; 22,222) | 1,496 | 1.429 | 0.43 | 0.19 | 0.01 |
| Winchester (01890; 22,265) | 1,088 | 1.906 | 0.58 | 0.26 | 0.02 |
| Lynn (01902; 90,834) | 569 | 3.090 | 0.93 | 0.42 | 0.03 |
| Saugus (01906; 28,904) | 1,471 | 1.455 | 0.44 | 0.20 | 0.01 |
| Swampscott (01907; 14,476) | 2,207 | 0.937 | 0.28 | 0.13 | 0.01 |
| Nahant (01908; 3,588) | 6,439 | 0.209 | 0.06 | 0.03 | 0.00 |
| Amesbury (01913; 17,605) | 2,445 | 0.832 | 0.25 | 0.11 | 0.01 |
| Beverly (01915; 41,138) | 1,017 | 2.022 | 0.61 | 0.28 | 0.02 |
| Boxford (01921; 9,194) | 2,191 | 0.948 | 0.29 | 0.13 | 0.01 |
| Danvers (01923; 27,070) | 1,479 | 1.448 | 0.44 | 0.20 | 0.01 |
| Essex (01929; 3,634) | 6,664 | 0.197 | 0.06 | 0.03 | 0.00 |
| Gloucester (01931; 32,511) | 1,513 | 1.412 | 0.43 | 0.19 | 0.01 |
| Ipswich (01938; 14,614) | 2,631 | 0.762 | 0.23 | 0.10 | 0.01 |
| Lynnfield (01940; 11,922) | 2,334 | 0.875 | 0.26 | 0.12 | 0.01 |

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| Massachusetts - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Marblehead (01945; 20,371) | 1,555 | 1.372 | 0.41 | 0.19 | 0.01 |
| Middleton (01949; 14,811) | 1,922 | 1.098 | 0.33 | 0.15 | 0.01 |
| Newburyport (01950; 18,681) | 2,102 | 0.996 | 0.30 | 0.14 | 0.01 |
| Newbury (01951; 7,415) | 3,686 | 0.505 | 0.15 | 0.07 | 0.00 |
| Salisbury (01952; 9,231) | 4,230 | 0.414 | 0.13 | 0.06 | 0.00 |
| Peabody (01960; 57,811) | 634 | 2.886 | 0.87 | 0.39 | 0.03 |
| Rockport (01966; 7,923) | 4,608 | 0.365 | 0.11 | 0.05 | 0.00 |
| Rowley (01969; 6,434) | 4,623 | 0.364 | 0.11 | 0.05 | 0.00 |
| Salem (01970; 46,738) | 1,120 | 1.874 | 0.57 | 0.26 | 0.02 |
| Hamilton (01982; 8,759) | 3,331 | 0.574 | 0.17 | 0.08 | 0.01 |
| Topsfield (01983; 6,493) | 3,351 | 0.570 | 0.17 | 0.08 | 0.01 |
| Wenham (01984; 4,493) | 4,566 | 0.370 | 0.11 | 0.05 | 0.00 |
| West Newbury (01985; 4,778) | 4,305 | 0.404 | 0.12 | 0.06 | 0.00 |
| Hingham (02018; 25,678) | 1,059 | 1.941 | 0.59 | 0.26 | 0.02 |
| Norwell (02018; 12,515) | 2,103 | 0.996 | 0.30 | 0.14 | 0.01 |
| Bellingham (02019; 17,173) | 2,085 | 1.008 | 0.30 | 0.14 | 0.01 |
| Marshfield (02020; 26,336) | 1,346 | 1.595 | 0.48 | 0.22 | 0.02 |
| Canton (02021; 23,843) | 1,421 | 1.503 | 0.45 | 0.21 | 0.01 |
| Cohasset (02025; 7,318) | 3,400 | 0.561 | 0.17 | 0.08 | 0.01 |
| Dedham (02027; 22,535) | 1,677 | 1.266 | 0.38 | 0.17 | 0.01 |
| Dover (02030; 5,968) | 2,607 | 0.770 | 0.23 | 0.11 | 0.01 |
| Mansfield (02031; 24,839) | 1,411 | 1.513 | 0.46 | 0.21 | 0.01 |
| Walpole (02032; 21,651) | 1,456 | 1.473 | 0.45 | 0.20 | 0.01 |
| Foxborough (02035; 16,700) | 2,137 | 0.978 | 0.30 | 0.13 | 0.01 |
| Franklin (02038; 32,134) | 979 | 2.082 | 0.63 | 0.28 | 0.02 |
| Scituate (02040; 19,252) | 1,699 | 1.242 | 0.38 | 0.17 | 0.01 |
| Hull (02045; 12,155) | 3,304 | 0.580 | 0.18 | 0.08 | 0.01 |
| Marshfield Hills (02051; 2,369) | 7,676 | 0.151 | 0.05 | 0.02 | 0.00 |
| Medfield (02052; 12,773) | 1,856 | 1.137 | 0.34 | 0.16 | 0.01 |
| Medway (02053; 14,287) | 2,139 | 0.977 | 0.30 | 0.13 | 0.01 |
| Millis (02054; 8,288) | 3,831 | 0.474 | 0.14 | 0.06 | 0.00 |
| Norfolk (02056; 10,587) | 2,451 | 0.830 | 0.25 | 0.11 | 0.01 |
| North Scituate (02060; 5,065) | 4,597 | 0.367 | 0.11 | 0.05 | 0.00 |
| Norwood (02062; 28,462) | 1,410 | 1.514 | 0.46 | 0.21 | 0.01 |
| Sharon (02067; 17,140) | 1,527 | 1.393 | 0.42 | 0.19 | 0.01 |
| Stoughton (02072; 26,182) | 1,544 | 1.379 | 0.42 | 0.19 | 0.01 |
| Westwood (02090; 13,728) | 1,941 | 1.092 | 0.33 | 0.15 | 0.01 |
| Wrentham (02093; 12,833) | 2,255 | 0.912 | 0.28 | 0.12 | 0.01 |
| Somerville (02145; 70,306) | 608 | 2.964 | 0.90 | 0.40 | 0.03 |
| Malden (02148; 52,405) | 925 | 2.178 | 0.66 | 0.30 | 0.02 |
| Everett (02149; 34,794) | 1,648 | 1.288 | 0.39 | 0.18 | 0.01 |
| Chelsea (02150; 28,219) | 2,589 | 0.775 | 0.23 | 0.11 | 0.01 |
| Revere (02151; 42,924) | 1,480 | 1.448 | 0.44 | 0.20 | 0.01 |
| Winthrop (02152; 15,161) | 2,729 | 0.733 | 0.22 | 0.10 | 0.01 |
| Medford (02153; 49,771) | 819 | 2.378 | 0.72 | 0.32 | 0.02 |

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| Massachusetts - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Quincy (02169; 95,693) | 399 | 4.105 | 1.24 | 0.56 | 0.04 |
| Melrose (02176; 24,820) | 1,505 | 1.419 | 0.43 | 0.19 | 0.01 |
| Stoneham (02180; 20,500) | 2,001 | 1.056 | 0.32 | 0.14 | 0.01 |
| Braintree (02185; 33,975) | 1,084 | 1.911 | 0.58 | 0.26 | 0.02 |
| Milton (02186; 25,239) | 1,156 | 1.815 | 0.55 | 0.25 | 0.02 |
| Weymouth (02191; 54,855) | 742 | 2.580 | 0.78 | 0.35 | 0.02 |
| Cambridge (02239; 98,968) | 363 | 4.323 | 1.31 | 0.59 | 0.04 |
| Boston (02283; 513,062) | 44 | 18.509 | 5.60 | 2.52 | 0.18 |
| Brockton (02304; 97,018) | 487 | 3.489 | 1.05 | 0.48 | 0.03 |
| Avon (02322; 4,216) | 6,737 | 0.193 | 0.06 | 0.03 | 0.00 |
| Bridgewater (02324; 27,378) | 1,316 | 1.628 | 0.49 | 0.22 | 0.02 |
| Pembroke (02327; 20,332) | 1,753 | 1.204 | 0.36 | 0.16 | 0.01 |
| Carver (02330; 12,521) | 3,189 | 0.610 | 0.18 | 0.08 | 0.01 |
| Duxbury (02332; 16,100) | 1,499 | 1.424 | 0.43 | 0.19 | 0.01 |
| East Bridgewater (02333; 16,078) | 2,317 | 0.883 | 0.27 | 0.12 | 0.01 |
| Halifax (02338; 8,677) | 3,981 | 0.450 | 0.14 | 0.06 | 0.00 |
| Hanover (02340; 16,128) | 1,957 | 1.084 | 0.33 | 0.15 | 0.01 |
| Hanson (02341; 11,198) | 3,063 | 0.639 | 0.19 | 0.09 | 0.01 |
| Holbrook (02343; 10,963) | 3,502 | 0.543 | 0.16 | 0.07 | 0.01 |
| Middleborough (02344; 25,084) | 1,750 | 1.205 | 0.36 | 0.16 | 0.01 |
| Lakeville (02347; 12,976) | 2,442 | 0.833 | 0.25 | 0.11 | 0.01 |
| Abington (02351; 22,484) | 1,801 | 1.169 | 0.35 | 0.16 | 0.01 |
| Easton (02357; 25,494) | 1,339 | 1.605 | 0.49 | 0.22 | 0.02 |
| North Pembroke (02358; 2,913) | 6,698 | 0.195 | 0.06 | 0.03 | 0.00 |
| North Plymouth (02360; 3,593) | 8,739 | 0.116 | 0.04 | 0.02 | 0.00 |
| Kingston (02364; 14,209) | 2,863 | 0.696 | 0.21 | 0.09 | 0.01 |
| Plympton (02367; 3,144) | 6,597 | 0.200 | 0.06 | 0.03 | 0.00 |
| Randolph (02368; 30,107) | 1,409 | 1.514 | 0.46 | 0.21 | 0.01 |
| Rockland (02370; 18,457) | 2,394 | 0.850 | 0.26 | 0.12 | 0.01 |
| West Bridgewater (02379; 7,522) | 4,455 | 0.383 | 0.12 | 0.05 | 0.00 |
| Plymouth (02381; 64,301) | 545 | 3.201 | 0.97 | 0.44 | 0.03 |
| Whitman (02382; 15,865) | 2,520 | 0.799 | 0.24 | 0.11 | 0.01 |
| Lexington (02421; 30,602) | 700 | 2.697 | 0.82 | 0.37 | 0.03 |
| Brookline (02447; 53,534) | 537 | 3.251 | 0.98 | 0.44 | 0.03 |
| Waltham (02454; 59,232) | 625 | 2.912 | 0.88 | 0.40 | 0.03 |
| Newton (02458; 83,802) | 195 | 6.565 | 1.98 | 0.90 | 0.06 |
| Watertown (02471; 31,443) | 1,243 | 1.711 | 0.52 | 0.23 | 0.02 |
| Arlington (02476; 39,103) | 853 | 2.290 | 0.69 | 0.31 | 0.02 |
| Belmont (02478; 21,945) | 1,340 | 1.604 | 0.48 | 0.22 | 0.02 |
| Wellesley (02481; 26,198) | 694 | 2.711 | 0.82 | 0.37 | 0.03 |
| Needham (02492; 29,372) | 827 | 2.355 | 0.71 | 0.32 | 0.02 |
| Weston (02493; 11,982) | 1,271 | 1.679 | 0.51 | 0.23 | 0.02 |
| Bourne (02532; 22,080) | 2,262 | 0.907 | 0.27 | 0.12 | 0.01 |
| East Falmouth (02536; 6,615) | 5,736 | 0.258 | 0.08 | 0.04 | 0.00 |
| Teaticket (02536; 1,907) | 10,820 | 0.072 | 0.02 | 0.01 | 0.00 |

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Massachusetts - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| East Sandwich (02537; 3,720) | 6,194 | 0.225 | 0.07 | 0.03 | 0.00 |
| Edgartown (02539; 4,470) | 6,509 | 0.205 | 0.06 | 0.03 | 0.00 |
| Buzzards Bay (02542; 3,549) | 8,325 | 0.128 | 0.04 | 0.02 | 0.00 |
| Falmouth (02543; 37,481) | 1,297 | 1.644 | 0.50 | 0.22 | 0.02 |
| Monument Beach (02553; 2,438) | 9,128 | 0.106 | 0.03 | 0.01 | 0.00 |
| North Falmouth (02556; 3,355) | 7,054 | 0.177 | 0.05 | 0.02 | 0.00 |
| Pocasset (02559; 2,671) | 8,767 | 0.116 | 0.03 | 0.02 | 0.00 |
| Sagamore (02561; 3,544) | 7,389 | 0.163 | 0.05 | 0.02 | 0.00 |
| Sandwich (02563; 23,023) | 1,653 | 1.284 | 0.39 | 0.18 | 0.01 |
| Nantucket (02564; 12,161) | 3,165 | 0.615 | 0.19 | 0.08 | 0.01 |
| Oak Bluffs (02568; 4,195) | 7,430 | 0.161 | 0.05 | 0.02 | 0.00 |
| Tisbury (02568; 4,159) | 7,977 | 0.140 | 0.04 | 0.02 | 0.00 |
| Wareham (02571; 24,151) | 2,303 | 0.889 | 0.27 | 0.12 | 0.01 |
| Vineyard Haven (02573; 2,048) | 10,951 | 0.070 | 0.02 | 0.01 | 0.00 |
| West Falmouth (02574; 1,867) | 8,490 | 0.124 | 0.04 | 0.02 | 0.00 |
| West Tisbury (02575; 3,382) | 7,291 | 0.167 | 0.05 | 0.02 | 0.00 |
| West Wareham (02576; 1,908) | 11,845 | 0.058 | 0.02 | 0.01 | 0.00 |
| Brewster (02631; 11,231) | 3,692 | 0.504 | 0.15 | 0.07 | 0.00 |
| Chatham (02633; 7,606) | 5,070 | 0.315 | 0.10 | 0.04 | 0.00 |
| Dennis (02638; 16,562) | 3,110 | 0.627 | 0.19 | 0.09 | 0.01 |
| Dennis Port (02639; 3,612) | 8,610 | 0.120 | 0.04 | 0.02 | 0.00 |
| East Dennis (02641; 3,299) | 7,876 | 0.144 | 0.04 | 0.02 | 0.00 |
| Eastham (02642; 6,161) | 5,968 | 0.239 | 0.07 | 0.03 | 0.00 |
| Forestdale (02644; 3,992) | 6,180 | 0.226 | 0.07 | 0.03 | 0.00 |
| East Harwich (02645; 4,744) | 6,573 | 0.202 | 0.06 | 0.03 | 0.00 |
| Harwich (02645; 14,160) | 3,531 | 0.536 | 0.16 | 0.07 | 0.01 |
| Harwich Port (02646; 1,809) | 12,630 | 0.049 | 0.01 | 0.01 | 0.00 |
| Mashpee (02649; 19,295) | 2,295 | 0.894 | 0.27 | 0.12 | 0.01 |
| North Eastham (02651; 1,915) | 11,665 | 0.060 | 0.02 | 0.01 | 0.00 |
| Orleans (02653; 6,890) | 5,608 | 0.267 | 0.08 | 0.04 | 0.00 |
| Provincetown (02657; 3,512) | 9,165 | 0.105 | 0.03 | 0.01 | 0.00 |
| South Dennis (02660; 3,679) | 8,126 | 0.135 | 0.04 | 0.02 | 0.00 |
| South Yarmouth (02664; 11,603) | 4,349 | 0.398 | 0.12 | 0.05 | 0.00 |
| Yarmouth (02664; 25,500) | 2,231 | 0.924 | 0.28 | 0.13 | 0.01 |
| Truro (02666; 2,488) | 9,478 | 0.097 | 0.03 | 0.01 | 0.00 |
| Wellfleet (02667; 3,132) | 8,466 | 0.124 | 0.04 | 0.02 | 0.00 |
| West Chatham (02669; 1,446) | 12,011 | 0.056 | 0.02 | 0.01 | 0.00 |
| West Dennis (02670; 2,570) | 10,131 | 0.083 | 0.03 | 0.01 | 0.00 |
| West Yarmouth (02673; 6,460) | 6,435 | 0.209 | 0.06 | 0.03 | 0.00 |
| Yarmouth Port (02675; 5,395) | 6,050 | 0.234 | 0.07 | 0.03 | 0.00 |
| Freetown (02702; 10,654) | 3,115 | 0.626 | 0.19 | 0.09 | 0.01 |
| Attleboro (02703; 48,096) | 897 | 2.225 | 0.67 | 0.30 | 0.02 |
| Dighton (02715; 8,188) | 4,079 | 0.437 | 0.13 | 0.06 | 0.00 |
| Fairhaven (02719; 16,880) | 3,057 | 0.641 | 0.19 | 0.09 | 0.01 |
| Fall River (02722; 94,201) | 778 | 2.488 | 0.75 | 0.34 | 0.02 |

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| Massachusetts - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|---------------|--------------|--------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Somerset (02725; 20,129) | 2,189 | 0.949 | 0.29 | 0.13 | 0.01 |
| Marion (02738; 5,921) | 4,924 | 0.330 | 0.10 | 0.05 | 0.00 |
| Mattapoisett (02739; 7,108) | 4,494 | 0.378 | 0.11 | 0.05 | 0.00 |
| Acushnet (02743; 11,938) | 3,407 | 0.560 | 0.17 | 0.08 | 0.01 |
| New Bedford (02743; 94,544) | 820 | 2.373 | 0.72 | 0.32 | 0.02 |
| Dartmouth (02747; 33,332) | 1,389 | 1.540 | 0.47 | 0.21 | 0.01 |
| Plainville (02762; 8,712) | 3,964 | 0.453 | 0.14 | 0.06 | 0.00 |
| Norton (02766; 22,946) | 1,576 | 1.354 | 0.41 | 0.18 | 0.01 |
| Raynham (02767; 19,481) | 1,975 | 1.072 | 0.32 | 0.15 | 0.01 |
| Raynham Center (02768; 3,633) | 6,365 | 0.213 | 0.06 | 0.03 | 0.00 |
| Rehoboth (02769; 14,622) | 2,345 | 0.870 | 0.26 | 0.12 | 0.01 |
| Rochester (02770; 7,626) | 4,050 | 0.439 | 0.13 | 0.06 | 0.00 |
| Seekonk (02771; 14,699) | 2,661 | 0.754 | 0.23 | 0.10 | 0.01 |
| Swansea (02777; 17,623) | 2,416 | 0.843 | 0.25 | 0.11 | 0.01 |
| Berkley (02779; 8,569) | 3,628 | 0.517 | 0.16 | 0.07 | 0.01 |
| Taunton (02783; 58,712) | 850 | 2.295 | 0.69 | 0.31 | 0.02 |
| Westport (02790; 16,534) | 2,436 | 0.834 | 0.25 | 0.11 | 0.01 |
| Andover (05544; 35,019) | 662 | 2.795 | 0.85 | 0.38 | 0.03 |
| Total 6,709,898 | | 330.76 | 100.0 | 45.12 | 3.20 |

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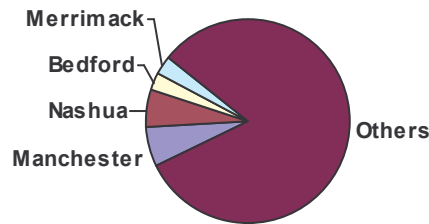
6.11 LATENT DEMAND BY YEAR - NEW HAMPSHIRE

The Latent Demand for Graphic Design Services in New Hampshire: 2002 - 2012

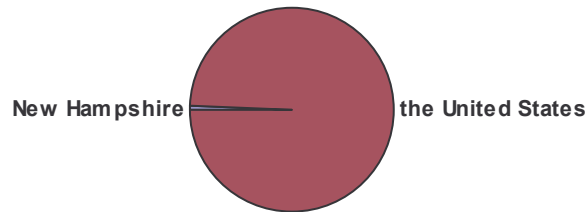
| Year | New Hampshire | % of Region | % of USA |
|------|---------------|-------------|----------|
| 2002 | 70.91 | 9.73% | 0.69% |
| 2003 | 70.07 | 9.69% | 0.69% |
| 2004 | 69.24 | 9.65% | 0.69% |
| 2005 | 68.42 | 9.62% | 0.68% |
| 2006 | 68.07 | 9.59% | 0.68% |
| 2007 | 70.50 | 9.62% | 0.68% |
| 2008 | 73.49 | 9.65% | 0.69% |
| 2009 | 76.62 | 9.69% | 0.69% |
| 2010 | 79.87 | 9.73% | 0.69% |
| 2011 | 83.27 | 9.76% | 0.69% |
| 2012 | 86.81 | 9.80% | 0.70% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

New Hampshire - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and New Hampshire: 2007



6.12 CITIES SORTED BY RANK - NEW HAMPSHIRE

New Hampshire - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------|----------|-----------|---------|----------|-------|
| Manchester (116,684) | 367 | 4.299 | 6.10 | 0.59 | 0.04 |
| Nashua (89,792) | 384 | 4.217 | 5.98 | 0.58 | 0.04 |
| Bedford (28,850) | 909 | 2.200 | 3.12 | 0.30 | 0.02 |
| Merrimack (31,475) | 1,049 | 1.957 | 2.78 | 0.27 | 0.02 |
| Concord (47,770) | 1,146 | 1.832 | 2.60 | 0.25 | 0.02 |
| Londonderry (28,253) | 1,167 | 1.800 | 2.55 | 0.25 | 0.02 |
| Salem (33,646) | 1,197 | 1.766 | 2.51 | 0.24 | 0.02 |
| Derry (35,412) | 1,210 | 1.748 | 2.48 | 0.24 | 0.02 |
| Hudson (28,954) | 1,270 | 1.679 | 2.38 | 0.23 | 0.02 |
| Windham (19,587) | 1,272 | 1.678 | 2.38 | 0.23 | 0.02 |
| Dover (33,938) | 1,590 | 1.346 | 1.91 | 0.18 | 0.01 |
| Rochester (34,055) | 1,692 | 1.249 | 1.77 | 0.17 | 0.01 |
| Amherst (14,328) | 1,815 | 1.157 | 1.64 | 0.16 | 0.01 |
| Pelham (17,668) | 1,929 | 1.095 | 1.55 | 0.15 | 0.01 |
| Hooksett (18,109) | 2,089 | 1.006 | 1.43 | 0.14 | 0.01 |
| Goffstown (19,499) | 2,126 | 0.984 | 1.40 | 0.13 | 0.01 |
| Milford (18,136) | 2,374 | 0.858 | 1.22 | 0.12 | 0.01 |
| Portsmouth (20,786) | 2,398 | 0.849 | 1.20 | 0.12 | 0.01 |
| Hampton (16,739) | 2,460 | 0.823 | 1.17 | 0.11 | 0.01 |
| Hollis (9,684) | 2,490 | 0.813 | 1.15 | 0.11 | 0.01 |
| Keene (24,146) | 2,503 | 0.808 | 1.15 | 0.11 | 0.01 |
| Bow (11,036) | 2,545 | 0.791 | 1.12 | 0.11 | 0.01 |
| Hanover (11,979) | 2,562 | 0.785 | 1.11 | 0.11 | 0.01 |
| Exeter (16,834) | 2,659 | 0.755 | 1.07 | 0.10 | 0.01 |
| Litchfield (10,969) | 2,756 | 0.727 | 1.03 | 0.10 | 0.01 |
| Laconia (19,496) | 2,960 | 0.666 | 0.94 | 0.09 | 0.01 |
| Durham (13,654) | 3,069 | 0.638 | 0.90 | 0.09 | 0.01 |
| Hampstead (10,043) | 3,134 | 0.622 | 0.88 | 0.08 | 0.01 |
| Weare (11,338) | 3,170 | 0.614 | 0.87 | 0.08 | 0.01 |
| Stratham (8,803) | 3,185 | 0.610 | 0.87 | 0.08 | 0.01 |
| Atkinson (8,223) | 3,620 | 0.518 | 0.74 | 0.07 | 0.01 |
| Newmarket (12,014) | 3,707 | 0.500 | 0.71 | 0.07 | 0.00 |
| Chester (7,967) | 3,741 | 0.494 | 0.70 | 0.07 | 0.00 |
| Lebanon (12,923) | 3,747 | 0.493 | 0.70 | 0.07 | 0.00 |
| Raymond (11,149) | 3,749 | 0.492 | 0.70 | 0.07 | 0.00 |
| Somersworth (12,565) | 3,783 | 0.485 | 0.69 | 0.07 | 0.00 |
| Barrington (10,167) | 3,892 | 0.465 | 0.66 | 0.06 | 0.00 |
| Sandown (7,447) | 3,955 | 0.455 | 0.65 | 0.06 | 0.00 |
| Plaistow (7,998) | 4,007 | 0.446 | 0.63 | 0.06 | 0.00 |
| Claremont (13,954) | 4,034 | 0.441 | 0.63 | 0.06 | 0.00 |
| New Boston (7,341) | 4,071 | 0.438 | 0.62 | 0.06 | 0.00 |
| Brookline (6,164) | 4,127 | 0.429 | 0.61 | 0.06 | 0.00 |
| Gilford (9,710) | 4,146 | 0.427 | 0.61 | 0.06 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New Hampshire - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|-----------|---------|----------|-------|
| Kingston (7,403) | 4,257 | 0.412 | 0.58 | 0.06 | 0.00 |
| Auburn (6,275) | 4,322 | 0.401 | 0.57 | 0.05 | 0.00 |
| Rindge (8,761) | 4,333 | 0.400 | 0.57 | 0.05 | 0.00 |
| Belmont (9,032) | 4,410 | 0.389 | 0.55 | 0.05 | 0.00 |
| Seabrook (9,863) | 4,461 | 0.382 | 0.54 | 0.05 | 0.00 |
| Pembroke (8,477) | 4,488 | 0.379 | 0.54 | 0.05 | 0.00 |
| New Ipswich (7,767) | 4,492 | 0.379 | 0.54 | 0.05 | 0.00 |
| Epping (8,017) | 4,590 | 0.368 | 0.52 | 0.05 | 0.00 |
| Brentwood (5,650) | 4,719 | 0.352 | 0.50 | 0.05 | 0.00 |
| Conway (10,738) | 4,757 | 0.348 | 0.49 | 0.05 | 0.00 |
| Loudon (6,927) | 4,783 | 0.345 | 0.49 | 0.05 | 0.00 |
| North Hampton (5,666) | 4,817 | 0.342 | 0.48 | 0.05 | 0.00 |
| Hopkinton (6,265) | 4,859 | 0.337 | 0.48 | 0.05 | 0.00 |
| Nottingham (5,952) | 4,876 | 0.336 | 0.48 | 0.05 | 0.00 |
| Wolfeboro (8,279) | 4,937 | 0.329 | 0.47 | 0.04 | 0.00 |
| Meredith (8,478) | 4,954 | 0.328 | 0.46 | 0.04 | 0.00 |
| Swanzey (8,017) | 4,981 | 0.325 | 0.46 | 0.04 | 0.00 |
| Rye (5,455) | 5,106 | 0.311 | 0.44 | 0.04 | 0.00 |
| Farmington (8,154) | 5,209 | 0.302 | 0.43 | 0.04 | 0.00 |
| Franklin (9,571) | 5,227 | 0.299 | 0.42 | 0.04 | 0.00 |
| New London (5,336) | 5,268 | 0.297 | 0.42 | 0.04 | 0.00 |
| Berlin (10,963) | 5,302 | 0.294 | 0.42 | 0.04 | 0.00 |
| Fremont (5,214) | 5,313 | 0.293 | 0.42 | 0.04 | 0.00 |
| Deerfield (5,248) | 5,342 | 0.291 | 0.41 | 0.04 | 0.00 |
| Peterborough (6,670) | 5,400 | 0.286 | 0.41 | 0.04 | 0.00 |
| Barnstead (6,585) | 5,426 | 0.282 | 0.40 | 0.04 | 0.00 |
| Henniker (6,187) | 5,437 | 0.281 | 0.40 | 0.04 | 0.00 |
| Danville (5,390) | 5,458 | 0.279 | 0.40 | 0.04 | 0.00 |
| Newton (5,036) | 5,475 | 0.277 | 0.39 | 0.04 | 0.00 |
| Lee (5,254) | 5,504 | 0.275 | 0.39 | 0.04 | 0.00 |
| Strafford (5,119) | 5,525 | 0.273 | 0.39 | 0.04 | 0.00 |
| Candia (4,920) | 5,527 | 0.273 | 0.39 | 0.04 | 0.00 |
| Epsom (5,868) | 5,587 | 0.269 | 0.38 | 0.04 | 0.00 |
| Jaffrey (6,580) | 5,600 | 0.268 | 0.38 | 0.04 | 0.00 |
| Alton (6,641) | 5,701 | 0.261 | 0.37 | 0.04 | 0.00 |
| Hillsborough (6,461) | 5,709 | 0.260 | 0.37 | 0.04 | 0.00 |
| Moultonborough (6,353) | 5,725 | 0.259 | 0.37 | 0.04 | 0.00 |
| Northfield (6,235) | 5,842 | 0.250 | 0.35 | 0.03 | 0.00 |
| Newport (7,113) | 5,946 | 0.241 | 0.34 | 0.03 | 0.00 |
| Plymouth (7,351) | 5,998 | 0.237 | 0.34 | 0.03 | 0.00 |
| Enfield (5,384) | 6,052 | 0.233 | 0.33 | 0.03 | 0.00 |
| Milton (5,705) | 6,140 | 0.228 | 0.32 | 0.03 | 0.00 |
| Gilmanton (4,972) | 6,154 | 0.227 | 0.32 | 0.03 | 0.00 |
| Littleton (6,999) | 6,156 | 0.227 | 0.32 | 0.03 | 0.00 |
| Greenland (4,003) | 6,188 | 0.225 | 0.32 | 0.03 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New Hampshire - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------|----------|-----------|---------|----------|-------|
| Wakefield (5,827) | 6,206 | 0.224 | 0.32 | 0.03 | 0.00 |
| Northwood (4,752) | 6,295 | 0.218 | 0.31 | 0.03 | 0.00 |
| Mont Vernon (3,341) | 6,334 | 0.215 | 0.31 | 0.03 | 0.00 |
| Chesterfield (4,608) | 6,355 | 0.214 | 0.30 | 0.03 | 0.00 |
| East Kingston (3,471) | 6,524 | 0.204 | 0.29 | 0.03 | 0.00 |
| Allenstown (5,368) | 6,540 | 0.204 | 0.29 | 0.03 | 0.00 |
| Wilton (4,148) | 6,541 | 0.203 | 0.29 | 0.03 | 0.00 |
| Suncook (5,362) | 6,543 | 0.203 | 0.29 | 0.03 | 0.00 |
| Dunbarton (3,453) | 6,555 | 0.203 | 0.29 | 0.03 | 0.00 |
| Pittsfield (5,733) | 6,583 | 0.201 | 0.29 | 0.03 | 0.00 |
| Grantham (3,496) | 6,610 | 0.200 | 0.28 | 0.03 | 0.00 |
| Charlestown (5,513) | 6,817 | 0.189 | 0.27 | 0.03 | 0.00 |
| Sunapee (3,947) | 7,065 | 0.176 | 0.25 | 0.02 | 0.00 |
| Ossipee (5,603) | 7,074 | 0.176 | 0.25 | 0.02 | 0.00 |
| Chichester (3,394) | 7,109 | 0.174 | 0.25 | 0.02 | 0.00 |
| Sanbornton (3,861) | 7,231 | 0.169 | 0.24 | 0.02 | 0.00 |
| Hampton Falls (2,418) | 7,283 | 0.167 | 0.24 | 0.02 | 0.00 |
| Canterbury (3,147) | 7,333 | 0.165 | 0.23 | 0.02 | 0.00 |
| Boscawen (4,264) | 7,355 | 0.164 | 0.23 | 0.02 | 0.00 |
| Walpole (4,059) | 7,356 | 0.164 | 0.23 | 0.02 | 0.00 |
| Plainfield (3,083) | 7,472 | 0.159 | 0.23 | 0.02 | 0.00 |
| Haverhill (4,742) | 7,497 | 0.158 | 0.22 | 0.02 | 0.00 |
| Winchester (4,609) | 7,574 | 0.156 | 0.22 | 0.02 | 0.00 |
| Kensington (2,528) | 7,620 | 0.154 | 0.22 | 0.02 | 0.00 |
| Tilton (4,020) | 7,646 | 0.153 | 0.22 | 0.02 | 0.00 |
| Hinsdale (4,664) | 7,655 | 0.152 | 0.22 | 0.02 | 0.00 |
| New Durham (3,123) | 7,767 | 0.148 | 0.21 | 0.02 | 0.00 |
| Warner (3,592) | 7,891 | 0.143 | 0.20 | 0.02 | 0.00 |
| Canaan (3,651) | 7,916 | 0.143 | 0.20 | 0.02 | 0.00 |
| Newbury (2,575) | 8,129 | 0.135 | 0.19 | 0.02 | 0.00 |
| New Hampton (3,068) | 8,211 | 0.132 | 0.19 | 0.02 | 0.00 |
| Tuftsboro (3,145) | 8,266 | 0.130 | 0.18 | 0.02 | 0.00 |
| Lancaster (3,522) | 8,333 | 0.128 | 0.18 | 0.02 | 0.00 |
| Lyndeborough (2,346) | 8,395 | 0.127 | 0.18 | 0.02 | 0.00 |
| Webster (2,530) | 8,487 | 0.124 | 0.18 | 0.02 | 0.00 |
| Bartlett (3,494) | 8,493 | 0.123 | 0.18 | 0.02 | 0.00 |
| Fitzwilliam (2,744) | 8,626 | 0.119 | 0.17 | 0.02 | 0.00 |
| Madison (3,024) | 8,646 | 0.119 | 0.17 | 0.02 | 0.00 |
| Antrim (2,864) | 8,671 | 0.118 | 0.17 | 0.02 | 0.00 |
| Rollinsford (2,648) | 8,742 | 0.116 | 0.16 | 0.02 | 0.00 |
| Campton (3,242) | 8,794 | 0.115 | 0.16 | 0.02 | 0.00 |
| Temple (2,238) | 8,816 | 0.114 | 0.16 | 0.02 | 0.00 |
| Bristol (3,282) | 8,863 | 0.113 | 0.16 | 0.02 | 0.00 |
| Westmoreland (2,231) | 8,868 | 0.113 | 0.16 | 0.02 | 0.00 |
| Newfields (1,745) | 8,871 | 0.113 | 0.16 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New Hampshire - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|-------------|-------------|
| Francestown (1,897) | 8,956 | 0.110 | 0.16 | 0.02 | 0.00 |
| Madbury (2,069) | 9,007 | 0.108 | 0.15 | 0.01 | 0.00 |
| Holderness (2,446) | 9,111 | 0.106 | 0.15 | 0.01 | 0.00 |
| Andover (2,449) | 9,184 | 0.104 | 0.15 | 0.01 | 0.00 |
| Deering (2,357) | 9,192 | 0.104 | 0.15 | 0.01 | 0.00 |
| Cornish (2,074) | 9,360 | 0.100 | 0.14 | 0.01 | 0.00 |
| Hancock (2,004) | 9,377 | 0.100 | 0.14 | 0.01 | 0.00 |
| Mason (1,717) | 9,631 | 0.094 | 0.13 | 0.01 | 0.00 |
| Marlborough (2,296) | 9,651 | 0.093 | 0.13 | 0.01 | 0.00 |
| Lyme (1,774) | 9,701 | 0.092 | 0.13 | 0.01 | 0.00 |
| Bethlehem (2,777) | 9,801 | 0.089 | 0.13 | 0.01 | 0.00 |
| Middleton (2,242) | 9,810 | 0.089 | 0.13 | 0.01 | 0.00 |
| Troy (2,341) | 9,841 | 0.089 | 0.13 | 0.01 | 0.00 |
| Alstead (2,265) | 9,846 | 0.088 | 0.13 | 0.01 | 0.00 |
| Gorham (2,989) | 9,915 | 0.087 | 0.12 | 0.01 | 0.00 |
| Greenfield (1,939) | 9,984 | 0.086 | 0.12 | 0.01 | 0.00 |
| New Castle (1,128) | 10,003 | 0.085 | 0.12 | 0.01 | 0.00 |
| Wilmot (1,898) | 10,016 | 0.085 | 0.12 | 0.01 | 0.00 |
| Dublin (1,802) | 10,024 | 0.085 | 0.12 | 0.01 | 0.00 |
| Tamworth (2,633) | 10,085 | 0.084 | 0.12 | 0.01 | 0.00 |
| Greenville (2,250) | 10,252 | 0.080 | 0.11 | 0.01 | 0.00 |
| Thornton (2,308) | 10,273 | 0.080 | 0.11 | 0.01 | 0.00 |
| Unity (2,127) | 10,282 | 0.080 | 0.11 | 0.01 | 0.00 |
| Salisbury (1,587) | 10,352 | 0.079 | 0.11 | 0.01 | 0.00 |
| Bradford (1,707) | 10,561 | 0.076 | 0.11 | 0.01 | 0.00 |
| Colebrook (2,552) | 10,632 | 0.074 | 0.11 | 0.01 | 0.00 |
| Alexandria (1,781) | 11,017 | 0.069 | 0.10 | 0.01 | 0.00 |
| Bennington (1,608) | 11,133 | 0.067 | 0.10 | 0.01 | 0.00 |
| Northumberland (2,333) | 11,162 | 0.067 | 0.09 | 0.01 | 0.00 |
| Freedom (1,826) | 11,183 | 0.066 | 0.09 | 0.01 | 0.00 |
| Sandwich (1,511) | 11,307 | 0.065 | 0.09 | 0.01 | 0.00 |
| Contoocook (1,444) | 11,354 | 0.064 | 0.09 | 0.01 | 0.00 |
| Richmond (1,418) | 11,432 | 0.063 | 0.09 | 0.01 | 0.00 |
| Ashland (2,084) | 11,449 | 0.063 | 0.09 | 0.01 | 0.00 |
| Lisbon (1,786) | 11,548 | 0.061 | 0.09 | 0.01 | 0.00 |
| Whitefield (1,918) | 11,666 | 0.060 | 0.09 | 0.01 | 0.00 |
| North Conway (2,069) | 11,757 | 0.059 | 0.08 | 0.01 | 0.00 |
| Milan (1,533) | 11,920 | 0.057 | 0.08 | 0.01 | 0.00 |
| Harrisville (1,219) | 12,187 | 0.054 | 0.08 | 0.01 | 0.00 |
| Effingham (1,495) | 12,637 | 0.049 | 0.07 | 0.01 | 0.00 |
| Rumney (1,366) | 12,788 | 0.047 | 0.07 | 0.01 | 0.00 |
| Total 1,481,113 | | 70.498 | 100.0 | 9.62 | 0.68 |

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6.13 CITIES SORTED BY ZIPCODE - NEW HAMPSHIRE

| New Hampshire - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Amherst (03031; 14,328) | 1,815 | 1.157 | 1.64 | 0.16 | 0.01 |
| Auburn (03032; 6,275) | 4,322 | 0.401 | 0.57 | 0.05 | 0.00 |
| Brookline (03033; 6,164) | 4,127 | 0.429 | 0.61 | 0.06 | 0.00 |
| Candia (03034; 4,920) | 5,527 | 0.273 | 0.39 | 0.04 | 0.00 |
| Chester (03036; 7,967) | 3,741 | 0.494 | 0.70 | 0.07 | 0.00 |
| Deerfield (03037; 5,248) | 5,342 | 0.291 | 0.41 | 0.04 | 0.00 |
| Derry (03038; 35,412) | 1,210 | 1.748 | 2.48 | 0.24 | 0.02 |
| Epping (03042; 8,017) | 4,590 | 0.368 | 0.52 | 0.05 | 0.00 |
| Francestown (03043; 1,897) | 8,956 | 0.110 | 0.16 | 0.02 | 0.00 |
| Fremont (03044; 5,214) | 5,313 | 0.293 | 0.42 | 0.04 | 0.00 |
| Goffstown (03045; 19,499) | 2,126 | 0.984 | 1.40 | 0.13 | 0.01 |
| Dunbarton (03046; 3,453) | 6,555 | 0.203 | 0.29 | 0.03 | 0.00 |
| Greenfield (03047; 1,939) | 9,984 | 0.086 | 0.12 | 0.01 | 0.00 |
| Greenville (03048; 2,250) | 10,252 | 0.080 | 0.11 | 0.01 | 0.00 |
| Mason (03048; 1,717) | 9,631 | 0.094 | 0.13 | 0.01 | 0.00 |
| Hollis (03049; 9,684) | 2,490 | 0.813 | 1.15 | 0.11 | 0.01 |
| Hudson (03051; 28,954) | 1,270 | 1.679 | 2.38 | 0.23 | 0.02 |
| Litchfield (03052; 10,969) | 2,756 | 0.727 | 1.03 | 0.10 | 0.01 |
| Londonderry (03053; 28,253) | 1,167 | 1.800 | 2.55 | 0.25 | 0.02 |
| Merrimack (03054; 31,475) | 1,049 | 1.957 | 2.78 | 0.27 | 0.02 |
| Milford (03055; 18,136) | 2,374 | 0.858 | 1.22 | 0.12 | 0.01 |
| Mont Vernon (03057; 3,341) | 6,334 | 0.215 | 0.31 | 0.03 | 0.00 |
| Nashua (03060; 89,792) | 384 | 4.217 | 5.98 | 0.58 | 0.04 |
| New Boston (03070; 7,341) | 4,071 | 0.438 | 0.62 | 0.06 | 0.00 |
| New Ipswich (03071; 7,767) | 4,492 | 0.379 | 0.54 | 0.05 | 0.00 |
| Pelham (03076; 17,668) | 1,929 | 1.095 | 1.55 | 0.15 | 0.01 |
| Raymond (03077; 11,149) | 3,749 | 0.492 | 0.70 | 0.07 | 0.00 |
| Salem (03079; 33,646) | 1,197 | 1.766 | 2.51 | 0.24 | 0.02 |
| Lyndeborough (03082; 2,346) | 8,395 | 0.127 | 0.18 | 0.02 | 0.00 |
| Temple (03084; 2,238) | 8,816 | 0.114 | 0.16 | 0.02 | 0.00 |
| Wilton (03086; 4,148) | 6,541 | 0.203 | 0.29 | 0.03 | 0.00 |
| Windham (03087; 19,587) | 1,272 | 1.678 | 2.38 | 0.23 | 0.02 |
| Hooksett (03106; 18,109) | 2,089 | 1.006 | 1.43 | 0.14 | 0.01 |
| Manchester (03107; 116,684) | 367 | 4.299 | 6.10 | 0.59 | 0.04 |
| Bedford (03110; 28,850) | 909 | 2.200 | 3.12 | 0.30 | 0.02 |
| Andover (03216; 2,449) | 9,184 | 0.104 | 0.15 | 0.01 | 0.00 |
| Ashland (03217; 2,084) | 11,449 | 0.063 | 0.09 | 0.01 | 0.00 |
| Barnstead (03218; 6,585) | 5,426 | 0.282 | 0.40 | 0.04 | 0.00 |
| Belmont (03220; 9,032) | 4,410 | 0.389 | 0.55 | 0.05 | 0.00 |
| Bradford (03221; 1,707) | 10,561 | 0.076 | 0.11 | 0.01 | 0.00 |
| Alexandria (03222; 1,781) | 11,017 | 0.069 | 0.10 | 0.01 | 0.00 |
| Bristol (03222; 3,282) | 8,863 | 0.113 | 0.16 | 0.02 | 0.00 |
| Thornton (03223; 2,308) | 10,273 | 0.080 | 0.11 | 0.01 | 0.00 |
| Campton (03223; 3,242) | 8,794 | 0.115 | 0.16 | 0.02 | 0.00 |
| Canterbury (03224; 3,147) | 7,333 | 0.165 | 0.23 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| New Hampshire - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Sandwich (03227; 1,511) | 11,307 | 0.065 | 0.09 | 0.01 | 0.00 |
| Hopkinton (03229; 6,265) | 4,859 | 0.337 | 0.48 | 0.05 | 0.00 |
| Contoocook (03229; 1,444) | 11,354 | 0.064 | 0.09 | 0.01 | 0.00 |
| Epsom (03234; 5,868) | 5,587 | 0.269 | 0.38 | 0.04 | 0.00 |
| Chichester (03234; 3,394) | 7,109 | 0.174 | 0.25 | 0.02 | 0.00 |
| Franklin (03235; 9,571) | 5,227 | 0.299 | 0.42 | 0.04 | 0.00 |
| Henniker (03242; 6,187) | 5,437 | 0.281 | 0.40 | 0.04 | 0.00 |
| Hillsborough (03244; 6,461) | 5,709 | 0.260 | 0.37 | 0.04 | 0.00 |
| Deering (03244; 2,357) | 9,192 | 0.104 | 0.15 | 0.01 | 0.00 |
| Holderness (03245; 2,446) | 9,111 | 0.106 | 0.15 | 0.01 | 0.00 |
| Gilford (03247; 9,710) | 4,146 | 0.427 | 0.61 | 0.06 | 0.00 |
| Laconia (03249; 19,496) | 2,960 | 0.666 | 0.94 | 0.09 | 0.01 |
| Meredith (03253; 8,478) | 4,954 | 0.328 | 0.46 | 0.04 | 0.00 |
| Moultonborough (03254; 6,353) | 5,725 | 0.259 | 0.37 | 0.04 | 0.00 |
| Newbury (03255; 2,575) | 8,129 | 0.135 | 0.19 | 0.02 | 0.00 |
| New Hampton (03256; 3,068) | 8,211 | 0.132 | 0.19 | 0.02 | 0.00 |
| New London (03257; 5,336) | 5,268 | 0.297 | 0.42 | 0.04 | 0.00 |
| Northwood (03261; 4,752) | 6,295 | 0.218 | 0.31 | 0.03 | 0.00 |
| Pittsfield (03263; 5,733) | 6,583 | 0.201 | 0.29 | 0.03 | 0.00 |
| Plymouth (03264; 7,351) | 5,998 | 0.237 | 0.34 | 0.03 | 0.00 |
| Rumney (03266; 1,366) | 12,788 | 0.047 | 0.07 | 0.01 | 0.00 |
| Salisbury (03268; 1,587) | 10,352 | 0.079 | 0.11 | 0.01 | 0.00 |
| Sanbornton (03269; 3,861) | 7,231 | 0.169 | 0.24 | 0.02 | 0.00 |
| Allenstown (03275; 5,368) | 6,540 | 0.204 | 0.29 | 0.03 | 0.00 |
| Pembroke (03275; 8,477) | 4,488 | 0.379 | 0.54 | 0.05 | 0.00 |
| Suncook (03275; 5,362) | 6,543 | 0.203 | 0.29 | 0.03 | 0.00 |
| Northfield (03276; 6,235) | 5,842 | 0.250 | 0.35 | 0.03 | 0.00 |
| Warner (03278; 3,592) | 7,891 | 0.143 | 0.20 | 0.02 | 0.00 |
| Weare (03281; 11,338) | 3,170 | 0.614 | 0.87 | 0.08 | 0.01 |
| Wilmot (03287; 1,898) | 10,016 | 0.085 | 0.12 | 0.01 | 0.00 |
| Nottingham (03290; 5,952) | 4,876 | 0.336 | 0.48 | 0.05 | 0.00 |
| Tilton (03298; 4,020) | 7,646 | 0.153 | 0.22 | 0.02 | 0.00 |
| Concord (03301; 47,770) | 1,146 | 1.832 | 2.60 | 0.25 | 0.02 |
| Webster (03303; 2,530) | 8,487 | 0.124 | 0.18 | 0.02 | 0.00 |
| Boscawen (03303; 4,264) | 7,355 | 0.164 | 0.23 | 0.02 | 0.00 |
| Bow (03304; 11,036) | 2,545 | 0.791 | 1.12 | 0.11 | 0.01 |
| Loudon (03307; 6,927) | 4,783 | 0.345 | 0.49 | 0.05 | 0.00 |
| Keene (03435; 24,146) | 2,503 | 0.808 | 1.15 | 0.11 | 0.01 |
| Antrim (03440; 2,864) | 8,671 | 0.118 | 0.17 | 0.02 | 0.00 |
| Bennington (03442; 1,608) | 11,133 | 0.067 | 0.10 | 0.01 | 0.00 |
| Chesterfield (03443; 4,608) | 6,355 | 0.214 | 0.30 | 0.03 | 0.00 |
| Dublin (03444; 1,802) | 10,024 | 0.085 | 0.12 | 0.01 | 0.00 |
| Swanzey (03446; 8,017) | 4,981 | 0.325 | 0.46 | 0.04 | 0.00 |
| Fitzwilliam (03447; 2,744) | 8,626 | 0.119 | 0.17 | 0.02 | 0.00 |
| Hancock (03449; 2,004) | 9,377 | 0.100 | 0.14 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| New Hampshire - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Harrisville (03450; 1,219) | 12,187 | 0.054 | 0.08 | 0.01 | 0.00 |
| Hinsdale (03451; 4,664) | 7,655 | 0.152 | 0.22 | 0.02 | 0.00 |
| Jaffrey (03452; 6,580) | 5,600 | 0.268 | 0.38 | 0.04 | 0.00 |
| Marlborough (03455; 2,296) | 9,651 | 0.093 | 0.13 | 0.01 | 0.00 |
| Peterborough (03458; 6,670) | 5,400 | 0.286 | 0.41 | 0.04 | 0.00 |
| Rindge (03461; 8,761) | 4,333 | 0.400 | 0.57 | 0.05 | 0.00 |
| Troy (03465; 2,341) | 9,841 | 0.089 | 0.13 | 0.01 | 0.00 |
| Westmoreland (03467; 2,231) | 8,868 | 0.113 | 0.16 | 0.02 | 0.00 |
| Winchester (03470; 4,609) | 7,574 | 0.156 | 0.22 | 0.02 | 0.00 |
| Richmond (03470; 1,418) | 11,432 | 0.063 | 0.09 | 0.01 | 0.00 |
| Littleton (03561; 6,999) | 6,156 | 0.227 | 0.32 | 0.03 | 0.00 |
| Berlin (03570; 10,963) | 5,302 | 0.294 | 0.42 | 0.04 | 0.00 |
| Bethlehem (03574; 2,777) | 9,801 | 0.089 | 0.13 | 0.01 | 0.00 |
| Colebrook (03576; 2,552) | 10,632 | 0.074 | 0.11 | 0.01 | 0.00 |
| Gorham (03581; 2,989) | 9,915 | 0.087 | 0.12 | 0.01 | 0.00 |
| Northumberland (03583; 2,333) | 11,162 | 0.067 | 0.09 | 0.01 | 0.00 |
| Lancaster (03584; 3,522) | 8,333 | 0.128 | 0.18 | 0.02 | 0.00 |
| Lisbon (03586; 1,786) | 11,548 | 0.061 | 0.09 | 0.01 | 0.00 |
| Milan (03588; 1,533) | 11,920 | 0.057 | 0.08 | 0.01 | 0.00 |
| Whitefield (03598; 1,918) | 11,666 | 0.060 | 0.09 | 0.01 | 0.00 |
| Alstead (03602; 2,265) | 9,846 | 0.088 | 0.13 | 0.01 | 0.00 |
| Charlestown (03603; 5,513) | 6,817 | 0.189 | 0.27 | 0.03 | 0.00 |
| Unity (03603; 2,127) | 10,282 | 0.080 | 0.11 | 0.01 | 0.00 |
| Walpole (03608; 4,059) | 7,356 | 0.164 | 0.23 | 0.02 | 0.00 |
| Canaan (03741; 3,651) | 7,916 | 0.143 | 0.20 | 0.02 | 0.00 |
| Claremont (03743; 13,954) | 4,034 | 0.441 | 0.63 | 0.06 | 0.00 |
| Cornish (03745; 2,074) | 9,360 | 0.100 | 0.14 | 0.01 | 0.00 |
| Enfield (03748; 5,384) | 6,052 | 0.233 | 0.33 | 0.03 | 0.00 |
| Grantham (03753; 3,496) | 6,610 | 0.200 | 0.28 | 0.03 | 0.00 |
| Hanover (03755; 11,979) | 2,562 | 0.785 | 1.11 | 0.11 | 0.01 |
| Haverhill (03765; 4,742) | 7,497 | 0.158 | 0.22 | 0.02 | 0.00 |
| Lebanon (03766; 12,923) | 3,747 | 0.493 | 0.70 | 0.07 | 0.00 |
| Lyme (03768; 1,774) | 9,701 | 0.092 | 0.13 | 0.01 | 0.00 |
| Newport (03773; 7,113) | 5,946 | 0.241 | 0.34 | 0.03 | 0.00 |
| Plainfield (03781; 3,083) | 7,472 | 0.159 | 0.23 | 0.02 | 0.00 |
| Sunapee (03782; 3,947) | 7,065 | 0.176 | 0.25 | 0.02 | 0.00 |
| Portsmouth (03801; 20,786) | 2,398 | 0.849 | 1.20 | 0.12 | 0.01 |
| Rollinsford (03805; 2,648) | 8,742 | 0.116 | 0.16 | 0.02 | 0.00 |
| Alton (03809; 6,641) | 5,701 | 0.261 | 0.37 | 0.04 | 0.00 |
| Atkinson (03811; 8,223) | 3,620 | 0.518 | 0.74 | 0.07 | 0.01 |
| Bartlett (03812; 3,494) | 8,493 | 0.123 | 0.18 | 0.02 | 0.00 |
| Conway (03818; 10,738) | 4,757 | 0.348 | 0.49 | 0.05 | 0.00 |
| Danville (03819; 5,390) | 5,458 | 0.279 | 0.40 | 0.04 | 0.00 |
| Madbury (03820; 2,069) | 9,007 | 0.108 | 0.15 | 0.01 | 0.00 |
| Dover (03821; 33,938) | 1,590 | 1.346 | 1.91 | 0.18 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| New Hampshire - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|---------------|--------------|-------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Lee (03824; 5,254) | 5,504 | 0.275 | 0.39 | 0.04 | 0.00 |
| Durham (03824; 13,654) | 3,069 | 0.638 | 0.90 | 0.09 | 0.01 |
| East Kingston (03827; 3,471) | 6,524 | 0.204 | 0.29 | 0.03 | 0.00 |
| Brentwood (03833; 5,650) | 4,719 | 0.352 | 0.50 | 0.05 | 0.00 |
| Kensington (03833; 2,528) | 7,620 | 0.154 | 0.22 | 0.02 | 0.00 |
| Exeter (03833; 16,834) | 2,659 | 0.755 | 1.07 | 0.10 | 0.01 |
| Farmington (03835; 8,154) | 5,209 | 0.302 | 0.43 | 0.04 | 0.00 |
| Freedom (03836; 1,826) | 11,183 | 0.066 | 0.09 | 0.01 | 0.00 |
| Gilmanston (03837; 4,972) | 6,154 | 0.227 | 0.32 | 0.03 | 0.00 |
| Rochester (03839; 34,055) | 1,692 | 1.249 | 1.77 | 0.17 | 0.01 |
| Greenland (03840; 4,003) | 6,188 | 0.225 | 0.32 | 0.03 | 0.00 |
| Hampstead (03841; 10,043) | 3,134 | 0.622 | 0.88 | 0.08 | 0.01 |
| Hampton (03843; 16,739) | 2,460 | 0.823 | 1.17 | 0.11 | 0.01 |
| Hampton Falls (03844; 2,418) | 7,283 | 0.167 | 0.24 | 0.02 | 0.00 |
| Kingston (03848; 7,403) | 4,257 | 0.412 | 0.58 | 0.06 | 0.00 |
| Milton (03851; 5,705) | 6,140 | 0.228 | 0.32 | 0.03 | 0.00 |
| New Castle (03854; 1,128) | 10,003 | 0.085 | 0.12 | 0.01 | 0.00 |
| New Durham (03855; 3,123) | 7,767 | 0.148 | 0.21 | 0.02 | 0.00 |
| Newfields (03856; 1,745) | 8,871 | 0.113 | 0.16 | 0.02 | 0.00 |
| Newmarket (03857; 12,014) | 3,707 | 0.500 | 0.71 | 0.07 | 0.00 |
| Newton (03858; 5,036) | 5,475 | 0.277 | 0.39 | 0.04 | 0.00 |
| North Conway (03860; 2,069) | 11,757 | 0.059 | 0.08 | 0.01 | 0.00 |
| North Hampton (03862; 5,666) | 4,817 | 0.342 | 0.48 | 0.05 | 0.00 |
| Ossipee (03864; 5,603) | 7,074 | 0.176 | 0.25 | 0.02 | 0.00 |
| Plaistow (03865; 7,998) | 4,007 | 0.446 | 0.63 | 0.06 | 0.00 |
| Rye (03870; 5,455) | 5,106 | 0.311 | 0.44 | 0.04 | 0.00 |
| Wakefield (03872; 5,827) | 6,206 | 0.224 | 0.32 | 0.03 | 0.00 |
| Sandown (03873; 7,447) | 3,955 | 0.455 | 0.65 | 0.06 | 0.00 |
| Seabrook (03874; 9,863) | 4,461 | 0.382 | 0.54 | 0.05 | 0.00 |
| Madison (03875; 3,024) | 8,646 | 0.119 | 0.17 | 0.02 | 0.00 |
| Somersworth (03878; 12,565) | 3,783 | 0.485 | 0.69 | 0.07 | 0.00 |
| Effingham (03882; 1,495) | 12,637 | 0.049 | 0.07 | 0.01 | 0.00 |
| Barrington (03884; 10,167) | 3,892 | 0.465 | 0.66 | 0.06 | 0.00 |
| Strafford (03884; 5,119) | 5,525 | 0.273 | 0.39 | 0.04 | 0.00 |
| Stratham (03885; 8,803) | 3,185 | 0.610 | 0.87 | 0.08 | 0.01 |
| Tamworth (03886; 2,633) | 10,085 | 0.084 | 0.12 | 0.01 | 0.00 |
| Middleton (03887; 2,242) | 9,810 | 0.089 | 0.13 | 0.01 | 0.00 |
| Tuftonboro (03894; 3,145) | 8,266 | 0.130 | 0.18 | 0.02 | 0.00 |
| Wolfeboro (03894; 8,279) | 4,937 | 0.329 | 0.47 | 0.04 | 0.00 |
| Total 1,481,113 | | 70.498 | 100.0 | 9.62 | 0.68 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

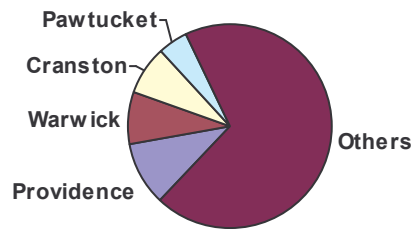
6.14 LATENT DEMAND BY YEAR - RHODE ISLAND

The Latent Demand for Graphic Design Services in Rhode Island: 2002 - 2012

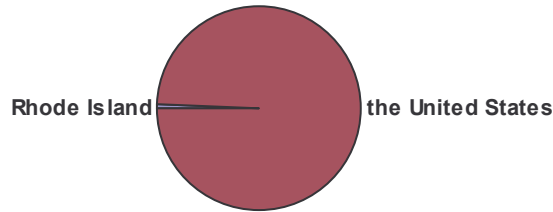
| Year | Rhode Island | % of Region | % of USA |
|------|--------------|-------------|----------|
| 2002 | 47.32 | 6.49% | 0.46% |
| 2003 | 47.21 | 6.53% | 0.46% |
| 2004 | 47.09 | 6.57% | 0.47% |
| 2005 | 46.97 | 6.60% | 0.47% |
| 2006 | 47.07 | 6.63% | 0.47% |
| 2007 | 48.41 | 6.60% | 0.47% |
| 2008 | 50.01 | 6.57% | 0.47% |
| 2009 | 51.66 | 6.53% | 0.46% |
| 2010 | 53.36 | 6.50% | 0.46% |
| 2011 | 55.13 | 6.46% | 0.46% |
| 2012 | 56.94 | 6.43% | 0.46% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Rhode Island - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Rhode Island: 2007



6.15 CITIES SORTED BY RANK - RHODE ISLAND

Rhode Island - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Providence (192,384) | 331 | 4.686 | 9.68 | 0.64 | 0.05 |
| Warwick (93,598) | 417 | 3.944 | 8.15 | 0.54 | 0.04 |
| Cranston (90,636) | 458 | 3.624 | 7.49 | 0.49 | 0.04 |
| Pawtucket (78,336) | 880 | 2.256 | 4.66 | 0.31 | 0.02 |
| Cumberland (40,363) | 1,025 | 2.000 | 4.13 | 0.27 | 0.02 |
| East Providence (53,122) | 1,111 | 1.883 | 3.89 | 0.26 | 0.02 |
| Coventry (39,679) | 1,123 | 1.870 | 3.86 | 0.26 | 0.02 |
| South Kingstown (33,696) | 1,233 | 1.720 | 3.55 | 0.23 | 0.02 |
| North Kingstown (30,093) | 1,306 | 1.637 | 3.38 | 0.22 | 0.02 |
| Woonsocket (48,664) | 1,567 | 1.360 | 2.81 | 0.19 | 0.01 |
| Bristol (33,020) | 1,624 | 1.308 | 2.70 | 0.18 | 0.01 |
| North Providence (36,208) | 1,626 | 1.304 | 2.69 | 0.18 | 0.01 |
| Smithfield (25,830) | 1,628 | 1.302 | 2.69 | 0.18 | 0.01 |
| Johnston (32,862) | 1,637 | 1.296 | 2.68 | 0.18 | 0.01 |
| Lincoln (26,576) | 1,828 | 1.152 | 2.38 | 0.16 | 0.01 |
| Barrington (16,887) | 1,848 | 1.142 | 2.36 | 0.16 | 0.01 |
| West Warwick (31,770) | 1,853 | 1.138 | 2.35 | 0.16 | 0.01 |
| Westerly (26,252) | 1,994 | 1.062 | 2.19 | 0.14 | 0.01 |
| East Greenwich (15,737) | 2,097 | 0.999 | 2.06 | 0.14 | 0.01 |
| Portsmouth (17,781) | 2,190 | 0.948 | 1.96 | 0.13 | 0.01 |
| Burrillville (18,767) | 2,293 | 0.895 | 1.85 | 0.12 | 0.01 |
| Newport (24,134) | 2,298 | 0.890 | 1.84 | 0.12 | 0.01 |
| Narragansett (18,842) | 2,368 | 0.860 | 1.78 | 0.12 | 0.01 |
| Middletown (16,178) | 2,678 | 0.749 | 1.55 | 0.10 | 0.01 |
| Tiverton (16,075) | 2,748 | 0.728 | 1.50 | 0.10 | 0.01 |
| Scituate (13,031) | 2,783 | 0.718 | 1.48 | 0.10 | 0.01 |
| Glocester (12,602) | 2,992 | 0.657 | 1.36 | 0.09 | 0.01 |
| North Smithfield (12,331) | 3,008 | 0.655 | 1.35 | 0.09 | 0.01 |
| Richmond (9,467) | 3,650 | 0.514 | 1.06 | 0.07 | 0.00 |
| Valley Falls (11,599) | 3,781 | 0.485 | 1.00 | 0.07 | 0.00 |
| West Greenwich (7,779) | 3,904 | 0.463 | 0.96 | 0.06 | 0.00 |
| Charlestown (9,624) | 3,989 | 0.449 | 0.93 | 0.06 | 0.00 |
| Greenville (8,626) | 4,068 | 0.438 | 0.91 | 0.06 | 0.00 |
| Warren (11,584) | 4,099 | 0.434 | 0.90 | 0.06 | 0.00 |
| Hopkinton (9,029) | 4,144 | 0.427 | 0.88 | 0.06 | 0.00 |
| Central Falls (20,413) | 4,196 | 0.419 | 0.86 | 0.06 | 0.00 |
| Exeter (7,074) | 4,244 | 0.413 | 0.85 | 0.06 | 0.00 |
| Jamestown (5,922) | 4,844 | 0.339 | 0.70 | 0.05 | 0.00 |
| Foster (5,217) | 5,429 | 0.282 | 0.58 | 0.04 | 0.00 |
| Kingston (5,446) | 5,479 | 0.277 | 0.57 | 0.04 | 0.00 |
| Pascoag (4,742) | 6,430 | 0.210 | 0.43 | 0.03 | 0.00 |
| Little Compton (3,710) | 6,885 | 0.186 | 0.38 | 0.03 | 0.00 |
| Ashaway (1,537) | 11,215 | 0.066 | 0.14 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Rhode Island - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|-------------|-------------|
| Hope Valley (1,649) | 11,296 | 0.065 | 0.13 | 0.01 | 0.00 |
| Harrisville (1,561) | 11,877 | 0.057 | 0.12 | 0.01 | 0.00 |
| Bradford (1,497) | 11,878 | 0.057 | 0.12 | 0.01 | 0.00 |
| New Shoreham (1,163) | 12,773 | 0.047 | 0.10 | 0.01 | 0.00 |
| Total 1,223,093 | | 48.412 | 100.0 | 6.60 | 0.47 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

6.16 CITIES SORTED BY ZIPCODE - RHODE ISLAND

Rhode Island - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Little Compton (02801; 3,710) | 6,885 | 0.186 | 0.38 | 0.03 | 0.00 |
| Ashaway (02804; 1,537) | 11,215 | 0.066 | 0.14 | 0.01 | 0.00 |
| Barrington (02806; 16,887) | 1,848 | 1.142 | 2.36 | 0.16 | 0.01 |
| New Shoreham (02807; 1,163) | 12,773 | 0.047 | 0.10 | 0.01 | 0.00 |
| Bradford (02808; 1,497) | 11,878 | 0.057 | 0.12 | 0.01 | 0.00 |
| Bristol (02809; 33,020) | 1,624 | 1.308 | 2.70 | 0.18 | 0.01 |
| Charlestown (02813; 9,624) | 3,989 | 0.449 | 0.93 | 0.06 | 0.00 |
| Coventry (02816; 39,679) | 1,123 | 1.870 | 3.86 | 0.26 | 0.02 |
| West Greenwich (02817; 7,779) | 3,904 | 0.463 | 0.96 | 0.06 | 0.00 |
| East Greenwich (02818; 15,737) | 2,097 | 0.999 | 2.06 | 0.14 | 0.01 |
| Exeter (02822; 7,074) | 4,244 | 0.413 | 0.85 | 0.06 | 0.00 |
| North Smithfield (02824; 12,331) | 3,008 | 0.655 | 1.35 | 0.09 | 0.01 |
| Scituate (02825; 13,031) | 2,783 | 0.718 | 1.48 | 0.10 | 0.01 |
| Foster (02825; 5,217) | 5,429 | 0.282 | 0.58 | 0.04 | 0.00 |
| Burrillville (02826; 18,767) | 2,293 | 0.895 | 1.85 | 0.12 | 0.01 |
| Greenville (02828; 8,626) | 4,068 | 0.438 | 0.91 | 0.06 | 0.00 |
| Glocester (02829; 12,602) | 2,992 | 0.657 | 1.36 | 0.09 | 0.01 |
| Harrisville (02830; 1,561) | 11,877 | 0.057 | 0.12 | 0.01 | 0.00 |
| Hope Valley (02832; 1,649) | 11,296 | 0.065 | 0.13 | 0.01 | 0.00 |
| Hopkinton (02833; 9,029) | 4,144 | 0.427 | 0.88 | 0.06 | 0.00 |
| Jamestown (02835; 5,922) | 4,844 | 0.339 | 0.70 | 0.05 | 0.00 |
| Richmond (02836; 9,467) | 3,650 | 0.514 | 1.06 | 0.07 | 0.00 |
| Lincoln (02838; 26,576) | 1,828 | 1.152 | 2.38 | 0.16 | 0.01 |
| Newport (02841; 24,134) | 2,298 | 0.890 | 1.84 | 0.12 | 0.01 |
| Middletown (02842; 16,178) | 2,678 | 0.749 | 1.55 | 0.10 | 0.01 |
| North Kingstown (02852; 30,093) | 1,306 | 1.637 | 3.38 | 0.22 | 0.02 |
| Pascoag (02859; 4,742) | 6,430 | 0.210 | 0.43 | 0.03 | 0.00 |
| Pawtucket (02861; 78,336) | 880 | 2.256 | 4.66 | 0.31 | 0.02 |
| Central Falls (02863; 20,413) | 4,196 | 0.419 | 0.86 | 0.06 | 0.00 |
| Cumberland (02864; 40,363) | 1,025 | 2.000 | 4.13 | 0.27 | 0.02 |
| Valley Falls (02864; 11,599) | 3,781 | 0.485 | 1.00 | 0.07 | 0.00 |
| Portsmouth (02872; 17,781) | 2,190 | 0.948 | 1.96 | 0.13 | 0.01 |
| South Kingstown (02874; 33,696) | 1,233 | 1.720 | 3.55 | 0.23 | 0.02 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Rhode Island - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|---------------|--------------|-------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Tiverton (02878; 16,075) | 2,748 | 0.728 | 1.50 | 0.10 | 0.01 |
| Kingston (02881; 5,446) | 5,479 | 0.277 | 0.57 | 0.04 | 0.00 |
| Narragansett (02882; 18,842) | 2,368 | 0.860 | 1.78 | 0.12 | 0.01 |
| Warren (02885; 11,584) | 4,099 | 0.434 | 0.90 | 0.06 | 0.00 |
| Warwick (02887; 93,598) | 417 | 3.944 | 8.15 | 0.54 | 0.04 |
| Westerly (02891; 26,252) | 1,994 | 1.062 | 2.19 | 0.14 | 0.01 |
| West Warwick (02893; 31,770) | 1,853 | 1.138 | 2.35 | 0.16 | 0.01 |
| Woonsocket (02895; 48,664) | 1,567 | 1.360 | 2.81 | 0.19 | 0.01 |
| Cranston (02907; 90,636) | 458 | 3.624 | 7.49 | 0.49 | 0.04 |
| North Providence (02911; 36,208) | 1,626 | 1.304 | 2.69 | 0.18 | 0.01 |
| East Providence (02916; 53,122) | 1,111 | 1.883 | 3.89 | 0.26 | 0.02 |
| Smithfield (02917; 25,830) | 1,628 | 1.302 | 2.69 | 0.18 | 0.01 |
| Providence (02919; 192,384) | 331 | 4.686 | 9.68 | 0.64 | 0.05 |
| Johnston (02919; 32,862) | 1,637 | 1.296 | 2.68 | 0.18 | 0.01 |
| Total 1,223,093 | | 48.412 | 100.0 | 6.60 | 0.47 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

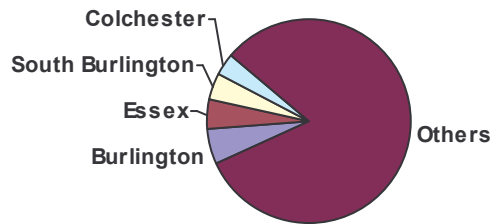
6.17 LATENT DEMAND BY YEAR - VERMONT

The Latent Demand for Graphic Design Services in Vermont: 2002 - 2012

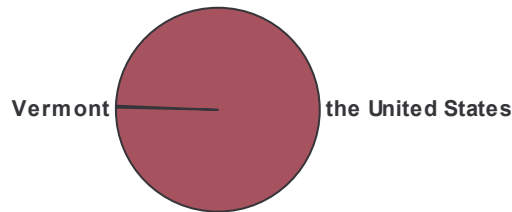
| Year | Vermont | % of Region | % of USA |
|------|---------|-------------|----------|
| 2002 | 22.70 | 3.11% | 0.22% |
| 2003 | 22.52 | 3.11% | 0.22% |
| 2004 | 22.34 | 3.11% | 0.22% |
| 2005 | 22.16 | 3.12% | 0.22% |
| 2006 | 22.11 | 3.12% | 0.22% |
| 2007 | 22.84 | 3.12% | 0.22% |
| 2008 | 23.72 | 3.12% | 0.22% |
| 2009 | 24.63 | 3.11% | 0.22% |
| 2010 | 25.58 | 3.11% | 0.22% |
| 2011 | 26.56 | 3.11% | 0.22% |
| 2012 | 27.59 | 3.11% | 0.22% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Vermont - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Vermont: 2007



6.18 CITIES SORTED BY RANK - VERMONT

Vermont - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Burlington (39,051) | 1,737 | 1.218 | 5.33 | 0.17 | 0.01 |
| Essex (20,471) | 1,868 | 1.128 | 4.94 | 0.15 | 0.01 |
| South Burlington (18,569) | 2,271 | 0.903 | 3.95 | 0.12 | 0.01 |
| Colchester (17,750) | 2,365 | 0.861 | 3.77 | 0.12 | 0.01 |
| Williston (10,217) | 3,255 | 0.592 | 2.59 | 0.08 | 0.01 |
| Milton (12,056) | 3,395 | 0.561 | 2.46 | 0.08 | 0.01 |
| Essex Junction (9,592) | 3,791 | 0.483 | 2.12 | 0.07 | 0.00 |
| Hartford (11,758) | 3,818 | 0.477 | 2.09 | 0.07 | 0.00 |
| Rutland (16,472) | 3,839 | 0.473 | 2.07 | 0.06 | 0.00 |
| Bennington (14,697) | 3,877 | 0.467 | 2.05 | 0.06 | 0.00 |
| Shelburne (7,110) | 3,942 | 0.457 | 2.00 | 0.06 | 0.00 |
| Brattleboro (11,766) | 4,688 | 0.355 | 1.55 | 0.05 | 0.00 |
| Jericho (5,221) | 5,005 | 0.322 | 1.41 | 0.04 | 0.00 |
| Stowe (5,989) | 5,281 | 0.296 | 1.30 | 0.04 | 0.00 |
| Middlebury (8,148) | 5,353 | 0.290 | 1.27 | 0.04 | 0.00 |
| Montpelier (7,941) | 5,441 | 0.281 | 1.23 | 0.04 | 0.00 |
| Springfield (8,612) | 5,476 | 0.277 | 1.21 | 0.04 | 0.00 |
| Swanton (7,121) | 5,498 | 0.276 | 1.21 | 0.04 | 0.00 |
| Waterbury (5,995) | 5,783 | 0.254 | 1.11 | 0.03 | 0.00 |
| Barre (8,709) | 5,845 | 0.250 | 1.09 | 0.03 | 0.00 |
| Georgia (4,830) | 5,879 | 0.247 | 1.08 | 0.03 | 0.00 |
| Norwich (3,718) | 6,092 | 0.231 | 1.01 | 0.03 | 0.00 |
| Richmond (4,207) | 6,124 | 0.229 | 1.00 | 0.03 | 0.00 |
| Charlotte (3,878) | 6,137 | 0.228 | 1.00 | 0.03 | 0.00 |
| Northfield (5,770) | 6,175 | 0.226 | 0.99 | 0.03 | 0.00 |
| Hinesburg (4,698) | 6,245 | 0.221 | 0.97 | 0.03 | 0.00 |
| Randolph (5,610) | 6,282 | 0.218 | 0.96 | 0.03 | 0.00 |
| Fairfax (4,471) | 6,285 | 0.218 | 0.96 | 0.03 | 0.00 |
| Morristown (6,759) | 6,378 | 0.213 | 0.93 | 0.03 | 0.00 |
| Manchester (4,614) | 6,506 | 0.205 | 0.90 | 0.03 | 0.00 |
| Underhill (3,139) | 6,669 | 0.197 | 0.86 | 0.03 | 0.00 |
| Lyndon (6,034) | 6,855 | 0.187 | 0.82 | 0.03 | 0.00 |
| Derby (5,575) | 6,892 | 0.186 | 0.81 | 0.03 | 0.00 |
| Highgate (4,420) | 7,136 | 0.173 | 0.76 | 0.02 | 0.00 |
| Winooski (5,809) | 7,264 | 0.168 | 0.73 | 0.02 | 0.00 |
| Grand Isle (3,589) | 7,345 | 0.164 | 0.72 | 0.02 | 0.00 |
| Castleton (4,316) | 7,416 | 0.161 | 0.71 | 0.02 | 0.00 |
| Shaftsbury (3,708) | 7,500 | 0.158 | 0.69 | 0.02 | 0.00 |
| Bristol (3,850) | 7,529 | 0.157 | 0.69 | 0.02 | 0.00 |
| Rockingham (4,796) | 7,681 | 0.151 | 0.66 | 0.02 | 0.00 |
| Thetford (3,242) | 7,762 | 0.148 | 0.65 | 0.02 | 0.00 |
| Ferrisburg (2,877) | 7,817 | 0.146 | 0.64 | 0.02 | 0.00 |
| Woodstock (3,245) | 7,859 | 0.144 | 0.63 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Vermont - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Hartland (3,071) | 7,902 | 0.143 | 0.63 | 0.02 | 0.00 |
| Westminster (3,340) | 8,003 | 0.139 | 0.61 | 0.02 | 0.00 |
| Brandon (4,013) | 8,109 | 0.136 | 0.59 | 0.02 | 0.00 |
| Cambridge (3,187) | 8,125 | 0.135 | 0.59 | 0.02 | 0.00 |
| Hyde Park (3,706) | 8,127 | 0.135 | 0.59 | 0.02 | 0.00 |
| Newport (5,479) | 8,209 | 0.132 | 0.58 | 0.02 | 0.00 |
| Pownal (3,503) | 8,289 | 0.129 | 0.57 | 0.02 | 0.00 |
| Westford (2,231) | 8,316 | 0.129 | 0.56 | 0.02 | 0.00 |
| Monkton (2,537) | 8,317 | 0.129 | 0.56 | 0.02 | 0.00 |
| Williamstown (3,492) | 8,336 | 0.128 | 0.56 | 0.02 | 0.00 |
| East Montpelier (2,912) | 8,361 | 0.128 | 0.56 | 0.02 | 0.00 |
| Pittsford (3,372) | 8,372 | 0.127 | 0.56 | 0.02 | 0.00 |
| Chester (3,372) | 8,434 | 0.125 | 0.55 | 0.02 | 0.00 |
| South Hero (2,509) | 8,476 | 0.124 | 0.54 | 0.02 | 0.00 |
| Clarendon (3,103) | 8,556 | 0.122 | 0.53 | 0.02 | 0.00 |
| Windsor (3,770) | 8,606 | 0.120 | 0.53 | 0.02 | 0.00 |
| Weathersfield (2,995) | 8,649 | 0.119 | 0.52 | 0.02 | 0.00 |
| Berlin (2,956) | 8,709 | 0.117 | 0.51 | 0.02 | 0.00 |
| Sheldon (2,892) | 8,787 | 0.115 | 0.50 | 0.02 | 0.00 |
| Ludlow (3,294) | 8,797 | 0.115 | 0.50 | 0.02 | 0.00 |
| Dorset (2,136) | 8,984 | 0.109 | 0.48 | 0.01 | 0.00 |
| Hardwick (3,421) | 9,003 | 0.108 | 0.48 | 0.01 | 0.00 |
| West Brattleboro (3,222) | 9,044 | 0.107 | 0.47 | 0.01 | 0.00 |
| Bradford (3,006) | 9,126 | 0.106 | 0.46 | 0.01 | 0.00 |
| Putney (2,763) | 9,142 | 0.105 | 0.46 | 0.01 | 0.00 |
| Poultney (3,489) | 9,179 | 0.104 | 0.46 | 0.01 | 0.00 |
| Vergennes (2,910) | 9,207 | 0.104 | 0.45 | 0.01 | 0.00 |
| Huntington (2,194) | 9,254 | 0.103 | 0.45 | 0.01 | 0.00 |
| Danville (2,538) | 9,296 | 0.102 | 0.44 | 0.01 | 0.00 |
| Middlesex (2,069) | 9,321 | 0.101 | 0.44 | 0.01 | 0.00 |
| Arlington (2,614) | 9,362 | 0.100 | 0.44 | 0.01 | 0.00 |
| Johnson (3,314) | 9,449 | 0.098 | 0.43 | 0.01 | 0.00 |
| Wallingford (2,441) | 9,464 | 0.098 | 0.43 | 0.01 | 0.00 |
| New Haven (2,184) | 9,504 | 0.097 | 0.42 | 0.01 | 0.00 |
| Vernon (2,056) | 9,519 | 0.096 | 0.42 | 0.01 | 0.00 |
| Fair Haven (2,963) | 9,538 | 0.096 | 0.42 | 0.01 | 0.00 |
| Barton (3,342) | 9,740 | 0.091 | 0.40 | 0.01 | 0.00 |
| Enosburg (2,833) | 9,768 | 0.090 | 0.39 | 0.01 | 0.00 |
| West Rutland (2,514) | 9,832 | 0.089 | 0.39 | 0.01 | 0.00 |
| Fairfield (2,090) | 9,909 | 0.087 | 0.38 | 0.01 | 0.00 |
| Dummerston (2,001) | 9,923 | 0.087 | 0.38 | 0.01 | 0.00 |
| Starksboro (2,023) | 10,021 | 0.085 | 0.37 | 0.01 | 0.00 |
| Wilmington (2,409) | 10,022 | 0.085 | 0.37 | 0.01 | 0.00 |
| Guilford (1,950) | 10,039 | 0.085 | 0.37 | 0.01 | 0.00 |
| Moretown (1,861) | 10,083 | 0.084 | 0.37 | 0.01 | 0.00 |

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Vermont - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Warren (1,826) | 10,184 | 0.082 | 0.36 | 0.01 | 0.00 |
| White River Junction (2,569) | 10,190 | 0.082 | 0.36 | 0.01 | 0.00 |
| Newfane (1,862) | 10,258 | 0.080 | 0.35 | 0.01 | 0.00 |
| Waitsfield (1,853) | 10,300 | 0.080 | 0.35 | 0.01 | 0.00 |
| Newbury (2,571) | 10,320 | 0.079 | 0.35 | 0.01 | 0.00 |
| Londonderry (1,968) | 10,332 | 0.079 | 0.35 | 0.01 | 0.00 |
| Alburg (2,520) | 10,361 | 0.079 | 0.34 | 0.01 | 0.00 |
| Bellows Falls (2,744) | 10,504 | 0.077 | 0.34 | 0.01 | 0.00 |
| Waterford (1,593) | 10,573 | 0.075 | 0.33 | 0.01 | 0.00 |
| Manchester Center (2,065) | 10,644 | 0.074 | 0.33 | 0.01 | 0.00 |
| Marshfield (1,932) | 10,660 | 0.074 | 0.32 | 0.01 | 0.00 |
| Wolcott (2,226) | 10,718 | 0.073 | 0.32 | 0.01 | 0.00 |
| Fayston (1,424) | 10,805 | 0.072 | 0.31 | 0.01 | 0.00 |
| Royalton (2,461) | 10,806 | 0.072 | 0.31 | 0.01 | 0.00 |
| Cornwall (1,445) | 10,807 | 0.072 | 0.31 | 0.01 | 0.00 |
| Fletcher (1,645) | 10,824 | 0.072 | 0.31 | 0.01 | 0.00 |
| Bakersfield (1,831) | 10,934 | 0.070 | 0.31 | 0.01 | 0.00 |
| Berkshire (1,974) | 10,994 | 0.069 | 0.30 | 0.01 | 0.00 |
| Addison (1,623) | 10,997 | 0.069 | 0.30 | 0.01 | 0.00 |
| Calais (1,584) | 11,005 | 0.069 | 0.30 | 0.01 | 0.00 |
| Barnet (1,978) | 11,109 | 0.067 | 0.29 | 0.01 | 0.00 |
| Duxbury (1,484) | 11,120 | 0.067 | 0.29 | 0.01 | 0.00 |
| Proctor (1,781) | 11,146 | 0.067 | 0.29 | 0.01 | 0.00 |
| Bethel (2,016) | 11,272 | 0.065 | 0.28 | 0.01 | 0.00 |
| Burke (1,947) | 11,291 | 0.065 | 0.28 | 0.01 | 0.00 |
| Richford (2,396) | 11,389 | 0.064 | 0.28 | 0.01 | 0.00 |
| West Windsor (1,206) | 11,483 | 0.062 | 0.27 | 0.01 | 0.00 |
| Wilder (1,636) | 11,494 | 0.062 | 0.27 | 0.01 | 0.00 |
| Troy (2,065) | 11,517 | 0.062 | 0.27 | 0.01 | 0.00 |
| Brookfield (1,430) | 11,544 | 0.061 | 0.27 | 0.01 | 0.00 |
| Franklin (1,612) | 11,603 | 0.061 | 0.27 | 0.01 | 0.00 |
| Lincoln (1,382) | 11,683 | 0.060 | 0.26 | 0.01 | 0.00 |
| Plainfield (1,629) | 11,696 | 0.060 | 0.26 | 0.01 | 0.00 |
| Morrisville (2,243) | 11,716 | 0.059 | 0.26 | 0.01 | 0.00 |
| Mendon (1,180) | 11,722 | 0.059 | 0.26 | 0.01 | 0.00 |
| Cabot (1,452) | 11,731 | 0.059 | 0.26 | 0.01 | 0.00 |
| Shoreham (1,560) | 11,808 | 0.058 | 0.25 | 0.01 | 0.00 |
| Bridport (1,374) | 11,841 | 0.058 | 0.25 | 0.01 | 0.00 |
| Chittenden (1,325) | 11,936 | 0.057 | 0.25 | 0.01 | 0.00 |
| Shrewsbury (1,223) | 11,998 | 0.056 | 0.24 | 0.01 | 0.00 |
| Strafford (1,256) | 12,042 | 0.055 | 0.24 | 0.01 | 0.00 |
| Tunbridge (1,405) | 12,142 | 0.054 | 0.24 | 0.01 | 0.00 |
| Pawlet (1,550) | 12,216 | 0.053 | 0.23 | 0.01 | 0.00 |
| Orwell (1,376) | 12,227 | 0.053 | 0.23 | 0.01 | 0.00 |
| Sharon (1,350) | 12,323 | 0.052 | 0.23 | 0.01 | 0.00 |

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Vermont - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|---------------|--------------|-------------|-------------|
| Washington (1,211) | 12,579 | 0.049 | 0.22 | 0.01 | 0.00 |
| Killington (1,095) | 12,599 | 0.049 | 0.21 | 0.01 | 0.00 |
| Mount Holly (1,226) | 12,724 | 0.048 | 0.21 | 0.01 | 0.00 |
| Corinth (1,569) | 12,746 | 0.048 | 0.21 | 0.01 | 0.00 |
| North Bennington (1,249) | 12,772 | 0.047 | 0.21 | 0.01 | 0.00 |
| Braintree (1,339) | 12,791 | 0.047 | 0.21 | 0.01 | 0.00 |
| Total 567,738 | | 22.838 | 100.0 | 3.12 | 0.22 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

6.19 CITIES SORTED BY ZIPCODE - VERMONT

Vermont - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| White River Junction (05009; 2,569) | 10,190 | 0.082 | 0.36 | 0.01 | 0.00 |
| Bethel (05032; 2,016) | 11,272 | 0.065 | 0.28 | 0.01 | 0.00 |
| Bradford (05033; 3,006) | 9,126 | 0.106 | 0.46 | 0.01 | 0.00 |
| Brookfield (05036; 1,430) | 11,544 | 0.061 | 0.27 | 0.01 | 0.00 |
| Corinth (05039; 1,569) | 12,746 | 0.048 | 0.21 | 0.01 | 0.00 |
| Hartford (05047; 11,758) | 3,818 | 0.477 | 2.09 | 0.07 | 0.00 |
| Hartland (05048; 3,071) | 7,902 | 0.143 | 0.63 | 0.02 | 0.00 |
| Newbury (05051; 2,571) | 10,320 | 0.079 | 0.35 | 0.01 | 0.00 |
| Norwich (05055; 3,718) | 6,092 | 0.231 | 1.01 | 0.03 | 0.00 |
| Randolph (05060; 5,610) | 6,282 | 0.218 | 0.96 | 0.03 | 0.00 |
| Braintree (05060; 1,339) | 12,791 | 0.047 | 0.21 | 0.01 | 0.00 |
| Sharon (05065; 1,350) | 12,323 | 0.052 | 0.23 | 0.01 | 0.00 |
| Royalton (05068; 2,461) | 10,806 | 0.072 | 0.31 | 0.01 | 0.00 |
| Strafford (05072; 1,256) | 12,042 | 0.055 | 0.24 | 0.01 | 0.00 |
| Thetford (05074; 3,242) | 7,762 | 0.148 | 0.65 | 0.02 | 0.00 |
| Tunbridge (05077; 1,405) | 12,142 | 0.054 | 0.24 | 0.01 | 0.00 |
| Wilder (05088; 1,636) | 11,494 | 0.062 | 0.27 | 0.01 | 0.00 |
| Windsor (05089; 3,770) | 8,606 | 0.120 | 0.53 | 0.02 | 0.00 |
| West Windsor (05089; 1,206) | 11,483 | 0.062 | 0.27 | 0.01 | 0.00 |
| Woodstock (05091; 3,245) | 7,859 | 0.144 | 0.63 | 0.02 | 0.00 |
| Rockingham (05101; 4,796) | 7,681 | 0.151 | 0.66 | 0.02 | 0.00 |
| Bellows Falls (05101; 2,744) | 10,504 | 0.077 | 0.34 | 0.01 | 0.00 |
| Chester (05144; 3,372) | 8,434 | 0.125 | 0.55 | 0.02 | 0.00 |
| Londonderry (05148; 1,968) | 10,332 | 0.079 | 0.35 | 0.01 | 0.00 |
| Ludlow (05149; 3,294) | 8,797 | 0.115 | 0.50 | 0.02 | 0.00 |
| Weathersfield (05156; 2,995) | 8,649 | 0.119 | 0.52 | 0.02 | 0.00 |
| Springfield (05156; 8,612) | 5,476 | 0.277 | 1.21 | 0.04 | 0.00 |
| Westminster (05158; 3,340) | 8,003 | 0.139 | 0.61 | 0.02 | 0.00 |
| Bennington (05201; 14,697) | 3,877 | 0.467 | 2.05 | 0.06 | 0.00 |
| Arlington (05250; 2,614) | 9,362 | 0.100 | 0.44 | 0.01 | 0.00 |
| Dorset (05251; 2,136) | 8,984 | 0.109 | 0.48 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Vermont - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Manchester (05254; 4,614) | 6,506 | 0.205 | 0.90 | 0.03 | 0.00 |
| Manchester Center (05255; 2,065) | 10,644 | 0.074 | 0.33 | 0.01 | 0.00 |
| North Bennington (05257; 1,249) | 12,772 | 0.047 | 0.21 | 0.01 | 0.00 |
| Pownal (05261; 3,503) | 8,289 | 0.129 | 0.57 | 0.02 | 0.00 |
| Shaftsbury (05262; 3,708) | 7,500 | 0.158 | 0.69 | 0.02 | 0.00 |
| Dummerston (05301; 2,001) | 9,923 | 0.087 | 0.38 | 0.01 | 0.00 |
| Guilford (05301; 1,950) | 10,039 | 0.085 | 0.37 | 0.01 | 0.00 |
| West Brattleboro (05301; 3,222) | 9,044 | 0.107 | 0.47 | 0.01 | 0.00 |
| Brattleboro (05301; 11,766) | 4,688 | 0.355 | 1.55 | 0.05 | 0.00 |
| Newfane (05345; 1,862) | 10,258 | 0.080 | 0.35 | 0.01 | 0.00 |
| Putney (05346; 2,763) | 9,142 | 0.105 | 0.46 | 0.01 | 0.00 |
| Vernon (05354; 2,056) | 9,519 | 0.096 | 0.42 | 0.01 | 0.00 |
| Wilmington (05363; 2,409) | 10,022 | 0.085 | 0.37 | 0.01 | 0.00 |
| South Burlington (05403; 18,569) | 2,271 | 0.903 | 3.95 | 0.12 | 0.01 |
| Winooski (05404; 5,809) | 7,264 | 0.168 | 0.73 | 0.02 | 0.00 |
| Burlington (05407; 39,051) | 1,737 | 1.218 | 5.33 | 0.17 | 0.01 |
| Colchester (05439; 17,750) | 2,365 | 0.861 | 3.77 | 0.12 | 0.01 |
| Alburg (05440; 2,520) | 10,361 | 0.079 | 0.34 | 0.01 | 0.00 |
| Bakersfield (05441; 1,831) | 10,934 | 0.070 | 0.31 | 0.01 | 0.00 |
| Lincoln (05443; 1,382) | 11,683 | 0.060 | 0.26 | 0.01 | 0.00 |
| Bristol (05443; 3,850) | 7,529 | 0.157 | 0.69 | 0.02 | 0.00 |
| Fletcher (05444; 1,645) | 10,824 | 0.072 | 0.31 | 0.01 | 0.00 |
| Cambridge (05444; 3,187) | 8,125 | 0.135 | 0.59 | 0.02 | 0.00 |
| Charlotte (05445; 3,878) | 6,137 | 0.228 | 1.00 | 0.03 | 0.00 |
| Berkshire (05447; 1,974) | 10,994 | 0.069 | 0.30 | 0.01 | 0.00 |
| Enosburg (05450; 2,833) | 9,768 | 0.090 | 0.39 | 0.01 | 0.00 |
| Essex (05452; 20,471) | 1,868 | 1.128 | 4.94 | 0.15 | 0.01 |
| Essex Junction (05453; 9,592) | 3,791 | 0.483 | 2.12 | 0.07 | 0.00 |
| Fairfax (05454; 4,471) | 6,285 | 0.218 | 0.96 | 0.03 | 0.00 |
| Georgia (05454; 4,830) | 5,879 | 0.247 | 1.08 | 0.03 | 0.00 |
| Fairfield (05455; 2,090) | 9,909 | 0.087 | 0.38 | 0.01 | 0.00 |
| Ferrisburg (05456; 2,877) | 7,817 | 0.146 | 0.64 | 0.02 | 0.00 |
| Franklin (05457; 1,612) | 11,603 | 0.061 | 0.27 | 0.01 | 0.00 |
| Grand Isle (05458; 3,589) | 7,345 | 0.164 | 0.72 | 0.02 | 0.00 |
| Highgate (05459; 4,420) | 7,136 | 0.173 | 0.76 | 0.02 | 0.00 |
| Hinesburg (05461; 4,698) | 6,245 | 0.221 | 0.97 | 0.03 | 0.00 |
| Huntington (05462; 2,194) | 9,254 | 0.103 | 0.45 | 0.01 | 0.00 |
| Jericho (05465; 5,221) | 5,005 | 0.322 | 1.41 | 0.04 | 0.00 |
| Milton (05468; 12,056) | 3,395 | 0.561 | 2.46 | 0.08 | 0.01 |
| Monkton (05469; 2,537) | 8,317 | 0.129 | 0.56 | 0.02 | 0.00 |
| New Haven (05472; 2,184) | 9,504 | 0.097 | 0.42 | 0.01 | 0.00 |
| Richford (05476; 2,396) | 11,389 | 0.064 | 0.28 | 0.01 | 0.00 |
| Richmond (05477; 4,207) | 6,124 | 0.229 | 1.00 | 0.03 | 0.00 |
| Shelburne (05482; 7,110) | 3,942 | 0.457 | 2.00 | 0.06 | 0.00 |
| Sheldon (05483; 2,892) | 8,787 | 0.115 | 0.50 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Vermont - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| South Hero (05486; 2,509) | 8,476 | 0.124 | 0.54 | 0.02 | 0.00 |
| Starksboro (05487; 2,023) | 10,021 | 0.085 | 0.37 | 0.01 | 0.00 |
| Swanton (05488; 7,121) | 5,498 | 0.276 | 1.21 | 0.04 | 0.00 |
| Underhill (05489; 3,139) | 6,669 | 0.197 | 0.86 | 0.03 | 0.00 |
| Vergennes (05491; 2,910) | 9,207 | 0.104 | 0.45 | 0.01 | 0.00 |
| Addison (05491; 1,623) | 10,997 | 0.069 | 0.30 | 0.01 | 0.00 |
| Westford (05494; 2,231) | 8,316 | 0.129 | 0.56 | 0.02 | 0.00 |
| Williston (05495; 10,217) | 3,255 | 0.592 | 2.59 | 0.08 | 0.01 |
| Berlin (05602; 2,956) | 8,709 | 0.117 | 0.51 | 0.02 | 0.00 |
| Middlesex (05602; 2,069) | 9,321 | 0.101 | 0.44 | 0.01 | 0.00 |
| Montpelier (05609; 7,941) | 5,441 | 0.281 | 1.23 | 0.04 | 0.00 |
| Barre (05641; 8,709) | 5,845 | 0.250 | 1.09 | 0.03 | 0.00 |
| Cabot (05647; 1,452) | 11,731 | 0.059 | 0.26 | 0.01 | 0.00 |
| Calais (05648; 1,584) | 11,005 | 0.069 | 0.30 | 0.01 | 0.00 |
| Plainfield (05650; 1,629) | 11,696 | 0.060 | 0.26 | 0.01 | 0.00 |
| East Montpelier (05651; 2,912) | 8,361 | 0.128 | 0.56 | 0.02 | 0.00 |
| Hyde Park (05655; 3,706) | 8,127 | 0.135 | 0.59 | 0.02 | 0.00 |
| Johnson (05656; 3,314) | 9,449 | 0.098 | 0.43 | 0.01 | 0.00 |
| Morrisville (05657; 2,243) | 11,716 | 0.059 | 0.26 | 0.01 | 0.00 |
| Marshfield (05658; 1,932) | 10,660 | 0.074 | 0.32 | 0.01 | 0.00 |
| Moretown (05660; 1,861) | 10,083 | 0.084 | 0.37 | 0.01 | 0.00 |
| Morristown (05661; 6,759) | 6,378 | 0.213 | 0.93 | 0.03 | 0.00 |
| Northfield (05663; 5,770) | 6,175 | 0.226 | 0.99 | 0.03 | 0.00 |
| Waterbury (05671; 5,995) | 5,783 | 0.254 | 1.11 | 0.03 | 0.00 |
| Stowe (05672; 5,989) | 5,281 | 0.296 | 1.30 | 0.04 | 0.00 |
| Waitsfield (05673; 1,853) | 10,300 | 0.080 | 0.35 | 0.01 | 0.00 |
| Fayston (05673; 1,424) | 10,805 | 0.072 | 0.31 | 0.01 | 0.00 |
| Warren (05674; 1,826) | 10,184 | 0.082 | 0.36 | 0.01 | 0.00 |
| Washington (05675; 1,211) | 12,579 | 0.049 | 0.22 | 0.01 | 0.00 |
| Duxbury (05676; 1,484) | 11,120 | 0.067 | 0.29 | 0.01 | 0.00 |
| Williamstown (05679; 3,492) | 8,336 | 0.128 | 0.56 | 0.02 | 0.00 |
| Wolcott (05680; 2,226) | 10,718 | 0.073 | 0.32 | 0.01 | 0.00 |
| Mendon (05701; 1,180) | 11,722 | 0.059 | 0.26 | 0.01 | 0.00 |
| Rutland (05702; 16,472) | 3,839 | 0.473 | 2.07 | 0.06 | 0.00 |
| Brandon (05733; 4,013) | 8,109 | 0.136 | 0.59 | 0.02 | 0.00 |
| Bridport (05734; 1,374) | 11,841 | 0.058 | 0.25 | 0.01 | 0.00 |
| Castleton (05735; 4,316) | 7,416 | 0.161 | 0.71 | 0.02 | 0.00 |
| Chittenden (05737; 1,325) | 11,936 | 0.057 | 0.25 | 0.01 | 0.00 |
| Shrewsbury (05738; 1,223) | 11,998 | 0.056 | 0.24 | 0.01 | 0.00 |
| Poultney (05741; 3,489) | 9,179 | 0.104 | 0.46 | 0.01 | 0.00 |
| Fair Haven (05743; 2,963) | 9,538 | 0.096 | 0.42 | 0.01 | 0.00 |
| Killington (05751; 1,095) | 12,599 | 0.049 | 0.21 | 0.01 | 0.00 |
| Middlebury (05753; 8,148) | 5,353 | 0.290 | 1.27 | 0.04 | 0.00 |
| Cornwall (05753; 1,445) | 10,807 | 0.072 | 0.31 | 0.01 | 0.00 |
| Mount Holly (05758; 1,226) | 12,724 | 0.048 | 0.21 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Vermont - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|---------------|--------------|-------------|-------------|
| Clarendon (05759; 3,103) | 8,556 | 0.122 | 0.53 | 0.02 | 0.00 |
| Orwell (05760; 1,376) | 12,227 | 0.053 | 0.23 | 0.01 | 0.00 |
| Pawlet (05761; 1,550) | 12,216 | 0.053 | 0.23 | 0.01 | 0.00 |
| Pittsford (05763; 3,372) | 8,372 | 0.127 | 0.56 | 0.02 | 0.00 |
| Proctor (05765; 1,781) | 11,146 | 0.067 | 0.29 | 0.01 | 0.00 |
| Shoreham (05770; 1,560) | 11,808 | 0.058 | 0.25 | 0.01 | 0.00 |
| Wallingford (05773; 2,441) | 9,464 | 0.098 | 0.43 | 0.01 | 0.00 |
| West Rutland (05777; 2,514) | 9,832 | 0.089 | 0.39 | 0.01 | 0.00 |
| Waterford (05819; 1,593) | 10,573 | 0.075 | 0.33 | 0.01 | 0.00 |
| Barnet (05821; 1,978) | 11,109 | 0.067 | 0.29 | 0.01 | 0.00 |
| Barton (05822; 3,342) | 9,740 | 0.091 | 0.40 | 0.01 | 0.00 |
| Danville (05828; 2,538) | 9,296 | 0.102 | 0.44 | 0.01 | 0.00 |
| Derby (05829; 5,575) | 6,892 | 0.186 | 0.81 | 0.03 | 0.00 |
| Hardwick (05843; 3,421) | 9,003 | 0.108 | 0.48 | 0.01 | 0.00 |
| Lyndon (05849; 6,034) | 6,855 | 0.187 | 0.82 | 0.03 | 0.00 |
| Newport (05855; 5,479) | 8,209 | 0.132 | 0.58 | 0.02 | 0.00 |
| Troy (05868; 2,065) | 11,517 | 0.062 | 0.27 | 0.01 | 0.00 |
| Burke (05871; 1,947) | 11,291 | 0.065 | 0.28 | 0.01 | 0.00 |
| Total 567,738 | | 22.838 | 100.0 | 3.12 | 0.22 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

7 PLAINS

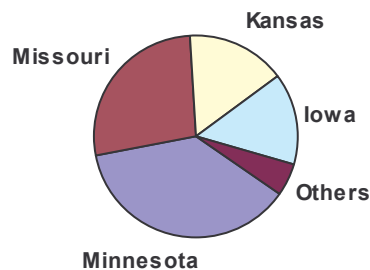
7.1 EXECUTIVE SUMMARY

The Latent Demand for Graphic Design Services in the Plains: 2007

| State | Latent Demand US \$ mln | % of Plains |
|--------------|-------------------------|--------------|
| Minnesota | 217.26 | 34.51% |
| Missouri | 159.69 | 25.36% |
| Kansas | 92.52 | 14.69% |
| Iowa | 81.37 | 12.92% |
| Nebraska | 49.21 | 7.82% |
| South Dakota | 17.00 | 2.70% |
| North Dakota | 12.60 | 2.00% |
| Total | 629.65 | 100.0 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

The Latent Demand for Graphic Design Services in the Plains: 2007



The Plains - Executive Summary for Graphic Design Services: in 2002 - 2012

| Year | US \$ mln | % of US |
|------|-----------|---------|
| 2002 | 615.31 | 6.00 |
| 2003 | 613.84 | 6.03 |
| 2004 | 612.39 | 6.07 |
| 2005 | 610.95 | 6.10 |
| 2006 | 612.22 | 6.12 |
| 2007 | 629.65 | 6.10 |
| 2008 | 650.35 | 6.07 |
| 2009 | 671.75 | 6.04 |
| 2010 | 693.87 | 6.01 |
| 2011 | 716.75 | 5.98 |
| 2012 | 740.40 | 5.95 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

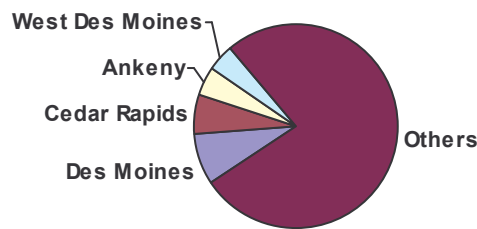
7.2 LATENT DEMAND BY YEAR - IOWA

The Latent Demand for Graphic Design Services in Iowa: 2002 - 2012

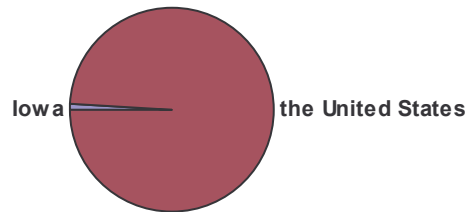
| Year | Iowa | % of Region | % of USA |
|------|--------|-------------|----------|
| 2002 | 81.96 | 13.32% | 0.80% |
| 2003 | 80.95 | 13.19% | 0.80% |
| 2004 | 79.96 | 13.06% | 0.79% |
| 2005 | 78.97 | 12.93% | 0.79% |
| 2006 | 78.54 | 12.83% | 0.79% |
| 2007 | 81.37 | 12.92% | 0.79% |
| 2008 | 84.87 | 13.05% | 0.79% |
| 2009 | 88.52 | 13.18% | 0.80% |
| 2010 | 92.32 | 13.31% | 0.80% |
| 2011 | 96.29 | 13.43% | 0.80% |
| 2012 | 100.43 | 13.56% | 0.81% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Iowa - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Iowa: 2007



7.3 CITIES SORTED BY RANK - IOWA

Iowa - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Des Moines (181,767) | 206 | 6.386 | 7.85 | 1.01 | 0.06 |
| Cedar Rapids (126,658) | 292 | 5.063 | 6.22 | 0.80 | 0.05 |
| Ankeny (70,544) | 471 | 3.560 | 4.37 | 0.57 | 0.03 |
| West Des Moines (69,678) | 497 | 3.451 | 4.24 | 0.55 | 0.03 |
| Davenport (98,355) | 514 | 3.351 | 4.12 | 0.53 | 0.03 |
| Urbandale (50,501) | 673 | 2.760 | 3.39 | 0.44 | 0.03 |
| Sioux City (79,727) | 685 | 2.730 | 3.35 | 0.43 | 0.03 |
| Iowa City (65,517) | 973 | 2.096 | 2.58 | 0.33 | 0.02 |
| Council Bluffs (62,794) | 980 | 2.081 | 2.56 | 0.33 | 0.02 |
| Johnston (29,672) | 985 | 2.065 | 2.54 | 0.33 | 0.02 |
| Waukee (38,173) | 1,012 | 2.026 | 2.49 | 0.32 | 0.02 |
| Marion (43,493) | 1,063 | 1.933 | 2.38 | 0.31 | 0.02 |
| Dubuque (56,988) | 1,079 | 1.918 | 2.36 | 0.30 | 0.02 |
| Waterloo (61,125) | 1,089 | 1.906 | 2.34 | 0.30 | 0.02 |
| Ames (57,337) | 1,105 | 1.890 | 2.32 | 0.30 | 0.02 |
| Bettendorf (32,670) | 1,322 | 1.620 | 1.99 | 0.26 | 0.02 |
| Cedar Falls (36,891) | 1,571 | 1.357 | 1.67 | 0.22 | 0.01 |
| Clive (16,104) | 1,942 | 1.092 | 1.34 | 0.17 | 0.01 |
| Coralville (27,289) | 2,186 | 0.951 | 1.17 | 0.15 | 0.01 |
| Altoona (19,391) | 2,299 | 0.890 | 1.09 | 0.14 | 0.01 |
| Marshalltown (26,214) | 2,380 | 0.856 | 1.05 | 0.14 | 0.01 |
| North Liberty (22,009) | 2,381 | 0.856 | 1.05 | 0.14 | 0.01 |
| Fort Dodge (27,539) | 2,423 | 0.840 | 1.03 | 0.13 | 0.01 |
| Clinton (26,029) | 2,486 | 0.813 | 1.00 | 0.13 | 0.01 |
| Muscatine (22,781) | 2,537 | 0.794 | 0.98 | 0.13 | 0.01 |
| Mason City (25,400) | 2,557 | 0.787 | 0.97 | 0.12 | 0.01 |
| Burlington (22,139) | 2,894 | 0.684 | 0.84 | 0.11 | 0.01 |
| Ottumwa (23,730) | 3,010 | 0.655 | 0.80 | 0.10 | 0.01 |
| Indianola (16,104) | 3,044 | 0.644 | 0.79 | 0.10 | 0.01 |
| Newton (16,076) | 3,249 | 0.593 | 0.73 | 0.09 | 0.01 |
| Norwalk (10,908) | 3,269 | 0.588 | 0.72 | 0.09 | 0.01 |
| Pleasant Hill (9,894) | 3,467 | 0.549 | 0.68 | 0.09 | 0.01 |
| Pella (11,322) | 3,850 | 0.471 | 0.58 | 0.07 | 0.00 |
| Boone (13,011) | 3,958 | 0.454 | 0.56 | 0.07 | 0.00 |
| Grimes (8,518) | 4,061 | 0.438 | 0.54 | 0.07 | 0.00 |
| Perry (12,536) | 4,294 | 0.406 | 0.50 | 0.06 | 0.00 |
| Asbury (7,082) | 4,412 | 0.389 | 0.48 | 0.06 | 0.00 |
| Fort Madison (11,648) | 4,605 | 0.366 | 0.45 | 0.06 | 0.00 |
| Oskaloosa (10,978) | 4,774 | 0.346 | 0.43 | 0.06 | 0.00 |
| Carroll (9,479) | 4,782 | 0.346 | 0.42 | 0.05 | 0.00 |
| Waverly (9,479) | 4,802 | 0.343 | 0.42 | 0.05 | 0.00 |
| Le Mars (9,572) | 4,828 | 0.341 | 0.42 | 0.05 | 0.00 |
| Sioux Center (8,661) | 4,840 | 0.339 | 0.42 | 0.05 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Iowa - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Grinnell (9,969) | 4,978 | 0.325 | 0.40 | 0.05 | 0.00 |
| Storm Lake (9,714) | 5,085 | 0.313 | 0.39 | 0.05 | 0.00 |
| Spencer (10,349) | 5,097 | 0.312 | 0.38 | 0.05 | 0.00 |
| Eldridge (6,223) | 5,139 | 0.308 | 0.38 | 0.05 | 0.00 |
| Mount Pleasant (8,823) | 5,385 | 0.287 | 0.35 | 0.05 | 0.00 |
| Keokuk (9,269) | 5,599 | 0.268 | 0.33 | 0.04 | 0.00 |
| Decorah (7,783) | 5,611 | 0.267 | 0.33 | 0.04 | 0.00 |
| Fairfield (9,318) | 5,623 | 0.266 | 0.33 | 0.04 | 0.00 |
| Webster City (7,888) | 5,656 | 0.264 | 0.32 | 0.04 | 0.00 |
| Polk City (4,957) | 5,673 | 0.263 | 0.32 | 0.04 | 0.00 |
| Hiawatha (6,824) | 5,774 | 0.255 | 0.31 | 0.04 | 0.00 |
| Washington (7,568) | 5,844 | 0.250 | 0.31 | 0.04 | 0.00 |
| Robins (3,501) | 5,978 | 0.238 | 0.29 | 0.04 | 0.00 |
| Clear Lake (7,402) | 5,979 | 0.238 | 0.29 | 0.04 | 0.00 |
| Sergeant Bluff (5,552) | 5,994 | 0.237 | 0.29 | 0.04 | 0.00 |
| Denison (7,520) | 6,131 | 0.228 | 0.28 | 0.04 | 0.00 |
| De Witt (5,574) | 6,135 | 0.228 | 0.28 | 0.04 | 0.00 |
| Orange City (6,116) | 6,228 | 0.222 | 0.27 | 0.04 | 0.00 |
| Glenwood (6,102) | 6,236 | 0.222 | 0.27 | 0.04 | 0.00 |
| Knoxville (7,015) | 6,281 | 0.219 | 0.27 | 0.03 | 0.00 |
| Windsor Heights (4,166) | 6,366 | 0.213 | 0.26 | 0.03 | 0.00 |
| Adel (5,619) | 6,563 | 0.203 | 0.25 | 0.03 | 0.00 |
| Nevada (5,174) | 6,581 | 0.201 | 0.25 | 0.03 | 0.00 |
| Independence (6,014) | 6,587 | 0.201 | 0.25 | 0.03 | 0.00 |
| Charles City (7,148) | 6,608 | 0.200 | 0.25 | 0.03 | 0.00 |
| Saylorville (3,238) | 6,626 | 0.199 | 0.24 | 0.03 | 0.00 |
| Atlantic (6,240) | 6,796 | 0.190 | 0.23 | 0.03 | 0.00 |
| Creston (6,807) | 6,889 | 0.186 | 0.23 | 0.03 | 0.00 |
| Anamosa (6,067) | 6,909 | 0.185 | 0.23 | 0.03 | 0.00 |
| Vinton (5,501) | 7,051 | 0.177 | 0.22 | 0.03 | 0.00 |
| Spirit Lake (5,261) | 7,100 | 0.174 | 0.21 | 0.03 | 0.00 |
| Camanche (4,388) | 7,237 | 0.169 | 0.21 | 0.03 | 0.00 |
| Bondurant (3,400) | 7,347 | 0.164 | 0.20 | 0.03 | 0.00 |
| Estherville (5,699) | 7,376 | 0.163 | 0.20 | 0.03 | 0.00 |
| Harlan (4,950) | 7,390 | 0.163 | 0.20 | 0.03 | 0.00 |
| Clarinda (4,936) | 7,404 | 0.162 | 0.20 | 0.03 | 0.00 |
| Mount Vernon (3,390) | 7,481 | 0.159 | 0.20 | 0.03 | 0.00 |
| Winterset (5,221) | 7,490 | 0.158 | 0.19 | 0.03 | 0.00 |
| Le Claire (3,773) | 7,511 | 0.158 | 0.19 | 0.03 | 0.00 |
| Osceola (5,242) | 7,535 | 0.157 | 0.19 | 0.02 | 0.00 |
| Maquoketa (5,868) | 7,575 | 0.156 | 0.19 | 0.02 | 0.00 |
| Sheldon (4,991) | 7,582 | 0.156 | 0.19 | 0.02 | 0.00 |
| Carlisle (3,440) | 7,716 | 0.150 | 0.18 | 0.02 | 0.00 |
| Algona (5,061) | 7,728 | 0.149 | 0.18 | 0.02 | 0.00 |
| Humboldt (4,123) | 7,748 | 0.148 | 0.18 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Iowa - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Red Oak (5,354) | 7,769 | 0.147 | 0.18 | 0.02 | 0.00 |
| West Liberty (4,205) | 7,810 | 0.146 | 0.18 | 0.02 | 0.00 |
| Forest City (3,925) | 7,875 | 0.144 | 0.18 | 0.02 | 0.00 |
| Dyersville (4,067) | 7,898 | 0.143 | 0.18 | 0.02 | 0.00 |
| Ely (2,725) | 7,909 | 0.143 | 0.18 | 0.02 | 0.00 |
| Iowa Falls (4,792) | 7,962 | 0.141 | 0.17 | 0.02 | 0.00 |
| Oelwein (5,429) | 8,099 | 0.136 | 0.17 | 0.02 | 0.00 |
| Monticello (4,171) | 8,172 | 0.133 | 0.16 | 0.02 | 0.00 |
| Manchester (4,598) | 8,238 | 0.131 | 0.16 | 0.02 | 0.00 |
| Evansdale (4,507) | 8,322 | 0.128 | 0.16 | 0.02 | 0.00 |
| Cherokee (4,446) | 8,379 | 0.127 | 0.16 | 0.02 | 0.00 |
| Centerville (5,440) | 8,383 | 0.127 | 0.16 | 0.02 | 0.00 |
| Chariton (4,870) | 8,469 | 0.124 | 0.15 | 0.02 | 0.00 |
| Hampton (4,086) | 8,495 | 0.123 | 0.15 | 0.02 | 0.00 |
| Center Point (2,781) | 8,505 | 0.123 | 0.15 | 0.02 | 0.00 |
| Carter Lake (3,489) | 8,588 | 0.121 | 0.15 | 0.02 | 0.00 |
| Shenandoah (4,478) | 8,597 | 0.121 | 0.15 | 0.02 | 0.00 |
| Wilton (2,945) | 8,629 | 0.119 | 0.15 | 0.02 | 0.00 |
| Jefferson (3,963) | 8,645 | 0.119 | 0.15 | 0.02 | 0.00 |
| New Hampton (3,202) | 8,695 | 0.117 | 0.14 | 0.02 | 0.00 |
| Jesup (3,042) | 8,702 | 0.117 | 0.14 | 0.02 | 0.00 |
| Story City (3,075) | 8,749 | 0.116 | 0.14 | 0.02 | 0.00 |
| Urbana (2,568) | 8,777 | 0.115 | 0.14 | 0.02 | 0.00 |
| Dallas Center (2,360) | 8,820 | 0.114 | 0.14 | 0.02 | 0.00 |
| Hudson (2,177) | 8,900 | 0.112 | 0.14 | 0.02 | 0.00 |
| Walford (1,799) | 8,901 | 0.112 | 0.14 | 0.02 | 0.00 |
| West Burlington (3,122) | 8,918 | 0.111 | 0.14 | 0.02 | 0.00 |
| Huxley (2,438) | 9,054 | 0.107 | 0.13 | 0.02 | 0.00 |
| Garner (2,947) | 9,058 | 0.107 | 0.13 | 0.02 | 0.00 |
| Madrid (2,935) | 9,085 | 0.107 | 0.13 | 0.02 | 0.00 |
| Waukon (3,841) | 9,087 | 0.107 | 0.13 | 0.02 | 0.00 |
| Albia (3,661) | 9,098 | 0.106 | 0.13 | 0.02 | 0.00 |
| Cresco (3,588) | 9,119 | 0.106 | 0.13 | 0.02 | 0.00 |
| Rock Valley (3,111) | 9,136 | 0.105 | 0.13 | 0.02 | 0.00 |
| Williamsburg (3,068) | 9,255 | 0.102 | 0.13 | 0.02 | 0.00 |
| Osage (3,619) | 9,297 | 0.102 | 0.12 | 0.02 | 0.00 |
| West Branch (2,609) | 9,301 | 0.101 | 0.12 | 0.02 | 0.00 |
| Park View (2,169) | 9,312 | 0.101 | 0.12 | 0.02 | 0.00 |
| Belle Plaine (3,006) | 9,369 | 0.100 | 0.12 | 0.02 | 0.00 |
| Tipton (2,945) | 9,403 | 0.099 | 0.12 | 0.02 | 0.00 |
| Eagle Grove (3,009) | 9,457 | 0.098 | 0.12 | 0.02 | 0.00 |
| Rock Rapids (2,829) | 9,733 | 0.091 | 0.11 | 0.01 | 0.00 |
| Emmetsburg (3,143) | 9,744 | 0.091 | 0.11 | 0.01 | 0.00 |
| Kalona (2,927) | 9,755 | 0.090 | 0.11 | 0.01 | 0.00 |
| Missouri Valley (2,671) | 9,793 | 0.089 | 0.11 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Iowa - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------|----------|-----------|---------|----------|-------|
| Grundy Center (2,595) | 9,850 | 0.088 | 0.11 | 0.01 | 0.00 |
| Onawa (2,772) | 9,859 | 0.088 | 0.11 | 0.01 | 0.00 |
| Marengo (2,566) | 9,979 | 0.086 | 0.11 | 0.01 | 0.00 |
| Lisbon (2,071) | 9,989 | 0.086 | 0.11 | 0.01 | 0.00 |
| Colfax (2,276) | 9,996 | 0.085 | 0.10 | 0.01 | 0.00 |
| Clarion (2,520) | 10,002 | 0.085 | 0.10 | 0.01 | 0.00 |
| Cascade (2,281) | 10,067 | 0.084 | 0.10 | 0.01 | 0.00 |
| La Porte City (2,433) | 10,096 | 0.084 | 0.10 | 0.01 | 0.00 |
| Epworth (2,263) | 10,133 | 0.083 | 0.10 | 0.01 | 0.00 |
| Milford (2,435) | 10,256 | 0.080 | 0.10 | 0.01 | 0.00 |
| Tama (2,448) | 10,306 | 0.080 | 0.10 | 0.01 | 0.00 |
| Hull (2,258) | 10,340 | 0.079 | 0.10 | 0.01 | 0.00 |
| Solon (1,825) | 10,387 | 0.078 | 0.10 | 0.01 | 0.00 |
| Durant (2,047) | 10,417 | 0.078 | 0.10 | 0.01 | 0.00 |
| Postville (2,608) | 10,426 | 0.078 | 0.10 | 0.01 | 0.00 |
| Sibley (2,548) | 10,464 | 0.077 | 0.10 | 0.01 | 0.00 |
| Eldora (2,503) | 10,535 | 0.076 | 0.09 | 0.01 | 0.00 |
| Ogden (2,006) | 10,571 | 0.075 | 0.09 | 0.01 | 0.00 |
| Bellevue (2,332) | 10,577 | 0.075 | 0.09 | 0.01 | 0.00 |
| Bloomfield (2,612) | 10,581 | 0.075 | 0.09 | 0.01 | 0.00 |
| Blue Grass (1,527) | 10,749 | 0.073 | 0.09 | 0.01 | 0.00 |
| De Soto (1,622) | 10,759 | 0.072 | 0.09 | 0.01 | 0.00 |
| Toledo (2,343) | 10,767 | 0.072 | 0.09 | 0.01 | 0.00 |
| Hawarden (2,294) | 10,779 | 0.072 | 0.09 | 0.01 | 0.00 |
| Mitchellville (1,715) | 10,860 | 0.071 | 0.09 | 0.01 | 0.00 |
| West Union (2,230) | 10,892 | 0.070 | 0.09 | 0.01 | 0.00 |
| Monroe (1,920) | 10,926 | 0.070 | 0.09 | 0.01 | 0.00 |
| Denver (1,700) | 10,993 | 0.069 | 0.08 | 0.01 | 0.00 |
| Wapello (1,983) | 11,052 | 0.068 | 0.08 | 0.01 | 0.00 |
| Pleasantville (1,821) | 11,157 | 0.067 | 0.08 | 0.01 | 0.00 |
| Belmond (2,192) | 11,216 | 0.066 | 0.08 | 0.01 | 0.00 |
| Walcott (1,509) | 11,463 | 0.063 | 0.08 | 0.01 | 0.00 |
| Ida Grove (1,921) | 11,492 | 0.062 | 0.08 | 0.01 | 0.00 |
| Prairie City (1,578) | 11,522 | 0.062 | 0.08 | 0.01 | 0.00 |
| New London (1,708) | 11,531 | 0.062 | 0.08 | 0.01 | 0.00 |
| Stuart (1,971) | 11,629 | 0.060 | 0.07 | 0.01 | 0.00 |
| Britt (1,948) | 11,724 | 0.059 | 0.07 | 0.01 | 0.00 |
| Sumner (1,926) | 11,741 | 0.059 | 0.07 | 0.01 | 0.00 |
| Audubon (1,941) | 11,758 | 0.059 | 0.07 | 0.01 | 0.00 |
| Northwood (1,915) | 11,817 | 0.058 | 0.07 | 0.01 | 0.00 |
| Lake Mills (1,871) | 11,835 | 0.058 | 0.07 | 0.01 | 0.00 |
| Sigourney (2,097) | 11,880 | 0.057 | 0.07 | 0.01 | 0.00 |
| Slater (1,359) | 11,944 | 0.056 | 0.07 | 0.01 | 0.00 |
| Remsen (1,625) | 11,948 | 0.056 | 0.07 | 0.01 | 0.00 |
| Wellman (1,662) | 11,958 | 0.056 | 0.07 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Iowa - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|---------------|--------------|--------------|-------------|
| Farley (1,491) | 11,959 | 0.056 | 0.07 | 0.01 | 0.00 |
| Columbus Junction (1,854) | 11,968 | 0.056 | 0.07 | 0.01 | 0.00 |
| Earlham (1,422) | 12,004 | 0.056 | 0.07 | 0.01 | 0.00 |
| Parkersburg (1,843) | 12,149 | 0.054 | 0.07 | 0.01 | 0.00 |
| Ackley (1,608) | 12,209 | 0.053 | 0.07 | 0.01 | 0.00 |
| Avoca (1,462) | 12,217 | 0.053 | 0.07 | 0.01 | 0.00 |
| Alta (1,813) | 12,244 | 0.053 | 0.07 | 0.01 | 0.00 |
| Reinbeck (1,570) | 12,280 | 0.053 | 0.06 | 0.01 | 0.00 |
| Greenfield (1,691) | 12,299 | 0.052 | 0.06 | 0.01 | 0.00 |
| Traer (1,620) | 12,301 | 0.052 | 0.06 | 0.01 | 0.00 |
| Pocahontas (1,765) | 12,516 | 0.050 | 0.06 | 0.01 | 0.00 |
| Sac City (1,795) | 12,522 | 0.050 | 0.06 | 0.01 | 0.00 |
| Lamoni (2,191) | 12,534 | 0.050 | 0.06 | 0.01 | 0.00 |
| Brooklyn (1,563) | 12,552 | 0.049 | 0.06 | 0.01 | 0.00 |
| Woodward (1,510) | 12,584 | 0.049 | 0.06 | 0.01 | 0.00 |
| Rockwell City (1,730) | 12,589 | 0.049 | 0.06 | 0.01 | 0.00 |
| Dysart (1,303) | 12,632 | 0.049 | 0.06 | 0.01 | 0.00 |
| Oakland (1,377) | 12,721 | 0.048 | 0.06 | 0.01 | 0.00 |
| Roland (1,101) | 12,728 | 0.048 | 0.06 | 0.01 | 0.00 |
| Elk Run Heights (1,156) | 12,729 | 0.048 | 0.06 | 0.01 | 0.00 |
| Mediapolis (1,380) | 12,732 | 0.048 | 0.06 | 0.01 | 0.00 |
| Malvern (1,568) | 12,748 | 0.048 | 0.06 | 0.01 | 0.00 |
| Woodbine (1,726) | 12,754 | 0.048 | 0.06 | 0.01 | 0.00 |
| Moville (1,226) | 12,764 | 0.047 | 0.06 | 0.01 | 0.00 |
| Buffalo (1,165) | 12,781 | 0.047 | 0.06 | 0.01 | 0.00 |
| Montezuma (1,417) | 12,841 | 0.046 | 0.06 | 0.01 | 0.00 |
| Lone Tree (1,193) | 12,852 | 0.046 | 0.06 | 0.01 | 0.00 |
| Total 2,150,416 | | 81.369 | 100.0 | 12.92 | 0.79 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

7.4 CITIES SORTED BY ZIPCODE - IOWA

Iowa - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Adel (50003; 5,619) | 6,563 | 0.203 | 0.25 | 0.03 | 0.00 |
| Altoona (50009; 19,391) | 2,299 | 0.890 | 1.09 | 0.14 | 0.01 |
| Ames (50010; 57,337) | 1,105 | 1.890 | 2.32 | 0.30 | 0.02 |
| Ankeny (50021; 70,544) | 471 | 3.560 | 4.37 | 0.57 | 0.03 |
| Atlantic (50022; 6,240) | 6,796 | 0.190 | 0.23 | 0.03 | 0.00 |
| Audubon (50025; 1,941) | 11,758 | 0.059 | 0.07 | 0.01 | 0.00 |
| Bondurant (50035; 3,400) | 7,347 | 0.164 | 0.20 | 0.03 | 0.00 |
| Boone (50037; 13,011) | 3,958 | 0.454 | 0.56 | 0.07 | 0.00 |
| Carlisle (50047; 3,440) | 7,716 | 0.150 | 0.18 | 0.02 | 0.00 |
| Chariton (50049; 4,870) | 8,469 | 0.124 | 0.15 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Iowa - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Colfax (50054; 2,276) | 9,996 | 0.085 | 0.10 | 0.01 | 0.00 |
| Dallas Center (50063; 2,360) | 8,820 | 0.114 | 0.14 | 0.02 | 0.00 |
| De Soto (50069; 1,622) | 10,759 | 0.072 | 0.09 | 0.01 | 0.00 |
| Earlham (50072; 1,422) | 12,004 | 0.056 | 0.07 | 0.01 | 0.00 |
| Grimes (50111; 8,518) | 4,061 | 0.438 | 0.54 | 0.07 | 0.00 |
| Grinnell (50112; 9,969) | 4,978 | 0.325 | 0.40 | 0.05 | 0.00 |
| Huxley (50124; 2,438) | 9,054 | 0.107 | 0.13 | 0.02 | 0.00 |
| Indianola (50125; 16,104) | 3,044 | 0.644 | 0.79 | 0.10 | 0.01 |
| Iowa Falls (50126; 4,792) | 7,962 | 0.141 | 0.17 | 0.02 | 0.00 |
| Jefferson (50129; 3,963) | 8,645 | 0.119 | 0.15 | 0.02 | 0.00 |
| Johnston (50131; 29,672) | 985 | 2.065 | 2.54 | 0.33 | 0.02 |
| Knoxville (50138; 7,015) | 6,281 | 0.219 | 0.27 | 0.03 | 0.00 |
| Lamoni (50140; 2,191) | 12,534 | 0.050 | 0.06 | 0.01 | 0.00 |
| Madrid (50156; 2,935) | 9,085 | 0.107 | 0.13 | 0.02 | 0.00 |
| Marshalltown (50158; 26,214) | 2,380 | 0.856 | 1.05 | 0.14 | 0.01 |
| Mitchellville (50169; 1,715) | 10,860 | 0.071 | 0.09 | 0.01 | 0.00 |
| Monroe (50170; 1,920) | 10,926 | 0.070 | 0.09 | 0.01 | 0.00 |
| Montezuma (50171; 1,417) | 12,841 | 0.046 | 0.06 | 0.01 | 0.00 |
| Nevada (50201; 5,174) | 6,581 | 0.201 | 0.25 | 0.03 | 0.00 |
| Newton (50208; 16,076) | 3,249 | 0.593 | 0.73 | 0.09 | 0.01 |
| Norwalk (50211; 10,908) | 3,269 | 0.588 | 0.72 | 0.09 | 0.01 |
| Ogden (50212; 2,006) | 10,571 | 0.075 | 0.09 | 0.01 | 0.00 |
| Osceola (50213; 5,242) | 7,535 | 0.157 | 0.19 | 0.02 | 0.00 |
| Pella (50219; 11,322) | 3,850 | 0.471 | 0.58 | 0.07 | 0.00 |
| Perry (50220; 12,536) | 4,294 | 0.406 | 0.50 | 0.06 | 0.00 |
| Pleasantville (50225; 1,821) | 11,157 | 0.067 | 0.08 | 0.01 | 0.00 |
| Polk City (50226; 4,957) | 5,673 | 0.263 | 0.32 | 0.04 | 0.00 |
| Prairie City (50228; 1,578) | 11,522 | 0.062 | 0.08 | 0.01 | 0.00 |
| Roland (50236; 1,101) | 12,728 | 0.048 | 0.06 | 0.01 | 0.00 |
| Slater (50244; 1,359) | 11,944 | 0.056 | 0.07 | 0.01 | 0.00 |
| Story City (50248; 3,075) | 8,749 | 0.116 | 0.14 | 0.02 | 0.00 |
| Stuart (50250; 1,971) | 11,629 | 0.060 | 0.07 | 0.01 | 0.00 |
| Waukee (50263; 38,173) | 1,012 | 2.026 | 2.49 | 0.32 | 0.02 |
| West Des Moines (50266; 69,678) | 497 | 3.451 | 4.24 | 0.55 | 0.03 |
| Winterset (50273; 5,221) | 7,490 | 0.158 | 0.19 | 0.03 | 0.00 |
| Woodward (50276; 1,510) | 12,584 | 0.049 | 0.06 | 0.01 | 0.00 |
| Saylorville (50313; 3,238) | 6,626 | 0.199 | 0.24 | 0.03 | 0.00 |
| Pleasant Hill (50317; 9,894) | 3,467 | 0.549 | 0.68 | 0.09 | 0.01 |
| Urbandale (50322; 50,501) | 673 | 2.760 | 3.39 | 0.44 | 0.03 |
| Windsor Heights (50322; 4,166) | 6,366 | 0.213 | 0.26 | 0.03 | 0.00 |
| Clive (50325; 16,104) | 1,942 | 1.092 | 1.34 | 0.17 | 0.01 |
| Des Moines (50392; 181,767) | 206 | 6.386 | 7.85 | 1.01 | 0.06 |
| Belmond (50421; 2,192) | 11,216 | 0.066 | 0.08 | 0.01 | 0.00 |
| Britt (50423; 1,948) | 11,724 | 0.059 | 0.07 | 0.01 | 0.00 |
| Clear Lake (50428; 7,402) | 5,979 | 0.238 | 0.29 | 0.04 | 0.00 |

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Iowa - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Forest City (50436; 3,925) | 7,875 | 0.144 | 0.18 | 0.02 | 0.00 |
| Garner (50438; 2,947) | 9,058 | 0.107 | 0.13 | 0.02 | 0.00 |
| Hampton (50441; 4,086) | 8,495 | 0.123 | 0.15 | 0.02 | 0.00 |
| Lake Mills (50450; 1,871) | 11,835 | 0.058 | 0.07 | 0.01 | 0.00 |
| Northwood (50459; 1,915) | 11,817 | 0.058 | 0.07 | 0.01 | 0.00 |
| Osage (50461; 3,619) | 9,297 | 0.102 | 0.12 | 0.02 | 0.00 |
| Mason City (50467; 25,400) | 2,557 | 0.787 | 0.97 | 0.12 | 0.01 |
| Fort Dodge (50501; 27,539) | 2,423 | 0.840 | 1.03 | 0.13 | 0.01 |
| Algona (50511; 5,061) | 7,728 | 0.149 | 0.18 | 0.02 | 0.00 |
| Clarion (50526; 2,520) | 10,002 | 0.085 | 0.10 | 0.01 | 0.00 |
| Eagle Grove (50533; 3,009) | 9,457 | 0.098 | 0.12 | 0.02 | 0.00 |
| Emmetsburg (50536; 3,143) | 9,744 | 0.091 | 0.11 | 0.01 | 0.00 |
| Humboldt (50548; 4,123) | 7,748 | 0.148 | 0.18 | 0.02 | 0.00 |
| Pocahontas (50574; 1,765) | 12,516 | 0.050 | 0.06 | 0.01 | 0.00 |
| Rockwell City (50579; 1,730) | 12,589 | 0.049 | 0.06 | 0.01 | 0.00 |
| Sac City (50583; 1,795) | 12,522 | 0.050 | 0.06 | 0.01 | 0.00 |
| Storm Lake (50588; 9,714) | 5,085 | 0.313 | 0.39 | 0.05 | 0.00 |
| Webster City (50595; 7,888) | 5,656 | 0.264 | 0.32 | 0.04 | 0.00 |
| Ackley (50601; 1,608) | 12,209 | 0.053 | 0.07 | 0.01 | 0.00 |
| Cedar Falls (50614; 36,891) | 1,571 | 1.357 | 1.67 | 0.22 | 0.01 |
| Charles City (50616; 7,148) | 6,608 | 0.200 | 0.25 | 0.03 | 0.00 |
| Denver (50622; 1,700) | 10,993 | 0.069 | 0.08 | 0.01 | 0.00 |
| Eldora (50627; 2,503) | 10,535 | 0.076 | 0.09 | 0.01 | 0.00 |
| Grundy Center (50638; 2,595) | 9,850 | 0.088 | 0.11 | 0.01 | 0.00 |
| Hudson (50643; 2,177) | 8,900 | 0.112 | 0.14 | 0.02 | 0.00 |
| Independence (50644; 6,014) | 6,587 | 0.201 | 0.25 | 0.03 | 0.00 |
| Jesup (50648; 3,042) | 8,702 | 0.117 | 0.14 | 0.02 | 0.00 |
| La Porte City (50651; 2,433) | 10,096 | 0.084 | 0.10 | 0.01 | 0.00 |
| Reinbeck (50657; 1,570) | 12,280 | 0.053 | 0.06 | 0.01 | 0.00 |
| New Hampton (50659; 3,202) | 8,695 | 0.117 | 0.14 | 0.02 | 0.00 |
| Oelwein (50662; 5,429) | 8,099 | 0.136 | 0.17 | 0.02 | 0.00 |
| Parkersburg (50665; 1,843) | 12,149 | 0.054 | 0.07 | 0.01 | 0.00 |
| Sumner (50674; 1,926) | 11,741 | 0.059 | 0.07 | 0.01 | 0.00 |
| Traer (50675; 1,620) | 12,301 | 0.052 | 0.06 | 0.01 | 0.00 |
| Waverly (50677; 9,479) | 4,802 | 0.343 | 0.42 | 0.05 | 0.00 |
| Waterloo (50707; 61,125) | 1,089 | 1.906 | 2.34 | 0.30 | 0.02 |
| Evansdale (50707; 4,507) | 8,322 | 0.128 | 0.16 | 0.02 | 0.00 |
| Elk Run Heights (50707; 1,156) | 12,729 | 0.048 | 0.06 | 0.01 | 0.00 |
| Creston (50801; 6,807) | 6,889 | 0.186 | 0.23 | 0.03 | 0.00 |
| Greenfield (50849; 1,691) | 12,299 | 0.052 | 0.06 | 0.01 | 0.00 |
| Alta (51002; 1,813) | 12,244 | 0.053 | 0.07 | 0.01 | 0.00 |
| Cherokee (51012; 4,446) | 8,379 | 0.127 | 0.16 | 0.02 | 0.00 |
| Hawarden (51023; 2,294) | 10,779 | 0.072 | 0.09 | 0.01 | 0.00 |
| Le Mars (51031; 9,572) | 4,828 | 0.341 | 0.42 | 0.05 | 0.00 |
| Moville (51039; 1,226) | 12,764 | 0.047 | 0.06 | 0.01 | 0.00 |

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Iowa - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Onawa (51040; 2,772) | 9,859 | 0.088 | 0.11 | 0.01 | 0.00 |
| Orange City (51041; 6,116) | 6,228 | 0.222 | 0.27 | 0.04 | 0.00 |
| Remsen (51050; 1,625) | 11,948 | 0.056 | 0.07 | 0.01 | 0.00 |
| Sergeant Bluff (51054; 5,552) | 5,994 | 0.237 | 0.29 | 0.04 | 0.00 |
| Sioux City (51103; 79,727) | 685 | 2.730 | 3.35 | 0.43 | 0.03 |
| Sheldon (51201; 4,991) | 7,582 | 0.156 | 0.19 | 0.02 | 0.00 |
| Hull (51239; 2,258) | 10,340 | 0.079 | 0.10 | 0.01 | 0.00 |
| Rock Rapids (51246; 2,829) | 9,733 | 0.091 | 0.11 | 0.01 | 0.00 |
| Rock Valley (51247; 3,111) | 9,136 | 0.105 | 0.13 | 0.02 | 0.00 |
| Sibley (51249; 2,548) | 10,464 | 0.077 | 0.10 | 0.01 | 0.00 |
| Sioux Center (51250; 8,661) | 4,840 | 0.339 | 0.42 | 0.05 | 0.00 |
| Spencer (51301; 10,349) | 5,097 | 0.312 | 0.38 | 0.05 | 0.00 |
| Estherville (51344; 5,699) | 7,376 | 0.163 | 0.20 | 0.03 | 0.00 |
| Milford (51351; 2,435) | 10,256 | 0.080 | 0.10 | 0.01 | 0.00 |
| Spirit Lake (51360; 5,261) | 7,100 | 0.174 | 0.21 | 0.03 | 0.00 |
| Carroll (51401; 9,479) | 4,782 | 0.346 | 0.42 | 0.05 | 0.00 |
| Denison (51442; 7,520) | 6,131 | 0.228 | 0.28 | 0.04 | 0.00 |
| Ida Grove (51445; 1,921) | 11,492 | 0.062 | 0.08 | 0.01 | 0.00 |
| Council Bluffs (51503; 62,794) | 980 | 2.081 | 2.56 | 0.33 | 0.02 |
| Carter Lake (51510; 3,489) | 8,588 | 0.121 | 0.15 | 0.02 | 0.00 |
| Avoca (51521; 1,462) | 12,217 | 0.053 | 0.07 | 0.01 | 0.00 |
| Glenwood (51534; 6,102) | 6,236 | 0.222 | 0.27 | 0.04 | 0.00 |
| Malvern (51551; 1,568) | 12,748 | 0.048 | 0.06 | 0.01 | 0.00 |
| Missouri Valley (51555; 2,671) | 9,793 | 0.089 | 0.11 | 0.01 | 0.00 |
| Oakland (51560; 1,377) | 12,721 | 0.048 | 0.06 | 0.01 | 0.00 |
| Red Oak (51566; 5,354) | 7,769 | 0.147 | 0.18 | 0.02 | 0.00 |
| Woodbine (51579; 1,726) | 12,754 | 0.048 | 0.06 | 0.01 | 0.00 |
| Harlan (51593; 4,950) | 7,390 | 0.163 | 0.20 | 0.03 | 0.00 |
| Shenandoah (51601; 4,478) | 8,597 | 0.121 | 0.15 | 0.02 | 0.00 |
| Clarinda (51632; 4,936) | 7,404 | 0.162 | 0.20 | 0.03 | 0.00 |
| Asbury (52002; 7,082) | 4,412 | 0.389 | 0.48 | 0.06 | 0.00 |
| Dubuque (52004; 56,988) | 1,079 | 1.918 | 2.36 | 0.30 | 0.02 |
| Bellevue (52031; 2,332) | 10,577 | 0.075 | 0.09 | 0.01 | 0.00 |
| Cascade (52033; 2,281) | 10,067 | 0.084 | 0.10 | 0.01 | 0.00 |
| Dyersville (52040; 4,067) | 7,898 | 0.143 | 0.18 | 0.02 | 0.00 |
| Epworth (52045; 2,263) | 10,133 | 0.083 | 0.10 | 0.01 | 0.00 |
| Farley (52046; 1,491) | 11,959 | 0.056 | 0.07 | 0.01 | 0.00 |
| Manchester (52057; 4,598) | 8,238 | 0.131 | 0.16 | 0.02 | 0.00 |
| Maquoketa (52060; 5,868) | 7,575 | 0.156 | 0.19 | 0.02 | 0.00 |
| Decorah (52101; 7,783) | 5,611 | 0.267 | 0.33 | 0.04 | 0.00 |
| Cresco (52136; 3,588) | 9,119 | 0.106 | 0.13 | 0.02 | 0.00 |
| Postville (52162; 2,608) | 10,426 | 0.078 | 0.10 | 0.01 | 0.00 |
| Waukon (52172; 3,841) | 9,087 | 0.107 | 0.13 | 0.02 | 0.00 |
| West Union (52175; 2,230) | 10,892 | 0.070 | 0.09 | 0.01 | 0.00 |
| Anamosa (52205; 6,067) | 6,909 | 0.185 | 0.23 | 0.03 | 0.00 |

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Iowa - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Belle Plaine (52208; 3,006) | 9,369 | 0.100 | 0.12 | 0.02 | 0.00 |
| Brooklyn (52211; 1,563) | 12,552 | 0.049 | 0.06 | 0.01 | 0.00 |
| Center Point (52213; 2,781) | 8,505 | 0.123 | 0.15 | 0.02 | 0.00 |
| Dysart (52224; 1,303) | 12,632 | 0.049 | 0.06 | 0.01 | 0.00 |
| Ely (52227; 2,725) | 7,909 | 0.143 | 0.18 | 0.02 | 0.00 |
| Hiawatha (52233; 6,824) | 5,774 | 0.255 | 0.31 | 0.04 | 0.00 |
| Coralville (52241; 27,289) | 2,186 | 0.951 | 1.17 | 0.15 | 0.01 |
| Iowa City (52244; 65,517) | 973 | 2.096 | 2.58 | 0.33 | 0.02 |
| Kalona (52247; 2,927) | 9,755 | 0.090 | 0.11 | 0.01 | 0.00 |
| Lisbon (52253; 2,071) | 9,989 | 0.086 | 0.11 | 0.01 | 0.00 |
| Marengo (52301; 2,566) | 9,979 | 0.086 | 0.11 | 0.01 | 0.00 |
| Marion (52302; 43,493) | 1,063 | 1.933 | 2.38 | 0.31 | 0.02 |
| Monticello (52310; 4,171) | 8,172 | 0.133 | 0.16 | 0.02 | 0.00 |
| Mount Vernon (52314; 3,390) | 7,481 | 0.159 | 0.20 | 0.03 | 0.00 |
| North Liberty (52317; 22,009) | 2,381 | 0.856 | 1.05 | 0.14 | 0.01 |
| Robins (52328; 3,501) | 5,978 | 0.238 | 0.29 | 0.04 | 0.00 |
| Solon (52333; 1,825) | 10,387 | 0.078 | 0.10 | 0.01 | 0.00 |
| Tama (52339; 2,448) | 10,306 | 0.080 | 0.10 | 0.01 | 0.00 |
| Toledo (52342; 2,343) | 10,767 | 0.072 | 0.09 | 0.01 | 0.00 |
| Urbana (52345; 2,568) | 8,777 | 0.115 | 0.14 | 0.02 | 0.00 |
| Vinton (52349; 5,501) | 7,051 | 0.177 | 0.22 | 0.03 | 0.00 |
| Walford (52351; 1,799) | 8,901 | 0.112 | 0.14 | 0.02 | 0.00 |
| Washington (52353; 7,568) | 5,844 | 0.250 | 0.31 | 0.04 | 0.00 |
| Wellman (52356; 1,662) | 11,958 | 0.056 | 0.07 | 0.01 | 0.00 |
| West Branch (52358; 2,609) | 9,301 | 0.101 | 0.12 | 0.02 | 0.00 |
| Williamsburg (52361; 3,068) | 9,255 | 0.102 | 0.13 | 0.02 | 0.00 |
| Cedar Rapids (52411; 126,658) | 292 | 5.063 | 6.22 | 0.80 | 0.05 |
| Ottumwa (52501; 23,730) | 3,010 | 0.655 | 0.80 | 0.10 | 0.01 |
| Albia (52531; 3,661) | 9,098 | 0.106 | 0.13 | 0.02 | 0.00 |
| Bloomfield (52538; 2,612) | 10,581 | 0.075 | 0.09 | 0.01 | 0.00 |
| Centerville (52544; 5,440) | 8,383 | 0.127 | 0.16 | 0.02 | 0.00 |
| Fairfield (52557; 9,318) | 5,623 | 0.266 | 0.33 | 0.04 | 0.00 |
| Oskaloosa (52577; 10,978) | 4,774 | 0.346 | 0.43 | 0.06 | 0.00 |
| Sigourney (52591; 2,097) | 11,880 | 0.057 | 0.07 | 0.01 | 0.00 |
| Burlington (52601; 22,139) | 2,894 | 0.684 | 0.84 | 0.11 | 0.01 |
| Fort Madison (52627; 11,648) | 4,605 | 0.366 | 0.45 | 0.06 | 0.00 |
| Keokuk (52632; 9,269) | 5,599 | 0.268 | 0.33 | 0.04 | 0.00 |
| Mediapolis (52637; 1,380) | 12,732 | 0.048 | 0.06 | 0.01 | 0.00 |
| Mount Pleasant (52641; 8,823) | 5,385 | 0.287 | 0.35 | 0.05 | 0.00 |
| New London (52645; 1,708) | 11,531 | 0.062 | 0.08 | 0.01 | 0.00 |
| Wapello (52653; 1,983) | 11,052 | 0.068 | 0.08 | 0.01 | 0.00 |
| West Burlington (52655; 3,122) | 8,918 | 0.111 | 0.14 | 0.02 | 0.00 |
| Bettendorf (52722; 32,670) | 1,322 | 1.620 | 1.99 | 0.26 | 0.02 |
| Blue Grass (52726; 1,527) | 10,749 | 0.073 | 0.09 | 0.01 | 0.00 |
| Buffalo (52728; 1,165) | 12,781 | 0.047 | 0.06 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Iowa - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|---------------|--------------|--------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Camanche (52730; 4,388) | 7,237 | 0.169 | 0.21 | 0.03 | 0.00 |
| Clinton (52736; 26,029) | 2,486 | 0.813 | 1.00 | 0.13 | 0.01 |
| Columbus Junction (52738; 1,854) | 11,968 | 0.056 | 0.07 | 0.01 | 0.00 |
| De Witt (52742; 5,574) | 6,135 | 0.228 | 0.28 | 0.04 | 0.00 |
| Durant (52747; 2,047) | 10,417 | 0.078 | 0.10 | 0.01 | 0.00 |
| Park View (52748; 2,169) | 9,312 | 0.101 | 0.12 | 0.02 | 0.00 |
| Eldridge (52748; 6,223) | 5,139 | 0.308 | 0.38 | 0.05 | 0.00 |
| Le Claire (52753; 3,773) | 7,511 | 0.158 | 0.19 | 0.03 | 0.00 |
| Lone Tree (52755; 1,193) | 12,852 | 0.046 | 0.06 | 0.01 | 0.00 |
| Muscatine (52761; 22,781) | 2,537 | 0.794 | 0.98 | 0.13 | 0.01 |
| Tipton (52772; 2,945) | 9,403 | 0.099 | 0.12 | 0.02 | 0.00 |
| Walcott (52773; 1,509) | 11,463 | 0.063 | 0.08 | 0.01 | 0.00 |
| West Liberty (52776; 4,205) | 7,810 | 0.146 | 0.18 | 0.02 | 0.00 |
| Wilton (52778; 2,945) | 8,629 | 0.119 | 0.15 | 0.02 | 0.00 |
| Davenport (52809; 98,355) | 514 | 3.351 | 4.12 | 0.53 | 0.03 |
| Total 2,150,416 | | 81.369 | 100.0 | 12.92 | 0.79 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

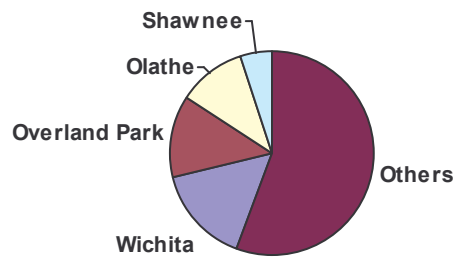
7.5 LATENT DEMAND BY YEAR - KANSAS

The Latent Demand for Graphic Design Services in Kansas: 2002 - 2012

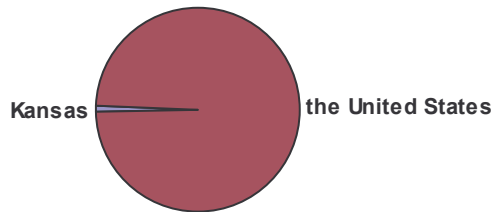
| Year | Kansas | % of Region | % of USA |
|------|--------|-------------|----------|
| 2002 | 90.58 | 14.72% | 0.88% |
| 2003 | 90.31 | 14.71% | 0.89% |
| 2004 | 90.04 | 14.70% | 0.89% |
| 2005 | 89.78 | 14.69% | 0.90% |
| 2006 | 89.92 | 14.69% | 0.90% |
| 2007 | 92.52 | 14.69% | 0.90% |
| 2008 | 95.62 | 14.70% | 0.89% |
| 2009 | 98.82 | 14.71% | 0.89% |
| 2010 | 102.13 | 14.72% | 0.88% |
| 2011 | 105.56 | 14.73% | 0.88% |
| 2012 | 109.09 | 14.73% | 0.88% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Kansas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Kansas: 2007



7.6 CITIES SORTED BY RANK - KANSAS

Kansas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Wichita (384,384) | 74 | 13.788 | 14.90 | 2.19 | 0.13 |
| Overland Park (211,900) | 90 | 11.822 | 12.78 | 1.88 | 0.11 |
| Olathe (171,824) | 121 | 9.431 | 10.19 | 1.50 | 0.09 |
| Shawnee (89,975) | 317 | 4.818 | 5.21 | 0.77 | 0.05 |
| Kansas City (139,422) | 394 | 4.134 | 4.47 | 0.66 | 0.04 |
| Topeka (119,991) | 427 | 3.872 | 4.18 | 0.61 | 0.04 |
| Leawood (35,841) | 525 | 3.299 | 3.57 | 0.52 | 0.03 |
| Lenexa (50,612) | 656 | 2.818 | 3.05 | 0.45 | 0.03 |
| Lawrence (87,396) | 689 | 2.721 | 2.94 | 0.43 | 0.03 |
| Manhattan (58,535) | 1,343 | 1.601 | 1.73 | 0.25 | 0.02 |
| Derby (30,193) | 1,352 | 1.587 | 1.71 | 0.25 | 0.02 |
| Gardner (33,778) | 1,387 | 1.541 | 1.67 | 0.24 | 0.01 |
| Salina (46,961) | 1,401 | 1.521 | 1.64 | 0.24 | 0.01 |
| Leavenworth (34,868) | 1,663 | 1.274 | 1.38 | 0.20 | 0.01 |
| Hutchinson (41,790) | 1,724 | 1.225 | 1.32 | 0.19 | 0.01 |
| Prairie Village (19,938) | 2,014 | 1.051 | 1.14 | 0.17 | 0.01 |
| Andover (18,369) | 2,199 | 0.943 | 1.02 | 0.15 | 0.01 |
| Dodge City (27,581) | 2,240 | 0.920 | 0.99 | 0.15 | 0.01 |
| Garden City (24,164) | 2,467 | 0.819 | 0.89 | 0.13 | 0.01 |
| Lansing (13,466) | 2,712 | 0.738 | 0.80 | 0.12 | 0.01 |
| Newton (21,378) | 2,725 | 0.734 | 0.79 | 0.12 | 0.01 |
| Emporia (26,241) | 2,759 | 0.726 | 0.78 | 0.12 | 0.01 |
| Liberal (21,964) | 2,775 | 0.720 | 0.78 | 0.11 | 0.01 |
| Spring Hill (14,750) | 3,235 | 0.597 | 0.65 | 0.09 | 0.01 |
| Haysville (13,965) | 3,282 | 0.585 | 0.63 | 0.09 | 0.01 |
| Mission Hills (3,327) | 3,379 | 0.564 | 0.61 | 0.09 | 0.01 |
| Goddard (12,345) | 3,415 | 0.558 | 0.60 | 0.09 | 0.01 |
| Bel Aire (9,150) | 3,461 | 0.550 | 0.59 | 0.09 | 0.01 |
| Hays (19,310) | 3,489 | 0.546 | 0.59 | 0.09 | 0.01 |
| McPherson (13,436) | 3,764 | 0.488 | 0.53 | 0.08 | 0.00 |
| Park City (12,217) | 3,859 | 0.470 | 0.51 | 0.07 | 0.00 |
| El Dorado (14,933) | 4,014 | 0.444 | 0.48 | 0.07 | 0.00 |
| Ottawa (14,387) | 4,040 | 0.440 | 0.48 | 0.07 | 0.00 |
| Merriam (10,109) | 4,044 | 0.440 | 0.48 | 0.07 | 0.00 |
| Pittsburg (18,866) | 4,264 | 0.410 | 0.44 | 0.07 | 0.00 |
| Mission (9,919) | 4,513 | 0.377 | 0.41 | 0.06 | 0.00 |
| Great Bend (13,470) | 4,544 | 0.373 | 0.40 | 0.06 | 0.00 |
| Winfield (11,438) | 4,702 | 0.354 | 0.38 | 0.06 | 0.00 |
| Roeland Park (7,557) | 4,746 | 0.349 | 0.38 | 0.06 | 0.00 |
| Basehor (7,216) | 4,808 | 0.342 | 0.37 | 0.05 | 0.00 |
| Augusta (8,977) | 4,860 | 0.337 | 0.36 | 0.05 | 0.00 |
| Tonganoxie (8,254) | 4,947 | 0.328 | 0.35 | 0.05 | 0.00 |
| Valley Center (7,146) | 4,972 | 0.325 | 0.35 | 0.05 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Kansas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Eudora (8,605) | 4,999 | 0.322 | 0.35 | 0.05 | 0.00 |
| Junction City (11,848) | 5,020 | 0.320 | 0.35 | 0.05 | 0.00 |
| Rose Hill (5,477) | 5,079 | 0.314 | 0.34 | 0.05 | 0.00 |
| Mulvane (7,042) | 5,265 | 0.297 | 0.32 | 0.05 | 0.00 |
| Arkansas City (11,130) | 5,331 | 0.291 | 0.32 | 0.05 | 0.00 |
| De Soto (6,971) | 5,345 | 0.291 | 0.31 | 0.05 | 0.00 |
| Bonner Springs (7,271) | 5,427 | 0.282 | 0.31 | 0.04 | 0.00 |
| Atchison (10,033) | 5,448 | 0.280 | 0.30 | 0.04 | 0.00 |
| Parsons (10,660) | 5,547 | 0.271 | 0.29 | 0.04 | 0.00 |
| Wellington (7,255) | 6,099 | 0.231 | 0.25 | 0.04 | 0.00 |
| Edwardsville (5,726) | 6,247 | 0.220 | 0.24 | 0.04 | 0.00 |
| Independence (8,193) | 6,294 | 0.218 | 0.24 | 0.03 | 0.00 |
| Fairway (3,557) | 6,296 | 0.218 | 0.24 | 0.03 | 0.00 |
| Chanute (8,026) | 6,324 | 0.216 | 0.23 | 0.03 | 0.00 |
| Fort Riley North (8,114) | 6,370 | 0.213 | 0.23 | 0.03 | 0.00 |
| Coffeyville (9,091) | 6,452 | 0.209 | 0.23 | 0.03 | 0.00 |
| Ulysses (5,233) | 6,591 | 0.201 | 0.22 | 0.03 | 0.00 |
| Louisburg (4,728) | 6,656 | 0.197 | 0.21 | 0.03 | 0.00 |
| Paola (5,640) | 6,830 | 0.189 | 0.20 | 0.03 | 0.00 |
| Abilene (5,984) | 6,964 | 0.182 | 0.20 | 0.03 | 0.00 |
| Pratt (5,911) | 7,013 | 0.179 | 0.19 | 0.03 | 0.00 |
| Baldwin City (4,590) | 7,018 | 0.178 | 0.19 | 0.03 | 0.00 |
| Fort Scott (7,345) | 7,042 | 0.177 | 0.19 | 0.03 | 0.00 |
| Hesston (3,996) | 7,638 | 0.153 | 0.17 | 0.02 | 0.00 |
| Maize (3,089) | 7,872 | 0.144 | 0.16 | 0.02 | 0.00 |
| Iola (5,466) | 7,885 | 0.143 | 0.16 | 0.02 | 0.00 |
| Wamego (4,161) | 7,920 | 0.142 | 0.15 | 0.02 | 0.00 |
| Hugoton (3,767) | 7,941 | 0.142 | 0.15 | 0.02 | 0.00 |
| Colby (4,328) | 8,146 | 0.135 | 0.15 | 0.02 | 0.00 |
| Concordia (4,536) | 8,346 | 0.128 | 0.14 | 0.02 | 0.00 |
| Osawatomie (4,463) | 8,721 | 0.117 | 0.13 | 0.02 | 0.00 |
| Clay Center (3,876) | 8,967 | 0.110 | 0.12 | 0.02 | 0.00 |
| Lindsborg (3,256) | 8,975 | 0.110 | 0.12 | 0.02 | 0.00 |
| Kechi (1,918) | 9,125 | 0.106 | 0.11 | 0.02 | 0.00 |
| Clearwater (2,232) | 9,295 | 0.102 | 0.11 | 0.02 | 0.00 |
| Frontenac (3,345) | 9,327 | 0.101 | 0.11 | 0.02 | 0.00 |
| Edgerton (2,194) | 9,412 | 0.099 | 0.11 | 0.02 | 0.00 |
| Goodland (3,485) | 9,441 | 0.098 | 0.11 | 0.02 | 0.00 |
| Oaklawn-Sunview (3,135) | 9,512 | 0.097 | 0.10 | 0.02 | 0.00 |
| Kingman (2,961) | 9,541 | 0.096 | 0.10 | 0.02 | 0.00 |
| Holton (3,325) | 9,560 | 0.095 | 0.10 | 0.02 | 0.00 |
| Garnett (3,353) | 9,572 | 0.095 | 0.10 | 0.02 | 0.00 |
| Baxter Springs (3,656) | 9,601 | 0.094 | 0.10 | 0.02 | 0.00 |
| Hiawatha (2,926) | 9,613 | 0.094 | 0.10 | 0.01 | 0.00 |
| Larned (3,089) | 9,622 | 0.094 | 0.10 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Kansas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Beloit (3,150) | 9,623 | 0.094 | 0.10 | 0.01 | 0.00 |
| Lyons (3,144) | 9,659 | 0.093 | 0.10 | 0.01 | 0.00 |
| Scott City (2,760) | 9,795 | 0.089 | 0.10 | 0.01 | 0.00 |
| Cimarron (2,378) | 9,847 | 0.088 | 0.10 | 0.01 | 0.00 |
| Russell (3,728) | 9,874 | 0.088 | 0.09 | 0.01 | 0.00 |
| Ellsworth (2,648) | 10,032 | 0.085 | 0.09 | 0.01 | 0.00 |
| Burlington (2,574) | 10,092 | 0.084 | 0.09 | 0.01 | 0.00 |
| Cheney (2,039) | 10,122 | 0.083 | 0.09 | 0.01 | 0.00 |
| Osage City (2,868) | 10,145 | 0.082 | 0.09 | 0.01 | 0.00 |
| Sedgwick (2,037) | 10,153 | 0.082 | 0.09 | 0.01 | 0.00 |
| St. Marys (2,398) | 10,166 | 0.082 | 0.09 | 0.01 | 0.00 |
| Lakin (2,262) | 10,345 | 0.079 | 0.09 | 0.01 | 0.00 |
| Sabetha (2,369) | 10,450 | 0.078 | 0.08 | 0.01 | 0.00 |
| Sterling (2,427) | 10,485 | 0.077 | 0.08 | 0.01 | 0.00 |
| Columbus (3,069) | 10,542 | 0.076 | 0.08 | 0.01 | 0.00 |
| Halstead (1,988) | 10,554 | 0.076 | 0.08 | 0.01 | 0.00 |
| Hoisington (2,951) | 10,640 | 0.074 | 0.08 | 0.01 | 0.00 |
| Holcomb (1,714) | 10,750 | 0.073 | 0.08 | 0.01 | 0.00 |
| Hillsboro (2,464) | 10,757 | 0.072 | 0.08 | 0.01 | 0.00 |
| Girard (2,445) | 10,778 | 0.072 | 0.08 | 0.01 | 0.00 |
| Colwich (1,540) | 10,859 | 0.071 | 0.08 | 0.01 | 0.00 |
| Marysville (2,521) | 10,871 | 0.071 | 0.08 | 0.01 | 0.00 |
| Norton (2,548) | 10,963 | 0.069 | 0.08 | 0.01 | 0.00 |
| Galena (2,994) | 11,046 | 0.068 | 0.07 | 0.01 | 0.00 |
| Douglass (1,799) | 11,205 | 0.066 | 0.07 | 0.01 | 0.00 |
| Phillipsburg (1,970) | 11,329 | 0.064 | 0.07 | 0.01 | 0.00 |
| Silver Lake (1,337) | 11,397 | 0.063 | 0.07 | 0.01 | 0.00 |
| Minneapolis (2,013) | 11,439 | 0.063 | 0.07 | 0.01 | 0.00 |
| Moundridge (1,807) | 11,566 | 0.061 | 0.07 | 0.01 | 0.00 |
| South Hutchinson (2,342) | 11,567 | 0.061 | 0.07 | 0.01 | 0.00 |
| Eureka (2,559) | 11,604 | 0.061 | 0.07 | 0.01 | 0.00 |
| Westwood (1,362) | 11,644 | 0.060 | 0.07 | 0.01 | 0.00 |
| North Newton (1,740) | 11,825 | 0.058 | 0.06 | 0.01 | 0.00 |
| Sublette (1,592) | 11,861 | 0.057 | 0.06 | 0.01 | 0.00 |
| Wellsville (1,645) | 11,913 | 0.057 | 0.06 | 0.01 | 0.00 |
| Elkhart (1,685) | 11,941 | 0.056 | 0.06 | 0.01 | 0.00 |
| Herington (2,205) | 11,982 | 0.056 | 0.06 | 0.01 | 0.00 |
| Seneca (1,926) | 12,143 | 0.054 | 0.06 | 0.01 | 0.00 |
| Council Grove (2,063) | 12,179 | 0.054 | 0.06 | 0.01 | 0.00 |
| Neodesha (2,270) | 12,234 | 0.053 | 0.06 | 0.01 | 0.00 |
| Medicine Lodge (1,648) | 12,317 | 0.052 | 0.06 | 0.01 | 0.00 |
| Oswego (1,873) | 12,370 | 0.052 | 0.06 | 0.01 | 0.00 |
| Cherryvale (2,044) | 12,390 | 0.051 | 0.06 | 0.01 | 0.00 |
| Syracuse (1,824) | 12,395 | 0.051 | 0.06 | 0.01 | 0.00 |
| Towanda (1,354) | 12,416 | 0.051 | 0.06 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Kansas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|--------------|-------------|
| Belle Plaine (1,482) | 12,435 | 0.051 | 0.05 | 0.01 | 0.00 |
| Buhler (1,278) | 12,446 | 0.051 | 0.05 | 0.01 | 0.00 |
| Marion (1,740) | 12,482 | 0.050 | 0.05 | 0.01 | 0.00 |
| Fredonia (2,181) | 12,495 | 0.050 | 0.05 | 0.01 | 0.00 |
| Caney (1,747) | 12,593 | 0.049 | 0.05 | 0.01 | 0.00 |
| Humboldt (1,771) | 12,666 | 0.048 | 0.05 | 0.01 | 0.00 |
| Ellinwood (1,816) | 12,672 | 0.048 | 0.05 | 0.01 | 0.00 |
| Johnson City (1,398) | 12,762 | 0.047 | 0.05 | 0.01 | 0.00 |
| Ellis (1,707) | 12,831 | 0.047 | 0.05 | 0.01 | 0.00 |
| Total 2,301,524 | | 92.521 | 100.0 | 14.69 | 0.90 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

7.7 CITIES SORTED BY ZIPCODE - KANSAS
Kansas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Atchison (66002; 10,033) | 5,448 | 0.280 | 0.30 | 0.04 | 0.00 |
| Baldwin City (66006; 4,590) | 7,018 | 0.178 | 0.19 | 0.03 | 0.00 |
| Basehor (66007; 7,216) | 4,808 | 0.342 | 0.37 | 0.05 | 0.00 |
| Bonner Springs (66012; 7,271) | 5,427 | 0.282 | 0.31 | 0.04 | 0.00 |
| De Soto (66019; 6,971) | 5,345 | 0.291 | 0.31 | 0.05 | 0.00 |
| Edgerton (66021; 2,194) | 9,412 | 0.099 | 0.11 | 0.02 | 0.00 |
| Eudora (66025; 8,605) | 4,999 | 0.322 | 0.35 | 0.05 | 0.00 |
| Gardner (66030; 33,778) | 1,387 | 1.541 | 1.67 | 0.24 | 0.01 |
| Garnett (66032; 3,353) | 9,572 | 0.095 | 0.10 | 0.02 | 0.00 |
| Lansing (66043; 13,466) | 2,712 | 0.738 | 0.80 | 0.12 | 0.01 |
| Leavenworth (66043; 34,868) | 1,663 | 1.274 | 1.38 | 0.20 | 0.01 |
| Lawrence (66045; 87,396) | 689 | 2.721 | 2.94 | 0.43 | 0.03 |
| Louisburg (66053; 4,728) | 6,656 | 0.197 | 0.21 | 0.03 | 0.00 |
| Olathe (66061; 171,824) | 121 | 9.431 | 10.19 | 1.50 | 0.09 |
| Osawatomie (66064; 4,463) | 8,721 | 0.117 | 0.13 | 0.02 | 0.00 |
| Ottawa (66067; 14,387) | 4,040 | 0.440 | 0.48 | 0.07 | 0.00 |
| Paola (66071; 5,640) | 6,830 | 0.189 | 0.20 | 0.03 | 0.00 |
| Spring Hill (66083; 14,750) | 3,235 | 0.597 | 0.65 | 0.09 | 0.01 |
| Tonganoxie (66086; 8,254) | 4,947 | 0.328 | 0.35 | 0.05 | 0.00 |
| Wellsville (66092; 1,645) | 11,913 | 0.057 | 0.06 | 0.01 | 0.00 |
| Kansas City (66102; 139,422) | 394 | 4.134 | 4.47 | 0.66 | 0.04 |
| Edwardsville (66111; 5,726) | 6,247 | 0.220 | 0.24 | 0.04 | 0.00 |
| Overland Park (66201; 211,900) | 90 | 11.822 | 12.78 | 1.88 | 0.11 |
| Merriam (66202; 10,109) | 4,044 | 0.440 | 0.48 | 0.07 | 0.00 |
| Fairway (66205; 3,557) | 6,296 | 0.218 | 0.24 | 0.03 | 0.00 |
| Roeland Park (66205; 7,557) | 4,746 | 0.349 | 0.38 | 0.06 | 0.00 |
| Westwood (66205; 1,362) | 11,644 | 0.060 | 0.07 | 0.01 | 0.00 |
| Prairie Village (66208; 19,938) | 2,014 | 1.051 | 1.14 | 0.17 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Kansas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Mission Hills (66208; 3,327) | 3,379 | 0.564 | 0.61 | 0.09 | 0.01 |
| Shawnee (66214; 89,975) | 317 | 4.818 | 5.21 | 0.77 | 0.05 |
| Lenexa (66214; 50,612) | 656 | 2.818 | 3.05 | 0.45 | 0.03 |
| Leawood (66224; 35,841) | 525 | 3.299 | 3.57 | 0.52 | 0.03 |
| Mission (66276; 9,919) | 4,513 | 0.377 | 0.41 | 0.06 | 0.00 |
| Hiawatha (66434; 2,926) | 9,613 | 0.094 | 0.10 | 0.01 | 0.00 |
| Holton (66436; 3,325) | 9,560 | 0.095 | 0.10 | 0.02 | 0.00 |
| Fort Riley North (66442; 8,114) | 6,370 | 0.213 | 0.23 | 0.03 | 0.00 |
| Junction City (66442; 11,848) | 5,020 | 0.320 | 0.35 | 0.05 | 0.00 |
| Manhattan (66503; 58,535) | 1,343 | 1.601 | 1.73 | 0.25 | 0.02 |
| Marysville (66508; 2,521) | 10,871 | 0.071 | 0.08 | 0.01 | 0.00 |
| Osage City (66523; 2,868) | 10,145 | 0.082 | 0.09 | 0.01 | 0.00 |
| Sabetha (66534; 2,369) | 10,450 | 0.078 | 0.08 | 0.01 | 0.00 |
| St. Marys (66536; 2,398) | 10,166 | 0.082 | 0.09 | 0.01 | 0.00 |
| Seneca (66538; 1,926) | 12,143 | 0.054 | 0.06 | 0.01 | 0.00 |
| Silver Lake (66539; 1,337) | 11,397 | 0.063 | 0.07 | 0.01 | 0.00 |
| Wamego (66547; 4,161) | 7,920 | 0.142 | 0.15 | 0.02 | 0.00 |
| Topeka (66618; 119,991) | 427 | 3.872 | 4.18 | 0.61 | 0.04 |
| Fort Scott (66701; 7,345) | 7,042 | 0.177 | 0.19 | 0.03 | 0.00 |
| Baxter Springs (66713; 3,656) | 9,601 | 0.094 | 0.10 | 0.02 | 0.00 |
| Chanute (66720; 8,026) | 6,324 | 0.216 | 0.23 | 0.03 | 0.00 |
| Columbus (66725; 3,069) | 10,542 | 0.076 | 0.08 | 0.01 | 0.00 |
| Fredonia (66736; 2,181) | 12,495 | 0.050 | 0.05 | 0.01 | 0.00 |
| Galena (66739; 2,994) | 11,046 | 0.068 | 0.07 | 0.01 | 0.00 |
| Girard (66743; 2,445) | 10,778 | 0.072 | 0.08 | 0.01 | 0.00 |
| Humboldt (66748; 1,771) | 12,666 | 0.048 | 0.05 | 0.01 | 0.00 |
| Iola (66749; 5,466) | 7,885 | 0.143 | 0.16 | 0.02 | 0.00 |
| Neodesha (66757; 2,270) | 12,234 | 0.053 | 0.06 | 0.01 | 0.00 |
| Pittsburg (66763; 18,866) | 4,264 | 0.410 | 0.44 | 0.07 | 0.00 |
| Frontenac (66763; 3,345) | 9,327 | 0.101 | 0.11 | 0.02 | 0.00 |
| Emporia (66801; 26,241) | 2,759 | 0.726 | 0.78 | 0.12 | 0.01 |
| Burlington (66839; 2,574) | 10,092 | 0.084 | 0.09 | 0.01 | 0.00 |
| Council Grove (66846; 2,063) | 12,179 | 0.054 | 0.06 | 0.01 | 0.00 |
| Marion (66861; 1,740) | 12,482 | 0.050 | 0.05 | 0.01 | 0.00 |
| Concordia (66901; 4,536) | 8,346 | 0.128 | 0.14 | 0.02 | 0.00 |
| Andover (67002; 18,369) | 2,199 | 0.943 | 1.02 | 0.15 | 0.01 |
| Arkansas City (67005; 11,130) | 5,331 | 0.291 | 0.32 | 0.05 | 0.00 |
| Augusta (67010; 8,977) | 4,860 | 0.337 | 0.36 | 0.05 | 0.00 |
| Belle Plaine (67013; 1,482) | 12,435 | 0.051 | 0.05 | 0.01 | 0.00 |
| Cheney (67025; 2,039) | 10,122 | 0.083 | 0.09 | 0.01 | 0.00 |
| Clearwater (67026; 2,232) | 9,295 | 0.102 | 0.11 | 0.02 | 0.00 |
| Colwich (67030; 1,540) | 10,859 | 0.071 | 0.08 | 0.01 | 0.00 |
| Derby (67037; 30,193) | 1,352 | 1.587 | 1.71 | 0.25 | 0.02 |
| Douglass (67039; 1,799) | 11,205 | 0.066 | 0.07 | 0.01 | 0.00 |
| El Dorado (67042; 14,933) | 4,014 | 0.444 | 0.48 | 0.07 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Kansas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Eureka (67045; 2,559) | 11,604 | 0.061 | 0.07 | 0.01 | 0.00 |
| Goddard (67052; 12,345) | 3,415 | 0.558 | 0.60 | 0.09 | 0.01 |
| Halstead (67056; 1,988) | 10,554 | 0.076 | 0.08 | 0.01 | 0.00 |
| Haysville (67060; 13,965) | 3,282 | 0.585 | 0.63 | 0.09 | 0.01 |
| Hesston (67062; 3,996) | 7,638 | 0.153 | 0.17 | 0.02 | 0.00 |
| Hillsboro (67063; 2,464) | 10,757 | 0.072 | 0.08 | 0.01 | 0.00 |
| Kechi (67067; 1,918) | 9,125 | 0.106 | 0.11 | 0.02 | 0.00 |
| Kingman (67068; 2,961) | 9,541 | 0.096 | 0.10 | 0.02 | 0.00 |
| Medicine Lodge (67071; 1,648) | 12,317 | 0.052 | 0.06 | 0.01 | 0.00 |
| Maize (67101; 3,089) | 7,872 | 0.144 | 0.16 | 0.02 | 0.00 |
| Moundridge (67107; 1,807) | 11,566 | 0.061 | 0.07 | 0.01 | 0.00 |
| Mulvane (67110; 7,042) | 5,265 | 0.297 | 0.32 | 0.05 | 0.00 |
| Newton (67114; 21,378) | 2,725 | 0.734 | 0.79 | 0.12 | 0.01 |
| North Newton (67117; 1,740) | 11,825 | 0.058 | 0.06 | 0.01 | 0.00 |
| Pratt (67124; 5,911) | 7,013 | 0.179 | 0.19 | 0.03 | 0.00 |
| Rose Hill (67133; 5,477) | 5,079 | 0.314 | 0.34 | 0.05 | 0.00 |
| Sedgwick (67135; 2,037) | 10,153 | 0.082 | 0.09 | 0.01 | 0.00 |
| Towanda (67144; 1,354) | 12,416 | 0.051 | 0.06 | 0.01 | 0.00 |
| Valley Center (67147; 7,146) | 4,972 | 0.325 | 0.35 | 0.05 | 0.00 |
| Wellington (67152; 7,255) | 6,099 | 0.231 | 0.25 | 0.04 | 0.00 |
| Winfield (67156; 11,438) | 4,702 | 0.354 | 0.38 | 0.06 | 0.00 |
| Oaklawn-Sunview (67216; 3,135) | 9,512 | 0.097 | 0.10 | 0.02 | 0.00 |
| Park City (67219; 12,217) | 3,859 | 0.470 | 0.51 | 0.07 | 0.00 |
| Bel Aire (67220; 9,150) | 3,461 | 0.550 | 0.59 | 0.09 | 0.01 |
| Wichita (67275; 384,384) | 74 | 13.788 | 14.90 | 2.19 | 0.13 |
| Independence (67301; 8,193) | 6,294 | 0.218 | 0.24 | 0.03 | 0.00 |
| Caney (67333; 1,747) | 12,593 | 0.049 | 0.05 | 0.01 | 0.00 |
| Cherryvale (67335; 2,044) | 12,390 | 0.051 | 0.06 | 0.01 | 0.00 |
| Coffeyville (67337; 9,091) | 6,452 | 0.209 | 0.23 | 0.03 | 0.00 |
| Oswego (67356; 1,873) | 12,370 | 0.052 | 0.06 | 0.01 | 0.00 |
| Parsons (67357; 10,660) | 5,547 | 0.271 | 0.29 | 0.04 | 0.00 |
| Salina (67401; 46,961) | 1,401 | 1.521 | 1.64 | 0.24 | 0.01 |
| Abilene (67410; 5,984) | 6,964 | 0.182 | 0.20 | 0.03 | 0.00 |
| Beloit (67420; 3,150) | 9,623 | 0.094 | 0.10 | 0.01 | 0.00 |
| Clay Center (67432; 3,876) | 8,967 | 0.110 | 0.12 | 0.02 | 0.00 |
| Ellsworth (67439; 2,648) | 10,032 | 0.085 | 0.09 | 0.01 | 0.00 |
| Herington (67449; 2,205) | 11,982 | 0.056 | 0.06 | 0.01 | 0.00 |
| Lindsborg (67456; 3,256) | 8,975 | 0.110 | 0.12 | 0.02 | 0.00 |
| McPherson (67460; 13,436) | 3,764 | 0.488 | 0.53 | 0.08 | 0.00 |
| Minneapolis (67467; 2,013) | 11,439 | 0.063 | 0.07 | 0.01 | 0.00 |
| Hutchinson (67504; 41,790) | 1,724 | 1.225 | 1.32 | 0.19 | 0.01 |
| South Hutchinson (67505; 2,342) | 11,567 | 0.061 | 0.07 | 0.01 | 0.00 |
| Buhler (67522; 1,278) | 12,446 | 0.051 | 0.05 | 0.01 | 0.00 |
| Ellinwood (67526; 1,816) | 12,672 | 0.048 | 0.05 | 0.01 | 0.00 |
| Great Bend (67530; 13,470) | 4,544 | 0.373 | 0.40 | 0.06 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Kansas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|---------------|--------------|--------------|-------------|
| Hoisington (67544; 2,951) | 10,640 | 0.074 | 0.08 | 0.01 | 0.00 |
| Larned (67550; 3,089) | 9,622 | 0.094 | 0.10 | 0.01 | 0.00 |
| Lyons (67554; 3,144) | 9,659 | 0.093 | 0.10 | 0.01 | 0.00 |
| Sterling (67579; 2,427) | 10,485 | 0.077 | 0.08 | 0.01 | 0.00 |
| Ellis (67637; 1,707) | 12,831 | 0.047 | 0.05 | 0.01 | 0.00 |
| Norton (67654; 2,548) | 10,963 | 0.069 | 0.08 | 0.01 | 0.00 |
| Phillipsburg (67661; 1,970) | 11,329 | 0.064 | 0.07 | 0.01 | 0.00 |
| Russell (67665; 3,728) | 9,874 | 0.088 | 0.09 | 0.01 | 0.00 |
| Hays (67667; 19,310) | 3,489 | 0.546 | 0.59 | 0.09 | 0.01 |
| Colby (67701; 4,328) | 8,146 | 0.135 | 0.15 | 0.02 | 0.00 |
| Goodland (67735; 3,485) | 9,441 | 0.098 | 0.11 | 0.02 | 0.00 |
| Dodge City (67801; 27,581) | 2,240 | 0.920 | 0.99 | 0.15 | 0.01 |
| Cimarron (67835; 2,378) | 9,847 | 0.088 | 0.10 | 0.01 | 0.00 |
| Holcomb (67851; 1,714) | 10,750 | 0.073 | 0.08 | 0.01 | 0.00 |
| Johnson City (67855; 1,398) | 12,762 | 0.047 | 0.05 | 0.01 | 0.00 |
| Lakin (67860; 2,262) | 10,345 | 0.079 | 0.09 | 0.01 | 0.00 |
| Garden City (67868; 24,164) | 2,467 | 0.819 | 0.89 | 0.13 | 0.01 |
| Scott City (67871; 2,760) | 9,795 | 0.089 | 0.10 | 0.01 | 0.00 |
| Sublette (67877; 1,592) | 11,861 | 0.057 | 0.06 | 0.01 | 0.00 |
| Syracuse (67878; 1,824) | 12,395 | 0.051 | 0.06 | 0.01 | 0.00 |
| Ulysses (67880; 5,233) | 6,591 | 0.201 | 0.22 | 0.03 | 0.00 |
| Liberal (67905; 21,964) | 2,775 | 0.720 | 0.78 | 0.11 | 0.01 |
| Elkhart (67950; 1,685) | 11,941 | 0.056 | 0.06 | 0.01 | 0.00 |
| Hugoton (67951; 3,767) | 7,941 | 0.142 | 0.15 | 0.02 | 0.00 |
| Total 2,301,524 | | 92.521 | 100.0 | 14.69 | 0.90 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

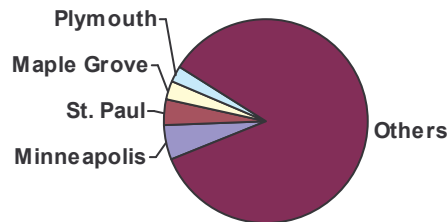
7.8 LATENT DEMAND BY YEAR - MINNESOTA

The Latent Demand for Graphic Design Services in Minnesota: 2002 - 2012

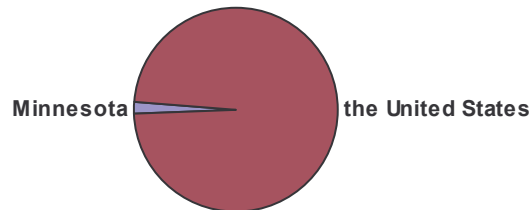
| Year | Minnesota | % of Region | % of USA |
|------|-----------|-------------|----------|
| 2002 | 213.66 | 34.72% | 2.08% |
| 2003 | 212.71 | 34.65% | 2.09% |
| 2004 | 211.76 | 34.58% | 2.10% |
| 2005 | 210.82 | 34.51% | 2.10% |
| 2006 | 210.92 | 34.45% | 2.11% |
| 2007 | 217.26 | 34.51% | 2.10% |
| 2008 | 224.87 | 34.58% | 2.10% |
| 2009 | 232.74 | 34.65% | 2.09% |
| 2010 | 240.88 | 34.72% | 2.09% |
| 2011 | 249.31 | 34.78% | 2.08% |
| 2012 | 258.04 | 34.85% | 2.07% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Minnesota - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Minnesota: 2007



7.9 CITIES SORTED BY RANK - MINNESOTA

Minnesota - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Minneapolis (348,730) | 93 | 11.753 | 5.41 | 1.87 | 0.11 |
| St. Paul (248,888) | 133 | 8.565 | 3.94 | 1.36 | 0.08 |
| Maple Grove (92,462) | 210 | 6.246 | 2.87 | 0.99 | 0.06 |
| Plymouth (82,894) | 243 | 5.665 | 2.61 | 0.90 | 0.05 |
| Eden Prairie (80,652) | 249 | 5.607 | 2.58 | 0.89 | 0.05 |
| Rochester (119,811) | 278 | 5.220 | 2.40 | 0.83 | 0.05 |
| Lakeville (74,410) | 323 | 4.781 | 2.20 | 0.76 | 0.05 |
| Shakopee (85,023) | 351 | 4.462 | 2.05 | 0.71 | 0.04 |
| Blaine (81,380) | 370 | 4.277 | 1.97 | 0.68 | 0.04 |
| Woodbury (62,487) | 381 | 4.221 | 1.94 | 0.67 | 0.04 |
| Apple Valley (64,241) | 411 | 3.977 | 1.83 | 0.63 | 0.04 |
| Eagan (65,851) | 418 | 3.938 | 1.81 | 0.63 | 0.04 |
| Bloomington (72,664) | 479 | 3.523 | 1.62 | 0.56 | 0.03 |
| Brooklyn Park (69,570) | 486 | 3.493 | 1.61 | 0.55 | 0.03 |
| Prior Lake (50,873) | 505 | 3.403 | 1.57 | 0.54 | 0.03 |
| Coon Rapids (66,169) | 534 | 3.262 | 1.50 | 0.52 | 0.03 |
| Savage (46,463) | 567 | 3.097 | 1.43 | 0.49 | 0.03 |
| Burnsville (56,925) | 620 | 2.928 | 1.35 | 0.47 | 0.03 |
| Minnetonka (46,557) | 630 | 2.891 | 1.33 | 0.46 | 0.03 |
| St. Cloud (82,860) | 679 | 2.746 | 1.26 | 0.44 | 0.03 |
| St. Michael (44,136) | 684 | 2.738 | 1.26 | 0.43 | 0.03 |
| Andover (40,059) | 695 | 2.711 | 1.25 | 0.43 | 0.03 |
| Farmington (47,899) | 727 | 2.630 | 1.21 | 0.42 | 0.03 |
| Chanhassen (33,242) | 780 | 2.484 | 1.14 | 0.39 | 0.02 |
| Edina (42,318) | 784 | 2.479 | 1.14 | 0.39 | 0.02 |
| Duluth (81,515) | 799 | 2.443 | 1.12 | 0.39 | 0.02 |
| Chaska (41,663) | 892 | 2.231 | 1.03 | 0.35 | 0.02 |
| Cottage Grove (37,319) | 923 | 2.180 | 1.00 | 0.35 | 0.02 |
| Inver Grove Heights (41,534) | 924 | 2.178 | 1.00 | 0.35 | 0.02 |
| Otsego (39,218) | 1,028 | 1.999 | 0.92 | 0.32 | 0.02 |
| Rosemount (33,572) | 1,044 | 1.964 | 0.90 | 0.31 | 0.02 |
| Elk River (37,634) | 1,058 | 1.941 | 0.89 | 0.31 | 0.02 |
| Lino Lakes (28,257) | 1,099 | 1.899 | 0.87 | 0.30 | 0.02 |
| Shoreview (30,449) | 1,110 | 1.884 | 0.87 | 0.30 | 0.02 |
| St. Louis Park (42,056) | 1,143 | 1.839 | 0.85 | 0.29 | 0.02 |
| Ramsey (29,131) | 1,184 | 1.784 | 0.82 | 0.28 | 0.02 |
| Rogers (26,917) | 1,212 | 1.747 | 0.80 | 0.28 | 0.02 |
| Maplewood (37,371) | 1,241 | 1.711 | 0.79 | 0.27 | 0.02 |
| Hugo (28,517) | 1,336 | 1.606 | 0.74 | 0.26 | 0.02 |
| Champlin (26,965) | 1,357 | 1.575 | 0.73 | 0.25 | 0.02 |
| Oakdale (30,480) | 1,398 | 1.523 | 0.70 | 0.24 | 0.01 |
| Roseville (29,840) | 1,578 | 1.352 | 0.62 | 0.21 | 0.01 |
| Hastings (28,442) | 1,595 | 1.341 | 0.62 | 0.21 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Minnesota - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Ham Lake (21,855) | 1,616 | 1.314 | 0.60 | 0.21 | 0.01 |
| Richfield (32,408) | 1,621 | 1.309 | 0.60 | 0.21 | 0.01 |
| Stillwater (25,040) | 1,669 | 1.270 | 0.58 | 0.20 | 0.01 |
| Isanti (32,711) | 1,678 | 1.265 | 0.58 | 0.20 | 0.01 |
| Mankato (41,395) | 1,695 | 1.247 | 0.57 | 0.20 | 0.01 |
| Sartell (25,560) | 1,769 | 1.192 | 0.55 | 0.19 | 0.01 |
| Moorhead (37,343) | 1,827 | 1.153 | 0.53 | 0.18 | 0.01 |
| Buffalo (26,098) | 1,833 | 1.148 | 0.53 | 0.18 | 0.01 |
| Owatonna (27,996) | 1,859 | 1.134 | 0.52 | 0.18 | 0.01 |
| Golden Valley (19,959) | 1,919 | 1.099 | 0.51 | 0.17 | 0.01 |
| Fridley (25,513) | 1,930 | 1.095 | 0.50 | 0.17 | 0.01 |
| White Bear Lake (23,266) | 1,939 | 1.093 | 0.50 | 0.17 | 0.01 |
| Northfield (23,585) | 2,019 | 1.046 | 0.48 | 0.17 | 0.01 |
| Big Lake (22,570) | 2,070 | 1.015 | 0.47 | 0.16 | 0.01 |
| Victoria (12,976) | 2,098 | 0.999 | 0.46 | 0.16 | 0.01 |
| Albertville (19,125) | 2,111 | 0.989 | 0.46 | 0.16 | 0.01 |
| Monticello (24,111) | 2,148 | 0.971 | 0.45 | 0.15 | 0.01 |
| Brooklyn Center (24,258) | 2,170 | 0.960 | 0.44 | 0.15 | 0.01 |
| Faribault (25,598) | 2,226 | 0.928 | 0.43 | 0.15 | 0.01 |
| St. Francis (19,465) | 2,287 | 0.898 | 0.41 | 0.14 | 0.01 |
| North Branch (19,469) | 2,347 | 0.869 | 0.40 | 0.14 | 0.01 |
| New Brighton (18,244) | 2,379 | 0.856 | 0.39 | 0.14 | 0.01 |
| Crystal (19,604) | 2,404 | 0.848 | 0.39 | 0.13 | 0.01 |
| Mendota Heights (11,208) | 2,505 | 0.807 | 0.37 | 0.13 | 0.01 |
| East Bethel (15,102) | 2,586 | 0.776 | 0.36 | 0.12 | 0.01 |
| Waconia (15,292) | 2,656 | 0.756 | 0.35 | 0.12 | 0.01 |
| Lake Elmo (10,836) | 2,702 | 0.739 | 0.34 | 0.12 | 0.01 |
| New Hope (17,514) | 2,752 | 0.727 | 0.33 | 0.12 | 0.01 |
| Minnetrissa (9,067) | 2,755 | 0.727 | 0.33 | 0.12 | 0.01 |
| Austin (24,076) | 2,771 | 0.721 | 0.33 | 0.11 | 0.01 |
| Winona (24,668) | 2,778 | 0.719 | 0.33 | 0.11 | 0.01 |
| South St. Paul (17,558) | 2,834 | 0.705 | 0.32 | 0.11 | 0.01 |
| West St. Paul (18,557) | 2,915 | 0.677 | 0.31 | 0.11 | 0.01 |
| Baxter (14,544) | 2,924 | 0.675 | 0.31 | 0.11 | 0.01 |
| Vadnais Heights (12,299) | 2,968 | 0.664 | 0.31 | 0.11 | 0.01 |
| Shorewood (7,703) | 2,980 | 0.660 | 0.30 | 0.10 | 0.01 |
| Orono (8,388) | 2,991 | 0.657 | 0.30 | 0.10 | 0.01 |
| North Oaks (4,958) | 3,000 | 0.656 | 0.30 | 0.10 | 0.01 |
| Anoka (17,008) | 3,046 | 0.644 | 0.30 | 0.10 | 0.01 |
| Sauk Rapids (15,734) | 3,059 | 0.640 | 0.29 | 0.10 | 0.01 |
| Mahtomedi (9,878) | 3,085 | 0.633 | 0.29 | 0.10 | 0.01 |
| Oak Grove (10,146) | 3,093 | 0.632 | 0.29 | 0.10 | 0.01 |
| Columbia Heights (17,502) | 3,102 | 0.630 | 0.29 | 0.10 | 0.01 |
| Hanover (9,423) | 3,161 | 0.616 | 0.28 | 0.10 | 0.01 |
| Red Wing (15,295) | 3,251 | 0.593 | 0.27 | 0.09 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Minnesota - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Zimmerman (13,350) | 3,285 | 0.584 | 0.27 | 0.09 | 0.01 |
| Medina (7,279) | 3,333 | 0.574 | 0.26 | 0.09 | 0.01 |
| North Mankato (13,182) | 3,347 | 0.571 | 0.26 | 0.09 | 0.01 |
| Hopkins (16,404) | 3,348 | 0.571 | 0.26 | 0.09 | 0.01 |
| Hutchinson (14,948) | 3,397 | 0.561 | 0.26 | 0.09 | 0.01 |
| New Prague (14,746) | 3,488 | 0.546 | 0.25 | 0.09 | 0.01 |
| Arden Hills (9,311) | 3,534 | 0.535 | 0.25 | 0.09 | 0.01 |
| Hermantown (11,926) | 3,566 | 0.528 | 0.24 | 0.08 | 0.01 |
| Willmar (17,772) | 3,567 | 0.528 | 0.24 | 0.08 | 0.01 |
| Mounds View (11,281) | 3,607 | 0.520 | 0.24 | 0.08 | 0.01 |
| Carver (8,893) | 3,649 | 0.514 | 0.24 | 0.08 | 0.00 |
| Byron (9,690) | 3,683 | 0.506 | 0.23 | 0.08 | 0.00 |
| Robbinsdale (11,750) | 3,693 | 0.503 | 0.23 | 0.08 | 0.00 |
| Mound (9,327) | 3,698 | 0.502 | 0.23 | 0.08 | 0.00 |
| New Ulm (14,037) | 3,710 | 0.499 | 0.23 | 0.08 | 0.00 |
| North St. Paul (10,653) | 3,799 | 0.481 | 0.22 | 0.08 | 0.00 |
| Albert Lea (16,313) | 3,826 | 0.475 | 0.22 | 0.08 | 0.00 |
| Hibbing (15,675) | 3,898 | 0.464 | 0.21 | 0.07 | 0.00 |
| St. Peter (12,442) | 4,008 | 0.445 | 0.21 | 0.07 | 0.00 |
| Jordan (10,260) | 4,106 | 0.432 | 0.20 | 0.07 | 0.00 |
| Bemidji (16,949) | 4,173 | 0.422 | 0.19 | 0.07 | 0.00 |
| Corcoran (5,908) | 4,234 | 0.414 | 0.19 | 0.07 | 0.00 |
| Becker (9,061) | 4,284 | 0.408 | 0.19 | 0.06 | 0.00 |
| Fergus Falls (14,469) | 4,302 | 0.404 | 0.19 | 0.06 | 0.00 |
| Little Canada (9,421) | 4,407 | 0.390 | 0.18 | 0.06 | 0.00 |
| Cambridge (12,430) | 4,408 | 0.390 | 0.18 | 0.06 | 0.00 |
| Cloquet (12,272) | 4,418 | 0.389 | 0.18 | 0.06 | 0.00 |
| Marshall (11,466) | 4,435 | 0.386 | 0.18 | 0.06 | 0.00 |
| Alexandria (15,970) | 4,478 | 0.381 | 0.18 | 0.06 | 0.00 |
| Kasson (8,669) | 4,507 | 0.377 | 0.17 | 0.06 | 0.00 |
| Wyoming (7,561) | 4,509 | 0.377 | 0.17 | 0.06 | 0.00 |
| Grant (4,307) | 4,524 | 0.376 | 0.17 | 0.06 | 0.00 |
| Montrose (10,671) | 4,530 | 0.375 | 0.17 | 0.06 | 0.00 |
| Brainerd (15,597) | 4,552 | 0.372 | 0.17 | 0.06 | 0.00 |
| Circle Pines (6,487) | 4,756 | 0.348 | 0.16 | 0.06 | 0.00 |
| Worthington (10,531) | 4,842 | 0.339 | 0.16 | 0.05 | 0.00 |
| Independence (4,552) | 5,025 | 0.320 | 0.15 | 0.05 | 0.00 |
| Centerville (5,522) | 5,096 | 0.312 | 0.14 | 0.05 | 0.00 |
| Deephaven (3,466) | 5,103 | 0.312 | 0.14 | 0.05 | 0.00 |
| Pine Island (7,249) | 5,169 | 0.306 | 0.14 | 0.05 | 0.00 |
| Lindstrom (7,599) | 5,195 | 0.303 | 0.14 | 0.05 | 0.00 |
| Watertown (7,092) | 5,235 | 0.299 | 0.14 | 0.05 | 0.00 |
| Waseca (8,493) | 5,241 | 0.298 | 0.14 | 0.05 | 0.00 |
| Fairmont (9,597) | 5,381 | 0.287 | 0.13 | 0.05 | 0.00 |
| Spring Lake Park (6,912) | 5,396 | 0.286 | 0.13 | 0.05 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Minnesota - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| St. Joseph (8,213) | 5,412 | 0.284 | 0.13 | 0.05 | 0.00 |
| St. Anthony (6,723) | 5,452 | 0.280 | 0.13 | 0.04 | 0.00 |
| Greenfield (3,767) | 5,558 | 0.271 | 0.12 | 0.04 | 0.00 |
| Forest Lake (6,798) | 5,598 | 0.268 | 0.12 | 0.04 | 0.00 |
| Dayton (4,495) | 5,612 | 0.267 | 0.12 | 0.04 | 0.00 |
| Little Falls (9,783) | 5,635 | 0.265 | 0.12 | 0.04 | 0.00 |
| East Grand Forks (8,218) | 5,693 | 0.262 | 0.12 | 0.04 | 0.00 |
| Belle Plaine (5,816) | 5,711 | 0.259 | 0.12 | 0.04 | 0.00 |
| Delano (5,518) | 5,717 | 0.259 | 0.12 | 0.04 | 0.00 |
| Lonsdale (5,727) | 5,779 | 0.254 | 0.12 | 0.04 | 0.00 |
| St. Bonifacius (4,330) | 5,810 | 0.252 | 0.12 | 0.04 | 0.00 |
| Detroit Lakes (9,634) | 5,835 | 0.250 | 0.12 | 0.04 | 0.00 |
| Glencoe (5,787) | 5,958 | 0.240 | 0.11 | 0.04 | 0.00 |
| Lake City (6,564) | 5,995 | 0.237 | 0.11 | 0.04 | 0.00 |
| Princeton (7,496) | 6,035 | 0.234 | 0.11 | 0.04 | 0.00 |
| Waite Park (7,803) | 6,038 | 0.234 | 0.11 | 0.04 | 0.00 |
| Afton (2,932) | 6,086 | 0.232 | 0.11 | 0.04 | 0.00 |
| Grand Rapids (8,947) | 6,110 | 0.230 | 0.11 | 0.04 | 0.00 |
| Falcon Heights (5,035) | 6,120 | 0.230 | 0.11 | 0.04 | 0.00 |
| Rockford (4,993) | 6,148 | 0.228 | 0.10 | 0.04 | 0.00 |
| Rush City (7,491) | 6,150 | 0.228 | 0.10 | 0.04 | 0.00 |
| Stewartville (5,763) | 6,178 | 0.226 | 0.10 | 0.04 | 0.00 |
| Litchfield (6,990) | 6,211 | 0.223 | 0.10 | 0.04 | 0.00 |
| Thief River Falls (8,175) | 6,213 | 0.223 | 0.10 | 0.04 | 0.00 |
| Crookston (7,252) | 6,217 | 0.223 | 0.10 | 0.04 | 0.00 |
| La Crescent (5,500) | 6,230 | 0.222 | 0.10 | 0.04 | 0.00 |
| St. Paul Park (4,872) | 6,261 | 0.220 | 0.10 | 0.03 | 0.00 |
| Wayzata (3,595) | 6,421 | 0.210 | 0.10 | 0.03 | 0.00 |
| Virginia (7,746) | 6,635 | 0.198 | 0.09 | 0.03 | 0.00 |
| Le Sueur (5,161) | 6,719 | 0.194 | 0.09 | 0.03 | 0.00 |
| Oak Park Heights (4,216) | 6,973 | 0.181 | 0.08 | 0.03 | 0.00 |
| Redwood Falls (4,972) | 7,177 | 0.171 | 0.08 | 0.03 | 0.00 |
| Cannon Falls (4,405) | 7,468 | 0.159 | 0.07 | 0.03 | 0.00 |
| Morris (5,594) | 7,501 | 0.158 | 0.07 | 0.03 | 0.00 |
| Chisago City (4,569) | 7,580 | 0.156 | 0.07 | 0.02 | 0.00 |
| Norwood Young America (3,677) | 7,690 | 0.151 | 0.07 | 0.02 | 0.00 |
| St. Charles (3,961) | 7,694 | 0.150 | 0.07 | 0.02 | 0.00 |
| Bayport (3,161) | 7,737 | 0.149 | 0.07 | 0.02 | 0.00 |
| Montevideo (5,158) | 7,742 | 0.149 | 0.07 | 0.02 | 0.00 |
| Newport (3,625) | 7,805 | 0.146 | 0.07 | 0.02 | 0.00 |
| International Falls (5,366) | 7,923 | 0.142 | 0.07 | 0.02 | 0.00 |
| Dellwood (1,217) | 8,000 | 0.140 | 0.06 | 0.02 | 0.00 |
| Sauk Centre (4,040) | 8,132 | 0.135 | 0.06 | 0.02 | 0.00 |
| Luverne (4,121) | 8,186 | 0.133 | 0.06 | 0.02 | 0.00 |
| Zumbrota (3,469) | 8,331 | 0.128 | 0.06 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Minnesota - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------|----------|-----------|---------|----------|-------|
| Goodview (3,215) | 8,455 | 0.125 | 0.06 | 0.02 | 0.00 |
| Arnold (3,032) | 8,468 | 0.124 | 0.06 | 0.02 | 0.00 |
| Lakeland (1,805) | 8,519 | 0.123 | 0.06 | 0.02 | 0.00 |
| Winsted (3,308) | 8,536 | 0.122 | 0.06 | 0.02 | 0.00 |
| Plainview (3,424) | 8,566 | 0.121 | 0.06 | 0.02 | 0.00 |
| Windom (4,367) | 8,636 | 0.119 | 0.05 | 0.02 | 0.00 |
| Dodge Center (3,390) | 8,653 | 0.119 | 0.05 | 0.02 | 0.00 |
| Mora (4,361) | 8,668 | 0.118 | 0.05 | 0.02 | 0.00 |
| Dilworth (3,832) | 8,689 | 0.118 | 0.05 | 0.02 | 0.00 |
| Sleepy Eye (3,557) | 8,701 | 0.117 | 0.05 | 0.02 | 0.00 |
| St. James (3,956) | 8,724 | 0.117 | 0.05 | 0.02 | 0.00 |
| Osseo (3,073) | 8,735 | 0.116 | 0.05 | 0.02 | 0.00 |
| Tonka Bay (1,540) | 8,751 | 0.116 | 0.05 | 0.02 | 0.00 |
| Annandale (3,428) | 8,773 | 0.115 | 0.05 | 0.02 | 0.00 |
| Two Harbors (3,428) | 8,799 | 0.115 | 0.05 | 0.02 | 0.00 |
| Pipestone (4,094) | 8,945 | 0.110 | 0.05 | 0.02 | 0.00 |
| Eagle Lake (2,615) | 9,030 | 0.108 | 0.05 | 0.02 | 0.00 |
| Chisholm (4,215) | 9,089 | 0.107 | 0.05 | 0.02 | 0.00 |
| Melrose (3,480) | 9,095 | 0.106 | 0.05 | 0.02 | 0.00 |
| Foley (3,074) | 9,159 | 0.105 | 0.05 | 0.02 | 0.00 |
| Nisswa (2,429) | 9,188 | 0.104 | 0.05 | 0.02 | 0.00 |
| Jackson (3,363) | 9,370 | 0.100 | 0.05 | 0.02 | 0.00 |
| Montgomery (3,270) | 9,399 | 0.099 | 0.05 | 0.02 | 0.00 |
| Cold Spring (2,975) | 9,406 | 0.099 | 0.05 | 0.02 | 0.00 |
| Pine City (3,797) | 9,442 | 0.098 | 0.05 | 0.02 | 0.00 |
| Milaca (4,073) | 9,473 | 0.097 | 0.04 | 0.02 | 0.00 |
| Chatfield (2,491) | 9,479 | 0.097 | 0.04 | 0.02 | 0.00 |
| Blue Earth (3,115) | 9,510 | 0.097 | 0.04 | 0.02 | 0.00 |
| Cohasset (2,461) | 9,523 | 0.096 | 0.04 | 0.02 | 0.00 |
| Breckenridge (2,850) | 9,633 | 0.094 | 0.04 | 0.01 | 0.00 |
| Lake Crystal (2,641) | 9,639 | 0.094 | 0.04 | 0.01 | 0.00 |
| Cokato (2,653) | 9,644 | 0.093 | 0.04 | 0.01 | 0.00 |
| Roseau (2,856) | 9,818 | 0.089 | 0.04 | 0.01 | 0.00 |
| Crosslake (2,418) | 9,857 | 0.088 | 0.04 | 0.01 | 0.00 |
| Maple Lake (2,298) | 9,873 | 0.088 | 0.04 | 0.01 | 0.00 |
| Wadena (3,664) | 9,884 | 0.088 | 0.04 | 0.01 | 0.00 |
| Mountain Iron (2,799) | 9,897 | 0.087 | 0.04 | 0.01 | 0.00 |
| Proctor (2,568) | 9,899 | 0.087 | 0.04 | 0.01 | 0.00 |
| Long Lake (1,784) | 9,902 | 0.087 | 0.04 | 0.01 | 0.00 |
| Ely (3,547) | 9,926 | 0.087 | 0.04 | 0.01 | 0.00 |
| Le Center (2,491) | 9,986 | 0.086 | 0.04 | 0.01 | 0.00 |
| Barnesville (2,660) | 10,038 | 0.085 | 0.04 | 0.01 | 0.00 |
| Mantorville (1,665) | 10,147 | 0.082 | 0.04 | 0.01 | 0.00 |
| Caledonia (2,858) | 10,148 | 0.082 | 0.04 | 0.01 | 0.00 |
| Excelsior (2,118) | 10,168 | 0.082 | 0.04 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Minnesota - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Benson (2,855) | 10,185 | 0.082 | 0.04 | 0.01 | 0.00 |
| Maple Plain (1,789) | 10,232 | 0.081 | 0.04 | 0.01 | 0.00 |
| Eveleth (3,281) | 10,233 | 0.081 | 0.04 | 0.01 | 0.00 |
| Park Rapids (3,848) | 10,237 | 0.081 | 0.04 | 0.01 | 0.00 |
| Perham (3,196) | 10,246 | 0.081 | 0.04 | 0.01 | 0.00 |
| Granite Falls (2,809) | 10,288 | 0.080 | 0.04 | 0.01 | 0.00 |
| Janesville (2,134) | 10,349 | 0.079 | 0.04 | 0.01 | 0.00 |
| Cologne (1,620) | 10,378 | 0.078 | 0.04 | 0.01 | 0.00 |
| Wabasha (2,497) | 10,410 | 0.078 | 0.04 | 0.01 | 0.00 |
| Moose Lake (3,185) | 10,496 | 0.077 | 0.04 | 0.01 | 0.00 |
| Eyota (1,800) | 10,544 | 0.076 | 0.03 | 0.01 | 0.00 |
| Oakport (1,334) | 10,657 | 0.074 | 0.03 | 0.01 | 0.00 |
| Blooming Prairie (2,004) | 10,808 | 0.072 | 0.03 | 0.01 | 0.00 |
| Olivia (2,293) | 10,836 | 0.071 | 0.03 | 0.01 | 0.00 |
| Howard Lake (2,111) | 10,848 | 0.071 | 0.03 | 0.01 | 0.00 |
| Gaylord (2,042) | 10,870 | 0.071 | 0.03 | 0.01 | 0.00 |
| Spring Valley (2,439) | 10,873 | 0.071 | 0.03 | 0.01 | 0.00 |
| Harris (1,600) | 10,898 | 0.070 | 0.03 | 0.01 | 0.00 |
| Long Prairie (2,771) | 10,961 | 0.069 | 0.03 | 0.01 | 0.00 |
| Lester Prairie (1,765) | 10,974 | 0.069 | 0.03 | 0.01 | 0.00 |
| Arlington (2,065) | 10,995 | 0.069 | 0.03 | 0.01 | 0.00 |
| Appleton (2,975) | 11,032 | 0.069 | 0.03 | 0.01 | 0.00 |
| Albany (2,443) | 11,038 | 0.068 | 0.03 | 0.01 | 0.00 |
| Staples (3,043) | 11,054 | 0.068 | 0.03 | 0.01 | 0.00 |
| Lexington (1,841) | 11,060 | 0.068 | 0.03 | 0.01 | 0.00 |
| Rock Creek (1,699) | 11,071 | 0.068 | 0.03 | 0.01 | 0.00 |
| Rushford (2,038) | 11,115 | 0.067 | 0.03 | 0.01 | 0.00 |
| Paynesville (2,222) | 11,130 | 0.067 | 0.03 | 0.01 | 0.00 |
| Glenwood (2,501) | 11,147 | 0.067 | 0.03 | 0.01 | 0.00 |
| Braham (2,147) | 11,180 | 0.066 | 0.03 | 0.01 | 0.00 |
| Lauderdale (1,910) | 11,188 | 0.066 | 0.03 | 0.01 | 0.00 |
| Waterville (2,071) | 11,198 | 0.066 | 0.03 | 0.01 | 0.00 |
| Hoyt Lakes (1,859) | 11,259 | 0.065 | 0.03 | 0.01 | 0.00 |
| Stacy (1,707) | 11,380 | 0.064 | 0.03 | 0.01 | 0.00 |
| Glyndon (1,610) | 11,434 | 0.063 | 0.03 | 0.01 | 0.00 |
| Springfield (2,027) | 11,477 | 0.062 | 0.03 | 0.01 | 0.00 |
| Avon (1,469) | 11,488 | 0.062 | 0.03 | 0.01 | 0.00 |
| Kenyon (1,654) | 11,546 | 0.061 | 0.03 | 0.01 | 0.00 |
| Madelia (2,005) | 11,585 | 0.061 | 0.03 | 0.01 | 0.00 |
| Silver Bay (1,847) | 11,671 | 0.060 | 0.03 | 0.01 | 0.00 |
| Hawley (1,875) | 11,705 | 0.059 | 0.03 | 0.01 | 0.00 |
| Lewiston (1,526) | 11,768 | 0.059 | 0.03 | 0.01 | 0.00 |
| Pelican Rapids (2,401) | 11,799 | 0.058 | 0.03 | 0.01 | 0.00 |
| Slayton (1,782) | 11,834 | 0.058 | 0.03 | 0.01 | 0.00 |
| Lake St. Croix Beach (1,047) | 11,955 | 0.056 | 0.03 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Minnesota - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|--------------|-------------|
| Sandstone (1,549) | 12,038 | 0.055 | 0.03 | 0.01 | 0.00 |
| Hayfield (1,568) | 12,226 | 0.053 | 0.02 | 0.01 | 0.00 |
| Mapleton (1,542) | 12,236 | 0.053 | 0.02 | 0.01 | 0.00 |
| Wells (2,190) | 12,375 | 0.051 | 0.02 | 0.01 | 0.00 |
| Gilbert (1,601) | 12,415 | 0.051 | 0.02 | 0.01 | 0.00 |
| Richmond (1,486) | 12,444 | 0.051 | 0.02 | 0.01 | 0.00 |
| Warren (1,547) | 12,520 | 0.050 | 0.02 | 0.01 | 0.00 |
| Grand Marais (1,664) | 12,549 | 0.049 | 0.02 | 0.01 | 0.00 |
| Tracy (1,756) | 12,613 | 0.049 | 0.02 | 0.01 | 0.00 |
| Mountain Lake (1,889) | 12,614 | 0.049 | 0.02 | 0.01 | 0.00 |
| Ortonville (1,788) | 12,647 | 0.049 | 0.02 | 0.01 | 0.00 |
| Warroad (1,544) | 12,711 | 0.048 | 0.02 | 0.01 | 0.00 |
| Spring Park (1,470) | 12,787 | 0.047 | 0.02 | 0.01 | 0.00 |
| Lakefield (1,653) | 12,884 | 0.046 | 0.02 | 0.01 | 0.00 |
| Dassel (1,376) | 12,887 | 0.046 | 0.02 | 0.01 | 0.00 |
| Crosby (2,146) | 12,889 | 0.046 | 0.02 | 0.01 | 0.00 |
| Aitkin (2,080) | 12,909 | 0.045 | 0.02 | 0.01 | 0.00 |
| Total 4,629,538 | | 217.26 | 100.0 | 34.51 | 2.10 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

7.10 CITIES SORTED BY ZIPCODE - MINNESOTA

Minnesota - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Afton (55001; 2,932) | 6,086 | 0.232 | 0.11 | 0.04 | 0.00 |
| Bayport (55003; 3,161) | 7,737 | 0.149 | 0.07 | 0.02 | 0.00 |
| Braham (55006; 2,147) | 11,180 | 0.066 | 0.03 | 0.01 | 0.00 |
| Cambridge (55008; 12,430) | 4,408 | 0.390 | 0.18 | 0.06 | 0.00 |
| Cannon Falls (55009; 4,405) | 7,468 | 0.159 | 0.07 | 0.03 | 0.00 |
| Oak Grove (55011; 10,146) | 3,093 | 0.632 | 0.29 | 0.10 | 0.01 |
| Chisago City (55013; 4,569) | 7,580 | 0.156 | 0.07 | 0.02 | 0.00 |
| Lexington (55014; 1,841) | 11,060 | 0.068 | 0.03 | 0.01 | 0.00 |
| Circle Pines (55014; 6,487) | 4,756 | 0.348 | 0.16 | 0.06 | 0.00 |
| Cottage Grove (55016; 37,319) | 923 | 2.180 | 1.00 | 0.35 | 0.02 |
| Faribault (55021; 25,598) | 2,226 | 0.928 | 0.43 | 0.15 | 0.01 |
| Farmington (55024; 47,899) | 727 | 2.630 | 1.21 | 0.42 | 0.03 |
| Forest Lake (55025; 6,798) | 5,598 | 0.268 | 0.12 | 0.04 | 0.00 |
| Harris (55032; 1,600) | 10,898 | 0.070 | 0.03 | 0.01 | 0.00 |
| Hastings (55033; 28,442) | 1,595 | 1.341 | 0.62 | 0.21 | 0.01 |
| Centerville (55038; 5,522) | 5,096 | 0.312 | 0.14 | 0.05 | 0.00 |
| Hugo (55038; 28,517) | 1,336 | 1.606 | 0.74 | 0.26 | 0.02 |
| Isanti (55040; 32,711) | 1,678 | 1.265 | 0.58 | 0.20 | 0.01 |
| Lake City (55041; 6,564) | 5,995 | 0.237 | 0.11 | 0.04 | 0.00 |
| Lake Elmo (55042; 10,836) | 2,702 | 0.739 | 0.34 | 0.12 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Minnesota - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Lake St. Croix Beach (55043; 1,047) | 11,955 | 0.056 | 0.03 | 0.01 | 0.00 |
| Lakeland (55043; 1,805) | 8,519 | 0.123 | 0.06 | 0.02 | 0.00 |
| Lindstrom (55045; 7,599) | 5,195 | 0.303 | 0.14 | 0.05 | 0.00 |
| Lonsdale (55046; 5,727) | 5,779 | 0.254 | 0.12 | 0.04 | 0.00 |
| Mora (55051; 4,361) | 8,668 | 0.118 | 0.05 | 0.02 | 0.00 |
| Newport (55055; 3,625) | 7,805 | 0.146 | 0.07 | 0.02 | 0.00 |
| North Branch (55056; 19,469) | 2,347 | 0.869 | 0.40 | 0.14 | 0.01 |
| Northfield (55057; 23,585) | 2,019 | 1.046 | 0.48 | 0.17 | 0.01 |
| Owatonna (55060; 27,996) | 1,859 | 1.134 | 0.52 | 0.18 | 0.01 |
| Pine City (55063; 3,797) | 9,442 | 0.098 | 0.05 | 0.02 | 0.00 |
| Red Wing (55066; 15,295) | 3,251 | 0.593 | 0.27 | 0.09 | 0.01 |
| Rush City (55067; 7,491) | 6,150 | 0.228 | 0.10 | 0.04 | 0.00 |
| Rock Creek (55067; 1,699) | 11,071 | 0.068 | 0.03 | 0.01 | 0.00 |
| Lakeville (55068; 74,410) | 323 | 4.781 | 2.20 | 0.76 | 0.05 |
| Rosemount (55068; 33,572) | 1,044 | 1.964 | 0.90 | 0.31 | 0.02 |
| St. Francis (55070; 19,465) | 2,287 | 0.898 | 0.41 | 0.14 | 0.01 |
| St. Paul Park (55071; 4,872) | 6,261 | 0.220 | 0.10 | 0.03 | 0.00 |
| Sandstone (55072; 1,549) | 12,038 | 0.055 | 0.03 | 0.01 | 0.00 |
| South St. Paul (55075; 17,558) | 2,834 | 0.705 | 0.32 | 0.11 | 0.01 |
| Inver Grove Heights (55077; 41,534) | 924 | 2.178 | 1.00 | 0.35 | 0.02 |
| Stacy (55078; 1,707) | 11,380 | 0.064 | 0.03 | 0.01 | 0.00 |
| Stillwater (55082; 25,040) | 1,669 | 1.270 | 0.58 | 0.20 | 0.01 |
| Oak Park Heights (55082; 4,216) | 6,973 | 0.181 | 0.08 | 0.03 | 0.00 |
| East Bethel (55092; 15,102) | 2,586 | 0.776 | 0.36 | 0.12 | 0.01 |
| Wyoming (55092; 7,561) | 4,509 | 0.377 | 0.17 | 0.06 | 0.00 |
| St. Paul (55103; 248,888) | 133 | 8.565 | 3.94 | 1.36 | 0.08 |
| Lauderdale (55108; 1,910) | 11,188 | 0.066 | 0.03 | 0.01 | 0.00 |
| Little Canada (55109; 9,421) | 4,407 | 0.390 | 0.18 | 0.06 | 0.00 |
| North St. Paul (55109; 10,653) | 3,799 | 0.481 | 0.22 | 0.08 | 0.00 |
| White Bear Lake (55110; 23,266) | 1,939 | 1.093 | 0.50 | 0.17 | 0.01 |
| Lino Lakes (55110; 28,257) | 1,099 | 1.899 | 0.87 | 0.30 | 0.02 |
| Vadnais Heights (55110; 12,299) | 2,968 | 0.664 | 0.31 | 0.11 | 0.01 |
| Grant (55110; 4,307) | 4,524 | 0.376 | 0.17 | 0.06 | 0.00 |
| Dellwood (55110; 1,217) | 8,000 | 0.140 | 0.06 | 0.02 | 0.00 |
| New Brighton (55112; 18,244) | 2,379 | 0.856 | 0.39 | 0.14 | 0.01 |
| Mounds View (55112; 11,281) | 3,607 | 0.520 | 0.24 | 0.08 | 0.01 |
| Arden Hills (55112; 9,311) | 3,534 | 0.535 | 0.25 | 0.09 | 0.01 |
| Roseville (55112; 29,840) | 1,578 | 1.352 | 0.62 | 0.21 | 0.01 |
| Falcon Heights (55113; 5,035) | 6,120 | 0.230 | 0.11 | 0.04 | 0.00 |
| Mahtomedi (55115; 9,878) | 3,085 | 0.633 | 0.29 | 0.10 | 0.01 |
| West St. Paul (55118; 18,557) | 2,915 | 0.677 | 0.31 | 0.11 | 0.01 |
| Eagan (55120; 65,851) | 418 | 3.938 | 1.81 | 0.63 | 0.04 |
| Mendota Heights (55120; 11,208) | 2,505 | 0.807 | 0.37 | 0.13 | 0.01 |
| Apple Valley (55124; 64,241) | 411 | 3.977 | 1.83 | 0.63 | 0.04 |
| Woodbury (55125; 62,487) | 381 | 4.221 | 1.94 | 0.67 | 0.04 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Minnesota - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Shoreview (55126; 30,449) | 1,110 | 1.884 | 0.87 | 0.30 | 0.02 |
| North Oaks (55127; 4,958) | 3,000 | 0.656 | 0.30 | 0.10 | 0.01 |
| Oakdale (55128; 30,480) | 1,398 | 1.523 | 0.70 | 0.24 | 0.01 |
| Maplewood (55144; 37,371) | 1,241 | 1.711 | 0.79 | 0.27 | 0.02 |
| Albertville (55301; 19,125) | 2,111 | 0.989 | 0.46 | 0.16 | 0.01 |
| Annandale (55302; 3,428) | 8,773 | 0.115 | 0.05 | 0.02 | 0.00 |
| Anoka (55303; 17,008) | 3,046 | 0.644 | 0.30 | 0.10 | 0.01 |
| Ramsey (55303; 29,131) | 1,184 | 1.784 | 0.82 | 0.28 | 0.02 |
| Andover (55304; 40,059) | 695 | 2.711 | 1.25 | 0.43 | 0.03 |
| Ham Lake (55304; 21,855) | 1,616 | 1.314 | 0.60 | 0.21 | 0.01 |
| Burnsville (55306; 56,925) | 620 | 2.928 | 1.35 | 0.47 | 0.03 |
| Arlington (55307; 2,065) | 10,995 | 0.069 | 0.03 | 0.01 | 0.00 |
| Becker (55308; 9,061) | 4,284 | 0.408 | 0.19 | 0.06 | 0.00 |
| Big Lake (55309; 22,570) | 2,070 | 1.015 | 0.47 | 0.16 | 0.01 |
| Buffalo (55313; 26,098) | 1,833 | 1.148 | 0.53 | 0.18 | 0.01 |
| Carver (55315; 8,893) | 3,649 | 0.514 | 0.24 | 0.08 | 0.00 |
| Champlin (55316; 26,965) | 1,357 | 1.575 | 0.73 | 0.25 | 0.02 |
| Chanhassen (55317; 33,242) | 780 | 2.484 | 1.14 | 0.39 | 0.02 |
| Chaska (55318; 41,663) | 892 | 2.231 | 1.03 | 0.35 | 0.02 |
| Cokato (55321; 2,653) | 9,644 | 0.093 | 0.04 | 0.01 | 0.00 |
| Cologne (55322; 1,620) | 10,378 | 0.078 | 0.04 | 0.01 | 0.00 |
| Dassel (55325; 1,376) | 12,887 | 0.046 | 0.02 | 0.01 | 0.00 |
| Delano (55328; 5,518) | 5,717 | 0.259 | 0.12 | 0.04 | 0.00 |
| Elk River (55330; 37,634) | 1,058 | 1.941 | 0.89 | 0.31 | 0.02 |
| Deephaven (55331; 3,466) | 5,103 | 0.312 | 0.14 | 0.05 | 0.00 |
| Tonka Bay (55331; 1,540) | 8,751 | 0.116 | 0.05 | 0.02 | 0.00 |
| Excelsior (55331; 2,118) | 10,168 | 0.082 | 0.04 | 0.01 | 0.00 |
| Gaylord (55334; 2,042) | 10,870 | 0.071 | 0.03 | 0.01 | 0.00 |
| Glencoe (55336; 5,787) | 5,958 | 0.240 | 0.11 | 0.04 | 0.00 |
| Medina (55340; 7,279) | 3,333 | 0.574 | 0.26 | 0.09 | 0.01 |
| Hanover (55341; 9,423) | 3,161 | 0.616 | 0.28 | 0.10 | 0.01 |
| Edina (55343; 42,318) | 784 | 2.479 | 1.14 | 0.39 | 0.02 |
| Minnetonka (55343; 46,557) | 630 | 2.891 | 1.33 | 0.46 | 0.03 |
| Hopkins (55345; 16,404) | 3,348 | 0.571 | 0.26 | 0.09 | 0.01 |
| Eden Prairie (55347; 80,652) | 249 | 5.607 | 2.58 | 0.89 | 0.05 |
| Maple Plain (55348; 1,789) | 10,232 | 0.081 | 0.04 | 0.01 | 0.00 |
| Hutchinson (55350; 14,948) | 3,397 | 0.561 | 0.26 | 0.09 | 0.01 |
| Jordan (55352; 10,260) | 4,106 | 0.432 | 0.20 | 0.07 | 0.00 |
| Lester Prairie (55354; 1,765) | 10,974 | 0.069 | 0.03 | 0.01 | 0.00 |
| Litchfield (55355; 6,990) | 6,211 | 0.223 | 0.10 | 0.04 | 0.00 |
| Long Lake (55356; 1,784) | 9,902 | 0.087 | 0.04 | 0.01 | 0.00 |
| Greenfield (55357; 3,767) | 5,558 | 0.271 | 0.12 | 0.04 | 0.00 |
| Independence (55357; 4,552) | 5,025 | 0.320 | 0.15 | 0.05 | 0.00 |
| Maple Lake (55358; 2,298) | 9,873 | 0.088 | 0.04 | 0.01 | 0.00 |
| Montrose (55363; 10,671) | 4,530 | 0.375 | 0.17 | 0.06 | 0.00 |

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Minnesota - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Shorewood (55364; 7,703) | 2,980 | 0.660 | 0.30 | 0.10 | 0.01 |
| Mound (55364; 9,327) | 3,698 | 0.502 | 0.23 | 0.08 | 0.00 |
| Dayton (55369; 4,495) | 5,612 | 0.267 | 0.12 | 0.04 | 0.00 |
| Princeton (55371; 7,496) | 6,035 | 0.234 | 0.11 | 0.04 | 0.00 |
| Savage (55372; 46,463) | 567 | 3.097 | 1.43 | 0.49 | 0.03 |
| Rogers (55374; 26,917) | 1,212 | 1.747 | 0.80 | 0.28 | 0.02 |
| Corcoran (55374; 5,908) | 4,234 | 0.414 | 0.19 | 0.07 | 0.00 |
| Otsego (55374; 39,218) | 1,028 | 1.999 | 0.92 | 0.32 | 0.02 |
| St. Bonifacius (55375; 4,330) | 5,810 | 0.252 | 0.12 | 0.04 | 0.00 |
| St. Michael (55376; 44,136) | 684 | 2.738 | 1.26 | 0.43 | 0.03 |
| Prior Lake (55378; 50,873) | 505 | 3.403 | 1.57 | 0.54 | 0.03 |
| Shakopee (55379; 85,023) | 351 | 4.462 | 2.05 | 0.71 | 0.04 |
| Spring Park (55384; 1,470) | 12,787 | 0.047 | 0.02 | 0.01 | 0.00 |
| Victoria (55386; 12,976) | 2,098 | 0.999 | 0.46 | 0.16 | 0.01 |
| Waconia (55387; 15,292) | 2,656 | 0.756 | 0.35 | 0.12 | 0.01 |
| Minnetrista (55387; 9,067) | 2,755 | 0.727 | 0.33 | 0.12 | 0.01 |
| Watertown (55388; 7,092) | 5,235 | 0.299 | 0.14 | 0.05 | 0.00 |
| Orono (55391; 8,388) | 2,991 | 0.657 | 0.30 | 0.10 | 0.01 |
| Wayzata (55391; 3,595) | 6,421 | 0.210 | 0.10 | 0.03 | 0.00 |
| Winsted (55395; 3,308) | 8,536 | 0.122 | 0.06 | 0.02 | 0.00 |
| Norwood Young America (55397; 3,677) | 7,690 | 0.151 | 0.07 | 0.02 | 0.00 |
| Zimmerman (55398; 13,350) | 3,285 | 0.584 | 0.27 | 0.09 | 0.01 |
| Golden Valley (55416; 19,959) | 1,919 | 1.099 | 0.51 | 0.17 | 0.01 |
| St. Anthony (55418; 6,723) | 5,452 | 0.280 | 0.13 | 0.04 | 0.00 |
| Columbia Heights (55421; 17,502) | 3,102 | 0.630 | 0.29 | 0.10 | 0.01 |
| Robbinsdale (55422; 11,750) | 3,693 | 0.503 | 0.23 | 0.08 | 0.00 |
| Richfield (55423; 32,408) | 1,621 | 1.309 | 0.60 | 0.21 | 0.01 |
| Bloomington (55425; 72,664) | 479 | 3.523 | 1.62 | 0.56 | 0.03 |
| St. Louis Park (55426; 42,056) | 1,143 | 1.839 | 0.85 | 0.29 | 0.02 |
| New Hope (55427; 17,514) | 2,752 | 0.727 | 0.33 | 0.12 | 0.01 |
| Crystal (55429; 19,604) | 2,404 | 0.848 | 0.39 | 0.13 | 0.01 |
| Spring Lake Park (55432; 6,912) | 5,396 | 0.286 | 0.13 | 0.05 | 0.00 |
| Fridley (55432; 25,513) | 1,930 | 1.095 | 0.50 | 0.17 | 0.01 |
| Coon Rapids (55433; 66,169) | 534 | 3.262 | 1.50 | 0.52 | 0.03 |
| Brooklyn Park (55443; 69,570) | 486 | 3.493 | 1.61 | 0.55 | 0.03 |
| Brooklyn Center (55444; 24,258) | 2,170 | 0.960 | 0.44 | 0.15 | 0.01 |
| Plymouth (55446; 82,894) | 243 | 5.665 | 2.61 | 0.90 | 0.05 |
| Blaine (55449; 81,380) | 370 | 4.277 | 1.97 | 0.68 | 0.04 |
| Minneapolis (55449; 348,730) | 93 | 11.753 | 5.41 | 1.87 | 0.11 |
| Maple Grove (55569; 92,462) | 210 | 6.246 | 2.87 | 0.99 | 0.06 |
| Osseo (55569; 3,073) | 8,735 | 0.116 | 0.05 | 0.02 | 0.00 |
| Rockford (55572; 4,993) | 6,148 | 0.228 | 0.10 | 0.04 | 0.00 |
| Howard Lake (55575; 2,111) | 10,848 | 0.071 | 0.03 | 0.01 | 0.00 |
| Monticello (55586; 24,111) | 2,148 | 0.971 | 0.45 | 0.15 | 0.01 |
| Grand Marais (55604; 1,664) | 12,549 | 0.049 | 0.02 | 0.01 | 0.00 |

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Minnesota - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Silver Bay (55614; 1,847) | 11,671 | 0.060 | 0.03 | 0.01 | 0.00 |
| Two Harbors (55616; 3,428) | 8,799 | 0.115 | 0.05 | 0.02 | 0.00 |
| Chisholm (55719; 4,215) | 9,089 | 0.107 | 0.05 | 0.02 | 0.00 |
| Cloquet (55720; 12,272) | 4,418 | 0.389 | 0.18 | 0.06 | 0.00 |
| Cohasset (55721; 2,461) | 9,523 | 0.096 | 0.04 | 0.02 | 0.00 |
| Ely (55731; 3,547) | 9,926 | 0.087 | 0.04 | 0.01 | 0.00 |
| Eveleth (55734; 3,281) | 10,233 | 0.081 | 0.04 | 0.01 | 0.00 |
| Gilbert (55741; 1,601) | 12,415 | 0.051 | 0.02 | 0.01 | 0.00 |
| Grand Rapids (55745; 8,947) | 6,110 | 0.230 | 0.11 | 0.04 | 0.00 |
| Hibbing (55746; 15,675) | 3,898 | 0.464 | 0.21 | 0.07 | 0.00 |
| Hoyt Lakes (55750; 1,859) | 11,259 | 0.065 | 0.03 | 0.01 | 0.00 |
| Moose Lake (55767; 3,185) | 10,496 | 0.077 | 0.04 | 0.01 | 0.00 |
| Virginia (55792; 7,746) | 6,635 | 0.198 | 0.09 | 0.03 | 0.00 |
| Mountain Iron (55792; 2,799) | 9,897 | 0.087 | 0.04 | 0.01 | 0.00 |
| Arnold (55803; 3,032) | 8,468 | 0.124 | 0.06 | 0.02 | 0.00 |
| Hermantown (55810; 11,926) | 3,566 | 0.528 | 0.24 | 0.08 | 0.01 |
| Duluth (55810; 81,515) | 799 | 2.443 | 1.12 | 0.39 | 0.02 |
| Proctor (55810; 2,568) | 9,899 | 0.087 | 0.04 | 0.01 | 0.00 |
| Rochester (55906; 119,811) | 278 | 5.220 | 2.40 | 0.83 | 0.05 |
| Austin (55912; 24,076) | 2,771 | 0.721 | 0.33 | 0.11 | 0.01 |
| Blooming Prairie (55917; 2,004) | 10,808 | 0.072 | 0.03 | 0.01 | 0.00 |
| Byron (55920; 9,690) | 3,683 | 0.506 | 0.23 | 0.08 | 0.00 |
| Caledonia (55921; 2,858) | 10,148 | 0.082 | 0.04 | 0.01 | 0.00 |
| Chatfield (55923; 2,491) | 9,479 | 0.097 | 0.04 | 0.02 | 0.00 |
| Dodge Center (55927; 3,390) | 8,653 | 0.119 | 0.05 | 0.02 | 0.00 |
| Eyota (55934; 1,800) | 10,544 | 0.076 | 0.03 | 0.01 | 0.00 |
| Hayfield (55940; 1,568) | 12,226 | 0.053 | 0.02 | 0.01 | 0.00 |
| Kasson (55944; 8,669) | 4,507 | 0.377 | 0.17 | 0.06 | 0.00 |
| Kenyon (55946; 1,654) | 11,546 | 0.061 | 0.03 | 0.01 | 0.00 |
| La Crescent (55947; 5,500) | 6,230 | 0.222 | 0.10 | 0.04 | 0.00 |
| Lewiston (55952; 1,526) | 11,768 | 0.059 | 0.03 | 0.01 | 0.00 |
| Mantorville (55955; 1,665) | 10,147 | 0.082 | 0.04 | 0.01 | 0.00 |
| Pine Island (55963; 7,249) | 5,169 | 0.306 | 0.14 | 0.05 | 0.00 |
| Plainview (55964; 3,424) | 8,566 | 0.121 | 0.06 | 0.02 | 0.00 |
| Rushford (55971; 2,038) | 11,115 | 0.067 | 0.03 | 0.01 | 0.00 |
| St. Charles (55972; 3,961) | 7,694 | 0.150 | 0.07 | 0.02 | 0.00 |
| Spring Valley (55975; 2,439) | 10,873 | 0.071 | 0.03 | 0.01 | 0.00 |
| Stewartville (55976; 5,763) | 6,178 | 0.226 | 0.10 | 0.04 | 0.00 |
| Wabasha (55981; 2,497) | 10,410 | 0.078 | 0.04 | 0.01 | 0.00 |
| Goodview (55987; 3,215) | 8,455 | 0.125 | 0.06 | 0.02 | 0.00 |
| Winona (55988; 24,668) | 2,778 | 0.719 | 0.33 | 0.11 | 0.01 |
| Zumbrota (55992; 3,469) | 8,331 | 0.128 | 0.06 | 0.02 | 0.00 |
| North Mankato (56002; 13,182) | 3,347 | 0.571 | 0.26 | 0.09 | 0.01 |
| Mankato (56006; 41,395) | 1,695 | 1.247 | 0.57 | 0.20 | 0.01 |
| Albert Lea (56007; 16,313) | 3,826 | 0.475 | 0.22 | 0.08 | 0.00 |

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Minnesota - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Belle Plaine (56011; 5,816) | 5,711 | 0.259 | 0.12 | 0.04 | 0.00 |
| Blue Earth (56013; 3,115) | 9,510 | 0.097 | 0.04 | 0.02 | 0.00 |
| Eagle Lake (56024; 2,615) | 9,030 | 0.108 | 0.05 | 0.02 | 0.00 |
| Fairmont (56031; 9,597) | 5,381 | 0.287 | 0.13 | 0.05 | 0.00 |
| Janesville (56048; 2,134) | 10,349 | 0.079 | 0.04 | 0.01 | 0.00 |
| Lake Crystal (56055; 2,641) | 9,639 | 0.094 | 0.04 | 0.01 | 0.00 |
| Le Center (56057; 2,491) | 9,986 | 0.086 | 0.04 | 0.01 | 0.00 |
| Le Sueur (56058; 5,161) | 6,719 | 0.194 | 0.09 | 0.03 | 0.00 |
| Madelia (56062; 2,005) | 11,585 | 0.061 | 0.03 | 0.01 | 0.00 |
| Mapleton (56065; 1,542) | 12,236 | 0.053 | 0.02 | 0.01 | 0.00 |
| Montgomery (56069; 3,270) | 9,399 | 0.099 | 0.05 | 0.02 | 0.00 |
| New Prague (56071; 14,746) | 3,488 | 0.546 | 0.25 | 0.09 | 0.01 |
| New Ulm (56073; 14,037) | 3,710 | 0.499 | 0.23 | 0.08 | 0.00 |
| St. James (56081; 3,956) | 8,724 | 0.117 | 0.05 | 0.02 | 0.00 |
| St. Peter (56082; 12,442) | 4,008 | 0.445 | 0.21 | 0.07 | 0.00 |
| Sleepy Eye (56085; 3,557) | 8,701 | 0.117 | 0.05 | 0.02 | 0.00 |
| Springfield (56087; 2,027) | 11,477 | 0.062 | 0.03 | 0.01 | 0.00 |
| Waseca (56093; 8,493) | 5,241 | 0.298 | 0.14 | 0.05 | 0.00 |
| Waterville (56096; 2,071) | 11,198 | 0.066 | 0.03 | 0.01 | 0.00 |
| Wells (56097; 2,190) | 12,375 | 0.051 | 0.02 | 0.01 | 0.00 |
| Windom (56118; 4,367) | 8,636 | 0.119 | 0.05 | 0.02 | 0.00 |
| Jackson (56143; 3,363) | 9,370 | 0.100 | 0.05 | 0.02 | 0.00 |
| Lakefield (56150; 1,653) | 12,884 | 0.046 | 0.02 | 0.01 | 0.00 |
| Luverne (56156; 4,121) | 8,186 | 0.133 | 0.06 | 0.02 | 0.00 |
| Mountain Lake (56159; 1,889) | 12,614 | 0.049 | 0.02 | 0.01 | 0.00 |
| Pipestone (56164; 4,094) | 8,945 | 0.110 | 0.05 | 0.02 | 0.00 |
| Slayton (56172; 1,782) | 11,834 | 0.058 | 0.03 | 0.01 | 0.00 |
| Tracy (56175; 1,756) | 12,613 | 0.049 | 0.02 | 0.01 | 0.00 |
| Worthington (56187; 10,531) | 4,842 | 0.339 | 0.16 | 0.05 | 0.00 |
| Willmar (56201; 17,772) | 3,567 | 0.528 | 0.24 | 0.08 | 0.01 |
| Appleton (56208; 2,975) | 11,032 | 0.069 | 0.03 | 0.01 | 0.00 |
| Benson (56215; 2,855) | 10,185 | 0.082 | 0.04 | 0.01 | 0.00 |
| Granite Falls (56241; 2,809) | 10,288 | 0.080 | 0.04 | 0.01 | 0.00 |
| Marshall (56258; 11,466) | 4,435 | 0.386 | 0.18 | 0.06 | 0.00 |
| Montevideo (56265; 5,158) | 7,742 | 0.149 | 0.07 | 0.02 | 0.00 |
| Morris (56267; 5,594) | 7,501 | 0.158 | 0.07 | 0.03 | 0.00 |
| Olivia (56277; 2,293) | 10,836 | 0.071 | 0.03 | 0.01 | 0.00 |
| Ortonville (56278; 1,788) | 12,647 | 0.049 | 0.02 | 0.01 | 0.00 |
| Redwood Falls (56283; 4,972) | 7,177 | 0.171 | 0.08 | 0.03 | 0.00 |
| St. Cloud (56303; 82,860) | 679 | 2.746 | 1.26 | 0.44 | 0.03 |
| Albany (56307; 2,443) | 11,038 | 0.068 | 0.03 | 0.01 | 0.00 |
| Alexandria (56308; 15,970) | 4,478 | 0.381 | 0.18 | 0.06 | 0.00 |
| Avon (56310; 1,469) | 11,488 | 0.062 | 0.03 | 0.01 | 0.00 |
| Cold Spring (56320; 2,975) | 9,406 | 0.099 | 0.05 | 0.02 | 0.00 |
| Glenwood (56334; 2,501) | 11,147 | 0.067 | 0.03 | 0.01 | 0.00 |

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Minnesota - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|---------------|--------------|--------------|-------------|
| Little Falls (56345; 9,783) | 5,635 | 0.265 | 0.12 | 0.04 | 0.00 |
| Long Prairie (56347; 2,771) | 10,961 | 0.069 | 0.03 | 0.01 | 0.00 |
| Melrose (56352; 3,480) | 9,095 | 0.106 | 0.05 | 0.02 | 0.00 |
| Milaca (56353; 4,073) | 9,473 | 0.097 | 0.04 | 0.02 | 0.00 |
| Foley (56357; 3,074) | 9,159 | 0.105 | 0.05 | 0.02 | 0.00 |
| Paynesville (56362; 2,222) | 11,130 | 0.067 | 0.03 | 0.01 | 0.00 |
| Richmond (56368; 1,486) | 12,444 | 0.051 | 0.02 | 0.01 | 0.00 |
| St. Joseph (56374; 8,213) | 5,412 | 0.284 | 0.13 | 0.05 | 0.00 |
| Sartell (56377; 25,560) | 1,769 | 1.192 | 0.55 | 0.19 | 0.01 |
| Sauk Rapids (56379; 15,734) | 3,059 | 0.640 | 0.29 | 0.10 | 0.01 |
| Waite Park (56387; 7,803) | 6,038 | 0.234 | 0.11 | 0.04 | 0.00 |
| Sauk Centre (56389; 4,040) | 8,132 | 0.135 | 0.06 | 0.02 | 0.00 |
| Brainerd (56401; 15,597) | 4,552 | 0.372 | 0.17 | 0.06 | 0.00 |
| Baxter (56425; 14,544) | 2,924 | 0.675 | 0.31 | 0.11 | 0.01 |
| Aitkin (56431; 2,080) | 12,909 | 0.045 | 0.02 | 0.01 | 0.00 |
| Crosby (56441; 2,146) | 12,889 | 0.046 | 0.02 | 0.01 | 0.00 |
| Crosslake (56442; 2,418) | 9,857 | 0.088 | 0.04 | 0.01 | 0.00 |
| Nisswa (56468; 2,429) | 9,188 | 0.104 | 0.05 | 0.02 | 0.00 |
| Park Rapids (56470; 3,848) | 10,237 | 0.081 | 0.04 | 0.01 | 0.00 |
| Staples (56479; 3,043) | 11,054 | 0.068 | 0.03 | 0.01 | 0.00 |
| Wadena (56482; 3,664) | 9,884 | 0.088 | 0.04 | 0.01 | 0.00 |
| Detroit Lakes (56501; 9,634) | 5,835 | 0.250 | 0.12 | 0.04 | 0.00 |
| Barnesville (56514; 2,660) | 10,038 | 0.085 | 0.04 | 0.01 | 0.00 |
| Breckenridge (56520; 2,850) | 9,633 | 0.094 | 0.04 | 0.01 | 0.00 |
| Dilworth (56529; 3,832) | 8,689 | 0.118 | 0.05 | 0.02 | 0.00 |
| Fergus Falls (56538; 14,469) | 4,302 | 0.404 | 0.19 | 0.06 | 0.00 |
| Glyndon (56547; 1,610) | 11,434 | 0.063 | 0.03 | 0.01 | 0.00 |
| Hawley (56549; 1,875) | 11,705 | 0.059 | 0.03 | 0.01 | 0.00 |
| Oakport (56560; 1,334) | 10,657 | 0.074 | 0.03 | 0.01 | 0.00 |
| Moorhead (56562; 37,343) | 1,827 | 1.153 | 0.53 | 0.18 | 0.01 |
| Pelican Rapids (56572; 2,401) | 11,799 | 0.058 | 0.03 | 0.01 | 0.00 |
| Perham (56573; 3,196) | 10,246 | 0.081 | 0.04 | 0.01 | 0.00 |
| Bemidji (56601; 16,949) | 4,173 | 0.422 | 0.19 | 0.07 | 0.00 |
| International Falls (56649; 5,366) | 7,923 | 0.142 | 0.07 | 0.02 | 0.00 |
| Thief River Falls (56701; 8,175) | 6,213 | 0.223 | 0.10 | 0.04 | 0.00 |
| Crookston (56716; 7,252) | 6,217 | 0.223 | 0.10 | 0.04 | 0.00 |
| East Grand Forks (56721; 8,218) | 5,693 | 0.262 | 0.12 | 0.04 | 0.00 |
| Roseau (56751; 2,856) | 9,818 | 0.089 | 0.04 | 0.01 | 0.00 |
| Warren (56762; 1,547) | 12,520 | 0.050 | 0.02 | 0.01 | 0.00 |
| Warroad (56763; 1,544) | 12,711 | 0.048 | 0.02 | 0.01 | 0.00 |
| Total 4,629,538 | | 217.26 | 100.0 | 34.51 | 2.10 |

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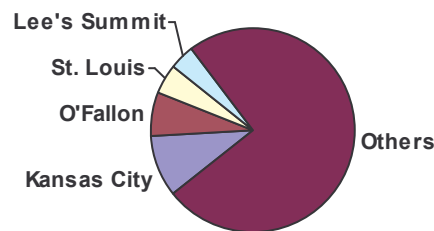
7.11 LATENT DEMAND BY YEAR - MISSOURI

The Latent Demand for Graphic Design Services in Missouri: 2002 - 2012

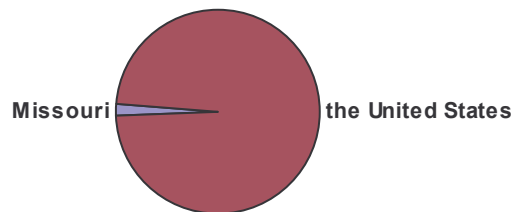
| Year | Missouri | % of Region | % of USA |
|------|----------|-------------|----------|
| 2002 | 153.52 | 24.95% | 1.50% |
| 2003 | 153.99 | 25.09% | 1.51% |
| 2004 | 154.46 | 25.22% | 1.53% |
| 2005 | 154.93 | 25.36% | 1.55% |
| 2006 | 155.88 | 25.46% | 1.56% |
| 2007 | 159.69 | 25.36% | 1.55% |
| 2008 | 164.08 | 25.23% | 1.53% |
| 2009 | 168.59 | 25.10% | 1.52% |
| 2010 | 173.23 | 24.97% | 1.50% |
| 2011 | 177.99 | 24.83% | 1.48% |
| 2012 | 182.89 | 24.70% | 1.47% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Missouri - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Missouri: 2007



7.12 CITIES SORTED BY RANK - MISSOURI

Missouri - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Kansas City (452,434) | 64 | 14.994 | 9.39 | 2.38 | 0.15 |
| O'Fallon (204,708) | 100 | 10.976 | 6.87 | 1.74 | 0.11 |
| St. Louis (329,062) | 147 | 7.962 | 4.99 | 1.26 | 0.08 |
| Lee's Summit (108,451) | 229 | 5.885 | 3.69 | 0.93 | 0.06 |
| Wentzville (138,530) | 231 | 5.830 | 3.65 | 0.93 | 0.06 |
| Springfield (148,008) | 424 | 3.898 | 2.44 | 0.62 | 0.04 |
| Chesterfield (48,106) | 464 | 3.592 | 2.25 | 0.57 | 0.03 |
| Independence (104,494) | 476 | 3.539 | 2.22 | 0.56 | 0.03 |
| Wildwood (40,269) | 512 | 3.373 | 2.11 | 0.54 | 0.03 |
| St. Peters (62,226) | 543 | 3.210 | 2.01 | 0.51 | 0.03 |
| Columbia (106,707) | 544 | 3.207 | 2.01 | 0.51 | 0.03 |
| St. Charles (64,787) | 674 | 2.758 | 1.73 | 0.44 | 0.03 |
| Blue Springs (53,897) | 713 | 2.660 | 1.67 | 0.42 | 0.03 |
| Florissant (55,063) | 921 | 2.181 | 1.37 | 0.35 | 0.02 |
| Oakville (35,309) | 947 | 2.147 | 1.34 | 0.34 | 0.02 |
| St. Joseph (68,776) | 1,023 | 2.001 | 1.25 | 0.32 | 0.02 |
| Ballwin (29,324) | 1,222 | 1.736 | 1.09 | 0.28 | 0.02 |
| Liberty (36,742) | 1,228 | 1.727 | 1.08 | 0.27 | 0.02 |
| Lake St. Louis (26,285) | 1,331 | 1.612 | 1.01 | 0.26 | 0.02 |
| Raymore (31,159) | 1,379 | 1.555 | 0.97 | 0.25 | 0.02 |
| Ozark (48,403) | 1,452 | 1.475 | 0.92 | 0.23 | 0.01 |
| Dardenne Prairie (20,303) | 1,525 | 1.394 | 0.87 | 0.22 | 0.01 |
| Joplin (51,024) | 1,532 | 1.389 | 0.87 | 0.22 | 0.01 |
| University City (37,718) | 1,553 | 1.375 | 0.86 | 0.22 | 0.01 |
| Town and Country (10,721) | 1,599 | 1.337 | 0.84 | 0.21 | 0.01 |
| Grain Valley (29,624) | 1,607 | 1.323 | 0.83 | 0.21 | 0.01 |
| Kirkwood (26,670) | 1,620 | 1.310 | 0.82 | 0.21 | 0.01 |
| Jefferson City (35,953) | 1,671 | 1.269 | 0.79 | 0.20 | 0.01 |
| Belton (31,239) | 1,672 | 1.269 | 0.79 | 0.20 | 0.01 |
| Gladstone (29,789) | 1,720 | 1.230 | 0.77 | 0.20 | 0.01 |
| Webster Groves (22,595) | 1,735 | 1.218 | 0.76 | 0.19 | 0.01 |
| Creve Coeur (17,095) | 1,843 | 1.143 | 0.72 | 0.18 | 0.01 |
| Mehlville (28,822) | 1,877 | 1.123 | 0.70 | 0.18 | 0.01 |
| Cape Girardeau (37,972) | 1,921 | 1.098 | 0.69 | 0.17 | 0.01 |
| Manchester (18,775) | 1,966 | 1.077 | 0.67 | 0.17 | 0.01 |
| Maryland Heights (24,355) | 2,000 | 1.057 | 0.66 | 0.17 | 0.01 |
| Raytown (26,455) | 2,112 | 0.989 | 0.62 | 0.16 | 0.01 |
| Hazelwood (24,069) | 2,157 | 0.967 | 0.61 | 0.15 | 0.01 |
| Ladue (7,371) | 2,223 | 0.931 | 0.58 | 0.15 | 0.01 |
| Grandview (24,774) | 2,316 | 0.883 | 0.55 | 0.14 | 0.01 |
| Eureka (13,235) | 2,329 | 0.876 | 0.55 | 0.14 | 0.01 |
| Arnold (20,695) | 2,346 | 0.870 | 0.54 | 0.14 | 0.01 |
| Nixa (25,639) | 2,369 | 0.860 | 0.54 | 0.14 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Missouri - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Concord (16,689) | 2,462 | 0.822 | 0.51 | 0.13 | 0.01 |
| Affton (20,535) | 2,540 | 0.793 | 0.50 | 0.13 | 0.01 |
| Troy (21,011) | 2,658 | 0.755 | 0.47 | 0.12 | 0.01 |
| Des Peres (8,659) | 2,687 | 0.744 | 0.47 | 0.12 | 0.01 |
| Clayton (12,825) | 2,728 | 0.733 | 0.46 | 0.12 | 0.01 |
| Kearney (14,143) | 2,799 | 0.713 | 0.45 | 0.11 | 0.01 |
| Spanish Lake (21,337) | 2,806 | 0.711 | 0.45 | 0.11 | 0.01 |
| Bonne Terre (25,944) | 2,870 | 0.692 | 0.43 | 0.11 | 0.01 |
| Bridgeton (14,880) | 3,019 | 0.652 | 0.41 | 0.10 | 0.01 |
| Washington (16,340) | 3,090 | 0.632 | 0.40 | 0.10 | 0.01 |
| Ferguson (19,601) | 3,131 | 0.623 | 0.39 | 0.10 | 0.01 |
| Ellisville (10,290) | 3,238 | 0.596 | 0.37 | 0.09 | 0.01 |
| Parkville (9,596) | 3,273 | 0.587 | 0.37 | 0.09 | 0.01 |
| Jackson (15,490) | 3,420 | 0.558 | 0.35 | 0.09 | 0.01 |
| Warrensburg (21,260) | 3,435 | 0.556 | 0.35 | 0.09 | 0.01 |
| Crestwood (11,442) | 3,450 | 0.552 | 0.35 | 0.09 | 0.01 |
| Smithville (11,358) | 3,547 | 0.533 | 0.33 | 0.08 | 0.01 |
| Lemay (17,215) | 3,557 | 0.530 | 0.33 | 0.08 | 0.01 |
| Sunset Hills (8,708) | 3,588 | 0.524 | 0.33 | 0.08 | 0.01 |
| Sedalia (19,775) | 3,690 | 0.505 | 0.32 | 0.08 | 0.00 |
| Republic (16,242) | 3,704 | 0.501 | 0.31 | 0.08 | 0.00 |
| Rolla (20,972) | 3,732 | 0.495 | 0.31 | 0.08 | 0.00 |
| Farmington (17,786) | 3,806 | 0.479 | 0.30 | 0.08 | 0.00 |
| Hannibal (17,613) | 3,863 | 0.469 | 0.29 | 0.07 | 0.00 |
| Oak Grove (11,556) | 3,909 | 0.463 | 0.29 | 0.07 | 0.00 |
| Overland (14,668) | 3,982 | 0.450 | 0.28 | 0.07 | 0.00 |
| Pleasant Hill (10,211) | 4,009 | 0.445 | 0.28 | 0.07 | 0.00 |
| Sikeston (17,263) | 4,046 | 0.440 | 0.28 | 0.07 | 0.00 |
| Weldon Spring (5,552) | 4,087 | 0.435 | 0.27 | 0.07 | 0.00 |
| Festus (13,185) | 4,114 | 0.431 | 0.27 | 0.07 | 0.00 |
| Excelsior Springs (12,886) | 4,187 | 0.421 | 0.26 | 0.07 | 0.00 |
| Union (11,861) | 4,198 | 0.418 | 0.26 | 0.07 | 0.00 |
| Platte City (10,087) | 4,208 | 0.417 | 0.26 | 0.07 | 0.00 |
| Harrisonville (11,817) | 4,217 | 0.416 | 0.26 | 0.07 | 0.00 |
| Fort Leonard Wood (13,666) | 4,249 | 0.413 | 0.26 | 0.07 | 0.00 |
| Richmond Heights (8,717) | 4,383 | 0.393 | 0.25 | 0.06 | 0.00 |
| Olivette (7,525) | 4,432 | 0.387 | 0.24 | 0.06 | 0.00 |
| Frontenac (3,540) | 4,512 | 0.377 | 0.24 | 0.06 | 0.00 |
| Lebanon (15,236) | 4,522 | 0.376 | 0.24 | 0.06 | 0.00 |
| Peculiar (9,332) | 4,554 | 0.372 | 0.23 | 0.06 | 0.00 |
| Carl Junction (9,582) | 4,628 | 0.363 | 0.23 | 0.06 | 0.00 |
| Jennings (13,869) | 4,642 | 0.361 | 0.23 | 0.06 | 0.00 |
| Carthage (14,044) | 4,675 | 0.357 | 0.22 | 0.06 | 0.00 |
| Greenwood (6,377) | 4,683 | 0.356 | 0.22 | 0.06 | 0.00 |
| Glendale (5,279) | 4,697 | 0.354 | 0.22 | 0.06 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Missouri - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| St. Ann (12,192) | 4,726 | 0.351 | 0.22 | 0.06 | 0.00 |
| Kirksville (17,263) | 4,728 | 0.351 | 0.22 | 0.06 | 0.00 |
| Webb City (13,147) | 4,743 | 0.350 | 0.22 | 0.06 | 0.00 |
| Neosho (12,437) | 4,776 | 0.346 | 0.22 | 0.05 | 0.00 |
| Murphy (9,048) | 4,812 | 0.342 | 0.21 | 0.05 | 0.00 |
| Black Jack (7,410) | 4,813 | 0.342 | 0.21 | 0.05 | 0.00 |
| Clarkson Valley (2,476) | 4,836 | 0.340 | 0.21 | 0.05 | 0.00 |
| Bellefontaine Neighbors (9,260) | 4,928 | 0.330 | 0.21 | 0.05 | 0.00 |
| Poplar Bluff (16,778) | 4,931 | 0.330 | 0.21 | 0.05 | 0.00 |
| Fulton (11,146) | 4,988 | 0.324 | 0.20 | 0.05 | 0.00 |
| Warrenton (10,558) | 5,022 | 0.320 | 0.20 | 0.05 | 0.00 |
| Battlefield (7,460) | 5,050 | 0.318 | 0.20 | 0.05 | 0.00 |
| Marshall (11,149) | 5,072 | 0.314 | 0.20 | 0.05 | 0.00 |
| Barnhart (6,108) | 5,145 | 0.308 | 0.19 | 0.05 | 0.00 |
| Brentwood (6,751) | 5,178 | 0.305 | 0.19 | 0.05 | 0.00 |
| Moberly (11,945) | 5,192 | 0.304 | 0.19 | 0.05 | 0.00 |
| Boonville (9,965) | 5,260 | 0.297 | 0.19 | 0.05 | 0.00 |
| Monett (10,830) | 5,262 | 0.297 | 0.19 | 0.05 | 0.00 |
| Fenton (4,376) | 5,335 | 0.291 | 0.18 | 0.05 | 0.00 |
| Sappington (7,287) | 5,393 | 0.286 | 0.18 | 0.05 | 0.00 |
| Mexico (9,977) | 5,526 | 0.273 | 0.17 | 0.04 | 0.00 |
| Licking (17,194) | 5,583 | 0.269 | 0.17 | 0.04 | 0.00 |
| Maryville (10,292) | 5,619 | 0.266 | 0.17 | 0.04 | 0.00 |
| Bolivar (11,855) | 5,708 | 0.260 | 0.16 | 0.04 | 0.00 |
| West Plains (11,896) | 5,760 | 0.256 | 0.16 | 0.04 | 0.00 |
| Berkeley (8,835) | 5,787 | 0.254 | 0.16 | 0.04 | 0.00 |
| Perryville (8,232) | 5,855 | 0.249 | 0.16 | 0.04 | 0.00 |
| Clinton (9,845) | 5,882 | 0.246 | 0.15 | 0.04 | 0.00 |
| Marshfield (9,863) | 5,917 | 0.244 | 0.15 | 0.04 | 0.00 |
| Pacific (6,894) | 5,922 | 0.243 | 0.15 | 0.04 | 0.00 |
| Kennett (10,263) | 5,972 | 0.239 | 0.15 | 0.04 | 0.00 |
| Cameron (8,312) | 5,974 | 0.238 | 0.15 | 0.04 | 0.00 |
| Valley Park (6,088) | 6,007 | 0.236 | 0.15 | 0.04 | 0.00 |
| Park Hills (10,343) | 6,063 | 0.233 | 0.15 | 0.04 | 0.00 |
| Shrewsbury (5,931) | 6,315 | 0.216 | 0.14 | 0.03 | 0.00 |
| Chillicothe (7,938) | 6,380 | 0.213 | 0.13 | 0.03 | 0.00 |
| Cottleville (3,167) | 6,436 | 0.209 | 0.13 | 0.03 | 0.00 |
| Maplewood (8,033) | 6,450 | 0.209 | 0.13 | 0.03 | 0.00 |
| Branson (7,186) | 6,515 | 0.205 | 0.13 | 0.03 | 0.00 |
| St. John (5,981) | 6,584 | 0.201 | 0.13 | 0.03 | 0.00 |
| Sullivan (7,315) | 6,686 | 0.196 | 0.12 | 0.03 | 0.00 |
| Rock Hill (4,578) | 6,694 | 0.195 | 0.12 | 0.03 | 0.00 |
| Osage Beach (5,660) | 6,723 | 0.194 | 0.12 | 0.03 | 0.00 |
| De Soto (7,065) | 6,730 | 0.193 | 0.12 | 0.03 | 0.00 |
| Imperial (4,373) | 6,736 | 0.193 | 0.12 | 0.03 | 0.00 |

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Missouri - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Nevada (7,938) | 6,954 | 0.182 | 0.11 | 0.03 | 0.00 |
| Byrnes Mill (3,985) | 6,960 | 0.182 | 0.11 | 0.03 | 0.00 |
| Dellwood (4,597) | 7,049 | 0.177 | 0.11 | 0.03 | 0.00 |
| High Ridge (4,236) | 7,057 | 0.176 | 0.11 | 0.03 | 0.00 |
| Richmond (5,828) | 7,111 | 0.174 | 0.11 | 0.03 | 0.00 |
| Wright City (6,459) | 7,120 | 0.174 | 0.11 | 0.03 | 0.00 |
| Crystal City (5,302) | 7,198 | 0.171 | 0.11 | 0.03 | 0.00 |
| Aurora (7,560) | 7,228 | 0.169 | 0.11 | 0.03 | 0.00 |
| Glasgow Village (5,234) | 7,238 | 0.169 | 0.11 | 0.03 | 0.00 |
| Pevely (5,416) | 7,246 | 0.168 | 0.11 | 0.03 | 0.00 |
| Dexter (8,151) | 7,257 | 0.168 | 0.11 | 0.03 | 0.00 |
| Herculaneum (4,604) | 7,312 | 0.166 | 0.10 | 0.03 | 0.00 |
| Desloge (5,814) | 7,314 | 0.166 | 0.10 | 0.03 | 0.00 |
| Lexington (5,453) | 7,469 | 0.159 | 0.10 | 0.03 | 0.00 |
| Savannah (5,277) | 7,589 | 0.155 | 0.10 | 0.02 | 0.00 |
| Pleasant Valley (3,525) | 7,636 | 0.153 | 0.10 | 0.02 | 0.00 |
| Odessa (5,013) | 7,670 | 0.152 | 0.10 | 0.02 | 0.00 |
| Weatherby Lake (1,911) | 7,709 | 0.150 | 0.09 | 0.02 | 0.00 |
| Rogersville (5,484) | 7,739 | 0.149 | 0.09 | 0.02 | 0.00 |
| St. Clair (4,533) | 7,858 | 0.144 | 0.09 | 0.02 | 0.00 |
| Holts Summit (4,553) | 7,894 | 0.143 | 0.09 | 0.02 | 0.00 |
| North Kansas City (5,579) | 7,919 | 0.143 | 0.09 | 0.02 | 0.00 |
| Northwoods (4,044) | 8,074 | 0.137 | 0.09 | 0.02 | 0.00 |
| Lamar (5,175) | 8,124 | 0.135 | 0.08 | 0.02 | 0.00 |
| Warson Woods (1,734) | 8,134 | 0.135 | 0.08 | 0.02 | 0.00 |
| Ste. Genevieve (4,457) | 8,140 | 0.135 | 0.08 | 0.02 | 0.00 |
| Mount Vernon (5,268) | 8,150 | 0.134 | 0.08 | 0.02 | 0.00 |
| Charleston (6,727) | 8,240 | 0.131 | 0.08 | 0.02 | 0.00 |
| Breckenridge Hills (4,196) | 8,279 | 0.130 | 0.08 | 0.02 | 0.00 |
| Woodson Terrace (3,991) | 8,290 | 0.129 | 0.08 | 0.02 | 0.00 |
| Higginsville (4,589) | 8,315 | 0.129 | 0.08 | 0.02 | 0.00 |
| Waynesville (3,494) | 8,323 | 0.128 | 0.08 | 0.02 | 0.00 |
| Scott City (4,482) | 8,356 | 0.128 | 0.08 | 0.02 | 0.00 |
| Willard (3,593) | 8,390 | 0.127 | 0.08 | 0.02 | 0.00 |
| Trenton (5,523) | 8,393 | 0.127 | 0.08 | 0.02 | 0.00 |
| Castle Point (4,559) | 8,404 | 0.126 | 0.08 | 0.02 | 0.00 |
| Moscow Mills (3,810) | 8,416 | 0.126 | 0.08 | 0.02 | 0.00 |
| California (4,422) | 8,443 | 0.125 | 0.08 | 0.02 | 0.00 |
| Eldon (5,012) | 8,579 | 0.121 | 0.08 | 0.02 | 0.00 |
| Macon (5,004) | 8,632 | 0.119 | 0.07 | 0.02 | 0.00 |
| Green Park (2,665) | 8,728 | 0.117 | 0.07 | 0.02 | 0.00 |
| St. Robert (3,939) | 8,747 | 0.116 | 0.07 | 0.02 | 0.00 |
| Whiteman AFB (3,814) | 8,809 | 0.114 | 0.07 | 0.02 | 0.00 |
| Lake Lotawana (1,939) | 8,836 | 0.114 | 0.07 | 0.02 | 0.00 |
| Normandy (4,889) | 8,875 | 0.112 | 0.07 | 0.02 | 0.00 |

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Missouri - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Sugar Creek (3,152) | 8,878 | 0.112 | 0.07 | 0.02 | 0.00 |
| Lake Ozark (3,331) | 8,926 | 0.111 | 0.07 | 0.02 | 0.00 |
| St. James (5,020) | 8,957 | 0.110 | 0.07 | 0.02 | 0.00 |
| Gray Summit (2,640) | 8,971 | 0.110 | 0.07 | 0.02 | 0.00 |
| St. Paul (1,804) | 8,994 | 0.109 | 0.07 | 0.02 | 0.00 |
| Lathrop (3,064) | 9,018 | 0.108 | 0.07 | 0.02 | 0.00 |
| Windsor (4,001) | 9,080 | 0.107 | 0.07 | 0.02 | 0.00 |
| Centralia (3,453) | 9,105 | 0.106 | 0.07 | 0.02 | 0.00 |
| Kimberling City (3,191) | 9,171 | 0.104 | 0.07 | 0.02 | 0.00 |
| Caruthersville (5,791) | 9,316 | 0.101 | 0.06 | 0.02 | 0.00 |
| Oakland (1,740) | 9,328 | 0.101 | 0.06 | 0.02 | 0.00 |
| Knob Noster (3,541) | 9,476 | 0.097 | 0.06 | 0.02 | 0.00 |
| Buckner (2,693) | 9,477 | 0.097 | 0.06 | 0.02 | 0.00 |
| Villa Ridge (2,417) | 9,496 | 0.097 | 0.06 | 0.02 | 0.00 |
| Louisiana (3,564) | 9,507 | 0.097 | 0.06 | 0.02 | 0.00 |
| Lawson (2,589) | 9,511 | 0.097 | 0.06 | 0.02 | 0.00 |
| Butler (4,191) | 9,555 | 0.095 | 0.06 | 0.02 | 0.00 |
| Palmyra (3,413) | 9,561 | 0.095 | 0.06 | 0.02 | 0.00 |
| Plattsburg (2,850) | 9,569 | 0.095 | 0.06 | 0.02 | 0.00 |
| Brookfield (3,984) | 9,718 | 0.091 | 0.06 | 0.01 | 0.00 |
| Village of Four Seasons (1,707) | 9,771 | 0.090 | 0.06 | 0.01 | 0.00 |
| Riverside (2,886) | 9,805 | 0.089 | 0.06 | 0.01 | 0.00 |
| Cassville (3,635) | 9,836 | 0.089 | 0.06 | 0.01 | 0.00 |
| Hermann (2,773) | 9,864 | 0.088 | 0.06 | 0.01 | 0.00 |
| Salem (4,551) | 9,872 | 0.088 | 0.05 | 0.01 | 0.00 |
| Carrollton (3,619) | 9,886 | 0.088 | 0.05 | 0.01 | 0.00 |
| Malden (4,217) | 9,962 | 0.086 | 0.05 | 0.01 | 0.00 |
| Camdenton (3,589) | 10,008 | 0.085 | 0.05 | 0.01 | 0.00 |
| Elsberry (3,422) | 10,015 | 0.085 | 0.05 | 0.01 | 0.00 |
| Mountain Grove (4,501) | 10,031 | 0.085 | 0.05 | 0.01 | 0.00 |
| Cuba (3,895) | 10,088 | 0.084 | 0.05 | 0.01 | 0.00 |
| Country Club (2,014) | 10,139 | 0.083 | 0.05 | 0.01 | 0.00 |
| Tipton (2,793) | 10,278 | 0.080 | 0.05 | 0.01 | 0.00 |
| Bowling Green (3,260) | 10,326 | 0.079 | 0.05 | 0.01 | 0.00 |
| Hollister (3,494) | 10,515 | 0.076 | 0.05 | 0.01 | 0.00 |
| Concordia (2,524) | 10,521 | 0.076 | 0.05 | 0.01 | 0.00 |
| Fredericktown (3,942) | 10,589 | 0.075 | 0.05 | 0.01 | 0.00 |
| Riverview (2,706) | 10,616 | 0.075 | 0.05 | 0.01 | 0.00 |
| Garden City (2,205) | 10,682 | 0.074 | 0.05 | 0.01 | 0.00 |
| Pine Lawn (3,799) | 10,735 | 0.073 | 0.05 | 0.01 | 0.00 |
| Bethany (2,906) | 10,740 | 0.073 | 0.05 | 0.01 | 0.00 |
| Holden (2,664) | 10,802 | 0.072 | 0.04 | 0.01 | 0.00 |
| Bel-Nor (1,392) | 10,810 | 0.072 | 0.04 | 0.01 | 0.00 |
| Montgomery City (2,602) | 10,880 | 0.071 | 0.04 | 0.01 | 0.00 |
| El Dorado Springs (3,804) | 10,885 | 0.070 | 0.04 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Missouri - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|--------------|-------------|
| Monroe City (2,598) | 10,900 | 0.070 | 0.04 | 0.01 | 0.00 |
| New Haven (2,142) | 10,920 | 0.070 | 0.04 | 0.01 | 0.00 |
| Strafford (2,167) | 10,939 | 0.070 | 0.04 | 0.01 | 0.00 |
| Chaffee (2,841) | 11,031 | 0.069 | 0.04 | 0.01 | 0.00 |
| Gower (1,593) | 11,045 | 0.068 | 0.04 | 0.01 | 0.00 |
| New Madrid (2,785) | 11,057 | 0.068 | 0.04 | 0.01 | 0.00 |
| Moline Acres (2,337) | 11,129 | 0.067 | 0.04 | 0.01 | 0.00 |
| Pagedale (3,136) | 11,153 | 0.067 | 0.04 | 0.01 | 0.00 |
| Weston (1,717) | 11,197 | 0.066 | 0.04 | 0.01 | 0.00 |
| Bel-Ridge (2,695) | 11,203 | 0.066 | 0.04 | 0.01 | 0.00 |
| Portageville (2,719) | 11,292 | 0.065 | 0.04 | 0.01 | 0.00 |
| Fair Grove (1,962) | 11,332 | 0.064 | 0.04 | 0.01 | 0.00 |
| Ava (3,193) | 11,388 | 0.064 | 0.04 | 0.01 | 0.00 |
| Winchester (1,462) | 11,480 | 0.062 | 0.04 | 0.01 | 0.00 |
| Seneca (2,374) | 11,481 | 0.062 | 0.04 | 0.01 | 0.00 |
| Granby (2,425) | 11,506 | 0.062 | 0.04 | 0.01 | 0.00 |
| Clever (2,108) | 11,530 | 0.062 | 0.04 | 0.01 | 0.00 |
| Owensville (2,562) | 11,542 | 0.061 | 0.04 | 0.01 | 0.00 |
| Duquesne (1,846) | 11,562 | 0.061 | 0.04 | 0.01 | 0.00 |
| Pasadena Hills (1,080) | 11,572 | 0.061 | 0.04 | 0.01 | 0.00 |
| Versailles (2,875) | 11,612 | 0.061 | 0.04 | 0.01 | 0.00 |
| Hanley Hills (2,000) | 11,640 | 0.060 | 0.04 | 0.01 | 0.00 |
| Fayette (2,433) | 11,720 | 0.059 | 0.04 | 0.01 | 0.00 |
| Ashland (1,869) | 11,814 | 0.058 | 0.04 | 0.01 | 0.00 |
| Buffalo (3,279) | 11,868 | 0.057 | 0.04 | 0.01 | 0.00 |
| Hillsboro (1,736) | 11,891 | 0.057 | 0.04 | 0.01 | 0.00 |
| Vandalia (2,529) | 11,915 | 0.057 | 0.04 | 0.01 | 0.00 |
| Canton (2,331) | 11,992 | 0.056 | 0.04 | 0.01 | 0.00 |
| Cartersville (2,090) | 12,057 | 0.055 | 0.03 | 0.01 | 0.00 |
| Miner (1,993) | 12,107 | 0.055 | 0.03 | 0.01 | 0.00 |
| Mountain View (2,724) | 12,140 | 0.054 | 0.03 | 0.01 | 0.00 |
| Cedar Hill (1,703) | 12,163 | 0.054 | 0.03 | 0.01 | 0.00 |
| Adrian (1,904) | 12,207 | 0.053 | 0.03 | 0.01 | 0.00 |
| Warsaw (2,535) | 12,212 | 0.053 | 0.03 | 0.01 | 0.00 |
| Calverton Park (1,275) | 12,438 | 0.051 | 0.03 | 0.01 | 0.00 |
| East Prairie (2,870) | 12,439 | 0.051 | 0.03 | 0.01 | 0.00 |
| Marionville (2,251) | 12,472 | 0.050 | 0.03 | 0.01 | 0.00 |
| Seymour (2,205) | 12,569 | 0.049 | 0.03 | 0.01 | 0.00 |
| Huntsville (1,797) | 12,616 | 0.049 | 0.03 | 0.01 | 0.00 |
| Marlborough (2,120) | 12,702 | 0.048 | 0.03 | 0.01 | 0.00 |
| Marceline (2,066) | 12,850 | 0.046 | 0.03 | 0.01 | 0.00 |
| Forsyth (1,632) | 12,854 | 0.046 | 0.03 | 0.01 | 0.00 |
| Total 4,231,365 | | 159.69 | 100.0 | 25.36 | 1.55 |

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7.13 CITIES SORTED BY ZIPCODE - MISSOURI

| Missouri - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Arnold (63010; 20,695) | 2,346 | 0.870 | 0.54 | 0.14 | 0.01 |
| Ellisville (63011; 10,290) | 3,238 | 0.596 | 0.37 | 0.09 | 0.01 |
| Barnhart (63012; 6,108) | 5,145 | 0.308 | 0.19 | 0.05 | 0.00 |
| Cedar Hill (63016; 1,703) | 12,163 | 0.054 | 0.03 | 0.01 | 0.00 |
| Clarkson Valley (63017; 2,476) | 4,836 | 0.340 | 0.21 | 0.05 | 0.00 |
| Chesterfield (63017; 48,106) | 464 | 3.592 | 2.25 | 0.57 | 0.03 |
| Crystal City (63019; 5,302) | 7,198 | 0.171 | 0.11 | 0.03 | 0.00 |
| De Soto (63020; 7,065) | 6,730 | 0.193 | 0.12 | 0.03 | 0.00 |
| Winchester (63021; 1,462) | 11,480 | 0.062 | 0.04 | 0.01 | 0.00 |
| Ballwin (63022; 29,324) | 1,222 | 1.736 | 1.09 | 0.28 | 0.02 |
| Eureka (63025; 13,235) | 2,329 | 0.876 | 0.55 | 0.14 | 0.01 |
| Fenton (63026; 4,376) | 5,335 | 0.291 | 0.18 | 0.05 | 0.00 |
| Murphy (63026; 9,048) | 4,812 | 0.342 | 0.21 | 0.05 | 0.00 |
| Festus (63028; 13,185) | 4,114 | 0.431 | 0.27 | 0.07 | 0.00 |
| Black Jack (63033; 7,410) | 4,813 | 0.342 | 0.21 | 0.05 | 0.00 |
| Florissant (63034; 55,063) | 921 | 2.181 | 1.37 | 0.35 | 0.02 |
| Gray Summit (63039; 2,640) | 8,971 | 0.110 | 0.07 | 0.02 | 0.00 |
| Maryland Heights (63043; 24,355) | 2,000 | 1.057 | 0.66 | 0.17 | 0.01 |
| Bridgeton (63045; 14,880) | 3,019 | 0.652 | 0.41 | 0.10 | 0.01 |
| Herculaneum (63048; 4,604) | 7,312 | 0.166 | 0.10 | 0.03 | 0.00 |
| High Ridge (63049; 4,236) | 7,057 | 0.176 | 0.11 | 0.03 | 0.00 |
| Hillsboro (63050; 1,736) | 11,891 | 0.057 | 0.04 | 0.01 | 0.00 |
| Byrnes Mill (63051; 3,985) | 6,960 | 0.182 | 0.11 | 0.03 | 0.00 |
| Imperial (63053; 4,373) | 6,736 | 0.193 | 0.12 | 0.03 | 0.00 |
| Pacific (63055; 6,894) | 5,922 | 0.243 | 0.15 | 0.04 | 0.00 |
| New Haven (63068; 2,142) | 10,920 | 0.070 | 0.04 | 0.01 | 0.00 |
| Wildwood (63069; 40,269) | 512 | 3.373 | 2.11 | 0.54 | 0.03 |
| Pevely (63070; 5,416) | 7,246 | 0.168 | 0.11 | 0.03 | 0.00 |
| St. Ann (63074; 12,192) | 4,726 | 0.351 | 0.22 | 0.06 | 0.00 |
| St. Clair (63077; 4,533) | 7,858 | 0.144 | 0.09 | 0.02 | 0.00 |
| Sullivan (63080; 7,315) | 6,686 | 0.196 | 0.12 | 0.03 | 0.00 |
| Union (63084; 11,861) | 4,198 | 0.418 | 0.26 | 0.07 | 0.00 |
| Manchester (63088; 18,775) | 1,966 | 1.077 | 0.67 | 0.17 | 0.01 |
| Valley Park (63088; 6,088) | 6,007 | 0.236 | 0.15 | 0.04 | 0.00 |
| Villa Ridge (63089; 2,417) | 9,496 | 0.097 | 0.06 | 0.02 | 0.00 |
| Washington (63090; 16,340) | 3,090 | 0.632 | 0.40 | 0.10 | 0.01 |
| St. Louis (63110; 329,062) | 147 | 7.962 | 4.99 | 1.26 | 0.08 |
| St. John (63114; 5,981) | 6,584 | 0.201 | 0.13 | 0.03 | 0.00 |
| Breckenridge Hills (63114; 4,196) | 8,279 | 0.130 | 0.08 | 0.02 | 0.00 |
| Overland (63114; 14,668) | 3,982 | 0.450 | 0.28 | 0.07 | 0.00 |
| Richmond Heights (63117; 8,717) | 4,383 | 0.393 | 0.25 | 0.06 | 0.00 |
| Webster Groves (63119; 22,595) | 1,735 | 1.218 | 0.76 | 0.19 | 0.01 |
| Shrewsbury (63119; 5,931) | 6,315 | 0.216 | 0.14 | 0.03 | 0.00 |
| Rock Hill (63119; 4,578) | 6,694 | 0.195 | 0.12 | 0.03 | 0.00 |
| Pine Lawn (63120; 3,799) | 10,735 | 0.073 | 0.05 | 0.01 | 0.00 |
| Bel-Nor (63121; 1,392) | 10,810 | 0.072 | 0.04 | 0.01 | 0.00 |

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Missouri - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Pasadena Hills (63121; 1,080) | 11,572 | 0.061 | 0.04 | 0.01 | 0.00 |
| Normandy (63121; 4,889) | 8,875 | 0.112 | 0.07 | 0.02 | 0.00 |
| Northwoods (63121; 4,044) | 8,074 | 0.137 | 0.09 | 0.02 | 0.00 |
| Bel-Ridge (63121; 2,695) | 11,203 | 0.066 | 0.04 | 0.01 | 0.00 |
| Kirkwood (63122; 26,670) | 1,620 | 1.310 | 0.82 | 0.21 | 0.01 |
| Des Peres (63122; 8,659) | 2,687 | 0.744 | 0.47 | 0.12 | 0.01 |
| Oakland (63122; 1,740) | 9,328 | 0.101 | 0.06 | 0.02 | 0.00 |
| Warson Woods (63122; 1,734) | 8,134 | 0.135 | 0.08 | 0.02 | 0.00 |
| Glendale (63122; 5,279) | 4,697 | 0.354 | 0.22 | 0.06 | 0.00 |
| Affton (63123; 20,535) | 2,540 | 0.793 | 0.50 | 0.13 | 0.01 |
| Green Park (63123; 2,665) | 8,728 | 0.117 | 0.07 | 0.02 | 0.00 |
| Marlborough (63123; 2,120) | 12,702 | 0.048 | 0.03 | 0.01 | 0.00 |
| Clayton (63124; 12,825) | 2,728 | 0.733 | 0.46 | 0.12 | 0.01 |
| Ladue (63124; 7,371) | 2,223 | 0.931 | 0.58 | 0.15 | 0.01 |
| Lemay (63125; 17,215) | 3,557 | 0.530 | 0.33 | 0.08 | 0.01 |
| Crestwood (63126; 11,442) | 3,450 | 0.552 | 0.35 | 0.09 | 0.01 |
| Sunset Hills (63127; 8,708) | 3,588 | 0.524 | 0.33 | 0.08 | 0.01 |
| Sappington (63128; 7,287) | 5,393 | 0.286 | 0.18 | 0.05 | 0.00 |
| Concord (63128; 16,689) | 2,462 | 0.822 | 0.51 | 0.13 | 0.01 |
| Mehlville (63129; 28,822) | 1,877 | 1.123 | 0.70 | 0.18 | 0.01 |
| Oakville (63129; 35,309) | 947 | 2.147 | 1.34 | 0.34 | 0.02 |
| Town and Country (63131; 10,721) | 1,599 | 1.337 | 0.84 | 0.21 | 0.01 |
| Frontenac (63131; 3,540) | 4,512 | 0.377 | 0.24 | 0.06 | 0.00 |
| Olivette (63132; 7,525) | 4,432 | 0.387 | 0.24 | 0.06 | 0.00 |
| University City (63132; 37,718) | 1,553 | 1.375 | 0.86 | 0.22 | 0.01 |
| Hanley Hills (63133; 2,000) | 11,640 | 0.060 | 0.04 | 0.01 | 0.00 |
| Pagedale (63133; 3,136) | 11,153 | 0.067 | 0.04 | 0.01 | 0.00 |
| Woodson Terrace (63134; 3,991) | 8,290 | 0.129 | 0.08 | 0.02 | 0.00 |
| Dellwood (63135; 4,597) | 7,049 | 0.177 | 0.11 | 0.03 | 0.00 |
| Calverton Park (63135; 1,275) | 12,438 | 0.051 | 0.03 | 0.01 | 0.00 |
| Hazelwood (63135; 24,069) | 2,157 | 0.967 | 0.61 | 0.15 | 0.01 |
| Moline Acres (63136; 2,337) | 11,129 | 0.067 | 0.04 | 0.01 | 0.00 |
| Castle Point (63136; 4,559) | 8,404 | 0.126 | 0.08 | 0.02 | 0.00 |
| Jennings (63136; 13,869) | 4,642 | 0.361 | 0.23 | 0.06 | 0.00 |
| Riverview (63137; 2,706) | 10,616 | 0.075 | 0.05 | 0.01 | 0.00 |
| Bellefontaine Neighbors (63137; 9,260) | 4,928 | 0.330 | 0.21 | 0.05 | 0.00 |
| Glasgow Village (63137; 5,234) | 7,238 | 0.169 | 0.11 | 0.03 | 0.00 |
| Spanish Lake (63138; 21,337) | 2,806 | 0.711 | 0.45 | 0.11 | 0.01 |
| Berkeley (63140; 8,835) | 5,787 | 0.254 | 0.16 | 0.04 | 0.00 |
| Creve Coeur (63141; 17,095) | 1,843 | 1.143 | 0.72 | 0.18 | 0.01 |
| Maplewood (63143; 8,033) | 6,450 | 0.209 | 0.13 | 0.03 | 0.00 |
| Brentwood (63144; 6,751) | 5,178 | 0.305 | 0.19 | 0.05 | 0.00 |
| Ferguson (63145; 19,601) | 3,131 | 0.623 | 0.39 | 0.10 | 0.01 |
| St. Charles (63301; 64,787) | 674 | 2.758 | 1.73 | 0.44 | 0.03 |
| Weldon Spring (63304; 5,552) | 4,087 | 0.435 | 0.27 | 0.07 | 0.00 |

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Missouri - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Bowling Green (63334; 3,260) | 10,326 | 0.079 | 0.05 | 0.01 | 0.00 |
| Elsberry (63343; 3,422) | 10,015 | 0.085 | 0.05 | 0.01 | 0.00 |
| Louisiana (63353; 3,564) | 9,507 | 0.097 | 0.06 | 0.02 | 0.00 |
| Montgomery City (63361; 2,602) | 10,880 | 0.071 | 0.04 | 0.01 | 0.00 |
| Moscow Mills (63362; 3,810) | 8,416 | 0.126 | 0.08 | 0.02 | 0.00 |
| O'Fallon (63366; 204,708) | 100 | 10.976 | 6.87 | 1.74 | 0.11 |
| St. Paul (63366; 1,804) | 8,994 | 0.109 | 0.07 | 0.02 | 0.00 |
| Lake St. Louis (63367; 26,285) | 1,331 | 1.612 | 1.01 | 0.26 | 0.02 |
| Dardenne Prairie (63368; 20,303) | 1,525 | 1.394 | 0.87 | 0.22 | 0.01 |
| Cottleville (63376; 3,167) | 6,436 | 0.209 | 0.13 | 0.03 | 0.00 |
| St. Peters (63376; 62,226) | 543 | 3.210 | 2.01 | 0.51 | 0.03 |
| Troy (63379; 21,011) | 2,658 | 0.755 | 0.47 | 0.12 | 0.01 |
| Vandalia (63382; 2,529) | 11,915 | 0.057 | 0.04 | 0.01 | 0.00 |
| Warrenton (63383; 10,558) | 5,022 | 0.320 | 0.20 | 0.05 | 0.00 |
| Wentzville (63385; 138,530) | 231 | 5.830 | 3.65 | 0.93 | 0.06 |
| Wright City (63390; 6,459) | 7,120 | 0.174 | 0.11 | 0.03 | 0.00 |
| Hannibal (63401; 17,613) | 3,863 | 0.469 | 0.29 | 0.07 | 0.00 |
| Canton (63435; 2,331) | 11,992 | 0.056 | 0.04 | 0.01 | 0.00 |
| Monroe City (63456; 2,598) | 10,900 | 0.070 | 0.04 | 0.01 | 0.00 |
| Palmyra (63461; 3,413) | 9,561 | 0.095 | 0.06 | 0.02 | 0.00 |
| Kirksville (63501; 17,263) | 4,728 | 0.351 | 0.22 | 0.06 | 0.00 |
| Macon (63552; 5,004) | 8,632 | 0.119 | 0.07 | 0.02 | 0.00 |
| Park Hills (63601; 10,343) | 6,063 | 0.233 | 0.15 | 0.04 | 0.00 |
| Desloge (63601; 5,814) | 7,314 | 0.166 | 0.10 | 0.03 | 0.00 |
| Bonne Terre (63628; 25,944) | 2,870 | 0.692 | 0.43 | 0.11 | 0.01 |
| Farmington (63640; 17,786) | 3,806 | 0.479 | 0.30 | 0.08 | 0.00 |
| Fredericktown (63645; 3,942) | 10,589 | 0.075 | 0.05 | 0.01 | 0.00 |
| Ste. Genevieve (63670; 4,457) | 8,140 | 0.135 | 0.08 | 0.02 | 0.00 |
| Cape Girardeau (63703; 37,972) | 1,921 | 1.098 | 0.69 | 0.17 | 0.01 |
| Chaffee (63740; 2,841) | 11,031 | 0.069 | 0.04 | 0.01 | 0.00 |
| Perryville (63747; 8,232) | 5,855 | 0.249 | 0.16 | 0.04 | 0.00 |
| Jackson (63755; 15,490) | 3,420 | 0.558 | 0.35 | 0.09 | 0.01 |
| Scott City (63780; 4,482) | 8,356 | 0.128 | 0.08 | 0.02 | 0.00 |
| Sikeston (63801; 17,263) | 4,046 | 0.440 | 0.28 | 0.07 | 0.00 |
| Miner (63801; 1,993) | 12,107 | 0.055 | 0.03 | 0.01 | 0.00 |
| Caruthersville (63830; 5,791) | 9,316 | 0.101 | 0.06 | 0.02 | 0.00 |
| Charleston (63834; 6,727) | 8,240 | 0.131 | 0.08 | 0.02 | 0.00 |
| Dexter (63841; 8,151) | 7,257 | 0.168 | 0.11 | 0.03 | 0.00 |
| East Prairie (63845; 2,870) | 12,439 | 0.051 | 0.03 | 0.01 | 0.00 |
| Kennett (63857; 10,263) | 5,972 | 0.239 | 0.15 | 0.04 | 0.00 |
| Malden (63863; 4,217) | 9,962 | 0.086 | 0.05 | 0.01 | 0.00 |
| New Madrid (63869; 2,785) | 11,057 | 0.068 | 0.04 | 0.01 | 0.00 |
| Portageville (63873; 2,719) | 11,292 | 0.065 | 0.04 | 0.01 | 0.00 |
| Poplar Bluff (63901; 16,778) | 4,931 | 0.330 | 0.21 | 0.05 | 0.00 |
| Belton (64012; 31,239) | 1,672 | 1.269 | 0.79 | 0.20 | 0.01 |

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Missouri - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Blue Springs (64013; 53,897) | 713 | 2.660 | 1.67 | 0.42 | 0.03 |
| Buckner (64016; 2,693) | 9,477 | 0.097 | 0.06 | 0.02 | 0.00 |
| Concordia (64020; 2,524) | 10,521 | 0.076 | 0.05 | 0.01 | 0.00 |
| Excelsior Springs (64024; 12,886) | 4,187 | 0.421 | 0.26 | 0.07 | 0.00 |
| Grain Valley (64029; 29,624) | 1,607 | 1.323 | 0.83 | 0.21 | 0.01 |
| Grandview (64030; 24,774) | 2,316 | 0.883 | 0.55 | 0.14 | 0.01 |
| Greenwood (64034; 6,377) | 4,683 | 0.356 | 0.22 | 0.06 | 0.00 |
| Higginsville (64037; 4,589) | 8,315 | 0.129 | 0.08 | 0.02 | 0.00 |
| Holden (64040; 2,664) | 10,802 | 0.072 | 0.04 | 0.01 | 0.00 |
| Independence (64052; 104,494) | 476 | 3.539 | 2.22 | 0.56 | 0.03 |
| Sugar Creek (64056; 3,152) | 8,878 | 0.112 | 0.07 | 0.02 | 0.00 |
| Kearney (64060; 14,143) | 2,799 | 0.713 | 0.45 | 0.11 | 0.01 |
| Lawson (64062; 2,589) | 9,511 | 0.097 | 0.06 | 0.02 | 0.00 |
| Lee's Summit (64063; 108,451) | 229 | 5.885 | 3.69 | 0.93 | 0.06 |
| Lake Lotawana (64063; 1,939) | 8,836 | 0.114 | 0.07 | 0.02 | 0.00 |
| Lexington (64067; 5,453) | 7,469 | 0.159 | 0.10 | 0.03 | 0.00 |
| Liberty (64068; 36,742) | 1,228 | 1.727 | 1.08 | 0.27 | 0.02 |
| Pleasant Valley (64068; 3,525) | 7,636 | 0.153 | 0.10 | 0.02 | 0.00 |
| Oak Grove (64075; 11,556) | 3,909 | 0.463 | 0.29 | 0.07 | 0.00 |
| Odessa (64076; 5,013) | 7,670 | 0.152 | 0.10 | 0.02 | 0.00 |
| Peculiar (64078; 9,332) | 4,554 | 0.372 | 0.23 | 0.06 | 0.00 |
| Platte City (64079; 10,087) | 4,208 | 0.417 | 0.26 | 0.07 | 0.00 |
| Pleasant Hill (64080; 10,211) | 4,009 | 0.445 | 0.28 | 0.07 | 0.00 |
| Raymore (64083; 31,159) | 1,379 | 1.555 | 0.97 | 0.25 | 0.02 |
| Richmond (64085; 5,828) | 7,111 | 0.174 | 0.11 | 0.03 | 0.00 |
| Smithville (64089; 11,358) | 3,547 | 0.533 | 0.33 | 0.08 | 0.01 |
| Warrensburg (64093; 21,260) | 3,435 | 0.556 | 0.35 | 0.09 | 0.01 |
| Weston (64098; 1,717) | 11,197 | 0.066 | 0.04 | 0.01 | 0.00 |
| Kansas City (64111; 452,434) | 64 | 14.994 | 9.39 | 2.38 | 0.15 |
| North Kansas City (64116; 5,579) | 7,919 | 0.143 | 0.09 | 0.02 | 0.00 |
| Raytown (64129; 26,455) | 2,112 | 0.989 | 0.62 | 0.16 | 0.01 |
| Riverside (64151; 2,886) | 9,805 | 0.089 | 0.06 | 0.01 | 0.00 |
| Weatherby Lake (64152; 1,911) | 7,709 | 0.150 | 0.09 | 0.02 | 0.00 |
| Parkville (64152; 9,596) | 3,273 | 0.587 | 0.37 | 0.09 | 0.01 |
| Gladstone (64165; 29,789) | 1,720 | 1.230 | 0.77 | 0.20 | 0.01 |
| Bethany (64424; 2,906) | 10,740 | 0.073 | 0.05 | 0.01 | 0.00 |
| Cameron (64429; 8,312) | 5,974 | 0.238 | 0.15 | 0.04 | 0.00 |
| Gower (64454; 1,593) | 11,045 | 0.068 | 0.04 | 0.01 | 0.00 |
| Lathrop (64465; 3,064) | 9,018 | 0.108 | 0.07 | 0.02 | 0.00 |
| Maryville (64468; 10,292) | 5,619 | 0.266 | 0.17 | 0.04 | 0.00 |
| Plattsburg (64477; 2,850) | 9,569 | 0.095 | 0.06 | 0.02 | 0.00 |
| Savannah (64485; 5,277) | 7,589 | 0.155 | 0.10 | 0.02 | 0.00 |
| Country Club (64505; 2,014) | 10,139 | 0.083 | 0.05 | 0.01 | 0.00 |
| St. Joseph (64507; 68,776) | 1,023 | 2.001 | 1.25 | 0.32 | 0.02 |
| Chillicothe (64601; 7,938) | 6,380 | 0.213 | 0.13 | 0.03 | 0.00 |

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Missouri - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Brookfield (64628; 3,984) | 9,718 | 0.091 | 0.06 | 0.01 | 0.00 |
| Carrollton (64633; 3,619) | 9,886 | 0.088 | 0.05 | 0.01 | 0.00 |
| Marceline (64658; 2,066) | 12,850 | 0.046 | 0.03 | 0.01 | 0.00 |
| Trenton (64683; 5,523) | 8,393 | 0.127 | 0.08 | 0.02 | 0.00 |
| Harrisonville (64701; 11,817) | 4,217 | 0.416 | 0.26 | 0.07 | 0.00 |
| Adrian (64720; 1,904) | 12,207 | 0.053 | 0.03 | 0.01 | 0.00 |
| Butler (64730; 4,191) | 9,555 | 0.095 | 0.06 | 0.02 | 0.00 |
| Clinton (64735; 9,845) | 5,882 | 0.246 | 0.15 | 0.04 | 0.00 |
| El Dorado Springs (64744; 3,804) | 10,885 | 0.070 | 0.04 | 0.01 | 0.00 |
| Garden City (64747; 2,205) | 10,682 | 0.074 | 0.05 | 0.01 | 0.00 |
| Lamar (64759; 5,175) | 8,124 | 0.135 | 0.08 | 0.02 | 0.00 |
| Nevada (64772; 7,938) | 6,954 | 0.182 | 0.11 | 0.03 | 0.00 |
| Duquesne (64801; 1,846) | 11,562 | 0.061 | 0.04 | 0.01 | 0.00 |
| Joplin (64804; 51,024) | 1,532 | 1.389 | 0.87 | 0.22 | 0.01 |
| Carl Junction (64834; 9,582) | 4,628 | 0.363 | 0.23 | 0.06 | 0.00 |
| Carterville (64835; 2,090) | 12,057 | 0.055 | 0.03 | 0.01 | 0.00 |
| Carthage (64836; 14,044) | 4,675 | 0.357 | 0.22 | 0.06 | 0.00 |
| Granby (64844; 2,425) | 11,506 | 0.062 | 0.04 | 0.01 | 0.00 |
| Neosho (64853; 12,437) | 4,776 | 0.346 | 0.22 | 0.05 | 0.00 |
| Seneca (64865; 2,374) | 11,481 | 0.062 | 0.04 | 0.01 | 0.00 |
| Webb City (64870; 13,147) | 4,743 | 0.350 | 0.22 | 0.06 | 0.00 |
| Ashland (65010; 1,869) | 11,814 | 0.058 | 0.04 | 0.01 | 0.00 |
| California (65018; 4,422) | 8,443 | 0.125 | 0.08 | 0.02 | 0.00 |
| Camdenton (65020; 3,589) | 10,008 | 0.085 | 0.05 | 0.01 | 0.00 |
| Eldon (65026; 5,012) | 8,579 | 0.121 | 0.08 | 0.02 | 0.00 |
| Hermann (65041; 2,773) | 9,864 | 0.088 | 0.06 | 0.01 | 0.00 |
| Holts Summit (65043; 4,553) | 7,894 | 0.143 | 0.09 | 0.02 | 0.00 |
| Lake Ozark (65049; 3,331) | 8,926 | 0.111 | 0.07 | 0.02 | 0.00 |
| Village of Four Seasons (65049; 1,707) | 9,771 | 0.090 | 0.06 | 0.01 | 0.00 |
| Osage Beach (65065; 5,660) | 6,723 | 0.194 | 0.12 | 0.03 | 0.00 |
| Owensville (65066; 2,562) | 11,542 | 0.061 | 0.04 | 0.01 | 0.00 |
| Tipton (65081; 2,793) | 10,278 | 0.080 | 0.05 | 0.01 | 0.00 |
| Versailles (65084; 2,875) | 11,612 | 0.061 | 0.04 | 0.01 | 0.00 |
| Jefferson City (65105; 35,953) | 1,671 | 1.269 | 0.79 | 0.20 | 0.01 |
| Columbia (65212; 106,707) | 544 | 3.207 | 2.01 | 0.51 | 0.03 |
| Boonville (65233; 9,965) | 5,260 | 0.297 | 0.19 | 0.05 | 0.00 |
| Centralia (65240; 3,453) | 9,105 | 0.106 | 0.07 | 0.02 | 0.00 |
| Fayette (65248; 2,433) | 11,720 | 0.059 | 0.04 | 0.01 | 0.00 |
| Fulton (65251; 11,146) | 4,988 | 0.324 | 0.20 | 0.05 | 0.00 |
| Huntsville (65259; 1,797) | 12,616 | 0.049 | 0.03 | 0.01 | 0.00 |
| Mexico (65265; 9,977) | 5,526 | 0.273 | 0.17 | 0.04 | 0.00 |
| Moberly (65270; 11,945) | 5,192 | 0.304 | 0.19 | 0.05 | 0.00 |
| Sedalia (65302; 19,775) | 3,690 | 0.505 | 0.32 | 0.08 | 0.00 |
| Whiteman AFB (65305; 3,814) | 8,809 | 0.114 | 0.07 | 0.02 | 0.00 |
| Knob Noster (65305; 3,541) | 9,476 | 0.097 | 0.06 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Missouri - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|---------------|--------------|--------------|-------------|
| Marshall (65340; 11,149) | 5,072 | 0.314 | 0.20 | 0.05 | 0.00 |
| Warsaw (65355; 2,535) | 12,212 | 0.053 | 0.03 | 0.01 | 0.00 |
| Windsor (65360; 4,001) | 9,080 | 0.107 | 0.07 | 0.02 | 0.00 |
| Rolla (65409; 20,972) | 3,732 | 0.495 | 0.31 | 0.08 | 0.00 |
| Cuba (65453; 3,895) | 10,088 | 0.084 | 0.05 | 0.01 | 0.00 |
| Fort Leonard Wood (65473; 13,666) | 4,249 | 0.413 | 0.26 | 0.07 | 0.00 |
| Lebanon (65536; 15,236) | 4,522 | 0.376 | 0.24 | 0.06 | 0.00 |
| Licking (65542; 17,194) | 5,583 | 0.269 | 0.17 | 0.04 | 0.00 |
| Mountain View (65548; 2,724) | 12,140 | 0.054 | 0.03 | 0.01 | 0.00 |
| St. James (65559; 5,020) | 8,957 | 0.110 | 0.07 | 0.02 | 0.00 |
| Salem (65560; 4,551) | 9,872 | 0.088 | 0.05 | 0.01 | 0.00 |
| St. Robert (65583; 3,939) | 8,747 | 0.116 | 0.07 | 0.02 | 0.00 |
| Waynesville (65583; 3,494) | 8,323 | 0.128 | 0.08 | 0.02 | 0.00 |
| Aurora (65605; 7,560) | 7,228 | 0.169 | 0.11 | 0.03 | 0.00 |
| Ava (65608; 3,193) | 11,388 | 0.064 | 0.04 | 0.01 | 0.00 |
| Bolivar (65613; 11,855) | 5,708 | 0.260 | 0.16 | 0.04 | 0.00 |
| Branson (65616; 7,186) | 6,515 | 0.205 | 0.13 | 0.03 | 0.00 |
| Battlefield (65619; 7,460) | 5,050 | 0.318 | 0.20 | 0.05 | 0.00 |
| Buffalo (65622; 3,279) | 11,868 | 0.057 | 0.04 | 0.01 | 0.00 |
| Cassville (65625; 3,635) | 9,836 | 0.089 | 0.06 | 0.01 | 0.00 |
| Clever (65631; 2,108) | 11,530 | 0.062 | 0.04 | 0.01 | 0.00 |
| Fair Grove (65648; 1,962) | 11,332 | 0.064 | 0.04 | 0.01 | 0.00 |
| Forsyth (65653; 1,632) | 12,854 | 0.046 | 0.03 | 0.01 | 0.00 |
| Hollister (65673; 3,494) | 10,515 | 0.076 | 0.05 | 0.01 | 0.00 |
| Kimberling City (65686; 3,191) | 9,171 | 0.104 | 0.07 | 0.02 | 0.00 |
| Marionville (65705; 2,251) | 12,472 | 0.050 | 0.03 | 0.01 | 0.00 |
| Marshfield (65706; 9,863) | 5,917 | 0.244 | 0.15 | 0.04 | 0.00 |
| Monett (65708; 10,830) | 5,262 | 0.297 | 0.19 | 0.05 | 0.00 |
| Mountain Grove (65711; 4,501) | 10,031 | 0.085 | 0.05 | 0.01 | 0.00 |
| Mount Vernon (65712; 5,268) | 8,150 | 0.134 | 0.08 | 0.02 | 0.00 |
| Nixa (65714; 25,639) | 2,369 | 0.860 | 0.54 | 0.14 | 0.01 |
| Ozark (65721; 48,403) | 1,452 | 1.475 | 0.92 | 0.23 | 0.01 |
| Republic (65738; 16,242) | 3,704 | 0.501 | 0.31 | 0.08 | 0.00 |
| Springfield (65742; 148,008) | 424 | 3.898 | 2.44 | 0.62 | 0.04 |
| Rogersville (65742; 5,484) | 7,739 | 0.149 | 0.09 | 0.02 | 0.00 |
| Seymour (65746; 2,205) | 12,569 | 0.049 | 0.03 | 0.01 | 0.00 |
| Strafford (65757; 2,167) | 10,939 | 0.070 | 0.04 | 0.01 | 0.00 |
| West Plains (65776; 11,896) | 5,760 | 0.256 | 0.16 | 0.04 | 0.00 |
| Willard (65781; 3,593) | 8,390 | 0.127 | 0.08 | 0.02 | 0.00 |
| Total 4,231,365 | | 159.69 | 100.0 | 25.36 | 1.55 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

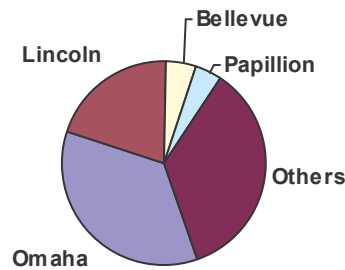
7.14 LATENT DEMAND BY YEAR - NEBRASKA

The Latent Demand for Graphic Design Services in Nebraska: 2002 - 2012

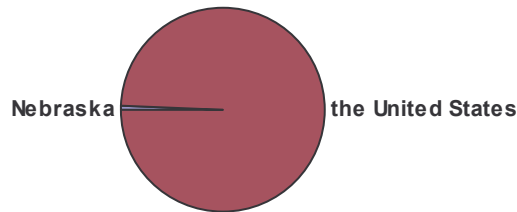
| Year | Nebraska | % of Region | % of USA |
|------|----------|-------------|----------|
| 2002 | 46.67 | 7.58% | 0.46% |
| 2003 | 47.02 | 7.66% | 0.46% |
| 2004 | 47.38 | 7.74% | 0.47% |
| 2005 | 47.74 | 7.81% | 0.48% |
| 2006 | 48.19 | 7.87% | 0.48% |
| 2007 | 49.21 | 7.82% | 0.48% |
| 2008 | 50.34 | 7.74% | 0.47% |
| 2009 | 51.50 | 7.67% | 0.46% |
| 2010 | 52.68 | 7.59% | 0.46% |
| 2011 | 53.89 | 7.52% | 0.45% |
| 2012 | 55.13 | 7.45% | 0.44% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Nebraska - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Nebraska: 2007



7.15 CITIES SORTED BY RANK - NEBRASKA

Nebraska - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Omaha (473,950) | 51 | 16.917 | 34.38 | 2.69 | 0.16 |
| Lincoln (271,032) | 113 | 9.819 | 19.95 | 1.56 | 0.10 |
| Bellevue (57,516) | 803 | 2.422 | 4.92 | 0.38 | 0.02 |
| Papillion (33,021) | 1,109 | 1.885 | 3.83 | 0.30 | 0.02 |
| Grand Island (48,535) | 1,375 | 1.561 | 3.17 | 0.25 | 0.02 |
| Gretna (31,673) | 1,507 | 1.416 | 2.88 | 0.22 | 0.01 |
| La Vista (29,027) | 1,725 | 1.224 | 2.49 | 0.19 | 0.01 |
| Kearney (32,589) | 2,074 | 1.013 | 2.06 | 0.16 | 0.01 |
| Fremont (25,576) | 2,430 | 0.837 | 1.70 | 0.13 | 0.01 |
| Norfolk (25,847) | 2,524 | 0.798 | 1.62 | 0.13 | 0.01 |
| North Platte (24,160) | 2,714 | 0.737 | 1.50 | 0.12 | 0.01 |
| Columbus (20,631) | 2,793 | 0.716 | 1.45 | 0.11 | 0.01 |
| Hastings (21,559) | 2,899 | 0.682 | 1.39 | 0.11 | 0.01 |
| Chalco (10,736) | 3,311 | 0.578 | 1.17 | 0.09 | 0.01 |
| Beatrice (14,456) | 4,089 | 0.435 | 0.88 | 0.07 | 0.00 |
| South Sioux City (12,810) | 4,205 | 0.417 | 0.85 | 0.07 | 0.00 |
| Scottsbluff (14,856) | 4,355 | 0.397 | 0.81 | 0.06 | 0.00 |
| Elkhorn (6,062) | 4,625 | 0.364 | 0.74 | 0.06 | 0.00 |
| Lexington (10,177) | 4,778 | 0.346 | 0.70 | 0.05 | 0.00 |
| Blair (8,323) | 5,163 | 0.306 | 0.62 | 0.05 | 0.00 |
| Offutt AFB (8,901) | 5,328 | 0.292 | 0.59 | 0.05 | 0.00 |
| Seward (7,825) | 5,374 | 0.288 | 0.59 | 0.05 | 0.00 |
| Plattsmouth (7,664) | 5,631 | 0.266 | 0.54 | 0.04 | 0.00 |
| Ralston (5,944) | 5,828 | 0.251 | 0.51 | 0.04 | 0.00 |
| Gering (7,717) | 5,930 | 0.242 | 0.49 | 0.04 | 0.00 |
| Alliance (6,761) | 5,977 | 0.238 | 0.48 | 0.04 | 0.00 |
| York (7,006) | 6,181 | 0.225 | 0.46 | 0.04 | 0.00 |
| Crete (7,330) | 6,215 | 0.223 | 0.45 | 0.04 | 0.00 |
| Nebraska City (6,611) | 6,490 | 0.206 | 0.42 | 0.03 | 0.00 |
| Sidney (6,692) | 6,564 | 0.203 | 0.41 | 0.03 | 0.00 |
| McCook (7,022) | 6,702 | 0.195 | 0.40 | 0.03 | 0.00 |
| Schuyler (5,348) | 7,041 | 0.177 | 0.36 | 0.03 | 0.00 |
| Holdrege (5,033) | 7,384 | 0.163 | 0.33 | 0.03 | 0.00 |
| Waverly (3,294) | 7,609 | 0.154 | 0.31 | 0.02 | 0.00 |
| Aurora (4,294) | 7,852 | 0.144 | 0.29 | 0.02 | 0.00 |
| Wahoo (4,333) | 8,105 | 0.136 | 0.28 | 0.02 | 0.00 |
| Cozad (4,347) | 8,426 | 0.126 | 0.26 | 0.02 | 0.00 |
| Gothenburg (3,872) | 8,463 | 0.124 | 0.25 | 0.02 | 0.00 |
| Ogallala (4,170) | 8,621 | 0.120 | 0.24 | 0.02 | 0.00 |
| Chadron (4,764) | 8,731 | 0.116 | 0.24 | 0.02 | 0.00 |
| Ashland (3,079) | 8,921 | 0.111 | 0.23 | 0.02 | 0.00 |
| Minden (2,965) | 9,104 | 0.106 | 0.22 | 0.02 | 0.00 |
| Wayne (4,139) | 9,262 | 0.102 | 0.21 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Nebraska - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|-------------|-------------|
| Fairbury (3,681) | 9,527 | 0.096 | 0.20 | 0.02 | 0.00 |
| West Point (3,095) | 9,763 | 0.090 | 0.18 | 0.01 | 0.00 |
| Hickman (2,067) | 10,121 | 0.083 | 0.17 | 0.01 | 0.00 |
| Central City (2,697) | 10,151 | 0.082 | 0.17 | 0.01 | 0.00 |
| Dakota City (2,115) | 10,169 | 0.082 | 0.17 | 0.01 | 0.00 |
| O'Neill (2,927) | 10,248 | 0.080 | 0.16 | 0.01 | 0.00 |
| Falls City (3,345) | 10,283 | 0.080 | 0.16 | 0.01 | 0.00 |
| David City (2,535) | 10,407 | 0.078 | 0.16 | 0.01 | 0.00 |
| Broken Bow (2,964) | 10,442 | 0.078 | 0.16 | 0.01 | 0.00 |
| Auburn (2,464) | 10,580 | 0.075 | 0.15 | 0.01 | 0.00 |
| Madison (2,246) | 10,819 | 0.072 | 0.15 | 0.01 | 0.00 |
| Springfield (1,633) | 10,915 | 0.070 | 0.14 | 0.01 | 0.00 |
| St. Paul (2,458) | 10,933 | 0.070 | 0.14 | 0.01 | 0.00 |
| Milford (2,045) | 11,088 | 0.068 | 0.14 | 0.01 | 0.00 |
| Syracuse (2,007) | 11,173 | 0.066 | 0.14 | 0.01 | 0.00 |
| Valley (1,958) | 11,308 | 0.065 | 0.13 | 0.01 | 0.00 |
| Valentine (2,643) | 11,313 | 0.065 | 0.13 | 0.01 | 0.00 |
| Wilber (1,936) | 11,421 | 0.063 | 0.13 | 0.01 | 0.00 |
| Geneva (2,054) | 11,692 | 0.060 | 0.12 | 0.01 | 0.00 |
| Gibbon (1,808) | 11,952 | 0.056 | 0.11 | 0.01 | 0.00 |
| Tecumseh (1,940) | 12,056 | 0.055 | 0.11 | 0.01 | 0.00 |
| Pierce (1,690) | 12,223 | 0.053 | 0.11 | 0.01 | 0.00 |
| Imperial (1,748) | 12,268 | 0.053 | 0.11 | 0.01 | 0.00 |
| Eagle (1,273) | 12,335 | 0.052 | 0.11 | 0.01 | 0.00 |
| Tekamah (1,627) | 12,339 | 0.052 | 0.11 | 0.01 | 0.00 |
| Sutherland (1,415) | 12,502 | 0.050 | 0.10 | 0.01 | 0.00 |
| Stanton (1,653) | 12,565 | 0.049 | 0.10 | 0.01 | 0.00 |
| Arlington (1,216) | 12,580 | 0.049 | 0.10 | 0.01 | 0.00 |
| Yutan (1,221) | 12,617 | 0.049 | 0.10 | 0.01 | 0.00 |
| Kimball (1,809) | 12,664 | 0.048 | 0.10 | 0.01 | 0.00 |
| Battle Creek (1,229) | 12,685 | 0.048 | 0.10 | 0.01 | 0.00 |
| Ord (1,960) | 12,718 | 0.048 | 0.10 | 0.01 | 0.00 |
| Weeping Water (1,223) | 12,830 | 0.047 | 0.09 | 0.01 | 0.00 |
| Total 1,370,329 | | 49.208 | 100.0 | 7.82 | 0.48 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

7.16 CITIES SORTED BY ZIPCODE - NEBRASKA

Nebraska - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Arlington (68002; 1,216) | 12,580 | 0.049 | 0.10 | 0.01 | 0.00 |
| Ashland (68003; 3,079) | 8,921 | 0.111 | 0.23 | 0.02 | 0.00 |
| Blair (68009; 8,323) | 5,163 | 0.306 | 0.62 | 0.05 | 0.00 |
| Elkhorn (68022; 6,062) | 4,625 | 0.364 | 0.74 | 0.06 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Nebraska - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Fremont (68025; 25,576) | 2,430 | 0.837 | 1.70 | 0.13 | 0.01 |
| Gretna (68028; 31,673) | 1,507 | 1.416 | 2.88 | 0.22 | 0.01 |
| Plattsmouth (68048; 7,664) | 5,631 | 0.266 | 0.54 | 0.04 | 0.00 |
| Springfield (68059; 1,633) | 10,915 | 0.070 | 0.14 | 0.01 | 0.00 |
| Tekamah (68061; 1,627) | 12,339 | 0.052 | 0.11 | 0.01 | 0.00 |
| Valley (68064; 1,958) | 11,308 | 0.065 | 0.13 | 0.01 | 0.00 |
| Wahoo (68066; 4,333) | 8,105 | 0.136 | 0.28 | 0.02 | 0.00 |
| Yutan (68073; 1,221) | 12,617 | 0.049 | 0.10 | 0.01 | 0.00 |
| Offutt AFB (68113; 8,901) | 5,328 | 0.292 | 0.59 | 0.05 | 0.00 |
| Ralston (68127; 5,944) | 5,828 | 0.251 | 0.51 | 0.04 | 0.00 |
| La Vista (68128; 29,027) | 1,725 | 1.224 | 2.49 | 0.19 | 0.01 |
| Chalco (68138; 10,736) | 3,311 | 0.578 | 1.17 | 0.09 | 0.01 |
| Papillion (68157; 33,021) | 1,109 | 1.885 | 3.83 | 0.30 | 0.02 |
| Bellevue (68157; 57,516) | 803 | 2.422 | 4.92 | 0.38 | 0.02 |
| Omaha (68164; 473,950) | 51 | 16.917 | 34.38 | 2.69 | 0.16 |
| Auburn (68305; 2,464) | 10,580 | 0.075 | 0.15 | 0.01 | 0.00 |
| Beatrice (68310; 14,456) | 4,089 | 0.435 | 0.88 | 0.07 | 0.00 |
| Crete (68333; 7,330) | 6,215 | 0.223 | 0.45 | 0.04 | 0.00 |
| Eagle (68347; 1,273) | 12,335 | 0.052 | 0.11 | 0.01 | 0.00 |
| Fairbury (68352; 3,681) | 9,527 | 0.096 | 0.20 | 0.02 | 0.00 |
| Falls City (68355; 3,345) | 10,283 | 0.080 | 0.16 | 0.01 | 0.00 |
| Geneva (68361; 2,054) | 11,692 | 0.060 | 0.12 | 0.01 | 0.00 |
| Hickman (68372; 2,067) | 10,121 | 0.083 | 0.17 | 0.01 | 0.00 |
| Milford (68405; 2,045) | 11,088 | 0.068 | 0.14 | 0.01 | 0.00 |
| Nebraska City (68410; 6,611) | 6,490 | 0.206 | 0.42 | 0.03 | 0.00 |
| Seward (68434; 7,825) | 5,374 | 0.288 | 0.59 | 0.05 | 0.00 |
| Syracuse (68446; 2,007) | 11,173 | 0.066 | 0.14 | 0.01 | 0.00 |
| Tecumseh (68450; 1,940) | 12,056 | 0.055 | 0.11 | 0.01 | 0.00 |
| Waverly (68462; 3,294) | 7,609 | 0.154 | 0.31 | 0.02 | 0.00 |
| Weeping Water (68463; 1,223) | 12,830 | 0.047 | 0.09 | 0.01 | 0.00 |
| Wilber (68465; 1,936) | 11,421 | 0.063 | 0.13 | 0.01 | 0.00 |
| York (68467; 7,006) | 6,181 | 0.225 | 0.46 | 0.04 | 0.00 |
| Lincoln (68504; 271,032) | 113 | 9.819 | 19.95 | 1.56 | 0.10 |
| Columbus (68602; 20,631) | 2,793 | 0.716 | 1.45 | 0.11 | 0.01 |
| David City (68632; 2,535) | 10,407 | 0.078 | 0.16 | 0.01 | 0.00 |
| Schuyler (68661; 5,348) | 7,041 | 0.177 | 0.36 | 0.03 | 0.00 |
| Norfolk (68702; 25,847) | 2,524 | 0.798 | 1.62 | 0.13 | 0.01 |
| Battle Creek (68715; 1,229) | 12,685 | 0.048 | 0.10 | 0.01 | 0.00 |
| Dakota City (68731; 2,115) | 10,169 | 0.082 | 0.17 | 0.01 | 0.00 |
| Madison (68748; 2,246) | 10,819 | 0.072 | 0.15 | 0.01 | 0.00 |
| O'Neill (68763; 2,927) | 10,248 | 0.080 | 0.16 | 0.01 | 0.00 |
| Pierce (68767; 1,690) | 12,223 | 0.053 | 0.11 | 0.01 | 0.00 |
| South Sioux City (68776; 12,810) | 4,205 | 0.417 | 0.85 | 0.07 | 0.00 |
| Stanton (68779; 1,653) | 12,565 | 0.049 | 0.10 | 0.01 | 0.00 |
| Wayne (68787; 4,139) | 9,262 | 0.102 | 0.21 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Nebraska - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|---------------|--------------|-------------|-------------|
| West Point (68788; 3,095) | 9,763 | 0.090 | 0.18 | 0.01 | 0.00 |
| Grand Island (68802; 48,535) | 1,375 | 1.561 | 3.17 | 0.25 | 0.02 |
| Aurora (68818; 4,294) | 7,852 | 0.144 | 0.29 | 0.02 | 0.00 |
| Broken Bow (68822; 2,964) | 10,442 | 0.078 | 0.16 | 0.01 | 0.00 |
| Central City (68826; 2,697) | 10,151 | 0.082 | 0.17 | 0.01 | 0.00 |
| Gibbon (68840; 1,808) | 11,952 | 0.056 | 0.11 | 0.01 | 0.00 |
| Kearney (68845; 32,589) | 2,074 | 1.013 | 2.06 | 0.16 | 0.01 |
| Lexington (68850; 10,177) | 4,778 | 0.346 | 0.70 | 0.05 | 0.00 |
| Ord (68862; 1,960) | 12,718 | 0.048 | 0.10 | 0.01 | 0.00 |
| St. Paul (68873; 2,458) | 10,933 | 0.070 | 0.14 | 0.01 | 0.00 |
| Hastings (68901; 21,559) | 2,899 | 0.682 | 1.39 | 0.11 | 0.01 |
| Minden (68959; 2,965) | 9,104 | 0.106 | 0.22 | 0.02 | 0.00 |
| Holdrege (68969; 5,033) | 7,384 | 0.163 | 0.33 | 0.03 | 0.00 |
| McCook (69001; 7,022) | 6,702 | 0.195 | 0.40 | 0.03 | 0.00 |
| Imperial (69033; 1,748) | 12,268 | 0.053 | 0.11 | 0.01 | 0.00 |
| North Platte (69103; 24,160) | 2,714 | 0.737 | 1.50 | 0.12 | 0.01 |
| Cozad (69130; 4,347) | 8,426 | 0.126 | 0.26 | 0.02 | 0.00 |
| Gothenburg (69138; 3,872) | 8,463 | 0.124 | 0.25 | 0.02 | 0.00 |
| Kimball (69145; 1,809) | 12,664 | 0.048 | 0.10 | 0.01 | 0.00 |
| Ogallala (69153; 4,170) | 8,621 | 0.120 | 0.24 | 0.02 | 0.00 |
| Sidney (69162; 6,692) | 6,564 | 0.203 | 0.41 | 0.03 | 0.00 |
| Sutherland (69165; 1,415) | 12,502 | 0.050 | 0.10 | 0.01 | 0.00 |
| Valentine (69201; 2,643) | 11,313 | 0.065 | 0.13 | 0.01 | 0.00 |
| Alliance (69301; 6,761) | 5,977 | 0.238 | 0.48 | 0.04 | 0.00 |
| Chadron (69337; 4,764) | 8,731 | 0.116 | 0.24 | 0.02 | 0.00 |
| Gering (69341; 7,717) | 5,930 | 0.242 | 0.49 | 0.04 | 0.00 |
| Scottsbluff (69353; 14,856) | 4,355 | 0.397 | 0.81 | 0.06 | 0.00 |
| Total 1,370,329 | | 49.208 | 100.0 | 7.82 | 0.48 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

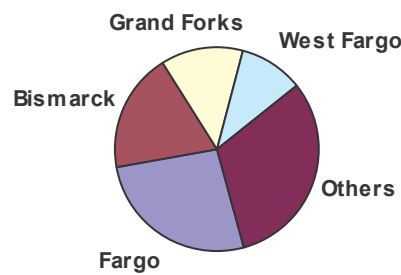
7.17 LATENT DEMAND BY YEAR - NORTH DAKOTA

The Latent Demand for Graphic Design Services in North Dakota: 2002 - 2012

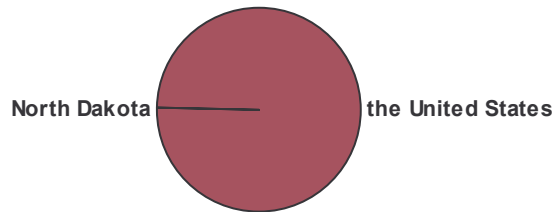
| Year | North Dakota | % of Region | % of USA |
|------|--------------|-------------|----------|
| 2002 | 12.06 | 1.96% | 0.12% |
| 2003 | 12.11 | 1.97% | 0.12% |
| 2004 | 12.17 | 1.99% | 0.12% |
| 2005 | 12.22 | 2.00% | 0.12% |
| 2006 | 12.31 | 2.01% | 0.12% |
| 2007 | 12.60 | 2.00% | 0.12% |
| 2008 | 12.93 | 1.99% | 0.12% |
| 2009 | 13.26 | 1.97% | 0.12% |
| 2010 | 13.61 | 1.96% | 0.12% |
| 2011 | 13.96 | 1.95% | 0.12% |
| 2012 | 14.32 | 1.93% | 0.12% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

North Dakota - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and North Dakota: 2007



7.18 CITIES SORTED BY RANK - NORTH DAKOTA

North Dakota - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|---------------|--------------|-------------|-------------|
| Fargo (92,421) | 570 | 3.089 | 24.52 | 0.49 | 0.03 |
| Bismarck (60,085) | 893 | 2.230 | 17.70 | 0.35 | 0.02 |
| Grand Forks (47,963) | 1,384 | 1.544 | 12.25 | 0.25 | 0.01 |
| West Fargo (28,666) | 1,755 | 1.202 | 9.54 | 0.19 | 0.01 |
| Minot (31,195) | 2,194 | 0.946 | 7.51 | 0.15 | 0.01 |
| Mandan (17,744) | 3,070 | 0.638 | 5.06 | 0.10 | 0.01 |
| Dickinson (14,764) | 4,066 | 0.438 | 3.48 | 0.07 | 0.00 |
| Jamestown (13,246) | 4,381 | 0.393 | 3.12 | 0.06 | 0.00 |
| Williston (11,265) | 5,047 | 0.318 | 2.52 | 0.05 | 0.00 |
| Wahpeton (7,916) | 5,850 | 0.249 | 1.98 | 0.04 | 0.00 |
| Minot AFB (7,599) | 6,098 | 0.231 | 1.83 | 0.04 | 0.00 |
| Devils Lake (5,811) | 7,187 | 0.171 | 1.36 | 0.03 | 0.00 |
| Grand Forks AFB (4,832) | 7,311 | 0.166 | 1.31 | 0.03 | 0.00 |
| Lincoln (4,103) | 7,701 | 0.150 | 1.19 | 0.02 | 0.00 |
| Valley City (5,423) | 7,897 | 0.143 | 1.14 | 0.02 | 0.00 |
| Beulah (2,801) | 8,625 | 0.119 | 0.95 | 0.02 | 0.00 |
| Grafton (3,601) | 8,867 | 0.113 | 0.89 | 0.02 | 0.00 |
| Hazen (2,166) | 9,776 | 0.090 | 0.71 | 0.01 | 0.00 |
| Casselton (2,001) | 10,195 | 0.081 | 0.65 | 0.01 | 0.00 |
| Lisbon (2,107) | 10,572 | 0.075 | 0.60 | 0.01 | 0.00 |
| Mayville (1,860) | 11,610 | 0.061 | 0.48 | 0.01 | 0.00 |
| Rugby (2,180) | 12,306 | 0.052 | 0.42 | 0.01 | 0.00 |
| Bottineau (1,879) | 12,380 | 0.051 | 0.41 | 0.01 | 0.00 |
| Carrington (1,660) | 12,626 | 0.049 | 0.39 | 0.01 | 0.00 |
| Total 373,288 | | 12.599 | 100.0 | 2.00 | 0.12 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

7.19 CITIES SORTED BY ZIPCODE - NORTH DAKOTA

North Dakota - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Casselton (58012; 2,001) | 10,195 | 0.081 | 0.65 | 0.01 | 0.00 |
| Lisbon (58054; 2,107) | 10,572 | 0.075 | 0.60 | 0.01 | 0.00 |
| Valley City (58072; 5,423) | 7,897 | 0.143 | 1.14 | 0.02 | 0.00 |
| Wahpeton (58076; 7,916) | 5,850 | 0.249 | 1.98 | 0.04 | 0.00 |
| West Fargo (58078; 28,666) | 1,755 | 1.202 | 9.54 | 0.19 | 0.01 |
| Fargo (58109; 92,421) | 570 | 3.089 | 24.52 | 0.49 | 0.03 |
| Grand Forks (58201; 47,963) | 1,384 | 1.544 | 12.25 | 0.25 | 0.01 |
| Grand Forks AFB (58205; 4,832) | 7,311 | 0.166 | 1.31 | 0.03 | 0.00 |
| Grafton (58237; 3,601) | 8,867 | 0.113 | 0.89 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| North Dakota - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|---------------|--------------|-------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Mayville (58257; 1,860) | 11,610 | 0.061 | 0.48 | 0.01 | 0.00 |
| Devils Lake (58301; 5,811) | 7,187 | 0.171 | 1.36 | 0.03 | 0.00 |
| Bottineau (58318; 1,879) | 12,380 | 0.051 | 0.41 | 0.01 | 0.00 |
| Rugby (58368; 2,180) | 12,306 | 0.052 | 0.42 | 0.01 | 0.00 |
| Jamestown (58402; 13,246) | 4,381 | 0.393 | 3.12 | 0.06 | 0.00 |
| Carrington (58421; 1,660) | 12,626 | 0.049 | 0.39 | 0.01 | 0.00 |
| Bismarck (58501; 60,085) | 893 | 2.230 | 17.70 | 0.35 | 0.02 |
| Lincoln (58504; 4,103) | 7,701 | 0.150 | 1.19 | 0.02 | 0.00 |
| Beulah (58523; 2,801) | 8,625 | 0.119 | 0.95 | 0.02 | 0.00 |
| Hazen (58545; 2,166) | 9,776 | 0.090 | 0.71 | 0.01 | 0.00 |
| Mandan (58554; 17,744) | 3,070 | 0.638 | 5.06 | 0.10 | 0.01 |
| Dickinson (58602; 14,764) | 4,066 | 0.438 | 3.48 | 0.07 | 0.00 |
| Minot (58703; 31,195) | 2,194 | 0.946 | 7.51 | 0.15 | 0.01 |
| Minot AFB (58705; 7,599) | 6,098 | 0.231 | 1.83 | 0.04 | 0.00 |
| Williston (58802; 11,265) | 5,047 | 0.318 | 2.52 | 0.05 | 0.00 |
| Total 373,288 | | 12.599 | 100.0 | 2.00 | 0.12 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

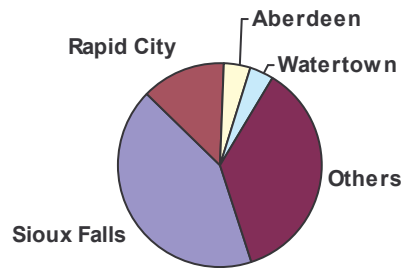
7.20 LATENT DEMAND BY YEAR - SOUTH DAKOTA

The Latent Demand for Graphic Design Services in South Dakota: 2002 - 2012

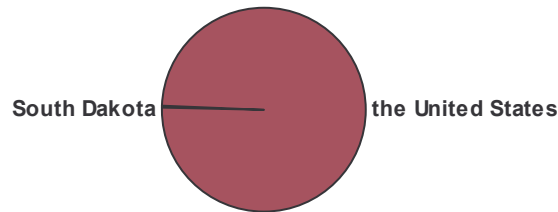
| Year | South Dakota | % of Region | % of USA |
|------|--------------|-------------|----------|
| 2002 | 16.87 | 2.74% | 0.16% |
| 2003 | 16.74 | 2.73% | 0.16% |
| 2004 | 16.62 | 2.71% | 0.16% |
| 2005 | 16.50 | 2.70% | 0.16% |
| 2006 | 16.47 | 2.69% | 0.16% |
| 2007 | 17.00 | 2.70% | 0.16% |
| 2008 | 17.65 | 2.71% | 0.16% |
| 2009 | 18.32 | 2.73% | 0.16% |
| 2010 | 19.01 | 2.74% | 0.16% |
| 2011 | 19.74 | 2.75% | 0.16% |
| 2012 | 20.49 | 2.77% | 0.16% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

South Dakota - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and South Dakota: 2007



7.21 CITIES SORTED BY RANK - SOUTH DAKOTA

South Dakota - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|---------------|--------------|-------------|-------------|
| Sioux Falls (183,434) | 179 | 6.963 | 40.96 | 1.11 | 0.07 |
| Rapid City (67,354) | 890 | 2.231 | 13.13 | 0.35 | 0.02 |
| Aberdeen (22,843) | 2,852 | 0.700 | 4.12 | 0.11 | 0.01 |
| Watertown (20,146) | 3,073 | 0.637 | 3.75 | 0.10 | 0.01 |
| Brandon (11,685) | 3,107 | 0.629 | 3.70 | 0.10 | 0.01 |
| Pierre (14,321) | 3,365 | 0.567 | 3.33 | 0.09 | 0.01 |
| Brookings (19,329) | 3,428 | 0.556 | 3.27 | 0.09 | 0.01 |
| Mitchell (15,938) | 3,928 | 0.459 | 2.70 | 0.07 | 0.00 |
| Yankton (13,370) | 4,387 | 0.392 | 2.31 | 0.06 | 0.00 |
| Spearfish (11,277) | 5,456 | 0.279 | 1.64 | 0.04 | 0.00 |
| Rapid Valley (7,043) | 5,731 | 0.258 | 1.52 | 0.04 | 0.00 |
| Huron (9,360) | 5,824 | 0.251 | 1.48 | 0.04 | 0.00 |
| Vermillion (10,648) | 6,005 | 0.236 | 1.39 | 0.04 | 0.00 |
| Tea (4,824) | 6,187 | 0.225 | 1.32 | 0.04 | 0.00 |
| Sturgis (6,190) | 7,147 | 0.172 | 1.01 | 0.03 | 0.00 |
| Colonial Pine Hills (2,561) | 7,431 | 0.161 | 0.94 | 0.03 | 0.00 |
| Dell Rapids (3,804) | 7,727 | 0.149 | 0.88 | 0.02 | 0.00 |
| Madison (5,152) | 7,853 | 0.144 | 0.85 | 0.02 | 0.00 |
| Ellsworth AFB (4,165) | 8,525 | 0.122 | 0.72 | 0.02 | 0.00 |
| Belle Fourche (4,923) | 8,548 | 0.122 | 0.72 | 0.02 | 0.00 |
| North Sioux City (3,193) | 8,763 | 0.116 | 0.68 | 0.02 | 0.00 |
| Hartford (2,473) | 8,959 | 0.110 | 0.65 | 0.02 | 0.00 |
| Canton (2,964) | 9,133 | 0.105 | 0.62 | 0.02 | 0.00 |
| Hot Springs (4,015) | 9,359 | 0.100 | 0.59 | 0.02 | 0.00 |
| Blackhawk (2,432) | 9,385 | 0.099 | 0.59 | 0.02 | 0.00 |
| Box Elder (2,897) | 9,956 | 0.086 | 0.51 | 0.01 | 0.00 |
| Elk Point (2,255) | 9,990 | 0.085 | 0.50 | 0.01 | 0.00 |
| Fort Pierre (2,197) | 10,105 | 0.083 | 0.49 | 0.01 | 0.00 |
| Milbank (2,989) | 10,443 | 0.078 | 0.46 | 0.01 | 0.00 |
| North Spearfish (2,306) | 10,539 | 0.076 | 0.45 | 0.01 | 0.00 |
| Lead (2,735) | 10,641 | 0.074 | 0.44 | 0.01 | 0.00 |
| Redfield (2,897) | 10,655 | 0.074 | 0.44 | 0.01 | 0.00 |
| Chamberlain (2,035) | 11,299 | 0.065 | 0.38 | 0.01 | 0.00 |
| Lennox (1,964) | 11,377 | 0.064 | 0.37 | 0.01 | 0.00 |
| Beresford (1,919) | 11,466 | 0.062 | 0.37 | 0.01 | 0.00 |
| Custer (2,127) | 11,491 | 0.062 | 0.37 | 0.01 | 0.00 |
| Sisseton (2,511) | 11,514 | 0.062 | 0.36 | 0.01 | 0.00 |
| Flandreau (2,156) | 11,518 | 0.062 | 0.36 | 0.01 | 0.00 |
| Pine Ridge (3,171) | 11,532 | 0.062 | 0.36 | 0.01 | 0.00 |
| Mobridge (2,549) | 11,655 | 0.060 | 0.35 | 0.01 | 0.00 |
| Winner (2,388) | 11,824 | 0.058 | 0.34 | 0.01 | 0.00 |
| Volga (1,441) | 12,024 | 0.056 | 0.33 | 0.01 | 0.00 |
| Groton (1,335) | 12,806 | 0.047 | 0.28 | 0.01 | 0.00 |
| Total 495,316 | | 17.000 | 100.0 | 2.70 | 0.16 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

7.22 CITIES SORTED BY ZIPCODE - SOUTH DAKOTA

| South Dakota - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|---------------|--------------|-------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Beresford (57004; 1,919) | 11,466 | 0.062 | 0.37 | 0.01 | 0.00 |
| Brandon (57005; 11,685) | 3,107 | 0.629 | 3.70 | 0.10 | 0.01 |
| Brookings (57007; 19,329) | 3,428 | 0.556 | 3.27 | 0.09 | 0.01 |
| Canton (57013; 2,964) | 9,133 | 0.105 | 0.62 | 0.02 | 0.00 |
| Dell Rapids (57022; 3,804) | 7,727 | 0.149 | 0.88 | 0.02 | 0.00 |
| Elk Point (57025; 2,255) | 9,990 | 0.085 | 0.50 | 0.01 | 0.00 |
| Flandreau (57028; 2,156) | 11,518 | 0.062 | 0.36 | 0.01 | 0.00 |
| Hartford (57033; 2,473) | 8,959 | 0.110 | 0.65 | 0.02 | 0.00 |
| Lennox (57039; 1,964) | 11,377 | 0.064 | 0.37 | 0.01 | 0.00 |
| Madison (57042; 5,152) | 7,853 | 0.144 | 0.85 | 0.02 | 0.00 |
| North Sioux City (57049; 3,193) | 8,763 | 0.116 | 0.68 | 0.02 | 0.00 |
| Tea (57064; 4,824) | 6,187 | 0.225 | 1.32 | 0.04 | 0.00 |
| Vermillion (57069; 10,648) | 6,005 | 0.236 | 1.39 | 0.04 | 0.00 |
| Volga (57071; 1,441) | 12,024 | 0.056 | 0.33 | 0.01 | 0.00 |
| Yankton (57078; 13,370) | 4,387 | 0.392 | 2.31 | 0.06 | 0.00 |
| Sioux Falls (57189; 183,434) | 179 | 6.963 | 40.96 | 1.11 | 0.07 |
| Watertown (57201; 20,146) | 3,073 | 0.637 | 3.75 | 0.10 | 0.01 |
| Milbank (57253; 2,989) | 10,443 | 0.078 | 0.46 | 0.01 | 0.00 |
| Sisseton (57262; 2,511) | 11,514 | 0.062 | 0.36 | 0.01 | 0.00 |
| Mitchell (57301; 15,938) | 3,928 | 0.459 | 2.70 | 0.07 | 0.00 |
| Chamberlain (57326; 2,035) | 11,299 | 0.065 | 0.38 | 0.01 | 0.00 |
| Huron (57399; 9,360) | 5,824 | 0.251 | 1.48 | 0.04 | 0.00 |
| Aberdeen (57401; 22,843) | 2,852 | 0.700 | 4.12 | 0.11 | 0.01 |
| Groton (57445; 1,335) | 12,806 | 0.047 | 0.28 | 0.01 | 0.00 |
| Redfield (57469; 2,897) | 10,655 | 0.074 | 0.44 | 0.01 | 0.00 |
| Pierre (57501; 14,321) | 3,365 | 0.567 | 3.33 | 0.09 | 0.01 |
| Fort Pierre (57532; 2,197) | 10,105 | 0.083 | 0.49 | 0.01 | 0.00 |
| Winner (57580; 2,388) | 11,824 | 0.058 | 0.34 | 0.01 | 0.00 |
| Mobridge (57659; 2,549) | 11,655 | 0.060 | 0.35 | 0.01 | 0.00 |
| Rapid City (57701; 67,354) | 890 | 2.231 | 13.13 | 0.35 | 0.02 |
| Colonial Pine Hills (57702; 2,561) | 7,431 | 0.161 | 0.94 | 0.03 | 0.00 |
| Rapid Valley (57703; 7,043) | 5,731 | 0.258 | 1.52 | 0.04 | 0.00 |
| Ellsworth AFB (57706; 4,165) | 8,525 | 0.122 | 0.72 | 0.02 | 0.00 |
| Belle Fourche (57717; 4,923) | 8,548 | 0.122 | 0.72 | 0.02 | 0.00 |
| Blackhawk (57718; 2,432) | 9,385 | 0.099 | 0.59 | 0.02 | 0.00 |
| Box Elder (57719; 2,897) | 9,956 | 0.086 | 0.51 | 0.01 | 0.00 |
| Custer (57730; 2,127) | 11,491 | 0.062 | 0.37 | 0.01 | 0.00 |
| Hot Springs (57747; 4,015) | 9,359 | 0.100 | 0.59 | 0.02 | 0.00 |
| Lead (57754; 2,735) | 10,641 | 0.074 | 0.44 | 0.01 | 0.00 |
| Pine Ridge (57770; 3,171) | 11,532 | 0.062 | 0.36 | 0.01 | 0.00 |
| North Spearfish (57783; 2,306) | 10,539 | 0.076 | 0.45 | 0.01 | 0.00 |
| Sturgis (57785; 6,190) | 7,147 | 0.172 | 1.01 | 0.03 | 0.00 |
| Spearfish (57799; 11,277) | 5,456 | 0.279 | 1.64 | 0.04 | 0.00 |
| Total 495,316 | | 17.000 | 100.0 | 2.70 | 0.16 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

8 ROCKIES

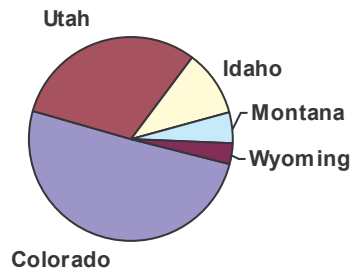
8.1 EXECUTIVE SUMMARY

The Latent Demand for Graphic Design Services in the Rockies: 2007

| State | Latent Demand US \$ mln | % of Rockies |
|--------------|-------------------------|--------------|
| Colorado | 193.63 | 49.87% |
| Utah | 122.19 | 31.47% |
| Idaho | 41.16 | 10.60% |
| Montana | 18.54 | 4.78% |
| Wyoming | 12.73 | 3.28% |
| Total | 388.26 | 100.0 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

The Latent Demand for Graphic Design Services in the Rockies: 2007



The Rockies - Executive Summary for Graphic Design Services: in 2002 - 2012

| Year | US \$ mln | % of US |
|------|-----------|---------|
| 2002 | 385.35 | 3.76 |
| 2003 | 382.46 | 3.76 |
| 2004 | 379.61 | 3.76 |
| 2005 | 376.77 | 3.76 |
| 2006 | 376.09 | 3.76 |
| 2007 | 388.26 | 3.76 |
| 2008 | 403.03 | 3.76 |
| 2009 | 418.37 | 3.76 |
| 2010 | 434.30 | 3.76 |
| 2011 | 450.84 | 3.76 |
| 2012 | 468.02 | 3.76 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

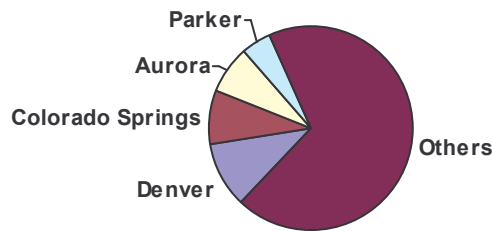
8.2 LATENT DEMAND BY YEAR - COLORADO

The Latent Demand for Graphic Design Services in Colorado: 2002 - 2012

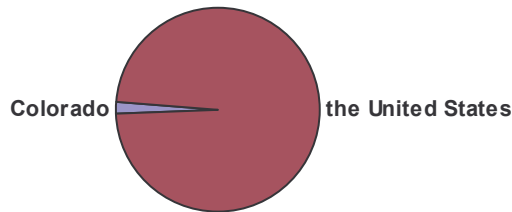
| Year | Colorado | % of Region | % of USA |
|------|----------|-------------|----------|
| 2002 | 190.42 | 49.42% | 1.86% |
| 2003 | 189.57 | 49.57% | 1.86% |
| 2004 | 188.73 | 49.72% | 1.87% |
| 2005 | 187.89 | 49.87% | 1.88% |
| 2006 | 187.98 | 49.98% | 1.88% |
| 2007 | 193.63 | 49.87% | 1.88% |
| 2008 | 200.41 | 49.73% | 1.87% |
| 2009 | 207.42 | 49.58% | 1.86% |
| 2010 | 214.68 | 49.43% | 1.86% |
| 2011 | 222.20 | 49.28% | 1.85% |
| 2012 | 229.97 | 49.14% | 1.85% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Colorado - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Colorado: 2007



8.3 CITIES SORTED BY RANK - COLORADO

Colorado - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Denver (563,544) | 39 | 19.667 | 10.16 | 5.07 | 0.19 |
| Colorado Springs (395,440) | 59 | 15.750 | 8.13 | 4.06 | 0.15 |
| Aurora (343,670) | 70 | 14.121 | 7.29 | 3.64 | 0.14 |
| Parker (142,766) | 122 | 9.349 | 4.83 | 2.41 | 0.09 |
| Thornton (194,142) | 123 | 9.339 | 4.82 | 2.41 | 0.09 |
| Castle Rock (138,292) | 152 | 7.837 | 4.05 | 2.02 | 0.08 |
| Fort Collins (155,540) | 218 | 6.110 | 3.16 | 1.57 | 0.06 |
| Westminster (117,161) | 230 | 5.830 | 3.01 | 1.50 | 0.06 |
| Lakewood (132,991) | 245 | 5.653 | 2.92 | 1.46 | 0.05 |
| Highlands Ranch (70,931) | 259 | 5.439 | 2.81 | 1.40 | 0.05 |
| Longmont (117,576) | 269 | 5.316 | 2.75 | 1.37 | 0.05 |
| Arvada (103,798) | 289 | 5.093 | 2.63 | 1.31 | 0.05 |
| Greeley (113,506) | 457 | 3.652 | 1.89 | 0.94 | 0.04 |
| Loveland (86,061) | 467 | 3.583 | 1.85 | 0.92 | 0.03 |
| Broomfield (60,434) | 504 | 3.412 | 1.76 | 0.88 | 0.03 |
| Boulder (85,190) | 513 | 3.368 | 1.74 | 0.87 | 0.03 |
| Pueblo (108,354) | 649 | 2.838 | 1.47 | 0.73 | 0.03 |
| Erie (41,222) | 659 | 2.809 | 1.45 | 0.72 | 0.03 |
| Southglenn (43,520) | 704 | 2.685 | 1.39 | 0.69 | 0.03 |
| Commerce City (84,599) | 767 | 2.517 | 1.30 | 0.65 | 0.02 |
| Brighton (57,535) | 818 | 2.378 | 1.23 | 0.61 | 0.02 |
| Greenwood Village (19,231) | 1,038 | 1.973 | 1.02 | 0.51 | 0.02 |
| Ken Caryl (30,887) | 1,083 | 1.912 | 0.99 | 0.49 | 0.02 |
| Windsor (37,793) | 1,145 | 1.836 | 0.95 | 0.47 | 0.02 |
| Castlewood (25,567) | 1,149 | 1.829 | 0.94 | 0.47 | 0.02 |
| Littleton (40,821) | 1,153 | 1.824 | 0.94 | 0.47 | 0.02 |
| Northglenn (38,803) | 1,287 | 1.655 | 0.85 | 0.43 | 0.02 |
| Grand Junction (53,835) | 1,356 | 1.577 | 0.81 | 0.41 | 0.02 |
| Columbine (24,095) | 1,403 | 1.518 | 0.78 | 0.39 | 0.01 |
| Security-Widefield (29,845) | 1,645 | 1.290 | 0.67 | 0.33 | 0.01 |
| Lafayette (25,514) | 1,668 | 1.271 | 0.66 | 0.33 | 0.01 |
| Englewood (34,620) | 1,770 | 1.191 | 0.62 | 0.31 | 0.01 |
| Milliken (30,389) | 1,798 | 1.171 | 0.60 | 0.30 | 0.01 |
| Superior (16,030) | 1,809 | 1.162 | 0.60 | 0.30 | 0.01 |
| Cherry Hills Village (6,503) | 1,925 | 1.096 | 0.57 | 0.28 | 0.01 |
| Louisville (17,246) | 1,987 | 1.066 | 0.55 | 0.27 | 0.01 |
| Wheat Ridge (27,273) | 2,204 | 0.939 | 0.49 | 0.24 | 0.01 |
| Black Forest (13,247) | 2,275 | 0.902 | 0.47 | 0.23 | 0.01 |
| Golden (18,286) | 2,538 | 0.794 | 0.41 | 0.20 | 0.01 |
| Montrose (25,333) | 2,657 | 0.755 | 0.39 | 0.19 | 0.01 |
| Castle Pines (5,958) | 2,757 | 0.727 | 0.38 | 0.19 | 0.01 |
| Pueblo West (16,899) | 2,782 | 0.718 | 0.37 | 0.19 | 0.01 |
| The Pinery (7,253) | 2,932 | 0.674 | 0.35 | 0.17 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Colorado - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Sherrelwood (17,657) | 2,958 | 0.666 | 0.34 | 0.17 | 0.01 |
| Evergreen (9,216) | 3,035 | 0.646 | 0.33 | 0.17 | 0.01 |
| Fountain (17,165) | 3,065 | 0.639 | 0.33 | 0.16 | 0.01 |
| Cimarron Hills (15,194) | 3,133 | 0.622 | 0.32 | 0.16 | 0.01 |
| Woodmoor (7,177) | 3,153 | 0.617 | 0.32 | 0.16 | 0.01 |
| Durango (18,868) | 3,297 | 0.582 | 0.30 | 0.15 | 0.01 |
| Gypsum (11,024) | 3,300 | 0.581 | 0.30 | 0.15 | 0.01 |
| Stonegate (6,284) | 3,378 | 0.565 | 0.29 | 0.15 | 0.01 |
| Gunbarrel (9,435) | 3,414 | 0.559 | 0.29 | 0.14 | 0.01 |
| Lochbuie (15,220) | 3,589 | 0.524 | 0.27 | 0.14 | 0.01 |
| Edwards (8,257) | 3,629 | 0.517 | 0.27 | 0.13 | 0.01 |
| Clifton (17,345) | 3,780 | 0.486 | 0.25 | 0.13 | 0.00 |
| Avon (9,527) | 3,809 | 0.479 | 0.25 | 0.12 | 0.00 |
| Canon City (17,029) | 3,814 | 0.477 | 0.25 | 0.12 | 0.00 |
| Welby (12,973) | 3,828 | 0.475 | 0.25 | 0.12 | 0.00 |
| Eaton (10,633) | 4,011 | 0.444 | 0.23 | 0.11 | 0.00 |
| Glenwood Springs (11,158) | 4,100 | 0.433 | 0.22 | 0.11 | 0.00 |
| Genesee (3,699) | 4,111 | 0.432 | 0.22 | 0.11 | 0.00 |
| Rifle (11,174) | 4,177 | 0.422 | 0.22 | 0.11 | 0.00 |
| Applewood (7,123) | 4,211 | 0.417 | 0.22 | 0.11 | 0.00 |
| Lone Tree (4,873) | 4,228 | 0.415 | 0.21 | 0.11 | 0.00 |
| New Castle (8,089) | 4,379 | 0.393 | 0.20 | 0.10 | 0.00 |
| Steamboat Springs (8,062) | 4,415 | 0.389 | 0.20 | 0.10 | 0.00 |
| Eagle (6,984) | 4,428 | 0.387 | 0.20 | 0.10 | 0.00 |
| Redlands (8,043) | 4,480 | 0.380 | 0.20 | 0.10 | 0.00 |
| Berkley (10,743) | 4,733 | 0.351 | 0.18 | 0.09 | 0.00 |
| Carbondale (7,553) | 4,741 | 0.350 | 0.18 | 0.09 | 0.00 |
| Craig (9,303) | 4,852 | 0.338 | 0.17 | 0.09 | 0.00 |
| Federal Heights (11,081) | 4,922 | 0.330 | 0.17 | 0.09 | 0.00 |
| Woodland Park (7,052) | 4,969 | 0.326 | 0.17 | 0.08 | 0.00 |
| Fort Carson (10,566) | 4,970 | 0.326 | 0.17 | 0.08 | 0.00 |
| Niwot (4,160) | 5,031 | 0.319 | 0.16 | 0.08 | 0.00 |
| Fort Morgan (10,861) | 5,044 | 0.318 | 0.16 | 0.08 | 0.00 |
| Gleneagle (4,246) | 5,055 | 0.317 | 0.16 | 0.08 | 0.00 |
| Evans (9,514) | 5,093 | 0.312 | 0.16 | 0.08 | 0.00 |
| Roxborough Park (4,446) | 5,134 | 0.309 | 0.16 | 0.08 | 0.00 |
| Fort Lupton (8,067) | 5,330 | 0.292 | 0.15 | 0.08 | 0.00 |
| Air Force Academy (7,526) | 5,367 | 0.289 | 0.15 | 0.07 | 0.00 |
| Sterling (11,360) | 5,514 | 0.274 | 0.14 | 0.07 | 0.00 |
| Fruitvale (6,936) | 5,536 | 0.272 | 0.14 | 0.07 | 0.00 |
| Estes Park (7,093) | 5,550 | 0.271 | 0.14 | 0.07 | 0.00 |
| Silverthorne (5,194) | 5,572 | 0.270 | 0.14 | 0.07 | 0.00 |
| Berthoud (5,769) | 5,591 | 0.268 | 0.14 | 0.07 | 0.00 |
| Mead (3,553) | 5,854 | 0.249 | 0.13 | 0.06 | 0.00 |
| Aspen (5,169) | 5,893 | 0.245 | 0.13 | 0.06 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Colorado - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Vail (4,885) | 5,906 | 0.245 | 0.13 | 0.06 | 0.00 |
| Basalt (4,056) | 5,944 | 0.241 | 0.12 | 0.06 | 0.00 |
| El Jebel (4,488) | 5,948 | 0.241 | 0.12 | 0.06 | 0.00 |
| Alamosa (10,556) | 5,984 | 0.237 | 0.12 | 0.06 | 0.00 |
| Orchard Mesa (6,456) | 6,059 | 0.233 | 0.12 | 0.06 | 0.00 |
| Cortez (9,123) | 6,082 | 0.232 | 0.12 | 0.06 | 0.00 |
| Fruita (7,936) | 6,096 | 0.231 | 0.12 | 0.06 | 0.00 |
| Monument (5,097) | 6,184 | 0.225 | 0.12 | 0.06 | 0.00 |
| Eagle-Vail (2,887) | 6,221 | 0.223 | 0.11 | 0.06 | 0.00 |
| Stratmoor (6,650) | 6,241 | 0.221 | 0.11 | 0.06 | 0.00 |
| Derby (6,423) | 6,277 | 0.219 | 0.11 | 0.06 | 0.00 |
| Twin Lakes (6,301) | 6,340 | 0.215 | 0.11 | 0.06 | 0.00 |
| Trinidad (8,966) | 6,398 | 0.211 | 0.11 | 0.05 | 0.00 |
| Ponderosa Park (3,112) | 6,740 | 0.193 | 0.10 | 0.05 | 0.00 |
| Lamar (7,595) | 6,757 | 0.192 | 0.10 | 0.05 | 0.00 |
| Acres Green (3,205) | 6,826 | 0.189 | 0.10 | 0.05 | 0.00 |
| Manitou Springs (5,222) | 6,869 | 0.187 | 0.10 | 0.05 | 0.00 |
| Bennett (4,535) | 6,875 | 0.187 | 0.10 | 0.05 | 0.00 |
| Johnstown (3,827) | 7,204 | 0.170 | 0.09 | 0.04 | 0.00 |
| La Junta (6,587) | 7,241 | 0.169 | 0.09 | 0.04 | 0.00 |
| Silt (4,152) | 7,360 | 0.164 | 0.08 | 0.04 | 0.00 |
| Dacono (4,726) | 7,397 | 0.162 | 0.08 | 0.04 | 0.00 |
| Sheridan (5,205) | 7,422 | 0.161 | 0.08 | 0.04 | 0.00 |
| Delta (6,400) | 7,594 | 0.155 | 0.08 | 0.04 | 0.00 |
| Brush (5,538) | 7,627 | 0.153 | 0.08 | 0.04 | 0.00 |
| Edgewater (4,783) | 7,753 | 0.148 | 0.08 | 0.04 | 0.00 |
| Glendale (5,550) | 7,922 | 0.142 | 0.07 | 0.04 | 0.00 |
| Breckenridge (3,603) | 7,986 | 0.140 | 0.07 | 0.04 | 0.00 |
| West Pleasant View (3,932) | 8,001 | 0.140 | 0.07 | 0.04 | 0.00 |
| Salida (5,458) | 8,023 | 0.139 | 0.07 | 0.04 | 0.00 |
| Wellington (3,161) | 8,159 | 0.134 | 0.07 | 0.03 | 0.00 |
| Frisco (2,404) | 8,198 | 0.132 | 0.07 | 0.03 | 0.00 |
| Columbine Valley (1,254) | 8,234 | 0.131 | 0.07 | 0.03 | 0.00 |
| Penrose (4,070) | 8,337 | 0.128 | 0.07 | 0.03 | 0.00 |
| Platteville (3,261) | 8,437 | 0.125 | 0.06 | 0.03 | 0.00 |
| Lincoln Park (3,904) | 8,550 | 0.122 | 0.06 | 0.03 | 0.00 |
| Frederick (2,467) | 8,596 | 0.121 | 0.06 | 0.03 | 0.00 |
| Palmer Lake (2,539) | 8,694 | 0.117 | 0.06 | 0.03 | 0.00 |
| Telluride (2,539) | 8,726 | 0.117 | 0.06 | 0.03 | 0.00 |
| Gunnison (5,052) | 8,788 | 0.115 | 0.06 | 0.03 | 0.00 |
| Battlement Mesa (3,497) | 8,840 | 0.113 | 0.06 | 0.03 | 0.00 |
| Orchard City (3,566) | 8,846 | 0.113 | 0.06 | 0.03 | 0.00 |
| Laporte (2,691) | 8,928 | 0.111 | 0.06 | 0.03 | 0.00 |
| Florence (3,785) | 9,400 | 0.099 | 0.05 | 0.03 | 0.00 |
| Monte Vista (3,830) | 9,530 | 0.096 | 0.05 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Colorado - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|---------------|--------------|--------------|-------------|
| Todd Creek (1,299) | 9,531 | 0.096 | 0.05 | 0.02 | 0.00 |
| Burlington (3,150) | 9,617 | 0.094 | 0.05 | 0.02 | 0.00 |
| Firestone (1,908) | 9,647 | 0.093 | 0.05 | 0.02 | 0.00 |
| Perry Park (1,180) | 9,687 | 0.092 | 0.05 | 0.02 | 0.00 |
| Carriage Club (1,002) | 9,778 | 0.090 | 0.05 | 0.02 | 0.00 |
| Campion (1,832) | 10,075 | 0.084 | 0.04 | 0.02 | 0.00 |
| Yuma (3,105) | 10,104 | 0.083 | 0.04 | 0.02 | 0.00 |
| Elizabeth (1,803) | 10,343 | 0.079 | 0.04 | 0.02 | 0.00 |
| Snowmass Village (1,566) | 10,346 | 0.079 | 0.04 | 0.02 | 0.00 |
| Rocky Ford (3,778) | 10,422 | 0.078 | 0.04 | 0.02 | 0.00 |
| Leadville (2,385) | 10,460 | 0.077 | 0.04 | 0.02 | 0.00 |
| Rangely (2,078) | 10,548 | 0.076 | 0.04 | 0.02 | 0.00 |
| Lyons (1,655) | 10,642 | 0.074 | 0.04 | 0.02 | 0.00 |
| Cedaredge (3,045) | 10,679 | 0.074 | 0.04 | 0.02 | 0.00 |
| Cascade-Chipita Park (1,709) | 10,685 | 0.074 | 0.04 | 0.02 | 0.00 |
| Palisade (2,947) | 10,771 | 0.072 | 0.04 | 0.02 | 0.00 |
| Meeker (2,342) | 10,840 | 0.071 | 0.04 | 0.02 | 0.00 |
| Leadville North (1,942) | 11,019 | 0.069 | 0.04 | 0.02 | 0.00 |
| Hudson (1,662) | 11,132 | 0.067 | 0.03 | 0.02 | 0.00 |
| Colorado City (2,018) | 11,163 | 0.067 | 0.03 | 0.02 | 0.00 |
| Strasburg (1,402) | 11,182 | 0.066 | 0.03 | 0.02 | 0.00 |
| Buena Vista (2,151) | 11,192 | 0.066 | 0.03 | 0.02 | 0.00 |
| Center (3,125) | 11,226 | 0.066 | 0.03 | 0.02 | 0.00 |
| Holyoke (2,390) | 11,247 | 0.065 | 0.03 | 0.02 | 0.00 |
| Walsenburg (3,322) | 11,304 | 0.065 | 0.03 | 0.02 | 0.00 |
| Kremmling (1,597) | 11,325 | 0.064 | 0.03 | 0.02 | 0.00 |
| La Salle (1,740) | 11,363 | 0.064 | 0.03 | 0.02 | 0.00 |
| Granby (1,525) | 11,440 | 0.063 | 0.03 | 0.02 | 0.00 |
| Indian Hills (1,197) | 11,470 | 0.062 | 0.03 | 0.02 | 0.00 |
| Bayfield (1,750) | 11,594 | 0.061 | 0.03 | 0.02 | 0.00 |
| Minturn (1,230) | 11,972 | 0.056 | 0.03 | 0.01 | 0.00 |
| Idaho Springs (1,565) | 12,084 | 0.055 | 0.03 | 0.01 | 0.00 |
| Crested Butte (1,498) | 12,106 | 0.055 | 0.03 | 0.01 | 0.00 |
| Nederland (1,214) | 12,131 | 0.054 | 0.03 | 0.01 | 0.00 |
| Paonia (1,898) | 12,204 | 0.053 | 0.03 | 0.01 | 0.00 |
| Wray (2,041) | 12,296 | 0.052 | 0.03 | 0.01 | 0.00 |
| Hayden (1,354) | 12,462 | 0.050 | 0.03 | 0.01 | 0.00 |
| Kersey (1,318) | 12,682 | 0.048 | 0.02 | 0.01 | 0.00 |
| Las Animas (2,081) | 12,688 | 0.048 | 0.02 | 0.01 | 0.00 |
| Beulah Valley (1,164) | 12,739 | 0.048 | 0.02 | 0.01 | 0.00 |
| Byers (1,233) | 12,742 | 0.048 | 0.02 | 0.01 | 0.00 |
| Limon (1,563) | 12,844 | 0.046 | 0.02 | 0.01 | 0.00 |
| Olathe (1,979) | 12,876 | 0.046 | 0.02 | 0.01 | 0.00 |
| Total 4,422,118 | | 193.63 | 100.0 | 49.87 | 1.88 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

8.4 CITIES SORTED BY ZIPCODE - COLORADO

| Colorado - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Aurora (80017; 343,670) | 70 | 14.121 | 7.29 | 3.64 | 0.14 |
| Arvada (80021; 103,798) | 289 | 5.093 | 2.63 | 1.31 | 0.05 |
| Derby (80022; 6,423) | 6,277 | 0.219 | 0.11 | 0.06 | 0.00 |
| Lafayette (80026; 25,514) | 1,668 | 1.271 | 0.66 | 0.33 | 0.01 |
| Superior (80027; 16,030) | 1,809 | 1.162 | 0.60 | 0.30 | 0.01 |
| Louisville (80027; 17,246) | 1,987 | 1.066 | 0.55 | 0.27 | 0.01 |
| Westminster (80031; 117,161) | 230 | 5.830 | 3.01 | 1.50 | 0.06 |
| Broomfield (80038; 60,434) | 504 | 3.412 | 1.76 | 0.88 | 0.03 |
| Bennett (80102; 4,535) | 6,875 | 0.187 | 0.10 | 0.05 | 0.00 |
| Byers (80103; 1,233) | 12,742 | 0.048 | 0.02 | 0.01 | 0.00 |
| Castle Rock (80104; 138,292) | 152 | 7.837 | 4.05 | 2.02 | 0.08 |
| Castle Pines (80104; 5,958) | 2,757 | 0.727 | 0.38 | 0.19 | 0.01 |
| Elizabeth (80107; 1,803) | 10,343 | 0.079 | 0.04 | 0.02 | 0.00 |
| Ponderosa Park (80107; 3,112) | 6,740 | 0.193 | 0.10 | 0.05 | 0.00 |
| Sheridan (80110; 5,205) | 7,422 | 0.161 | 0.08 | 0.04 | 0.00 |
| Cherry Hills Village (80111; 6,503) | 1,925 | 1.096 | 0.57 | 0.28 | 0.01 |
| Castlewood (80112; 25,567) | 1,149 | 1.829 | 0.94 | 0.47 | 0.02 |
| Palmer Lake (80118; 2,539) | 8,694 | 0.117 | 0.06 | 0.03 | 0.00 |
| Perry Park (80118; 1,180) | 9,687 | 0.092 | 0.05 | 0.02 | 0.00 |
| Southglenn (80122; 43,520) | 704 | 2.685 | 1.39 | 0.69 | 0.03 |
| Columbine Valley (80123; 1,254) | 8,234 | 0.131 | 0.07 | 0.03 | 0.00 |
| Carriage Club (80124; 1,002) | 9,778 | 0.090 | 0.05 | 0.02 | 0.00 |
| Acres Green (80124; 3,205) | 6,826 | 0.189 | 0.10 | 0.05 | 0.00 |
| Lone Tree (80124; 4,873) | 4,228 | 0.415 | 0.21 | 0.11 | 0.00 |
| Roxborough Park (80125; 4,446) | 5,134 | 0.309 | 0.16 | 0.08 | 0.00 |
| Littleton (80126; 40,821) | 1,153 | 1.824 | 0.94 | 0.47 | 0.02 |
| Columbine (80128; 24,095) | 1,403 | 1.518 | 0.78 | 0.39 | 0.01 |
| Ken Caryl (80128; 30,887) | 1,083 | 1.912 | 0.99 | 0.49 | 0.02 |
| Monument (80132; 5,097) | 6,184 | 0.225 | 0.12 | 0.06 | 0.00 |
| Woodmoor (80132; 7,177) | 3,153 | 0.617 | 0.32 | 0.16 | 0.01 |
| The Pinery (80134; 7,253) | 2,932 | 0.674 | 0.35 | 0.17 | 0.01 |
| Stonegate (80134; 6,284) | 3,378 | 0.565 | 0.29 | 0.15 | 0.01 |
| Strasburg (80136; 1,402) | 11,182 | 0.066 | 0.03 | 0.02 | 0.00 |
| Parker (80138; 142,766) | 122 | 9.349 | 4.83 | 2.41 | 0.09 |
| Englewood (80150; 34,620) | 1,770 | 1.191 | 0.62 | 0.31 | 0.01 |
| Greenwood Village (80155; 19,231) | 1,038 | 1.973 | 1.02 | 0.51 | 0.02 |
| Highlands Ranch (80163; 70,931) | 259 | 5.439 | 2.81 | 1.40 | 0.05 |
| Wheat Ridge (80212; 27,273) | 2,204 | 0.939 | 0.49 | 0.24 | 0.01 |
| Edgewater (80214; 4,783) | 7,753 | 0.148 | 0.08 | 0.04 | 0.00 |
| Lakewood (80214; 132,991) | 245 | 5.653 | 2.92 | 1.46 | 0.05 |
| Sherrelwood (80221; 17,657) | 2,958 | 0.666 | 0.34 | 0.17 | 0.01 |
| Berkley (80221; 10,743) | 4,733 | 0.351 | 0.18 | 0.09 | 0.00 |
| Welby (80229; 12,973) | 3,828 | 0.475 | 0.25 | 0.12 | 0.00 |
| Federal Heights (80234; 11,081) | 4,922 | 0.330 | 0.17 | 0.09 | 0.00 |
| Glendale (80246; 5,550) | 7,922 | 0.142 | 0.07 | 0.04 | 0.00 |
| Denver (80261; 563,544) | 39 | 19.667 | 10.16 | 5.07 | 0.19 |

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Colorado - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Commerce City (80266; 84,599) | 767 | 2.517 | 1.30 | 0.65 | 0.02 |
| Gunbarrel (80301; 9,435) | 3,414 | 0.559 | 0.29 | 0.14 | 0.01 |
| Boulder (80328; 85,190) | 513 | 3.368 | 1.74 | 0.87 | 0.03 |
| West Pleasant View (80401; 3,932) | 8,001 | 0.140 | 0.07 | 0.04 | 0.00 |
| Genesee (80401; 3,699) | 4,111 | 0.432 | 0.22 | 0.11 | 0.00 |
| Applewood (80401; 7,123) | 4,211 | 0.417 | 0.22 | 0.11 | 0.00 |
| Evergreen (80401; 9,216) | 3,035 | 0.646 | 0.33 | 0.17 | 0.01 |
| Breckenridge (80424; 3,603) | 7,986 | 0.140 | 0.07 | 0.04 | 0.00 |
| Leadville (80429; 2,385) | 10,460 | 0.077 | 0.04 | 0.02 | 0.00 |
| Golden (80439; 18,286) | 2,538 | 0.794 | 0.41 | 0.20 | 0.01 |
| Frisco (80443; 2,404) | 8,198 | 0.132 | 0.07 | 0.03 | 0.00 |
| Granby (80446; 1,525) | 11,440 | 0.063 | 0.03 | 0.02 | 0.00 |
| Idaho Springs (80452; 1,565) | 12,084 | 0.055 | 0.03 | 0.01 | 0.00 |
| Indian Hills (80454; 1,197) | 11,470 | 0.062 | 0.03 | 0.02 | 0.00 |
| Kremmling (80459; 1,597) | 11,325 | 0.064 | 0.03 | 0.02 | 0.00 |
| Leadville North (80461; 1,942) | 11,019 | 0.069 | 0.04 | 0.02 | 0.00 |
| Nederland (80466; 1,214) | 12,131 | 0.054 | 0.03 | 0.01 | 0.00 |
| Steamboat Springs (80488; 8,062) | 4,415 | 0.389 | 0.20 | 0.10 | 0.00 |
| Silverthorne (80498; 5,194) | 5,572 | 0.270 | 0.14 | 0.07 | 0.00 |
| Longmont (80503; 117,576) | 269 | 5.316 | 2.75 | 1.37 | 0.05 |
| Berthoud (80513; 5,769) | 5,591 | 0.268 | 0.14 | 0.07 | 0.00 |
| Erie (80514; 41,222) | 659 | 2.809 | 1.45 | 0.72 | 0.03 |
| Dacono (80514; 4,726) | 7,397 | 0.162 | 0.08 | 0.04 | 0.00 |
| Estes Park (80517; 7,093) | 5,550 | 0.271 | 0.14 | 0.07 | 0.00 |
| Firestone (80520; 1,908) | 9,647 | 0.093 | 0.05 | 0.02 | 0.00 |
| Frederick (80530; 2,467) | 8,596 | 0.121 | 0.06 | 0.03 | 0.00 |
| Johnstown (80534; 3,827) | 7,204 | 0.170 | 0.09 | 0.04 | 0.00 |
| Laporte (80535; 2,691) | 8,928 | 0.111 | 0.06 | 0.03 | 0.00 |
| Campion (80537; 1,832) | 10,075 | 0.084 | 0.04 | 0.02 | 0.00 |
| Loveland (80539; 86,061) | 467 | 3.583 | 1.85 | 0.92 | 0.03 |
| Lyons (80540; 1,655) | 10,642 | 0.074 | 0.04 | 0.02 | 0.00 |
| Mead (80542; 3,553) | 5,854 | 0.249 | 0.13 | 0.06 | 0.00 |
| Milliken (80543; 30,389) | 1,798 | 1.171 | 0.60 | 0.30 | 0.01 |
| Niwot (80544; 4,160) | 5,031 | 0.319 | 0.16 | 0.08 | 0.00 |
| Wellington (80549; 3,161) | 8,159 | 0.134 | 0.07 | 0.03 | 0.00 |
| Windsor (80550; 37,793) | 1,145 | 1.836 | 0.95 | 0.47 | 0.02 |
| Fort Collins (80553; 155,540) | 218 | 6.110 | 3.16 | 1.57 | 0.06 |
| Lochbuie (80601; 15,220) | 3,589 | 0.524 | 0.27 | 0.14 | 0.01 |
| Todd Creek (80601; 1,299) | 9,531 | 0.096 | 0.05 | 0.02 | 0.00 |
| Thornton (80601; 194,142) | 123 | 9.339 | 4.82 | 2.41 | 0.09 |
| Northglenn (80603; 38,803) | 1,287 | 1.655 | 0.85 | 0.43 | 0.02 |
| Brighton (80603; 57,535) | 818 | 2.378 | 1.23 | 0.61 | 0.02 |
| Eaton (80615; 10,633) | 4,011 | 0.444 | 0.23 | 0.11 | 0.00 |
| Evans (80620; 9,514) | 5,093 | 0.312 | 0.16 | 0.08 | 0.00 |
| Fort Lupton (80621; 8,067) | 5,330 | 0.292 | 0.15 | 0.08 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Colorado - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Greeley (80639; 113,506) | 457 | 3.652 | 1.89 | 0.94 | 0.04 |
| Hudson (80642; 1,662) | 11,132 | 0.067 | 0.03 | 0.02 | 0.00 |
| Kersey (80644; 1,318) | 12,682 | 0.048 | 0.02 | 0.01 | 0.00 |
| La Salle (80645; 1,740) | 11,363 | 0.064 | 0.03 | 0.02 | 0.00 |
| Platteville (80651; 3,261) | 8,437 | 0.125 | 0.06 | 0.03 | 0.00 |
| Fort Morgan (80701; 10,861) | 5,044 | 0.318 | 0.16 | 0.08 | 0.00 |
| Brush (80723; 5,538) | 7,627 | 0.153 | 0.08 | 0.04 | 0.00 |
| Holyoke (80734; 2,390) | 11,247 | 0.065 | 0.03 | 0.02 | 0.00 |
| Sterling (80751; 11,360) | 5,514 | 0.274 | 0.14 | 0.07 | 0.00 |
| Wray (80758; 2,041) | 12,296 | 0.052 | 0.03 | 0.01 | 0.00 |
| Yuma (80759; 3,105) | 10,104 | 0.083 | 0.04 | 0.02 | 0.00 |
| Burlington (80807; 3,150) | 9,617 | 0.094 | 0.05 | 0.02 | 0.00 |
| Cascade-Chipita Park (80809; 1,709) | 10,685 | 0.074 | 0.04 | 0.02 | 0.00 |
| Fountain (80817; 17,165) | 3,065 | 0.639 | 0.33 | 0.16 | 0.01 |
| Limon (80826; 1,563) | 12,844 | 0.046 | 0.02 | 0.01 | 0.00 |
| Manitou Springs (80829; 5,222) | 6,869 | 0.187 | 0.10 | 0.05 | 0.00 |
| Air Force Academy (80840; 7,526) | 5,367 | 0.289 | 0.15 | 0.07 | 0.00 |
| Woodland Park (80866; 7,052) | 4,969 | 0.326 | 0.17 | 0.08 | 0.00 |
| Stratmoor (80906; 6,650) | 6,241 | 0.221 | 0.11 | 0.06 | 0.00 |
| Black Forest (80908; 13,247) | 2,275 | 0.902 | 0.47 | 0.23 | 0.01 |
| Security-Widefield (80911; 29,845) | 1,645 | 1.290 | 0.67 | 0.33 | 0.01 |
| Fort Carson (80913; 10,566) | 4,970 | 0.326 | 0.17 | 0.08 | 0.00 |
| Gleneagle (80921; 4,246) | 5,055 | 0.317 | 0.16 | 0.08 | 0.00 |
| Colorado Springs (80928; 395,440) | 59 | 15.750 | 8.13 | 4.06 | 0.15 |
| Cimarron Hills (80929; 15,194) | 3,133 | 0.622 | 0.32 | 0.16 | 0.01 |
| Pueblo (81001; 108,354) | 649 | 2.838 | 1.47 | 0.73 | 0.03 |
| Pueblo West (81007; 16,899) | 2,782 | 0.718 | 0.37 | 0.19 | 0.01 |
| Colorado City (81019; 2,018) | 11,163 | 0.067 | 0.03 | 0.02 | 0.00 |
| Beulah Valley (81023; 1,164) | 12,739 | 0.048 | 0.02 | 0.01 | 0.00 |
| La Junta (81050; 6,587) | 7,241 | 0.169 | 0.09 | 0.04 | 0.00 |
| Lamar (81052; 7,595) | 6,757 | 0.192 | 0.10 | 0.05 | 0.00 |
| Las Animas (81054; 2,081) | 12,688 | 0.048 | 0.02 | 0.01 | 0.00 |
| Rocky Ford (81067; 3,778) | 10,422 | 0.078 | 0.04 | 0.02 | 0.00 |
| Trinidad (81082; 8,966) | 6,398 | 0.211 | 0.11 | 0.05 | 0.00 |
| Walsenburg (81089; 3,322) | 11,304 | 0.065 | 0.03 | 0.02 | 0.00 |
| Alamosa (81101; 10,556) | 5,984 | 0.237 | 0.12 | 0.06 | 0.00 |
| Bayfield (81122; 1,750) | 11,594 | 0.061 | 0.03 | 0.02 | 0.00 |
| Center (81125; 3,125) | 11,226 | 0.066 | 0.03 | 0.02 | 0.00 |
| Monte Vista (81135; 3,830) | 9,530 | 0.096 | 0.05 | 0.02 | 0.00 |
| Salida (81201; 5,458) | 8,023 | 0.139 | 0.07 | 0.04 | 0.00 |
| Buena Vista (81211; 2,151) | 11,192 | 0.066 | 0.03 | 0.02 | 0.00 |
| Lincoln Park (81212; 3,904) | 8,550 | 0.122 | 0.06 | 0.03 | 0.00 |
| Canon City (81215; 17,029) | 3,814 | 0.477 | 0.25 | 0.12 | 0.00 |
| Crested Butte (81224; 1,498) | 12,106 | 0.055 | 0.03 | 0.01 | 0.00 |
| Florence (81226; 3,785) | 9,400 | 0.099 | 0.05 | 0.03 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Colorado - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|---------------|--------------|--------------|-------------|
| Twin Lakes (81228; 6,301) | 6,340 | 0.215 | 0.11 | 0.06 | 0.00 |
| Gunnison (81231; 5,052) | 8,788 | 0.115 | 0.06 | 0.03 | 0.00 |
| Penrose (81240; 4,070) | 8,337 | 0.128 | 0.07 | 0.03 | 0.00 |
| Durango (81301; 18,868) | 3,297 | 0.582 | 0.30 | 0.15 | 0.01 |
| Cortez (81321; 9,123) | 6,082 | 0.232 | 0.12 | 0.06 | 0.00 |
| Montrose (81401; 25,333) | 2,657 | 0.755 | 0.39 | 0.19 | 0.01 |
| Cedaredge (81413; 3,045) | 10,679 | 0.074 | 0.04 | 0.02 | 0.00 |
| Orchard City (81414; 3,566) | 8,846 | 0.113 | 0.06 | 0.03 | 0.00 |
| Delta (81416; 6,400) | 7,594 | 0.155 | 0.08 | 0.04 | 0.00 |
| Olathe (81425; 1,979) | 12,876 | 0.046 | 0.02 | 0.01 | 0.00 |
| Paonia (81428; 1,898) | 12,204 | 0.053 | 0.03 | 0.01 | 0.00 |
| Telluride (81435; 2,539) | 8,726 | 0.117 | 0.06 | 0.03 | 0.00 |
| Grand Junction (81503; 53,835) | 1,356 | 1.577 | 0.81 | 0.41 | 0.02 |
| Orchard Mesa (81503; 6,456) | 6,059 | 0.233 | 0.12 | 0.06 | 0.00 |
| Redlands (81503; 8,043) | 4,480 | 0.380 | 0.20 | 0.10 | 0.00 |
| Fruitvale (81504; 6,936) | 5,536 | 0.272 | 0.14 | 0.07 | 0.00 |
| Clifton (81520; 17,345) | 3,780 | 0.486 | 0.25 | 0.13 | 0.00 |
| Fruita (81521; 7,936) | 6,096 | 0.231 | 0.12 | 0.06 | 0.00 |
| Palisade (81526; 2,947) | 10,771 | 0.072 | 0.04 | 0.02 | 0.00 |
| Glenwood Springs (81602; 11,158) | 4,100 | 0.433 | 0.22 | 0.11 | 0.00 |
| Aspen (81611; 5,169) | 5,893 | 0.245 | 0.13 | 0.06 | 0.00 |
| Snowmass Village (81615; 1,566) | 10,346 | 0.079 | 0.04 | 0.02 | 0.00 |
| Eagle-Vail (81620; 2,887) | 6,221 | 0.223 | 0.11 | 0.06 | 0.00 |
| Avon (81620; 9,527) | 3,809 | 0.479 | 0.25 | 0.12 | 0.00 |
| Basalt (81621; 4,056) | 5,944 | 0.241 | 0.12 | 0.06 | 0.00 |
| El Jebel (81623; 4,488) | 5,948 | 0.241 | 0.12 | 0.06 | 0.00 |
| Carbondale (81623; 7,553) | 4,741 | 0.350 | 0.18 | 0.09 | 0.00 |
| Craig (81625; 9,303) | 4,852 | 0.338 | 0.17 | 0.09 | 0.00 |
| Eagle (81631; 6,984) | 4,428 | 0.387 | 0.20 | 0.10 | 0.00 |
| Edwards (81632; 8,257) | 3,629 | 0.517 | 0.27 | 0.13 | 0.01 |
| Battlement Mesa (81636; 3,497) | 8,840 | 0.113 | 0.06 | 0.03 | 0.00 |
| Gypsum (81637; 11,024) | 3,300 | 0.581 | 0.30 | 0.15 | 0.01 |
| Hayden (81639; 1,354) | 12,462 | 0.050 | 0.03 | 0.01 | 0.00 |
| Meekeer (81641; 2,342) | 10,840 | 0.071 | 0.04 | 0.02 | 0.00 |
| Minturn (81645; 1,230) | 11,972 | 0.056 | 0.03 | 0.01 | 0.00 |
| New Castle (81647; 8,089) | 4,379 | 0.393 | 0.20 | 0.10 | 0.00 |
| Rangely (81648; 2,078) | 10,548 | 0.076 | 0.04 | 0.02 | 0.00 |
| Rifle (81650; 11,174) | 4,177 | 0.422 | 0.22 | 0.11 | 0.00 |
| Silt (81652; 4,152) | 7,360 | 0.164 | 0.08 | 0.04 | 0.00 |
| Vail (81658; 4,885) | 5,906 | 0.245 | 0.13 | 0.06 | 0.00 |
| Total 4,422,118 | | 193.63 | 100.0 | 49.87 | 1.88 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

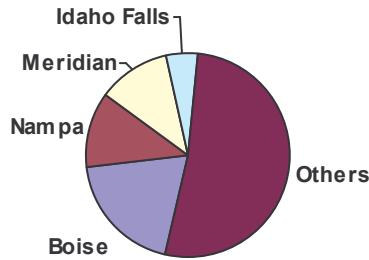
8.5 LATENT DEMAND BY YEAR - IDAHO

The Latent Demand for Graphic Design Services in Idaho: 2002 - 2012

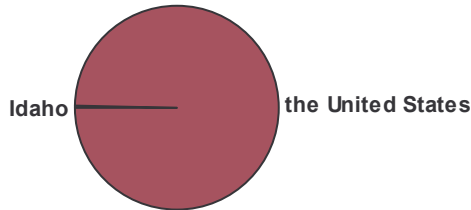
| Year | Idaho | % of Region | % of USA |
|------|-------|-------------|----------|
| 2002 | 41.65 | 10.81% | 0.41% |
| 2003 | 41.08 | 10.74% | 0.40% |
| 2004 | 40.51 | 10.67% | 0.40% |
| 2005 | 39.95 | 10.60% | 0.40% |
| 2006 | 39.69 | 10.55% | 0.40% |
| 2007 | 41.16 | 10.60% | 0.40% |
| 2008 | 42.99 | 10.67% | 0.40% |
| 2009 | 44.91 | 10.73% | 0.41% |
| 2010 | 46.91 | 10.80% | 0.41% |
| 2011 | 48.99 | 10.87% | 0.41% |
| 2012 | 51.17 | 10.93% | 0.41% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Idaho - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Idaho: 2007



8.6 CITIES SORTED BY RANK - IDAHO

Idaho - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Boise (203,544) | 159 | 7.749 | 18.83 | 2.00 | 0.08 |
| Nampa (154,629) | 316 | 4.822 | 11.71 | 1.24 | 0.05 |
| Meridian (96,071) | 336 | 4.592 | 11.16 | 1.18 | 0.04 |
| Idaho Falls (56,652) | 987 | 2.059 | 5.00 | 0.53 | 0.02 |
| Caldwell (65,448) | 1,158 | 1.811 | 4.40 | 0.47 | 0.02 |
| Rexburg (72,781) | 1,206 | 1.761 | 4.28 | 0.45 | 0.02 |
| Ammon (38,362) | 1,294 | 1.646 | 4.00 | 0.42 | 0.02 |
| Coeur d'Alene (52,785) | 1,373 | 1.563 | 3.80 | 0.40 | 0.02 |
| Pocatello (48,622) | 1,426 | 1.497 | 3.64 | 0.39 | 0.01 |
| Twin Falls (48,852) | 1,494 | 1.431 | 3.48 | 0.37 | 0.01 |
| Post Falls (40,512) | 1,504 | 1.420 | 3.45 | 0.37 | 0.01 |
| Lewiston (31,402) | 2,040 | 1.031 | 2.51 | 0.27 | 0.01 |
| Hayden (19,640) | 3,017 | 0.654 | 1.59 | 0.17 | 0.01 |
| Eagle (11,085) | 3,027 | 0.650 | 1.58 | 0.17 | 0.01 |
| Hailey (13,024) | 3,225 | 0.600 | 1.46 | 0.15 | 0.01 |
| Moscow (23,861) | 3,322 | 0.576 | 1.40 | 0.15 | 0.01 |
| Chubbuck (13,290) | 3,720 | 0.497 | 1.21 | 0.13 | 0.00 |
| Garden City (13,008) | 3,986 | 0.450 | 1.09 | 0.12 | 0.00 |
| Mountain Home (12,306) | 4,253 | 0.412 | 1.00 | 0.11 | 0.00 |
| Blackfoot (11,632) | 4,793 | 0.344 | 0.84 | 0.09 | 0.00 |
| Rathdrum (8,840) | 4,963 | 0.326 | 0.79 | 0.08 | 0.00 |
| Sandpoint (10,715) | 5,098 | 0.312 | 0.76 | 0.08 | 0.00 |
| Middleton (10,399) | 5,176 | 0.305 | 0.74 | 0.08 | 0.00 |
| Jerome (10,465) | 5,425 | 0.282 | 0.69 | 0.07 | 0.00 |
| Mountain Home AFB (8,894) | 5,796 | 0.252 | 0.61 | 0.07 | 0.00 |
| Star (5,995) | 6,142 | 0.228 | 0.55 | 0.06 | 0.00 |
| Payette (8,636) | 6,146 | 0.228 | 0.55 | 0.06 | 0.00 |
| Burley (8,773) | 6,249 | 0.220 | 0.54 | 0.06 | 0.00 |
| Kuna (5,382) | 6,678 | 0.196 | 0.48 | 0.05 | 0.00 |
| Preston (5,910) | 6,877 | 0.187 | 0.45 | 0.05 | 0.00 |
| Emmett (7,724) | 6,936 | 0.184 | 0.45 | 0.05 | 0.00 |
| Fruitland (5,550) | 7,408 | 0.162 | 0.39 | 0.04 | 0.00 |
| Shelley (4,424) | 7,559 | 0.156 | 0.38 | 0.04 | 0.00 |
| Ketchum (3,596) | 7,786 | 0.147 | 0.36 | 0.04 | 0.00 |
| Bellevue (3,552) | 7,842 | 0.145 | 0.35 | 0.04 | 0.00 |
| Weiser (5,629) | 8,101 | 0.136 | 0.33 | 0.03 | 0.00 |
| Soda Springs (3,067) | 8,892 | 0.112 | 0.27 | 0.03 | 0.00 |
| Dalton Gardens (2,623) | 9,153 | 0.105 | 0.25 | 0.03 | 0.00 |
| St. Anthony (3,644) | 9,300 | 0.101 | 0.25 | 0.03 | 0.00 |
| McCall (3,117) | 9,304 | 0.101 | 0.25 | 0.03 | 0.00 |
| American Falls (3,626) | 9,334 | 0.101 | 0.24 | 0.03 | 0.00 |
| Buhl (3,907) | 9,345 | 0.100 | 0.24 | 0.03 | 0.00 |
| Rupert (4,391) | 9,411 | 0.099 | 0.24 | 0.03 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Idaho - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|--------------|-------------|
| Sun Valley (1,533) | 9,463 | 0.098 | 0.24 | 0.03 | 0.00 |
| Kimberly (2,863) | 9,916 | 0.087 | 0.21 | 0.02 | 0.00 |
| Fort Hall (3,193) | 9,936 | 0.087 | 0.21 | 0.02 | 0.00 |
| Rigby (3,057) | 10,120 | 0.083 | 0.20 | 0.02 | 0.00 |
| Gooding (3,109) | 10,178 | 0.082 | 0.20 | 0.02 | 0.00 |
| Orofino (2,876) | 10,351 | 0.079 | 0.19 | 0.02 | 0.00 |
| Grangeville (2,952) | 10,647 | 0.074 | 0.18 | 0.02 | 0.00 |
| Bonnars Ferry (3,333) | 10,703 | 0.073 | 0.18 | 0.02 | 0.00 |
| Heyburn (2,453) | 10,937 | 0.070 | 0.17 | 0.02 | 0.00 |
| Salmon (2,867) | 10,991 | 0.069 | 0.17 | 0.02 | 0.00 |
| St. Maries (2,337) | 11,116 | 0.067 | 0.16 | 0.02 | 0.00 |
| Wendell (2,395) | 11,415 | 0.063 | 0.15 | 0.02 | 0.00 |
| Filer (2,053) | 11,831 | 0.058 | 0.14 | 0.01 | 0.00 |
| Homedale (2,610) | 11,929 | 0.057 | 0.14 | 0.01 | 0.00 |
| Montpelier (2,118) | 11,947 | 0.056 | 0.14 | 0.01 | 0.00 |
| Malad City (1,927) | 12,010 | 0.056 | 0.14 | 0.01 | 0.00 |
| Priest River (2,299) | 12,047 | 0.055 | 0.13 | 0.01 | 0.00 |
| Parma (1,887) | 12,147 | 0.054 | 0.13 | 0.01 | 0.00 |
| Shoshone (1,833) | 12,409 | 0.051 | 0.12 | 0.01 | 0.00 |
| Iona (1,388) | 12,524 | 0.050 | 0.12 | 0.01 | 0.00 |
| Aberdeen (1,789) | 12,878 | 0.046 | 0.11 | 0.01 | 0.00 |
| Total 1,217,237 | | 41.163 | 100.0 | 10.60 | 0.40 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

8.7 CITIES SORTED BY ZIPCODE - IDAHO

Idaho - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Chubbuck (83202; 13,290) | 3,720 | 0.497 | 1.21 | 0.13 | 0.00 |
| Fort Hall (83203; 3,193) | 9,936 | 0.087 | 0.21 | 0.02 | 0.00 |
| Pocatello (83205; 48,622) | 1,426 | 1.497 | 3.64 | 0.39 | 0.01 |
| Aberdeen (83210; 1,789) | 12,878 | 0.046 | 0.11 | 0.01 | 0.00 |
| American Falls (83211; 3,626) | 9,334 | 0.101 | 0.24 | 0.03 | 0.00 |
| Blackfoot (83221; 11,632) | 4,793 | 0.344 | 0.84 | 0.09 | 0.00 |
| Soda Springs (83230; 3,067) | 8,892 | 0.112 | 0.27 | 0.03 | 0.00 |
| Malad City (83252; 1,927) | 12,010 | 0.056 | 0.14 | 0.01 | 0.00 |
| Montpelier (83254; 2,118) | 11,947 | 0.056 | 0.14 | 0.01 | 0.00 |
| Preston (83263; 5,910) | 6,877 | 0.187 | 0.45 | 0.05 | 0.00 |
| Shelley (83274; 4,424) | 7,559 | 0.156 | 0.38 | 0.04 | 0.00 |
| Twin Falls (83302; 48,852) | 1,494 | 1.431 | 3.48 | 0.37 | 0.01 |
| Bellevue (83313; 3,552) | 7,842 | 0.145 | 0.35 | 0.04 | 0.00 |
| Buhl (83316; 3,907) | 9,345 | 0.100 | 0.24 | 0.03 | 0.00 |
| Burley (83318; 8,773) | 6,249 | 0.220 | 0.54 | 0.06 | 0.00 |
| Shoshone (83324; 1,833) | 12,409 | 0.051 | 0.12 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Idaho - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|---------------|--------------|--------------|-------------|
| Filer (83328; 2,053) | 11,831 | 0.058 | 0.14 | 0.01 | 0.00 |
| Gooding (83330; 3,109) | 10,178 | 0.082 | 0.20 | 0.02 | 0.00 |
| Hailey (83333; 13,024) | 3,225 | 0.600 | 1.46 | 0.15 | 0.01 |
| Heyburn (83336; 2,453) | 10,937 | 0.070 | 0.17 | 0.02 | 0.00 |
| Jerome (83338; 10,465) | 5,425 | 0.282 | 0.69 | 0.07 | 0.00 |
| Ketchum (83340; 3,596) | 7,786 | 0.147 | 0.36 | 0.04 | 0.00 |
| Kimberly (83341; 2,863) | 9,916 | 0.087 | 0.21 | 0.02 | 0.00 |
| Rupert (83350; 4,391) | 9,411 | 0.099 | 0.24 | 0.03 | 0.00 |
| Sun Valley (83353; 1,533) | 9,463 | 0.098 | 0.24 | 0.03 | 0.00 |
| Wendell (83355; 2,395) | 11,415 | 0.063 | 0.15 | 0.02 | 0.00 |
| Idaho Falls (83405; 56,652) | 987 | 2.059 | 5.00 | 0.53 | 0.02 |
| Ammon (83406; 38,362) | 1,294 | 1.646 | 4.00 | 0.42 | 0.02 |
| Iona (83427; 1,388) | 12,524 | 0.050 | 0.12 | 0.01 | 0.00 |
| Rigby (83442; 3,057) | 10,120 | 0.083 | 0.20 | 0.02 | 0.00 |
| St. Anthony (83445; 3,644) | 9,300 | 0.101 | 0.25 | 0.03 | 0.00 |
| Rexburg (83460; 72,781) | 1,206 | 1.761 | 4.28 | 0.45 | 0.02 |
| Salmon (83467; 2,867) | 10,991 | 0.069 | 0.17 | 0.02 | 0.00 |
| Lewiston (83501; 31,402) | 2,040 | 1.031 | 2.51 | 0.27 | 0.01 |
| Grangeville (83531; 2,952) | 10,647 | 0.074 | 0.18 | 0.02 | 0.00 |
| Orofino (83544; 2,876) | 10,351 | 0.079 | 0.19 | 0.02 | 0.00 |
| Caldwell (83607; 65,448) | 1,158 | 1.811 | 4.40 | 0.47 | 0.02 |
| Eagle (83616; 11,085) | 3,027 | 0.650 | 1.58 | 0.17 | 0.01 |
| Emmett (83617; 7,724) | 6,936 | 0.184 | 0.45 | 0.05 | 0.00 |
| Fruitland (83619; 5,550) | 7,408 | 0.162 | 0.39 | 0.04 | 0.00 |
| Homedale (83628; 2,610) | 11,929 | 0.057 | 0.14 | 0.01 | 0.00 |
| Kuna (83634; 5,382) | 6,678 | 0.196 | 0.48 | 0.05 | 0.00 |
| McCall (83635; 3,117) | 9,304 | 0.101 | 0.25 | 0.03 | 0.00 |
| Middleton (83644; 10,399) | 5,176 | 0.305 | 0.74 | 0.08 | 0.00 |
| Mountain Home (83647; 12,306) | 4,253 | 0.412 | 1.00 | 0.11 | 0.00 |
| Mountain Home AFB (83648; 8,894) | 5,796 | 0.252 | 0.61 | 0.07 | 0.00 |
| Parma (83660; 1,887) | 12,147 | 0.054 | 0.13 | 0.01 | 0.00 |
| Payette (83661; 8,636) | 6,146 | 0.228 | 0.55 | 0.06 | 0.00 |
| Star (83669; 5,995) | 6,142 | 0.228 | 0.55 | 0.06 | 0.00 |
| Weiser (83672; 5,629) | 8,101 | 0.136 | 0.33 | 0.03 | 0.00 |
| Meridian (83680; 96,071) | 336 | 4.592 | 11.16 | 1.18 | 0.04 |
| Nampa (83687; 154,629) | 316 | 4.822 | 11.71 | 1.24 | 0.05 |
| Garden City (83714; 13,008) | 3,986 | 0.450 | 1.09 | 0.12 | 0.00 |
| Boise (83719; 203,544) | 159 | 7.749 | 18.83 | 2.00 | 0.08 |
| Bonnars Ferry (83805; 3,333) | 10,703 | 0.073 | 0.18 | 0.02 | 0.00 |
| Coeur d'Alene (83814; 52,785) | 1,373 | 1.563 | 3.80 | 0.40 | 0.02 |
| Dalton Gardens (83815; 2,623) | 9,153 | 0.105 | 0.25 | 0.03 | 0.00 |
| Hayden (83835; 19,640) | 3,017 | 0.654 | 1.59 | 0.17 | 0.01 |
| Moscow (83844; 23,861) | 3,322 | 0.576 | 1.40 | 0.15 | 0.01 |
| Post Falls (83854; 40,512) | 1,504 | 1.420 | 3.45 | 0.37 | 0.01 |
| Priest River (83856; 2,299) | 12,047 | 0.055 | 0.13 | 0.01 | 0.00 |
| Rathdrum (83858; 8,840) | 4,963 | 0.326 | 0.79 | 0.08 | 0.00 |
| St. Maries (83861; 2,337) | 11,116 | 0.067 | 0.16 | 0.02 | 0.00 |
| Sandpoint (83865; 10,715) | 5,098 | 0.312 | 0.76 | 0.08 | 0.00 |
| Total 1,217,237 | | 41.163 | 100.0 | 10.60 | 0.40 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

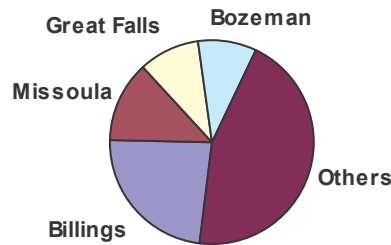
8.8 LATENT DEMAND BY YEAR - MONTANA

The Latent Demand for Graphic Design Services in Montana: 2002 - 2012

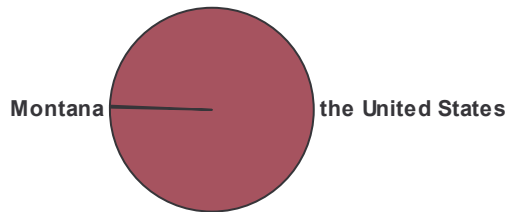
| Year | Montana | % of Region | % of USA |
|------|---------|-------------|----------|
| 2002 | 18.34 | 4.76% | 0.18% |
| 2003 | 18.23 | 4.77% | 0.18% |
| 2004 | 18.11 | 4.77% | 0.18% |
| 2005 | 17.99 | 4.78% | 0.18% |
| 2006 | 17.97 | 4.78% | 0.18% |
| 2007 | 18.54 | 4.78% | 0.18% |
| 2008 | 19.23 | 4.77% | 0.18% |
| 2009 | 19.94 | 4.77% | 0.18% |
| 2010 | 20.68 | 4.76% | 0.18% |
| 2011 | 21.44 | 4.76% | 0.18% |
| 2012 | 22.24 | 4.75% | 0.18% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Montana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Montana: 2007



8.9 CITIES SORTED BY RANK - MONTANA

Montana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Billings (121,824) | 400 | 4.104 | 22.13 | 1.06 | 0.04 |
| Missoula (78,488) | 858 | 2.284 | 12.32 | 0.59 | 0.02 |
| Great Falls (55,996) | 1,216 | 1.741 | 9.39 | 0.45 | 0.02 |
| Bozeman (52,987) | 1,311 | 1.633 | 8.81 | 0.42 | 0.02 |
| Helena (31,935) | 2,009 | 1.053 | 5.68 | 0.27 | 0.01 |
| Kalispell (31,717) | 2,349 | 0.868 | 4.68 | 0.22 | 0.01 |
| Belgrade (13,112) | 3,858 | 0.470 | 2.53 | 0.12 | 0.00 |
| Whitefish (11,224) | 4,685 | 0.355 | 1.92 | 0.09 | 0.00 |
| Helena Valley West Central (6,983) | 5,303 | 0.294 | 1.58 | 0.08 | 0.00 |
| Helena Valley Southeast (7,141) | 5,697 | 0.261 | 1.41 | 0.07 | 0.00 |
| Havre (8,986) | 5,733 | 0.258 | 1.39 | 0.07 | 0.00 |
| Miles City (7,826) | 6,205 | 0.224 | 1.21 | 0.06 | 0.00 |
| Livingston (7,739) | 6,335 | 0.215 | 1.16 | 0.06 | 0.00 |
| Laurel (6,589) | 6,487 | 0.206 | 1.11 | 0.05 | 0.00 |
| Anaconda-Deer Lodge County (8,167) | 6,495 | 0.206 | 1.11 | 0.05 | 0.00 |
| Orchard Homes (5,199) | 6,593 | 0.201 | 1.08 | 0.05 | 0.00 |
| Lewistown (7,121) | 6,653 | 0.198 | 1.07 | 0.05 | 0.00 |
| Columbia Falls (6,308) | 6,842 | 0.188 | 1.01 | 0.05 | 0.00 |
| Evergreen (6,215) | 7,080 | 0.175 | 0.95 | 0.05 | 0.00 |
| Polson (7,269) | 7,651 | 0.152 | 0.82 | 0.04 | 0.00 |
| Hamilton (6,992) | 7,766 | 0.148 | 0.80 | 0.04 | 0.00 |
| Lockwood (4,306) | 7,884 | 0.143 | 0.77 | 0.04 | 0.00 |
| Lolo (3,388) | 7,925 | 0.142 | 0.77 | 0.04 | 0.00 |
| Malmstrom AFB (4,544) | 8,033 | 0.138 | 0.75 | 0.04 | 0.00 |
| Montana City (2,094) | 8,192 | 0.133 | 0.71 | 0.03 | 0.00 |
| Glendive (4,452) | 8,208 | 0.132 | 0.71 | 0.03 | 0.00 |
| Colstrip (2,346) | 8,442 | 0.125 | 0.67 | 0.03 | 0.00 |
| Sidney (3,697) | 8,829 | 0.114 | 0.61 | 0.03 | 0.00 |
| Cut Bank (3,309) | 9,040 | 0.107 | 0.58 | 0.03 | 0.00 |
| Helena Valley Northeast (2,122) | 9,218 | 0.103 | 0.56 | 0.03 | 0.00 |
| Hardin (3,795) | 9,285 | 0.102 | 0.55 | 0.03 | 0.00 |
| Shelby (3,579) | 9,354 | 0.100 | 0.54 | 0.03 | 0.00 |
| Dillon (3,752) | 9,574 | 0.095 | 0.51 | 0.02 | 0.00 |
| Helena Valley Northwest (2,082) | 9,747 | 0.091 | 0.49 | 0.02 | 0.00 |
| Red Lodge (2,844) | 9,944 | 0.087 | 0.47 | 0.02 | 0.00 |
| Stevensville (2,990) | 10,271 | 0.080 | 0.43 | 0.02 | 0.00 |
| Deer Lodge (2,752) | 10,362 | 0.079 | 0.42 | 0.02 | 0.00 |
| Three Forks (2,387) | 10,399 | 0.078 | 0.42 | 0.02 | 0.00 |
| Glasgow (2,627) | 10,488 | 0.077 | 0.41 | 0.02 | 0.00 |
| Columbus (2,351) | 10,528 | 0.076 | 0.41 | 0.02 | 0.00 |
| Sun Prairie (1,772) | 10,790 | 0.072 | 0.39 | 0.02 | 0.00 |
| Wolf Point (2,683) | 10,793 | 0.072 | 0.39 | 0.02 | 0.00 |
| Clancy (1,406) | 10,839 | 0.071 | 0.38 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Montana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|---------------|--------------|-------------|-------------|
| East Helena (2,352) | 10,916 | 0.070 | 0.38 | 0.02 | 0.00 |
| Conrad (2,319) | 11,245 | 0.065 | 0.35 | 0.02 | 0.00 |
| Manhattan (1,783) | 11,250 | 0.065 | 0.35 | 0.02 | 0.00 |
| Four Corners (1,828) | 11,284 | 0.065 | 0.35 | 0.02 | 0.00 |
| Libby (2,733) | 11,386 | 0.064 | 0.34 | 0.02 | 0.00 |
| Big Timber (2,067) | 11,616 | 0.061 | 0.33 | 0.02 | 0.00 |
| West Glendive (1,833) | 11,746 | 0.059 | 0.32 | 0.02 | 0.00 |
| Helena West Side (1,711) | 11,772 | 0.058 | 0.32 | 0.02 | 0.00 |
| Forsyth (1,814) | 11,781 | 0.058 | 0.31 | 0.02 | 0.00 |
| Lakeside (1,679) | 11,802 | 0.058 | 0.31 | 0.01 | 0.00 |
| Townsend (2,253) | 11,810 | 0.058 | 0.31 | 0.01 | 0.00 |
| East Missoula (2,070) | 12,170 | 0.054 | 0.29 | 0.01 | 0.00 |
| Bonner-West Riverside (1,693) | 12,260 | 0.053 | 0.28 | 0.01 | 0.00 |
| Ronan (2,428) | 12,318 | 0.052 | 0.28 | 0.01 | 0.00 |
| Absarokee (1,234) | 12,361 | 0.052 | 0.28 | 0.01 | 0.00 |
| North Browning (2,200) | 12,374 | 0.051 | 0.28 | 0.01 | 0.00 |
| Bigfork (1,421) | 12,586 | 0.049 | 0.27 | 0.01 | 0.00 |
| Boulder (1,737) | 12,628 | 0.049 | 0.26 | 0.01 | 0.00 |
| Seeley Lake (1,436) | 12,670 | 0.048 | 0.26 | 0.01 | 0.00 |
| Total 591,687 | | 18.542 | 100.0 | 4.78 | 0.18 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

8.10 CITIES SORTED BY ZIPCODE - MONTANA
Montana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Absarokee (59001; 1,234) | 12,361 | 0.052 | 0.28 | 0.01 | 0.00 |
| Big Timber (59011; 2,067) | 11,616 | 0.061 | 0.33 | 0.02 | 0.00 |
| Columbus (59019; 2,351) | 10,528 | 0.076 | 0.41 | 0.02 | 0.00 |
| Hardin (59034; 3,795) | 9,285 | 0.102 | 0.55 | 0.03 | 0.00 |
| Laurel (59044; 6,589) | 6,487 | 0.206 | 1.11 | 0.05 | 0.00 |
| Livingston (59047; 7,739) | 6,335 | 0.215 | 1.16 | 0.06 | 0.00 |
| Red Lodge (59068; 2,844) | 9,944 | 0.087 | 0.47 | 0.02 | 0.00 |
| Lockwood (59101; 4,306) | 7,884 | 0.143 | 0.77 | 0.04 | 0.00 |
| Billings (59117; 121,824) | 400 | 4.104 | 22.13 | 1.06 | 0.04 |
| Wolf Point (59201; 2,683) | 10,793 | 0.072 | 0.39 | 0.02 | 0.00 |
| Glasgow (59231; 2,627) | 10,488 | 0.077 | 0.41 | 0.02 | 0.00 |
| Sidney (59270; 3,697) | 8,829 | 0.114 | 0.61 | 0.03 | 0.00 |
| Miles City (59301; 7,826) | 6,205 | 0.224 | 1.21 | 0.06 | 0.00 |
| Colstrip (59323; 2,346) | 8,442 | 0.125 | 0.67 | 0.03 | 0.00 |
| Forsyth (59327; 1,814) | 11,781 | 0.058 | 0.31 | 0.02 | 0.00 |
| West Glendive (59330; 1,833) | 11,746 | 0.059 | 0.32 | 0.02 | 0.00 |
| Glendive (59330; 4,452) | 8,208 | 0.132 | 0.71 | 0.03 | 0.00 |
| Malmstrom AFB (59402; 4,544) | 8,033 | 0.138 | 0.75 | 0.04 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Montana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|---------------|--------------|-------------|-------------|
| Great Falls (59402; 55,996) | 1,216 | 1.741 | 9.39 | 0.45 | 0.02 |
| Sun Prairie (59404; 1,772) | 10,790 | 0.072 | 0.39 | 0.02 | 0.00 |
| North Browning (59417; 2,200) | 12,374 | 0.051 | 0.28 | 0.01 | 0.00 |
| Conrad (59425; 2,319) | 11,245 | 0.065 | 0.35 | 0.02 | 0.00 |
| Cut Bank (59427; 3,309) | 9,040 | 0.107 | 0.58 | 0.03 | 0.00 |
| Lewistown (59441; 7,121) | 6,653 | 0.198 | 1.07 | 0.05 | 0.00 |
| Shelby (59474; 3,579) | 9,354 | 0.100 | 0.54 | 0.03 | 0.00 |
| Havre (59501; 8,986) | 5,733 | 0.258 | 1.39 | 0.07 | 0.00 |
| Helena West Side (59601; 1,711) | 11,772 | 0.058 | 0.32 | 0.02 | 0.00 |
| Helena Valley Northeast (59602; 2,122) | 9,218 | 0.103 | 0.56 | 0.03 | 0.00 |
| Helena Valley West Central (59602; 6,983) | 5,303 | 0.294 | 1.58 | 0.08 | 0.00 |
| Helena Valley Northwest (59602; 2,082) | 9,747 | 0.091 | 0.49 | 0.02 | 0.00 |
| Helena (59602; 31,935) | 2,009 | 1.053 | 5.68 | 0.27 | 0.01 |
| Boulder (59632; 1,737) | 12,628 | 0.049 | 0.26 | 0.01 | 0.00 |
| Montana City (59634; 2,094) | 8,192 | 0.133 | 0.71 | 0.03 | 0.00 |
| Clancy (59634; 1,406) | 10,839 | 0.071 | 0.38 | 0.02 | 0.00 |
| East Helena (59635; 2,352) | 10,916 | 0.070 | 0.38 | 0.02 | 0.00 |
| Helena Valley Southeast (59635; 7,141) | 5,697 | 0.261 | 1.41 | 0.07 | 0.00 |
| Townsend (59644; 2,253) | 11,810 | 0.058 | 0.31 | 0.01 | 0.00 |
| Anaconda-Deer Lodge County (59711; 8,167) | 6,495 | 0.206 | 1.11 | 0.05 | 0.00 |
| Belgrade (59714; 13,112) | 3,858 | 0.470 | 2.53 | 0.12 | 0.00 |
| Four Corners (59718; 1,828) | 11,284 | 0.065 | 0.35 | 0.02 | 0.00 |
| Deer Lodge (59722; 2,752) | 10,362 | 0.079 | 0.42 | 0.02 | 0.00 |
| Dillon (59725; 3,752) | 9,574 | 0.095 | 0.51 | 0.02 | 0.00 |
| Manhattan (59741; 1,783) | 11,250 | 0.065 | 0.35 | 0.02 | 0.00 |
| Three Forks (59752; 2,387) | 10,399 | 0.078 | 0.42 | 0.02 | 0.00 |
| Bozeman (59771; 52,987) | 1,311 | 1.633 | 8.81 | 0.42 | 0.02 |
| East Missoula (59801; 2,070) | 12,170 | 0.054 | 0.29 | 0.01 | 0.00 |
| Bonner-West Riverside (59802; 1,693) | 12,260 | 0.053 | 0.28 | 0.01 | 0.00 |
| Missoula (59802; 78,488) | 858 | 2.284 | 12.32 | 0.59 | 0.02 |
| Orchard Homes (59804; 5,199) | 6,593 | 0.201 | 1.08 | 0.05 | 0.00 |
| Hamilton (59840; 6,992) | 7,766 | 0.148 | 0.80 | 0.04 | 0.00 |
| Lolo (59847; 3,388) | 7,925 | 0.142 | 0.77 | 0.04 | 0.00 |
| Polson (59860; 7,269) | 7,651 | 0.152 | 0.82 | 0.04 | 0.00 |
| Ronan (59864; 2,428) | 12,318 | 0.052 | 0.28 | 0.01 | 0.00 |
| Seeley Lake (59868; 1,436) | 12,670 | 0.048 | 0.26 | 0.01 | 0.00 |
| Stevensville (59870; 2,990) | 10,271 | 0.080 | 0.43 | 0.02 | 0.00 |
| Evergreen (59901; 6,215) | 7,080 | 0.175 | 0.95 | 0.05 | 0.00 |
| Kalispell (59903; 31,717) | 2,349 | 0.868 | 4.68 | 0.22 | 0.01 |
| Bigfork (59911; 1,421) | 12,586 | 0.049 | 0.27 | 0.01 | 0.00 |
| Columbia Falls (59912; 6,308) | 6,842 | 0.188 | 1.01 | 0.05 | 0.00 |
| Lakeside (59922; 1,679) | 11,802 | 0.058 | 0.31 | 0.01 | 0.00 |
| Libby (59923; 2,733) | 11,386 | 0.064 | 0.34 | 0.02 | 0.00 |
| Whitefish (59937; 11,224) | 4,685 | 0.355 | 1.92 | 0.09 | 0.00 |
| Total 591,687 | | 18.542 | 100.0 | 4.78 | 0.18 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

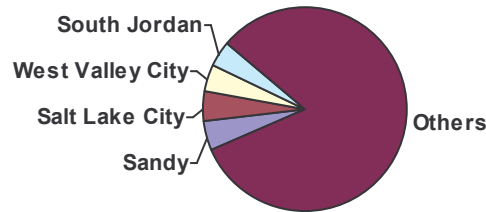
8.11 LATENT DEMAND BY YEAR - UTAH

The Latent Demand for Graphic Design Services in Utah: 2002 - 2012

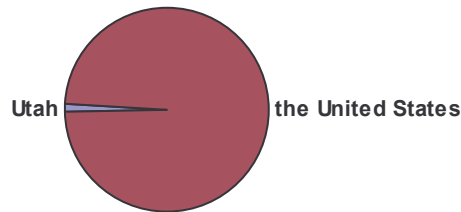
| Year | Utah | % of Region | % of USA |
|------|--------|-------------|----------|
| 2002 | 122.53 | 31.80% | 1.20% |
| 2003 | 121.20 | 31.69% | 1.19% |
| 2004 | 119.89 | 31.58% | 1.19% |
| 2005 | 118.59 | 31.47% | 1.18% |
| 2006 | 118.07 | 31.39% | 1.18% |
| 2007 | 122.19 | 31.47% | 1.18% |
| 2008 | 127.26 | 31.58% | 1.19% |
| 2009 | 132.54 | 31.68% | 1.19% |
| 2010 | 138.04 | 31.79% | 1.20% |
| 2011 | 143.77 | 31.89% | 1.20% |
| 2012 | 149.74 | 31.99% | 1.20% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Utah - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Utah: 2007



8.12 CITIES SORTED BY RANK - UTAH

Utah - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Sandy (94,926) | 250 | 5.606 | 4.59 | 1.44 | 0.05 |
| Salt Lake City (169,650) | 255 | 5.570 | 4.56 | 1.43 | 0.05 |
| West Valley City (124,928) | 291 | 5.082 | 4.16 | 1.31 | 0.05 |
| South Jordan (71,857) | 318 | 4.817 | 3.94 | 1.24 | 0.05 |
| Draper (74,281) | 327 | 4.775 | 3.91 | 1.23 | 0.05 |
| Orem (102,881) | 361 | 4.345 | 3.56 | 1.12 | 0.04 |
| Syracuse (82,076) | 375 | 4.247 | 3.48 | 1.09 | 0.04 |
| West Jordan (68,336) | 509 | 3.388 | 2.77 | 0.87 | 0.03 |
| St. George (104,336) | 510 | 3.385 | 2.77 | 0.87 | 0.03 |
| Layton (70,247) | 536 | 3.254 | 2.66 | 0.84 | 0.03 |
| Highland (42,374) | 593 | 3.014 | 2.47 | 0.78 | 0.03 |
| Riverton (52,568) | 599 | 2.989 | 2.45 | 0.77 | 0.03 |
| Lehi (63,005) | 605 | 2.969 | 2.43 | 0.76 | 0.03 |
| Provo (84,608) | 743 | 2.580 | 2.11 | 0.66 | 0.02 |
| Taylorsville (60,478) | 756 | 2.539 | 2.08 | 0.65 | 0.02 |
| Ogden (82,592) | 774 | 2.499 | 2.05 | 0.64 | 0.02 |
| Cedar Hills (38,564) | 946 | 2.148 | 1.76 | 0.55 | 0.02 |
| Tooele (53,201) | 983 | 2.074 | 1.70 | 0.53 | 0.02 |
| Bountiful (40,804) | 1,009 | 2.030 | 1.66 | 0.52 | 0.02 |
| Pleasant Grove (41,780) | 1,064 | 1.932 | 1.58 | 0.50 | 0.02 |
| Roy (43,741) | 1,067 | 1.928 | 1.58 | 0.50 | 0.02 |
| Clinton (36,721) | 1,207 | 1.759 | 1.44 | 0.45 | 0.02 |
| Cottonwood Heights (27,569) | 1,390 | 1.539 | 1.26 | 0.40 | 0.01 |
| Logan (55,293) | 1,412 | 1.512 | 1.24 | 0.39 | 0.01 |
| Kaysville (26,569) | 1,497 | 1.426 | 1.17 | 0.37 | 0.01 |
| Spanish Fork (32,780) | 1,506 | 1.419 | 1.16 | 0.37 | 0.01 |
| Farmington (21,058) | 1,530 | 1.389 | 1.14 | 0.36 | 0.01 |
| Murray (34,024) | 1,545 | 1.378 | 1.13 | 0.35 | 0.01 |
| Kearns (33,659) | 1,559 | 1.367 | 1.12 | 0.35 | 0.01 |
| North Ogden (20,971) | 1,900 | 1.110 | 0.91 | 0.29 | 0.01 |
| American Fork (23,757) | 1,923 | 1.097 | 0.90 | 0.28 | 0.01 |
| East Millcreek (21,385) | 1,926 | 1.096 | 0.90 | 0.28 | 0.01 |
| Clearfield (31,339) | 1,956 | 1.085 | 0.89 | 0.28 | 0.01 |
| Springville (25,111) | 2,032 | 1.037 | 0.85 | 0.27 | 0.01 |
| Millcreek (30,377) | 2,039 | 1.031 | 0.84 | 0.27 | 0.01 |
| Washington (32,090) | 2,086 | 1.008 | 0.82 | 0.26 | 0.01 |
| Midvale (27,019) | 2,161 | 0.964 | 0.79 | 0.25 | 0.01 |
| Magna (22,770) | 2,352 | 0.867 | 0.71 | 0.22 | 0.01 |
| Centerville (14,936) | 2,367 | 0.860 | 0.70 | 0.22 | 0.01 |
| Holladay (14,561) | 2,371 | 0.860 | 0.70 | 0.22 | 0.01 |
| Payson (21,772) | 2,417 | 0.842 | 0.69 | 0.22 | 0.01 |
| Cedar City (28,230) | 2,488 | 0.813 | 0.67 | 0.21 | 0.01 |
| Cottonwood West (18,727) | 2,498 | 0.810 | 0.66 | 0.21 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Utah - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Bluffdale (13,219) | 2,567 | 0.783 | 0.64 | 0.20 | 0.01 |
| South Weber (11,722) | 2,719 | 0.736 | 0.60 | 0.19 | 0.01 |
| South Ogden (17,615) | 2,734 | 0.733 | 0.60 | 0.19 | 0.01 |
| Ivins (19,082) | 2,849 | 0.700 | 0.57 | 0.18 | 0.01 |
| Alpine (10,654) | 2,875 | 0.690 | 0.56 | 0.18 | 0.01 |
| Heber (15,474) | 3,122 | 0.624 | 0.51 | 0.16 | 0.01 |
| Brigham City (16,389) | 3,158 | 0.617 | 0.50 | 0.16 | 0.01 |
| West Haven (11,963) | 3,198 | 0.607 | 0.50 | 0.16 | 0.01 |
| Woods Cross (14,412) | 3,254 | 0.593 | 0.48 | 0.15 | 0.01 |
| West Point (11,227) | 3,355 | 0.569 | 0.47 | 0.15 | 0.01 |
| Park City (9,629) | 3,387 | 0.563 | 0.46 | 0.15 | 0.01 |
| Mount Olympus (7,103) | 3,541 | 0.535 | 0.44 | 0.14 | 0.01 |
| South Salt Lake (19,998) | 3,561 | 0.530 | 0.43 | 0.14 | 0.01 |
| North Salt Lake (12,442) | 3,608 | 0.520 | 0.43 | 0.13 | 0.01 |
| Summit Park (6,597) | 3,616 | 0.519 | 0.42 | 0.13 | 0.01 |
| Little Cottonwood Creek Valley (7,221) | 3,712 | 0.498 | 0.41 | 0.13 | 0.00 |
| Harrisville (10,771) | 3,755 | 0.491 | 0.40 | 0.13 | 0.00 |
| Lindon (8,877) | 3,761 | 0.489 | 0.40 | 0.13 | 0.00 |
| Providence (9,788) | 3,766 | 0.488 | 0.40 | 0.13 | 0.00 |
| Santa Clara (10,356) | 3,778 | 0.486 | 0.40 | 0.13 | 0.00 |
| Canyon Rim (10,428) | 3,820 | 0.476 | 0.39 | 0.12 | 0.00 |
| Oquirrh (10,390) | 3,845 | 0.473 | 0.39 | 0.12 | 0.00 |
| Hurricane (16,098) | 3,855 | 0.470 | 0.38 | 0.12 | 0.00 |
| Grantsville (11,539) | 3,872 | 0.468 | 0.38 | 0.12 | 0.00 |
| Pleasant View (7,492) | 4,238 | 0.414 | 0.34 | 0.11 | 0.00 |
| Farr West (11,088) | 4,266 | 0.410 | 0.34 | 0.11 | 0.00 |
| Smithfield (9,664) | 4,267 | 0.410 | 0.34 | 0.11 | 0.00 |
| Santaquin (10,124) | 4,325 | 0.401 | 0.33 | 0.10 | 0.00 |
| Mapleton (7,197) | 4,405 | 0.390 | 0.32 | 0.10 | 0.00 |
| North Logan (8,571) | 4,535 | 0.374 | 0.31 | 0.10 | 0.00 |
| Plain City (7,044) | 4,645 | 0.361 | 0.30 | 0.09 | 0.00 |
| Fruit Heights (4,872) | 4,806 | 0.343 | 0.28 | 0.09 | 0.00 |
| Riverdale (8,653) | 4,821 | 0.341 | 0.28 | 0.09 | 0.00 |
| Tremonton (8,486) | 4,853 | 0.338 | 0.28 | 0.09 | 0.00 |
| Salem (6,563) | 5,026 | 0.320 | 0.26 | 0.08 | 0.00 |
| West Bountiful (5,663) | 5,150 | 0.307 | 0.25 | 0.08 | 0.00 |
| Washington Terrace (7,950) | 5,238 | 0.298 | 0.24 | 0.08 | 0.00 |
| South Snyderville Basin (3,636) | 5,467 | 0.278 | 0.23 | 0.07 | 0.00 |
| Nibley (5,824) | 5,559 | 0.271 | 0.22 | 0.07 | 0.00 |
| Hyrum (6,919) | 5,563 | 0.270 | 0.22 | 0.07 | 0.00 |
| White City (5,988) | 5,696 | 0.261 | 0.21 | 0.07 | 0.00 |
| Perry (5,347) | 5,849 | 0.249 | 0.20 | 0.06 | 0.00 |
| Richfield (7,679) | 5,889 | 0.246 | 0.20 | 0.06 | 0.00 |
| Vernal (8,650) | 6,054 | 0.233 | 0.19 | 0.06 | 0.00 |
| Hooper (3,926) | 6,310 | 0.216 | 0.18 | 0.06 | 0.00 |

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Utah - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Price (7,621) | 6,339 | 0.215 | 0.18 | 0.06 | 0.00 |
| Nephi (6,064) | 6,428 | 0.210 | 0.17 | 0.05 | 0.00 |
| Enoch (5,875) | 6,697 | 0.195 | 0.16 | 0.05 | 0.00 |
| Midway (4,283) | 6,710 | 0.194 | 0.16 | 0.05 | 0.00 |
| Granite (2,018) | 6,715 | 0.194 | 0.16 | 0.05 | 0.00 |
| La Verkin (5,609) | 7,003 | 0.179 | 0.15 | 0.05 | 0.00 |
| Sunset (4,438) | 7,344 | 0.165 | 0.13 | 0.04 | 0.00 |
| Elk Ridge (2,584) | 7,698 | 0.150 | 0.12 | 0.04 | 0.00 |
| Moab (4,971) | 7,865 | 0.144 | 0.12 | 0.04 | 0.00 |
| Ephraim (5,643) | 7,933 | 0.142 | 0.12 | 0.04 | 0.00 |
| Stansbury Park (2,385) | 7,975 | 0.141 | 0.11 | 0.04 | 0.00 |
| Erda (2,473) | 8,069 | 0.137 | 0.11 | 0.04 | 0.00 |
| Hyde Park (2,955) | 8,097 | 0.136 | 0.11 | 0.04 | 0.00 |
| Morgan (3,118) | 8,201 | 0.132 | 0.11 | 0.03 | 0.00 |
| Roosevelt (4,877) | 8,397 | 0.127 | 0.10 | 0.03 | 0.00 |
| Wellsville (2,795) | 8,540 | 0.122 | 0.10 | 0.03 | 0.00 |
| Gunnison (3,659) | 9,028 | 0.108 | 0.09 | 0.03 | 0.00 |
| Kanab (3,423) | 9,072 | 0.107 | 0.09 | 0.03 | 0.00 |
| Manti (3,597) | 9,147 | 0.105 | 0.09 | 0.03 | 0.00 |
| Maeser (2,855) | 9,216 | 0.103 | 0.08 | 0.03 | 0.00 |
| North Snyderville Basin (1,821) | 9,289 | 0.102 | 0.08 | 0.03 | 0.00 |
| Eagle Mountain (2,157) | 9,368 | 0.100 | 0.08 | 0.03 | 0.00 |
| Delta (2,888) | 9,501 | 0.097 | 0.08 | 0.02 | 0.00 |
| Dugway (2,016) | 9,851 | 0.088 | 0.07 | 0.02 | 0.00 |
| Blanding (2,755) | 10,234 | 0.081 | 0.07 | 0.02 | 0.00 |
| Beaver (2,698) | 10,239 | 0.081 | 0.07 | 0.02 | 0.00 |
| Willard (1,710) | 10,327 | 0.079 | 0.06 | 0.02 | 0.00 |
| Mount Pleasant (2,632) | 10,371 | 0.079 | 0.06 | 0.02 | 0.00 |
| Kamas (2,069) | 10,502 | 0.077 | 0.06 | 0.02 | 0.00 |
| Herriman (1,523) | 10,519 | 0.076 | 0.06 | 0.02 | 0.00 |
| Naples (1,980) | 10,536 | 0.076 | 0.06 | 0.02 | 0.00 |
| Salina (2,442) | 10,555 | 0.076 | 0.06 | 0.02 | 0.00 |
| Uintah (1,562) | 10,742 | 0.073 | 0.06 | 0.02 | 0.00 |
| Garland (2,112) | 10,744 | 0.073 | 0.06 | 0.02 | 0.00 |
| Parowan (2,493) | 10,801 | 0.072 | 0.06 | 0.02 | 0.00 |
| Hildale (2,260) | 11,229 | 0.066 | 0.05 | 0.02 | 0.00 |
| Richmond (1,749) | 11,236 | 0.066 | 0.05 | 0.02 | 0.00 |
| Millville (1,430) | 11,241 | 0.065 | 0.05 | 0.02 | 0.00 |
| Marriott-Slaterville (1,425) | 11,430 | 0.063 | 0.05 | 0.02 | 0.00 |
| Huntington (1,880) | 11,513 | 0.062 | 0.05 | 0.02 | 0.00 |
| River Heights (1,223) | 11,776 | 0.058 | 0.05 | 0.02 | 0.00 |
| Castle Dale (1,485) | 11,782 | 0.058 | 0.05 | 0.02 | 0.00 |
| Enterprise (1,827) | 11,807 | 0.058 | 0.05 | 0.01 | 0.00 |
| Monroe (1,860) | 11,837 | 0.058 | 0.05 | 0.01 | 0.00 |
| Fillmore (2,028) | 11,879 | 0.057 | 0.05 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Utah - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|---------------|--------------|--------------|-------------|
| Monticello (1,783) | 11,899 | 0.057 | 0.05 | 0.01 | 0.00 |
| Saratoga Springs (1,003) | 12,028 | 0.055 | 0.05 | 0.01 | 0.00 |
| Coalville (1,555) | 12,124 | 0.054 | 0.04 | 0.01 | 0.00 |
| Honeyville (1,469) | 12,125 | 0.054 | 0.04 | 0.01 | 0.00 |
| Benson (1,451) | 12,205 | 0.053 | 0.04 | 0.01 | 0.00 |
| Wendover (1,919) | 12,221 | 0.053 | 0.04 | 0.01 | 0.00 |
| Lewiston (1,522) | 12,577 | 0.049 | 0.04 | 0.01 | 0.00 |
| Ferron (1,408) | 12,668 | 0.048 | 0.04 | 0.01 | 0.00 |
| Orangeville (1,202) | 12,684 | 0.048 | 0.04 | 0.01 | 0.00 |
| Duchesne (1,603) | 12,860 | 0.046 | 0.04 | 0.01 | 0.00 |
| Total 2,758,464 | | 122.19 | 100.0 | 31.47 | 1.18 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

8.13 CITIES SORTED BY ZIPCODE - UTAH

Utah - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| American Fork (84003; 23,757) | 1,923 | 1.097 | 0.90 | 0.28 | 0.01 |
| Highland (84003; 42,374) | 593 | 3.014 | 2.47 | 0.78 | 0.03 |
| Alpine (84004; 10,654) | 2,875 | 0.690 | 0.56 | 0.18 | 0.01 |
| Bountiful (84010; 40,804) | 1,009 | 2.030 | 1.66 | 0.52 | 0.02 |
| Centerville (84014; 14,936) | 2,367 | 0.860 | 0.70 | 0.22 | 0.01 |
| West Point (84015; 11,227) | 3,355 | 0.569 | 0.47 | 0.15 | 0.01 |
| Sunset (84015; 4,438) | 7,344 | 0.165 | 0.13 | 0.04 | 0.00 |
| Clearfield (84015; 31,339) | 1,956 | 1.085 | 0.89 | 0.28 | 0.01 |
| Clinton (84015; 36,721) | 1,207 | 1.759 | 1.44 | 0.45 | 0.02 |
| Coalville (84017; 1,555) | 12,124 | 0.054 | 0.04 | 0.01 | 0.00 |
| Draper (84020; 74,281) | 327 | 4.775 | 3.91 | 1.23 | 0.05 |
| Duchesne (84021; 1,603) | 12,860 | 0.046 | 0.04 | 0.01 | 0.00 |
| Dugway (84022; 2,016) | 9,851 | 0.088 | 0.07 | 0.02 | 0.00 |
| Farmington (84025; 21,058) | 1,530 | 1.389 | 1.14 | 0.36 | 0.01 |
| Grantsville (84029; 11,539) | 3,872 | 0.468 | 0.38 | 0.12 | 0.00 |
| Heber (84032; 15,474) | 3,122 | 0.624 | 0.51 | 0.16 | 0.01 |
| Kamas (84036; 2,069) | 10,502 | 0.077 | 0.06 | 0.02 | 0.00 |
| Kaysville (84037; 26,569) | 1,497 | 1.426 | 1.17 | 0.37 | 0.01 |
| Fruit Heights (84037; 4,872) | 4,806 | 0.343 | 0.28 | 0.09 | 0.00 |
| Layton (84041; 70,247) | 536 | 3.254 | 2.66 | 0.84 | 0.03 |
| Lindon (84042; 8,877) | 3,761 | 0.489 | 0.40 | 0.13 | 0.00 |
| Lehi (84043; 63,005) | 605 | 2.969 | 2.43 | 0.76 | 0.03 |
| Eagle Mountain (84043; 2,157) | 9,368 | 0.100 | 0.08 | 0.03 | 0.00 |
| Saratoga Springs (84043; 1,003) | 12,028 | 0.055 | 0.05 | 0.01 | 0.00 |
| Magna (84044; 22,770) | 2,352 | 0.867 | 0.71 | 0.22 | 0.01 |
| Midvale (84047; 27,019) | 2,161 | 0.964 | 0.79 | 0.25 | 0.01 |
| Midway (84049; 4,283) | 6,710 | 0.194 | 0.16 | 0.05 | 0.00 |

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Utah - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| Morgan (84050; 3,118) | 8,201 | 0.132 | 0.11 | 0.03 | 0.00 |
| North Salt Lake (84054; 12,442) | 3,608 | 0.520 | 0.43 | 0.13 | 0.01 |
| Pleasant Grove (84062; 41,780) | 1,064 | 1.932 | 1.58 | 0.50 | 0.02 |
| Cedar Hills (84062; 38,564) | 946 | 2.148 | 1.76 | 0.55 | 0.02 |
| Bluffdale (84065; 13,219) | 2,567 | 0.783 | 0.64 | 0.20 | 0.01 |
| Herriman (84065; 1,523) | 10,519 | 0.076 | 0.06 | 0.02 | 0.00 |
| Riverton (84065; 52,568) | 599 | 2.989 | 2.45 | 0.77 | 0.03 |
| Roosevelt (84066; 4,877) | 8,397 | 0.127 | 0.10 | 0.03 | 0.00 |
| Roy (84067; 43,741) | 1,067 | 1.928 | 1.58 | 0.50 | 0.02 |
| Park City (84068; 9,629) | 3,387 | 0.563 | 0.46 | 0.15 | 0.01 |
| Granite (84070; 2,018) | 6,715 | 0.194 | 0.16 | 0.05 | 0.00 |
| Tooele (84074; 53,201) | 983 | 2.074 | 1.70 | 0.53 | 0.02 |
| Erda (84074; 2,473) | 8,069 | 0.137 | 0.11 | 0.04 | 0.00 |
| Stansbury Park (84074; 2,385) | 7,975 | 0.141 | 0.11 | 0.04 | 0.00 |
| Syracuse (84075; 82,076) | 375 | 4.247 | 3.48 | 1.09 | 0.04 |
| Naples (84078; 1,980) | 10,536 | 0.076 | 0.06 | 0.02 | 0.00 |
| Maeser (84078; 2,855) | 9,216 | 0.103 | 0.08 | 0.03 | 0.00 |
| Vernal (84079; 8,650) | 6,054 | 0.233 | 0.19 | 0.06 | 0.00 |
| Wendover (84083; 1,919) | 12,221 | 0.053 | 0.04 | 0.01 | 0.00 |
| Oquirrh (84084; 10,390) | 3,845 | 0.473 | 0.39 | 0.12 | 0.00 |
| West Jordan (84084; 68,336) | 509 | 3.388 | 2.77 | 0.87 | 0.03 |
| Woods Cross (84087; 14,412) | 3,254 | 0.593 | 0.48 | 0.15 | 0.01 |
| West Bountiful (84087; 5,663) | 5,150 | 0.307 | 0.25 | 0.08 | 0.00 |
| Little Cottonwood Creek Valley (84093; 7,221) | 3,712 | 0.498 | 0.41 | 0.13 | 0.00 |
| Sandy (84094; 94,926) | 250 | 5.606 | 4.59 | 1.44 | 0.05 |
| White City (84094; 5,988) | 5,696 | 0.261 | 0.21 | 0.07 | 0.00 |
| South Jordan (84095; 71,857) | 318 | 4.817 | 3.94 | 1.24 | 0.05 |
| Orem (84097; 102,881) | 361 | 4.345 | 3.56 | 1.12 | 0.04 |
| South Snyderville Basin (84098; 3,636) | 5,467 | 0.278 | 0.23 | 0.07 | 0.00 |
| Summit Park (84098; 6,597) | 3,616 | 0.519 | 0.42 | 0.13 | 0.01 |
| North Snyderville Basin (84098; 1,821) | 9,289 | 0.102 | 0.08 | 0.03 | 0.00 |
| Canyon Rim (84109; 10,428) | 3,820 | 0.476 | 0.39 | 0.12 | 0.00 |
| East Millcreek (84109; 21,385) | 1,926 | 1.096 | 0.90 | 0.28 | 0.01 |
| South Salt Lake (84115; 19,998) | 3,561 | 0.530 | 0.43 | 0.14 | 0.01 |
| Holladay (84117; 14,561) | 2,371 | 0.860 | 0.70 | 0.22 | 0.01 |
| Kearns (84118; 33,659) | 1,559 | 1.367 | 1.12 | 0.35 | 0.01 |
| West Valley City (84120; 124,928) | 291 | 5.082 | 4.16 | 1.31 | 0.05 |
| Cottonwood Heights (84121; 27,569) | 1,390 | 1.539 | 1.26 | 0.40 | 0.01 |
| Cottonwood West (84121; 18,727) | 2,498 | 0.810 | 0.66 | 0.21 | 0.01 |
| Murray (84123; 34,024) | 1,545 | 1.378 | 1.13 | 0.35 | 0.01 |
| Taylorsville (84123; 60,478) | 756 | 2.539 | 2.08 | 0.65 | 0.02 |
| Mount Olympus (84124; 7,103) | 3,541 | 0.535 | 0.44 | 0.14 | 0.01 |
| Millcreek (84124; 30,377) | 2,039 | 1.031 | 0.84 | 0.27 | 0.01 |
| Salt Lake City (84165; 169,650) | 255 | 5.570 | 4.56 | 1.43 | 0.05 |
| Perry (84302; 5,347) | 5,849 | 0.249 | 0.20 | 0.06 | 0.00 |

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Utah - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Brigham City (84302; 16,389) | 3,158 | 0.617 | 0.50 | 0.16 | 0.01 |
| Garland (84312; 2,112) | 10,744 | 0.073 | 0.06 | 0.02 | 0.00 |
| Honeyville (84314; 1,469) | 12,125 | 0.054 | 0.04 | 0.01 | 0.00 |
| Hyde Park (84318; 2,955) | 8,097 | 0.136 | 0.11 | 0.04 | 0.00 |
| Hyrum (84319; 6,919) | 5,563 | 0.270 | 0.22 | 0.07 | 0.00 |
| Lewiston (84320; 1,522) | 12,577 | 0.049 | 0.04 | 0.01 | 0.00 |
| River Heights (84321; 1,223) | 11,776 | 0.058 | 0.05 | 0.02 | 0.00 |
| Logan (84321; 55,293) | 1,412 | 1.512 | 1.24 | 0.39 | 0.01 |
| Nibley (84321; 5,824) | 5,559 | 0.271 | 0.22 | 0.07 | 0.00 |
| Millville (84326; 1,430) | 11,241 | 0.065 | 0.05 | 0.02 | 0.00 |
| Providence (84332; 9,788) | 3,766 | 0.488 | 0.40 | 0.13 | 0.00 |
| Richmond (84333; 1,749) | 11,236 | 0.066 | 0.05 | 0.02 | 0.00 |
| Smithfield (84335; 9,664) | 4,267 | 0.410 | 0.34 | 0.11 | 0.00 |
| Benson (84335; 1,451) | 12,205 | 0.053 | 0.04 | 0.01 | 0.00 |
| Tremonton (84337; 8,486) | 4,853 | 0.338 | 0.28 | 0.09 | 0.00 |
| Wellsville (84339; 2,795) | 8,540 | 0.122 | 0.10 | 0.03 | 0.00 |
| Willard (84340; 1,710) | 10,327 | 0.079 | 0.06 | 0.02 | 0.00 |
| North Logan (84341; 8,571) | 4,535 | 0.374 | 0.31 | 0.10 | 0.00 |
| West Haven (84401; 11,963) | 3,198 | 0.607 | 0.50 | 0.16 | 0.01 |
| Hooper (84401; 3,926) | 6,310 | 0.216 | 0.18 | 0.06 | 0.00 |
| South Ogden (84403; 17,615) | 2,734 | 0.733 | 0.60 | 0.19 | 0.01 |
| Uintah (84403; 1,562) | 10,742 | 0.073 | 0.06 | 0.02 | 0.00 |
| North Ogden (84404; 20,971) | 1,900 | 1.110 | 0.91 | 0.29 | 0.01 |
| Marriott-Slaterville (84404; 1,425) | 11,430 | 0.063 | 0.05 | 0.02 | 0.00 |
| Harrisville (84404; 10,771) | 3,755 | 0.491 | 0.40 | 0.13 | 0.00 |
| Farr West (84404; 11,088) | 4,266 | 0.410 | 0.34 | 0.11 | 0.00 |
| Plain City (84404; 7,044) | 4,645 | 0.361 | 0.30 | 0.09 | 0.00 |
| Pleasant View (84404; 7,492) | 4,238 | 0.414 | 0.34 | 0.11 | 0.00 |
| Washington Terrace (84405; 7,950) | 5,238 | 0.298 | 0.24 | 0.08 | 0.00 |
| South Weber (84405; 11,722) | 2,719 | 0.736 | 0.60 | 0.19 | 0.01 |
| Riverdale (84405; 8,653) | 4,821 | 0.341 | 0.28 | 0.09 | 0.00 |
| Ogden (84407; 82,592) | 774 | 2.499 | 2.05 | 0.64 | 0.02 |
| Price (84501; 7,621) | 6,339 | 0.215 | 0.18 | 0.06 | 0.00 |
| Blanding (84511; 2,755) | 10,234 | 0.081 | 0.07 | 0.02 | 0.00 |
| Castle Dale (84513; 1,485) | 11,782 | 0.058 | 0.05 | 0.02 | 0.00 |
| Ferron (84523; 1,408) | 12,668 | 0.048 | 0.04 | 0.01 | 0.00 |
| Huntington (84528; 1,880) | 11,513 | 0.062 | 0.05 | 0.02 | 0.00 |
| Moab (84532; 4,971) | 7,865 | 0.144 | 0.12 | 0.04 | 0.00 |
| Monticello (84535; 1,783) | 11,899 | 0.057 | 0.05 | 0.01 | 0.00 |
| Orangeville (84537; 1,202) | 12,684 | 0.048 | 0.04 | 0.01 | 0.00 |
| Provo (84602; 84,608) | 743 | 2.580 | 2.11 | 0.66 | 0.02 |
| Delta (84624; 2,888) | 9,501 | 0.097 | 0.08 | 0.02 | 0.00 |
| Ephraim (84627; 5,643) | 7,933 | 0.142 | 0.12 | 0.04 | 0.00 |
| Fillmore (84631; 2,028) | 11,879 | 0.057 | 0.05 | 0.01 | 0.00 |
| Gunnison (84634; 3,659) | 9,028 | 0.108 | 0.09 | 0.03 | 0.00 |

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Utah - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|---------------|--------------|--------------|-------------|
| Manti (84642; 3,597) | 9,147 | 0.105 | 0.09 | 0.03 | 0.00 |
| Mount Pleasant (84647; 2,632) | 10,371 | 0.079 | 0.06 | 0.02 | 0.00 |
| Nephi (84648; 6,064) | 6,428 | 0.210 | 0.17 | 0.05 | 0.00 |
| Payson (84651; 21,772) | 2,417 | 0.842 | 0.69 | 0.22 | 0.01 |
| Elk Ridge (84651; 2,584) | 7,698 | 0.150 | 0.12 | 0.04 | 0.00 |
| Salem (84653; 6,563) | 5,026 | 0.320 | 0.26 | 0.08 | 0.00 |
| Salina (84654; 2,442) | 10,555 | 0.076 | 0.06 | 0.02 | 0.00 |
| Santaquin (84655; 10,124) | 4,325 | 0.401 | 0.33 | 0.10 | 0.00 |
| Spanish Fork (84660; 32,780) | 1,506 | 1.419 | 1.16 | 0.37 | 0.01 |
| Springville (84663; 25,111) | 2,032 | 1.037 | 0.85 | 0.27 | 0.01 |
| Mapleton (84664; 7,197) | 4,405 | 0.390 | 0.32 | 0.10 | 0.00 |
| Richfield (84701; 7,679) | 5,889 | 0.246 | 0.20 | 0.06 | 0.00 |
| Beaver (84713; 2,698) | 10,239 | 0.081 | 0.07 | 0.02 | 0.00 |
| Enoch (84720; 5,875) | 6,697 | 0.195 | 0.16 | 0.05 | 0.00 |
| Cedar City (84721; 28,230) | 2,488 | 0.813 | 0.67 | 0.21 | 0.01 |
| Enterprise (84725; 1,827) | 11,807 | 0.058 | 0.05 | 0.01 | 0.00 |
| Hurricane (84737; 16,098) | 3,855 | 0.470 | 0.38 | 0.12 | 0.00 |
| Ivins (84738; 19,082) | 2,849 | 0.700 | 0.57 | 0.18 | 0.01 |
| Kanab (84741; 3,423) | 9,072 | 0.107 | 0.09 | 0.03 | 0.00 |
| La Verkin (84745; 5,609) | 7,003 | 0.179 | 0.15 | 0.05 | 0.00 |
| Monroe (84754; 1,860) | 11,837 | 0.058 | 0.05 | 0.01 | 0.00 |
| Parowan (84761; 2,493) | 10,801 | 0.072 | 0.06 | 0.02 | 0.00 |
| Santa Clara (84765; 10,356) | 3,778 | 0.486 | 0.40 | 0.13 | 0.00 |
| St. George (84770; 104,336) | 510 | 3.385 | 2.77 | 0.87 | 0.03 |
| Washington (84780; 32,090) | 2,086 | 1.008 | 0.82 | 0.26 | 0.01 |
| Hildale (84784; 2,260) | 11,229 | 0.066 | 0.05 | 0.02 | 0.00 |
| Total 2,758,464 | | 122.19 | 100.0 | 31.47 | 1.18 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

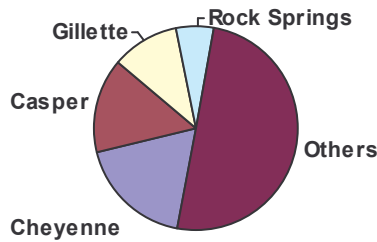
8.14 LATENT DEMAND BY YEAR - WYOMING

The Latent Demand for Graphic Design Services in Wyoming: 2002 - 2012

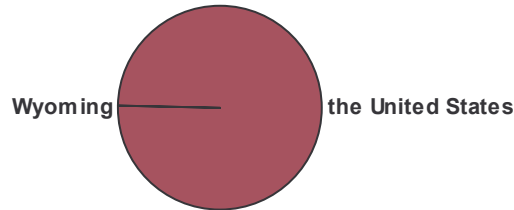
| Year | Wyoming | % of Region | % of USA |
|------|---------|-------------|----------|
| 2002 | 12.41 | 3.22% | 0.12% |
| 2003 | 12.39 | 3.24% | 0.12% |
| 2004 | 12.37 | 3.26% | 0.12% |
| 2005 | 12.35 | 3.28% | 0.12% |
| 2006 | 12.38 | 3.29% | 0.12% |
| 2007 | 12.73 | 3.28% | 0.12% |
| 2008 | 13.14 | 3.26% | 0.12% |
| 2009 | 13.56 | 3.24% | 0.12% |
| 2010 | 13.99 | 3.22% | 0.12% |
| 2011 | 14.44 | 3.20% | 0.12% |
| 2012 | 14.90 | 3.18% | 0.12% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Wyoming - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Wyoming: 2007



8.15 CITIES SORTED BY RANK - WYOMING

Wyoming - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|---------------|--------------|-------------|-------------|
| Cheyenne (62,996) | 906 | 2.209 | 17.35 | 0.57 | 0.02 |
| Casper (56,318) | 1,131 | 1.858 | 14.60 | 0.48 | 0.02 |
| Gillette (32,375) | 1,568 | 1.359 | 10.68 | 0.35 | 0.01 |
| Rock Springs (18,859) | 2,763 | 0.725 | 5.69 | 0.19 | 0.01 |
| Laramie (24,282) | 3,229 | 0.599 | 4.70 | 0.15 | 0.01 |
| Green River (11,807) | 3,366 | 0.566 | 4.45 | 0.15 | 0.01 |
| Sheridan (17,105) | 3,786 | 0.485 | 3.81 | 0.12 | 0.00 |
| Jackson (9,999) | 4,115 | 0.431 | 3.39 | 0.11 | 0.00 |
| Evanston (11,102) | 4,185 | 0.421 | 3.31 | 0.11 | 0.00 |
| Ranchettes (4,869) | 5,024 | 0.320 | 2.51 | 0.08 | 0.00 |
| Cody (9,717) | 5,206 | 0.302 | 2.37 | 0.08 | 0.00 |
| Rawlins (8,921) | 5,294 | 0.295 | 2.31 | 0.08 | 0.00 |
| Riverton (9,616) | 5,520 | 0.274 | 2.15 | 0.07 | 0.00 |
| Douglas (6,139) | 6,521 | 0.205 | 1.61 | 0.05 | 0.00 |
| Lander (6,950) | 6,550 | 0.203 | 1.60 | 0.05 | 0.00 |
| Buffalo (5,527) | 7,789 | 0.147 | 1.15 | 0.04 | 0.00 |
| Torrington (4,965) | 8,128 | 0.135 | 1.06 | 0.03 | 0.00 |
| Warren AFB (4,440) | 8,247 | 0.131 | 1.03 | 0.03 | 0.00 |
| Powell (4,896) | 8,587 | 0.121 | 0.95 | 0.03 | 0.00 |
| Worland (4,256) | 8,591 | 0.121 | 0.95 | 0.03 | 0.00 |
| South Greeley (4,201) | 8,602 | 0.120 | 0.94 | 0.03 | 0.00 |
| Wheatland (3,355) | 9,083 | 0.107 | 0.84 | 0.03 | 0.00 |
| Antelope Valley-Crestview (1,642) | 9,149 | 0.105 | 0.82 | 0.03 | 0.00 |
| Newcastle (3,670) | 9,409 | 0.099 | 0.78 | 0.03 | 0.00 |
| Kemmerer (2,309) | 9,422 | 0.099 | 0.78 | 0.03 | 0.00 |
| North Rock Springs (1,974) | 9,545 | 0.096 | 0.75 | 0.02 | 0.00 |
| Mills (3,932) | 9,579 | 0.095 | 0.74 | 0.02 | 0.00 |
| Lyman (1,876) | 9,983 | 0.086 | 0.67 | 0.02 | 0.00 |
| Hoback (1,453) | 10,027 | 0.085 | 0.67 | 0.02 | 0.00 |
| Fox Farm-College (3,272) | 10,299 | 0.080 | 0.63 | 0.02 | 0.00 |
| Wright (1,618) | 10,447 | 0.078 | 0.61 | 0.02 | 0.00 |
| Wilson (1,294) | 10,518 | 0.076 | 0.60 | 0.02 | 0.00 |
| Moose Wilson Road (1,439) | 10,669 | 0.074 | 0.58 | 0.02 | 0.00 |
| Glenrock (2,521) | 10,691 | 0.073 | 0.58 | 0.02 | 0.00 |
| Pinedale (2,183) | 10,976 | 0.069 | 0.54 | 0.02 | 0.00 |
| Sleepy Hollow (1,177) | 11,156 | 0.067 | 0.52 | 0.02 | 0.00 |
| Lovell (2,401) | 11,158 | 0.067 | 0.52 | 0.02 | 0.00 |
| Rafter J Ranch (1,138) | 11,270 | 0.065 | 0.51 | 0.02 | 0.00 |
| Thermopolis (2,383) | 11,448 | 0.063 | 0.49 | 0.02 | 0.00 |
| Afton (1,733) | 11,780 | 0.058 | 0.46 | 0.02 | 0.00 |
| Evansville (2,469) | 11,939 | 0.057 | 0.44 | 0.01 | 0.00 |
| Saratoga (1,664) | 12,007 | 0.056 | 0.44 | 0.01 | 0.00 |
| Mountain View (1,176) | 12,332 | 0.052 | 0.41 | 0.01 | 0.00 |
| Total 366,019 | | 12.729 | 100.0 | 3.28 | 0.12 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

8.16 CITIES SORTED BY ZIPCODE - WYOMING

| Wyoming - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|---------------|--------------|-------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Warren AFB (82001; 4,440) | 8,247 | 0.131 | 1.03 | 0.03 | 0.00 |
| Cheyenne (82001; 62,996) | 906 | 2.209 | 17.35 | 0.57 | 0.02 |
| South Greeley (82007; 4,201) | 8,602 | 0.120 | 0.94 | 0.03 | 0.00 |
| Fox Farm-College (82007; 3,272) | 10,299 | 0.080 | 0.63 | 0.02 | 0.00 |
| Ranchettes (82009; 4,869) | 5,024 | 0.320 | 2.51 | 0.08 | 0.00 |
| Laramie (82070; 24,282) | 3,229 | 0.599 | 4.70 | 0.15 | 0.01 |
| Wheatland (82201; 3,355) | 9,083 | 0.107 | 0.84 | 0.03 | 0.00 |
| Torrington (82240; 4,965) | 8,128 | 0.135 | 1.06 | 0.03 | 0.00 |
| Rawlins (82301; 8,921) | 5,294 | 0.295 | 2.31 | 0.08 | 0.00 |
| Saratoga (82331; 1,664) | 12,007 | 0.056 | 0.44 | 0.01 | 0.00 |
| Worland (82401; 4,256) | 8,591 | 0.121 | 0.95 | 0.03 | 0.00 |
| Cody (82414; 9,717) | 5,206 | 0.302 | 2.37 | 0.08 | 0.00 |
| Lovell (82431; 2,401) | 11,158 | 0.067 | 0.52 | 0.02 | 0.00 |
| Powell (82435; 4,896) | 8,587 | 0.121 | 0.95 | 0.03 | 0.00 |
| Thermopolis (82443; 2,383) | 11,448 | 0.063 | 0.49 | 0.02 | 0.00 |
| Riverton (82501; 9,616) | 5,520 | 0.274 | 2.15 | 0.07 | 0.00 |
| Lander (82520; 6,950) | 6,550 | 0.203 | 1.60 | 0.05 | 0.00 |
| Casper (82601; 56,318) | 1,131 | 1.858 | 14.60 | 0.48 | 0.02 |
| Douglas (82633; 6,139) | 6,521 | 0.205 | 1.61 | 0.05 | 0.00 |
| Evansville (82636; 2,469) | 11,939 | 0.057 | 0.44 | 0.01 | 0.00 |
| Glenrock (82637; 2,521) | 10,691 | 0.073 | 0.58 | 0.02 | 0.00 |
| Mills (82644; 3,932) | 9,579 | 0.095 | 0.74 | 0.02 | 0.00 |
| Newcastle (82701; 3,670) | 9,409 | 0.099 | 0.78 | 0.03 | 0.00 |
| Gillette (82716; 32,375) | 1,568 | 1.359 | 10.68 | 0.35 | 0.01 |
| Antelope Valley-Crestview (82718; 1,642) | 9,149 | 0.105 | 0.82 | 0.03 | 0.00 |
| Sleepy Hollow (82718; 1,177) | 11,156 | 0.067 | 0.52 | 0.02 | 0.00 |
| Wright (82732; 1,618) | 10,447 | 0.078 | 0.61 | 0.02 | 0.00 |
| Sheridan (82801; 17,105) | 3,786 | 0.485 | 3.81 | 0.12 | 0.00 |
| Buffalo (82834; 5,527) | 7,789 | 0.147 | 1.15 | 0.04 | 0.00 |
| North Rock Springs (82901; 1,974) | 9,545 | 0.096 | 0.75 | 0.02 | 0.00 |
| Rock Springs (82901; 18,859) | 2,763 | 0.725 | 5.69 | 0.19 | 0.01 |
| Evanston (82930; 11,102) | 4,185 | 0.421 | 3.31 | 0.11 | 0.00 |
| Green River (82935; 11,807) | 3,366 | 0.566 | 4.45 | 0.15 | 0.01 |
| Lyman (82937; 1,876) | 9,983 | 0.086 | 0.67 | 0.02 | 0.00 |
| Mountain View (82939; 1,176) | 12,332 | 0.052 | 0.41 | 0.01 | 0.00 |
| Pinedale (82941; 2,183) | 10,976 | 0.069 | 0.54 | 0.02 | 0.00 |
| Hoback (83001; 1,453) | 10,027 | 0.085 | 0.67 | 0.02 | 0.00 |
| Jackson (83001; 9,999) | 4,115 | 0.431 | 3.39 | 0.11 | 0.00 |
| Rafter J Ranch (83001; 1,138) | 11,270 | 0.065 | 0.51 | 0.02 | 0.00 |
| Wilson (83014; 1,294) | 10,518 | 0.076 | 0.60 | 0.02 | 0.00 |
| Moose Wilson Road (83014; 1,439) | 10,669 | 0.074 | 0.58 | 0.02 | 0.00 |
| Kemmerer (83101; 2,309) | 9,422 | 0.099 | 0.78 | 0.03 | 0.00 |
| Afton (83110; 1,733) | 11,780 | 0.058 | 0.46 | 0.02 | 0.00 |
| Total 366,019 | | 12.729 | 100.0 | 3.28 | 0.12 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

9 SOUTHEAST

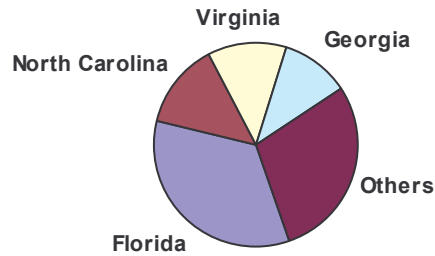
9.1 EXECUTIVE SUMMARY

The Latent Demand for Graphic Design Services in the Southeast: 2007

| State | Latent Demand US \$ mln | % of Southeast |
|----------------|-------------------------|----------------|
| Florida | 530.89 | 31.45% |
| North Carolina | 211.15 | 12.51% |
| Virginia | 201.91 | 11.96% |
| Georgia | 167.35 | 9.91% |
| Tennessee | 139.39 | 8.26% |
| Alabama | 97.34 | 5.77% |
| Louisiana | 80.76 | 4.78% |
| South Carolina | 68.79 | 4.08% |
| Kentucky | 67.05 | 3.97% |
| Arkansas | 60.66 | 3.59% |
| Mississippi | 45.10 | 2.67% |
| West Virginia | 17.65 | 1.05% |
| Total | 1,688.06 | 100.0 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

The Latent Demand for Graphic Design Services in the Southeast: 2007



The Southeast - Executive Summary for Graphic Design Services: in 2002 - 2012

| Year | US \$ mln | % of US |
|-------------|------------------|----------------|
| 2002 | 1,687.00 | 16.46 |
| 2003 | 1,670.53 | 16.42 |
| 2004 | 1,654.27 | 16.39 |
| 2005 | 1,638.21 | 16.35 |
| 2006 | 1,632.49 | 16.32 |
| 2007 | 1,688.06 | 16.35 |
| 2008 | 1,756.14 | 16.39 |
| 2009 | 1,827.03 | 16.42 |
| 2010 | 1,900.82 | 16.46 |
| 2011 | 1,977.65 | 16.49 |
| 2012 | 2,057.64 | 16.52 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

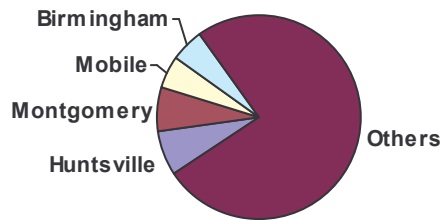
9.2 LATENT DEMAND BY YEAR - ALABAMA

The Latent Demand for Graphic Design Services in Alabama: 2002 - 2012

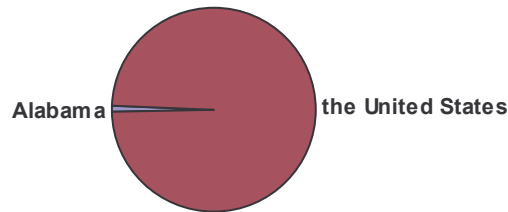
| Year | Alabama | % of Region | % of USA |
|------|---------|-------------|----------|
| 2002 | 96.31 | 5.71% | 0.94% |
| 2003 | 95.69 | 5.73% | 0.94% |
| 2004 | 95.07 | 5.75% | 0.94% |
| 2005 | 94.46 | 5.77% | 0.94% |
| 2006 | 94.37 | 5.78% | 0.94% |
| 2007 | 97.34 | 5.77% | 0.94% |
| 2008 | 100.95 | 5.75% | 0.94% |
| 2009 | 104.68 | 5.73% | 0.94% |
| 2010 | 108.55 | 5.71% | 0.94% |
| 2011 | 112.57 | 5.69% | 0.94% |
| 2012 | 116.74 | 5.67% | 0.94% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Alabama - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Alabama: 2007



9.3 CITIES SORTED BY RANK - ALABAMA

Alabama - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Huntsville (183,049) | 184 | 6.776 | 6.96 | 0.40 | 0.07 |
| Montgomery (199,180) | 204 | 6.396 | 6.57 | 0.38 | 0.06 |
| Mobile (175,382) | 299 | 4.971 | 5.11 | 0.29 | 0.05 |
| Birmingham (206,275) | 300 | 4.970 | 5.11 | 0.29 | 0.05 |
| Hoover (78,350) | 359 | 4.377 | 4.50 | 0.26 | 0.04 |
| Madison (59,598) | 501 | 3.430 | 3.52 | 0.20 | 0.03 |
| Alabaster (44,758) | 828 | 2.355 | 2.42 | 0.14 | 0.02 |
| Dothan (73,201) | 845 | 2.309 | 2.37 | 0.14 | 0.02 |
| Tuscaloosa (87,361) | 920 | 2.183 | 2.24 | 0.13 | 0.02 |
| Mountain Brook (21,186) | 1,075 | 1.919 | 1.97 | 0.11 | 0.02 |
| Decatur (56,347) | 1,106 | 1.889 | 1.94 | 0.11 | 0.02 |
| Pelham (36,319) | 1,173 | 1.794 | 1.84 | 0.11 | 0.02 |
| Trussville (28,448) | 1,236 | 1.716 | 1.76 | 0.10 | 0.02 |
| Prattville (39,891) | 1,298 | 1.644 | 1.69 | 0.10 | 0.02 |
| Vestavia Hills (24,476) | 1,378 | 1.558 | 1.60 | 0.09 | 0.02 |
| Calera (39,023) | 1,688 | 1.254 | 1.29 | 0.07 | 0.01 |
| Helena (21,917) | 1,698 | 1.243 | 1.28 | 0.07 | 0.01 |
| Daphne (23,654) | 1,879 | 1.121 | 1.15 | 0.07 | 0.01 |
| Millbrook (27,523) | 1,952 | 1.087 | 1.12 | 0.06 | 0.01 |
| Auburn (68,839) | 1,984 | 1.068 | 1.10 | 0.06 | 0.01 |
| Florence (36,258) | 2,230 | 0.926 | 0.95 | 0.05 | 0.01 |
| Fairhope (23,387) | 2,268 | 0.905 | 0.93 | 0.05 | 0.01 |
| Homewood (22,072) | 2,270 | 0.904 | 0.93 | 0.05 | 0.01 |
| Enterprise (25,735) | 2,338 | 0.874 | 0.90 | 0.05 | 0.01 |
| Northport (23,810) | 2,359 | 0.863 | 0.89 | 0.05 | 0.01 |
| Smiths (21,756) | 2,362 | 0.862 | 0.89 | 0.05 | 0.01 |
| Center Point (22,784) | 2,422 | 0.840 | 0.86 | 0.05 | 0.01 |
| Athens (24,958) | 2,623 | 0.764 | 0.79 | 0.05 | 0.01 |
| Gadsden (33,930) | 2,639 | 0.759 | 0.78 | 0.04 | 0.01 |
| Phenix City (31,070) | 2,679 | 0.748 | 0.77 | 0.04 | 0.01 |
| Opelika (23,413) | 2,833 | 0.705 | 0.72 | 0.04 | 0.01 |
| Oxford (19,277) | 2,843 | 0.702 | 0.72 | 0.04 | 0.01 |
| Gardendale (15,699) | 3,031 | 0.648 | 0.67 | 0.04 | 0.01 |
| Moody (17,782) | 3,086 | 0.633 | 0.65 | 0.04 | 0.01 |
| Albertville (21,614) | 3,137 | 0.621 | 0.64 | 0.04 | 0.01 |
| Hartselle (15,761) | 3,328 | 0.575 | 0.59 | 0.03 | 0.01 |
| Hueytown (15,176) | 3,380 | 0.564 | 0.58 | 0.03 | 0.01 |
| Anniston (22,490) | 3,440 | 0.555 | 0.57 | 0.03 | 0.01 |
| Pleasant Grove (11,639) | 3,445 | 0.554 | 0.57 | 0.03 | 0.01 |
| Bessemer (26,057) | 3,514 | 0.542 | 0.56 | 0.03 | 0.01 |
| Muscle Shoals (13,943) | 3,684 | 0.505 | 0.52 | 0.03 | 0.00 |
| Tillmans Corner (15,685) | 3,785 | 0.485 | 0.50 | 0.03 | 0.00 |
| Pell City (14,421) | 3,788 | 0.484 | 0.50 | 0.03 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Alabama - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Saraland (13,612) | 3,857 | 0.470 | 0.48 | 0.03 | 0.00 |
| Gulf Shores (12,236) | 3,916 | 0.461 | 0.47 | 0.03 | 0.00 |
| Southside (9,750) | 3,919 | 0.461 | 0.47 | 0.03 | 0.00 |
| Fort Payne (15,026) | 3,957 | 0.454 | 0.47 | 0.03 | 0.00 |
| Scottsboro (14,940) | 4,047 | 0.440 | 0.45 | 0.03 | 0.00 |
| Prichard (24,822) | 4,075 | 0.437 | 0.45 | 0.03 | 0.00 |
| Leeds (12,903) | 4,088 | 0.435 | 0.45 | 0.03 | 0.00 |
| Cullman (16,313) | 4,132 | 0.429 | 0.44 | 0.03 | 0.00 |
| Forestdale (10,509) | 4,279 | 0.408 | 0.42 | 0.02 | 0.00 |
| Talladega (15,143) | 4,301 | 0.404 | 0.42 | 0.02 | 0.00 |
| Jasper (13,494) | 4,318 | 0.402 | 0.41 | 0.02 | 0.00 |
| Alexander City (14,881) | 4,377 | 0.393 | 0.40 | 0.02 | 0.00 |
| Irondale (9,197) | 4,456 | 0.383 | 0.39 | 0.02 | 0.00 |
| Ozark (14,465) | 4,460 | 0.382 | 0.39 | 0.02 | 0.00 |
| Sylacauga (13,712) | 4,612 | 0.365 | 0.37 | 0.02 | 0.00 |
| Rainbow City (10,050) | 4,620 | 0.364 | 0.37 | 0.02 | 0.00 |
| Saks (10,698) | 4,646 | 0.360 | 0.37 | 0.02 | 0.00 |
| Meadowbrook (4,697) | 4,693 | 0.354 | 0.36 | 0.02 | 0.00 |
| Selma (17,141) | 4,945 | 0.328 | 0.34 | 0.02 | 0.00 |
| Wetumpka (10,227) | 4,955 | 0.328 | 0.34 | 0.02 | 0.00 |
| Orange Beach (8,946) | 4,959 | 0.327 | 0.34 | 0.02 | 0.00 |
| Spanish Fort (6,221) | 5,042 | 0.318 | 0.33 | 0.02 | 0.00 |
| Eufaula (12,417) | 5,092 | 0.312 | 0.32 | 0.02 | 0.00 |
| Satsuma (6,728) | 5,160 | 0.306 | 0.31 | 0.02 | 0.00 |
| Troy (13,168) | 5,216 | 0.301 | 0.31 | 0.02 | 0.00 |
| Lake Purdy (5,799) | 5,408 | 0.284 | 0.29 | 0.02 | 0.00 |
| Clay (4,947) | 5,538 | 0.272 | 0.28 | 0.02 | 0.00 |
| Arab (8,106) | 5,593 | 0.268 | 0.28 | 0.02 | 0.00 |
| Clanton (9,594) | 5,675 | 0.263 | 0.27 | 0.02 | 0.00 |
| Fairfield (10,433) | 5,687 | 0.262 | 0.27 | 0.02 | 0.00 |
| Fultondale (7,509) | 5,742 | 0.257 | 0.26 | 0.02 | 0.00 |
| Grayson Valley (5,447) | 5,856 | 0.249 | 0.26 | 0.01 | 0.00 |
| Indian Springs Village (2,960) | 5,883 | 0.246 | 0.25 | 0.01 | 0.00 |
| Oneonta (9,159) | 6,004 | 0.236 | 0.24 | 0.01 | 0.00 |
| Moore's Mill (5,178) | 6,027 | 0.235 | 0.24 | 0.01 | 0.00 |
| Priceville (4,936) | 6,097 | 0.231 | 0.24 | 0.01 | 0.00 |
| Tuscumbia (9,192) | 6,108 | 0.230 | 0.24 | 0.01 | 0.00 |
| Guntersville (8,423) | 6,160 | 0.227 | 0.23 | 0.01 | 0.00 |
| Cahaba Heights (5,203) | 6,168 | 0.226 | 0.23 | 0.01 | 0.00 |
| Robertsdale (7,557) | 6,172 | 0.226 | 0.23 | 0.01 | 0.00 |
| Valley (7,940) | 6,192 | 0.225 | 0.23 | 0.01 | 0.00 |
| Foley (7,590) | 6,314 | 0.216 | 0.22 | 0.01 | 0.00 |
| Jacksonville (9,720) | 6,464 | 0.208 | 0.21 | 0.01 | 0.00 |
| Theodore (6,811) | 6,476 | 0.207 | 0.21 | 0.01 | 0.00 |
| Boaz (8,806) | 6,534 | 0.204 | 0.21 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Alabama - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------|----------|-----------|---------|----------|-------|
| Meridianville (4,117) | 6,549 | 0.203 | 0.21 | 0.01 | 0.00 |
| Sheffield (8,331) | 6,599 | 0.200 | 0.21 | 0.01 | 0.00 |
| Tuskegee (11,427) | 6,707 | 0.195 | 0.20 | 0.01 | 0.00 |
| Andalusia (8,014) | 6,720 | 0.194 | 0.20 | 0.01 | 0.00 |
| Glencoe (5,575) | 6,745 | 0.193 | 0.20 | 0.01 | 0.00 |
| Bay Minette (7,819) | 6,765 | 0.192 | 0.20 | 0.01 | 0.00 |
| Kimberly (4,581) | 6,778 | 0.191 | 0.20 | 0.01 | 0.00 |
| Chalkville (3,829) | 6,803 | 0.190 | 0.20 | 0.01 | 0.00 |
| Russellville (8,305) | 6,811 | 0.190 | 0.19 | 0.01 | 0.00 |
| Fort Rucker (6,052) | 6,833 | 0.189 | 0.19 | 0.01 | 0.00 |
| Pinson (5,033) | 6,999 | 0.180 | 0.18 | 0.01 | 0.00 |
| Springville (4,564) | 7,016 | 0.179 | 0.18 | 0.01 | 0.00 |
| Chelsea (2,949) | 7,021 | 0.178 | 0.18 | 0.01 | 0.00 |
| Lincoln (5,711) | 7,083 | 0.175 | 0.18 | 0.01 | 0.00 |
| Mount Olive (3,957) | 7,154 | 0.172 | 0.18 | 0.01 | 0.00 |
| Harvest (3,054) | 7,240 | 0.169 | 0.17 | 0.01 | 0.00 |
| Adamsville (4,710) | 7,256 | 0.168 | 0.17 | 0.01 | 0.00 |
| Opp (6,792) | 7,365 | 0.163 | 0.17 | 0.01 | 0.00 |
| Montevallo (5,934) | 7,369 | 0.163 | 0.17 | 0.01 | 0.00 |
| Roanoke (6,698) | 7,383 | 0.163 | 0.17 | 0.01 | 0.00 |
| Tarrant (6,142) | 7,385 | 0.163 | 0.17 | 0.01 | 0.00 |
| Lanett (6,764) | 7,457 | 0.160 | 0.16 | 0.01 | 0.00 |
| Hokes Bluff (4,653) | 7,471 | 0.159 | 0.16 | 0.01 | 0.00 |
| Demopolis (6,622) | 7,493 | 0.158 | 0.16 | 0.01 | 0.00 |
| Brewton (5,114) | 7,502 | 0.158 | 0.16 | 0.01 | 0.00 |
| Monroeville (6,178) | 7,520 | 0.157 | 0.16 | 0.01 | 0.00 |
| Jackson (4,997) | 7,538 | 0.157 | 0.16 | 0.01 | 0.00 |
| Atmore (7,258) | 7,715 | 0.150 | 0.15 | 0.01 | 0.00 |
| Rainsville (5,489) | 7,806 | 0.146 | 0.15 | 0.01 | 0.00 |
| Attalla (5,837) | 7,854 | 0.144 | 0.15 | 0.01 | 0.00 |
| Columbiana (4,665) | 7,900 | 0.143 | 0.15 | 0.01 | 0.00 |
| Hamilton (5,718) | 7,948 | 0.142 | 0.15 | 0.01 | 0.00 |
| Winfield (4,992) | 7,959 | 0.141 | 0.14 | 0.01 | 0.00 |
| Hazel Green (3,805) | 8,040 | 0.138 | 0.14 | 0.01 | 0.00 |
| Grand Bay (3,918) | 8,054 | 0.138 | 0.14 | 0.01 | 0.00 |
| Alexandria (3,692) | 8,107 | 0.136 | 0.14 | 0.01 | 0.00 |
| Midfield (4,779) | 8,119 | 0.135 | 0.14 | 0.01 | 0.00 |
| Daleville (4,325) | 8,149 | 0.134 | 0.14 | 0.01 | 0.00 |
| Greenville (6,641) | 8,197 | 0.132 | 0.14 | 0.01 | 0.00 |
| Headland (4,202) | 8,257 | 0.130 | 0.13 | 0.01 | 0.00 |
| Chickasaw (5,248) | 8,347 | 0.128 | 0.13 | 0.01 | 0.00 |
| Sardis City (3,751) | 8,554 | 0.122 | 0.13 | 0.01 | 0.00 |
| Lake View (2,348) | 8,744 | 0.116 | 0.12 | 0.01 | 0.00 |
| Heflin (4,378) | 8,889 | 0.112 | 0.12 | 0.01 | 0.00 |
| Childersburg (5,168) | 8,905 | 0.111 | 0.11 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Alabama - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Tallassee (5,155) | 8,914 | 0.111 | 0.11 | 0.01 | 0.00 |
| Citronelle (3,823) | 8,981 | 0.109 | 0.11 | 0.01 | 0.00 |
| Underwood-Petersville (3,137) | 9,143 | 0.105 | 0.11 | 0.01 | 0.00 |
| Piedmont (4,629) | 9,193 | 0.104 | 0.11 | 0.01 | 0.00 |
| Thomasville (4,304) | 9,238 | 0.103 | 0.11 | 0.01 | 0.00 |
| Holt (4,103) | 9,325 | 0.101 | 0.10 | 0.01 | 0.00 |
| Fayette (4,321) | 9,358 | 0.100 | 0.10 | 0.01 | 0.00 |
| Ladonia (3,229) | 9,379 | 0.100 | 0.10 | 0.01 | 0.00 |
| New Hope (3,341) | 9,582 | 0.095 | 0.10 | 0.01 | 0.00 |
| Elba (4,220) | 9,721 | 0.091 | 0.09 | 0.01 | 0.00 |
| Haleyville (4,017) | 9,758 | 0.090 | 0.09 | 0.01 | 0.00 |
| Smoke Rise (1,750) | 9,828 | 0.089 | 0.09 | 0.01 | 0.00 |
| Blue Ridge (1,331) | 9,875 | 0.088 | 0.09 | 0.01 | 0.00 |
| Wilsonville (2,313) | 9,876 | 0.088 | 0.09 | 0.01 | 0.00 |
| Concord (1,809) | 9,971 | 0.086 | 0.09 | 0.01 | 0.00 |
| Moundville (2,971) | 9,987 | 0.086 | 0.09 | 0.01 | 0.00 |
| Trinity (1,733) | 10,029 | 0.085 | 0.09 | 0.01 | 0.00 |
| Geneva (4,233) | 10,049 | 0.084 | 0.09 | 0.00 | 0.00 |
| Morris (2,008) | 10,084 | 0.084 | 0.09 | 0.00 | 0.00 |
| Thorsby (2,466) | 10,200 | 0.081 | 0.08 | 0.00 | 0.00 |
| Ashville (2,821) | 10,269 | 0.080 | 0.08 | 0.00 | 0.00 |
| Jemison (2,661) | 10,296 | 0.080 | 0.08 | 0.00 | 0.00 |
| Argo (2,148) | 10,298 | 0.080 | 0.08 | 0.00 | 0.00 |
| West End-Cobb Town (3,924) | 10,322 | 0.079 | 0.08 | 0.00 | 0.00 |
| Dauphin Island (1,979) | 10,354 | 0.079 | 0.08 | 0.00 | 0.00 |
| Weaver (2,377) | 10,390 | 0.078 | 0.08 | 0.00 | 0.00 |
| Munford (2,446) | 10,456 | 0.077 | 0.08 | 0.00 | 0.00 |
| Centre (3,577) | 10,458 | 0.077 | 0.08 | 0.00 | 0.00 |
| Hanceville (3,258) | 10,459 | 0.077 | 0.08 | 0.00 | 0.00 |
| Brent (4,024) | 10,471 | 0.077 | 0.08 | 0.00 | 0.00 |
| Moulton (3,220) | 10,475 | 0.077 | 0.08 | 0.00 | 0.00 |
| Huguley (2,953) | 10,550 | 0.076 | 0.08 | 0.00 | 0.00 |
| Red Bay (3,037) | 10,566 | 0.076 | 0.08 | 0.00 | 0.00 |
| Redstone Arsenal (2,365) | 10,567 | 0.076 | 0.08 | 0.00 | 0.00 |
| Taylor (2,054) | 10,576 | 0.075 | 0.08 | 0.00 | 0.00 |
| Henagar (2,786) | 10,606 | 0.075 | 0.08 | 0.00 | 0.00 |
| Marion (3,333) | 10,712 | 0.073 | 0.08 | 0.00 | 0.00 |
| Centreville (2,516) | 10,774 | 0.072 | 0.07 | 0.00 | 0.00 |
| New Market (1,864) | 10,775 | 0.072 | 0.07 | 0.00 | 0.00 |
| Vincent (2,279) | 10,787 | 0.072 | 0.07 | 0.00 | 0.00 |
| Creola (2,210) | 10,874 | 0.071 | 0.07 | 0.00 | 0.00 |
| Warrior (2,679) | 11,063 | 0.068 | 0.07 | 0.00 | 0.00 |
| Dadeville (2,964) | 11,096 | 0.067 | 0.07 | 0.00 | 0.00 |
| Bridgeport (2,525) | 11,207 | 0.066 | 0.07 | 0.00 | 0.00 |
| Sylvan Springs (1,713) | 11,210 | 0.066 | 0.07 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Alabama - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|---------------|--------------|-------------|-------------|
| Riverside (2,073) | 11,266 | 0.065 | 0.07 | 0.00 | 0.00 |
| Graysville (2,288) | 11,358 | 0.064 | 0.07 | 0.00 | 0.00 |
| Good Hope (2,129) | 11,365 | 0.064 | 0.07 | 0.00 | 0.00 |
| Point Clear (1,876) | 11,419 | 0.063 | 0.06 | 0.00 | 0.00 |
| Abbeville (2,986) | 11,458 | 0.063 | 0.06 | 0.00 | 0.00 |
| Ragland (2,253) | 11,556 | 0.061 | 0.06 | 0.00 | 0.00 |
| Coosada (1,655) | 11,753 | 0.059 | 0.06 | 0.00 | 0.00 |
| Evergreen (3,108) | 11,754 | 0.059 | 0.06 | 0.00 | 0.00 |
| Locust Fork (1,651) | 11,769 | 0.059 | 0.06 | 0.00 | 0.00 |
| Bynum (1,863) | 11,833 | 0.058 | 0.06 | 0.00 | 0.00 |
| Brighton (2,991) | 11,847 | 0.058 | 0.06 | 0.00 | 0.00 |
| Lipscomb (2,070) | 11,851 | 0.058 | 0.06 | 0.00 | 0.00 |
| Cleveland (1,707) | 11,893 | 0.057 | 0.06 | 0.00 | 0.00 |
| Cowarts (1,719) | 11,910 | 0.057 | 0.06 | 0.00 | 0.00 |
| Rock Creek (1,495) | 11,949 | 0.056 | 0.06 | 0.00 | 0.00 |
| Kinsey (2,267) | 11,960 | 0.056 | 0.06 | 0.00 | 0.00 |
| La Fayette (2,734) | 11,983 | 0.056 | 0.06 | 0.00 | 0.00 |
| Ashford (2,101) | 12,008 | 0.056 | 0.06 | 0.00 | 0.00 |
| Sumiton (2,320) | 12,054 | 0.055 | 0.06 | 0.00 | 0.00 |
| Owens Cross Roads (1,743) | 12,091 | 0.055 | 0.06 | 0.00 | 0.00 |
| Luverne (2,667) | 12,155 | 0.054 | 0.06 | 0.00 | 0.00 |
| Level Plains (1,532) | 12,259 | 0.053 | 0.05 | 0.00 | 0.00 |
| Blountsville (2,369) | 12,319 | 0.052 | 0.05 | 0.00 | 0.00 |
| Bayou La Batre (2,313) | 12,399 | 0.051 | 0.05 | 0.00 | 0.00 |
| Brookwood (1,407) | 12,422 | 0.051 | 0.05 | 0.00 | 0.00 |
| Union Springs (3,041) | 12,433 | 0.051 | 0.05 | 0.00 | 0.00 |
| Newton (1,667) | 12,530 | 0.050 | 0.05 | 0.00 | 0.00 |
| Camden (2,117) | 12,592 | 0.049 | 0.05 | 0.00 | 0.00 |
| Hartford (2,293) | 12,676 | 0.048 | 0.05 | 0.00 | 0.00 |
| Loxley (1,588) | 12,691 | 0.048 | 0.05 | 0.00 | 0.00 |
| Greensboro (2,321) | 12,699 | 0.048 | 0.05 | 0.00 | 0.00 |
| Butler (1,505) | 12,715 | 0.048 | 0.05 | 0.00 | 0.00 |
| East Brewton (2,293) | 12,727 | 0.048 | 0.05 | 0.00 | 0.00 |
| Harpersville (1,673) | 12,738 | 0.048 | 0.05 | 0.00 | 0.00 |
| Lineville (2,205) | 12,824 | 0.047 | 0.05 | 0.00 | 0.00 |
| Coaling (1,115) | 12,881 | 0.046 | 0.05 | 0.00 | 0.00 |
| Total 2,901,977 | | 97.345 | 100.0 | 5.77 | 0.94 |

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9.4 CITIES SORTED BY ZIPCODE - ALABAMA

| Alabama - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Moody (35004; 17,782) | 3,086 | 0.633 | 0.65 | 0.04 | 0.01 |
| Adamsville (35005; 4,710) | 7,256 | 0.168 | 0.17 | 0.01 | 0.00 |
| Alexander City (35010; 14,881) | 4,377 | 0.393 | 0.40 | 0.02 | 0.00 |
| Arab (35016; 8,106) | 5,593 | 0.268 | 0.28 | 0.02 | 0.00 |
| Brighton (35020; 2,991) | 11,847 | 0.058 | 0.06 | 0.00 | 0.00 |
| Lipscomb (35020; 2,070) | 11,851 | 0.058 | 0.06 | 0.00 | 0.00 |
| Bessemer (35022; 26,057) | 3,514 | 0.542 | 0.56 | 0.03 | 0.01 |
| Hueytown (35023; 15,176) | 3,380 | 0.564 | 0.58 | 0.03 | 0.01 |
| Rock Creek (35023; 1,495) | 11,949 | 0.056 | 0.06 | 0.00 | 0.00 |
| Concord (35023; 1,809) | 9,971 | 0.086 | 0.09 | 0.01 | 0.00 |
| Blountsville (35031; 2,369) | 12,319 | 0.052 | 0.05 | 0.00 | 0.00 |
| Brent (35034; 4,024) | 10,471 | 0.077 | 0.08 | 0.00 | 0.00 |
| Calera (35040; 39,023) | 1,688 | 1.254 | 1.29 | 0.07 | 0.01 |
| Centreville (35042; 2,516) | 10,774 | 0.072 | 0.07 | 0.00 | 0.00 |
| Chelsea (35043; 2,949) | 7,021 | 0.178 | 0.18 | 0.01 | 0.00 |
| Childersburg (35044; 5,168) | 8,905 | 0.111 | 0.11 | 0.01 | 0.00 |
| Clanton (35045; 9,594) | 5,675 | 0.263 | 0.27 | 0.02 | 0.00 |
| Clay (35048; 4,947) | 5,538 | 0.272 | 0.28 | 0.02 | 0.00 |
| Cleveland (35049; 1,707) | 11,893 | 0.057 | 0.06 | 0.00 | 0.00 |
| Columbiana (35051; 4,665) | 7,900 | 0.143 | 0.15 | 0.01 | 0.00 |
| Cullman (35055; 16,313) | 4,132 | 0.429 | 0.44 | 0.03 | 0.00 |
| Good Hope (35057; 2,129) | 11,365 | 0.064 | 0.07 | 0.00 | 0.00 |
| Fairfield (35064; 10,433) | 5,687 | 0.262 | 0.27 | 0.02 | 0.00 |
| Fultondale (35068; 7,509) | 5,742 | 0.257 | 0.26 | 0.02 | 0.00 |
| Gardendale (35071; 15,699) | 3,031 | 0.648 | 0.67 | 0.04 | 0.01 |
| Graysville (35073; 2,288) | 11,358 | 0.064 | 0.07 | 0.00 | 0.00 |
| Hanceville (35077; 3,258) | 10,459 | 0.077 | 0.08 | 0.00 | 0.00 |
| Harpersville (35078; 1,673) | 12,738 | 0.048 | 0.05 | 0.00 | 0.00 |
| Helena (35080; 21,917) | 1,698 | 1.243 | 1.28 | 0.07 | 0.01 |
| Jemison (35085; 2,661) | 10,296 | 0.080 | 0.08 | 0.00 | 0.00 |
| Kimberly (35091; 4,581) | 6,778 | 0.191 | 0.20 | 0.01 | 0.00 |
| Leeds (35094; 12,903) | 4,088 | 0.435 | 0.45 | 0.03 | 0.00 |
| Lincoln (35096; 5,711) | 7,083 | 0.175 | 0.18 | 0.01 | 0.00 |
| Locust Fork (35097; 1,651) | 11,769 | 0.059 | 0.06 | 0.00 | 0.00 |
| Lake View (35111; 2,348) | 8,744 | 0.116 | 0.12 | 0.01 | 0.00 |
| Montevallo (35115; 5,934) | 7,369 | 0.163 | 0.17 | 0.01 | 0.00 |
| Morris (35116; 2,008) | 10,084 | 0.084 | 0.09 | 0.00 | 0.00 |
| Mount Olive (35117; 3,957) | 7,154 | 0.172 | 0.18 | 0.01 | 0.00 |
| Sylvan Springs (35118; 1,713) | 11,210 | 0.066 | 0.07 | 0.00 | 0.00 |
| Argo (35120; 2,148) | 10,298 | 0.080 | 0.08 | 0.00 | 0.00 |
| Oneonta (35121; 9,159) | 6,004 | 0.236 | 0.24 | 0.01 | 0.00 |
| Pelham (35124; 36,319) | 1,173 | 1.794 | 1.84 | 0.11 | 0.02 |
| Indian Springs Village (35124; 2,960) | 5,883 | 0.246 | 0.25 | 0.01 | 0.00 |
| Pell City (35125; 14,421) | 3,788 | 0.484 | 0.50 | 0.03 | 0.00 |
| Pinson (35126; 5,033) | 6,999 | 0.180 | 0.18 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Alabama - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Chalkville (35126; 3,829) | 6,803 | 0.190 | 0.20 | 0.01 | 0.00 |
| Pleasant Grove (35127; 11,639) | 3,445 | 0.554 | 0.57 | 0.03 | 0.01 |
| Ragland (35131; 2,253) | 11,556 | 0.061 | 0.06 | 0.00 | 0.00 |
| Riverside (35135; 2,073) | 11,266 | 0.065 | 0.07 | 0.00 | 0.00 |
| Alabaster (35144; 44,758) | 828 | 2.355 | 2.42 | 0.14 | 0.02 |
| Springville (35146; 4,564) | 7,016 | 0.179 | 0.18 | 0.01 | 0.00 |
| Sumiton (35148; 2,320) | 12,054 | 0.055 | 0.06 | 0.00 | 0.00 |
| Sylacauga (35151; 13,712) | 4,612 | 0.365 | 0.37 | 0.02 | 0.00 |
| Talladega (35160; 15,143) | 4,301 | 0.404 | 0.42 | 0.02 | 0.00 |
| Thorsby (35171; 2,466) | 10,200 | 0.081 | 0.08 | 0.00 | 0.00 |
| Trussville (35173; 28,448) | 1,236 | 1.716 | 1.76 | 0.10 | 0.02 |
| Vincent (35178; 2,279) | 10,787 | 0.072 | 0.07 | 0.00 | 0.00 |
| Warrior (35180; 2,679) | 11,063 | 0.068 | 0.07 | 0.00 | 0.00 |
| Smoke Rise (35180; 1,750) | 9,828 | 0.089 | 0.09 | 0.01 | 0.00 |
| Wilsonville (35186; 2,313) | 9,876 | 0.088 | 0.09 | 0.01 | 0.00 |
| Homewood (35209; 22,072) | 2,270 | 0.904 | 0.93 | 0.05 | 0.01 |
| Irondale (35210; 9,197) | 4,456 | 0.383 | 0.39 | 0.02 | 0.00 |
| Forestdale (35214; 10,509) | 4,279 | 0.408 | 0.42 | 0.02 | 0.00 |
| Center Point (35215; 22,784) | 2,422 | 0.840 | 0.86 | 0.05 | 0.01 |
| Hoover (35216; 78,350) | 359 | 4.377 | 4.50 | 0.26 | 0.04 |
| Tarrant (35217; 6,142) | 7,385 | 0.163 | 0.17 | 0.01 | 0.00 |
| Mountain Brook (35223; 21,186) | 1,075 | 1.919 | 1.97 | 0.11 | 0.02 |
| Midfield (35228; 4,779) | 8,119 | 0.135 | 0.14 | 0.01 | 0.00 |
| Birmingham (35234; 206,275) | 300 | 4.970 | 5.11 | 0.29 | 0.05 |
| Grayson Valley (35235; 5,447) | 5,856 | 0.249 | 0.26 | 0.01 | 0.00 |
| Lake Purdy (35242; 5,799) | 5,408 | 0.284 | 0.29 | 0.02 | 0.00 |
| Meadowbrook (35242; 4,697) | 4,693 | 0.354 | 0.36 | 0.02 | 0.00 |
| Vestavia Hills (35242; 24,476) | 1,378 | 1.558 | 1.60 | 0.09 | 0.02 |
| Cahaba Heights (35243; 5,203) | 6,168 | 0.226 | 0.23 | 0.01 | 0.00 |
| Tuscaloosa (35403; 87,361) | 920 | 2.183 | 2.24 | 0.13 | 0.02 |
| Holt (35404; 4,103) | 9,325 | 0.101 | 0.10 | 0.01 | 0.00 |
| Brookwood (35444; 1,407) | 12,422 | 0.051 | 0.05 | 0.00 | 0.00 |
| Coaling (35453; 1,115) | 12,881 | 0.046 | 0.05 | 0.00 | 0.00 |
| Moundville (35474; 2,971) | 9,987 | 0.086 | 0.09 | 0.01 | 0.00 |
| Northport (35476; 23,810) | 2,359 | 0.863 | 0.89 | 0.05 | 0.01 |
| Jasper (35502; 13,494) | 4,318 | 0.402 | 0.41 | 0.02 | 0.00 |
| Fayette (35555; 4,321) | 9,358 | 0.100 | 0.10 | 0.01 | 0.00 |
| Haleyville (35565; 4,017) | 9,758 | 0.090 | 0.09 | 0.01 | 0.00 |
| Hamilton (35570; 5,718) | 7,948 | 0.142 | 0.15 | 0.01 | 0.00 |
| Red Bay (35582; 3,037) | 10,566 | 0.076 | 0.08 | 0.00 | 0.00 |
| Winfield (35594; 4,992) | 7,959 | 0.141 | 0.14 | 0.01 | 0.00 |
| Priceville (35603; 4,936) | 6,097 | 0.231 | 0.24 | 0.01 | 0.00 |
| Athens (35611; 24,958) | 2,623 | 0.764 | 0.79 | 0.05 | 0.01 |
| Underwood-Petersville (35633; 3,137) | 9,143 | 0.105 | 0.11 | 0.01 | 0.00 |
| Florence (35633; 36,258) | 2,230 | 0.926 | 0.95 | 0.05 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Alabama - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Hartselle (35640; 15,761) | 3,328 | 0.575 | 0.59 | 0.03 | 0.01 |
| Moulton (35650; 3,220) | 10,475 | 0.077 | 0.08 | 0.00 | 0.00 |
| Russellville (35653; 8,305) | 6,811 | 0.190 | 0.19 | 0.01 | 0.00 |
| Sheffield (35660; 8,331) | 6,599 | 0.200 | 0.21 | 0.01 | 0.00 |
| Muscle Shoals (35661; 13,943) | 3,684 | 0.505 | 0.52 | 0.03 | 0.00 |
| Trinity (35673; 1,733) | 10,029 | 0.085 | 0.09 | 0.01 | 0.00 |
| Tuscumbia (35674; 9,192) | 6,108 | 0.230 | 0.24 | 0.01 | 0.00 |
| Decatur (35699; 56,347) | 1,106 | 1.889 | 1.94 | 0.11 | 0.02 |
| Bridgeport (35740; 2,525) | 11,207 | 0.066 | 0.07 | 0.00 | 0.00 |
| Harvest (35749; 3,054) | 7,240 | 0.169 | 0.17 | 0.01 | 0.00 |
| Hazel Green (35750; 3,805) | 8,040 | 0.138 | 0.14 | 0.01 | 0.00 |
| Madison (35757; 59,598) | 501 | 3.430 | 3.52 | 0.20 | 0.03 |
| Meridianville (35759; 4,117) | 6,549 | 0.203 | 0.21 | 0.01 | 0.00 |
| New Hope (35760; 3,341) | 9,582 | 0.095 | 0.10 | 0.01 | 0.00 |
| New Market (35761; 1,864) | 10,775 | 0.072 | 0.07 | 0.00 | 0.00 |
| Owens Cross Roads (35763; 1,743) | 12,091 | 0.055 | 0.06 | 0.00 | 0.00 |
| Scottsboro (35768; 14,940) | 4,047 | 0.440 | 0.45 | 0.03 | 0.00 |
| Redstone Arsenal (35808; 2,365) | 10,567 | 0.076 | 0.08 | 0.00 | 0.00 |
| Moore's Mill (35811; 5,178) | 6,027 | 0.235 | 0.24 | 0.01 | 0.00 |
| Huntsville (35811; 183,049) | 184 | 6.776 | 6.96 | 0.40 | 0.07 |
| Gadsden (35901; 33,930) | 2,639 | 0.759 | 0.78 | 0.04 | 0.01 |
| Hokes Bluff (35903; 4,653) | 7,471 | 0.159 | 0.16 | 0.01 | 0.00 |
| Glencoe (35905; 5,575) | 6,745 | 0.193 | 0.20 | 0.01 | 0.00 |
| Rainbow City (35906; 10,050) | 4,620 | 0.364 | 0.37 | 0.02 | 0.00 |
| Southside (35907; 9,750) | 3,919 | 0.461 | 0.47 | 0.03 | 0.00 |
| Albertville (35950; 21,614) | 3,137 | 0.621 | 0.64 | 0.04 | 0.01 |
| Ashville (35953; 2,821) | 10,269 | 0.080 | 0.08 | 0.00 | 0.00 |
| Attalla (35954; 5,837) | 7,854 | 0.144 | 0.15 | 0.01 | 0.00 |
| Boaz (35957; 8,806) | 6,534 | 0.204 | 0.21 | 0.01 | 0.00 |
| Sardis City (35957; 3,751) | 8,554 | 0.122 | 0.13 | 0.01 | 0.00 |
| Centre (35960; 3,577) | 10,458 | 0.077 | 0.08 | 0.00 | 0.00 |
| Fort Payne (35967; 15,026) | 3,957 | 0.454 | 0.47 | 0.03 | 0.00 |
| Guntersville (35976; 8,423) | 6,160 | 0.227 | 0.23 | 0.01 | 0.00 |
| Henagar (35978; 2,786) | 10,606 | 0.075 | 0.08 | 0.00 | 0.00 |
| Rainsville (35986; 5,489) | 7,806 | 0.146 | 0.15 | 0.01 | 0.00 |
| Coosada (36020; 1,655) | 11,753 | 0.059 | 0.06 | 0.00 | 0.00 |
| Eufaula (36027; 12,417) | 5,092 | 0.312 | 0.32 | 0.02 | 0.00 |
| Greenville (36037; 6,641) | 8,197 | 0.132 | 0.14 | 0.01 | 0.00 |
| Luverne (36049; 2,667) | 12,155 | 0.054 | 0.06 | 0.00 | 0.00 |
| Millbrook (36054; 27,523) | 1,952 | 1.087 | 1.12 | 0.06 | 0.01 |
| Prattville (36067; 39,891) | 1,298 | 1.644 | 1.69 | 0.10 | 0.02 |
| Tallassee (36078; 5,155) | 8,914 | 0.111 | 0.11 | 0.01 | 0.00 |
| Troy (36081; 13,168) | 5,216 | 0.301 | 0.31 | 0.02 | 0.00 |
| Tuskegee (36083; 11,427) | 6,707 | 0.195 | 0.20 | 0.01 | 0.00 |
| Union Springs (36089; 3,041) | 12,433 | 0.051 | 0.05 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Alabama - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Wetumpka (36092; 10,227) | 4,955 | 0.328 | 0.34 | 0.02 | 0.00 |
| Blue Ridge (36093; 1,331) | 9,875 | 0.088 | 0.09 | 0.01 | 0.00 |
| Montgomery (36108; 199,180) | 204 | 6.396 | 6.57 | 0.38 | 0.06 |
| West End-Cobb Town (36201; 3,924) | 10,322 | 0.079 | 0.08 | 0.00 | 0.00 |
| Oxford (36203; 19,277) | 2,843 | 0.702 | 0.72 | 0.04 | 0.01 |
| Anniston (36203; 22,490) | 3,440 | 0.555 | 0.57 | 0.03 | 0.01 |
| Saks (36206; 10,698) | 4,646 | 0.360 | 0.37 | 0.02 | 0.00 |
| Alexandria (36250; 3,692) | 8,107 | 0.136 | 0.14 | 0.01 | 0.00 |
| Bynum (36253; 1,863) | 11,833 | 0.058 | 0.06 | 0.00 | 0.00 |
| Heflin (36264; 4,378) | 8,889 | 0.112 | 0.12 | 0.01 | 0.00 |
| Jacksonville (36265; 9,720) | 6,464 | 0.208 | 0.21 | 0.01 | 0.00 |
| Lineville (36266; 2,205) | 12,824 | 0.047 | 0.05 | 0.00 | 0.00 |
| Munford (36268; 2,446) | 10,456 | 0.077 | 0.08 | 0.00 | 0.00 |
| Piedmont (36272; 4,629) | 9,193 | 0.104 | 0.11 | 0.01 | 0.00 |
| Roanoke (36274; 6,698) | 7,383 | 0.163 | 0.17 | 0.01 | 0.00 |
| Weaver (36277; 2,377) | 10,390 | 0.078 | 0.08 | 0.00 | 0.00 |
| Kinsey (36303; 2,267) | 11,960 | 0.056 | 0.06 | 0.00 | 0.00 |
| Dothan (36303; 73,201) | 845 | 2.309 | 2.37 | 0.14 | 0.02 |
| Taylor (36305; 2,054) | 10,576 | 0.075 | 0.08 | 0.00 | 0.00 |
| Abbeville (36310; 2,986) | 11,458 | 0.063 | 0.06 | 0.00 | 0.00 |
| Ashford (36312; 2,101) | 12,008 | 0.056 | 0.06 | 0.00 | 0.00 |
| Cowarts (36321; 1,719) | 11,910 | 0.057 | 0.06 | 0.00 | 0.00 |
| Daleville (36322; 4,325) | 8,149 | 0.134 | 0.14 | 0.01 | 0.00 |
| Level Plains (36322; 1,532) | 12,259 | 0.053 | 0.05 | 0.00 | 0.00 |
| Elba (36323; 4,220) | 9,721 | 0.091 | 0.09 | 0.01 | 0.00 |
| Enterprise (36330; 25,735) | 2,338 | 0.874 | 0.90 | 0.05 | 0.01 |
| Geneva (36340; 4,233) | 10,049 | 0.084 | 0.09 | 0.00 | 0.00 |
| Hartford (36344; 2,293) | 12,676 | 0.048 | 0.05 | 0.00 | 0.00 |
| Headland (36345; 4,202) | 8,257 | 0.130 | 0.13 | 0.01 | 0.00 |
| Newton (36352; 1,667) | 12,530 | 0.050 | 0.05 | 0.00 | 0.00 |
| Ozark (36361; 14,465) | 4,460 | 0.382 | 0.39 | 0.02 | 0.00 |
| Fort Rucker (36362; 6,052) | 6,833 | 0.189 | 0.19 | 0.01 | 0.00 |
| Evergreen (36401; 3,108) | 11,754 | 0.059 | 0.06 | 0.00 | 0.00 |
| Andalusia (36421; 8,014) | 6,720 | 0.194 | 0.20 | 0.01 | 0.00 |
| Brewton (36426; 5,114) | 7,502 | 0.158 | 0.16 | 0.01 | 0.00 |
| East Brewton (36427; 2,293) | 12,727 | 0.048 | 0.05 | 0.00 | 0.00 |
| Monroeville (36460; 6,178) | 7,520 | 0.157 | 0.16 | 0.01 | 0.00 |
| Opp (36467; 6,792) | 7,365 | 0.163 | 0.17 | 0.01 | 0.00 |
| Atmore (36503; 7,258) | 7,715 | 0.150 | 0.15 | 0.01 | 0.00 |
| Bay Minette (36507; 7,819) | 6,765 | 0.192 | 0.20 | 0.01 | 0.00 |
| Bayou La Batre (36509; 2,313) | 12,399 | 0.051 | 0.05 | 0.00 | 0.00 |
| Jackson (36515; 4,997) | 7,538 | 0.157 | 0.16 | 0.01 | 0.00 |
| Citronelle (36522; 3,823) | 8,981 | 0.109 | 0.11 | 0.01 | 0.00 |
| Creola (36525; 2,210) | 10,874 | 0.071 | 0.07 | 0.00 | 0.00 |
| Daphne (36526; 23,654) | 1,879 | 1.121 | 1.15 | 0.07 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Alabama - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|---------------|--------------|-------------|-------------|
| Spanish Fort (36527; 6,221) | 5,042 | 0.318 | 0.33 | 0.02 | 0.00 |
| Dauphin Island (36528; 1,979) | 10,354 | 0.079 | 0.08 | 0.00 | 0.00 |
| Fairhope (36532; 23,387) | 2,268 | 0.905 | 0.93 | 0.05 | 0.01 |
| Foley (36535; 7,590) | 6,314 | 0.216 | 0.22 | 0.01 | 0.00 |
| Grand Bay (36541; 3,918) | 8,054 | 0.138 | 0.14 | 0.01 | 0.00 |
| Gulf Shores (36542; 12,236) | 3,916 | 0.461 | 0.47 | 0.03 | 0.00 |
| Loxley (36551; 1,588) | 12,691 | 0.048 | 0.05 | 0.00 | 0.00 |
| Orange Beach (36561; 8,946) | 4,959 | 0.327 | 0.34 | 0.02 | 0.00 |
| Point Clear (36564; 1,876) | 11,419 | 0.063 | 0.06 | 0.00 | 0.00 |
| Saraland (36571; 13,612) | 3,857 | 0.470 | 0.48 | 0.03 | 0.00 |
| Satsuma (36572; 6,728) | 5,160 | 0.306 | 0.31 | 0.02 | 0.00 |
| Robertsdale (36574; 7,557) | 6,172 | 0.226 | 0.23 | 0.01 | 0.00 |
| Chickasaw (36611; 5,248) | 8,347 | 0.128 | 0.13 | 0.01 | 0.00 |
| Mobile (36616; 175,382) | 299 | 4.971 | 5.11 | 0.29 | 0.05 |
| Prichard (36617; 24,822) | 4,075 | 0.437 | 0.45 | 0.03 | 0.00 |
| Tillmans Corner (36619; 15,685) | 3,785 | 0.485 | 0.50 | 0.03 | 0.00 |
| Theodore (36619; 6,811) | 6,476 | 0.207 | 0.21 | 0.01 | 0.00 |
| Selma (36703; 17,141) | 4,945 | 0.328 | 0.34 | 0.02 | 0.00 |
| Camden (36726; 2,117) | 12,592 | 0.049 | 0.05 | 0.00 | 0.00 |
| Demopolis (36732; 6,622) | 7,493 | 0.158 | 0.16 | 0.01 | 0.00 |
| Greensboro (36744; 2,321) | 12,699 | 0.048 | 0.05 | 0.00 | 0.00 |
| Marion (36756; 3,333) | 10,712 | 0.073 | 0.08 | 0.00 | 0.00 |
| Thomasville (36784; 4,304) | 9,238 | 0.103 | 0.11 | 0.01 | 0.00 |
| Opelika (36802; 23,413) | 2,833 | 0.705 | 0.72 | 0.04 | 0.01 |
| Auburn (36849; 68,839) | 1,984 | 1.068 | 1.10 | 0.06 | 0.01 |
| Dadeville (36853; 2,964) | 11,096 | 0.067 | 0.07 | 0.00 | 0.00 |
| La Fayette (36862; 2,734) | 11,983 | 0.056 | 0.06 | 0.00 | 0.00 |
| Huguley (36863; 2,953) | 10,550 | 0.076 | 0.08 | 0.00 | 0.00 |
| Lanett (36863; 6,764) | 7,457 | 0.160 | 0.16 | 0.01 | 0.00 |
| Ladonia (36869; 3,229) | 9,379 | 0.100 | 0.10 | 0.01 | 0.00 |
| Phenix City (36869; 31,070) | 2,679 | 0.748 | 0.77 | 0.04 | 0.01 |
| Valley (36872; 7,940) | 6,192 | 0.225 | 0.23 | 0.01 | 0.00 |
| Smiths (36877; 21,756) | 2,362 | 0.862 | 0.89 | 0.05 | 0.01 |
| Butler (36904; 1,505) | 12,715 | 0.048 | 0.05 | 0.00 | 0.00 |
| Total 2,901,977 | | 97.345 | 100.0 | 5.77 | 0.94 |

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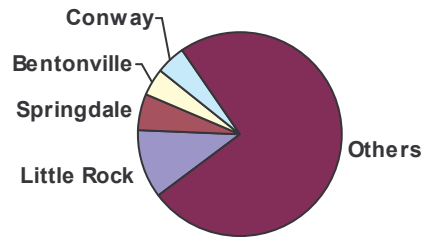
9.5 LATENT DEMAND BY YEAR - ARKANSAS

The Latent Demand for Graphic Design Services in Arkansas: 2002 - 2012

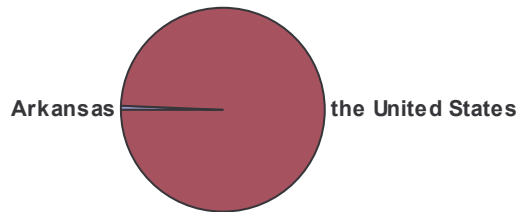
| Year | Arkansas | % of Region | % of USA |
|------|----------|-------------|----------|
| 2002 | 60.92 | 3.61% | 0.59% |
| 2003 | 60.23 | 3.61% | 0.59% |
| 2004 | 59.55 | 3.60% | 0.59% |
| 2005 | 58.87 | 3.59% | 0.59% |
| 2006 | 58.59 | 3.59% | 0.59% |
| 2007 | 60.66 | 3.59% | 0.59% |
| 2008 | 63.21 | 3.60% | 0.59% |
| 2009 | 65.86 | 3.60% | 0.59% |
| 2010 | 68.63 | 3.61% | 0.59% |
| 2011 | 71.51 | 3.62% | 0.60% |
| 2012 | 74.52 | 3.62% | 0.60% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Arkansas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Arkansas: 2007



9.6 CITIES SORTED BY RANK - ARKANSAS

Arkansas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Little Rock (186,856) | 203 | 6.399 | 10.55 | 0.38 | 0.06 |
| Springdale (102,135) | 503 | 3.419 | 5.64 | 0.20 | 0.03 |
| Bentonville (77,336) | 657 | 2.815 | 4.64 | 0.17 | 0.03 |
| Conway (80,035) | 698 | 2.704 | 4.46 | 0.16 | 0.03 |
| Rogers (69,339) | 750 | 2.558 | 4.22 | 0.15 | 0.02 |
| Fort Smith (86,859) | 753 | 2.546 | 4.20 | 0.15 | 0.02 |
| Fayetteville (86,843) | 782 | 2.481 | 4.09 | 0.15 | 0.02 |
| Jonesboro (69,833) | 993 | 2.049 | 3.38 | 0.12 | 0.02 |
| Cabot (41,603) | 1,121 | 1.873 | 3.09 | 0.11 | 0.02 |
| North Little Rock (56,665) | 1,144 | 1.838 | 3.03 | 0.11 | 0.02 |
| Maumelle (26,362) | 1,360 | 1.575 | 2.60 | 0.09 | 0.02 |
| Benton (35,349) | 1,598 | 1.337 | 2.20 | 0.08 | 0.01 |
| Pine Bluff (48,754) | 1,745 | 1.211 | 2.00 | 0.07 | 0.01 |
| Bryant (26,614) | 1,779 | 1.186 | 1.95 | 0.07 | 0.01 |
| Texarkana (40,884) | 1,802 | 1.168 | 1.93 | 0.07 | 0.01 |
| Sherwood (26,046) | 1,990 | 1.065 | 1.75 | 0.06 | 0.01 |
| Jacksonville (32,760) | 1,998 | 1.059 | 1.75 | 0.06 | 0.01 |
| Hot Springs (42,138) | 2,096 | 1.000 | 1.65 | 0.06 | 0.01 |
| Russellville (30,244) | 2,400 | 0.848 | 1.40 | 0.05 | 0.01 |
| Centerton (19,760) | 2,425 | 0.839 | 1.38 | 0.05 | 0.01 |
| Van Buren (26,505) | 2,492 | 0.812 | 1.34 | 0.05 | 0.01 |
| Paragould (28,103) | 2,550 | 0.789 | 1.30 | 0.05 | 0.01 |
| Siloam Springs (24,171) | 2,634 | 0.760 | 1.25 | 0.05 | 0.01 |
| Searcy (25,663) | 2,655 | 0.756 | 1.25 | 0.04 | 0.01 |
| West Memphis (29,488) | 2,716 | 0.736 | 1.21 | 0.04 | 0.01 |
| Lowell (15,737) | 2,876 | 0.689 | 1.14 | 0.04 | 0.01 |
| Bella Vista (16,582) | 2,959 | 0.666 | 1.10 | 0.04 | 0.01 |
| El Dorado (18,355) | 3,969 | 0.453 | 0.75 | 0.03 | 0.00 |
| Marion (11,111) | 4,001 | 0.447 | 0.74 | 0.03 | 0.00 |
| Harrison (13,888) | 4,714 | 0.353 | 0.58 | 0.02 | 0.00 |
| Mountain Home (14,064) | 4,792 | 0.344 | 0.57 | 0.02 | 0.00 |
| Greenwood (9,565) | 4,984 | 0.325 | 0.54 | 0.02 | 0.00 |
| Blytheville (13,264) | 4,996 | 0.323 | 0.53 | 0.02 | 0.00 |
| Hot Springs Village (8,397) | 5,016 | 0.321 | 0.53 | 0.02 | 0.00 |
| White Hall (6,322) | 5,222 | 0.300 | 0.49 | 0.02 | 0.00 |
| Batesville (9,868) | 5,242 | 0.298 | 0.49 | 0.02 | 0.00 |
| Forrest City (12,759) | 5,588 | 0.269 | 0.44 | 0.02 | 0.00 |
| Camden (10,186) | 5,730 | 0.258 | 0.43 | 0.02 | 0.00 |
| Stuttgart (8,348) | 5,941 | 0.241 | 0.40 | 0.01 | 0.00 |
| Beebe (7,486) | 5,949 | 0.241 | 0.40 | 0.01 | 0.00 |
| East End (5,623) | 5,966 | 0.239 | 0.39 | 0.01 | 0.00 |
| Arkadelphia (9,946) | 6,065 | 0.233 | 0.38 | 0.01 | 0.00 |
| Hope (9,998) | 6,093 | 0.231 | 0.38 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Arkansas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Monticello (9,327) | 6,134 | 0.228 | 0.38 | 0.01 | 0.00 |
| Heber Springs (8,336) | 6,189 | 0.225 | 0.37 | 0.01 | 0.00 |
| Magnolia (9,340) | 6,237 | 0.221 | 0.37 | 0.01 | 0.00 |
| Wynne (8,014) | 6,253 | 0.220 | 0.36 | 0.01 | 0.00 |
| Malvern (8,913) | 6,266 | 0.219 | 0.36 | 0.01 | 0.00 |
| Farmington (6,155) | 6,279 | 0.219 | 0.36 | 0.01 | 0.00 |
| Clarksville (9,632) | 6,328 | 0.216 | 0.36 | 0.01 | 0.00 |
| Vilonia (4,931) | 6,558 | 0.203 | 0.33 | 0.01 | 0.00 |
| Gibson (4,678) | 6,622 | 0.199 | 0.33 | 0.01 | 0.00 |
| Pea Ridge (5,564) | 6,829 | 0.189 | 0.31 | 0.01 | 0.00 |
| Sheridan (5,527) | 6,854 | 0.187 | 0.31 | 0.01 | 0.00 |
| Crossett (5,467) | 7,055 | 0.177 | 0.29 | 0.01 | 0.00 |
| Shannon Hills (4,742) | 7,134 | 0.173 | 0.29 | 0.01 | 0.00 |
| Greenbrier (5,068) | 7,145 | 0.173 | 0.28 | 0.01 | 0.00 |
| Morrilton (6,600) | 7,245 | 0.169 | 0.28 | 0.01 | 0.00 |
| Alma (6,336) | 7,280 | 0.167 | 0.28 | 0.01 | 0.00 |
| Barling (4,847) | 7,297 | 0.166 | 0.27 | 0.01 | 0.00 |
| Trumann (6,862) | 7,304 | 0.166 | 0.27 | 0.01 | 0.00 |
| Pocahontas (7,277) | 7,400 | 0.162 | 0.27 | 0.01 | 0.00 |
| Elkins (4,395) | 7,512 | 0.158 | 0.26 | 0.01 | 0.00 |
| Lonoke (5,231) | 7,696 | 0.150 | 0.25 | 0.01 | 0.00 |
| Ward (4,835) | 7,836 | 0.145 | 0.24 | 0.01 | 0.00 |
| De Queen (6,049) | 7,945 | 0.142 | 0.23 | 0.01 | 0.00 |
| Berryville (5,813) | 7,984 | 0.140 | 0.23 | 0.01 | 0.00 |
| Osceola (6,553) | 8,035 | 0.138 | 0.23 | 0.01 | 0.00 |
| Newport (6,023) | 8,191 | 0.133 | 0.22 | 0.01 | 0.00 |
| Prairie Grove (4,084) | 8,307 | 0.129 | 0.21 | 0.01 | 0.00 |
| Rockwell (3,024) | 8,351 | 0.128 | 0.21 | 0.01 | 0.00 |
| Parkers-Iron Springs (3,499) | 8,385 | 0.127 | 0.21 | 0.01 | 0.00 |
| Gentry (4,343) | 8,419 | 0.126 | 0.21 | 0.01 | 0.00 |
| Warren (6,042) | 8,538 | 0.122 | 0.20 | 0.01 | 0.00 |
| Cherokee Village (4,741) | 8,581 | 0.121 | 0.20 | 0.01 | 0.00 |
| Johnson (2,961) | 8,604 | 0.120 | 0.20 | 0.01 | 0.00 |
| Walnut Ridge (4,432) | 8,715 | 0.117 | 0.19 | 0.01 | 0.00 |
| Gravel Ridge (3,232) | 8,727 | 0.117 | 0.19 | 0.01 | 0.00 |
| West Helena (6,037) | 8,741 | 0.116 | 0.19 | 0.01 | 0.00 |
| Piney (3,988) | 8,762 | 0.116 | 0.19 | 0.01 | 0.00 |
| Gravette (4,196) | 8,815 | 0.114 | 0.19 | 0.01 | 0.00 |
| Mena (5,437) | 8,876 | 0.112 | 0.19 | 0.01 | 0.00 |
| Nashville (4,997) | 9,069 | 0.107 | 0.18 | 0.01 | 0.00 |
| Dardanelle (4,540) | 9,091 | 0.106 | 0.18 | 0.01 | 0.00 |
| Haskell (3,467) | 9,101 | 0.106 | 0.17 | 0.01 | 0.00 |
| Prescott (5,298) | 9,176 | 0.104 | 0.17 | 0.01 | 0.00 |
| Booneville (4,233) | 9,250 | 0.103 | 0.17 | 0.01 | 0.00 |
| Little Flock (3,439) | 9,251 | 0.103 | 0.17 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Arkansas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|-----------|---------|----------|-------|
| Ashdown (4,128) | 9,335 | 0.101 | 0.17 | 0.01 | 0.00 |
| Prairie Creek (1,849) | 9,386 | 0.099 | 0.16 | 0.01 | 0.00 |
| Dumas (4,230) | 9,390 | 0.099 | 0.16 | 0.01 | 0.00 |
| Lavaca (2,710) | 9,475 | 0.097 | 0.16 | 0.01 | 0.00 |
| North Crossett (3,581) | 9,490 | 0.097 | 0.16 | 0.01 | 0.00 |
| West Fork (2,608) | 9,827 | 0.089 | 0.15 | 0.01 | 0.00 |
| Bald Knob (3,544) | 9,912 | 0.087 | 0.14 | 0.01 | 0.00 |
| Charleston (3,099) | 9,917 | 0.087 | 0.14 | 0.01 | 0.00 |
| Paris (3,751) | 9,929 | 0.087 | 0.14 | 0.01 | 0.00 |
| Gosnell (3,033) | 9,935 | 0.087 | 0.14 | 0.01 | 0.00 |
| Ozark (3,653) | 9,939 | 0.087 | 0.14 | 0.01 | 0.00 |
| Fairfield Bay (2,662) | 10,013 | 0.085 | 0.14 | 0.01 | 0.00 |
| England (3,131) | 10,203 | 0.081 | 0.13 | 0.00 | 0.00 |
| Mayflower (2,512) | 10,214 | 0.081 | 0.13 | 0.00 | 0.00 |
| Fordyce (3,666) | 10,433 | 0.078 | 0.13 | 0.00 | 0.00 |
| Cave Springs (2,249) | 10,487 | 0.077 | 0.13 | 0.00 | 0.00 |
| Atkins (2,732) | 10,565 | 0.076 | 0.12 | 0.00 | 0.00 |
| Carlisle (2,727) | 10,605 | 0.075 | 0.12 | 0.00 | 0.00 |
| McGehee (3,692) | 10,673 | 0.074 | 0.12 | 0.00 | 0.00 |
| Helena (4,317) | 10,694 | 0.073 | 0.12 | 0.00 | 0.00 |
| Piggott (3,145) | 10,730 | 0.073 | 0.12 | 0.00 | 0.00 |
| Waldron (3,466) | 10,980 | 0.069 | 0.11 | 0.00 | 0.00 |
| Green Forest (3,166) | 11,030 | 0.069 | 0.11 | 0.00 | 0.00 |
| Bay (2,466) | 11,131 | 0.067 | 0.11 | 0.00 | 0.00 |
| Marianna (4,026) | 11,289 | 0.065 | 0.11 | 0.00 | 0.00 |
| Clinton (3,140) | 11,387 | 0.064 | 0.10 | 0.00 | 0.00 |
| De Witt (3,079) | 11,408 | 0.063 | 0.10 | 0.00 | 0.00 |
| Danville (2,600) | 11,445 | 0.063 | 0.10 | 0.00 | 0.00 |
| Huntsville (2,647) | 11,573 | 0.061 | 0.10 | 0.00 | 0.00 |
| Gassville (2,627) | 11,574 | 0.061 | 0.10 | 0.00 | 0.00 |
| Hamburg (2,550) | 11,587 | 0.061 | 0.10 | 0.00 | 0.00 |
| Lincoln (2,410) | 11,601 | 0.061 | 0.10 | 0.00 | 0.00 |
| Lake City (2,118) | 11,690 | 0.060 | 0.10 | 0.00 | 0.00 |
| Hoxie (2,589) | 11,779 | 0.058 | 0.10 | 0.00 | 0.00 |
| Corning (3,010) | 11,792 | 0.058 | 0.10 | 0.00 | 0.00 |
| Eureka Springs (2,494) | 11,795 | 0.058 | 0.10 | 0.00 | 0.00 |
| Wrightsville (2,269) | 11,803 | 0.058 | 0.10 | 0.00 | 0.00 |
| Mountain View (3,289) | 11,813 | 0.058 | 0.10 | 0.00 | 0.00 |
| Star City (1,971) | 11,816 | 0.058 | 0.10 | 0.00 | 0.00 |
| Pottsville (1,881) | 11,965 | 0.056 | 0.09 | 0.00 | 0.00 |
| Judsonia (2,364) | 12,041 | 0.055 | 0.09 | 0.00 | 0.00 |
| Horseshoe Bend (2,251) | 12,087 | 0.055 | 0.09 | 0.00 | 0.00 |
| Lake Hamilton (1,609) | 12,168 | 0.054 | 0.09 | 0.00 | 0.00 |
| Dermott (3,292) | 12,181 | 0.054 | 0.09 | 0.00 | 0.00 |
| West Crossett (1,664) | 12,219 | 0.053 | 0.09 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Arkansas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|-------------|-------------|
| Brookland (1,753) | 12,249 | 0.053 | 0.09 | 0.00 | 0.00 |
| Gurdon (2,178) | 12,289 | 0.053 | 0.09 | 0.00 | 0.00 |
| Marked Tree (2,530) | 12,327 | 0.052 | 0.09 | 0.00 | 0.00 |
| Manila (2,296) | 12,328 | 0.052 | 0.09 | 0.00 | 0.00 |
| Bull Shoals (2,024) | 12,489 | 0.050 | 0.08 | 0.00 | 0.00 |
| Elm Springs (1,348) | 12,494 | 0.050 | 0.08 | 0.00 | 0.00 |
| Brinkley (2,644) | 12,713 | 0.048 | 0.08 | 0.00 | 0.00 |
| Earle (2,578) | 12,725 | 0.048 | 0.08 | 0.00 | 0.00 |
| Smackover (1,790) | 12,793 | 0.047 | 0.08 | 0.00 | 0.00 |
| Bono (1,636) | 12,820 | 0.047 | 0.08 | 0.00 | 0.00 |
| Total 1,921,123 | | 60.661 | 100.0 | 3.59 | 0.59 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

9.7 CITIES SORTED BY ZIPCODE - ARKANSAS

Arkansas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Pine Bluff (71601; 48,754) | 1,745 | 1.211 | 2.00 | 0.07 | 0.01 |
| White Hall (71602; 6,322) | 5,222 | 0.300 | 0.49 | 0.02 | 0.00 |
| West Crossett (71635; 1,664) | 12,219 | 0.053 | 0.09 | 0.00 | 0.00 |
| North Crossett (71635; 3,581) | 9,490 | 0.097 | 0.16 | 0.01 | 0.00 |
| Crossett (71635; 5,467) | 7,055 | 0.177 | 0.29 | 0.01 | 0.00 |
| Dermott (71638; 3,292) | 12,181 | 0.054 | 0.09 | 0.00 | 0.00 |
| Dumas (71639; 4,230) | 9,390 | 0.099 | 0.16 | 0.01 | 0.00 |
| Hamburg (71646; 2,550) | 11,587 | 0.061 | 0.10 | 0.00 | 0.00 |
| McGehee (71654; 3,692) | 10,673 | 0.074 | 0.12 | 0.00 | 0.00 |
| Monticello (71655; 9,327) | 6,134 | 0.228 | 0.38 | 0.01 | 0.00 |
| Star City (71667; 1,971) | 11,816 | 0.058 | 0.10 | 0.00 | 0.00 |
| Warren (71671; 6,042) | 8,538 | 0.122 | 0.20 | 0.01 | 0.00 |
| Camden (71701; 10,186) | 5,730 | 0.258 | 0.43 | 0.02 | 0.00 |
| El Dorado (71731; 18,355) | 3,969 | 0.453 | 0.75 | 0.03 | 0.00 |
| Fordyce (71742; 3,666) | 10,433 | 0.078 | 0.13 | 0.00 | 0.00 |
| Gurdon (71743; 2,178) | 12,289 | 0.053 | 0.09 | 0.00 | 0.00 |
| Magnolia (71753; 9,340) | 6,237 | 0.221 | 0.37 | 0.01 | 0.00 |
| Smackover (71762; 1,790) | 12,793 | 0.047 | 0.08 | 0.00 | 0.00 |
| Hope (71802; 9,998) | 6,093 | 0.231 | 0.38 | 0.01 | 0.00 |
| Ashdown (71822; 4,128) | 9,335 | 0.101 | 0.17 | 0.01 | 0.00 |
| De Queen (71832; 6,049) | 7,945 | 0.142 | 0.23 | 0.01 | 0.00 |
| Nashville (71852; 4,997) | 9,069 | 0.107 | 0.18 | 0.01 | 0.00 |
| Texarkana (71854; 40,884) | 1,802 | 1.168 | 1.93 | 0.07 | 0.01 |
| Prescott (71857; 5,298) | 9,176 | 0.104 | 0.17 | 0.01 | 0.00 |
| Piney (71901; 3,988) | 8,762 | 0.116 | 0.19 | 0.01 | 0.00 |
| Hot Springs (71909; 42,138) | 2,096 | 1.000 | 1.65 | 0.06 | 0.01 |
| Hot Springs Village (71910; 8,397) | 5,016 | 0.321 | 0.53 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Arkansas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Rockwell (71913; 3,024) | 8,351 | 0.128 | 0.21 | 0.01 | 0.00 |
| Lake Hamilton (71913; 1,609) | 12,168 | 0.054 | 0.09 | 0.00 | 0.00 |
| Mena (71953; 5,437) | 8,876 | 0.112 | 0.19 | 0.01 | 0.00 |
| Arkadelphia (71999; 9,946) | 6,065 | 0.233 | 0.38 | 0.01 | 0.00 |
| Bald Knob (72010; 3,544) | 9,912 | 0.087 | 0.14 | 0.01 | 0.00 |
| Beebe (72012; 7,486) | 5,949 | 0.241 | 0.40 | 0.01 | 0.00 |
| Haskell (72015; 3,467) | 9,101 | 0.106 | 0.17 | 0.01 | 0.00 |
| Brinkley (72021; 2,644) | 12,713 | 0.048 | 0.08 | 0.00 | 0.00 |
| Benton (72022; 35,349) | 1,598 | 1.337 | 2.20 | 0.08 | 0.01 |
| Cabot (72023; 41,603) | 1,121 | 1.873 | 3.09 | 0.11 | 0.02 |
| Carlisle (72024; 2,727) | 10,605 | 0.075 | 0.12 | 0.00 | 0.00 |
| Clinton (72027; 3,140) | 11,387 | 0.064 | 0.10 | 0.00 | 0.00 |
| Conway (72032; 80,035) | 698 | 2.704 | 4.46 | 0.16 | 0.03 |
| De Witt (72042; 3,079) | 11,408 | 0.063 | 0.10 | 0.00 | 0.00 |
| England (72046; 3,131) | 10,203 | 0.081 | 0.13 | 0.00 | 0.00 |
| Greenbrier (72058; 5,068) | 7,145 | 0.173 | 0.28 | 0.01 | 0.00 |
| East End (72065; 5,623) | 5,966 | 0.239 | 0.39 | 0.01 | 0.00 |
| Gravel Ridge (72076; 3,232) | 8,727 | 0.117 | 0.19 | 0.01 | 0.00 |
| Judsonia (72081; 2,364) | 12,041 | 0.055 | 0.09 | 0.00 | 0.00 |
| Lonoke (72086; 5,231) | 7,696 | 0.150 | 0.25 | 0.01 | 0.00 |
| Fairfield Bay (72088; 2,662) | 10,013 | 0.085 | 0.14 | 0.01 | 0.00 |
| Bryant (72089; 26,614) | 1,779 | 1.186 | 1.95 | 0.07 | 0.01 |
| Jacksonville (72099; 32,760) | 1,998 | 1.059 | 1.75 | 0.06 | 0.01 |
| Shannon Hills (72103; 4,742) | 7,134 | 0.173 | 0.29 | 0.01 | 0.00 |
| Malvern (72104; 8,913) | 6,266 | 0.219 | 0.36 | 0.01 | 0.00 |
| Mayflower (72106; 2,512) | 10,214 | 0.081 | 0.13 | 0.00 | 0.00 |
| Morrilton (72110; 6,600) | 7,245 | 0.169 | 0.28 | 0.01 | 0.00 |
| Newport (72112; 6,023) | 8,191 | 0.133 | 0.22 | 0.01 | 0.00 |
| Gibson (72116; 4,678) | 6,622 | 0.199 | 0.33 | 0.01 | 0.00 |
| Maumelle (72118; 26,362) | 1,360 | 1.575 | 2.60 | 0.09 | 0.02 |
| Sherwood (72124; 26,046) | 1,990 | 1.065 | 1.75 | 0.06 | 0.01 |
| Searcy (72143; 25,663) | 2,655 | 0.756 | 1.25 | 0.04 | 0.01 |
| Sheridan (72150; 5,527) | 6,854 | 0.187 | 0.31 | 0.01 | 0.00 |
| Stuttgart (72160; 8,348) | 5,941 | 0.241 | 0.40 | 0.01 | 0.00 |
| Vilonia (72173; 4,931) | 6,558 | 0.203 | 0.33 | 0.01 | 0.00 |
| Ward (72176; 4,835) | 7,836 | 0.145 | 0.24 | 0.01 | 0.00 |
| Wrightsville (72183; 2,269) | 11,803 | 0.058 | 0.10 | 0.00 | 0.00 |
| North Little Rock (72198; 56,665) | 1,144 | 1.838 | 3.03 | 0.11 | 0.02 |
| Parkers-Iron Springs (72206; 3,499) | 8,385 | 0.127 | 0.21 | 0.01 | 0.00 |
| Little Rock (72215; 186,856) | 203 | 6.399 | 10.55 | 0.38 | 0.06 |
| West Memphis (72301; 29,488) | 2,716 | 0.736 | 1.21 | 0.04 | 0.01 |
| Gosnell (72315; 3,033) | 9,935 | 0.087 | 0.14 | 0.01 | 0.00 |
| Blytheville (72319; 13,264) | 4,996 | 0.323 | 0.53 | 0.02 | 0.00 |
| Earle (72331; 2,578) | 12,725 | 0.048 | 0.08 | 0.00 | 0.00 |
| Forrest City (72336; 12,759) | 5,588 | 0.269 | 0.44 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Arkansas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Helena (72342; 4,317) | 10,694 | 0.073 | 0.12 | 0.00 | 0.00 |
| Marianna (72360; 4,026) | 11,289 | 0.065 | 0.11 | 0.00 | 0.00 |
| Marion (72364; 11,111) | 4,001 | 0.447 | 0.74 | 0.03 | 0.00 |
| Marked Tree (72365; 2,530) | 12,327 | 0.052 | 0.09 | 0.00 | 0.00 |
| Osceola (72370; 6,553) | 8,035 | 0.138 | 0.23 | 0.01 | 0.00 |
| West Helena (72390; 6,037) | 8,741 | 0.116 | 0.19 | 0.01 | 0.00 |
| Wynne (72396; 8,014) | 6,253 | 0.220 | 0.36 | 0.01 | 0.00 |
| Jonesboro (72401; 69,833) | 993 | 2.049 | 3.38 | 0.12 | 0.02 |
| Bay (72411; 2,466) | 11,131 | 0.067 | 0.11 | 0.00 | 0.00 |
| Bono (72416; 1,636) | 12,820 | 0.047 | 0.08 | 0.00 | 0.00 |
| Brookland (72417; 1,753) | 12,249 | 0.053 | 0.09 | 0.00 | 0.00 |
| Corning (72422; 3,010) | 11,792 | 0.058 | 0.10 | 0.00 | 0.00 |
| Hoxie (72433; 2,589) | 11,779 | 0.058 | 0.10 | 0.00 | 0.00 |
| Lake City (72437; 2,118) | 11,690 | 0.060 | 0.10 | 0.00 | 0.00 |
| Manila (72442; 2,296) | 12,328 | 0.052 | 0.09 | 0.00 | 0.00 |
| Paragould (72450; 28,103) | 2,550 | 0.789 | 1.30 | 0.05 | 0.01 |
| Piggott (72454; 3,145) | 10,730 | 0.073 | 0.12 | 0.00 | 0.00 |
| Pocahontas (72455; 7,277) | 7,400 | 0.162 | 0.27 | 0.01 | 0.00 |
| Trumann (72472; 6,862) | 7,304 | 0.166 | 0.27 | 0.01 | 0.00 |
| Walnut Ridge (72476; 4,432) | 8,715 | 0.117 | 0.19 | 0.01 | 0.00 |
| Batesville (72501; 9,868) | 5,242 | 0.298 | 0.49 | 0.02 | 0.00 |
| Horseshoe Bend (72512; 2,251) | 12,087 | 0.055 | 0.09 | 0.00 | 0.00 |
| Cherokee Village (72529; 4,741) | 8,581 | 0.121 | 0.20 | 0.01 | 0.00 |
| Heber Springs (72543; 8,336) | 6,189 | 0.225 | 0.37 | 0.01 | 0.00 |
| Mountain View (72560; 3,289) | 11,813 | 0.058 | 0.10 | 0.00 | 0.00 |
| Harrison (72602; 13,888) | 4,714 | 0.353 | 0.58 | 0.02 | 0.00 |
| Berryville (72616; 5,813) | 7,984 | 0.140 | 0.23 | 0.01 | 0.00 |
| Bull Shoals (72619; 2,024) | 12,489 | 0.050 | 0.08 | 0.00 | 0.00 |
| Eureka Springs (72631; 2,494) | 11,795 | 0.058 | 0.10 | 0.00 | 0.00 |
| Gassville (72635; 2,627) | 11,574 | 0.061 | 0.10 | 0.00 | 0.00 |
| Green Forest (72638; 3,166) | 11,030 | 0.069 | 0.11 | 0.00 | 0.00 |
| Mountain Home (72654; 14,064) | 4,792 | 0.344 | 0.57 | 0.02 | 0.00 |
| Fayetteville (72703; 86,843) | 782 | 2.481 | 4.09 | 0.15 | 0.02 |
| Bella Vista (72715; 16,582) | 2,959 | 0.666 | 1.10 | 0.04 | 0.01 |
| Bentonville (72716; 77,336) | 657 | 2.815 | 4.64 | 0.17 | 0.03 |
| Cave Springs (72718; 2,249) | 10,487 | 0.077 | 0.13 | 0.00 | 0.00 |
| Centerton (72719; 19,760) | 2,425 | 0.839 | 1.38 | 0.05 | 0.01 |
| Elkins (72727; 4,395) | 7,512 | 0.158 | 0.26 | 0.01 | 0.00 |
| Elm Springs (72728; 1,348) | 12,494 | 0.050 | 0.08 | 0.00 | 0.00 |
| Farmington (72730; 6,155) | 6,279 | 0.219 | 0.36 | 0.01 | 0.00 |
| Gentry (72734; 4,343) | 8,419 | 0.126 | 0.21 | 0.01 | 0.00 |
| Gravette (72736; 4,196) | 8,815 | 0.114 | 0.19 | 0.01 | 0.00 |
| Huntsville (72740; 2,647) | 11,573 | 0.061 | 0.10 | 0.00 | 0.00 |
| Johnson (72741; 2,961) | 8,604 | 0.120 | 0.20 | 0.01 | 0.00 |
| Lincoln (72744; 2,410) | 11,601 | 0.061 | 0.10 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Arkansas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|---------------|--------------|-------------|-------------|
| Lowell (72745; 15,737) | 2,876 | 0.689 | 1.14 | 0.04 | 0.01 |
| Pea Ridge (72751; 5,564) | 6,829 | 0.189 | 0.31 | 0.01 | 0.00 |
| Prairie Grove (72753; 4,084) | 8,307 | 0.129 | 0.21 | 0.01 | 0.00 |
| Little Flock (72756; 3,439) | 9,251 | 0.103 | 0.17 | 0.01 | 0.00 |
| Prairie Creek (72756; 1,849) | 9,386 | 0.099 | 0.16 | 0.01 | 0.00 |
| Rogers (72758; 69,339) | 750 | 2.558 | 4.22 | 0.15 | 0.02 |
| Siloam Springs (72761; 24,171) | 2,634 | 0.760 | 1.25 | 0.05 | 0.01 |
| Springdale (72766; 102,135) | 503 | 3.419 | 5.64 | 0.20 | 0.03 |
| West Fork (72774; 2,608) | 9,827 | 0.089 | 0.15 | 0.01 | 0.00 |
| Russellville (72812; 30,244) | 2,400 | 0.848 | 1.40 | 0.05 | 0.01 |
| Atkins (72823; 2,732) | 10,565 | 0.076 | 0.12 | 0.00 | 0.00 |
| Clarksville (72830; 9,632) | 6,328 | 0.216 | 0.36 | 0.01 | 0.00 |
| Danville (72833; 2,600) | 11,445 | 0.063 | 0.10 | 0.00 | 0.00 |
| Dardanelle (72834; 4,540) | 9,091 | 0.106 | 0.18 | 0.01 | 0.00 |
| Paris (72855; 3,751) | 9,929 | 0.087 | 0.14 | 0.01 | 0.00 |
| Pottsville (72858; 1,881) | 11,965 | 0.056 | 0.09 | 0.00 | 0.00 |
| Fort Smith (72918; 86,859) | 753 | 2.546 | 4.20 | 0.15 | 0.02 |
| Alma (72921; 6,336) | 7,280 | 0.167 | 0.28 | 0.01 | 0.00 |
| Barling (72923; 4,847) | 7,297 | 0.166 | 0.27 | 0.01 | 0.00 |
| Booneville (72927; 4,233) | 9,250 | 0.103 | 0.17 | 0.01 | 0.00 |
| Charleston (72933; 3,099) | 9,917 | 0.087 | 0.14 | 0.01 | 0.00 |
| Greenwood (72936; 9,565) | 4,984 | 0.325 | 0.54 | 0.02 | 0.00 |
| Lavaca (72941; 2,710) | 9,475 | 0.097 | 0.16 | 0.01 | 0.00 |
| Ozark (72949; 3,653) | 9,939 | 0.087 | 0.14 | 0.01 | 0.00 |
| Van Buren (72956; 26,505) | 2,492 | 0.812 | 1.34 | 0.05 | 0.01 |
| Waldron (72958; 3,466) | 10,980 | 0.069 | 0.11 | 0.00 | 0.00 |
| Total 1,921,123 | | 60.661 | 100.0 | 3.59 | 0.59 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

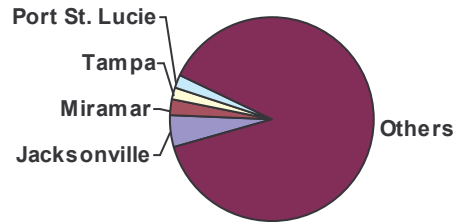
9.8 LATENT DEMAND BY YEAR - FLORIDA

The Latent Demand for Graphic Design Services in Florida: 2002 - 2012

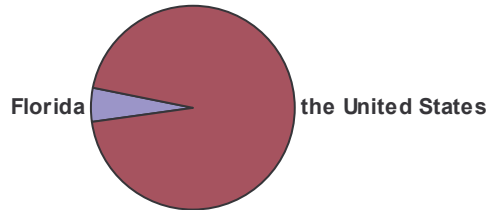
| Year | Florida | % of Region | % of USA |
|------|---------|-------------|----------|
| 2002 | 537.96 | 31.89% | 5.25% |
| 2003 | 530.29 | 31.74% | 5.21% |
| 2004 | 522.72 | 31.60% | 5.18% |
| 2005 | 515.27 | 31.45% | 5.14% |
| 2006 | 511.69 | 31.34% | 5.12% |
| 2007 | 530.89 | 31.45% | 5.14% |
| 2008 | 554.78 | 31.59% | 5.18% |
| 2009 | 579.75 | 31.73% | 5.21% |
| 2010 | 605.84 | 31.87% | 5.24% |
| 2011 | 633.10 | 32.01% | 5.28% |
| 2012 | 661.59 | 32.15% | 5.31% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Florida: 2007



9.9 CITIES SORTED BY RANK - FLORIDA

Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Jacksonville (735,617) | 21 | 26.481 | 4.99 | 1.57 | 0.26 |
| Miramar (275,505) | 82 | 12.371 | 2.33 | 0.73 | 0.12 |
| Tampa (383,236) | 92 | 11.777 | 2.22 | 0.70 | 0.11 |
| Port St. Lucie (281,064) | 107 | 10.166 | 1.91 | 0.60 | 0.10 |
| Weston (136,071) | 111 | 9.832 | 1.85 | 0.58 | 0.10 |
| Cape Coral (250,571) | 117 | 9.712 | 1.83 | 0.58 | 0.09 |
| Pembroke Pines (195,461) | 126 | 9.185 | 1.73 | 0.54 | 0.09 |
| Miami (437,071) | 127 | 9.164 | 1.73 | 0.54 | 0.09 |
| Orlando (278,221) | 130 | 8.877 | 1.67 | 0.53 | 0.09 |
| Coral Springs (167,140) | 131 | 8.724 | 1.64 | 0.52 | 0.08 |
| St. Petersburg (251,339) | 157 | 7.764 | 1.46 | 0.46 | 0.08 |
| Wellington (111,837) | 176 | 7.017 | 1.32 | 0.42 | 0.07 |
| Fort Lauderdale (207,321) | 177 | 7.014 | 1.32 | 0.42 | 0.07 |
| Parkland (67,452) | 212 | 6.181 | 1.16 | 0.37 | 0.06 |
| Hialeah (219,176) | 236 | 5.772 | 1.09 | 0.34 | 0.06 |
| Hollywood (161,179) | 273 | 5.284 | 1.00 | 0.31 | 0.05 |
| West Palm Beach (149,207) | 306 | 4.899 | 0.92 | 0.29 | 0.05 |
| Tallahassee (176,167) | 320 | 4.809 | 0.91 | 0.28 | 0.05 |
| Boca Raton (88,834) | 324 | 4.779 | 0.90 | 0.28 | 0.05 |
| Palm Beach Gardens (89,494) | 325 | 4.777 | 0.90 | 0.28 | 0.05 |
| Davie (107,237) | 346 | 4.502 | 0.85 | 0.27 | 0.04 |
| Plantation (93,697) | 348 | 4.497 | 0.85 | 0.27 | 0.04 |
| Deltona (120,342) | 372 | 4.270 | 0.80 | 0.25 | 0.04 |
| North Port (130,587) | 373 | 4.263 | 0.80 | 0.25 | 0.04 |
| Royal Palm Beach (85,318) | 391 | 4.172 | 0.79 | 0.25 | 0.04 |
| Palm Bay (124,032) | 403 | 4.043 | 0.76 | 0.24 | 0.04 |
| Jupiter (78,586) | 428 | 3.855 | 0.73 | 0.23 | 0.04 |
| Sunrise (105,047) | 430 | 3.845 | 0.72 | 0.23 | 0.04 |
| Lakeland (126,141) | 447 | 3.730 | 0.70 | 0.22 | 0.04 |
| Brandon (77,895) | 465 | 3.592 | 0.68 | 0.21 | 0.03 |
| Clearwater (107,956) | 482 | 3.518 | 0.66 | 0.21 | 0.03 |
| Kendall (75,226) | 498 | 3.448 | 0.65 | 0.20 | 0.03 |
| Delray Beach (78,366) | 587 | 3.035 | 0.57 | 0.18 | 0.03 |
| Boynton Beach (80,021) | 646 | 2.847 | 0.54 | 0.17 | 0.03 |
| Port Orange (80,711) | 664 | 2.795 | 0.53 | 0.17 | 0.03 |
| Kissimmee (90,861) | 677 | 2.754 | 0.52 | 0.16 | 0.03 |
| Town 'n' Country (72,523) | 678 | 2.747 | 0.52 | 0.16 | 0.03 |
| Melbourne (88,750) | 683 | 2.740 | 0.52 | 0.16 | 0.03 |
| Coconut Creek (69,054) | 693 | 2.712 | 0.51 | 0.16 | 0.03 |
| Winter Garden (80,292) | 712 | 2.662 | 0.50 | 0.16 | 0.03 |
| Coral Gables (43,099) | 748 | 2.572 | 0.48 | 0.15 | 0.02 |
| Pompano Beach (78,191) | 765 | 2.518 | 0.47 | 0.15 | 0.02 |
| Palm Harbor (59,248) | 808 | 2.402 | 0.45 | 0.14 | 0.02 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Gainesville (95,447) | 811 | 2.400 | 0.45 | 0.14 | 0.02 |
| Tamiami (54,788) | 839 | 2.324 | 0.44 | 0.14 | 0.02 |
| Cooper City (34,478) | 844 | 2.314 | 0.44 | 0.14 | 0.02 |
| Largo (79,269) | 861 | 2.280 | 0.43 | 0.14 | 0.02 |
| Miami Beach (92,624) | 877 | 2.260 | 0.43 | 0.13 | 0.02 |
| Kendale Lakes (56,901) | 885 | 2.243 | 0.42 | 0.13 | 0.02 |
| Tamarac (71,807) | 911 | 2.199 | 0.41 | 0.13 | 0.02 |
| Apopka (55,820) | 926 | 2.176 | 0.41 | 0.13 | 0.02 |
| Deerfield Beach (71,278) | 933 | 2.167 | 0.41 | 0.13 | 0.02 |
| Oviedo (37,712) | 937 | 2.159 | 0.41 | 0.13 | 0.02 |
| The Hammocks (47,379) | 941 | 2.154 | 0.41 | 0.13 | 0.02 |
| Sanford (76,029) | 964 | 2.116 | 0.40 | 0.13 | 0.02 |
| Ocoee (43,865) | 978 | 2.085 | 0.39 | 0.12 | 0.02 |
| Carol City (59,443) | 991 | 2.052 | 0.39 | 0.12 | 0.02 |
| Bradenton (65,643) | 998 | 2.046 | 0.39 | 0.12 | 0.02 |
| Margate (59,046) | 1,000 | 2.041 | 0.38 | 0.12 | 0.02 |
| Spring Hill (69,078) | 1,011 | 2.027 | 0.38 | 0.12 | 0.02 |
| Lauderhill (65,824) | 1,085 | 1.911 | 0.36 | 0.11 | 0.02 |
| Fountainbleau (59,549) | 1,107 | 1.888 | 0.36 | 0.11 | 0.02 |
| Pinecrest (19,055) | 1,150 | 1.829 | 0.34 | 0.11 | 0.02 |
| Fort Myers (69,837) | 1,186 | 1.778 | 0.33 | 0.11 | 0.02 |
| East Lake (29,394) | 1,191 | 1.773 | 0.33 | 0.11 | 0.02 |
| Sarasota (55,293) | 1,267 | 1.682 | 0.32 | 0.10 | 0.02 |
| Ormond Beach (43,283) | 1,273 | 1.676 | 0.32 | 0.10 | 0.02 |
| Greenacres (50,108) | 1,289 | 1.653 | 0.31 | 0.10 | 0.02 |
| Cutler (17,390) | 1,290 | 1.653 | 0.31 | 0.10 | 0.02 |
| Pinellas Park (51,991) | 1,319 | 1.627 | 0.31 | 0.10 | 0.02 |
| Ocala (58,904) | 1,321 | 1.625 | 0.31 | 0.10 | 0.02 |
| Winter Park (35,900) | 1,369 | 1.567 | 0.30 | 0.09 | 0.02 |
| Winter Springs (32,941) | 1,371 | 1.566 | 0.30 | 0.09 | 0.02 |
| Pensacola (50,419) | 1,372 | 1.566 | 0.29 | 0.09 | 0.02 |
| Titusville (49,050) | 1,377 | 1.559 | 0.29 | 0.09 | 0.02 |
| Lake Mary (24,964) | 1,381 | 1.549 | 0.29 | 0.09 | 0.02 |
| Homestead (63,964) | 1,393 | 1.529 | 0.29 | 0.09 | 0.01 |
| Greater Carrollwood (33,519) | 1,400 | 1.521 | 0.29 | 0.09 | 0.01 |
| Richmond West (28,082) | 1,429 | 1.495 | 0.28 | 0.09 | 0.01 |
| North Lauderdale (41,674) | 1,432 | 1.490 | 0.28 | 0.09 | 0.01 |
| Wekiwa Springs (23,169) | 1,438 | 1.486 | 0.28 | 0.09 | 0.01 |
| Daytona Beach (65,393) | 1,439 | 1.485 | 0.28 | 0.09 | 0.01 |
| North Miami (55,464) | 1,453 | 1.475 | 0.28 | 0.09 | 0.01 |
| Altamonte Springs (39,575) | 1,459 | 1.469 | 0.28 | 0.09 | 0.01 |
| Rockledge (35,893) | 1,476 | 1.449 | 0.27 | 0.09 | 0.01 |
| Lakeside (30,927) | 1,487 | 1.436 | 0.27 | 0.09 | 0.01 |
| Merritt Island (36,090) | 1,519 | 1.403 | 0.26 | 0.08 | 0.01 |
| Port Charlotte (46,451) | 1,547 | 1.377 | 0.26 | 0.08 | 0.01 |

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Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Bonita Springs (32,797) | 1,562 | 1.365 | 0.26 | 0.08 | 0.01 |
| Aventura (34,119) | 1,573 | 1.356 | 0.26 | 0.08 | 0.01 |
| Naples (23,064) | 1,579 | 1.352 | 0.25 | 0.08 | 0.01 |
| Kendall West (38,034) | 1,615 | 1.315 | 0.25 | 0.08 | 0.01 |
| Punta Gorda (29,748) | 1,634 | 1.299 | 0.24 | 0.08 | 0.01 |
| West Melbourne (38,184) | 1,661 | 1.275 | 0.24 | 0.08 | 0.01 |
| Country Club (36,310) | 1,664 | 1.273 | 0.24 | 0.08 | 0.01 |
| Pine Hills (41,764) | 1,694 | 1.248 | 0.23 | 0.07 | 0.01 |
| Miami Lakes (22,676) | 1,706 | 1.238 | 0.23 | 0.07 | 0.01 |
| Dunedin (39,564) | 1,719 | 1.230 | 0.23 | 0.07 | 0.01 |
| Bloomington (19,839) | 1,730 | 1.221 | 0.23 | 0.07 | 0.01 |
| Palm Coast (32,732) | 1,741 | 1.215 | 0.23 | 0.07 | 0.01 |
| Palm Valley (19,860) | 1,746 | 1.209 | 0.23 | 0.07 | 0.01 |
| North Fort Myers (40,214) | 1,754 | 1.203 | 0.23 | 0.07 | 0.01 |
| Riviera Beach (41,886) | 1,758 | 1.201 | 0.23 | 0.07 | 0.01 |
| Fruit Cove (16,077) | 1,785 | 1.179 | 0.22 | 0.07 | 0.01 |
| The Crossings (23,557) | 1,804 | 1.168 | 0.22 | 0.07 | 0.01 |
| Lehigh Acres (33,430) | 1,832 | 1.150 | 0.22 | 0.07 | 0.01 |
| Plant City (34,068) | 1,841 | 1.143 | 0.22 | 0.07 | 0.01 |
| Palm City (20,097) | 1,883 | 1.119 | 0.21 | 0.07 | 0.01 |
| Lake Magdalene (28,755) | 1,898 | 1.111 | 0.21 | 0.07 | 0.01 |
| Panama City (39,118) | 1,914 | 1.103 | 0.21 | 0.07 | 0.01 |
| Westchester (30,271) | 1,915 | 1.102 | 0.21 | 0.07 | 0.01 |
| Greater Northdale (20,461) | 1,985 | 1.066 | 0.20 | 0.06 | 0.01 |
| Land O' Lakes (20,971) | 1,992 | 1.063 | 0.20 | 0.06 | 0.01 |
| Keystone (14,627) | 2,007 | 1.054 | 0.20 | 0.06 | 0.01 |
| Oakland Park (33,244) | 2,008 | 1.054 | 0.20 | 0.06 | 0.01 |
| North Miami Beach (37,458) | 2,016 | 1.049 | 0.20 | 0.06 | 0.01 |
| South Miami Heights (33,522) | 2,020 | 1.045 | 0.20 | 0.06 | 0.01 |
| Egypt Lake-Leto (32,782) | 2,034 | 1.036 | 0.20 | 0.06 | 0.01 |
| Marco Island (19,066) | 2,047 | 1.027 | 0.19 | 0.06 | 0.01 |
| Boca Del Mar (21,832) | 2,059 | 1.020 | 0.19 | 0.06 | 0.01 |
| Cutler Ridge (24,781) | 2,066 | 1.016 | 0.19 | 0.06 | 0.01 |
| Casselberry (29,327) | 2,078 | 1.011 | 0.19 | 0.06 | 0.01 |
| St. Cloud (31,030) | 2,082 | 1.010 | 0.19 | 0.06 | 0.01 |
| Sebastian (28,694) | 2,087 | 1.008 | 0.19 | 0.06 | 0.01 |
| Citrus Park (20,226) | 2,114 | 0.988 | 0.19 | 0.06 | 0.01 |
| Lake Worth (36,560) | 2,129 | 0.980 | 0.18 | 0.06 | 0.01 |
| Doral (20,438) | 2,155 | 0.968 | 0.18 | 0.06 | 0.01 |
| Temple Terrace (24,192) | 2,165 | 0.961 | 0.18 | 0.06 | 0.01 |
| Tarpon Springs (27,941) | 2,176 | 0.954 | 0.18 | 0.06 | 0.01 |
| Venice (28,462) | 2,177 | 0.954 | 0.18 | 0.06 | 0.01 |
| University Park (26,538) | 2,188 | 0.949 | 0.18 | 0.06 | 0.01 |
| Jacksonville Beach (22,461) | 2,202 | 0.941 | 0.18 | 0.06 | 0.01 |
| Oldsmar (20,900) | 2,203 | 0.940 | 0.18 | 0.06 | 0.01 |

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Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Ferry Pass (27,176) | 2,205 | 0.938 | 0.18 | 0.06 | 0.01 |
| Winter Haven (32,430) | 2,233 | 0.923 | 0.17 | 0.05 | 0.01 |
| Lutz (17,081) | 2,242 | 0.919 | 0.17 | 0.05 | 0.01 |
| Edgewater (28,339) | 2,261 | 0.907 | 0.17 | 0.05 | 0.01 |
| Sunset (17,150) | 2,277 | 0.902 | 0.17 | 0.05 | 0.01 |
| Lynn Haven (23,969) | 2,282 | 0.901 | 0.17 | 0.05 | 0.01 |
| Golden Glades (32,623) | 2,286 | 0.898 | 0.17 | 0.05 | 0.01 |
| Panama City Beach (23,995) | 2,318 | 0.883 | 0.17 | 0.05 | 0.01 |
| Fort Pierce (39,342) | 2,320 | 0.882 | 0.17 | 0.05 | 0.01 |
| Key West (22,745) | 2,337 | 0.874 | 0.16 | 0.05 | 0.01 |
| Hallandale (34,282) | 2,354 | 0.865 | 0.16 | 0.05 | 0.01 |
| Safety Harbor (18,624) | 2,384 | 0.854 | 0.16 | 0.05 | 0.01 |
| Coral Terrace (24,380) | 2,427 | 0.839 | 0.16 | 0.05 | 0.01 |
| New Smyrna Beach (26,368) | 2,441 | 0.833 | 0.16 | 0.05 | 0.01 |
| Golden Gate (20,951) | 2,543 | 0.791 | 0.15 | 0.05 | 0.01 |
| Westchase (11,116) | 2,549 | 0.790 | 0.15 | 0.05 | 0.01 |
| West Little River (32,498) | 2,591 | 0.774 | 0.15 | 0.05 | 0.01 |
| Hialeah Gardens (22,140) | 2,611 | 0.768 | 0.14 | 0.05 | 0.01 |
| De Land (29,846) | 2,621 | 0.765 | 0.14 | 0.05 | 0.01 |
| Yeehaw Junction (21,778) | 2,641 | 0.759 | 0.14 | 0.04 | 0.01 |
| Key Biscayne (9,806) | 2,644 | 0.758 | 0.14 | 0.04 | 0.01 |
| Lauderdale Lakes (31,450) | 2,654 | 0.756 | 0.14 | 0.04 | 0.01 |
| Destin (15,924) | 2,662 | 0.754 | 0.14 | 0.04 | 0.01 |
| Norland (22,995) | 2,686 | 0.744 | 0.14 | 0.04 | 0.01 |
| Lakeland Highlands (12,557) | 2,700 | 0.741 | 0.14 | 0.04 | 0.01 |
| Crestview (24,928) | 2,713 | 0.737 | 0.14 | 0.04 | 0.01 |
| Bellview (21,201) | 2,730 | 0.733 | 0.14 | 0.04 | 0.01 |
| Eustis (25,602) | 2,736 | 0.732 | 0.14 | 0.04 | 0.01 |
| Vero Beach South (20,362) | 2,776 | 0.719 | 0.14 | 0.04 | 0.01 |
| Fort Walton Beach (20,052) | 2,779 | 0.719 | 0.14 | 0.04 | 0.01 |
| Lake Butter (7,062) | 2,785 | 0.718 | 0.14 | 0.04 | 0.01 |
| Wright (21,697) | 2,790 | 0.716 | 0.13 | 0.04 | 0.01 |
| Minneola (17,218) | 2,807 | 0.711 | 0.13 | 0.04 | 0.01 |
| De Bary (18,341) | 2,813 | 0.710 | 0.13 | 0.04 | 0.01 |
| Palm Beach (8,242) | 2,861 | 0.696 | 0.13 | 0.04 | 0.01 |
| North Palm Beach (14,555) | 2,872 | 0.691 | 0.13 | 0.04 | 0.01 |
| Conway (14,394) | 2,881 | 0.688 | 0.13 | 0.04 | 0.01 |
| San Carlos Park (16,317) | 2,949 | 0.668 | 0.13 | 0.04 | 0.01 |
| Clermont (18,842) | 2,977 | 0.661 | 0.12 | 0.04 | 0.01 |
| Sandalfoot Cove (16,582) | 3,009 | 0.655 | 0.12 | 0.04 | 0.01 |
| Mascotte (18,687) | 3,048 | 0.643 | 0.12 | 0.04 | 0.01 |
| Ives Estates (17,586) | 3,062 | 0.639 | 0.12 | 0.04 | 0.01 |
| Niceville (15,374) | 3,111 | 0.627 | 0.12 | 0.04 | 0.01 |
| Bellair-Meadowbrook Terrace (16,539) | 3,114 | 0.627 | 0.12 | 0.04 | 0.01 |
| Maitland (12,019) | 3,135 | 0.622 | 0.12 | 0.04 | 0.01 |

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Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Longboat Key (7,668) | 3,150 | 0.618 | 0.12 | 0.04 | 0.01 |
| Scott Lake (14,401) | 3,176 | 0.613 | 0.12 | 0.04 | 0.01 |
| Dania Beach (20,061) | 3,180 | 0.611 | 0.12 | 0.04 | 0.01 |
| Leesburg (26,294) | 3,186 | 0.610 | 0.11 | 0.04 | 0.01 |
| Atlantic Beach (14,130) | 3,187 | 0.610 | 0.11 | 0.04 | 0.01 |
| Olympia Heights (13,452) | 3,191 | 0.609 | 0.11 | 0.04 | 0.01 |
| Bayonet Point (23,577) | 3,192 | 0.609 | 0.11 | 0.04 | 0.01 |
| University (30,736) | 3,201 | 0.606 | 0.11 | 0.04 | 0.01 |
| Country Walk (10,653) | 3,203 | 0.606 | 0.11 | 0.04 | 0.01 |
| Oak Ridge (22,349) | 3,207 | 0.604 | 0.11 | 0.04 | 0.01 |
| Doctor Phillips (9,548) | 3,212 | 0.603 | 0.11 | 0.04 | 0.01 |
| Longwood (13,049) | 3,216 | 0.602 | 0.11 | 0.04 | 0.01 |
| Lighthouse Point (12,648) | 3,227 | 0.599 | 0.11 | 0.04 | 0.01 |
| Bartow (17,392) | 3,228 | 0.599 | 0.11 | 0.04 | 0.01 |
| Sarasota Springs (15,875) | 3,241 | 0.595 | 0.11 | 0.04 | 0.01 |
| Palmetto Estates (13,675) | 3,262 | 0.590 | 0.11 | 0.03 | 0.01 |
| Fruitville (12,741) | 3,281 | 0.585 | 0.11 | 0.03 | 0.01 |
| Glenvar Heights (16,243) | 3,292 | 0.583 | 0.11 | 0.03 | 0.01 |
| Leisure City (22,152) | 3,325 | 0.575 | 0.11 | 0.03 | 0.01 |
| Hunters Creek (9,369) | 3,363 | 0.567 | 0.11 | 0.03 | 0.01 |
| Forest City (12,612) | 3,374 | 0.565 | 0.11 | 0.03 | 0.01 |
| Miami Springs (12,594) | 3,389 | 0.562 | 0.11 | 0.03 | 0.01 |
| Palm River-Clair Mel (17,589) | 3,433 | 0.556 | 0.10 | 0.03 | 0.01 |
| Greater Sun Center (16,321) | 3,438 | 0.555 | 0.10 | 0.03 | 0.01 |
| Riverview (12,035) | 3,478 | 0.548 | 0.10 | 0.03 | 0.01 |
| Holiday (21,904) | 3,479 | 0.548 | 0.10 | 0.03 | 0.01 |
| Brent (22,257) | 3,491 | 0.546 | 0.10 | 0.03 | 0.01 |
| Belle Isle (9,344) | 3,498 | 0.544 | 0.10 | 0.03 | 0.01 |
| Vero Beach (15,804) | 3,508 | 0.542 | 0.10 | 0.03 | 0.01 |
| Lake Worth Corridor (18,663) | 3,524 | 0.538 | 0.10 | 0.03 | 0.01 |
| Stuart (19,539) | 3,545 | 0.533 | 0.10 | 0.03 | 0.01 |
| Satellite Beach (10,659) | 3,563 | 0.529 | 0.10 | 0.03 | 0.01 |
| South Bradenton (21,587) | 3,564 | 0.528 | 0.10 | 0.03 | 0.01 |
| Pelican Bay (5,686) | 3,596 | 0.522 | 0.10 | 0.03 | 0.01 |
| Myrtle Grove (17,211) | 3,633 | 0.516 | 0.10 | 0.03 | 0.01 |
| Ensley (18,752) | 3,655 | 0.513 | 0.10 | 0.03 | 0.00 |
| Tavares (18,301) | 3,658 | 0.512 | 0.10 | 0.03 | 0.00 |
| Florida Ridge (15,217) | 3,661 | 0.511 | 0.10 | 0.03 | 0.00 |
| West and East Lealman (21,753) | 3,663 | 0.510 | 0.10 | 0.03 | 0.00 |
| Lady Lake (17,501) | 3,670 | 0.509 | 0.10 | 0.03 | 0.00 |
| Gonzalez (11,365) | 3,672 | 0.509 | 0.10 | 0.03 | 0.00 |
| Mount Dora (15,460) | 3,713 | 0.498 | 0.09 | 0.03 | 0.00 |
| Fernandina Beach (13,617) | 3,719 | 0.497 | 0.09 | 0.03 | 0.00 |
| Auburndale (16,265) | 3,722 | 0.496 | 0.09 | 0.03 | 0.00 |
| South Miami (13,051) | 3,727 | 0.495 | 0.09 | 0.03 | 0.00 |

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Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Ojus (16,642) | 3,733 | 0.495 | 0.09 | 0.03 | 0.00 |
| Callaway (15,353) | 3,738 | 0.494 | 0.09 | 0.03 | 0.00 |
| Cocoa Beach (12,893) | 3,768 | 0.488 | 0.09 | 0.03 | 0.00 |
| Miami Shores (9,654) | 3,782 | 0.485 | 0.09 | 0.03 | 0.00 |
| Citrus Ridge (12,015) | 3,800 | 0.481 | 0.09 | 0.03 | 0.00 |
| Haines City (19,498) | 3,801 | 0.481 | 0.09 | 0.03 | 0.00 |
| Westwood Lakes (12,005) | 3,811 | 0.478 | 0.09 | 0.03 | 0.00 |
| Port St. John (12,112) | 3,821 | 0.476 | 0.09 | 0.03 | 0.00 |
| Goldenrod (12,871) | 3,841 | 0.473 | 0.09 | 0.03 | 0.00 |
| West Pensacola (21,939) | 3,860 | 0.469 | 0.09 | 0.03 | 0.00 |
| Bayshore Gardens (17,350) | 3,876 | 0.467 | 0.09 | 0.03 | 0.00 |
| Meadow Woods (11,286) | 3,899 | 0.464 | 0.09 | 0.03 | 0.00 |
| Bay Hill (5,177) | 3,913 | 0.462 | 0.09 | 0.03 | 0.00 |
| Englewood (16,196) | 3,924 | 0.460 | 0.09 | 0.03 | 0.00 |
| Palmetto (14,986) | 3,946 | 0.456 | 0.09 | 0.03 | 0.00 |
| Wilton Manors (13,312) | 3,948 | 0.456 | 0.09 | 0.03 | 0.00 |
| Poinciana (13,647) | 3,967 | 0.453 | 0.09 | 0.03 | 0.00 |
| Key Largo (11,886) | 3,973 | 0.452 | 0.09 | 0.03 | 0.00 |
| South Venice (13,539) | 4,022 | 0.442 | 0.08 | 0.03 | 0.00 |
| Sunny Isles Beach (15,631) | 4,027 | 0.441 | 0.08 | 0.03 | 0.00 |
| Lantana (13,866) | 4,028 | 0.441 | 0.08 | 0.03 | 0.00 |
| Lockhart (12,944) | 4,030 | 0.441 | 0.08 | 0.03 | 0.00 |
| Lake Wales (18,327) | 4,045 | 0.440 | 0.08 | 0.03 | 0.00 |
| Fairview Shores (13,898) | 4,052 | 0.439 | 0.08 | 0.03 | 0.00 |
| St. Pete Beach (10,331) | 4,059 | 0.439 | 0.08 | 0.03 | 0.00 |
| Sanibel (6,212) | 4,062 | 0.438 | 0.08 | 0.03 | 0.00 |
| Jasmine Estates (18,213) | 4,070 | 0.438 | 0.08 | 0.03 | 0.00 |
| South Daytona (15,655) | 4,083 | 0.436 | 0.08 | 0.03 | 0.00 |
| Immokalee (19,763) | 4,129 | 0.429 | 0.08 | 0.03 | 0.00 |
| New Port Richey (18,488) | 4,142 | 0.427 | 0.08 | 0.03 | 0.00 |
| Cocoa (17,559) | 4,157 | 0.424 | 0.08 | 0.03 | 0.00 |
| Siesta Key (7,150) | 4,162 | 0.424 | 0.08 | 0.03 | 0.00 |
| Middleburg (10,338) | 4,176 | 0.422 | 0.08 | 0.03 | 0.00 |
| Gulf Breeze (8,850) | 4,223 | 0.415 | 0.08 | 0.02 | 0.00 |
| Orange Park (9,751) | 4,227 | 0.415 | 0.08 | 0.02 | 0.00 |
| Warrington (15,207) | 4,240 | 0.414 | 0.08 | 0.02 | 0.00 |
| Tequesta (7,863) | 4,246 | 0.413 | 0.08 | 0.02 | 0.00 |
| Villas (11,346) | 4,265 | 0.410 | 0.08 | 0.02 | 0.00 |
| Upper Grand Lagoon (10,889) | 4,278 | 0.409 | 0.08 | 0.02 | 0.00 |
| St. Augustine (14,033) | 4,298 | 0.405 | 0.08 | 0.02 | 0.00 |
| Union Park (10,191) | 4,317 | 0.402 | 0.08 | 0.02 | 0.00 |
| Lakes by the Bay (9,055) | 4,343 | 0.398 | 0.07 | 0.02 | 0.00 |
| Indian River Shores (4,004) | 4,360 | 0.396 | 0.07 | 0.02 | 0.00 |
| Cypress Gardens (8,844) | 4,378 | 0.393 | 0.07 | 0.02 | 0.00 |
| Iona (11,756) | 4,413 | 0.389 | 0.07 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| St. Augustine Beach (9,910) | 4,440 | 0.385 | 0.07 | 0.02 | 0.00 |
| South Patrick Shores (8,913) | 4,451 | 0.384 | 0.07 | 0.02 | 0.00 |
| Zephyrhills (15,521) | 4,466 | 0.382 | 0.07 | 0.02 | 0.00 |
| East Perrine (7,079) | 4,467 | 0.382 | 0.07 | 0.02 | 0.00 |
| Cypress Lake (12,072) | 4,471 | 0.382 | 0.07 | 0.02 | 0.00 |
| Hudson (12,765) | 4,498 | 0.378 | 0.07 | 0.02 | 0.00 |
| Palm Springs (11,699) | 4,518 | 0.376 | 0.07 | 0.02 | 0.00 |
| Cape Canaveral (13,548) | 4,543 | 0.373 | 0.07 | 0.02 | 0.00 |
| Hobe Sound (11,376) | 4,559 | 0.371 | 0.07 | 0.02 | 0.00 |
| Estero (9,503) | 4,560 | 0.371 | 0.07 | 0.02 | 0.00 |
| Indian Harbour Beach (9,648) | 4,573 | 0.369 | 0.07 | 0.02 | 0.00 |
| Bee Ridge (8,744) | 4,583 | 0.369 | 0.07 | 0.02 | 0.00 |
| Pinewood (16,523) | 4,585 | 0.368 | 0.07 | 0.02 | 0.00 |
| McGregor (7,136) | 4,594 | 0.367 | 0.07 | 0.02 | 0.00 |
| Gulf Gate Estates (11,647) | 4,606 | 0.366 | 0.07 | 0.02 | 0.00 |
| Alachua (10,704) | 4,624 | 0.364 | 0.07 | 0.02 | 0.00 |
| Jensen Beach (11,100) | 4,627 | 0.363 | 0.07 | 0.02 | 0.00 |
| Port Salerno (10,141) | 4,643 | 0.361 | 0.07 | 0.02 | 0.00 |
| North Andrews Gardens (9,656) | 4,652 | 0.359 | 0.07 | 0.02 | 0.00 |
| Sawgrass (4,942) | 4,677 | 0.357 | 0.07 | 0.02 | 0.00 |
| Princeton (10,090) | 4,680 | 0.356 | 0.07 | 0.02 | 0.00 |
| Highland Beach (5,388) | 4,730 | 0.351 | 0.07 | 0.02 | 0.00 |
| Sweetwater (13,331) | 4,749 | 0.349 | 0.07 | 0.02 | 0.00 |
| Gulfport (13,401) | 4,790 | 0.345 | 0.06 | 0.02 | 0.00 |
| Apollo Beach (7,444) | 4,811 | 0.342 | 0.06 | 0.02 | 0.00 |
| Elfers (13,161) | 4,826 | 0.341 | 0.06 | 0.02 | 0.00 |
| Three Lakes (6,955) | 4,829 | 0.341 | 0.06 | 0.02 | 0.00 |
| Belle Glade (16,641) | 4,856 | 0.338 | 0.06 | 0.02 | 0.00 |
| Holly Hill (14,117) | 4,874 | 0.336 | 0.06 | 0.02 | 0.00 |
| South Beach (3,457) | 4,880 | 0.336 | 0.06 | 0.02 | 0.00 |
| Lakewood Park (10,458) | 4,896 | 0.334 | 0.06 | 0.02 | 0.00 |
| Wesley Chapel (5,691) | 4,915 | 0.332 | 0.06 | 0.02 | 0.00 |
| Marathon (10,255) | 4,934 | 0.330 | 0.06 | 0.02 | 0.00 |
| Azalea Park (11,073) | 4,982 | 0.325 | 0.06 | 0.02 | 0.00 |
| Fern Park (8,318) | 5,003 | 0.322 | 0.06 | 0.02 | 0.00 |
| Milton (11,980) | 5,009 | 0.322 | 0.06 | 0.02 | 0.00 |
| Fort Myers Beach (7,474) | 5,015 | 0.321 | 0.06 | 0.02 | 0.00 |
| Neptune Beach (6,681) | 5,028 | 0.320 | 0.06 | 0.02 | 0.00 |
| Cheval (7,602) | 5,041 | 0.318 | 0.06 | 0.02 | 0.00 |
| The Villages (8,333) | 5,060 | 0.317 | 0.06 | 0.02 | 0.00 |
| Laurel (8,393) | 5,064 | 0.316 | 0.06 | 0.02 | 0.00 |
| Homosassa Springs (12,458) | 5,100 | 0.312 | 0.06 | 0.02 | 0.00 |
| Lake Park (10,243) | 5,114 | 0.311 | 0.06 | 0.02 | 0.00 |
| Lake City (13,180) | 5,144 | 0.308 | 0.06 | 0.02 | 0.00 |
| Yulee (8,392) | 5,152 | 0.307 | 0.06 | 0.02 | 0.00 |

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Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Hamptons at Boca Raton (11,306) | 5,159 | 0.307 | 0.06 | 0.02 | 0.00 |
| Heathrow (4,068) | 5,164 | 0.306 | 0.06 | 0.02 | 0.00 |
| Palm Springs North (5,460) | 5,199 | 0.303 | 0.06 | 0.02 | 0.00 |
| Lake Lorraine (7,106) | 5,215 | 0.301 | 0.06 | 0.02 | 0.00 |
| Ponce Inlet (6,433) | 5,228 | 0.299 | 0.06 | 0.02 | 0.00 |
| Pebble Creek (4,824) | 5,295 | 0.295 | 0.06 | 0.02 | 0.00 |
| Treasure Island (7,749) | 5,329 | 0.292 | 0.05 | 0.02 | 0.00 |
| Melrose Park (7,114) | 5,346 | 0.291 | 0.05 | 0.02 | 0.00 |
| Clewiston (8,758) | 5,347 | 0.290 | 0.05 | 0.02 | 0.00 |
| Boyette (5,895) | 5,350 | 0.290 | 0.05 | 0.02 | 0.00 |
| Opa-locka (16,506) | 5,358 | 0.289 | 0.05 | 0.02 | 0.00 |
| Richmond Heights (8,479) | 5,362 | 0.289 | 0.05 | 0.02 | 0.00 |
| Mims (9,147) | 5,377 | 0.288 | 0.05 | 0.02 | 0.00 |
| Lake Lucerne (9,132) | 5,388 | 0.287 | 0.05 | 0.02 | 0.00 |
| Seminole (10,890) | 5,414 | 0.284 | 0.05 | 0.02 | 0.00 |
| Indian Rocks Beach (5,843) | 5,445 | 0.281 | 0.05 | 0.02 | 0.00 |
| Williamsburg (6,736) | 5,454 | 0.279 | 0.05 | 0.02 | 0.00 |
| Southgate (7,455) | 5,470 | 0.278 | 0.05 | 0.02 | 0.00 |
| Tierra Verde (3,574) | 5,491 | 0.276 | 0.05 | 0.02 | 0.00 |
| Kings Point (12,207) | 5,532 | 0.273 | 0.05 | 0.02 | 0.00 |
| Pine Castle (8,803) | 5,555 | 0.271 | 0.05 | 0.02 | 0.00 |
| Medulla (6,637) | 5,579 | 0.269 | 0.05 | 0.02 | 0.00 |
| Mango (8,842) | 5,592 | 0.268 | 0.05 | 0.02 | 0.00 |
| New Port Richey East (9,916) | 5,607 | 0.267 | 0.05 | 0.02 | 0.00 |
| Boca Pointe (3,302) | 5,613 | 0.267 | 0.05 | 0.02 | 0.00 |
| Gibsonton (8,752) | 5,628 | 0.266 | 0.05 | 0.02 | 0.00 |
| Ormond-By-The-Sea (8,430) | 5,668 | 0.263 | 0.05 | 0.02 | 0.00 |
| Trinity (4,279) | 5,669 | 0.263 | 0.05 | 0.02 | 0.00 |
| Samsula-Spruce Creek (4,877) | 5,721 | 0.259 | 0.05 | 0.02 | 0.00 |
| Venice Gardens (7,466) | 5,723 | 0.259 | 0.05 | 0.02 | 0.00 |
| Southchase (4,633) | 5,769 | 0.255 | 0.05 | 0.02 | 0.00 |
| South Sarasota (5,314) | 5,805 | 0.252 | 0.05 | 0.01 | 0.00 |
| Naples Park (6,741) | 5,808 | 0.252 | 0.05 | 0.01 | 0.00 |
| Hypoluxo (5,579) | 5,829 | 0.251 | 0.05 | 0.01 | 0.00 |
| Westview (9,692) | 5,832 | 0.250 | 0.05 | 0.01 | 0.00 |
| Sugarmill Woods (6,409) | 5,859 | 0.249 | 0.05 | 0.01 | 0.00 |
| Green Cove Springs (8,281) | 5,866 | 0.248 | 0.05 | 0.01 | 0.00 |
| Collier Manor-Cresthaven (7,741) | 5,919 | 0.244 | 0.05 | 0.01 | 0.00 |
| Islamorada (6,551) | 5,923 | 0.243 | 0.05 | 0.01 | 0.00 |
| Pace (7,393) | 5,940 | 0.241 | 0.05 | 0.01 | 0.00 |
| Andover (8,489) | 5,942 | 0.241 | 0.05 | 0.01 | 0.00 |
| Shady Hills (7,798) | 5,947 | 0.241 | 0.05 | 0.01 | 0.00 |
| Sebring (11,400) | 5,959 | 0.240 | 0.05 | 0.01 | 0.00 |
| Springfield (9,540) | 5,987 | 0.237 | 0.04 | 0.01 | 0.00 |
| Thonotosassa (6,091) | 6,026 | 0.235 | 0.04 | 0.01 | 0.00 |

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Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Micco (9,498) | 6,028 | 0.235 | 0.04 | 0.01 | 0.00 |
| St. Augustine South (5,035) | 6,037 | 0.234 | 0.04 | 0.01 | 0.00 |
| West Vero Corridor (7,695) | 6,053 | 0.233 | 0.04 | 0.01 | 0.00 |
| South Gate Ridge (5,655) | 6,061 | 0.233 | 0.04 | 0.01 | 0.00 |
| South Highpoint (8,839) | 6,071 | 0.232 | 0.04 | 0.01 | 0.00 |
| Belleair (4,099) | 6,089 | 0.232 | 0.04 | 0.01 | 0.00 |
| Broadview Park (6,798) | 6,090 | 0.231 | 0.04 | 0.01 | 0.00 |
| Fellsmere (8,500) | 6,101 | 0.231 | 0.04 | 0.01 | 0.00 |
| Eglin AFB (8,082) | 6,103 | 0.231 | 0.04 | 0.01 | 0.00 |
| Valrico (6,582) | 6,112 | 0.230 | 0.04 | 0.01 | 0.00 |
| Feather Sound (3,597) | 6,126 | 0.229 | 0.04 | 0.01 | 0.00 |
| Timber Pines (5,840) | 6,143 | 0.228 | 0.04 | 0.01 | 0.00 |
| Mission Bay (2,926) | 6,152 | 0.227 | 0.04 | 0.01 | 0.00 |
| Rotonda (6,574) | 6,163 | 0.227 | 0.04 | 0.01 | 0.00 |
| Whiskey Creek (4,806) | 6,212 | 0.223 | 0.04 | 0.01 | 0.00 |
| Holmes Beach (5,524) | 6,225 | 0.222 | 0.04 | 0.01 | 0.00 |
| Orange City (9,186) | 6,246 | 0.221 | 0.04 | 0.01 | 0.00 |
| West Perrine (8,600) | 6,284 | 0.218 | 0.04 | 0.01 | 0.00 |
| Daytona Beach Shores (5,571) | 6,288 | 0.218 | 0.04 | 0.01 | 0.00 |
| Palatka (13,449) | 6,290 | 0.218 | 0.04 | 0.01 | 0.00 |
| North Bay Village (7,088) | 6,297 | 0.217 | 0.04 | 0.01 | 0.00 |
| Brownsville (14,393) | 6,301 | 0.217 | 0.04 | 0.01 | 0.00 |
| The Meadows (4,423) | 6,305 | 0.217 | 0.04 | 0.01 | 0.00 |
| Vamo (5,285) | 6,306 | 0.217 | 0.04 | 0.01 | 0.00 |
| Valparaiso (6,129) | 6,311 | 0.216 | 0.04 | 0.01 | 0.00 |
| Westgate-Belvedere Homes (8,134) | 6,330 | 0.215 | 0.04 | 0.01 | 0.00 |
| Hernando (8,253) | 6,338 | 0.215 | 0.04 | 0.01 | 0.00 |
| Inverness (9,002) | 6,356 | 0.214 | 0.04 | 0.01 | 0.00 |
| Pine Ridge (5,490) | 6,367 | 0.213 | 0.04 | 0.01 | 0.00 |
| Memphis (7,264) | 6,399 | 0.211 | 0.04 | 0.01 | 0.00 |
| West Bradenton (4,444) | 6,417 | 0.210 | 0.04 | 0.01 | 0.00 |
| Sewall's Point (2,411) | 6,423 | 0.210 | 0.04 | 0.01 | 0.00 |
| Ruskin (8,321) | 6,426 | 0.210 | 0.04 | 0.01 | 0.00 |
| Seffner (5,467) | 6,461 | 0.208 | 0.04 | 0.01 | 0.00 |
| Flagler Beach (6,139) | 6,465 | 0.208 | 0.04 | 0.01 | 0.00 |
| Jan Phyl Village (5,633) | 6,473 | 0.207 | 0.04 | 0.01 | 0.00 |
| Gateway (2,943) | 6,481 | 0.207 | 0.04 | 0.01 | 0.00 |
| Gladeview (14,468) | 6,484 | 0.206 | 0.04 | 0.01 | 0.00 |
| Osprey (4,143) | 6,488 | 0.206 | 0.04 | 0.01 | 0.00 |
| Macclenny (7,219) | 6,500 | 0.206 | 0.04 | 0.01 | 0.00 |
| Surfside (4,492) | 6,529 | 0.204 | 0.04 | 0.01 | 0.00 |
| Winston (9,024) | 6,552 | 0.203 | 0.04 | 0.01 | 0.00 |
| Avon Park (9,613) | 6,566 | 0.202 | 0.04 | 0.01 | 0.00 |
| Lake Sarasota (4,458) | 6,592 | 0.201 | 0.04 | 0.01 | 0.00 |
| Big Pine Key (5,032) | 6,604 | 0.200 | 0.04 | 0.01 | 0.00 |

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Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Gifford (7,599) | 6,611 | 0.200 | 0.04 | 0.01 | 0.00 |
| North Sarasota (6,738) | 6,624 | 0.199 | 0.04 | 0.01 | 0.00 |
| Arcadia (8,887) | 6,634 | 0.199 | 0.04 | 0.01 | 0.00 |
| Opa-locka North (6,224) | 6,645 | 0.198 | 0.04 | 0.01 | 0.00 |
| Pompano Beach Highlands (6,505) | 6,672 | 0.197 | 0.04 | 0.01 | 0.00 |
| Dade City (8,081) | 6,689 | 0.196 | 0.04 | 0.01 | 0.00 |
| Lake Clarke Shores (3,548) | 6,713 | 0.194 | 0.04 | 0.01 | 0.00 |
| Whisper Walk (5,135) | 6,716 | 0.194 | 0.04 | 0.01 | 0.00 |
| Pahokee (8,114) | 6,725 | 0.194 | 0.04 | 0.01 | 0.00 |
| Indian River Estates (5,793) | 6,768 | 0.192 | 0.04 | 0.01 | 0.00 |
| Fort Myers Shores (5,793) | 6,773 | 0.191 | 0.04 | 0.01 | 0.00 |
| Naples Manor (5,186) | 6,776 | 0.191 | 0.04 | 0.01 | 0.00 |
| West Miami (6,123) | 6,787 | 0.191 | 0.04 | 0.01 | 0.00 |
| Ridge Wood Heights (5,028) | 6,801 | 0.190 | 0.04 | 0.01 | 0.00 |
| Juno Beach (3,814) | 6,841 | 0.188 | 0.04 | 0.01 | 0.00 |
| Lecanto (5,161) | 6,844 | 0.188 | 0.04 | 0.01 | 0.00 |
| Orlovista (6,047) | 6,846 | 0.188 | 0.04 | 0.01 | 0.00 |
| Hutchinson Island South (4,846) | 6,852 | 0.187 | 0.04 | 0.01 | 0.00 |
| Brooksville (8,205) | 6,874 | 0.187 | 0.04 | 0.01 | 0.00 |
| Sky Lake (5,651) | 6,893 | 0.186 | 0.03 | 0.01 | 0.00 |
| Beverly Hills (8,317) | 6,908 | 0.185 | 0.03 | 0.01 | 0.00 |
| Butler Beach (4,436) | 6,938 | 0.183 | 0.03 | 0.01 | 0.00 |
| Quincy (6,954) | 6,950 | 0.183 | 0.03 | 0.01 | 0.00 |
| Celebration (2,736) | 6,967 | 0.181 | 0.03 | 0.01 | 0.00 |
| Nassau Village-Ratliff (4,667) | 6,977 | 0.181 | 0.03 | 0.01 | 0.00 |
| Fruitland Park (4,997) | 6,990 | 0.180 | 0.03 | 0.01 | 0.00 |
| Ocean City (5,594) | 7,014 | 0.179 | 0.03 | 0.01 | 0.00 |
| Beacon Square (7,263) | 7,015 | 0.179 | 0.03 | 0.01 | 0.00 |
| St. Augustine Shores (4,922) | 7,035 | 0.178 | 0.03 | 0.01 | 0.00 |
| Fort Meade (5,971) | 7,070 | 0.176 | 0.03 | 0.01 | 0.00 |
| Lochmoor Waterway Estates (3,858) | 7,075 | 0.176 | 0.03 | 0.01 | 0.00 |
| Okeechobee (7,206) | 7,081 | 0.175 | 0.03 | 0.01 | 0.00 |
| East Lake-Orient Park (5,703) | 7,090 | 0.175 | 0.03 | 0.01 | 0.00 |
| Bay Harbor Islands (5,064) | 7,105 | 0.174 | 0.03 | 0.01 | 0.00 |
| Live Oak (7,995) | 7,110 | 0.174 | 0.03 | 0.01 | 0.00 |
| Melbourne Beach (3,415) | 7,115 | 0.174 | 0.03 | 0.01 | 0.00 |
| Willow Oak (4,917) | 7,117 | 0.174 | 0.03 | 0.01 | 0.00 |
| Citrus Hills (4,029) | 7,124 | 0.174 | 0.03 | 0.01 | 0.00 |
| Fort Pierce North (7,386) | 7,190 | 0.171 | 0.03 | 0.01 | 0.00 |
| Windermere (2,152) | 7,195 | 0.171 | 0.03 | 0.01 | 0.00 |
| Buckingham (3,742) | 7,196 | 0.171 | 0.03 | 0.01 | 0.00 |
| June Park (4,367) | 7,208 | 0.170 | 0.03 | 0.01 | 0.00 |
| Indialantic (3,052) | 7,221 | 0.169 | 0.03 | 0.01 | 0.00 |
| Atlantis (2,628) | 7,288 | 0.167 | 0.03 | 0.01 | 0.00 |
| Broadview-Pompano Park (5,314) | 7,315 | 0.165 | 0.03 | 0.01 | 0.00 |

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|--------------------------------------|----------|-----------|---------|----------|-------|
| Golden Lakes (6,694) | 7,317 | 0.165 | 0.03 | 0.01 | 0.00 |
| Pine Island Ridge (5,199) | 7,342 | 0.165 | 0.03 | 0.01 | 0.00 |
| Mary Esther (4,303) | 7,357 | 0.164 | 0.03 | 0.01 | 0.00 |
| Fussels Corner (5,313) | 7,373 | 0.163 | 0.03 | 0.01 | 0.00 |
| Vineyards (2,232) | 7,392 | 0.162 | 0.03 | 0.01 | 0.00 |
| Holden Heights (3,856) | 7,409 | 0.162 | 0.03 | 0.01 | 0.00 |
| Inwood (6,925) | 7,426 | 0.161 | 0.03 | 0.01 | 0.00 |
| White City (4,221) | 7,476 | 0.159 | 0.03 | 0.01 | 0.00 |
| Fort Pierce South (5,672) | 7,485 | 0.159 | 0.03 | 0.01 | 0.00 |
| Silver Springs Shores (6,690) | 7,491 | 0.158 | 0.03 | 0.01 | 0.00 |
| Gibsonia (4,507) | 7,530 | 0.157 | 0.03 | 0.01 | 0.00 |
| Parker (4,888) | 7,554 | 0.156 | 0.03 | 0.01 | 0.00 |
| High Springs (5,085) | 7,562 | 0.156 | 0.03 | 0.01 | 0.00 |
| Wesley Chapel South (3,245) | 7,563 | 0.156 | 0.03 | 0.01 | 0.00 |
| Lely (3,857) | 7,576 | 0.156 | 0.03 | 0.01 | 0.00 |
| Lake Forest (4,994) | 7,601 | 0.155 | 0.03 | 0.01 | 0.00 |
| Harbor Bluffs (2,807) | 7,619 | 0.154 | 0.03 | 0.01 | 0.00 |
| Southeast Arcadia (6,064) | 7,621 | 0.154 | 0.03 | 0.01 | 0.00 |
| Country Estates (1,910) | 7,624 | 0.154 | 0.03 | 0.01 | 0.00 |
| Bonnie Lock-Woodsetter North (4,275) | 7,640 | 0.153 | 0.03 | 0.01 | 0.00 |
| Starke (6,322) | 7,644 | 0.153 | 0.03 | 0.01 | 0.00 |
| Labelle (5,396) | 7,649 | 0.152 | 0.03 | 0.01 | 0.00 |
| Pretty Bayou (3,519) | 7,668 | 0.152 | 0.03 | 0.01 | 0.00 |
| Desoto Lakes (3,198) | 7,693 | 0.151 | 0.03 | 0.01 | 0.00 |
| Combee Settlement (5,436) | 7,702 | 0.150 | 0.03 | 0.01 | 0.00 |
| Wedgfield (2,700) | 7,736 | 0.149 | 0.03 | 0.01 | 0.00 |
| Cocoa West (5,921) | 7,743 | 0.149 | 0.03 | 0.01 | 0.00 |
| West Samoset (5,507) | 7,763 | 0.148 | 0.03 | 0.01 | 0.00 |
| Cortez (4,491) | 7,785 | 0.147 | 0.03 | 0.01 | 0.00 |
| Inverness Highlands South (5,781) | 7,803 | 0.146 | 0.03 | 0.01 | 0.00 |
| Perry (6,290) | 7,808 | 0.146 | 0.03 | 0.01 | 0.00 |
| Madeira Beach (4,438) | 7,826 | 0.145 | 0.03 | 0.01 | 0.00 |
| Newberry (4,766) | 7,830 | 0.145 | 0.03 | 0.01 | 0.00 |
| Indiantown (5,588) | 7,847 | 0.145 | 0.03 | 0.01 | 0.00 |
| Bal Harbour (3,425) | 7,862 | 0.144 | 0.03 | 0.01 | 0.00 |
| Bithlo (4,626) | 7,915 | 0.143 | 0.03 | 0.01 | 0.00 |
| Edgewood (2,813) | 7,934 | 0.142 | 0.03 | 0.01 | 0.00 |
| South Pasadena (5,642) | 7,939 | 0.142 | 0.03 | 0.01 | 0.00 |
| Malabar (3,188) | 7,952 | 0.141 | 0.03 | 0.01 | 0.00 |
| Three Oaks (2,255) | 7,969 | 0.141 | 0.03 | 0.01 | 0.00 |
| Port St. Lucie-River Park (5,175) | 7,983 | 0.140 | 0.03 | 0.01 | 0.00 |
| Whitfield (2,984) | 8,057 | 0.137 | 0.03 | 0.01 | 0.00 |
| Kensington Park (3,720) | 8,082 | 0.136 | 0.03 | 0.01 | 0.00 |
| Cedar Grove (5,303) | 8,088 | 0.136 | 0.03 | 0.01 | 0.00 |
| Chattahoochee (5,399) | 8,089 | 0.136 | 0.03 | 0.01 | 0.00 |

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Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Kenneth City (4,487) | 8,094 | 0.136 | 0.03 | 0.01 | 0.00 |
| Lakeside Green (3,311) | 8,110 | 0.136 | 0.03 | 0.01 | 0.00 |
| Lake Alfred (4,112) | 8,122 | 0.135 | 0.03 | 0.01 | 0.00 |
| Florida City (10,131) | 8,131 | 0.135 | 0.03 | 0.01 | 0.00 |
| Green Meadow (1,874) | 8,161 | 0.134 | 0.03 | 0.01 | 0.00 |
| Wimauma (4,246) | 8,176 | 0.133 | 0.03 | 0.01 | 0.00 |
| Sunshine Ranches (1,704) | 8,183 | 0.133 | 0.03 | 0.01 | 0.00 |
| South Apopka (5,800) | 8,194 | 0.132 | 0.02 | 0.01 | 0.00 |
| Crystal River (3,984) | 8,195 | 0.132 | 0.02 | 0.01 | 0.00 |
| Warm Mineral Springs (4,811) | 8,196 | 0.132 | 0.02 | 0.01 | 0.00 |
| Hillsboro Beach (2,826) | 8,216 | 0.132 | 0.02 | 0.01 | 0.00 |
| St. James City (4,105) | 8,232 | 0.131 | 0.02 | 0.01 | 0.00 |
| Goulds (7,453) | 8,245 | 0.131 | 0.02 | 0.01 | 0.00 |
| Villages of Oriole (4,758) | 8,249 | 0.131 | 0.02 | 0.01 | 0.00 |
| Asbury Lake (2,228) | 8,256 | 0.130 | 0.02 | 0.01 | 0.00 |
| Marianna (6,107) | 8,260 | 0.130 | 0.02 | 0.01 | 0.00 |
| Odessa (3,173) | 8,268 | 0.130 | 0.02 | 0.01 | 0.00 |
| Biscayne Park (2,967) | 8,340 | 0.128 | 0.02 | 0.01 | 0.00 |
| Century Village (7,616) | 8,353 | 0.128 | 0.02 | 0.01 | 0.00 |
| Pembroke Park (6,299) | 8,374 | 0.127 | 0.02 | 0.01 | 0.00 |
| Floral City (4,989) | 8,431 | 0.126 | 0.02 | 0.01 | 0.00 |
| Stock Island (4,410) | 8,465 | 0.124 | 0.02 | 0.01 | 0.00 |
| Zephyrhills West (5,242) | 8,520 | 0.123 | 0.02 | 0.01 | 0.00 |
| Villano Beach (2,533) | 8,527 | 0.122 | 0.02 | 0.01 | 0.00 |
| North Weeki Wachee (4,253) | 8,564 | 0.121 | 0.02 | 0.01 | 0.00 |
| North River Shores (3,101) | 8,572 | 0.121 | 0.02 | 0.01 | 0.00 |
| Ocean Ridge (1,915) | 8,592 | 0.121 | 0.02 | 0.01 | 0.00 |
| Chambers Estates (3,556) | 8,615 | 0.120 | 0.02 | 0.01 | 0.00 |
| Terra Mar (2,631) | 8,667 | 0.118 | 0.02 | 0.01 | 0.00 |
| Fish Hawk (1,991) | 8,710 | 0.117 | 0.02 | 0.01 | 0.00 |
| De Funiak Springs (5,297) | 8,756 | 0.116 | 0.02 | 0.01 | 0.00 |
| Suncoast Estates (4,867) | 8,782 | 0.115 | 0.02 | 0.01 | 0.00 |
| Lower Grand Lagoon (4,082) | 8,784 | 0.115 | 0.02 | 0.01 | 0.00 |
| Kathleen (3,280) | 8,795 | 0.115 | 0.02 | 0.01 | 0.00 |
| Harbour Heights (2,873) | 8,827 | 0.114 | 0.02 | 0.01 | 0.00 |
| Broward Estates (3,416) | 8,831 | 0.114 | 0.02 | 0.01 | 0.00 |
| Geneva (2,601) | 8,837 | 0.114 | 0.02 | 0.01 | 0.00 |
| Ridge Manor (4,108) | 8,842 | 0.113 | 0.02 | 0.01 | 0.00 |
| West De Land (3,424) | 8,869 | 0.113 | 0.02 | 0.01 | 0.00 |
| Belleview (4,750) | 8,910 | 0.111 | 0.02 | 0.01 | 0.00 |
| Citrus Springs (4,157) | 8,946 | 0.110 | 0.02 | 0.01 | 0.00 |
| Port St. Joe (3,616) | 8,987 | 0.109 | 0.02 | 0.01 | 0.00 |
| Wauchula (4,671) | 9,011 | 0.108 | 0.02 | 0.01 | 0.00 |
| Palm Beach Shores (2,553) | 9,032 | 0.108 | 0.02 | 0.01 | 0.00 |
| Mount Plymouth (2,814) | 9,071 | 0.107 | 0.02 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Big Coppitt Key (2,595) | 9,160 | 0.105 | 0.02 | 0.01 | 0.00 |
| Woodville (3,006) | 9,167 | 0.105 | 0.02 | 0.01 | 0.00 |
| Port Richey (4,266) | 9,174 | 0.104 | 0.02 | 0.01 | 0.00 |
| Nokomis (3,334) | 9,220 | 0.103 | 0.02 | 0.01 | 0.00 |
| Tice (4,538) | 9,231 | 0.103 | 0.02 | 0.01 | 0.00 |
| Carver Ranches (4,299) | 9,273 | 0.102 | 0.02 | 0.01 | 0.00 |
| Hilliard (3,297) | 9,293 | 0.102 | 0.02 | 0.01 | 0.00 |
| Haverhill (2,240) | 9,306 | 0.101 | 0.02 | 0.01 | 0.00 |
| Miramar Beach (2,435) | 9,315 | 0.101 | 0.02 | 0.01 | 0.00 |
| Royal Palm Estates (3,583) | 9,352 | 0.100 | 0.02 | 0.01 | 0.00 |
| Kendall Green (3,084) | 9,363 | 0.100 | 0.02 | 0.01 | 0.00 |
| South Bay (4,620) | 9,486 | 0.097 | 0.02 | 0.01 | 0.00 |
| Rolling Oaks (1,291) | 9,506 | 0.097 | 0.02 | 0.01 | 0.00 |
| Charlotte Harbor (3,647) | 9,534 | 0.096 | 0.02 | 0.01 | 0.00 |
| Umatilla (3,610) | 9,548 | 0.096 | 0.02 | 0.01 | 0.00 |
| Taylor Creek (4,289) | 9,550 | 0.095 | 0.02 | 0.01 | 0.00 |
| Riverland Village (2,108) | 9,593 | 0.095 | 0.02 | 0.01 | 0.00 |
| Wahneta (4,731) | 9,604 | 0.094 | 0.02 | 0.01 | 0.00 |
| Lake Helen (3,015) | 9,654 | 0.093 | 0.02 | 0.01 | 0.00 |
| Port La Belle (3,050) | 9,656 | 0.093 | 0.02 | 0.01 | 0.00 |
| Silver Lake (1,882) | 9,662 | 0.093 | 0.02 | 0.01 | 0.00 |
| Zephyrhills South (4,435) | 9,665 | 0.093 | 0.02 | 0.01 | 0.00 |
| Samoset (3,440) | 9,694 | 0.092 | 0.02 | 0.01 | 0.00 |
| Cleveland (3,268) | 9,695 | 0.092 | 0.02 | 0.01 | 0.00 |
| Bunche Park (3,972) | 9,699 | 0.092 | 0.02 | 0.01 | 0.00 |
| Hernando Beach (2,185) | 9,704 | 0.092 | 0.02 | 0.01 | 0.00 |
| Ellenton (3,142) | 9,720 | 0.091 | 0.02 | 0.01 | 0.00 |
| Laguna Beach (2,909) | 9,746 | 0.091 | 0.02 | 0.01 | 0.00 |
| West Ken-Lark (3,412) | 9,761 | 0.090 | 0.02 | 0.01 | 0.00 |
| Miami Gardens (2,706) | 9,821 | 0.089 | 0.02 | 0.01 | 0.00 |
| Bay Pines (3,065) | 9,825 | 0.089 | 0.02 | 0.01 | 0.00 |
| Lauderdale-by-the-Sea (2,563) | 9,826 | 0.089 | 0.02 | 0.01 | 0.00 |
| Placid Lakes (3,054) | 9,920 | 0.087 | 0.02 | 0.01 | 0.00 |
| Cudjoe Key (1,695) | 9,921 | 0.087 | 0.02 | 0.01 | 0.00 |
| Pompano Estates (3,367) | 9,949 | 0.086 | 0.02 | 0.01 | 0.00 |
| Dundee (3,316) | 9,953 | 0.086 | 0.02 | 0.01 | 0.00 |
| St. George (2,450) | 10,028 | 0.085 | 0.02 | 0.01 | 0.00 |
| Sharpes (3,415) | 10,042 | 0.084 | 0.02 | 0.01 | 0.00 |
| Redington Shores (2,338) | 10,048 | 0.084 | 0.02 | 0.00 | 0.00 |
| Tyndall AFB (2,757) | 10,057 | 0.084 | 0.02 | 0.00 | 0.00 |
| Indian Shores (2,080) | 10,093 | 0.084 | 0.02 | 0.00 | 0.00 |
| El Portal (2,359) | 10,094 | 0.084 | 0.02 | 0.00 | 0.00 |
| North Key Largo (1,049) | 10,111 | 0.083 | 0.02 | 0.00 | 0.00 |
| Seminole Manor (2,546) | 10,149 | 0.082 | 0.02 | 0.00 | 0.00 |
| Pine Manor (3,785) | 10,164 | 0.082 | 0.02 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Glencoe (2,485) | 10,170 | 0.082 | 0.02 | 0.00 | 0.00 |
| Rock Island (3,076) | 10,179 | 0.082 | 0.02 | 0.00 | 0.00 |
| Alva (2,182) | 10,181 | 0.082 | 0.02 | 0.00 | 0.00 |
| Mulberry (3,218) | 10,217 | 0.081 | 0.02 | 0.00 | 0.00 |
| Tavernier (2,173) | 10,321 | 0.079 | 0.01 | 0.00 | 0.00 |
| Homosassa (2,294) | 10,325 | 0.079 | 0.01 | 0.00 | 0.00 |
| Lake Panasoffkee (3,413) | 10,342 | 0.079 | 0.01 | 0.00 | 0.00 |
| Frostproof (2,892) | 10,373 | 0.079 | 0.01 | 0.00 | 0.00 |
| Palm Aire (1,539) | 10,379 | 0.078 | 0.01 | 0.00 | 0.00 |
| Dover (2,798) | 10,397 | 0.078 | 0.01 | 0.00 | 0.00 |
| Sea Ranch Lakes (1,392) | 10,415 | 0.078 | 0.01 | 0.00 | 0.00 |
| Bonifay (4,078) | 10,468 | 0.077 | 0.01 | 0.00 | 0.00 |
| Virginia Gardens (2,139) | 10,489 | 0.077 | 0.01 | 0.00 | 0.00 |
| Belleair Beach (1,333) | 10,560 | 0.076 | 0.01 | 0.00 | 0.00 |
| Bowling Green (2,999) | 10,568 | 0.076 | 0.01 | 0.00 | 0.00 |
| Astatula (2,647) | 10,610 | 0.075 | 0.01 | 0.00 | 0.00 |
| Loch Lomond (3,537) | 10,615 | 0.075 | 0.01 | 0.00 | 0.00 |
| Redington Beach (1,520) | 10,630 | 0.074 | 0.01 | 0.00 | 0.00 |
| Tedder (2,079) | 10,631 | 0.074 | 0.01 | 0.00 | 0.00 |
| Dade City North (3,319) | 10,649 | 0.074 | 0.01 | 0.00 | 0.00 |
| Chipley (3,811) | 10,671 | 0.074 | 0.01 | 0.00 | 0.00 |
| Anna Maria (2,041) | 10,687 | 0.074 | 0.01 | 0.00 | 0.00 |
| Brookridge (3,279) | 10,747 | 0.073 | 0.01 | 0.00 | 0.00 |
| Chuluota (1,921) | 10,772 | 0.072 | 0.01 | 0.00 | 0.00 |
| Ridgecrest (2,453) | 10,846 | 0.071 | 0.01 | 0.00 | 0.00 |
| Tangelo Park (2,430) | 10,876 | 0.071 | 0.01 | 0.00 | 0.00 |
| Williston (3,056) | 10,893 | 0.070 | 0.01 | 0.00 | 0.00 |
| Burnt Store Marina (1,271) | 10,911 | 0.070 | 0.01 | 0.00 | 0.00 |
| North Redington Beach (1,692) | 10,932 | 0.070 | 0.01 | 0.00 | 0.00 |
| Eagle Lake (2,486) | 10,972 | 0.069 | 0.01 | 0.00 | 0.00 |
| Monticello (2,689) | 10,996 | 0.069 | 0.01 | 0.00 | 0.00 |
| Punta Rassa (1,731) | 11,000 | 0.069 | 0.01 | 0.00 | 0.00 |
| Olga (1,398) | 11,021 | 0.069 | 0.01 | 0.00 | 0.00 |
| Naranja (4,034) | 11,075 | 0.068 | 0.01 | 0.00 | 0.00 |
| Twin Lakes (1,875) | 11,081 | 0.068 | 0.01 | 0.00 | 0.00 |
| High Point (2,973) | 11,095 | 0.068 | 0.01 | 0.00 | 0.00 |
| Groveland (2,360) | 11,099 | 0.067 | 0.01 | 0.00 | 0.00 |
| Zephyrhills North (2,544) | 11,140 | 0.067 | 0.01 | 0.00 | 0.00 |
| Zellwood (2,540) | 11,174 | 0.066 | 0.01 | 0.00 | 0.00 |
| Sylvan Shores (2,424) | 11,238 | 0.065 | 0.01 | 0.00 | 0.00 |
| Bokeelia (1,997) | 11,285 | 0.065 | 0.01 | 0.00 | 0.00 |
| Lely Resort (1,426) | 11,316 | 0.064 | 0.01 | 0.00 | 0.00 |
| Belleair Bluffs (2,217) | 11,322 | 0.064 | 0.01 | 0.00 | 0.00 |
| Wabasso Beach (1,075) | 11,323 | 0.064 | 0.01 | 0.00 | 0.00 |
| Pierson (2,637) | 11,422 | 0.063 | 0.01 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Florida - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|---------------|--------------|--------------|-------------|
| Campbell (2,677) | 11,424 | 0.063 | 0.01 | 0.00 | 0.00 |
| Lake Belvedere Estates (1,525) | 11,475 | 0.062 | 0.01 | 0.00 | 0.00 |
| Progress Village (2,482) | 11,543 | 0.061 | 0.01 | 0.00 | 0.00 |
| Grove City (2,092) | 11,662 | 0.060 | 0.01 | 0.00 | 0.00 |
| Eatonville (2,254) | 11,711 | 0.059 | 0.01 | 0.00 | 0.00 |
| Goulding (4,484) | 11,725 | 0.059 | 0.01 | 0.00 | 0.00 |
| Eastpoint (2,158) | 11,774 | 0.058 | 0.01 | 0.00 | 0.00 |
| Davenport (2,225) | 11,777 | 0.058 | 0.01 | 0.00 | 0.00 |
| Highland City (2,051) | 11,784 | 0.058 | 0.01 | 0.00 | 0.00 |
| Wildwood (2,774) | 11,815 | 0.058 | 0.01 | 0.00 | 0.00 |
| De Leon Springs (2,358) | 11,830 | 0.058 | 0.01 | 0.00 | 0.00 |
| East Palatka (1,707) | 11,838 | 0.058 | 0.01 | 0.00 | 0.00 |
| Madison (3,636) | 11,872 | 0.057 | 0.01 | 0.00 | 0.00 |
| Charlotte Park (2,182) | 11,890 | 0.057 | 0.01 | 0.00 | 0.00 |
| Pine Island Center (1,721) | 11,905 | 0.057 | 0.01 | 0.00 | 0.00 |
| Freeport (2,460) | 11,940 | 0.057 | 0.01 | 0.00 | 0.00 |
| Taft (1,938) | 11,970 | 0.056 | 0.01 | 0.00 | 0.00 |
| Gandy (2,031) | 12,093 | 0.055 | 0.01 | 0.00 | 0.00 |
| Keystone Heights (1,530) | 12,154 | 0.054 | 0.01 | 0.00 | 0.00 |
| Crooked Lake Park (1,682) | 12,169 | 0.054 | 0.01 | 0.00 | 0.00 |
| Manasota Key (1,345) | 12,250 | 0.053 | 0.01 | 0.00 | 0.00 |
| Lake Hamilton (1,761) | 12,283 | 0.053 | 0.01 | 0.00 | 0.00 |
| Trenton (2,307) | 12,331 | 0.052 | 0.01 | 0.00 | 0.00 |
| Dunnellon (2,120) | 12,342 | 0.052 | 0.01 | 0.00 | 0.00 |
| Bushnell (2,175) | 12,345 | 0.052 | 0.01 | 0.00 | 0.00 |
| Harlem (2,730) | 12,349 | 0.052 | 0.01 | 0.00 | 0.00 |
| Sneads (1,888) | 12,351 | 0.052 | 0.01 | 0.00 | 0.00 |
| Estates of Fort Lauderdale (1,791) | 12,496 | 0.050 | 0.01 | 0.00 | 0.00 |
| Lake Butler (2,185) | 12,551 | 0.049 | 0.01 | 0.00 | 0.00 |
| Bradenton Beach (1,708) | 12,570 | 0.049 | 0.01 | 0.00 | 0.00 |
| Blountstown (2,358) | 12,603 | 0.049 | 0.01 | 0.00 | 0.00 |
| Oak Hill (1,707) | 12,604 | 0.049 | 0.01 | 0.00 | 0.00 |
| Moore Haven (2,033) | 12,636 | 0.049 | 0.01 | 0.00 | 0.00 |
| Graceville (2,363) | 12,641 | 0.049 | 0.01 | 0.00 | 0.00 |
| Apalachicola (2,279) | 12,799 | 0.047 | 0.01 | 0.00 | 0.00 |
| Total 14,608,548 | | 530.89 | 100.0 | 31.45 | 5.14 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

9.10 CITIES SORTED BY ZIPCODE - FLORIDA

| Florida - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Orange Park (32003; 9,751) | 4,227 | 0.415 | 0.08 | 0.02 | 0.00 |
| Nassau Village-Ratliff (32011; 4,667) | 6,977 | 0.181 | 0.03 | 0.01 | 0.00 |
| Fernandina Beach (32035; 13,617) | 3,719 | 0.497 | 0.09 | 0.03 | 0.00 |
| Yulee (32041; 8,392) | 5,152 | 0.307 | 0.06 | 0.02 | 0.00 |
| Asbury Lake (32043; 2,228) | 8,256 | 0.130 | 0.02 | 0.01 | 0.00 |
| Green Cove Springs (32043; 8,281) | 5,866 | 0.248 | 0.05 | 0.01 | 0.00 |
| Hilliard (32046; 3,297) | 9,293 | 0.102 | 0.02 | 0.01 | 0.00 |
| Middleburg (32050; 10,338) | 4,176 | 0.422 | 0.08 | 0.03 | 0.00 |
| Lake City (32055; 13,180) | 5,144 | 0.308 | 0.06 | 0.02 | 0.00 |
| Lake Butler (32061; 2,185) | 12,551 | 0.049 | 0.01 | 0.00 | 0.00 |
| Macclenny (32063; 7,219) | 6,500 | 0.206 | 0.04 | 0.01 | 0.00 |
| Live Oak (32064; 7,995) | 7,110 | 0.174 | 0.03 | 0.01 | 0.00 |
| Lakeside (32065; 30,927) | 1,487 | 1.436 | 0.27 | 0.09 | 0.01 |
| Bellair-Meadowbrook Terrace (32073; 16,539) | 3,114 | 0.627 | 0.12 | 0.04 | 0.01 |
| Sawgrass (32082; 4,942) | 4,677 | 0.357 | 0.07 | 0.02 | 0.00 |
| Palm Valley (32082; 19,860) | 1,746 | 1.209 | 0.23 | 0.07 | 0.01 |
| St. Augustine (32084; 14,033) | 4,298 | 0.405 | 0.08 | 0.02 | 0.00 |
| St. Augustine Beach (32084; 9,910) | 4,440 | 0.385 | 0.07 | 0.02 | 0.00 |
| Butler Beach (32084; 4,436) | 6,938 | 0.183 | 0.03 | 0.01 | 0.00 |
| St. Augustine Shores (32086; 4,922) | 7,035 | 0.178 | 0.03 | 0.01 | 0.00 |
| St. Augustine South (32086; 5,035) | 6,037 | 0.234 | 0.04 | 0.01 | 0.00 |
| Starke (32091; 6,322) | 7,644 | 0.153 | 0.03 | 0.01 | 0.00 |
| Villano Beach (32095; 2,533) | 8,527 | 0.122 | 0.02 | 0.01 | 0.00 |
| Daytona Beach Shores (32116; 5,571) | 6,288 | 0.218 | 0.04 | 0.01 | 0.00 |
| Daytona Beach (32123; 65,393) | 1,439 | 1.485 | 0.28 | 0.09 | 0.01 |
| Port Orange (32124; 80,711) | 664 | 2.795 | 0.53 | 0.17 | 0.03 |
| Holly Hill (32125; 14,117) | 4,874 | 0.336 | 0.06 | 0.02 | 0.00 |
| Ponce Inlet (32127; 6,433) | 5,228 | 0.299 | 0.06 | 0.02 | 0.00 |
| South Daytona (32129; 15,655) | 4,083 | 0.436 | 0.08 | 0.03 | 0.00 |
| De Leon Springs (32130; 2,358) | 11,830 | 0.058 | 0.01 | 0.00 | 0.00 |
| East Palatka (32131; 1,707) | 11,838 | 0.058 | 0.01 | 0.00 | 0.00 |
| Palm Coast (32135; 32,732) | 1,741 | 1.215 | 0.23 | 0.07 | 0.01 |
| Flagler Beach (32136; 6,139) | 6,465 | 0.208 | 0.04 | 0.01 | 0.00 |
| Edgewater (32141; 28,339) | 2,261 | 0.907 | 0.17 | 0.05 | 0.01 |
| Lady Lake (32159; 17,501) | 3,670 | 0.509 | 0.10 | 0.03 | 0.00 |
| The Villages (32162; 8,333) | 5,060 | 0.317 | 0.06 | 0.02 | 0.00 |
| New Smyrna Beach (32168; 26,368) | 2,441 | 0.833 | 0.16 | 0.05 | 0.01 |
| Samsula-Spruce Creek (32168; 4,877) | 5,721 | 0.259 | 0.05 | 0.02 | 0.00 |
| Glencoe (32168; 2,485) | 10,170 | 0.082 | 0.02 | 0.00 | 0.00 |
| Ormond Beach (32175; 43,283) | 1,273 | 1.676 | 0.32 | 0.10 | 0.02 |
| Ormond-By-The-Sea (32176; 8,430) | 5,668 | 0.263 | 0.05 | 0.02 | 0.00 |
| Palatka (32178; 13,449) | 6,290 | 0.218 | 0.04 | 0.01 | 0.00 |
| Pierson (32180; 2,637) | 11,422 | 0.063 | 0.01 | 0.00 | 0.00 |
| Atlantic Beach (32224; 14,130) | 3,187 | 0.610 | 0.11 | 0.04 | 0.01 |
| Jacksonville (32227; 735,617) | 21 | 26.481 | 4.99 | 1.57 | 0.26 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Florida - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Jacksonville Beach (32240; 22,461) | 2,202 | 0.941 | 0.18 | 0.06 | 0.01 |
| Fruit Cove (32259; 16,077) | 1,785 | 1.179 | 0.22 | 0.07 | 0.01 |
| Neptune Beach (32266; 6,681) | 5,028 | 0.320 | 0.06 | 0.02 | 0.00 |
| Tallahassee (32304; 176,167) | 320 | 4.809 | 0.91 | 0.28 | 0.05 |
| Chattahoochee (32324; 5,399) | 8,089 | 0.136 | 0.03 | 0.01 | 0.00 |
| Eastpoint (32328; 2,158) | 11,774 | 0.058 | 0.01 | 0.00 | 0.00 |
| Apalachicola (32329; 2,279) | 12,799 | 0.047 | 0.01 | 0.00 | 0.00 |
| Madison (32341; 3,636) | 11,872 | 0.057 | 0.01 | 0.00 | 0.00 |
| Monticello (32344; 2,689) | 10,996 | 0.069 | 0.01 | 0.00 | 0.00 |
| Perry (32348; 6,290) | 7,808 | 0.146 | 0.03 | 0.01 | 0.00 |
| Quincy (32351; 6,954) | 6,950 | 0.183 | 0.03 | 0.01 | 0.00 |
| Woodville (32362; 3,006) | 9,167 | 0.105 | 0.02 | 0.01 | 0.00 |
| Springfield (32401; 9,540) | 5,987 | 0.237 | 0.04 | 0.01 | 0.00 |
| Panama City Beach (32401; 23,995) | 2,318 | 0.883 | 0.17 | 0.05 | 0.01 |
| Tyndall AFB (32403; 2,757) | 10,057 | 0.084 | 0.02 | 0.00 | 0.00 |
| Callaway (32404; 15,353) | 3,738 | 0.494 | 0.09 | 0.03 | 0.00 |
| Cedar Grove (32404; 5,303) | 8,088 | 0.136 | 0.03 | 0.01 | 0.00 |
| Parker (32404; 4,888) | 7,554 | 0.156 | 0.03 | 0.01 | 0.00 |
| Pretty Bayou (32405; 3,519) | 7,668 | 0.152 | 0.03 | 0.01 | 0.00 |
| Upper Grand Lagoon (32408; 10,889) | 4,278 | 0.409 | 0.08 | 0.02 | 0.00 |
| Lower Grand Lagoon (32408; 4,082) | 8,784 | 0.115 | 0.02 | 0.01 | 0.00 |
| Panama City (32409; 39,118) | 1,914 | 1.103 | 0.21 | 0.07 | 0.01 |
| Laguna Beach (32413; 2,909) | 9,746 | 0.091 | 0.02 | 0.01 | 0.00 |
| Blountstown (32424; 2,358) | 12,603 | 0.049 | 0.01 | 0.00 | 0.00 |
| Bonifay (32425; 4,078) | 10,468 | 0.077 | 0.01 | 0.00 | 0.00 |
| Chipley (32428; 3,811) | 10,671 | 0.074 | 0.01 | 0.00 | 0.00 |
| De Funiak Springs (32433; 5,297) | 8,756 | 0.116 | 0.02 | 0.01 | 0.00 |
| Freeport (32439; 2,460) | 11,940 | 0.057 | 0.01 | 0.00 | 0.00 |
| Graceville (32440; 2,363) | 12,641 | 0.049 | 0.01 | 0.00 | 0.00 |
| Lynn Haven (32444; 23,969) | 2,282 | 0.901 | 0.17 | 0.05 | 0.01 |
| Marianna (32448; 6,107) | 8,260 | 0.130 | 0.02 | 0.01 | 0.00 |
| Port St. Joe (32456; 3,616) | 8,987 | 0.109 | 0.02 | 0.01 | 0.00 |
| Sneads (32460; 1,888) | 12,351 | 0.052 | 0.01 | 0.00 | 0.00 |
| Goulding (32501; 4,484) | 11,725 | 0.059 | 0.01 | 0.00 | 0.00 |
| Brent (32503; 22,257) | 3,491 | 0.546 | 0.10 | 0.03 | 0.01 |
| West Pensacola (32505; 21,939) | 3,860 | 0.469 | 0.09 | 0.03 | 0.00 |
| Myrtle Grove (32506; 17,211) | 3,633 | 0.516 | 0.10 | 0.03 | 0.01 |
| Warrington (32507; 15,207) | 4,240 | 0.414 | 0.08 | 0.02 | 0.00 |
| Ferry Pass (32514; 27,176) | 2,205 | 0.938 | 0.18 | 0.06 | 0.01 |
| Pensacola (32514; 50,419) | 1,372 | 1.566 | 0.29 | 0.09 | 0.02 |
| Bellview (32526; 21,201) | 2,730 | 0.733 | 0.14 | 0.04 | 0.01 |
| Ensley (32534; 18,752) | 3,655 | 0.513 | 0.10 | 0.03 | 0.00 |
| Crestview (32539; 24,928) | 2,713 | 0.737 | 0.14 | 0.04 | 0.01 |
| Destin (32540; 15,924) | 2,662 | 0.754 | 0.14 | 0.04 | 0.01 |
| Eglin AFB (32542; 8,082) | 6,103 | 0.231 | 0.04 | 0.01 | 0.00 |

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Florida - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Wright (32547; 21,697) | 2,790 | 0.716 | 0.13 | 0.04 | 0.01 |
| Ocean City (32547; 5,594) | 7,014 | 0.179 | 0.03 | 0.01 | 0.00 |
| Fort Walton Beach (32549; 20,052) | 2,779 | 0.719 | 0.14 | 0.04 | 0.01 |
| Miramar Beach (32550; 2,435) | 9,315 | 0.101 | 0.02 | 0.01 | 0.00 |
| Gonzalez (32560; 11,365) | 3,672 | 0.509 | 0.10 | 0.03 | 0.00 |
| Gulf Breeze (32566; 8,850) | 4,223 | 0.415 | 0.08 | 0.02 | 0.00 |
| Mary Esther (32569; 4,303) | 7,357 | 0.164 | 0.03 | 0.01 | 0.00 |
| Milton (32570; 11,980) | 5,009 | 0.322 | 0.06 | 0.02 | 0.00 |
| Pace (32571; 7,393) | 5,940 | 0.241 | 0.05 | 0.01 | 0.00 |
| Niceville (32578; 15,374) | 3,111 | 0.627 | 0.12 | 0.04 | 0.01 |
| Lake Lorraine (32579; 7,106) | 5,215 | 0.301 | 0.06 | 0.02 | 0.00 |
| Valparaiso (32580; 6,129) | 6,311 | 0.216 | 0.04 | 0.01 | 0.00 |
| Gainesville (32607; 95,447) | 811 | 2.400 | 0.45 | 0.14 | 0.02 |
| Alachua (32615; 10,704) | 4,624 | 0.364 | 0.07 | 0.02 | 0.00 |
| High Springs (32643; 5,085) | 7,562 | 0.156 | 0.03 | 0.01 | 0.00 |
| Keystone Heights (32656; 1,530) | 12,154 | 0.054 | 0.01 | 0.00 | 0.00 |
| Newberry (32669; 4,766) | 7,830 | 0.145 | 0.03 | 0.01 | 0.00 |
| Trenton (32693; 2,307) | 12,331 | 0.052 | 0.01 | 0.00 | 0.00 |
| Williston (32696; 3,056) | 10,893 | 0.070 | 0.01 | 0.00 | 0.00 |
| South Apopka (32703; 5,800) | 8,194 | 0.132 | 0.02 | 0.01 | 0.00 |
| Apopka (32704; 55,820) | 926 | 2.176 | 0.41 | 0.13 | 0.02 |
| De Bary (32713; 18,341) | 2,813 | 0.710 | 0.13 | 0.04 | 0.01 |
| Forest City (32714; 12,612) | 3,374 | 0.565 | 0.11 | 0.03 | 0.01 |
| Altamonte Springs (32716; 39,575) | 1,459 | 1.469 | 0.28 | 0.09 | 0.01 |
| Winter Springs (32719; 32,941) | 1,371 | 1.566 | 0.30 | 0.09 | 0.02 |
| West De Land (32720; 3,424) | 8,869 | 0.113 | 0.02 | 0.01 | 0.00 |
| De Land (32722; 29,846) | 2,621 | 0.765 | 0.14 | 0.05 | 0.01 |
| Fern Park (32730; 8,318) | 5,003 | 0.322 | 0.06 | 0.02 | 0.00 |
| Casselberry (32730; 29,327) | 2,078 | 1.011 | 0.19 | 0.06 | 0.01 |
| Geneva (32732; 2,601) | 8,837 | 0.114 | 0.02 | 0.01 | 0.00 |
| Goldenrod (32733; 12,871) | 3,841 | 0.473 | 0.09 | 0.03 | 0.00 |
| Eustis (32736; 25,602) | 2,736 | 0.732 | 0.14 | 0.04 | 0.01 |
| Deltona (32739; 120,342) | 372 | 4.270 | 0.80 | 0.25 | 0.04 |
| Lake Helen (32744; 3,015) | 9,654 | 0.093 | 0.02 | 0.01 | 0.00 |
| Heathrow (32746; 4,068) | 5,164 | 0.306 | 0.06 | 0.02 | 0.00 |
| Lake Mary (32746; 24,964) | 1,381 | 1.549 | 0.29 | 0.09 | 0.02 |
| Maitland (32751; 12,019) | 3,135 | 0.622 | 0.12 | 0.04 | 0.01 |
| Eatonville (32751; 2,254) | 11,711 | 0.059 | 0.01 | 0.00 | 0.00 |
| Mims (32754; 9,147) | 5,377 | 0.288 | 0.05 | 0.02 | 0.00 |
| Mount Dora (32756; 15,460) | 3,713 | 0.498 | 0.09 | 0.03 | 0.00 |
| Oak Hill (32759; 1,707) | 12,604 | 0.049 | 0.01 | 0.00 | 0.00 |
| Oviedo (32762; 37,712) | 937 | 2.159 | 0.41 | 0.13 | 0.02 |
| Chuluota (32766; 1,921) | 10,772 | 0.072 | 0.01 | 0.00 | 0.00 |
| Lake Forest (32771; 4,994) | 7,601 | 0.155 | 0.03 | 0.01 | 0.00 |
| Sanford (32772; 76,029) | 964 | 2.116 | 0.40 | 0.13 | 0.02 |

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Florida - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Orange City (32774; 9,186) | 6,246 | 0.221 | 0.04 | 0.01 | 0.00 |
| Mount Plymouth (32776; 2,814) | 9,071 | 0.107 | 0.02 | 0.01 | 0.00 |
| Tavares (32778; 18,301) | 3,658 | 0.512 | 0.10 | 0.03 | 0.00 |
| Wekiwa Springs (32779; 23,169) | 1,438 | 1.486 | 0.28 | 0.09 | 0.01 |
| Umatilla (32784; 3,610) | 9,548 | 0.096 | 0.02 | 0.01 | 0.00 |
| Winter Park (32789; 35,900) | 1,369 | 1.567 | 0.30 | 0.09 | 0.02 |
| Longwood (32791; 13,049) | 3,216 | 0.602 | 0.11 | 0.04 | 0.01 |
| Titusville (32796; 49,050) | 1,377 | 1.559 | 0.29 | 0.09 | 0.02 |
| Zellwood (32798; 2,540) | 11,174 | 0.066 | 0.01 | 0.00 | 0.00 |
| Fairview Shores (32804; 13,898) | 4,052 | 0.439 | 0.08 | 0.03 | 0.00 |
| Azalea Park (32807; 11,073) | 4,982 | 0.325 | 0.06 | 0.02 | 0.00 |
| Pine Hills (32808; 41,764) | 1,694 | 1.248 | 0.23 | 0.07 | 0.01 |
| Sky Lake (32809; 5,651) | 6,893 | 0.186 | 0.03 | 0.01 | 0.00 |
| Lockhart (32810; 12,944) | 4,030 | 0.441 | 0.08 | 0.03 | 0.00 |
| Conway (32812; 14,394) | 2,881 | 0.688 | 0.13 | 0.04 | 0.01 |
| Belle Isle (32812; 9,344) | 3,498 | 0.544 | 0.10 | 0.03 | 0.01 |
| Bay Hill (32819; 5,177) | 3,913 | 0.462 | 0.09 | 0.03 | 0.00 |
| Tangelo Park (32819; 2,430) | 10,876 | 0.071 | 0.01 | 0.00 | 0.00 |
| Doctor Phillips (32819; 9,548) | 3,212 | 0.603 | 0.11 | 0.04 | 0.01 |
| Bithlo (32820; 4,626) | 7,915 | 0.143 | 0.03 | 0.01 | 0.00 |
| Williamsburg (32821; 6,736) | 5,454 | 0.279 | 0.05 | 0.02 | 0.00 |
| Taft (32824; 1,938) | 11,970 | 0.056 | 0.01 | 0.00 | 0.00 |
| Meadow Woods (32824; 11,286) | 3,899 | 0.464 | 0.09 | 0.03 | 0.00 |
| Southchase (32824; 4,633) | 5,769 | 0.255 | 0.05 | 0.02 | 0.00 |
| Orlando (32825; 278,221) | 130 | 8.877 | 1.67 | 0.53 | 0.09 |
| Wedgfield (32833; 2,700) | 7,736 | 0.149 | 0.03 | 0.01 | 0.00 |
| Orlovista (32835; 6,047) | 6,846 | 0.188 | 0.04 | 0.01 | 0.00 |
| Hunters Creek (32837; 9,369) | 3,363 | 0.567 | 0.11 | 0.03 | 0.01 |
| Holden Heights (32839; 3,856) | 7,409 | 0.162 | 0.03 | 0.01 | 0.00 |
| Oak Ridge (32839; 22,349) | 3,207 | 0.604 | 0.11 | 0.04 | 0.01 |
| Edgewood (32839; 2,813) | 7,934 | 0.142 | 0.03 | 0.01 | 0.00 |
| Pine Castle (32839; 8,803) | 5,555 | 0.271 | 0.05 | 0.02 | 0.00 |
| Union Park (32872; 10,191) | 4,317 | 0.402 | 0.08 | 0.02 | 0.00 |
| Indialantic (32903; 3,052) | 7,221 | 0.169 | 0.03 | 0.01 | 0.00 |
| June Park (32904; 4,367) | 7,208 | 0.170 | 0.03 | 0.01 | 0.00 |
| Palm Bay (32909; 124,032) | 403 | 4.043 | 0.76 | 0.24 | 0.04 |
| Melbourne (32912; 88,750) | 683 | 2.740 | 0.52 | 0.16 | 0.03 |
| West Melbourne (32912; 38,184) | 1,661 | 1.275 | 0.24 | 0.08 | 0.01 |
| Cape Canaveral (32920; 13,548) | 4,543 | 0.373 | 0.07 | 0.02 | 0.00 |
| Cocoa West (32922; 5,921) | 7,743 | 0.149 | 0.03 | 0.01 | 0.00 |
| Cocoa (32926; 17,559) | 4,157 | 0.424 | 0.08 | 0.03 | 0.00 |
| Port St. John (32927; 12,112) | 3,821 | 0.476 | 0.09 | 0.03 | 0.00 |
| Cocoa Beach (32932; 12,893) | 3,768 | 0.488 | 0.09 | 0.03 | 0.00 |
| Indian Harbour Beach (32937; 9,648) | 4,573 | 0.369 | 0.07 | 0.02 | 0.00 |
| Satellite Beach (32937; 10,659) | 3,563 | 0.529 | 0.10 | 0.03 | 0.01 |

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Florida - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| South Patrick Shores (32937; 8,913) | 4,451 | 0.384 | 0.07 | 0.02 | 0.00 |
| Fellsmere (32948; 8,500) | 6,101 | 0.231 | 0.04 | 0.01 | 0.00 |
| Malabar (32950; 3,188) | 7,952 | 0.141 | 0.03 | 0.01 | 0.00 |
| Melbourne Beach (32951; 3,415) | 7,115 | 0.174 | 0.03 | 0.01 | 0.00 |
| Merritt Island (32953; 36,090) | 1,519 | 1.403 | 0.26 | 0.08 | 0.01 |
| Rockledge (32955; 35,893) | 1,476 | 1.449 | 0.27 | 0.09 | 0.01 |
| Sharpes (32959; 3,415) | 10,042 | 0.084 | 0.02 | 0.01 | 0.00 |
| Vero Beach South (32960; 20,362) | 2,776 | 0.719 | 0.14 | 0.04 | 0.01 |
| Gifford (32960; 7,599) | 6,611 | 0.200 | 0.04 | 0.01 | 0.00 |
| Florida Ridge (32962; 15,217) | 3,661 | 0.511 | 0.10 | 0.03 | 0.00 |
| Indian River Shores (32963; 4,004) | 4,360 | 0.396 | 0.07 | 0.02 | 0.00 |
| South Beach (32963; 3,457) | 4,880 | 0.336 | 0.06 | 0.02 | 0.00 |
| Wabasso Beach (32963; 1,075) | 11,323 | 0.064 | 0.01 | 0.00 | 0.00 |
| Vero Beach (32964; 15,804) | 3,508 | 0.542 | 0.10 | 0.03 | 0.01 |
| West Vero Corridor (32966; 7,695) | 6,053 | 0.233 | 0.04 | 0.01 | 0.00 |
| Citrus Ridge (32967; 12,015) | 3,800 | 0.481 | 0.09 | 0.03 | 0.00 |
| Micco (32976; 9,498) | 6,028 | 0.235 | 0.04 | 0.01 | 0.00 |
| Sebastian (32978; 28,694) | 2,087 | 1.008 | 0.19 | 0.06 | 0.01 |
| Hallandale (33009; 34,282) | 2,354 | 0.865 | 0.16 | 0.05 | 0.01 |
| Palm Springs North (33015; 5,460) | 5,199 | 0.303 | 0.06 | 0.02 | 0.00 |
| Country Club (33015; 36,310) | 1,664 | 1.273 | 0.24 | 0.08 | 0.01 |
| Miami Lakes (33018; 22,676) | 1,706 | 1.238 | 0.23 | 0.07 | 0.01 |
| Hialeah Gardens (33018; 22,140) | 2,611 | 0.768 | 0.14 | 0.05 | 0.01 |
| Pembroke Park (33021; 6,299) | 8,374 | 0.127 | 0.02 | 0.01 | 0.00 |
| Carver Ranches (33023; 4,299) | 9,273 | 0.102 | 0.02 | 0.01 | 0.00 |
| University (33024; 30,736) | 3,201 | 0.606 | 0.11 | 0.04 | 0.01 |
| Leisure City (33033; 22,152) | 3,325 | 0.575 | 0.11 | 0.03 | 0.01 |
| Florida City (33034; 10,131) | 8,131 | 0.135 | 0.03 | 0.01 | 0.00 |
| Key Largo (33037; 11,886) | 3,973 | 0.452 | 0.09 | 0.03 | 0.00 |
| North Key Largo (33037; 1,049) | 10,111 | 0.083 | 0.02 | 0.00 | 0.00 |
| Big Coppitt Key (33040; 2,595) | 9,160 | 0.105 | 0.02 | 0.01 | 0.00 |
| Stock Island (33041; 4,410) | 8,465 | 0.124 | 0.02 | 0.01 | 0.00 |
| Cudjoe Key (33042; 1,695) | 9,921 | 0.087 | 0.02 | 0.01 | 0.00 |
| Big Pine Key (33043; 5,032) | 6,604 | 0.200 | 0.04 | 0.01 | 0.00 |
| Key West (33045; 22,745) | 2,337 | 0.874 | 0.16 | 0.05 | 0.01 |
| Marathon (33051; 10,255) | 4,934 | 0.330 | 0.06 | 0.02 | 0.00 |
| Hialeah (33054; 219,176) | 236 | 5.772 | 1.09 | 0.34 | 0.06 |
| Opa-locka (33054; 16,506) | 5,358 | 0.289 | 0.05 | 0.02 | 0.00 |
| Miami Gardens (33054; 2,706) | 9,821 | 0.089 | 0.02 | 0.01 | 0.00 |
| Bunche Park (33054; 3,972) | 9,699 | 0.092 | 0.02 | 0.01 | 0.00 |
| Opa-locka North (33054; 6,224) | 6,645 | 0.198 | 0.04 | 0.01 | 0.00 |
| Carol City (33056; 59,443) | 991 | 2.052 | 0.39 | 0.12 | 0.02 |
| Scott Lake (33056; 14,401) | 3,176 | 0.613 | 0.12 | 0.04 | 0.01 |
| Lake Lucerne (33056; 9,132) | 5,388 | 0.287 | 0.05 | 0.02 | 0.00 |
| Terra Mar (33062; 2,631) | 8,667 | 0.118 | 0.02 | 0.01 | 0.00 |

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Florida - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| Hillsboro Beach (33062; 2,826) | 8,216 | 0.132 | 0.02 | 0.01 | 0.00 |
| Pompano Beach Highlands (33064; 6,505) | 6,672 | 0.197 | 0.04 | 0.01 | 0.00 |
| Pompano Beach (33064; 78,191) | 765 | 2.518 | 0.47 | 0.15 | 0.02 |
| Pompano Estates (33064; 3,367) | 9,949 | 0.086 | 0.02 | 0.01 | 0.00 |
| Tedder (33064; 2,079) | 10,631 | 0.074 | 0.01 | 0.00 | 0.00 |
| Collier Manor-Cresthaven (33064; 7,741) | 5,919 | 0.244 | 0.05 | 0.01 | 0.00 |
| Kendall Green (33064; 3,084) | 9,363 | 0.100 | 0.02 | 0.01 | 0.00 |
| Loch Lomond (33064; 3,537) | 10,615 | 0.075 | 0.01 | 0.00 | 0.00 |
| Bonnie Lock-Woodsetter North (33064; 4,275) | 7,640 | 0.153 | 0.03 | 0.01 | 0.00 |
| Margate (33065; 59,046) | 1,000 | 2.041 | 0.38 | 0.12 | 0.02 |
| Parkland (33067; 67,452) | 212 | 6.181 | 1.16 | 0.37 | 0.06 |
| North Lauderdale (33068; 41,674) | 1,432 | 1.490 | 0.28 | 0.09 | 0.01 |
| Broadview-Pompano Park (33068; 5,314) | 7,315 | 0.165 | 0.03 | 0.01 | 0.00 |
| Islamorada (33070; 6,551) | 5,923 | 0.243 | 0.05 | 0.01 | 0.00 |
| Tavernier (33070; 2,173) | 10,321 | 0.079 | 0.01 | 0.00 | 0.00 |
| Deerfield Beach (33073; 71,278) | 933 | 2.167 | 0.41 | 0.13 | 0.02 |
| Coconut Creek (33073; 69,054) | 693 | 2.712 | 0.51 | 0.16 | 0.03 |
| Lighthouse Point (33074; 12,648) | 3,227 | 0.599 | 0.11 | 0.04 | 0.01 |
| Coral Springs (33077; 167,140) | 131 | 8.724 | 1.64 | 0.52 | 0.08 |
| Hollywood (33081; 161,179) | 273 | 5.284 | 1.00 | 0.31 | 0.05 |
| Pembroke Pines (33081; 195,461) | 126 | 9.185 | 1.73 | 0.54 | 0.09 |
| Miramar (33083; 275,505) | 82 | 12.371 | 2.33 | 0.73 | 0.12 |
| Homestead (33090; 63,964) | 1,393 | 1.529 | 0.29 | 0.09 | 0.01 |
| Naranja (33092; 4,034) | 11,075 | 0.068 | 0.01 | 0.00 | 0.00 |
| Princeton (33092; 10,090) | 4,680 | 0.356 | 0.07 | 0.02 | 0.00 |
| Miami Beach (33119; 92,624) | 877 | 2.260 | 0.43 | 0.13 | 0.02 |
| Coral Gables (33134; 43,099) | 748 | 2.572 | 0.48 | 0.15 | 0.02 |
| North Bay Village (33141; 7,088) | 6,297 | 0.217 | 0.04 | 0.01 | 0.00 |
| Brownsville (33142; 14,393) | 6,301 | 0.217 | 0.04 | 0.01 | 0.00 |
| Glenvar Heights (33143; 16,243) | 3,292 | 0.583 | 0.11 | 0.03 | 0.01 |
| Sweetwater (33144; 13,331) | 4,749 | 0.349 | 0.07 | 0.02 | 0.00 |
| Miami (33145; 437,071) | 127 | 9.164 | 1.73 | 0.54 | 0.09 |
| Gladeview (33147; 14,468) | 6,484 | 0.206 | 0.04 | 0.01 | 0.00 |
| West Little River (33147; 32,498) | 2,591 | 0.774 | 0.15 | 0.05 | 0.01 |
| Key Biscayne (33149; 9,806) | 2,644 | 0.758 | 0.14 | 0.04 | 0.01 |
| Miami Shores (33150; 9,654) | 3,782 | 0.485 | 0.09 | 0.03 | 0.00 |
| El Portal (33150; 2,359) | 10,094 | 0.084 | 0.02 | 0.00 | 0.00 |
| Pinewood (33150; 16,523) | 4,585 | 0.368 | 0.07 | 0.02 | 0.00 |
| Bal Harbour (33154; 3,425) | 7,862 | 0.144 | 0.03 | 0.01 | 0.00 |
| Bay Harbor Islands (33154; 5,064) | 7,105 | 0.174 | 0.03 | 0.01 | 0.00 |
| Surfside (33154; 4,492) | 6,529 | 0.204 | 0.04 | 0.01 | 0.00 |
| Coral Terrace (33155; 24,380) | 2,427 | 0.839 | 0.16 | 0.05 | 0.01 |
| Pinecrest (33156; 19,055) | 1,150 | 1.829 | 0.34 | 0.11 | 0.02 |
| Palmetto Estates (33157; 13,675) | 3,262 | 0.590 | 0.11 | 0.03 | 0.01 |
| Cutler (33157; 17,390) | 1,290 | 1.653 | 0.31 | 0.10 | 0.02 |

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Florida - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| South Miami Heights (33157; 33,522) | 2,020 | 1.045 | 0.20 | 0.06 | 0.01 |
| East Perrine (33157; 7,079) | 4,467 | 0.382 | 0.07 | 0.02 | 0.00 |
| West Perrine (33157; 8,600) | 6,284 | 0.218 | 0.04 | 0.01 | 0.00 |
| Kendall (33158; 75,226) | 498 | 3.448 | 0.65 | 0.20 | 0.03 |
| Richmond Heights (33158; 8,479) | 5,362 | 0.289 | 0.05 | 0.02 | 0.00 |
| North Miami Beach (33160; 37,458) | 2,016 | 1.049 | 0.20 | 0.06 | 0.01 |
| Sunny Isles Beach (33160; 15,631) | 4,027 | 0.441 | 0.08 | 0.03 | 0.00 |
| Biscayne Park (33161; 2,967) | 8,340 | 0.128 | 0.02 | 0.01 | 0.00 |
| Golden Glades (33161; 32,623) | 2,286 | 0.898 | 0.17 | 0.05 | 0.01 |
| Ojus (33163; 16,642) | 3,733 | 0.495 | 0.09 | 0.03 | 0.00 |
| Westchester (33165; 30,271) | 1,915 | 1.102 | 0.21 | 0.07 | 0.01 |
| Westwood Lakes (33165; 12,005) | 3,811 | 0.478 | 0.09 | 0.03 | 0.00 |
| Virginia Gardens (33166; 2,139) | 10,489 | 0.077 | 0.01 | 0.00 | 0.00 |
| Miami Springs (33166; 12,594) | 3,389 | 0.562 | 0.11 | 0.03 | 0.01 |
| Westview (33167; 9,692) | 5,832 | 0.250 | 0.05 | 0.01 | 0.00 |
| North Miami (33169; 55,464) | 1,453 | 1.475 | 0.28 | 0.09 | 0.01 |
| Andover (33169; 8,489) | 5,942 | 0.241 | 0.05 | 0.01 | 0.00 |
| Norland (33169; 22,995) | 2,686 | 0.744 | 0.14 | 0.04 | 0.01 |
| Goulds (33170; 7,453) | 8,245 | 0.131 | 0.02 | 0.01 | 0.00 |
| Fountainbleau (33172; 59,549) | 1,107 | 1.888 | 0.36 | 0.11 | 0.02 |
| West Miami (33172; 6,123) | 6,787 | 0.191 | 0.04 | 0.01 | 0.00 |
| Doral (33172; 20,438) | 2,155 | 0.968 | 0.18 | 0.06 | 0.01 |
| Olympia Heights (33174; 13,452) | 3,191 | 0.609 | 0.11 | 0.04 | 0.01 |
| Richmond West (33177; 28,082) | 1,429 | 1.495 | 0.28 | 0.09 | 0.01 |
| Ives Estates (33179; 17,586) | 3,062 | 0.639 | 0.12 | 0.04 | 0.01 |
| Aventura (33180; 34,119) | 1,573 | 1.356 | 0.26 | 0.08 | 0.01 |
| Kendale Lakes (33183; 56,901) | 885 | 2.243 | 0.42 | 0.13 | 0.02 |
| Tamiami (33184; 54,788) | 839 | 2.324 | 0.44 | 0.14 | 0.02 |
| The Crossings (33186; 23,557) | 1,804 | 1.168 | 0.22 | 0.07 | 0.01 |
| Three Lakes (33186; 6,955) | 4,829 | 0.341 | 0.06 | 0.02 | 0.00 |
| Lakes by the Bay (33189; 9,055) | 4,343 | 0.398 | 0.07 | 0.02 | 0.00 |
| Cutler Ridge (33190; 24,781) | 2,066 | 1.016 | 0.19 | 0.06 | 0.01 |
| Kendall West (33193; 38,034) | 1,615 | 1.315 | 0.25 | 0.08 | 0.01 |
| Sunset (33193; 17,150) | 2,277 | 0.902 | 0.17 | 0.05 | 0.01 |
| The Hammocks (33196; 47,379) | 941 | 2.154 | 0.41 | 0.13 | 0.02 |
| Country Walk (33196; 10,653) | 3,203 | 0.606 | 0.11 | 0.04 | 0.01 |
| South Miami (33256; 13,051) | 3,727 | 0.495 | 0.09 | 0.03 | 0.00 |
| Oakland Park (33306; 33,244) | 2,008 | 1.054 | 0.20 | 0.06 | 0.01 |
| Lauderdale-by-the-Sea (33308; 2,563) | 9,826 | 0.089 | 0.02 | 0.01 | 0.00 |
| Sea Ranch Lakes (33308; 1,392) | 10,415 | 0.078 | 0.01 | 0.00 | 0.00 |
| Twin Lakes (33309; 1,875) | 11,081 | 0.068 | 0.01 | 0.00 | 0.00 |
| Palm Aire (33309; 1,539) | 10,379 | 0.078 | 0.01 | 0.00 | 0.00 |
| Rock Island (33311; 3,076) | 10,179 | 0.082 | 0.02 | 0.00 | 0.00 |
| Lauderhill (33311; 65,824) | 1,085 | 1.911 | 0.36 | 0.11 | 0.02 |
| Broward Estates (33311; 3,416) | 8,831 | 0.114 | 0.02 | 0.01 | 0.00 |

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Florida - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| St. George (33311; 2,450) | 10,028 | 0.085 | 0.02 | 0.01 | 0.00 |
| Melrose Park (33312; 7,114) | 5,346 | 0.291 | 0.05 | 0.02 | 0.00 |
| Estates of Fort Lauderdale (33312; 1,791) | 12,496 | 0.050 | 0.01 | 0.00 | 0.00 |
| Riverland Village (33312; 2,108) | 9,593 | 0.095 | 0.02 | 0.01 | 0.00 |
| West Ken-Lark (33313; 3,412) | 9,761 | 0.090 | 0.02 | 0.01 | 0.00 |
| Plantation (33313; 93,697) | 348 | 4.497 | 0.85 | 0.27 | 0.04 |
| Chambers Estates (33314; 3,556) | 8,615 | 0.120 | 0.02 | 0.01 | 0.00 |
| Dania Beach (33314; 20,061) | 3,180 | 0.611 | 0.12 | 0.04 | 0.01 |
| Broadview Park (33317; 6,798) | 6,090 | 0.231 | 0.04 | 0.01 | 0.00 |
| Tamarac (33319; 71,807) | 911 | 2.199 | 0.41 | 0.13 | 0.02 |
| Lauderdale Lakes (33319; 31,450) | 2,654 | 0.756 | 0.14 | 0.04 | 0.01 |
| Pine Island Ridge (33324; 5,199) | 7,342 | 0.165 | 0.03 | 0.01 | 0.00 |
| Davie (33326; 107,237) | 346 | 4.502 | 0.85 | 0.27 | 0.04 |
| Cooper City (33330; 34,478) | 844 | 2.314 | 0.44 | 0.14 | 0.02 |
| Sunshine Ranches (33330; 1,704) | 8,183 | 0.133 | 0.03 | 0.01 | 0.00 |
| Fort Lauderdale (33331; 207,321) | 177 | 7.014 | 1.32 | 0.42 | 0.07 |
| Rolling Oaks (33331; 1,291) | 9,506 | 0.097 | 0.02 | 0.01 | 0.00 |
| Green Meadow (33331; 1,874) | 8,161 | 0.134 | 0.03 | 0.01 | 0.00 |
| Weston (33332; 136,071) | 111 | 9.832 | 1.85 | 0.58 | 0.10 |
| Country Estates (33332; 1,910) | 7,624 | 0.154 | 0.03 | 0.01 | 0.00 |
| Wilton Manors (33334; 13,312) | 3,948 | 0.456 | 0.09 | 0.03 | 0.00 |
| North Andrews Gardens (33334; 9,656) | 4,652 | 0.359 | 0.07 | 0.02 | 0.00 |
| Sunrise (33338; 105,047) | 430 | 3.845 | 0.72 | 0.23 | 0.04 |
| Riviera Beach (33403; 41,886) | 1,758 | 1.201 | 0.23 | 0.07 | 0.01 |
| North Palm Beach (33403; 14,555) | 2,872 | 0.691 | 0.13 | 0.04 | 0.01 |
| Lake Park (33403; 10,243) | 5,114 | 0.311 | 0.06 | 0.02 | 0.00 |
| Palm Beach Shores (33404; 2,553) | 9,032 | 0.108 | 0.02 | 0.01 | 0.00 |
| Lake Clarke Shores (33406; 3,548) | 6,713 | 0.194 | 0.04 | 0.01 | 0.00 |
| Palm Springs (33406; 11,699) | 4,518 | 0.376 | 0.07 | 0.02 | 0.00 |
| Juno Beach (33408; 3,814) | 6,841 | 0.188 | 0.04 | 0.01 | 0.00 |
| Westgate-Belvedere Homes (33409; 8,134) | 6,330 | 0.215 | 0.04 | 0.01 | 0.00 |
| Golden Lakes (33411; 6,694) | 7,317 | 0.165 | 0.03 | 0.01 | 0.00 |
| Royal Palm Beach (33412; 85,318) | 391 | 4.172 | 0.79 | 0.25 | 0.04 |
| Lake Belvedere Estates (33413; 1,525) | 11,475 | 0.062 | 0.01 | 0.00 | 0.00 |
| Greenacres (33413; 50,108) | 1,289 | 1.653 | 0.31 | 0.10 | 0.02 |
| Haverhill (33415; 2,240) | 9,306 | 0.101 | 0.02 | 0.01 | 0.00 |
| Royal Palm Estates (33415; 3,583) | 9,352 | 0.100 | 0.02 | 0.01 | 0.00 |
| Lakeside Green (33417; 3,311) | 8,110 | 0.136 | 0.03 | 0.01 | 0.00 |
| Century Village (33417; 7,616) | 8,353 | 0.128 | 0.02 | 0.01 | 0.00 |
| Palm Beach Gardens (33420; 89,494) | 325 | 4.777 | 0.90 | 0.28 | 0.05 |
| West Palm Beach (33420; 149,207) | 306 | 4.899 | 0.92 | 0.29 | 0.05 |
| Wellington (33421; 111,837) | 176 | 7.017 | 1.32 | 0.42 | 0.07 |
| Mission Bay (33428; 2,926) | 6,152 | 0.227 | 0.04 | 0.01 | 0.00 |
| Belle Glade (33430; 16,641) | 4,856 | 0.338 | 0.06 | 0.02 | 0.00 |
| Sandalfoot Cove (33433; 16,582) | 3,009 | 0.655 | 0.12 | 0.04 | 0.01 |

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Florida - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Boca Pointe (33433; 3,302) | 5,613 | 0.267 | 0.05 | 0.02 | 0.00 |
| Boca Del Mar (33433; 21,832) | 2,059 | 1.020 | 0.19 | 0.06 | 0.01 |
| Hamptons at Boca Raton (33434; 11,306) | 5,159 | 0.307 | 0.06 | 0.02 | 0.00 |
| Boca Raton (33434; 88,834) | 324 | 4.779 | 0.90 | 0.28 | 0.05 |
| Ocean Ridge (33435; 1,915) | 8,592 | 0.121 | 0.02 | 0.01 | 0.00 |
| Boynton Beach (33437; 80,021) | 646 | 2.847 | 0.54 | 0.17 | 0.03 |
| Clewiston (33440; 8,758) | 5,347 | 0.290 | 0.05 | 0.02 | 0.00 |
| Harlem (33440; 2,730) | 12,349 | 0.052 | 0.01 | 0.00 | 0.00 |
| Villages of Oriole (33446; 4,758) | 8,249 | 0.131 | 0.02 | 0.01 | 0.00 |
| Delray Beach (33448; 78,366) | 587 | 3.035 | 0.57 | 0.18 | 0.03 |
| Lake Worth (33454; 36,560) | 2,129 | 0.980 | 0.18 | 0.06 | 0.01 |
| Jupiter (33458; 78,586) | 428 | 3.855 | 0.73 | 0.23 | 0.04 |
| Lantana (33460; 13,866) | 4,028 | 0.441 | 0.08 | 0.03 | 0.00 |
| Lake Worth Corridor (33461; 18,663) | 3,524 | 0.538 | 0.10 | 0.03 | 0.01 |
| Hypoluxo (33462; 5,579) | 5,829 | 0.251 | 0.05 | 0.01 | 0.00 |
| Seminole Manor (33462; 2,546) | 10,149 | 0.082 | 0.02 | 0.00 | 0.00 |
| Atlantis (33462; 2,628) | 7,288 | 0.167 | 0.03 | 0.01 | 0.00 |
| Tequesta (33469; 7,863) | 4,246 | 0.413 | 0.08 | 0.02 | 0.00 |
| Moore Haven (33471; 2,033) | 12,636 | 0.049 | 0.01 | 0.00 | 0.00 |
| Hobe Sound (33475; 11,376) | 4,559 | 0.371 | 0.07 | 0.02 | 0.00 |
| Pahokee (33476; 8,114) | 6,725 | 0.194 | 0.04 | 0.01 | 0.00 |
| Palm Beach (33480; 8,242) | 2,861 | 0.696 | 0.13 | 0.04 | 0.01 |
| Kings Point (33484; 12,207) | 5,532 | 0.273 | 0.05 | 0.02 | 0.00 |
| High Point (33484; 2,973) | 11,095 | 0.068 | 0.01 | 0.00 | 0.00 |
| Highland Beach (33487; 5,388) | 4,730 | 0.351 | 0.07 | 0.02 | 0.00 |
| South Bay (33493; 4,620) | 9,486 | 0.097 | 0.02 | 0.01 | 0.00 |
| Whisper Walk (33496; 5,135) | 6,716 | 0.194 | 0.04 | 0.01 | 0.00 |
| Brandon (33509; 77,895) | 465 | 3.592 | 0.68 | 0.21 | 0.03 |
| Bushnell (33513; 2,175) | 12,345 | 0.052 | 0.01 | 0.00 | 0.00 |
| Ridge Manor (33523; 4,108) | 8,842 | 0.113 | 0.02 | 0.01 | 0.00 |
| Dade City North (33523; 3,319) | 10,649 | 0.074 | 0.01 | 0.00 | 0.00 |
| Dade City (33525; 8,081) | 6,689 | 0.196 | 0.04 | 0.01 | 0.00 |
| Dover (33527; 2,798) | 10,397 | 0.078 | 0.01 | 0.00 | 0.00 |
| Gibsonton (33534; 8,752) | 5,628 | 0.266 | 0.05 | 0.02 | 0.00 |
| Lake Panasoffkee (33538; 3,413) | 10,342 | 0.079 | 0.01 | 0.00 | 0.00 |
| Zephyrhills North (33540; 2,544) | 11,140 | 0.067 | 0.01 | 0.00 | 0.00 |
| Zephyrhills (33540; 15,521) | 4,466 | 0.382 | 0.07 | 0.02 | 0.00 |
| Zephyrhills South (33541; 4,435) | 9,665 | 0.093 | 0.02 | 0.01 | 0.00 |
| Zephyrhills West (33541; 5,242) | 8,520 | 0.123 | 0.02 | 0.01 | 0.00 |
| Wesley Chapel (33543; 5,691) | 4,915 | 0.332 | 0.06 | 0.02 | 0.00 |
| Wesley Chapel South (33544; 3,245) | 7,563 | 0.156 | 0.03 | 0.01 | 0.00 |
| Fish Hawk (33547; 1,991) | 8,710 | 0.117 | 0.02 | 0.01 | 0.00 |
| Lutz (33549; 17,081) | 2,242 | 0.919 | 0.17 | 0.05 | 0.01 |
| Cheval (33549; 7,602) | 5,041 | 0.318 | 0.06 | 0.02 | 0.00 |
| Mango (33550; 8,842) | 5,592 | 0.268 | 0.05 | 0.02 | 0.00 |

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Florida - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------------|----------|-----------|---------|----------|-------|
| Odessa (33556; 3,173) | 8,268 | 0.130 | 0.02 | 0.01 | 0.00 |
| Keystone (33556; 14,627) | 2,007 | 1.054 | 0.20 | 0.06 | 0.01 |
| Plant City (33567; 34,068) | 1,841 | 1.143 | 0.22 | 0.07 | 0.01 |
| Riverview (33568; 12,035) | 3,478 | 0.548 | 0.10 | 0.03 | 0.01 |
| Boyette (33569; 5,895) | 5,350 | 0.290 | 0.05 | 0.02 | 0.00 |
| Apollo Beach (33570; 7,444) | 4,811 | 0.342 | 0.06 | 0.02 | 0.00 |
| Ruskin (33571; 8,321) | 6,426 | 0.210 | 0.04 | 0.01 | 0.00 |
| Greater Sun Center (33573; 16,321) | 3,438 | 0.555 | 0.10 | 0.03 | 0.01 |
| Seffner (33584; 5,467) | 6,461 | 0.208 | 0.04 | 0.01 | 0.00 |
| Thonotosassa (33592; 6,091) | 6,026 | 0.235 | 0.04 | 0.01 | 0.00 |
| Bloomington (33594; 19,839) | 1,730 | 1.221 | 0.23 | 0.07 | 0.01 |
| Valrico (33595; 6,582) | 6,112 | 0.230 | 0.04 | 0.01 | 0.00 |
| Wimauma (33598; 4,246) | 8,176 | 0.133 | 0.03 | 0.01 | 0.00 |
| Tampa (33603; 383,236) | 92 | 11.777 | 2.22 | 0.70 | 0.11 |
| East Lake (33610; 29,394) | 1,191 | 1.773 | 0.33 | 0.11 | 0.02 |
| Lake Magdalene (33613; 28,755) | 1,898 | 1.111 | 0.21 | 0.07 | 0.01 |
| Egypt Lake-Leto (33614; 32,782) | 2,034 | 1.036 | 0.20 | 0.06 | 0.01 |
| Town 'n' Country (33615; 72,523) | 678 | 2.747 | 0.52 | 0.16 | 0.03 |
| Palm River-Clair Mel (33619; 17,589) | 3,433 | 0.556 | 0.10 | 0.03 | 0.01 |
| Progress Village (33619; 2,482) | 11,543 | 0.061 | 0.01 | 0.00 | 0.00 |
| East Lake-Orient Park (33619; 5,703) | 7,090 | 0.175 | 0.03 | 0.01 | 0.00 |
| Greater Northdale (33624; 20,461) | 1,985 | 1.066 | 0.20 | 0.06 | 0.01 |
| Greater Carrollwood (33624; 33,519) | 1,400 | 1.521 | 0.29 | 0.09 | 0.01 |
| Citrus Park (33625; 20,226) | 2,114 | 0.988 | 0.19 | 0.06 | 0.01 |
| Westchase (33626; 11,116) | 2,549 | 0.790 | 0.15 | 0.05 | 0.01 |
| Temple Terrace (33637; 24,192) | 2,165 | 0.961 | 0.18 | 0.06 | 0.01 |
| Pebble Creek (33647; 4,824) | 5,295 | 0.295 | 0.06 | 0.02 | 0.00 |
| St. Pete Beach (33706; 10,331) | 4,059 | 0.439 | 0.08 | 0.03 | 0.00 |
| Treasure Island (33706; 7,749) | 5,329 | 0.292 | 0.05 | 0.02 | 0.00 |
| South Pasadena (33707; 5,642) | 7,939 | 0.142 | 0.03 | 0.01 | 0.00 |
| Redington Shores (33708; 2,338) | 10,048 | 0.084 | 0.02 | 0.00 | 0.00 |
| Redington Beach (33708; 1,520) | 10,630 | 0.074 | 0.01 | 0.00 | 0.00 |
| Madeira Beach (33708; 4,438) | 7,826 | 0.145 | 0.03 | 0.01 | 0.00 |
| North Redington Beach (33708; 1,692) | 10,932 | 0.070 | 0.01 | 0.00 | 0.00 |
| Kenneth City (33709; 4,487) | 8,094 | 0.136 | 0.03 | 0.01 | 0.00 |
| Gulfport (33711; 13,401) | 4,790 | 0.345 | 0.06 | 0.02 | 0.00 |
| St. Petersburg (33713; 251,339) | 157 | 7.764 | 1.46 | 0.46 | 0.08 |
| West and East Lealman (33714; 21,753) | 3,663 | 0.510 | 0.10 | 0.03 | 0.00 |
| Tierra Verde (33715; 3,574) | 5,491 | 0.276 | 0.05 | 0.02 | 0.00 |
| Gandy (33716; 2,031) | 12,093 | 0.055 | 0.01 | 0.00 | 0.00 |
| Bay Pines (33744; 3,065) | 9,825 | 0.089 | 0.02 | 0.01 | 0.00 |
| Clearwater (33756; 107,956) | 482 | 3.518 | 0.66 | 0.21 | 0.03 |
| Belleair (33756; 4,099) | 6,089 | 0.232 | 0.04 | 0.01 | 0.00 |
| South Highpoint (33760; 8,839) | 6,071 | 0.232 | 0.04 | 0.01 | 0.00 |
| Feather Sound (33762; 3,597) | 6,126 | 0.229 | 0.04 | 0.01 | 0.00 |

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| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Harbor Bluffs (33770; 2,807) | 7,619 | 0.154 | 0.03 | 0.01 | 0.00 |
| Belleair Bluffs (33770; 2,217) | 11,322 | 0.064 | 0.01 | 0.00 | 0.00 |
| Largo (33771; 79,269) | 861 | 2.280 | 0.43 | 0.14 | 0.02 |
| Seminole (33778; 10,890) | 5,414 | 0.284 | 0.05 | 0.02 | 0.00 |
| Ridgecrest (33778; 2,453) | 10,846 | 0.071 | 0.01 | 0.00 | 0.00 |
| Pinellas Park (33782; 51,991) | 1,319 | 1.627 | 0.31 | 0.10 | 0.02 |
| Indian Rocks Beach (33785; 5,843) | 5,445 | 0.281 | 0.05 | 0.02 | 0.00 |
| Indian Shores (33785; 2,080) | 10,093 | 0.084 | 0.02 | 0.00 | 0.00 |
| Belleair Beach (33786; 1,333) | 10,560 | 0.076 | 0.01 | 0.00 | 0.00 |
| Combee Settlement (33801; 5,436) | 7,702 | 0.150 | 0.03 | 0.01 | 0.00 |
| Lakeland (33802; 126,141) | 447 | 3.730 | 0.70 | 0.22 | 0.04 |
| Gibsonia (33805; 4,507) | 7,530 | 0.157 | 0.03 | 0.01 | 0.00 |
| Medulla (33811; 6,637) | 5,579 | 0.269 | 0.05 | 0.02 | 0.00 |
| Lakeland Highlands (33813; 12,557) | 2,700 | 0.741 | 0.14 | 0.04 | 0.01 |
| Winston (33815; 9,024) | 6,552 | 0.203 | 0.04 | 0.01 | 0.00 |
| Auburndale (33823; 16,265) | 3,722 | 0.496 | 0.09 | 0.03 | 0.00 |
| Fussels Corner (33823; 5,313) | 7,373 | 0.163 | 0.03 | 0.01 | 0.00 |
| Avon Park (33826; 9,613) | 6,566 | 0.202 | 0.04 | 0.01 | 0.00 |
| Bartow (33831; 17,392) | 3,228 | 0.599 | 0.11 | 0.04 | 0.01 |
| Bowling Green (33834; 2,999) | 10,568 | 0.076 | 0.01 | 0.00 | 0.00 |
| Dundee (33838; 3,316) | 9,953 | 0.086 | 0.02 | 0.01 | 0.00 |
| Eagle Lake (33839; 2,486) | 10,972 | 0.069 | 0.01 | 0.00 | 0.00 |
| Fort Meade (33841; 5,971) | 7,070 | 0.176 | 0.03 | 0.01 | 0.00 |
| Frostproof (33843; 2,892) | 10,373 | 0.079 | 0.01 | 0.00 | 0.00 |
| Haines City (33844; 19,498) | 3,801 | 0.481 | 0.09 | 0.03 | 0.00 |
| Highland City (33846; 2,051) | 11,784 | 0.058 | 0.01 | 0.00 | 0.00 |
| Kathleen (33849; 3,280) | 8,795 | 0.115 | 0.02 | 0.01 | 0.00 |
| Lake Alfred (33850; 4,112) | 8,122 | 0.135 | 0.03 | 0.01 | 0.00 |
| Lake Hamilton (33851; 1,761) | 12,283 | 0.053 | 0.01 | 0.00 | 0.00 |
| Placid Lakes (33852; 3,054) | 9,920 | 0.087 | 0.02 | 0.01 | 0.00 |
| Sylvan Shores (33852; 2,424) | 11,238 | 0.065 | 0.01 | 0.00 | 0.00 |
| Crooked Lake Park (33853; 1,682) | 12,169 | 0.054 | 0.01 | 0.00 | 0.00 |
| Lake Wales (33859; 18,327) | 4,045 | 0.440 | 0.08 | 0.03 | 0.00 |
| Mulberry (33860; 3,218) | 10,217 | 0.081 | 0.02 | 0.00 | 0.00 |
| Willow Oak (33860; 4,917) | 7,117 | 0.174 | 0.03 | 0.01 | 0.00 |
| Sebring (33871; 11,400) | 5,959 | 0.240 | 0.05 | 0.01 | 0.00 |
| Wauchula (33873; 4,671) | 9,011 | 0.108 | 0.02 | 0.01 | 0.00 |
| Jan Phyl Village (33880; 5,633) | 6,473 | 0.207 | 0.04 | 0.01 | 0.00 |
| Wahneta (33880; 4,731) | 9,604 | 0.094 | 0.02 | 0.01 | 0.00 |
| Inwood (33881; 6,925) | 7,426 | 0.161 | 0.03 | 0.01 | 0.00 |
| Cypress Gardens (33884; 8,844) | 4,378 | 0.393 | 0.07 | 0.02 | 0.00 |
| Winter Haven (33885; 32,430) | 2,233 | 0.923 | 0.17 | 0.05 | 0.01 |
| Davenport (33896; 2,225) | 11,777 | 0.058 | 0.01 | 0.00 | 0.00 |
| Fort Myers (33901; 69,837) | 1,186 | 1.778 | 0.33 | 0.11 | 0.02 |
| Lochmoor Waterway Estates (33903; 3,858) | 7,075 | 0.176 | 0.03 | 0.01 | 0.00 |

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| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Tice (33905; 4,538) | 9,231 | 0.103 | 0.02 | 0.01 | 0.00 |
| Fort Myers Shores (33905; 5,793) | 6,773 | 0.191 | 0.04 | 0.01 | 0.00 |
| Buckingham (33905; 3,742) | 7,196 | 0.171 | 0.03 | 0.01 | 0.00 |
| Pine Manor (33907; 3,785) | 10,164 | 0.082 | 0.02 | 0.00 | 0.00 |
| Villas (33907; 11,346) | 4,265 | 0.410 | 0.08 | 0.02 | 0.00 |
| Punta Rassa (33908; 1,731) | 11,000 | 0.069 | 0.01 | 0.00 | 0.00 |
| Iona (33908; 11,756) | 4,413 | 0.389 | 0.07 | 0.02 | 0.00 |
| San Carlos Park (33912; 16,317) | 2,949 | 0.668 | 0.13 | 0.04 | 0.01 |
| Three Oaks (33912; 2,255) | 7,969 | 0.141 | 0.03 | 0.01 | 0.00 |
| Gateway (33913; 2,943) | 6,481 | 0.207 | 0.04 | 0.01 | 0.00 |
| Suncoast Estates (33917; 4,867) | 8,782 | 0.115 | 0.02 | 0.01 | 0.00 |
| North Fort Myers (33917; 40,214) | 1,754 | 1.203 | 0.23 | 0.07 | 0.01 |
| Whiskey Creek (33919; 4,806) | 6,212 | 0.223 | 0.04 | 0.01 | 0.00 |
| Cypress Lake (33919; 12,072) | 4,471 | 0.382 | 0.07 | 0.02 | 0.00 |
| McGregor (33919; 7,136) | 4,594 | 0.367 | 0.07 | 0.02 | 0.00 |
| Olga (33920; 1,398) | 11,021 | 0.069 | 0.01 | 0.00 | 0.00 |
| Alva (33920; 2,182) | 10,181 | 0.082 | 0.02 | 0.00 | 0.00 |
| Pine Island Center (33922; 1,721) | 11,905 | 0.057 | 0.01 | 0.00 | 0.00 |
| Bokeelia (33922; 1,997) | 11,285 | 0.065 | 0.01 | 0.00 | 0.00 |
| Estero (33928; 9,503) | 4,560 | 0.371 | 0.07 | 0.02 | 0.00 |
| Fort Myers Beach (33931; 7,474) | 5,015 | 0.321 | 0.06 | 0.02 | 0.00 |
| Port La Belle (33935; 3,050) | 9,656 | 0.093 | 0.02 | 0.01 | 0.00 |
| Labelle (33935; 5,396) | 7,649 | 0.152 | 0.03 | 0.01 | 0.00 |
| Rotonda (33947; 6,574) | 6,163 | 0.227 | 0.04 | 0.01 | 0.00 |
| Charlotte Park (33950; 2,182) | 11,890 | 0.057 | 0.01 | 0.00 | 0.00 |
| Punta Gorda (33951; 29,748) | 1,634 | 1.299 | 0.24 | 0.08 | 0.01 |
| Port Charlotte (33954; 46,451) | 1,547 | 1.377 | 0.26 | 0.08 | 0.01 |
| Burnt Store Marina (33955; 1,271) | 10,911 | 0.070 | 0.01 | 0.00 | 0.00 |
| St. James City (33956; 4,105) | 8,232 | 0.131 | 0.02 | 0.01 | 0.00 |
| Sanibel (33957; 6,212) | 4,062 | 0.438 | 0.08 | 0.03 | 0.00 |
| Lehigh Acres (33971; 33,430) | 1,832 | 1.150 | 0.22 | 0.07 | 0.01 |
| Charlotte Harbor (33980; 3,647) | 9,534 | 0.096 | 0.02 | 0.01 | 0.00 |
| Cleveland (33982; 3,268) | 9,695 | 0.092 | 0.02 | 0.01 | 0.00 |
| Harbour Heights (33983; 2,873) | 8,827 | 0.114 | 0.02 | 0.01 | 0.00 |
| Cape Coral (33990; 250,571) | 117 | 9.712 | 1.83 | 0.58 | 0.09 |
| Pelican Bay (34108; 5,686) | 3,596 | 0.522 | 0.10 | 0.03 | 0.01 |
| Naples Park (34108; 6,741) | 5,808 | 0.252 | 0.05 | 0.01 | 0.00 |
| Lely (34113; 3,857) | 7,576 | 0.156 | 0.03 | 0.01 | 0.00 |
| Naples Manor (34113; 5,186) | 6,776 | 0.191 | 0.04 | 0.01 | 0.00 |
| Lely Resort (34113; 1,426) | 11,316 | 0.064 | 0.01 | 0.00 | 0.00 |
| Naples (34114; 23,064) | 1,579 | 1.352 | 0.25 | 0.08 | 0.01 |
| Golden Gate (34116; 20,951) | 2,543 | 0.791 | 0.15 | 0.05 | 0.01 |
| Vineyards (34119; 2,232) | 7,392 | 0.162 | 0.03 | 0.01 | 0.00 |
| Bonita Springs (34133; 32,797) | 1,562 | 1.365 | 0.26 | 0.08 | 0.01 |
| Immokalee (34143; 19,763) | 4,129 | 0.429 | 0.08 | 0.03 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Florida - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Marco Island (34145; 19,066) | 2,047 | 1.027 | 0.19 | 0.06 | 0.01 |
| University Park (34201; 26,538) | 2,188 | 0.949 | 0.18 | 0.06 | 0.01 |
| West Bradenton (34205; 4,444) | 6,417 | 0.210 | 0.04 | 0.01 | 0.00 |
| Bayshore Gardens (34207; 17,350) | 3,876 | 0.467 | 0.09 | 0.03 | 0.00 |
| South Bradenton (34207; 21,587) | 3,564 | 0.528 | 0.10 | 0.03 | 0.01 |
| West Samoset (34208; 5,507) | 7,763 | 0.148 | 0.03 | 0.01 | 0.00 |
| Samoset (34208; 3,440) | 9,694 | 0.092 | 0.02 | 0.01 | 0.00 |
| Bradenton (34209; 65,643) | 998 | 2.046 | 0.39 | 0.12 | 0.02 |
| Cortez (34215; 4,491) | 7,785 | 0.147 | 0.03 | 0.01 | 0.00 |
| Anna Maria (34216; 2,041) | 10,687 | 0.074 | 0.01 | 0.00 | 0.00 |
| Holmes Beach (34217; 5,524) | 6,225 | 0.222 | 0.04 | 0.01 | 0.00 |
| Bradenton Beach (34218; 1,708) | 12,570 | 0.049 | 0.01 | 0.00 | 0.00 |
| Palmetto (34220; 14,986) | 3,946 | 0.456 | 0.09 | 0.03 | 0.00 |
| Memphis (34221; 7,264) | 6,399 | 0.211 | 0.04 | 0.01 | 0.00 |
| Ellenton (34222; 3,142) | 9,720 | 0.091 | 0.02 | 0.01 | 0.00 |
| Manasota Key (34223; 1,345) | 12,250 | 0.053 | 0.01 | 0.00 | 0.00 |
| Grove City (34224; 2,092) | 11,662 | 0.060 | 0.01 | 0.00 | 0.00 |
| Longboat Key (34228; 7,668) | 3,150 | 0.618 | 0.12 | 0.04 | 0.01 |
| Osprey (34229; 4,143) | 6,488 | 0.206 | 0.04 | 0.01 | 0.00 |
| Sarasota (34230; 55,293) | 1,267 | 1.682 | 0.32 | 0.10 | 0.02 |
| Gulf Gate Estates (34231; 11,647) | 4,606 | 0.366 | 0.07 | 0.02 | 0.00 |
| Ridge Wood Heights (34231; 5,028) | 6,801 | 0.190 | 0.04 | 0.01 | 0.00 |
| Vamo (34231; 5,285) | 6,306 | 0.217 | 0.04 | 0.01 | 0.00 |
| South Sarasota (34231; 5,314) | 5,805 | 0.252 | 0.05 | 0.01 | 0.00 |
| Sarasota Springs (34232; 15,875) | 3,241 | 0.595 | 0.11 | 0.04 | 0.01 |
| Fruitville (34232; 12,741) | 3,281 | 0.585 | 0.11 | 0.03 | 0.01 |
| South Gate Ridge (34233; 5,655) | 6,061 | 0.233 | 0.04 | 0.01 | 0.00 |
| Bee Ridge (34233; 8,744) | 4,583 | 0.369 | 0.07 | 0.02 | 0.00 |
| North Sarasota (34234; 6,738) | 6,624 | 0.199 | 0.04 | 0.01 | 0.00 |
| Kensington Park (34235; 3,720) | 8,082 | 0.136 | 0.03 | 0.01 | 0.00 |
| Desoto Lakes (34235; 3,198) | 7,693 | 0.151 | 0.03 | 0.01 | 0.00 |
| The Meadows (34235; 4,423) | 6,305 | 0.217 | 0.04 | 0.01 | 0.00 |
| Southgate (34239; 7,455) | 5,470 | 0.278 | 0.05 | 0.02 | 0.00 |
| Lake Sarasota (34241; 4,458) | 6,592 | 0.201 | 0.04 | 0.01 | 0.00 |
| Siesta Key (34242; 7,150) | 4,162 | 0.424 | 0.08 | 0.03 | 0.00 |
| Whitfield (34243; 2,984) | 8,057 | 0.137 | 0.03 | 0.01 | 0.00 |
| Southeast Arcadia (34266; 6,064) | 7,621 | 0.154 | 0.03 | 0.01 | 0.00 |
| Arcadia (34266; 8,887) | 6,634 | 0.199 | 0.04 | 0.01 | 0.00 |
| Laurel (34272; 8,393) | 5,064 | 0.316 | 0.06 | 0.02 | 0.00 |
| Nokomis (34274; 3,334) | 9,220 | 0.103 | 0.02 | 0.01 | 0.00 |
| Venice (34285; 28,462) | 2,177 | 0.954 | 0.18 | 0.06 | 0.01 |
| North Port (34286; 130,587) | 373 | 4.263 | 0.80 | 0.25 | 0.04 |
| Warm Mineral Springs (34287; 4,811) | 8,196 | 0.132 | 0.02 | 0.01 | 0.00 |
| Venice Gardens (34293; 7,466) | 5,723 | 0.259 | 0.05 | 0.02 | 0.00 |
| South Venice (34293; 13,539) | 4,022 | 0.442 | 0.08 | 0.03 | 0.00 |

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Florida - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Englewood (34295; 16,196) | 3,924 | 0.460 | 0.09 | 0.03 | 0.00 |
| Belleview (34420; 4,750) | 8,910 | 0.111 | 0.02 | 0.01 | 0.00 |
| Crystal River (34428; 3,984) | 8,195 | 0.132 | 0.02 | 0.01 | 0.00 |
| Dunnellon (34431; 2,120) | 12,342 | 0.052 | 0.01 | 0.00 | 0.00 |
| Citrus Springs (34434; 4,157) | 8,946 | 0.110 | 0.02 | 0.01 | 0.00 |
| Floral City (34436; 4,989) | 8,431 | 0.126 | 0.02 | 0.01 | 0.00 |
| Citrus Hills (34442; 4,029) | 7,124 | 0.174 | 0.03 | 0.01 | 0.00 |
| Hernando (34442; 8,253) | 6,338 | 0.215 | 0.04 | 0.01 | 0.00 |
| Sugarmill Woods (34446; 6,409) | 5,859 | 0.249 | 0.05 | 0.01 | 0.00 |
| Homosassa Springs (34447; 12,458) | 5,100 | 0.312 | 0.06 | 0.02 | 0.00 |
| Homosassa (34448; 2,294) | 10,325 | 0.079 | 0.01 | 0.00 | 0.00 |
| Inverness Highlands South (34452; 5,781) | 7,803 | 0.146 | 0.03 | 0.01 | 0.00 |
| Inverness (34452; 9,002) | 6,356 | 0.214 | 0.04 | 0.01 | 0.00 |
| Lecanto (34461; 5,161) | 6,844 | 0.188 | 0.04 | 0.01 | 0.00 |
| Beverly Hills (34464; 8,317) | 6,908 | 0.185 | 0.03 | 0.01 | 0.00 |
| Pine Ridge (34465; 5,490) | 6,367 | 0.213 | 0.04 | 0.01 | 0.00 |
| Silver Springs Shores (34472; 6,690) | 7,491 | 0.158 | 0.03 | 0.01 | 0.00 |
| Ocala (34477; 58,904) | 1,321 | 1.625 | 0.31 | 0.10 | 0.02 |
| Spring Hill (34604; 69,078) | 1,011 | 2.027 | 0.38 | 0.12 | 0.02 |
| Brooksville (34605; 8,205) | 6,874 | 0.187 | 0.04 | 0.01 | 0.00 |
| Timber Pines (34606; 5,840) | 6,143 | 0.228 | 0.04 | 0.01 | 0.00 |
| Hernando Beach (34607; 2,185) | 9,704 | 0.092 | 0.02 | 0.01 | 0.00 |
| Shady Hills (34610; 7,798) | 5,947 | 0.241 | 0.05 | 0.01 | 0.00 |
| Brookridge (34613; 3,279) | 10,747 | 0.073 | 0.01 | 0.00 | 0.00 |
| North Weeki Wachee (34613; 4,253) | 8,564 | 0.121 | 0.02 | 0.01 | 0.00 |
| Land O' Lakes (34639; 20,971) | 1,992 | 1.063 | 0.20 | 0.06 | 0.01 |
| New Port Richey (34652; 18,488) | 4,142 | 0.427 | 0.08 | 0.03 | 0.00 |
| New Port Richey East (34653; 9,916) | 5,607 | 0.267 | 0.05 | 0.02 | 0.00 |
| Trinity (34655; 4,279) | 5,669 | 0.263 | 0.05 | 0.02 | 0.00 |
| Bayonet Point (34667; 23,577) | 3,192 | 0.609 | 0.11 | 0.04 | 0.01 |
| Jasmine Estates (34668; 18,213) | 4,070 | 0.438 | 0.08 | 0.03 | 0.00 |
| Hudson (34669; 12,765) | 4,498 | 0.378 | 0.07 | 0.02 | 0.00 |
| Port Richey (34674; 4,266) | 9,174 | 0.104 | 0.02 | 0.01 | 0.00 |
| Oldsmar (34677; 20,900) | 2,203 | 0.940 | 0.18 | 0.06 | 0.01 |
| Elfers (34680; 13,161) | 4,826 | 0.341 | 0.06 | 0.02 | 0.00 |
| Palm Harbor (34683; 59,248) | 808 | 2.402 | 0.45 | 0.14 | 0.02 |
| Holiday (34690; 21,904) | 3,479 | 0.548 | 0.10 | 0.03 | 0.01 |
| Beacon Square (34691; 7,263) | 7,015 | 0.179 | 0.03 | 0.01 | 0.00 |
| Tarpon Springs (34692; 27,941) | 2,176 | 0.954 | 0.18 | 0.06 | 0.01 |
| Safety Harbor (34695; 18,624) | 2,384 | 0.854 | 0.16 | 0.05 | 0.01 |
| Dunedin (34697; 39,564) | 1,719 | 1.230 | 0.23 | 0.07 | 0.01 |
| Astatula (34705; 2,647) | 10,610 | 0.075 | 0.01 | 0.00 | 0.00 |
| Clermont (34711; 18,842) | 2,977 | 0.661 | 0.12 | 0.04 | 0.01 |
| Minneola (34715; 17,218) | 2,807 | 0.711 | 0.13 | 0.04 | 0.01 |
| Fruitland Park (34731; 4,997) | 6,990 | 0.180 | 0.03 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Florida - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|-------------------|---------------|--------------|--------------|-------------|
| Groveland (34736; 2,360) | 11,099 | 0.067 | 0.01 | 0.00 | 0.00 |
| Kissimmee (34742; 90,861) | 677 | 2.754 | 0.52 | 0.16 | 0.03 |
| Campbell (34746; 2,677) | 11,424 | 0.063 | 0.01 | 0.00 | 0.00 |
| Celebration (34747; 2,736) | 6,967 | 0.181 | 0.03 | 0.01 | 0.00 |
| Leesburg (34749; 26,294) | 3,186 | 0.610 | 0.11 | 0.04 | 0.01 |
| Mascotte (34753; 18,687) | 3,048 | 0.643 | 0.12 | 0.04 | 0.01 |
| Poinciana (34759; 13,647) | 3,967 | 0.453 | 0.09 | 0.03 | 0.00 |
| Ocoee (34761; 43,865) | 978 | 2.085 | 0.39 | 0.12 | 0.02 |
| St. Cloud (34769; 31,030) | 2,082 | 1.010 | 0.19 | 0.06 | 0.01 |
| Wildwood (34785; 2,774) | 11,815 | 0.058 | 0.01 | 0.00 | 0.00 |
| Windermere (34786; 2,152) | 7,195 | 0.171 | 0.03 | 0.01 | 0.00 |
| Lake Butter (34786; 7,062) | 2,785 | 0.718 | 0.14 | 0.04 | 0.01 |
| Winter Garden (34787; 80,292) | 712 | 2.662 | 0.50 | 0.16 | 0.03 |
| Silver Lake (34788; 1,882) | 9,662 | 0.093 | 0.02 | 0.01 | 0.00 |
| Fort Pierce North (34947; 7,386) | 7,190 | 0.171 | 0.03 | 0.01 | 0.00 |
| Lakewood Park (34951; 10,458) | 4,896 | 0.334 | 0.06 | 0.02 | 0.00 |
| Fort Pierce (34951; 39,342) | 2,320 | 0.882 | 0.17 | 0.05 | 0.01 |
| Indiantown (34956; 5,588) | 7,847 | 0.145 | 0.03 | 0.01 | 0.00 |
| Jensen Beach (34957; 11,100) | 4,627 | 0.363 | 0.07 | 0.02 | 0.00 |
| Hutchinson Island South (34957; 4,846) | 6,852 | 0.187 | 0.04 | 0.01 | 0.00 |
| Yeehaw Junction (34972; 21,778) | 2,641 | 0.759 | 0.14 | 0.04 | 0.01 |
| Okeechobee (34974; 7,206) | 7,081 | 0.175 | 0.03 | 0.01 | 0.00 |
| Taylor Creek (34974; 4,289) | 9,550 | 0.095 | 0.02 | 0.01 | 0.00 |
| Fort Pierce South (34981; 5,672) | 7,485 | 0.159 | 0.03 | 0.01 | 0.00 |
| White City (34982; 4,221) | 7,476 | 0.159 | 0.03 | 0.01 | 0.00 |
| Indian River Estates (34982; 5,793) | 6,768 | 0.192 | 0.04 | 0.01 | 0.00 |
| Port St. Lucie-River Park (34983; 5,175) | 7,983 | 0.140 | 0.03 | 0.01 | 0.00 |
| Port St. Lucie (34984; 281,064) | 107 | 10.166 | 1.91 | 0.60 | 0.10 |
| Palm City (34991; 20,097) | 1,883 | 1.119 | 0.21 | 0.07 | 0.01 |
| Port Salerno (34992; 10,141) | 4,643 | 0.361 | 0.07 | 0.02 | 0.00 |
| North River Shores (34994; 3,101) | 8,572 | 0.121 | 0.02 | 0.01 | 0.00 |
| Sewall's Point (34996; 2,411) | 6,423 | 0.210 | 0.04 | 0.01 | 0.00 |
| Stuart (34997; 19,539) | 3,545 | 0.533 | 0.10 | 0.03 | 0.01 |
| Total | 14,608,548 | 530.89 | 100.0 | 31.45 | 5.14 |

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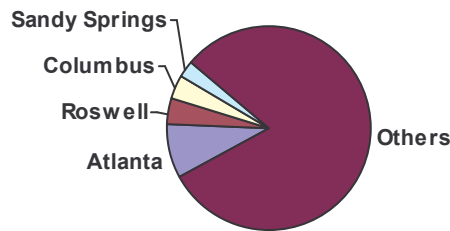
9.11 LATENT DEMAND BY YEAR - GEORGIA

The Latent Demand for Graphic Design Services in Georgia: 2002 - 2012

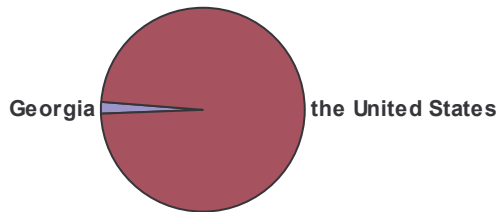
| Year | Georgia | % of Region | % of USA |
|------|---------|-------------|----------|
| 2002 | 166.06 | 9.84% | 1.62% |
| 2003 | 164.83 | 9.87% | 1.62% |
| 2004 | 163.61 | 9.89% | 1.62% |
| 2005 | 162.40 | 9.91% | 1.62% |
| 2006 | 162.11 | 9.93% | 1.62% |
| 2007 | 167.35 | 9.91% | 1.62% |
| 2008 | 173.71 | 9.89% | 1.62% |
| 2009 | 180.31 | 9.87% | 1.62% |
| 2010 | 187.16 | 9.85% | 1.62% |
| 2011 | 194.27 | 9.82% | 1.62% |
| 2012 | 201.66 | 9.80% | 1.62% |

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Georgia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Georgia: 2007



9.12 CITIES SORTED BY RANK - GEORGIA

Georgia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Atlanta (426,712) | 72 | 13.894 | 8.30 | 0.82 | 0.13 |
| Roswell (104,768) | 175 | 7.037 | 4.20 | 0.42 | 0.07 |
| Columbus (185,781) | 219 | 6.063 | 3.62 | 0.36 | 0.06 |
| Sandy Springs (85,781) | 313 | 4.854 | 2.90 | 0.29 | 0.05 |
| Woodstock (86,527) | 328 | 4.741 | 2.83 | 0.28 | 0.05 |
| Canton (113,303) | 369 | 4.282 | 2.56 | 0.25 | 0.04 |
| Savannah (124,811) | 506 | 3.394 | 2.03 | 0.20 | 0.03 |
| Kennesaw (55,664) | 556 | 3.149 | 1.88 | 0.19 | 0.03 |
| Warner Robins (86,530) | 563 | 3.112 | 1.86 | 0.18 | 0.03 |
| Peachtree City (41,535) | 603 | 2.974 | 1.78 | 0.18 | 0.03 |
| Smyrna (63,596) | 650 | 2.833 | 1.69 | 0.17 | 0.03 |
| Villa Rica (89,994) | 731 | 2.626 | 1.57 | 0.16 | 0.03 |
| Douglasville (60,721) | 746 | 2.575 | 1.54 | 0.15 | 0.02 |
| Dunwoody (32,808) | 754 | 2.545 | 1.52 | 0.15 | 0.02 |
| Marietta (66,354) | 761 | 2.526 | 1.51 | 0.15 | 0.02 |
| Macon (88,585) | 865 | 2.273 | 1.36 | 0.13 | 0.02 |
| McDonough (56,215) | 919 | 2.184 | 1.30 | 0.13 | 0.02 |
| Alpharetta (32,528) | 930 | 2.169 | 1.30 | 0.13 | 0.02 |
| Acworth (44,318) | 966 | 2.113 | 1.26 | 0.13 | 0.02 |
| Newnan (60,089) | 1,006 | 2.034 | 1.22 | 0.12 | 0.02 |
| Albany (74,213) | 1,032 | 1.990 | 1.19 | 0.12 | 0.02 |
| Gainesville (55,932) | 1,081 | 1.917 | 1.15 | 0.11 | 0.02 |
| Lawrenceville (46,759) | 1,101 | 1.896 | 1.13 | 0.11 | 0.02 |
| Sugar Hill (33,990) | 1,102 | 1.894 | 1.13 | 0.11 | 0.02 |
| North Atlanta (38,579) | 1,103 | 1.891 | 1.13 | 0.11 | 0.02 |
| Duluth (31,933) | 1,170 | 1.797 | 1.07 | 0.11 | 0.02 |
| Suwanee (21,708) | 1,247 | 1.708 | 1.02 | 0.10 | 0.02 |
| Redan (33,841) | 1,310 | 1.634 | 0.98 | 0.10 | 0.02 |
| Martinez (27,749) | 1,414 | 1.509 | 0.90 | 0.09 | 0.01 |
| Loganville (33,282) | 1,431 | 1.493 | 0.89 | 0.09 | 0.01 |
| Tucker (26,532) | 1,434 | 1.490 | 0.89 | 0.09 | 0.01 |
| Dalton (45,179) | 1,473 | 1.452 | 0.87 | 0.09 | 0.01 |
| Valdosta (50,745) | 1,542 | 1.380 | 0.82 | 0.08 | 0.01 |
| Mableton (29,733) | 1,548 | 1.376 | 0.82 | 0.08 | 0.01 |
| Fayetteville (26,614) | 1,549 | 1.376 | 0.82 | 0.08 | 0.01 |
| Pooler (29,778) | 1,614 | 1.316 | 0.79 | 0.08 | 0.01 |
| Stockbridge (25,871) | 1,799 | 1.170 | 0.70 | 0.07 | 0.01 |
| Powder Springs (21,522) | 1,851 | 1.138 | 0.68 | 0.07 | 0.01 |
| Riverdale (30,563) | 1,863 | 1.131 | 0.68 | 0.07 | 0.01 |
| Rome (37,285) | 1,964 | 1.080 | 0.65 | 0.06 | 0.01 |
| St. Marys (26,326) | 2,029 | 1.038 | 0.62 | 0.06 | 0.01 |
| Hinesville (31,119) | 2,058 | 1.020 | 0.61 | 0.06 | 0.01 |
| Candler-McAfee (28,294) | 2,081 | 1.011 | 0.60 | 0.06 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Georgia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Snellville (15,351) | 2,144 | 0.973 | 0.58 | 0.06 | 0.01 |
| Evans (17,727) | 2,210 | 0.934 | 0.56 | 0.06 | 0.01 |
| Cartersville (22,724) | 2,330 | 0.876 | 0.52 | 0.05 | 0.01 |
| Dallas (27,137) | 2,376 | 0.858 | 0.51 | 0.05 | 0.01 |
| North Druid Hills (18,852) | 2,377 | 0.857 | 0.51 | 0.05 | 0.01 |
| LaGrange (30,059) | 2,432 | 0.837 | 0.50 | 0.05 | 0.01 |
| Decatur (18,581) | 2,457 | 0.825 | 0.49 | 0.05 | 0.01 |
| Richmond Hill (17,767) | 2,566 | 0.783 | 0.47 | 0.05 | 0.01 |
| Wilmington Island (14,213) | 2,571 | 0.781 | 0.47 | 0.05 | 0.01 |
| Calhoun (24,264) | 2,624 | 0.764 | 0.46 | 0.05 | 0.01 |
| East Point (25,420) | 2,642 | 0.759 | 0.45 | 0.04 | 0.01 |
| Druid Hills (12,741) | 2,672 | 0.751 | 0.45 | 0.04 | 0.01 |
| Tyrone (12,439) | 2,722 | 0.735 | 0.44 | 0.04 | 0.01 |
| St. Simons (13,381) | 2,731 | 0.733 | 0.44 | 0.04 | 0.01 |
| North Decatur (15,270) | 2,791 | 0.716 | 0.43 | 0.04 | 0.01 |
| Winder (20,055) | 2,926 | 0.675 | 0.40 | 0.04 | 0.01 |
| Union City (20,258) | 2,945 | 0.670 | 0.40 | 0.04 | 0.01 |
| Griffin (23,257) | 3,007 | 0.655 | 0.39 | 0.04 | 0.01 |
| Carrollton (24,952) | 3,045 | 0.644 | 0.38 | 0.04 | 0.01 |
| Forest Park (20,430) | 3,051 | 0.642 | 0.38 | 0.04 | 0.01 |
| Belvedere Park (18,945) | 3,055 | 0.641 | 0.38 | 0.04 | 0.01 |
| Covington (21,344) | 3,061 | 0.640 | 0.38 | 0.04 | 0.01 |
| Skidaway Island (6,914) | 3,123 | 0.624 | 0.37 | 0.04 | 0.01 |
| Kingsland (15,550) | 3,218 | 0.601 | 0.36 | 0.04 | 0.01 |
| Conyers (17,808) | 3,236 | 0.597 | 0.36 | 0.04 | 0.01 |
| Milledgeville (20,871) | 3,239 | 0.596 | 0.36 | 0.04 | 0.01 |
| Lilburn (11,765) | 3,257 | 0.592 | 0.35 | 0.04 | 0.01 |
| Rincon (15,327) | 3,272 | 0.587 | 0.35 | 0.03 | 0.01 |
| Norcross (13,807) | 3,308 | 0.578 | 0.35 | 0.03 | 0.01 |
| Tifton (20,121) | 3,352 | 0.570 | 0.34 | 0.03 | 0.01 |
| Statesboro (31,340) | 3,416 | 0.558 | 0.33 | 0.03 | 0.01 |
| Thomasville (19,660) | 3,457 | 0.551 | 0.33 | 0.03 | 0.01 |
| Fairburn (14,760) | 3,475 | 0.548 | 0.33 | 0.03 | 0.01 |
| Vinings (9,677) | 3,544 | 0.534 | 0.32 | 0.03 | 0.01 |
| Centerville (12,107) | 3,556 | 0.531 | 0.32 | 0.03 | 0.01 |
| Dublin (19,430) | 3,612 | 0.519 | 0.31 | 0.03 | 0.01 |
| Temple (13,756) | 3,694 | 0.503 | 0.30 | 0.03 | 0.00 |
| Fort Benning South (11,737) | 3,949 | 0.456 | 0.27 | 0.03 | 0.00 |
| Fort Oglethorpe (15,122) | 3,956 | 0.454 | 0.27 | 0.03 | 0.00 |
| Buford (11,913) | 4,107 | 0.432 | 0.26 | 0.03 | 0.00 |
| Perry (14,579) | 4,131 | 0.429 | 0.26 | 0.03 | 0.00 |
| Austell (11,718) | 4,143 | 0.427 | 0.26 | 0.03 | 0.00 |
| Panthersville (11,791) | 4,148 | 0.426 | 0.25 | 0.03 | 0.00 |
| Cumming (11,684) | 4,199 | 0.418 | 0.25 | 0.02 | 0.00 |
| Doraville (10,552) | 4,321 | 0.402 | 0.24 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Georgia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Americus (15,946) | 4,328 | 0.400 | 0.24 | 0.02 | 0.00 |
| College Park (13,379) | 4,433 | 0.386 | 0.23 | 0.02 | 0.00 |
| Dacula (6,777) | 4,611 | 0.365 | 0.22 | 0.02 | 0.00 |
| Brunswick (17,156) | 4,672 | 0.358 | 0.21 | 0.02 | 0.00 |
| Irondale (7,727) | 4,674 | 0.357 | 0.21 | 0.02 | 0.00 |
| Senoia (7,554) | 4,694 | 0.354 | 0.21 | 0.02 | 0.00 |
| Monroe (13,505) | 4,759 | 0.348 | 0.21 | 0.02 | 0.00 |
| Scottdale (9,803) | 4,772 | 0.346 | 0.21 | 0.02 | 0.00 |
| Hampton (7,917) | 4,816 | 0.342 | 0.20 | 0.02 | 0.00 |
| Chamblee (7,912) | 4,827 | 0.341 | 0.20 | 0.02 | 0.00 |
| Auburn (7,042) | 4,846 | 0.339 | 0.20 | 0.02 | 0.00 |
| Berkeley Lake (3,296) | 4,854 | 0.338 | 0.20 | 0.02 | 0.00 |
| Moultrie (16,070) | 4,900 | 0.334 | 0.20 | 0.02 | 0.00 |
| Waycross (14,736) | 4,994 | 0.323 | 0.19 | 0.02 | 0.00 |
| Vidalia (12,085) | 5,012 | 0.321 | 0.19 | 0.02 | 0.00 |
| Grantville (11,835) | 5,014 | 0.321 | 0.19 | 0.02 | 0.00 |
| Fort Stewart (11,205) | 5,034 | 0.319 | 0.19 | 0.02 | 0.00 |
| Grovetown (10,143) | 5,054 | 0.317 | 0.19 | 0.02 | 0.00 |
| Whitemarsh Island (5,824) | 5,056 | 0.317 | 0.19 | 0.02 | 0.00 |
| Garden City (11,289) | 5,073 | 0.314 | 0.19 | 0.02 | 0.00 |
| Euharlee (6,222) | 5,087 | 0.313 | 0.19 | 0.02 | 0.00 |
| Bainbridge (13,344) | 5,115 | 0.311 | 0.19 | 0.02 | 0.00 |
| Gresham Park (9,215) | 5,127 | 0.309 | 0.18 | 0.02 | 0.00 |
| Douglas (11,790) | 5,138 | 0.309 | 0.18 | 0.02 | 0.00 |
| Jesup (11,279) | 5,179 | 0.305 | 0.18 | 0.02 | 0.00 |
| McRae (11,695) | 5,240 | 0.298 | 0.18 | 0.02 | 0.00 |
| Jefferson (7,290) | 5,440 | 0.281 | 0.17 | 0.02 | 0.00 |
| Country Club Estates (7,594) | 5,691 | 0.262 | 0.16 | 0.02 | 0.00 |
| Morrow (5,820) | 5,786 | 0.254 | 0.15 | 0.02 | 0.00 |
| Fair Oaks (8,443) | 5,818 | 0.251 | 0.15 | 0.01 | 0.00 |
| Stone Mountain (6,947) | 5,819 | 0.251 | 0.15 | 0.01 | 0.00 |
| Cedartown (10,539) | 5,928 | 0.242 | 0.14 | 0.01 | 0.00 |
| Clarkston (6,751) | 5,997 | 0.237 | 0.14 | 0.01 | 0.00 |
| Dahlonega (8,463) | 6,157 | 0.227 | 0.14 | 0.01 | 0.00 |
| Bremen (8,039) | 6,243 | 0.221 | 0.13 | 0.01 | 0.00 |
| Thomaston (9,483) | 6,269 | 0.219 | 0.13 | 0.01 | 0.00 |
| Commerce (6,808) | 6,316 | 0.216 | 0.13 | 0.01 | 0.00 |
| Toccoa (8,924) | 6,391 | 0.212 | 0.13 | 0.01 | 0.00 |
| Locust Grove (5,350) | 6,397 | 0.211 | 0.13 | 0.01 | 0.00 |
| Cairo (9,733) | 6,420 | 0.210 | 0.13 | 0.01 | 0.00 |
| Fairview (6,601) | 6,431 | 0.210 | 0.13 | 0.01 | 0.00 |
| Montgomery (4,134) | 6,517 | 0.205 | 0.12 | 0.01 | 0.00 |
| Oakwood (5,630) | 6,613 | 0.200 | 0.12 | 0.01 | 0.00 |
| Cordele (11,419) | 6,839 | 0.188 | 0.11 | 0.01 | 0.00 |
| Forsyth (6,534) | 6,873 | 0.187 | 0.11 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Georgia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Tybee Island (3,998) | 6,882 | 0.186 | 0.11 | 0.01 | 0.00 |
| Dock Junction (6,951) | 6,910 | 0.185 | 0.11 | 0.01 | 0.00 |
| Isle of Hope (2,605) | 6,933 | 0.184 | 0.11 | 0.01 | 0.00 |
| Conley (6,188) | 6,951 | 0.182 | 0.11 | 0.01 | 0.00 |
| Social Circle (5,468) | 6,976 | 0.181 | 0.11 | 0.01 | 0.00 |
| Byron (4,226) | 6,982 | 0.181 | 0.11 | 0.01 | 0.00 |
| Fitzgerald (9,187) | 7,008 | 0.179 | 0.11 | 0.01 | 0.00 |
| Hephzibah (5,143) | 7,010 | 0.179 | 0.11 | 0.01 | 0.00 |
| Avondale Estates (2,683) | 7,039 | 0.177 | 0.11 | 0.01 | 0.00 |
| Holly Springs (3,195) | 7,199 | 0.171 | 0.10 | 0.01 | 0.00 |
| Jasper (5,655) | 7,229 | 0.169 | 0.10 | 0.01 | 0.00 |
| Hoschton (3,512) | 7,292 | 0.166 | 0.10 | 0.01 | 0.00 |
| Fort Valley (8,971) | 7,330 | 0.165 | 0.10 | 0.01 | 0.00 |
| Eatonton (6,871) | 7,367 | 0.163 | 0.10 | 0.01 | 0.00 |
| Rockmart (5,422) | 7,368 | 0.163 | 0.10 | 0.01 | 0.00 |
| Barnesville (5,712) | 7,393 | 0.162 | 0.10 | 0.01 | 0.00 |
| Palmetto (5,371) | 7,395 | 0.162 | 0.10 | 0.01 | 0.00 |
| Chatsworth (5,188) | 7,410 | 0.162 | 0.10 | 0.01 | 0.00 |
| Lakeview (4,820) | 7,521 | 0.157 | 0.09 | 0.01 | 0.00 |
| La Fayette (7,112) | 7,622 | 0.154 | 0.09 | 0.01 | 0.00 |
| Watkinsville (3,579) | 7,629 | 0.153 | 0.09 | 0.01 | 0.00 |
| Jackson (5,738) | 7,633 | 0.153 | 0.09 | 0.01 | 0.00 |
| Statham (4,008) | 7,692 | 0.151 | 0.09 | 0.01 | 0.00 |
| Swainsboro (7,816) | 7,749 | 0.148 | 0.09 | 0.01 | 0.00 |
| Jonesboro (4,909) | 7,779 | 0.147 | 0.09 | 0.01 | 0.00 |
| Sandersville (5,762) | 7,783 | 0.147 | 0.09 | 0.01 | 0.00 |
| Wrightsville (8,740) | 7,829 | 0.145 | 0.09 | 0.01 | 0.00 |
| Thomson (6,666) | 7,844 | 0.145 | 0.09 | 0.01 | 0.00 |
| Madison (4,253) | 7,882 | 0.144 | 0.09 | 0.01 | 0.00 |
| Midway-Hardwick (5,135) | 7,960 | 0.141 | 0.08 | 0.01 | 0.00 |
| Robins AFB (3,949) | 8,034 | 0.138 | 0.08 | 0.01 | 0.00 |
| Chattanooga Valley (4,065) | 8,178 | 0.133 | 0.08 | 0.01 | 0.00 |
| Adel (5,925) | 8,188 | 0.133 | 0.08 | 0.01 | 0.00 |
| Sylvester (5,777) | 8,252 | 0.130 | 0.08 | 0.01 | 0.00 |
| Chickamauga (3,444) | 8,287 | 0.129 | 0.08 | 0.01 | 0.00 |
| Nashville (5,206) | 8,348 | 0.128 | 0.08 | 0.01 | 0.00 |
| Baxley (5,502) | 8,412 | 0.126 | 0.08 | 0.01 | 0.00 |
| Summerville (5,394) | 8,415 | 0.126 | 0.08 | 0.01 | 0.00 |
| Cochran (5,170) | 8,482 | 0.124 | 0.07 | 0.01 | 0.00 |
| Bonanza (2,904) | 8,571 | 0.121 | 0.07 | 0.01 | 0.00 |
| Hapeville (3,738) | 8,622 | 0.120 | 0.07 | 0.01 | 0.00 |
| Waynesboro (6,244) | 8,642 | 0.119 | 0.07 | 0.01 | 0.00 |
| Bloomingtondale (2,839) | 8,683 | 0.118 | 0.07 | 0.01 | 0.00 |
| Cleveland (3,929) | 8,690 | 0.118 | 0.07 | 0.01 | 0.00 |
| Eastman (5,249) | 8,753 | 0.116 | 0.07 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Georgia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Oxford (3,194) | 8,759 | 0.116 | 0.07 | 0.01 | 0.00 |
| Putney (2,998) | 8,790 | 0.115 | 0.07 | 0.01 | 0.00 |
| Camilla (5,422) | 8,822 | 0.114 | 0.07 | 0.01 | 0.00 |
| Alamo (4,821) | 8,860 | 0.113 | 0.07 | 0.01 | 0.00 |
| Cornelia (3,794) | 8,944 | 0.111 | 0.07 | 0.01 | 0.00 |
| Hartwell (4,444) | 8,963 | 0.110 | 0.07 | 0.01 | 0.00 |
| Lindale (4,088) | 8,992 | 0.109 | 0.07 | 0.01 | 0.00 |
| Gray (3,059) | 8,998 | 0.109 | 0.07 | 0.01 | 0.00 |
| Dawson (4,762) | 9,034 | 0.108 | 0.06 | 0.01 | 0.00 |
| Hiram (2,290) | 9,041 | 0.107 | 0.06 | 0.01 | 0.00 |
| Tallapoosa (3,824) | 9,053 | 0.107 | 0.06 | 0.01 | 0.00 |
| Arcade (3,015) | 9,099 | 0.106 | 0.06 | 0.01 | 0.00 |
| Port Wentworth (2,680) | 9,106 | 0.106 | 0.06 | 0.01 | 0.00 |
| Walthourville (3,493) | 9,115 | 0.106 | 0.06 | 0.01 | 0.00 |
| Hannahs Mill (3,267) | 9,229 | 0.103 | 0.06 | 0.01 | 0.00 |
| Elberton (4,705) | 9,259 | 0.102 | 0.06 | 0.01 | 0.00 |
| Ringgold (3,989) | 9,351 | 0.100 | 0.06 | 0.01 | 0.00 |
| Baldwin (3,642) | 9,365 | 0.100 | 0.06 | 0.01 | 0.00 |
| Maysville (2,577) | 9,434 | 0.098 | 0.06 | 0.01 | 0.00 |
| Monticello (2,984) | 9,446 | 0.098 | 0.06 | 0.01 | 0.00 |
| Lake City (2,631) | 9,535 | 0.096 | 0.06 | 0.01 | 0.00 |
| Washington (3,960) | 9,559 | 0.095 | 0.06 | 0.01 | 0.00 |
| West Point (3,182) | 9,567 | 0.095 | 0.06 | 0.01 | 0.00 |
| Metter (4,749) | 9,586 | 0.095 | 0.06 | 0.01 | 0.00 |
| Lovejoy (2,476) | 9,655 | 0.093 | 0.06 | 0.01 | 0.00 |
| Blakely (4,898) | 9,668 | 0.093 | 0.06 | 0.01 | 0.00 |
| Springfield (2,705) | 9,674 | 0.093 | 0.06 | 0.01 | 0.00 |
| Lyons (4,636) | 9,692 | 0.092 | 0.06 | 0.01 | 0.00 |
| Blackshear (3,581) | 9,710 | 0.092 | 0.05 | 0.01 | 0.00 |
| Lula (2,658) | 9,713 | 0.091 | 0.05 | 0.01 | 0.00 |
| Trenton (2,813) | 9,727 | 0.091 | 0.05 | 0.01 | 0.00 |
| Flowery Branch (2,683) | 9,807 | 0.089 | 0.05 | 0.01 | 0.00 |
| Hawkinsville (3,280) | 9,815 | 0.089 | 0.05 | 0.01 | 0.00 |
| Greensboro (3,862) | 9,878 | 0.088 | 0.05 | 0.01 | 0.00 |
| Montezuma (4,048) | 9,903 | 0.087 | 0.05 | 0.01 | 0.00 |
| Lookout Mountain (1,468) | 10,004 | 0.085 | 0.05 | 0.01 | 0.00 |
| Indian Springs (1,982) | 10,050 | 0.084 | 0.05 | 0.00 | 0.00 |
| Quitman (4,279) | 10,079 | 0.084 | 0.05 | 0.00 | 0.00 |
| Glennville (3,641) | 10,118 | 0.083 | 0.05 | 0.00 | 0.00 |
| Mount Zion (2,109) | 10,126 | 0.083 | 0.05 | 0.00 | 0.00 |
| Reed Creek (2,148) | 10,129 | 0.083 | 0.05 | 0.00 | 0.00 |
| Kings Bay Base (2,599) | 10,204 | 0.081 | 0.05 | 0.00 | 0.00 |
| Leesburg (2,942) | 10,291 | 0.080 | 0.05 | 0.00 | 0.00 |
| Demorest (2,634) | 10,457 | 0.077 | 0.05 | 0.00 | 0.00 |
| Experiment (3,233) | 10,538 | 0.076 | 0.05 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Georgia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Manchester (3,128) | 10,557 | 0.076 | 0.05 | 0.00 | 0.00 |
| Gumlog (2,025) | 10,585 | 0.075 | 0.04 | 0.00 | 0.00 |
| Adairsville (2,542) | 10,650 | 0.074 | 0.04 | 0.00 | 0.00 |
| Thunderbolt (2,202) | 10,666 | 0.074 | 0.04 | 0.00 | 0.00 |
| Hazlehurst (3,231) | 10,686 | 0.074 | 0.04 | 0.00 | 0.00 |
| Ashburn (4,194) | 10,692 | 0.073 | 0.04 | 0.00 | 0.00 |
| Hogansville (2,764) | 10,760 | 0.072 | 0.04 | 0.00 | 0.00 |
| Varnell (1,634) | 10,813 | 0.072 | 0.04 | 0.00 | 0.00 |
| Pembroke (2,687) | 10,822 | 0.072 | 0.04 | 0.00 | 0.00 |
| Lakeview Estates (2,637) | 10,866 | 0.071 | 0.04 | 0.00 | 0.00 |
| Lithia Springs (2,072) | 10,929 | 0.070 | 0.04 | 0.00 | 0.00 |
| East Dublin (2,996) | 11,033 | 0.068 | 0.04 | 0.00 | 0.00 |
| Alma (3,598) | 11,034 | 0.068 | 0.04 | 0.00 | 0.00 |
| Pelham (3,639) | 11,044 | 0.068 | 0.04 | 0.00 | 0.00 |
| Reidsville (2,791) | 11,082 | 0.068 | 0.04 | 0.00 | 0.00 |
| Rossville (3,057) | 11,089 | 0.068 | 0.04 | 0.00 | 0.00 |
| Royston (3,194) | 11,214 | 0.066 | 0.04 | 0.00 | 0.00 |
| Vienna (2,855) | 11,271 | 0.065 | 0.04 | 0.00 | 0.00 |
| Shannon (1,682) | 11,277 | 0.065 | 0.04 | 0.00 | 0.00 |
| Hahira (2,451) | 11,343 | 0.064 | 0.04 | 0.00 | 0.00 |
| Braselton (1,206) | 11,362 | 0.064 | 0.04 | 0.00 | 0.00 |
| Gordon (2,050) | 11,414 | 0.063 | 0.04 | 0.00 | 0.00 |
| Emerson (1,864) | 11,416 | 0.063 | 0.04 | 0.00 | 0.00 |
| Ocilla (3,017) | 11,418 | 0.063 | 0.04 | 0.00 | 0.00 |
| Millen (3,576) | 11,457 | 0.063 | 0.04 | 0.00 | 0.00 |
| Trion (2,209) | 11,484 | 0.062 | 0.04 | 0.00 | 0.00 |
| Clarkesville (2,363) | 11,524 | 0.062 | 0.04 | 0.00 | 0.00 |
| Deenwood (1,836) | 11,563 | 0.061 | 0.04 | 0.00 | 0.00 |
| Mount Vernon (2,464) | 11,568 | 0.061 | 0.04 | 0.00 | 0.00 |
| Lakeland (2,897) | 11,614 | 0.061 | 0.04 | 0.00 | 0.00 |
| Sylvania (2,338) | 11,652 | 0.060 | 0.04 | 0.00 | 0.00 |
| Raoul (1,816) | 11,672 | 0.060 | 0.04 | 0.00 | 0.00 |
| Unadilla (2,784) | 11,800 | 0.058 | 0.03 | 0.00 | 0.00 |
| Clayton (2,281) | 11,916 | 0.057 | 0.03 | 0.00 | 0.00 |
| Porterdale (2,510) | 11,964 | 0.056 | 0.03 | 0.00 | 0.00 |
| Walnut Grove (1,099) | 11,989 | 0.056 | 0.03 | 0.00 | 0.00 |
| Abbeville (2,805) | 12,014 | 0.056 | 0.03 | 0.00 | 0.00 |
| Nicholson (1,448) | 12,255 | 0.053 | 0.03 | 0.00 | 0.00 |
| Harlem (1,828) | 12,315 | 0.052 | 0.03 | 0.00 | 0.00 |
| Tunnel Hill (1,283) | 12,316 | 0.052 | 0.03 | 0.00 | 0.00 |
| Soperton (2,713) | 12,333 | 0.052 | 0.03 | 0.00 | 0.00 |
| Lavonia (2,254) | 12,389 | 0.051 | 0.03 | 0.00 | 0.00 |
| Ellaville (2,108) | 12,427 | 0.051 | 0.03 | 0.00 | 0.00 |
| Bowdon (1,921) | 12,485 | 0.050 | 0.03 | 0.00 | 0.00 |
| Davisboro (2,085) | 12,515 | 0.050 | 0.03 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Georgia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|-------------|-------------|
| Claxton (2,561) | 12,525 | 0.050 | 0.03 | 0.00 | 0.00 |
| Donalsonville (2,549) | 12,561 | 0.049 | 0.03 | 0.00 | 0.00 |
| East Newnan (1,305) | 12,591 | 0.049 | 0.03 | 0.00 | 0.00 |
| Helena (2,354) | 12,605 | 0.049 | 0.03 | 0.00 | 0.00 |
| Woodbine (1,498) | 12,644 | 0.049 | 0.03 | 0.00 | 0.00 |
| Lithonia (2,197) | 12,686 | 0.048 | 0.03 | 0.00 | 0.00 |
| Bogart (1,218) | 12,796 | 0.047 | 0.03 | 0.00 | 0.00 |
| East Griffin (1,635) | 12,823 | 0.047 | 0.03 | 0.00 | 0.00 |
| Ludowici (1,817) | 12,825 | 0.047 | 0.03 | 0.00 | 0.00 |
| Homerville (2,827) | 12,848 | 0.046 | 0.03 | 0.00 | 0.00 |
| Sunnyside (1,385) | 12,872 | 0.046 | 0.03 | 0.00 | 0.00 |
| Winterville (1,030) | 12,873 | 0.046 | 0.03 | 0.00 | 0.00 |
| Pearson (2,195) | 12,897 | 0.046 | 0.03 | 0.00 | 0.00 |
| Unionville (2,074) | 12,900 | 0.046 | 0.03 | 0.00 | 0.00 |
| Total 4,433,814 | | 167.35 | 100.0 | 9.91 | 1.62 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

9.13 CITIES SORTED BY ZIPCODE - GEORGIA

Georgia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Avondale Estates (30002; 2,683) | 7,039 | 0.177 | 0.11 | 0.01 | 0.00 |
| Auburn (30011; 7,042) | 4,846 | 0.339 | 0.20 | 0.02 | 0.00 |
| Lakeview Estates (30012; 2,637) | 10,866 | 0.071 | 0.04 | 0.00 | 0.00 |
| Walnut Grove (30014; 1,099) | 11,989 | 0.056 | 0.03 | 0.00 | 0.00 |
| Covington (30016; 21,344) | 3,061 | 0.640 | 0.38 | 0.04 | 0.01 |
| Dacula (30019; 6,777) | 4,611 | 0.365 | 0.22 | 0.02 | 0.00 |
| Clarkston (30021; 6,751) | 5,997 | 0.237 | 0.14 | 0.01 | 0.00 |
| Alpharetta (30023; 32,528) | 930 | 2.169 | 1.30 | 0.13 | 0.02 |
| Suwanee (30024; 21,708) | 1,247 | 1.708 | 1.02 | 0.10 | 0.02 |
| Social Circle (30025; 5,468) | 6,976 | 0.181 | 0.11 | 0.01 | 0.00 |
| Decatur (30030; 18,581) | 2,457 | 0.825 | 0.49 | 0.05 | 0.01 |
| Belvedere Park (30032; 18,945) | 3,055 | 0.641 | 0.38 | 0.04 | 0.01 |
| Candler-McAfee (30032; 28,294) | 2,081 | 1.011 | 0.60 | 0.06 | 0.01 |
| North Decatur (30033; 15,270) | 2,791 | 0.716 | 0.43 | 0.04 | 0.01 |
| Panthersville (30034; 11,791) | 4,148 | 0.426 | 0.25 | 0.03 | 0.00 |
| Snellville (30039; 15,351) | 2,144 | 0.973 | 0.58 | 0.06 | 0.01 |
| Centerville (30039; 12,107) | 3,556 | 0.531 | 0.32 | 0.03 | 0.01 |
| Cumming (30040; 11,684) | 4,199 | 0.418 | 0.25 | 0.02 | 0.00 |
| Lawrenceville (30042; 46,759) | 1,101 | 1.896 | 1.13 | 0.11 | 0.02 |
| Lilburn (30048; 11,765) | 3,257 | 0.592 | 0.35 | 0.04 | 0.01 |
| Loganville (30052; 33,282) | 1,431 | 1.493 | 0.89 | 0.09 | 0.01 |
| Oxford (30054; 3,194) | 8,759 | 0.116 | 0.07 | 0.01 | 0.00 |
| Lithonia (30058; 2,197) | 12,686 | 0.048 | 0.03 | 0.00 | 0.00 |

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Georgia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Fair Oaks (30060; 8,443) | 5,818 | 0.251 | 0.15 | 0.01 | 0.00 |
| Marietta (30061; 66,354) | 761 | 2.526 | 1.51 | 0.15 | 0.02 |
| Porterdale (30070; 2,510) | 11,964 | 0.056 | 0.03 | 0.00 | 0.00 |
| Redan (30074; 33,841) | 1,310 | 1.634 | 0.98 | 0.10 | 0.02 |
| Roswell (30076; 104,768) | 175 | 7.037 | 4.20 | 0.42 | 0.07 |
| Scottsdale (30079; 9,803) | 4,772 | 0.346 | 0.21 | 0.02 | 0.00 |
| Smyrna (30080; 63,596) | 650 | 2.833 | 1.69 | 0.17 | 0.03 |
| Tucker (30084; 26,532) | 1,434 | 1.490 | 0.89 | 0.09 | 0.01 |
| Stone Mountain (30088; 6,947) | 5,819 | 0.251 | 0.15 | 0.01 | 0.00 |
| Berkeley Lake (30092; 3,296) | 4,854 | 0.338 | 0.20 | 0.02 | 0.00 |
| Norcross (30093; 13,807) | 3,308 | 0.578 | 0.35 | 0.03 | 0.01 |
| Conyers (30094; 17,808) | 3,236 | 0.597 | 0.36 | 0.04 | 0.01 |
| Duluth (30095; 31,933) | 1,170 | 1.797 | 1.07 | 0.11 | 0.02 |
| Acworth (30101; 44,318) | 966 | 2.113 | 1.26 | 0.13 | 0.02 |
| Adairsville (30103; 2,542) | 10,650 | 0.074 | 0.04 | 0.00 | 0.00 |
| Austell (30106; 11,718) | 4,143 | 0.427 | 0.26 | 0.03 | 0.00 |
| Bowdon (30108; 1,921) | 12,485 | 0.050 | 0.03 | 0.00 | 0.00 |
| Bremen (30110; 8,039) | 6,243 | 0.221 | 0.13 | 0.01 | 0.00 |
| Carrollton (30116; 24,952) | 3,045 | 0.644 | 0.38 | 0.04 | 0.01 |
| Euharlee (30120; 6,222) | 5,087 | 0.313 | 0.19 | 0.02 | 0.00 |
| Cartersville (30121; 22,724) | 2,330 | 0.876 | 0.52 | 0.05 | 0.01 |
| Lithia Springs (30122; 2,072) | 10,929 | 0.070 | 0.04 | 0.00 | 0.00 |
| Cedartown (30125; 10,539) | 5,928 | 0.242 | 0.14 | 0.01 | 0.00 |
| Mableton (30126; 29,733) | 1,548 | 1.376 | 0.82 | 0.08 | 0.01 |
| Powder Springs (30127; 21,522) | 1,851 | 1.138 | 0.68 | 0.07 | 0.01 |
| Dallas (30132; 27,137) | 2,376 | 0.858 | 0.51 | 0.05 | 0.01 |
| Emerson (30137; 1,864) | 11,416 | 0.063 | 0.04 | 0.00 | 0.00 |
| Hiram (30141; 2,290) | 9,041 | 0.107 | 0.06 | 0.01 | 0.00 |
| Holly Springs (30142; 3,195) | 7,199 | 0.171 | 0.10 | 0.01 | 0.00 |
| Jasper (30143; 5,655) | 7,229 | 0.169 | 0.10 | 0.01 | 0.00 |
| Lindale (30147; 4,088) | 8,992 | 0.109 | 0.07 | 0.01 | 0.00 |
| Mount Zion (30150; 2,109) | 10,126 | 0.083 | 0.05 | 0.00 | 0.00 |
| Rockmart (30153; 5,422) | 7,368 | 0.163 | 0.10 | 0.01 | 0.00 |
| Douglasville (30154; 60,721) | 746 | 2.575 | 1.54 | 0.15 | 0.02 |
| Kennesaw (30156; 55,664) | 556 | 3.149 | 1.88 | 0.19 | 0.03 |
| Rome (30165; 37,285) | 1,964 | 1.080 | 0.65 | 0.06 | 0.01 |
| Canton (30169; 113,303) | 369 | 4.282 | 2.56 | 0.25 | 0.04 |
| Shannon (30172; 1,682) | 11,277 | 0.065 | 0.04 | 0.00 | 0.00 |
| Tallapoosa (30176; 3,824) | 9,053 | 0.107 | 0.06 | 0.01 | 0.00 |
| Temple (30179; 13,756) | 3,694 | 0.503 | 0.30 | 0.03 | 0.00 |
| Villa Rica (30180; 89,994) | 731 | 2.626 | 1.57 | 0.16 | 0.03 |
| Woodstock (30188; 86,527) | 328 | 4.741 | 2.83 | 0.28 | 0.05 |
| Barnesville (30204; 5,712) | 7,393 | 0.162 | 0.10 | 0.01 | 0.00 |
| Experiment (30212; 3,233) | 10,538 | 0.076 | 0.05 | 0.00 | 0.00 |
| Fairburn (30213; 14,760) | 3,475 | 0.548 | 0.33 | 0.03 | 0.01 |

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Georgia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Fayetteville (30215; 26,614) | 1,549 | 1.376 | 0.82 | 0.08 | 0.01 |
| Indian Springs (30216; 1,982) | 10,050 | 0.084 | 0.05 | 0.00 | 0.00 |
| Grantville (30220; 11,835) | 5,014 | 0.321 | 0.19 | 0.02 | 0.00 |
| Griffin (30223; 23,257) | 3,007 | 0.655 | 0.39 | 0.04 | 0.01 |
| East Griffin (30223; 1,635) | 12,823 | 0.047 | 0.03 | 0.00 | 0.00 |
| Hampton (30228; 7,917) | 4,816 | 0.342 | 0.20 | 0.02 | 0.00 |
| Hogansville (30230; 2,764) | 10,760 | 0.072 | 0.04 | 0.00 | 0.00 |
| Jackson (30233; 5,738) | 7,633 | 0.153 | 0.09 | 0.01 | 0.00 |
| Jonesboro (30236; 4,909) | 7,779 | 0.147 | 0.09 | 0.01 | 0.00 |
| Bonanza (30238; 2,904) | 8,571 | 0.121 | 0.07 | 0.01 | 0.00 |
| Irondale (30238; 7,727) | 4,674 | 0.357 | 0.21 | 0.02 | 0.00 |
| LaGrange (30241; 30,059) | 2,432 | 0.837 | 0.50 | 0.05 | 0.01 |
| Locust Grove (30248; 5,350) | 6,397 | 0.211 | 0.13 | 0.01 | 0.00 |
| Lovejoy (30250; 2,476) | 9,655 | 0.093 | 0.06 | 0.01 | 0.00 |
| McDonough (30253; 56,215) | 919 | 2.184 | 1.30 | 0.13 | 0.02 |
| Lake City (30260; 2,631) | 9,535 | 0.096 | 0.06 | 0.01 | 0.00 |
| Morrow (30260; 5,820) | 5,786 | 0.254 | 0.15 | 0.02 | 0.00 |
| East Newnan (30263; 1,305) | 12,591 | 0.049 | 0.03 | 0.00 | 0.00 |
| Newnan (30264; 60,089) | 1,006 | 2.034 | 1.22 | 0.12 | 0.02 |
| Palmetto (30268; 5,371) | 7,395 | 0.162 | 0.10 | 0.01 | 0.00 |
| Peachtree City (30270; 41,535) | 603 | 2.974 | 1.78 | 0.18 | 0.03 |
| Riverdale (30274; 30,563) | 1,863 | 1.131 | 0.68 | 0.07 | 0.01 |
| Senoia (30276; 7,554) | 4,694 | 0.354 | 0.21 | 0.02 | 0.00 |
| Stockbridge (30281; 25,871) | 1,799 | 1.170 | 0.70 | 0.07 | 0.01 |
| Hannahs Mill (30286; 3,267) | 9,229 | 0.103 | 0.06 | 0.01 | 0.00 |
| Thomaston (30286; 9,483) | 6,269 | 0.219 | 0.13 | 0.01 | 0.00 |
| Conley (30288; 6,188) | 6,951 | 0.182 | 0.11 | 0.01 | 0.00 |
| Tyrone (30290; 12,439) | 2,722 | 0.735 | 0.44 | 0.04 | 0.01 |
| Union City (30291; 20,258) | 2,945 | 0.670 | 0.40 | 0.04 | 0.01 |
| Forest Park (30298; 20,430) | 3,051 | 0.642 | 0.38 | 0.04 | 0.01 |
| Gresham Park (30316; 9,215) | 5,127 | 0.309 | 0.18 | 0.02 | 0.00 |
| North Atlanta (30319; 38,579) | 1,103 | 1.891 | 1.13 | 0.11 | 0.02 |
| Sandy Springs (30328; 85,781) | 313 | 4.854 | 2.90 | 0.29 | 0.05 |
| North Druid Hills (30329; 18,852) | 2,377 | 0.857 | 0.51 | 0.05 | 0.01 |
| Druid Hills (30333; 12,741) | 2,672 | 0.751 | 0.45 | 0.04 | 0.01 |
| Vinings (30339; 9,677) | 3,544 | 0.534 | 0.32 | 0.03 | 0.01 |
| College Park (30349; 13,379) | 4,433 | 0.386 | 0.23 | 0.02 | 0.00 |
| Hapeville (30354; 3,738) | 8,622 | 0.120 | 0.07 | 0.01 | 0.00 |
| Dunwoody (30356; 32,808) | 754 | 2.545 | 1.52 | 0.15 | 0.02 |
| Doraville (30360; 10,552) | 4,321 | 0.402 | 0.24 | 0.02 | 0.00 |
| East Point (30364; 25,420) | 2,642 | 0.759 | 0.45 | 0.04 | 0.01 |
| Chamblee (30366; 7,912) | 4,827 | 0.341 | 0.20 | 0.02 | 0.00 |
| Swainsboro (30401; 7,816) | 7,749 | 0.148 | 0.09 | 0.01 | 0.00 |
| Alamo (30411; 4,821) | 8,860 | 0.113 | 0.07 | 0.01 | 0.00 |
| Claxton (30417; 2,561) | 12,525 | 0.050 | 0.03 | 0.00 | 0.00 |

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Georgia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Glennville (30427; 3,641) | 10,118 | 0.083 | 0.05 | 0.00 | 0.00 |
| Lyons (30436; 4,636) | 9,692 | 0.092 | 0.06 | 0.01 | 0.00 |
| Metter (30439; 4,749) | 9,586 | 0.095 | 0.06 | 0.01 | 0.00 |
| Millen (30442; 3,576) | 11,457 | 0.063 | 0.04 | 0.00 | 0.00 |
| Mount Vernon (30445; 2,464) | 11,568 | 0.061 | 0.04 | 0.00 | 0.00 |
| Soperton (30457; 2,713) | 12,333 | 0.052 | 0.03 | 0.00 | 0.00 |
| Statesboro (30459; 31,340) | 3,416 | 0.558 | 0.33 | 0.03 | 0.01 |
| Sylvania (30467; 2,338) | 11,652 | 0.060 | 0.04 | 0.00 | 0.00 |
| Vidalia (30474; 12,085) | 5,012 | 0.321 | 0.19 | 0.02 | 0.00 |
| Reidsville (30499; 2,791) | 11,082 | 0.068 | 0.04 | 0.00 | 0.00 |
| Gainesville (30507; 55,932) | 1,081 | 1.917 | 1.15 | 0.11 | 0.02 |
| Raoul (30510; 1,816) | 11,672 | 0.060 | 0.04 | 0.00 | 0.00 |
| Baldwin (30511; 3,642) | 9,365 | 0.100 | 0.06 | 0.01 | 0.00 |
| Braselton (30517; 1,206) | 11,362 | 0.064 | 0.04 | 0.00 | 0.00 |
| Sugar Hill (30518; 33,990) | 1,102 | 1.894 | 1.13 | 0.11 | 0.02 |
| Buford (30519; 11,913) | 4,107 | 0.432 | 0.26 | 0.03 | 0.00 |
| Clarkesville (30523; 2,363) | 11,524 | 0.062 | 0.04 | 0.00 | 0.00 |
| Clayton (30525; 2,281) | 11,916 | 0.057 | 0.03 | 0.00 | 0.00 |
| Cleveland (30528; 3,929) | 8,690 | 0.118 | 0.07 | 0.01 | 0.00 |
| Commerce (30529; 6,808) | 6,316 | 0.216 | 0.13 | 0.01 | 0.00 |
| Cornelia (30531; 3,794) | 8,944 | 0.111 | 0.07 | 0.01 | 0.00 |
| Demorest (30535; 2,634) | 10,457 | 0.077 | 0.05 | 0.00 | 0.00 |
| Flowery Branch (30542; 2,683) | 9,807 | 0.089 | 0.05 | 0.01 | 0.00 |
| Hoschton (30548; 3,512) | 7,292 | 0.166 | 0.10 | 0.01 | 0.00 |
| Jefferson (30549; 7,290) | 5,440 | 0.281 | 0.17 | 0.02 | 0.00 |
| Arcade (30549; 3,015) | 9,099 | 0.106 | 0.06 | 0.01 | 0.00 |
| Lavonia (30553; 2,254) | 12,389 | 0.051 | 0.03 | 0.00 | 0.00 |
| Gumlog (30553; 2,025) | 10,585 | 0.075 | 0.04 | 0.00 | 0.00 |
| Lula (30554; 2,658) | 9,713 | 0.091 | 0.05 | 0.01 | 0.00 |
| Maysville (30558; 2,577) | 9,434 | 0.098 | 0.06 | 0.01 | 0.00 |
| Nicholson (30565; 1,448) | 12,255 | 0.053 | 0.03 | 0.00 | 0.00 |
| Oakwood (30566; 5,630) | 6,613 | 0.200 | 0.12 | 0.01 | 0.00 |
| Toccoa (30577; 8,924) | 6,391 | 0.212 | 0.13 | 0.01 | 0.00 |
| Dahlonega (30597; 8,463) | 6,157 | 0.227 | 0.14 | 0.01 | 0.00 |
| Bogart (30622; 1,218) | 12,796 | 0.047 | 0.03 | 0.00 | 0.00 |
| Elberton (30635; 4,705) | 9,259 | 0.102 | 0.06 | 0.01 | 0.00 |
| Greensboro (30642; 3,862) | 9,878 | 0.088 | 0.05 | 0.01 | 0.00 |
| Reed Creek (30643; 2,148) | 10,129 | 0.083 | 0.05 | 0.00 | 0.00 |
| Hartwell (30643; 4,444) | 8,963 | 0.110 | 0.07 | 0.01 | 0.00 |
| Madison (30650; 4,253) | 7,882 | 0.144 | 0.09 | 0.01 | 0.00 |
| Monroe (30655; 13,505) | 4,759 | 0.348 | 0.21 | 0.02 | 0.00 |
| Royston (30662; 3,194) | 11,214 | 0.066 | 0.04 | 0.00 | 0.00 |
| Statham (30666; 4,008) | 7,692 | 0.151 | 0.09 | 0.01 | 0.00 |
| Washington (30673; 3,960) | 9,559 | 0.095 | 0.06 | 0.01 | 0.00 |
| Watkinsville (30677; 3,579) | 7,629 | 0.153 | 0.09 | 0.01 | 0.00 |

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Georgia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Winder (30680; 20,055) | 2,926 | 0.675 | 0.40 | 0.04 | 0.01 |
| Winterville (30683; 1,030) | 12,873 | 0.046 | 0.03 | 0.00 | 0.00 |
| Calhoun (30703; 24,264) | 2,624 | 0.764 | 0.46 | 0.05 | 0.01 |
| Chatsworth (30705; 5,188) | 7,410 | 0.162 | 0.10 | 0.01 | 0.00 |
| Chickamauga (30707; 3,444) | 8,287 | 0.129 | 0.08 | 0.01 | 0.00 |
| Dalton (30719; 45,179) | 1,473 | 1.452 | 0.87 | 0.09 | 0.01 |
| La Fayette (30728; 7,112) | 7,622 | 0.154 | 0.09 | 0.01 | 0.00 |
| Ringgold (30736; 3,989) | 9,351 | 0.100 | 0.06 | 0.01 | 0.00 |
| Lakeview (30741; 4,820) | 7,521 | 0.157 | 0.09 | 0.01 | 0.00 |
| Rossville (30741; 3,057) | 11,089 | 0.068 | 0.04 | 0.00 | 0.00 |
| Fairview (30741; 6,601) | 6,431 | 0.210 | 0.13 | 0.01 | 0.00 |
| Chattanooga Valley (30741; 4,065) | 8,178 | 0.133 | 0.08 | 0.01 | 0.00 |
| Fort Oglethorpe (30742; 15,122) | 3,956 | 0.454 | 0.27 | 0.03 | 0.00 |
| Summerville (30747; 5,394) | 8,415 | 0.126 | 0.08 | 0.01 | 0.00 |
| Lookout Mountain (30750; 1,468) | 10,004 | 0.085 | 0.05 | 0.01 | 0.00 |
| Trenton (30752; 2,813) | 9,727 | 0.091 | 0.05 | 0.01 | 0.00 |
| Trion (30753; 2,209) | 11,484 | 0.062 | 0.04 | 0.00 | 0.00 |
| Tunnel Hill (30755; 1,283) | 12,316 | 0.052 | 0.03 | 0.00 | 0.00 |
| Varnell (30756; 1,634) | 10,813 | 0.072 | 0.04 | 0.00 | 0.00 |
| Thomson (30802; 6,666) | 7,844 | 0.145 | 0.09 | 0.01 | 0.00 |
| Evans (30809; 17,727) | 2,210 | 0.934 | 0.56 | 0.06 | 0.01 |
| Grovetown (30813; 10,143) | 5,054 | 0.317 | 0.19 | 0.02 | 0.00 |
| Harlem (30814; 1,828) | 12,315 | 0.052 | 0.03 | 0.00 | 0.00 |
| Hephzibah (30815; 5,143) | 7,010 | 0.179 | 0.11 | 0.01 | 0.00 |
| Waynesboro (30830; 6,244) | 8,642 | 0.119 | 0.07 | 0.01 | 0.00 |
| Martinez (30907; 27,749) | 1,414 | 1.509 | 0.90 | 0.09 | 0.01 |
| Abbeville (31001; 2,805) | 12,014 | 0.056 | 0.03 | 0.00 | 0.00 |
| Byron (31008; 4,226) | 6,982 | 0.181 | 0.11 | 0.01 | 0.00 |
| Cochran (31014; 5,170) | 8,482 | 0.124 | 0.07 | 0.01 | 0.00 |
| Cordele (31015; 11,419) | 6,839 | 0.188 | 0.11 | 0.01 | 0.00 |
| Davisboro (31018; 2,085) | 12,515 | 0.050 | 0.03 | 0.00 | 0.00 |
| Dublin (31021; 19,430) | 3,612 | 0.519 | 0.31 | 0.03 | 0.01 |
| Eastman (31023; 5,249) | 8,753 | 0.116 | 0.07 | 0.01 | 0.00 |
| Eatonton (31026; 6,871) | 7,367 | 0.163 | 0.10 | 0.01 | 0.00 |
| East Dublin (31027; 2,996) | 11,033 | 0.068 | 0.04 | 0.00 | 0.00 |
| Forsyth (31029; 6,534) | 6,873 | 0.187 | 0.11 | 0.01 | 0.00 |
| Fort Valley (31030; 8,971) | 7,330 | 0.165 | 0.10 | 0.01 | 0.00 |
| Gordon (31031; 2,050) | 11,414 | 0.063 | 0.04 | 0.00 | 0.00 |
| Gray (31032; 3,059) | 8,998 | 0.109 | 0.07 | 0.01 | 0.00 |
| Hawkinsville (31036; 3,280) | 9,815 | 0.089 | 0.05 | 0.01 | 0.00 |
| Helena (31037; 2,354) | 12,605 | 0.049 | 0.03 | 0.00 | 0.00 |
| McRae (31055; 11,695) | 5,240 | 0.298 | 0.18 | 0.02 | 0.00 |
| Milledgeville (31059; 20,871) | 3,239 | 0.596 | 0.36 | 0.04 | 0.01 |
| Midway-Hardwick (31061; 5,135) | 7,960 | 0.141 | 0.08 | 0.01 | 0.00 |
| Montezuma (31063; 4,048) | 9,903 | 0.087 | 0.05 | 0.01 | 0.00 |

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Georgia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Monticello (31064; 2,984) | 9,446 | 0.098 | 0.06 | 0.01 | 0.00 |
| Perry (31069; 14,579) | 4,131 | 0.429 | 0.26 | 0.03 | 0.00 |
| Sandersville (31082; 5,762) | 7,783 | 0.147 | 0.09 | 0.01 | 0.00 |
| Warner Robins (31088; 86,530) | 563 | 3.112 | 1.86 | 0.18 | 0.03 |
| Unadilla (31091; 2,784) | 11,800 | 0.058 | 0.03 | 0.00 | 0.00 |
| Vienna (31092; 2,855) | 11,271 | 0.065 | 0.04 | 0.00 | 0.00 |
| Wrightsville (31096; 8,740) | 7,829 | 0.145 | 0.09 | 0.01 | 0.00 |
| Robins AFB (31098; 3,949) | 8,034 | 0.138 | 0.08 | 0.01 | 0.00 |
| Macon (31213; 88,585) | 865 | 2.273 | 1.36 | 0.13 | 0.02 |
| Bloomington (31302; 2,839) | 8,683 | 0.118 | 0.07 | 0.01 | 0.00 |
| Fort Stewart (31314; 11,205) | 5,034 | 0.319 | 0.19 | 0.02 | 0.00 |
| Hinesville (31314; 31,119) | 2,058 | 1.020 | 0.61 | 0.06 | 0.01 |
| Ludowici (31316; 1,817) | 12,825 | 0.047 | 0.03 | 0.00 | 0.00 |
| Pembroke (31321; 2,687) | 10,822 | 0.072 | 0.04 | 0.00 | 0.00 |
| Pooler (31322; 29,778) | 1,614 | 1.316 | 0.79 | 0.08 | 0.01 |
| Richmond Hill (31324; 17,767) | 2,566 | 0.783 | 0.47 | 0.05 | 0.01 |
| Rincon (31326; 15,327) | 3,272 | 0.587 | 0.35 | 0.03 | 0.01 |
| Tybee Island (31328; 3,998) | 6,882 | 0.186 | 0.11 | 0.01 | 0.00 |
| Springfield (31329; 2,705) | 9,674 | 0.093 | 0.06 | 0.01 | 0.00 |
| Walthourville (31333; 3,493) | 9,115 | 0.106 | 0.06 | 0.01 | 0.00 |
| Isle of Hope (31406; 2,605) | 6,933 | 0.184 | 0.11 | 0.01 | 0.00 |
| Savannah (31406; 124,811) | 506 | 3.394 | 2.03 | 0.20 | 0.03 |
| Montgomery (31406; 4,134) | 6,517 | 0.205 | 0.12 | 0.01 | 0.00 |
| Port Wentworth (31407; 2,680) | 9,106 | 0.106 | 0.06 | 0.01 | 0.00 |
| Wilmington Island (31410; 14,213) | 2,571 | 0.781 | 0.47 | 0.05 | 0.01 |
| Thunderbolt (31410; 2,202) | 10,666 | 0.074 | 0.04 | 0.00 | 0.00 |
| Whitemarsh Island (31410; 5,824) | 5,056 | 0.317 | 0.19 | 0.02 | 0.00 |
| Skidaway Island (31411; 6,914) | 3,123 | 0.624 | 0.37 | 0.04 | 0.01 |
| Garden City (31418; 11,289) | 5,073 | 0.314 | 0.19 | 0.02 | 0.00 |
| Sunnyside (31501; 1,385) | 12,872 | 0.046 | 0.03 | 0.00 | 0.00 |
| Deenwood (31501; 1,836) | 11,563 | 0.061 | 0.04 | 0.00 | 0.00 |
| Waycross (31503; 14,736) | 4,994 | 0.323 | 0.19 | 0.02 | 0.00 |
| Alma (31510; 3,598) | 11,034 | 0.068 | 0.04 | 0.00 | 0.00 |
| Baxley (31515; 5,502) | 8,412 | 0.126 | 0.08 | 0.01 | 0.00 |
| Blackshear (31516; 3,581) | 9,710 | 0.092 | 0.05 | 0.01 | 0.00 |
| Dock Junction (31520; 6,951) | 6,910 | 0.185 | 0.11 | 0.01 | 0.00 |
| St. Simons (31522; 13,381) | 2,731 | 0.733 | 0.44 | 0.04 | 0.01 |
| Brunswick (31523; 17,156) | 4,672 | 0.358 | 0.21 | 0.02 | 0.00 |
| Country Club Estates (31525; 7,594) | 5,691 | 0.262 | 0.16 | 0.02 | 0.00 |
| Douglas (31535; 11,790) | 5,138 | 0.309 | 0.18 | 0.02 | 0.00 |
| Hazlehurst (31539; 3,231) | 10,686 | 0.074 | 0.04 | 0.00 | 0.00 |
| Jesup (31546; 11,279) | 5,179 | 0.305 | 0.18 | 0.02 | 0.00 |
| Kingsland (31548; 15,550) | 3,218 | 0.601 | 0.36 | 0.04 | 0.01 |
| St. Marys (31558; 26,326) | 2,029 | 1.038 | 0.62 | 0.06 | 0.01 |
| Kings Bay Base (31558; 2,599) | 10,204 | 0.081 | 0.05 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Georgia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|---------------|--------------|-------------|-------------|
| Woodbine (31569; 1,498) | 12,644 | 0.049 | 0.03 | 0.00 | 0.00 |
| Valdosta (31604; 50,745) | 1,542 | 1.380 | 0.82 | 0.08 | 0.01 |
| Adel (31620; 5,925) | 8,188 | 0.133 | 0.08 | 0.01 | 0.00 |
| Hahira (31632; 2,451) | 11,343 | 0.064 | 0.04 | 0.00 | 0.00 |
| Homerville (31634; 2,827) | 12,848 | 0.046 | 0.03 | 0.00 | 0.00 |
| Lakeland (31635; 2,897) | 11,614 | 0.061 | 0.04 | 0.00 | 0.00 |
| Nashville (31639; 5,206) | 8,348 | 0.128 | 0.08 | 0.01 | 0.00 |
| Pearson (31642; 2,195) | 12,897 | 0.046 | 0.03 | 0.00 | 0.00 |
| Quitman (31643; 4,279) | 10,079 | 0.084 | 0.05 | 0.00 | 0.00 |
| Albany (31702; 74,213) | 1,032 | 1.990 | 1.19 | 0.12 | 0.02 |
| Americus (31710; 15,946) | 4,328 | 0.400 | 0.24 | 0.02 | 0.00 |
| Ashburn (31714; 4,194) | 10,692 | 0.073 | 0.04 | 0.00 | 0.00 |
| Camilla (31730; 5,422) | 8,822 | 0.114 | 0.07 | 0.01 | 0.00 |
| Fitzgerald (31750; 9,187) | 7,008 | 0.179 | 0.11 | 0.01 | 0.00 |
| Leesburg (31763; 2,942) | 10,291 | 0.080 | 0.05 | 0.00 | 0.00 |
| Ocilla (31774; 3,017) | 11,418 | 0.063 | 0.04 | 0.00 | 0.00 |
| Pelham (31779; 3,639) | 11,044 | 0.068 | 0.04 | 0.00 | 0.00 |
| Putney (31782; 2,998) | 8,790 | 0.115 | 0.07 | 0.01 | 0.00 |
| Moultrie (31788; 16,070) | 4,900 | 0.334 | 0.20 | 0.02 | 0.00 |
| Sylvester (31791; 5,777) | 8,252 | 0.130 | 0.08 | 0.01 | 0.00 |
| Tifton (31793; 20,121) | 3,352 | 0.570 | 0.34 | 0.03 | 0.01 |
| Unionville (31794; 2,074) | 12,900 | 0.046 | 0.03 | 0.00 | 0.00 |
| Thomasville (31799; 19,660) | 3,457 | 0.551 | 0.33 | 0.03 | 0.01 |
| Ellaville (31806; 2,108) | 12,427 | 0.051 | 0.03 | 0.00 | 0.00 |
| Manchester (31816; 3,128) | 10,557 | 0.076 | 0.05 | 0.00 | 0.00 |
| West Point (31833; 3,182) | 9,567 | 0.095 | 0.06 | 0.01 | 0.00 |
| Fort Benning South (31905; 11,737) | 3,949 | 0.456 | 0.27 | 0.03 | 0.00 |
| Columbus (31995; 185,781) | 219 | 6.063 | 3.62 | 0.36 | 0.06 |
| Bainbridge (39817; 13,344) | 5,115 | 0.311 | 0.19 | 0.02 | 0.00 |
| Blakely (39823; 4,898) | 9,668 | 0.093 | 0.06 | 0.01 | 0.00 |
| Cairo (39828; 9,733) | 6,420 | 0.210 | 0.13 | 0.01 | 0.00 |
| Dawson (39842; 4,762) | 9,034 | 0.108 | 0.06 | 0.01 | 0.00 |
| Donalsonville (39845; 2,549) | 12,561 | 0.049 | 0.03 | 0.00 | 0.00 |
| Atlanta (39901; 426,712) | 72 | 13.894 | 8.30 | 0.82 | 0.13 |
| Total 4,433,814 | | 167.35 | 100.0 | 9.91 | 1.62 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

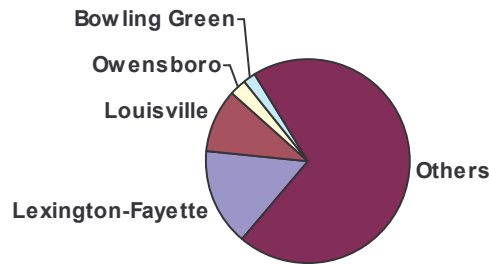
9.14 LATENT DEMAND BY YEAR - KENTUCKY

The Latent Demand for Graphic Design Services in Kentucky: 2002 - 2012

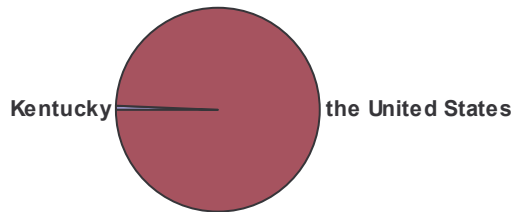
| Year | Kentucky | % of Region | % of USA |
|------|----------|-------------|----------|
| 2002 | 65.74 | 3.90% | 0.64% |
| 2003 | 65.51 | 3.92% | 0.64% |
| 2004 | 65.29 | 3.95% | 0.65% |
| 2005 | 65.06 | 3.97% | 0.65% |
| 2006 | 65.14 | 3.99% | 0.65% |
| 2007 | 67.05 | 3.97% | 0.65% |
| 2008 | 69.33 | 3.95% | 0.65% |
| 2009 | 71.69 | 3.92% | 0.64% |
| 2010 | 74.12 | 3.90% | 0.64% |
| 2011 | 76.64 | 3.88% | 0.64% |
| 2012 | 79.25 | 3.85% | 0.64% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Kentucky - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Kentucky: 2007



9.15 CITIES SORTED BY RANK - KENTUCKY

Kentucky - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Lexington-Fayette (284,327) | 106 | 10.246 | 15.28 | 0.61 | 0.10 |
| Louisville (256,231) | 189 | 6.690 | 9.98 | 0.40 | 0.06 |
| Owensboro (57,408) | 1,286 | 1.656 | 2.47 | 0.10 | 0.02 |
| Bowling Green (57,865) | 1,399 | 1.521 | 2.27 | 0.09 | 0.01 |
| Independence (30,768) | 1,503 | 1.420 | 2.12 | 0.08 | 0.01 |
| Florence (32,148) | 1,702 | 1.239 | 1.85 | 0.07 | 0.01 |
| Nicholasville (35,988) | 1,731 | 1.220 | 1.82 | 0.07 | 0.01 |
| Jeffersontown (25,069) | 1,784 | 1.180 | 1.76 | 0.07 | 0.01 |
| Covington (41,986) | 1,803 | 1.168 | 1.74 | 0.07 | 0.01 |
| Georgetown (25,624) | 2,135 | 0.978 | 1.46 | 0.06 | 0.01 |
| Pleasure Ridge Park (25,776) | 2,158 | 0.965 | 1.44 | 0.06 | 0.01 |
| Richmond (40,488) | 2,208 | 0.936 | 1.40 | 0.06 | 0.01 |
| Valley Station (22,946) | 2,327 | 0.878 | 1.31 | 0.05 | 0.01 |
| St. Matthews (22,873) | 2,336 | 0.874 | 1.30 | 0.05 | 0.01 |
| Fern Creek (17,870) | 2,348 | 0.868 | 1.30 | 0.05 | 0.01 |
| Frankfort (25,913) | 2,463 | 0.820 | 1.22 | 0.05 | 0.01 |
| Elizabethtown (25,267) | 2,468 | 0.819 | 1.22 | 0.05 | 0.01 |
| Henderson (28,157) | 2,587 | 0.775 | 1.16 | 0.05 | 0.01 |
| Hopkinsville (25,776) | 2,816 | 0.710 | 1.06 | 0.04 | 0.01 |
| Highview (15,161) | 2,948 | 0.669 | 1.00 | 0.04 | 0.01 |
| Radcliff (20,596) | 2,956 | 0.667 | 0.99 | 0.04 | 0.01 |
| Erlanger (16,948) | 2,993 | 0.657 | 0.98 | 0.04 | 0.01 |
| Fort Thomas (13,660) | 3,175 | 0.613 | 0.91 | 0.04 | 0.01 |
| Cold Spring (11,274) | 3,221 | 0.601 | 0.90 | 0.04 | 0.01 |
| Okolona (17,807) | 3,305 | 0.579 | 0.86 | 0.03 | 0.01 |
| Ashland (20,441) | 3,398 | 0.561 | 0.84 | 0.03 | 0.01 |
| Newburg (20,636) | 3,430 | 0.556 | 0.83 | 0.03 | 0.01 |
| Burlington (10,779) | 3,442 | 0.554 | 0.83 | 0.03 | 0.01 |
| Paducah (23,386) | 3,446 | 0.553 | 0.83 | 0.03 | 0.01 |
| Prospect (5,491) | 3,448 | 0.553 | 0.82 | 0.03 | 0.01 |
| Edgewood (7,948) | 3,477 | 0.548 | 0.82 | 0.03 | 0.01 |
| Madisonville (19,456) | 3,483 | 0.548 | 0.82 | 0.03 | 0.01 |
| Lyndon (13,521) | 3,578 | 0.526 | 0.78 | 0.03 | 0.01 |
| Villa Hills (7,417) | 3,742 | 0.494 | 0.74 | 0.03 | 0.00 |
| Danville (15,290) | 3,951 | 0.456 | 0.68 | 0.03 | 0.00 |
| Shively (15,581) | 4,018 | 0.443 | 0.66 | 0.03 | 0.00 |
| Winchester (15,494) | 4,067 | 0.438 | 0.65 | 0.03 | 0.00 |
| Oakbrook (7,726) | 4,097 | 0.434 | 0.65 | 0.03 | 0.00 |
| Shelbyville (12,402) | 4,175 | 0.422 | 0.63 | 0.03 | 0.00 |
| Glasgow (16,564) | 4,184 | 0.421 | 0.63 | 0.02 | 0.00 |
| Anchorage (3,364) | 4,282 | 0.408 | 0.61 | 0.02 | 0.00 |
| Lawrenceburg (10,630) | 4,348 | 0.398 | 0.59 | 0.02 | 0.00 |
| Fort Knox (12,377) | 4,475 | 0.381 | 0.57 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Kentucky - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Murray (16,252) | 4,505 | 0.377 | 0.56 | 0.02 | 0.00 |
| Mount Washington (9,443) | 4,533 | 0.375 | 0.56 | 0.02 | 0.00 |
| Alexandria (7,248) | 4,626 | 0.364 | 0.54 | 0.02 | 0.00 |
| Bardstown (12,615) | 4,649 | 0.360 | 0.54 | 0.02 | 0.00 |
| Union (4,617) | 4,678 | 0.357 | 0.53 | 0.02 | 0.00 |
| Indian Hills (3,256) | 4,684 | 0.355 | 0.53 | 0.02 | 0.00 |
| Fort Campbell North (14,338) | 4,762 | 0.347 | 0.52 | 0.02 | 0.00 |
| Middletown (7,032) | 4,822 | 0.341 | 0.51 | 0.02 | 0.00 |
| Newport (13,532) | 4,872 | 0.336 | 0.50 | 0.02 | 0.00 |
| Hurstbourne (4,156) | 4,892 | 0.335 | 0.50 | 0.02 | 0.00 |
| Shepherdsville (10,056) | 4,943 | 0.329 | 0.49 | 0.02 | 0.00 |
| Taylor Mill (6,426) | 5,071 | 0.315 | 0.47 | 0.02 | 0.00 |
| Hillview (7,949) | 5,148 | 0.308 | 0.46 | 0.02 | 0.00 |
| Elsmere (7,815) | 5,236 | 0.299 | 0.45 | 0.02 | 0.00 |
| Buckner (4,000) | 5,288 | 0.295 | 0.44 | 0.02 | 0.00 |
| Douglass Hills (5,358) | 5,340 | 0.291 | 0.43 | 0.02 | 0.00 |
| Somerset (14,058) | 5,405 | 0.285 | 0.42 | 0.02 | 0.00 |
| St. Dennis (9,177) | 5,444 | 0.281 | 0.42 | 0.02 | 0.00 |
| Fort Mitchell (6,617) | 5,474 | 0.278 | 0.41 | 0.02 | 0.00 |
| Oak Grove (9,469) | 5,492 | 0.276 | 0.41 | 0.02 | 0.00 |
| Berea (9,851) | 5,544 | 0.272 | 0.41 | 0.02 | 0.00 |
| Paris (9,594) | 5,594 | 0.268 | 0.40 | 0.02 | 0.00 |
| Crestview Hills (4,830) | 5,815 | 0.251 | 0.37 | 0.01 | 0.00 |
| Fairdale (7,658) | 5,914 | 0.244 | 0.36 | 0.01 | 0.00 |
| Franklin (8,291) | 5,953 | 0.240 | 0.36 | 0.01 | 0.00 |
| Campbellsville (11,545) | 5,961 | 0.240 | 0.36 | 0.01 | 0.00 |
| La Grange (6,926) | 5,993 | 0.237 | 0.35 | 0.01 | 0.00 |
| Versailles (7,453) | 6,001 | 0.236 | 0.35 | 0.01 | 0.00 |
| Fort Wright (4,967) | 6,014 | 0.236 | 0.35 | 0.01 | 0.00 |
| Buechel (7,272) | 6,029 | 0.235 | 0.35 | 0.01 | 0.00 |
| Maysville (9,065) | 6,132 | 0.228 | 0.34 | 0.01 | 0.00 |
| Flatwoods (7,821) | 6,248 | 0.220 | 0.33 | 0.01 | 0.00 |
| Highland Heights (5,685) | 6,424 | 0.210 | 0.31 | 0.01 | 0.00 |
| Harrodsburg (8,114) | 6,574 | 0.202 | 0.30 | 0.01 | 0.00 |
| Reidland (4,353) | 6,795 | 0.190 | 0.28 | 0.01 | 0.00 |
| Corbin (9,336) | 6,848 | 0.188 | 0.28 | 0.01 | 0.00 |
| Mayfield (9,978) | 6,920 | 0.184 | 0.27 | 0.01 | 0.00 |
| Russellville (7,499) | 7,108 | 0.174 | 0.26 | 0.01 | 0.00 |
| Leitchfield (7,346) | 7,122 | 0.174 | 0.26 | 0.01 | 0.00 |
| Russell (3,529) | 7,160 | 0.172 | 0.26 | 0.01 | 0.00 |
| Wilder (3,812) | 7,183 | 0.171 | 0.26 | 0.01 | 0.00 |
| Middlesborough (9,651) | 7,188 | 0.171 | 0.25 | 0.01 | 0.00 |
| Mount Sterling (6,926) | 7,219 | 0.170 | 0.25 | 0.01 | 0.00 |
| Bellevue (5,059) | 7,269 | 0.167 | 0.25 | 0.01 | 0.00 |
| Massac (3,888) | 7,386 | 0.163 | 0.24 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Kentucky - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Wilmore (5,671) | 7,407 | 0.162 | 0.24 | 0.01 | 0.00 |
| Cynthiana (6,206) | 7,443 | 0.160 | 0.24 | 0.01 | 0.00 |
| Windy Hills (2,600) | 7,513 | 0.157 | 0.23 | 0.01 | 0.00 |
| Hendron (4,239) | 7,536 | 0.157 | 0.23 | 0.01 | 0.00 |
| Crescent Springs (4,059) | 7,657 | 0.152 | 0.23 | 0.01 | 0.00 |
| Walton (3,884) | 7,722 | 0.149 | 0.22 | 0.01 | 0.00 |
| Princeton (6,053) | 7,801 | 0.146 | 0.22 | 0.01 | 0.00 |
| Ludlow (4,446) | 7,906 | 0.143 | 0.21 | 0.01 | 0.00 |
| London (5,692) | 7,974 | 0.141 | 0.21 | 0.01 | 0.00 |
| Central City (5,616) | 8,012 | 0.139 | 0.21 | 0.01 | 0.00 |
| Graymoor-Devondale (3,007) | 8,018 | 0.139 | 0.21 | 0.01 | 0.00 |
| Pioneer Village (2,733) | 8,055 | 0.137 | 0.21 | 0.01 | 0.00 |
| Dayton (4,697) | 8,092 | 0.136 | 0.20 | 0.01 | 0.00 |
| Benton (4,164) | 8,181 | 0.133 | 0.20 | 0.01 | 0.00 |
| Morehead (5,914) | 8,321 | 0.129 | 0.19 | 0.01 | 0.00 |
| Lancaster (5,386) | 8,358 | 0.128 | 0.19 | 0.01 | 0.00 |
| Lebanon (6,411) | 8,384 | 0.127 | 0.19 | 0.01 | 0.00 |
| Pikeville (6,323) | 8,410 | 0.126 | 0.19 | 0.01 | 0.00 |
| Vine Grove (3,496) | 8,535 | 0.122 | 0.18 | 0.01 | 0.00 |
| Woodlawn-Oakdale (4,937) | 8,539 | 0.122 | 0.18 | 0.01 | 0.00 |
| Southgate (3,162) | 8,584 | 0.121 | 0.18 | 0.01 | 0.00 |
| Williamstown (3,954) | 8,590 | 0.121 | 0.18 | 0.01 | 0.00 |
| Morganfield (3,368) | 8,679 | 0.118 | 0.18 | 0.01 | 0.00 |
| Pewee Valley (1,813) | 8,692 | 0.118 | 0.18 | 0.01 | 0.00 |
| Claryville (2,588) | 8,776 | 0.115 | 0.17 | 0.01 | 0.00 |
| Crittenden (3,076) | 8,823 | 0.114 | 0.17 | 0.01 | 0.00 |
| Crestwood (2,906) | 8,883 | 0.112 | 0.17 | 0.01 | 0.00 |
| Scottsville (4,925) | 8,988 | 0.109 | 0.16 | 0.01 | 0.00 |
| Lakeside Park (2,356) | 9,008 | 0.108 | 0.16 | 0.01 | 0.00 |
| Calvert City (2,845) | 9,112 | 0.106 | 0.16 | 0.01 | 0.00 |
| St. Regis Park (1,562) | 9,197 | 0.104 | 0.15 | 0.01 | 0.00 |
| Carrollton (3,784) | 9,274 | 0.102 | 0.15 | 0.01 | 0.00 |
| Brooks (2,678) | 9,303 | 0.101 | 0.15 | 0.01 | 0.00 |
| Monticello (6,395) | 9,324 | 0.101 | 0.15 | 0.01 | 0.00 |
| Columbia (4,697) | 9,483 | 0.097 | 0.14 | 0.01 | 0.00 |
| Park Hills (2,477) | 9,585 | 0.095 | 0.14 | 0.01 | 0.00 |
| Greenville (4,073) | 9,619 | 0.094 | 0.14 | 0.01 | 0.00 |
| Hazard (4,979) | 9,646 | 0.093 | 0.14 | 0.01 | 0.00 |
| Paintsville (3,999) | 9,715 | 0.091 | 0.14 | 0.01 | 0.00 |
| Brandenburg (2,687) | 9,845 | 0.088 | 0.13 | 0.01 | 0.00 |
| Barbourmeade (1,317) | 9,991 | 0.085 | 0.13 | 0.01 | 0.00 |
| Beaver Dam (3,309) | 10,064 | 0.084 | 0.13 | 0.00 | 0.00 |
| Providence (3,386) | 10,068 | 0.084 | 0.13 | 0.00 | 0.00 |
| Worthington Hills (1,646) | 10,080 | 0.084 | 0.12 | 0.00 | 0.00 |
| Audubon Park (1,538) | 10,095 | 0.084 | 0.12 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Kentucky - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|---------------|--------------|-------------|-------------|
| Williamsburg (5,001) | 10,167 | 0.082 | 0.12 | 0.00 | 0.00 |
| Grayson (4,467) | 10,305 | 0.080 | 0.12 | 0.00 | 0.00 |
| Stanford (3,484) | 10,338 | 0.079 | 0.12 | 0.00 | 0.00 |
| Raceland (2,724) | 10,441 | 0.078 | 0.12 | 0.00 | 0.00 |
| Stanton (3,293) | 10,491 | 0.077 | 0.11 | 0.00 | 0.00 |
| Dry Ridge (2,755) | 10,513 | 0.076 | 0.11 | 0.00 | 0.00 |
| Prestonsburg (4,035) | 10,533 | 0.076 | 0.11 | 0.00 | 0.00 |
| Midway (1,595) | 10,689 | 0.073 | 0.11 | 0.00 | 0.00 |
| Springfield (3,252) | 10,794 | 0.072 | 0.11 | 0.00 | 0.00 |
| Cadiz (2,997) | 10,817 | 0.072 | 0.11 | 0.00 | 0.00 |
| Flemingsburg (3,334) | 10,827 | 0.072 | 0.11 | 0.00 | 0.00 |
| West Liberty (3,591) | 10,944 | 0.070 | 0.10 | 0.00 | 0.00 |
| Carlisle (2,484) | 11,225 | 0.066 | 0.10 | 0.00 | 0.00 |
| Simpsonville (1,605) | 11,249 | 0.065 | 0.10 | 0.00 | 0.00 |
| Hardinsburg (2,701) | 11,297 | 0.065 | 0.10 | 0.00 | 0.00 |
| Hartford (2,860) | 11,303 | 0.065 | 0.10 | 0.00 | 0.00 |
| Eddyville (2,465) | 11,391 | 0.064 | 0.09 | 0.00 | 0.00 |
| Eminence (2,313) | 11,393 | 0.063 | 0.09 | 0.00 | 0.00 |
| Minor Lane Heights (1,785) | 11,547 | 0.061 | 0.09 | 0.00 | 0.00 |
| Dawson Springs (2,945) | 11,626 | 0.060 | 0.09 | 0.00 | 0.00 |
| Orchard Grass Hills (1,031) | 11,689 | 0.060 | 0.09 | 0.00 | 0.00 |
| Junction City (2,158) | 11,827 | 0.058 | 0.09 | 0.00 | 0.00 |
| Lebanon Junction (2,215) | 11,876 | 0.057 | 0.09 | 0.00 | 0.00 |
| Hodgenville (2,513) | 11,881 | 0.057 | 0.09 | 0.00 | 0.00 |
| Marion (2,637) | 11,897 | 0.057 | 0.08 | 0.00 | 0.00 |
| Hebron Estates (1,219) | 11,946 | 0.056 | 0.08 | 0.00 | 0.00 |
| Beechwood Village (1,182) | 11,977 | 0.056 | 0.08 | 0.00 | 0.00 |
| Hurstbourne Acres (1,528) | 12,133 | 0.054 | 0.08 | 0.00 | 0.00 |
| Worthington (1,699) | 12,176 | 0.054 | 0.08 | 0.00 | 0.00 |
| Ledbetter (1,700) | 12,180 | 0.054 | 0.08 | 0.00 | 0.00 |
| Jeffersonville (1,999) | 12,225 | 0.053 | 0.08 | 0.00 | 0.00 |
| Woodlawn Park (1,054) | 12,291 | 0.052 | 0.08 | 0.00 | 0.00 |
| Sturgis (2,021) | 12,293 | 0.052 | 0.08 | 0.00 | 0.00 |
| Lewisport (1,593) | 12,368 | 0.052 | 0.08 | 0.00 | 0.00 |
| Falmouth (2,220) | 12,456 | 0.050 | 0.08 | 0.00 | 0.00 |
| Jackson (2,195) | 12,481 | 0.050 | 0.07 | 0.00 | 0.00 |
| Horse Cave (2,496) | 12,736 | 0.048 | 0.07 | 0.00 | 0.00 |
| Breckinridge Center (1,874) | 12,744 | 0.048 | 0.07 | 0.00 | 0.00 |
| Russell Springs (2,817) | 12,757 | 0.047 | 0.07 | 0.00 | 0.00 |
| Morgantown (2,584) | 12,829 | 0.047 | 0.07 | 0.00 | 0.00 |
| Fulton (2,195) | 12,843 | 0.046 | 0.07 | 0.00 | 0.00 |
| Total 2,045,962 | | 67.049 | 100.0 | 3.97 | 0.65 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

9.16 CITIES SORTED BY ZIPCODE - KENTUCKY

| Kentucky - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Bardstown (40004; 12,615) | 4,649 | 0.360 | 0.54 | 0.02 | 0.00 |
| Buckner (40010; 4,000) | 5,288 | 0.295 | 0.44 | 0.02 | 0.00 |
| Crestwood (40014; 2,906) | 8,883 | 0.112 | 0.17 | 0.01 | 0.00 |
| Orchard Grass Hills (40014; 1,031) | 11,689 | 0.060 | 0.09 | 0.00 | 0.00 |
| Eminence (40019; 2,313) | 11,393 | 0.063 | 0.09 | 0.00 | 0.00 |
| La Grange (40031; 6,926) | 5,993 | 0.237 | 0.35 | 0.01 | 0.00 |
| Lebanon (40033; 6,411) | 8,384 | 0.127 | 0.19 | 0.01 | 0.00 |
| Mount Washington (40047; 9,443) | 4,533 | 0.375 | 0.56 | 0.02 | 0.00 |
| Pewee Valley (40056; 1,813) | 8,692 | 0.118 | 0.18 | 0.01 | 0.00 |
| Prospect (40059; 5,491) | 3,448 | 0.553 | 0.82 | 0.03 | 0.01 |
| Shelbyville (40065; 12,402) | 4,175 | 0.422 | 0.63 | 0.03 | 0.00 |
| Simpsonville (40067; 1,605) | 11,249 | 0.065 | 0.10 | 0.00 | 0.00 |
| Springfield (40069; 3,252) | 10,794 | 0.072 | 0.11 | 0.00 | 0.00 |
| Brandenburg (40108; 2,687) | 9,845 | 0.088 | 0.13 | 0.01 | 0.00 |
| Brooks (40109; 2,678) | 9,303 | 0.101 | 0.15 | 0.01 | 0.00 |
| Fairdale (40118; 7,658) | 5,914 | 0.244 | 0.36 | 0.01 | 0.00 |
| Fort Knox (40121; 12,377) | 4,475 | 0.381 | 0.57 | 0.02 | 0.00 |
| Hillview (40129; 7,949) | 5,148 | 0.308 | 0.46 | 0.02 | 0.00 |
| Hardinsburg (40143; 2,701) | 11,297 | 0.065 | 0.10 | 0.00 | 0.00 |
| Lebanon Junction (40150; 2,215) | 11,876 | 0.057 | 0.09 | 0.00 | 0.00 |
| Radcliff (40160; 20,596) | 2,956 | 0.667 | 0.99 | 0.04 | 0.01 |
| Shepherdsville (40165; 10,056) | 4,943 | 0.329 | 0.49 | 0.02 | 0.00 |
| Hebron Estates (40165; 1,219) | 11,946 | 0.056 | 0.08 | 0.00 | 0.00 |
| Pioneer Village (40165; 2,733) | 8,055 | 0.137 | 0.21 | 0.01 | 0.00 |
| Vine Grove (40175; 3,496) | 8,535 | 0.122 | 0.18 | 0.01 | 0.00 |
| Beechwood Village (40207; 1,182) | 11,977 | 0.056 | 0.08 | 0.00 | 0.00 |
| St. Matthews (40207; 22,873) | 2,336 | 0.874 | 1.30 | 0.05 | 0.01 |
| Woodlawn Park (40207; 1,054) | 12,291 | 0.052 | 0.08 | 0.00 | 0.00 |
| Windy Hills (40207; 2,600) | 7,513 | 0.157 | 0.23 | 0.01 | 0.00 |
| Indian Hills (40207; 3,256) | 4,684 | 0.355 | 0.53 | 0.02 | 0.00 |
| Audubon Park (40213; 1,538) | 10,095 | 0.084 | 0.12 | 0.00 | 0.00 |
| St. Dennis (40216; 9,177) | 5,444 | 0.281 | 0.42 | 0.02 | 0.00 |
| Shively (40216; 15,581) | 4,018 | 0.443 | 0.66 | 0.03 | 0.00 |
| Buechel (40218; 7,272) | 6,029 | 0.235 | 0.35 | 0.01 | 0.00 |
| Newburg (40219; 20,636) | 3,430 | 0.556 | 0.83 | 0.03 | 0.01 |
| Minor Lane Heights (40219; 1,785) | 11,547 | 0.061 | 0.09 | 0.00 | 0.00 |
| Hurstbourne Acres (40220; 1,528) | 12,133 | 0.054 | 0.08 | 0.00 | 0.00 |
| St. Regis Park (40220; 1,562) | 9,197 | 0.104 | 0.15 | 0.01 | 0.00 |
| Hurstbourne (40222; 4,156) | 4,892 | 0.335 | 0.50 | 0.02 | 0.00 |
| Graymoor-Devondale (40222; 3,007) | 8,018 | 0.139 | 0.21 | 0.01 | 0.00 |
| Anchorage (40223; 3,364) | 4,282 | 0.408 | 0.61 | 0.02 | 0.00 |
| Highview (40228; 15,161) | 2,948 | 0.669 | 1.00 | 0.04 | 0.01 |
| Okolona (40229; 17,807) | 3,305 | 0.579 | 0.86 | 0.03 | 0.01 |
| Barbourmeade (40241; 1,317) | 9,991 | 0.085 | 0.13 | 0.01 | 0.00 |
| Lyndon (40242; 13,521) | 3,578 | 0.526 | 0.78 | 0.03 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Kentucky - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Douglass Hills (40243; 5,358) | 5,340 | 0.291 | 0.43 | 0.02 | 0.00 |
| Middletown (40243; 7,032) | 4,822 | 0.341 | 0.51 | 0.02 | 0.00 |
| Worthington Hills (40245; 1,646) | 10,080 | 0.084 | 0.12 | 0.00 | 0.00 |
| Pleasure Ridge Park (40258; 25,776) | 2,158 | 0.965 | 1.44 | 0.06 | 0.01 |
| Jeffersontown (40269; 25,069) | 1,784 | 1.180 | 1.76 | 0.07 | 0.01 |
| Valley Station (40272; 22,946) | 2,327 | 0.878 | 1.31 | 0.05 | 0.01 |
| Fern Creek (40291; 17,870) | 2,348 | 0.868 | 1.30 | 0.05 | 0.01 |
| Louisville (40292; 256,231) | 189 | 6.690 | 9.98 | 0.40 | 0.06 |
| Carlisle (40311; 2,484) | 11,225 | 0.066 | 0.10 | 0.00 | 0.00 |
| Georgetown (40324; 25,624) | 2,135 | 0.978 | 1.46 | 0.06 | 0.01 |
| Harrodsburg (40330; 8,114) | 6,574 | 0.202 | 0.30 | 0.01 | 0.00 |
| Jeffersonville (40337; 1,999) | 12,225 | 0.053 | 0.08 | 0.00 | 0.00 |
| Lawrenceburg (40342; 10,630) | 4,348 | 0.398 | 0.59 | 0.02 | 0.00 |
| Midway (40347; 1,595) | 10,689 | 0.073 | 0.11 | 0.00 | 0.00 |
| Morehead (40351; 5,914) | 8,321 | 0.129 | 0.19 | 0.01 | 0.00 |
| Mount Sterling (40353; 6,926) | 7,219 | 0.170 | 0.25 | 0.01 | 0.00 |
| Nicholasville (40356; 35,988) | 1,731 | 1.220 | 1.82 | 0.07 | 0.01 |
| Paris (40361; 9,594) | 5,594 | 0.268 | 0.40 | 0.02 | 0.00 |
| Stanton (40380; 3,293) | 10,491 | 0.077 | 0.11 | 0.00 | 0.00 |
| Versailles (40386; 7,453) | 6,001 | 0.236 | 0.35 | 0.01 | 0.00 |
| Wilmore (40390; 5,671) | 7,407 | 0.162 | 0.24 | 0.01 | 0.00 |
| Winchester (40391; 15,494) | 4,067 | 0.438 | 0.65 | 0.03 | 0.00 |
| Berea (40403; 9,851) | 5,544 | 0.272 | 0.41 | 0.02 | 0.00 |
| Danville (40422; 15,290) | 3,951 | 0.456 | 0.68 | 0.03 | 0.00 |
| Junction City (40440; 2,158) | 11,827 | 0.058 | 0.09 | 0.00 | 0.00 |
| Lancaster (40444; 5,386) | 8,358 | 0.128 | 0.19 | 0.01 | 0.00 |
| Richmond (40476; 40,488) | 2,208 | 0.936 | 1.40 | 0.06 | 0.01 |
| Stanford (40484; 3,484) | 10,338 | 0.079 | 0.12 | 0.00 | 0.00 |
| Lexington-Fayette (40502; 284,327) | 106 | 10.246 | 15.28 | 0.61 | 0.10 |
| Frankfort (40603; 25,913) | 2,463 | 0.820 | 1.22 | 0.05 | 0.01 |
| Corbin (40701; 9,336) | 6,848 | 0.188 | 0.28 | 0.01 | 0.00 |
| London (40743; 5,692) | 7,974 | 0.141 | 0.21 | 0.01 | 0.00 |
| Williamsburg (40769; 5,001) | 10,167 | 0.082 | 0.12 | 0.00 | 0.00 |
| Middlesborough (40965; 9,651) | 7,188 | 0.171 | 0.25 | 0.01 | 0.00 |
| Alexandria (41001; 7,248) | 4,626 | 0.364 | 0.54 | 0.02 | 0.00 |
| Claryville (41001; 2,588) | 8,776 | 0.115 | 0.17 | 0.01 | 0.00 |
| Burlington (41005; 10,779) | 3,442 | 0.554 | 0.83 | 0.03 | 0.01 |
| Park Hills (41011; 2,477) | 9,585 | 0.095 | 0.14 | 0.01 | 0.00 |
| Taylor Mill (41015; 6,426) | 5,071 | 0.315 | 0.47 | 0.02 | 0.00 |
| Covington (41015; 41,986) | 1,803 | 1.168 | 1.74 | 0.07 | 0.01 |
| Ludlow (41016; 4,446) | 7,906 | 0.143 | 0.21 | 0.01 | 0.00 |
| Fort Wright (41017; 4,967) | 6,014 | 0.236 | 0.35 | 0.01 | 0.00 |
| Fort Mitchell (41017; 6,617) | 5,474 | 0.278 | 0.41 | 0.02 | 0.00 |
| Crestview Hills (41017; 4,830) | 5,815 | 0.251 | 0.37 | 0.01 | 0.00 |
| Lakeside Park (41017; 2,356) | 9,008 | 0.108 | 0.16 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Kentucky - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Crescent Springs (41017; 4,059) | 7,657 | 0.152 | 0.23 | 0.01 | 0.00 |
| Villa Hills (41017; 7,417) | 3,742 | 0.494 | 0.74 | 0.03 | 0.00 |
| Elsmere (41018; 7,815) | 5,236 | 0.299 | 0.45 | 0.02 | 0.00 |
| Erlanger (41018; 16,948) | 2,993 | 0.657 | 0.98 | 0.04 | 0.01 |
| Edgewood (41018; 7,948) | 3,477 | 0.548 | 0.82 | 0.03 | 0.01 |
| Crittenden (41030; 3,076) | 8,823 | 0.114 | 0.17 | 0.01 | 0.00 |
| Cynthiana (41031; 6,206) | 7,443 | 0.160 | 0.24 | 0.01 | 0.00 |
| Dry Ridge (41035; 2,755) | 10,513 | 0.076 | 0.11 | 0.00 | 0.00 |
| Falmouth (41040; 2,220) | 12,456 | 0.050 | 0.08 | 0.00 | 0.00 |
| Flemingsburg (41041; 3,334) | 10,827 | 0.072 | 0.11 | 0.00 | 0.00 |
| Oakbrook (41042; 7,726) | 4,097 | 0.434 | 0.65 | 0.03 | 0.00 |
| Florence (41042; 32,148) | 1,702 | 1.239 | 1.85 | 0.07 | 0.01 |
| Carrollton (41045; 3,784) | 9,274 | 0.102 | 0.15 | 0.01 | 0.00 |
| Independence (41051; 30,768) | 1,503 | 1.420 | 2.12 | 0.08 | 0.01 |
| Maysville (41056; 9,065) | 6,132 | 0.228 | 0.34 | 0.01 | 0.00 |
| Southgate (41071; 3,162) | 8,584 | 0.121 | 0.18 | 0.01 | 0.00 |
| Newport (41071; 13,532) | 4,872 | 0.336 | 0.50 | 0.02 | 0.00 |
| Bellevue (41074; 5,059) | 7,269 | 0.167 | 0.25 | 0.01 | 0.00 |
| Dayton (41074; 4,697) | 8,092 | 0.136 | 0.20 | 0.01 | 0.00 |
| Fort Thomas (41075; 13,660) | 3,175 | 0.613 | 0.91 | 0.04 | 0.01 |
| Cold Spring (41076; 11,274) | 3,221 | 0.601 | 0.90 | 0.04 | 0.01 |
| Wilder (41076; 3,812) | 7,183 | 0.171 | 0.26 | 0.01 | 0.00 |
| Highland Heights (41076; 5,685) | 6,424 | 0.210 | 0.31 | 0.01 | 0.00 |
| Union (41091; 4,617) | 4,678 | 0.357 | 0.53 | 0.02 | 0.00 |
| Walton (41094; 3,884) | 7,722 | 0.149 | 0.22 | 0.01 | 0.00 |
| Williamstown (41097; 3,954) | 8,590 | 0.121 | 0.18 | 0.01 | 0.00 |
| Ashland (41114; 20,441) | 3,398 | 0.561 | 0.84 | 0.03 | 0.01 |
| Flatwoods (41139; 7,821) | 6,248 | 0.220 | 0.33 | 0.01 | 0.00 |
| Grayson (41143; 4,467) | 10,305 | 0.080 | 0.12 | 0.00 | 0.00 |
| Raceland (41169; 2,724) | 10,441 | 0.078 | 0.12 | 0.00 | 0.00 |
| Russell (41169; 3,529) | 7,160 | 0.172 | 0.26 | 0.01 | 0.00 |
| Worthington (41183; 1,699) | 12,176 | 0.054 | 0.08 | 0.00 | 0.00 |
| Paintsville (41240; 3,999) | 9,715 | 0.091 | 0.14 | 0.01 | 0.00 |
| Jackson (41339; 2,195) | 12,481 | 0.050 | 0.07 | 0.00 | 0.00 |
| West Liberty (41472; 3,591) | 10,944 | 0.070 | 0.10 | 0.00 | 0.00 |
| Pikeville (41502; 6,323) | 8,410 | 0.126 | 0.19 | 0.01 | 0.00 |
| Prestonsburg (41653; 4,035) | 10,533 | 0.076 | 0.11 | 0.00 | 0.00 |
| Hazard (41702; 4,979) | 9,646 | 0.093 | 0.14 | 0.01 | 0.00 |
| Massac (42001; 3,888) | 7,386 | 0.163 | 0.24 | 0.01 | 0.00 |
| Hendron (42001; 4,239) | 7,536 | 0.157 | 0.23 | 0.01 | 0.00 |
| Reidland (42001; 4,353) | 6,795 | 0.190 | 0.28 | 0.01 | 0.00 |
| Paducah (42003; 23,386) | 3,446 | 0.553 | 0.83 | 0.03 | 0.01 |
| Woodlawn-Oakdale (42003; 4,937) | 8,539 | 0.122 | 0.18 | 0.01 | 0.00 |
| Benton (42025; 4,164) | 8,181 | 0.133 | 0.20 | 0.01 | 0.00 |
| Calvert City (42029; 2,845) | 9,112 | 0.106 | 0.16 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Kentucky - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|---------------|--------------|-------------|-------------|
| Eddyville (42038; 2,465) | 11,391 | 0.064 | 0.09 | 0.00 | 0.00 |
| Fulton (42041; 2,195) | 12,843 | 0.046 | 0.07 | 0.00 | 0.00 |
| Ledbetter (42058; 1,700) | 12,180 | 0.054 | 0.08 | 0.00 | 0.00 |
| Marion (42064; 2,637) | 11,897 | 0.057 | 0.08 | 0.00 | 0.00 |
| Mayfield (42066; 9,978) | 6,920 | 0.184 | 0.27 | 0.01 | 0.00 |
| Murray (42071; 16,252) | 4,505 | 0.377 | 0.56 | 0.02 | 0.00 |
| Bowling Green (42104; 57,865) | 1,399 | 1.521 | 2.27 | 0.09 | 0.01 |
| Franklin (42134; 8,291) | 5,953 | 0.240 | 0.36 | 0.01 | 0.00 |
| Glasgow (42141; 16,564) | 4,184 | 0.421 | 0.63 | 0.02 | 0.00 |
| Scottsville (42164; 4,925) | 8,988 | 0.109 | 0.16 | 0.01 | 0.00 |
| Cadiz (42211; 2,997) | 10,817 | 0.072 | 0.11 | 0.00 | 0.00 |
| Fort Campbell North (42223; 14,338) | 4,762 | 0.347 | 0.52 | 0.02 | 0.00 |
| Hopkinsville (42241; 25,776) | 2,816 | 0.710 | 1.06 | 0.04 | 0.01 |
| Morgantown (42261; 2,584) | 12,829 | 0.047 | 0.07 | 0.00 | 0.00 |
| Oak Grove (42262; 9,469) | 5,492 | 0.276 | 0.41 | 0.02 | 0.00 |
| Russellville (42276; 7,499) | 7,108 | 0.174 | 0.26 | 0.01 | 0.00 |
| Owensboro (42302; 57,408) | 1,286 | 1.656 | 2.47 | 0.10 | 0.02 |
| Beaver Dam (42320; 3,309) | 10,064 | 0.084 | 0.13 | 0.00 | 0.00 |
| Central City (42330; 5,616) | 8,012 | 0.139 | 0.21 | 0.01 | 0.00 |
| Greenville (42345; 4,073) | 9,619 | 0.094 | 0.14 | 0.01 | 0.00 |
| Hartford (42347; 2,860) | 11,303 | 0.065 | 0.10 | 0.00 | 0.00 |
| Lewisport (42351; 1,593) | 12,368 | 0.052 | 0.08 | 0.00 | 0.00 |
| Dawson Springs (42408; 2,945) | 11,626 | 0.060 | 0.09 | 0.00 | 0.00 |
| Henderson (42420; 28,157) | 2,587 | 0.775 | 1.16 | 0.05 | 0.01 |
| Madisonville (42431; 19,456) | 3,483 | 0.548 | 0.82 | 0.03 | 0.01 |
| Morganfield (42437; 3,368) | 8,679 | 0.118 | 0.18 | 0.01 | 0.00 |
| Breckinridge Center (42437; 1,874) | 12,744 | 0.048 | 0.07 | 0.00 | 0.00 |
| Princeton (42445; 6,053) | 7,801 | 0.146 | 0.22 | 0.01 | 0.00 |
| Providence (42450; 3,386) | 10,068 | 0.084 | 0.13 | 0.00 | 0.00 |
| Sturgis (42459; 2,021) | 12,293 | 0.052 | 0.08 | 0.00 | 0.00 |
| Somerset (42503; 14,058) | 5,405 | 0.285 | 0.42 | 0.02 | 0.00 |
| Monticello (42633; 6,395) | 9,324 | 0.101 | 0.15 | 0.01 | 0.00 |
| Russell Springs (42642; 2,817) | 12,757 | 0.047 | 0.07 | 0.00 | 0.00 |
| Elizabethtown (42702; 25,267) | 2,468 | 0.819 | 1.22 | 0.05 | 0.01 |
| Columbia (42715; 4,697) | 9,483 | 0.097 | 0.14 | 0.01 | 0.00 |
| Campbellsville (42719; 11,545) | 5,961 | 0.240 | 0.36 | 0.01 | 0.00 |
| Hodgenville (42748; 2,513) | 11,881 | 0.057 | 0.09 | 0.00 | 0.00 |
| Horse Cave (42749; 2,496) | 12,736 | 0.048 | 0.07 | 0.00 | 0.00 |
| Leitchfield (42755; 7,346) | 7,122 | 0.174 | 0.26 | 0.01 | 0.00 |
| Total 2,045,962 | | 67.049 | 100.0 | 3.97 | 0.65 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

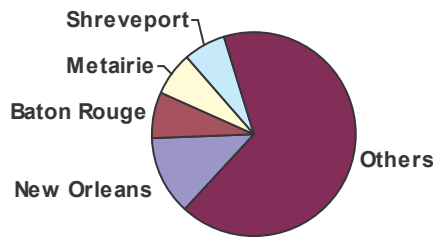
9.17 LATENT DEMAND BY YEAR - LOUISIANA

The Latent Demand for Graphic Design Services in Louisiana: 2002 - 2012

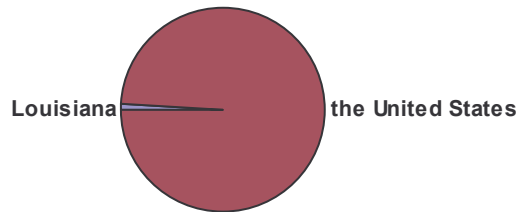
| Year | Louisiana | % of Region | % of USA |
|------|-----------|-------------|----------|
| 2002 | 77.41 | 4.59% | 0.76% |
| 2003 | 77.72 | 4.65% | 0.76% |
| 2004 | 78.03 | 4.72% | 0.77% |
| 2005 | 78.35 | 4.78% | 0.78% |
| 2006 | 78.89 | 4.83% | 0.79% |
| 2007 | 80.76 | 4.78% | 0.78% |
| 2008 | 82.90 | 4.72% | 0.77% |
| 2009 | 85.10 | 4.66% | 0.76% |
| 2010 | 87.35 | 4.60% | 0.76% |
| 2011 | 89.67 | 4.53% | 0.75% |
| 2012 | 92.04 | 4.47% | 0.74% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Louisiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Louisiana: 2007



9.18 CITIES SORTED BY RANK - LOUISIANA

Louisiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| New Orleans (401,365) | 116 | 9.743 | 12.07 | 0.58 | 0.09 |
| Baton Rouge (213,512) | 235 | 5.801 | 7.18 | 0.34 | 0.06 |
| Metairie (146,136) | 263 | 5.395 | 6.68 | 0.32 | 0.05 |
| Shreveport (194,532) | 270 | 5.313 | 6.58 | 0.31 | 0.05 |
| Lafayette (117,427) | 436 | 3.782 | 4.68 | 0.22 | 0.04 |
| Kenner (69,412) | 783 | 2.481 | 3.07 | 0.15 | 0.02 |
| Bossier City (70,197) | 849 | 2.296 | 2.84 | 0.14 | 0.02 |
| Lake Charles (68,093) | 1,118 | 1.875 | 2.32 | 0.11 | 0.02 |
| Slidell (30,635) | 1,795 | 1.175 | 1.45 | 0.07 | 0.01 |
| Monroe (49,376) | 1,845 | 1.143 | 1.41 | 0.07 | 0.01 |
| Shenandoah (17,070) | 1,876 | 1.123 | 1.39 | 0.07 | 0.01 |
| Laplace (27,684) | 1,888 | 1.117 | 1.38 | 0.07 | 0.01 |
| Chalmette (32,069) | 2,011 | 1.053 | 1.30 | 0.06 | 0.01 |
| Alexandria (44,876) | 2,017 | 1.048 | 1.30 | 0.06 | 0.01 |
| Marrero (36,165) | 2,051 | 1.024 | 1.27 | 0.06 | 0.01 |
| Houma (30,977) | 2,173 | 0.955 | 1.18 | 0.06 | 0.01 |
| Terrytown (25,430) | 2,424 | 0.839 | 1.04 | 0.05 | 0.01 |
| New Iberia (32,111) | 2,677 | 0.749 | 0.93 | 0.04 | 0.01 |
| Mandeville (15,196) | 2,797 | 0.714 | 0.88 | 0.04 | 0.01 |
| Zachary (14,828) | 2,987 | 0.659 | 0.82 | 0.04 | 0.01 |
| Estelle (15,880) | 3,047 | 0.644 | 0.80 | 0.04 | 0.01 |
| Destrehan (11,260) | 3,064 | 0.639 | 0.79 | 0.04 | 0.01 |
| Bayou Cane (17,046) | 3,121 | 0.625 | 0.77 | 0.04 | 0.01 |
| River Ridge (14,588) | 3,208 | 0.604 | 0.75 | 0.04 | 0.01 |
| Sulphur (17,635) | 3,210 | 0.603 | 0.75 | 0.04 | 0.01 |
| Harvey (22,226) | 3,237 | 0.597 | 0.74 | 0.04 | 0.01 |
| Luling (11,512) | 3,313 | 0.578 | 0.72 | 0.03 | 0.01 |
| Denham Springs (15,531) | 3,334 | 0.574 | 0.71 | 0.03 | 0.01 |
| Oak Hills Place (7,996) | 3,434 | 0.556 | 0.69 | 0.03 | 0.01 |
| Woodmere (13,058) | 3,585 | 0.524 | 0.65 | 0.03 | 0.01 |
| Timberlane (11,405) | 3,696 | 0.503 | 0.62 | 0.03 | 0.00 |
| Moss Bluff (10,535) | 4,006 | 0.446 | 0.55 | 0.03 | 0.00 |
| Ruston (21,039) | 4,101 | 0.433 | 0.54 | 0.03 | 0.00 |
| Youngsville (9,962) | 4,178 | 0.422 | 0.52 | 0.02 | 0.00 |
| Meraux (10,192) | 4,206 | 0.417 | 0.52 | 0.02 | 0.00 |
| Belle Chasse (9,848) | 4,212 | 0.417 | 0.52 | 0.02 | 0.00 |
| Hammond (19,318) | 4,215 | 0.416 | 0.52 | 0.02 | 0.00 |
| Gretna (16,467) | 4,242 | 0.413 | 0.51 | 0.02 | 0.00 |
| Claiborne (9,830) | 4,350 | 0.398 | 0.49 | 0.02 | 0.00 |
| Baker (12,217) | 4,447 | 0.384 | 0.48 | 0.02 | 0.00 |
| Harahan (9,455) | 4,497 | 0.378 | 0.47 | 0.02 | 0.00 |
| Natchitoches (18,078) | 4,539 | 0.374 | 0.46 | 0.02 | 0.00 |
| Pineville (13,660) | 4,679 | 0.356 | 0.44 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Louisiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Thibodaux (14,720) | 4,724 | 0.352 | 0.44 | 0.02 | 0.00 |
| Village St. George (6,993) | 4,755 | 0.348 | 0.43 | 0.02 | 0.00 |
| Prien (7,215) | 4,763 | 0.347 | 0.43 | 0.02 | 0.00 |
| Jefferson (11,843) | 4,830 | 0.340 | 0.42 | 0.02 | 0.00 |
| Covington (10,194) | 4,862 | 0.337 | 0.42 | 0.02 | 0.00 |
| Fort Polk South (11,000) | 4,980 | 0.325 | 0.40 | 0.02 | 0.00 |
| Gonzales (9,178) | 5,083 | 0.313 | 0.39 | 0.02 | 0.00 |
| Minden (14,052) | 5,184 | 0.304 | 0.38 | 0.02 | 0.00 |
| Eden Isle (6,261) | 5,211 | 0.301 | 0.37 | 0.02 | 0.00 |
| Opelousas (22,865) | 5,213 | 0.301 | 0.37 | 0.02 | 0.00 |
| West Monroe (12,226) | 5,214 | 0.301 | 0.37 | 0.02 | 0.00 |
| Broussard (9,014) | 5,280 | 0.296 | 0.37 | 0.02 | 0.00 |
| Walker (8,575) | 5,299 | 0.294 | 0.36 | 0.02 | 0.00 |
| Red Chute (5,984) | 5,305 | 0.294 | 0.36 | 0.02 | 0.00 |
| Raceland (10,224) | 5,318 | 0.292 | 0.36 | 0.02 | 0.00 |
| Scott (8,652) | 5,365 | 0.289 | 0.36 | 0.02 | 0.00 |
| De Ridder (9,966) | 5,403 | 0.285 | 0.35 | 0.02 | 0.00 |
| Waggaman (9,435) | 5,455 | 0.279 | 0.35 | 0.02 | 0.00 |
| Crowley (12,592) | 5,497 | 0.276 | 0.34 | 0.02 | 0.00 |
| Morgan City (10,652) | 5,573 | 0.270 | 0.33 | 0.02 | 0.00 |
| Merrydale (10,427) | 5,620 | 0.266 | 0.33 | 0.02 | 0.00 |
| Reserve (9,111) | 5,645 | 0.265 | 0.33 | 0.02 | 0.00 |
| Old Jefferson (5,631) | 5,671 | 0.263 | 0.33 | 0.02 | 0.00 |
| Lacombe (7,518) | 5,781 | 0.254 | 0.31 | 0.02 | 0.00 |
| Violet (8,555) | 5,793 | 0.253 | 0.31 | 0.01 | 0.00 |
| Larose (7,306) | 5,852 | 0.249 | 0.31 | 0.01 | 0.00 |
| Arabi (8,093) | 5,891 | 0.246 | 0.30 | 0.01 | 0.00 |
| Westwego (9,887) | 5,945 | 0.241 | 0.30 | 0.01 | 0.00 |
| Eunice (11,778) | 6,183 | 0.225 | 0.28 | 0.01 | 0.00 |
| Bastrop (11,735) | 6,344 | 0.214 | 0.27 | 0.01 | 0.00 |
| Jennings (9,802) | 6,350 | 0.214 | 0.27 | 0.01 | 0.00 |
| Gardere (8,992) | 6,404 | 0.211 | 0.26 | 0.01 | 0.00 |
| Galliano (7,356) | 6,482 | 0.207 | 0.26 | 0.01 | 0.00 |
| Schriever (5,880) | 6,522 | 0.205 | 0.25 | 0.01 | 0.00 |
| St. Rose (6,540) | 6,554 | 0.203 | 0.25 | 0.01 | 0.00 |
| Bogalusa (11,636) | 6,594 | 0.201 | 0.25 | 0.01 | 0.00 |
| Monticello (4,763) | 6,625 | 0.199 | 0.25 | 0.01 | 0.00 |
| Abbeville (11,097) | 6,688 | 0.196 | 0.24 | 0.01 | 0.00 |
| Cut Off (5,635) | 6,763 | 0.192 | 0.24 | 0.01 | 0.00 |
| Inniswold (4,944) | 6,771 | 0.192 | 0.24 | 0.01 | 0.00 |
| Benton (8,272) | 6,800 | 0.190 | 0.24 | 0.01 | 0.00 |
| Breaux Bridge (8,451) | 6,809 | 0.190 | 0.24 | 0.01 | 0.00 |
| Brownfields (5,222) | 7,028 | 0.178 | 0.22 | 0.01 | 0.00 |
| Avondale (5,441) | 7,092 | 0.175 | 0.22 | 0.01 | 0.00 |
| Brownsville-Bawcomville (7,616) | 7,143 | 0.173 | 0.21 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Louisiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Bridge City (8,323) | 7,175 | 0.171 | 0.21 | 0.01 | 0.00 |
| Rayne (8,245) | 7,332 | 0.165 | 0.20 | 0.01 | 0.00 |
| Swartz (4,247) | 7,403 | 0.162 | 0.20 | 0.01 | 0.00 |
| Elmwood (4,270) | 7,419 | 0.161 | 0.20 | 0.01 | 0.00 |
| Donaldsonville (7,452) | 7,428 | 0.161 | 0.20 | 0.01 | 0.00 |
| Franklin (6,976) | 7,593 | 0.155 | 0.19 | 0.01 | 0.00 |
| Oakdale (7,538) | 7,615 | 0.154 | 0.19 | 0.01 | 0.00 |
| Plaquemine (5,877) | 7,726 | 0.149 | 0.18 | 0.01 | 0.00 |
| Eastwood (3,374) | 7,804 | 0.146 | 0.18 | 0.01 | 0.00 |
| Ponchatoula (7,024) | 7,992 | 0.140 | 0.17 | 0.01 | 0.00 |
| Westlake (4,375) | 8,113 | 0.135 | 0.17 | 0.01 | 0.00 |
| Carlyss (4,049) | 8,114 | 0.135 | 0.17 | 0.01 | 0.00 |
| Chackbay (4,018) | 8,151 | 0.134 | 0.17 | 0.01 | 0.00 |
| South Vacherie (3,543) | 8,218 | 0.132 | 0.16 | 0.01 | 0.00 |
| Port Allen (4,806) | 8,261 | 0.130 | 0.16 | 0.01 | 0.00 |
| Gray (4,958) | 8,398 | 0.126 | 0.16 | 0.01 | 0.00 |
| Blanchard (3,113) | 8,454 | 0.125 | 0.15 | 0.01 | 0.00 |
| Jeanerette (6,042) | 8,481 | 0.124 | 0.15 | 0.01 | 0.00 |
| Westminster (2,515) | 8,486 | 0.124 | 0.15 | 0.01 | 0.00 |
| St. Martinville (7,047) | 8,489 | 0.124 | 0.15 | 0.01 | 0.00 |
| Berwick (4,127) | 8,518 | 0.123 | 0.15 | 0.01 | 0.00 |
| St. Gabriel (5,362) | 8,557 | 0.122 | 0.15 | 0.01 | 0.00 |
| Carencro (5,974) | 8,567 | 0.121 | 0.15 | 0.01 | 0.00 |
| Norco (3,579) | 8,624 | 0.119 | 0.15 | 0.01 | 0.00 |
| Bayou Vista (4,351) | 8,684 | 0.118 | 0.15 | 0.01 | 0.00 |
| Marksville (6,206) | 8,781 | 0.115 | 0.14 | 0.01 | 0.00 |
| Patterson (5,336) | 8,841 | 0.113 | 0.14 | 0.01 | 0.00 |
| Springhill (4,580) | 8,922 | 0.111 | 0.14 | 0.01 | 0.00 |
| Greenwood (3,012) | 8,997 | 0.109 | 0.13 | 0.01 | 0.00 |
| Pierre Part (3,239) | 9,004 | 0.108 | 0.13 | 0.01 | 0.00 |
| Tallulah (7,050) | 9,014 | 0.108 | 0.13 | 0.01 | 0.00 |
| Leesville (4,986) | 9,092 | 0.106 | 0.13 | 0.01 | 0.00 |
| Ball (3,726) | 9,145 | 0.105 | 0.13 | 0.01 | 0.00 |
| Addis (3,218) | 9,186 | 0.104 | 0.13 | 0.01 | 0.00 |
| Mansfield (5,252) | 9,221 | 0.103 | 0.13 | 0.01 | 0.00 |
| Gramercy (3,410) | 9,226 | 0.103 | 0.13 | 0.01 | 0.00 |
| Abita Springs (2,875) | 9,252 | 0.103 | 0.13 | 0.01 | 0.00 |
| Ville Platte (8,717) | 9,332 | 0.101 | 0.12 | 0.01 | 0.00 |
| Kaplan (4,995) | 9,333 | 0.101 | 0.12 | 0.01 | 0.00 |
| Vidalia (3,764) | 9,387 | 0.099 | 0.12 | 0.01 | 0.00 |
| Buras-Triumph (3,358) | 9,389 | 0.099 | 0.12 | 0.01 | 0.00 |
| Lutcher (3,238) | 9,408 | 0.099 | 0.12 | 0.01 | 0.00 |
| New Roads (4,486) | 9,420 | 0.099 | 0.12 | 0.01 | 0.00 |
| Hahnville (2,792) | 9,429 | 0.098 | 0.12 | 0.01 | 0.00 |
| Amite City (3,916) | 9,590 | 0.095 | 0.12 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Louisiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Stonewall (2,661) | 9,632 | 0.094 | 0.12 | 0.01 | 0.00 |
| Fort Polk North (3,279) | 9,636 | 0.094 | 0.12 | 0.01 | 0.00 |
| Poydras (3,886) | 9,645 | 0.093 | 0.12 | 0.01 | 0.00 |
| Brusly (2,136) | 9,731 | 0.091 | 0.11 | 0.01 | 0.00 |
| Jean Lafitte (2,800) | 9,777 | 0.090 | 0.11 | 0.01 | 0.00 |
| Port Sulphur (3,115) | 10,060 | 0.084 | 0.10 | 0.00 | 0.00 |
| Haughton (2,804) | 10,078 | 0.084 | 0.10 | 0.00 | 0.00 |
| Bayou Gauche (1,770) | 10,174 | 0.082 | 0.10 | 0.00 | 0.00 |
| Church Point (4,404) | 10,262 | 0.080 | 0.10 | 0.00 | 0.00 |
| Lockport (2,560) | 10,310 | 0.079 | 0.10 | 0.00 | 0.00 |
| Jackson (3,170) | 10,430 | 0.078 | 0.10 | 0.00 | 0.00 |
| Winnfield (4,431) | 10,499 | 0.077 | 0.09 | 0.00 | 0.00 |
| Welsh (3,156) | 10,549 | 0.076 | 0.09 | 0.00 | 0.00 |
| Pearl River (2,683) | 10,584 | 0.075 | 0.09 | 0.00 | 0.00 |
| Jena (2,706) | 10,597 | 0.075 | 0.09 | 0.00 | 0.00 |
| Chauvin (3,229) | 10,598 | 0.075 | 0.09 | 0.00 | 0.00 |
| Vivian (3,511) | 10,608 | 0.075 | 0.09 | 0.00 | 0.00 |
| Farmerville (3,485) | 10,681 | 0.074 | 0.09 | 0.00 | 0.00 |
| Mathews (2,003) | 10,695 | 0.073 | 0.09 | 0.00 | 0.00 |
| Garyville (2,775) | 10,720 | 0.073 | 0.09 | 0.00 | 0.00 |
| Winnsboro (4,466) | 10,903 | 0.070 | 0.09 | 0.00 | 0.00 |
| Iowa (2,476) | 10,925 | 0.070 | 0.09 | 0.00 | 0.00 |
| DeQuincy (2,899) | 10,955 | 0.070 | 0.09 | 0.00 | 0.00 |
| Franklinton (3,688) | 10,984 | 0.069 | 0.09 | 0.00 | 0.00 |
| Grambling (3,969) | 11,022 | 0.069 | 0.08 | 0.00 | 0.00 |
| Vinton (2,847) | 11,083 | 0.068 | 0.08 | 0.00 | 0.00 |
| North Vacherie (2,411) | 11,117 | 0.067 | 0.08 | 0.00 | 0.00 |
| Boothville-Venice (2,220) | 11,119 | 0.067 | 0.08 | 0.00 | 0.00 |
| Baldwin (3,199) | 11,159 | 0.067 | 0.08 | 0.00 | 0.00 |
| Killian (1,823) | 11,168 | 0.067 | 0.08 | 0.00 | 0.00 |
| Livingston (2,219) | 11,257 | 0.065 | 0.08 | 0.00 | 0.00 |
| Homer (2,970) | 11,442 | 0.063 | 0.08 | 0.00 | 0.00 |
| Des Allemands (2,500) | 11,468 | 0.062 | 0.08 | 0.00 | 0.00 |
| Jonesboro (3,450) | 11,581 | 0.061 | 0.08 | 0.00 | 0.00 |
| Delhi (3,079) | 11,663 | 0.060 | 0.07 | 0.00 | 0.00 |
| Lake Arthur (2,672) | 11,695 | 0.060 | 0.07 | 0.00 | 0.00 |
| Edgard (2,637) | 11,760 | 0.059 | 0.07 | 0.00 | 0.00 |
| Amelia (2,423) | 11,775 | 0.058 | 0.07 | 0.00 | 0.00 |
| Labadieville (1,811) | 11,864 | 0.057 | 0.07 | 0.00 | 0.00 |
| Hackberry (1,699) | 11,917 | 0.057 | 0.07 | 0.00 | 0.00 |
| Lake Providence (3,687) | 12,009 | 0.056 | 0.07 | 0.00 | 0.00 |
| Grand Isle (1,809) | 12,127 | 0.054 | 0.07 | 0.00 | 0.00 |
| Sunset (2,689) | 12,162 | 0.054 | 0.07 | 0.00 | 0.00 |
| Empire (2,211) | 12,164 | 0.054 | 0.07 | 0.00 | 0.00 |
| Bunkie (4,078) | 12,166 | 0.054 | 0.07 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Louisiana - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|---------------|--------------|-------------|-------------|
| St. Francisville (1,413) | 12,200 | 0.053 | 0.07 | 0.00 | 0.00 |
| New Llano (1,685) | 12,201 | 0.053 | 0.07 | 0.00 | 0.00 |
| Cameron (1,965) | 12,203 | 0.053 | 0.07 | 0.00 | 0.00 |
| Boutte (2,181) | 12,246 | 0.053 | 0.07 | 0.00 | 0.00 |
| Golden Meadow (2,057) | 12,263 | 0.053 | 0.07 | 0.00 | 0.00 |
| Belle Rose (1,944) | 12,273 | 0.053 | 0.07 | 0.00 | 0.00 |
| Erath (2,145) | 12,286 | 0.053 | 0.07 | 0.00 | 0.00 |
| Montegut (1,803) | 12,346 | 0.052 | 0.06 | 0.00 | 0.00 |
| Delcambre (2,099) | 12,363 | 0.052 | 0.06 | 0.00 | 0.00 |
| Sorrento (1,627) | 12,387 | 0.051 | 0.06 | 0.00 | 0.00 |
| Port Barre (2,362) | 12,448 | 0.051 | 0.06 | 0.00 | 0.00 |
| Dulac (2,458) | 12,465 | 0.050 | 0.06 | 0.00 | 0.00 |
| Arcadia (2,507) | 12,642 | 0.049 | 0.06 | 0.00 | 0.00 |
| Montz (1,120) | 12,656 | 0.048 | 0.06 | 0.00 | 0.00 |
| Charenton (1,944) | 12,661 | 0.048 | 0.06 | 0.00 | 0.00 |
| Ama (1,285) | 12,708 | 0.048 | 0.06 | 0.00 | 0.00 |
| Lafitte (1,576) | 12,733 | 0.048 | 0.06 | 0.00 | 0.00 |
| Kinder (2,064) | 12,785 | 0.047 | 0.06 | 0.00 | 0.00 |
| Total 2,753,230 | | 80.758 | 100.0 | 4.78 | 0.78 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

9.19 CITIES SORTED BY ZIPCODE - LOUISIANA

Louisiana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Des Allemands (70030; 2,500) | 11,468 | 0.062 | 0.08 | 0.00 | 0.00 |
| Bayou Gauche (70030; 1,770) | 10,174 | 0.082 | 0.10 | 0.00 | 0.00 |
| Ama (70031; 1,285) | 12,708 | 0.048 | 0.06 | 0.00 | 0.00 |
| Arabi (70032; 8,093) | 5,891 | 0.246 | 0.30 | 0.01 | 0.00 |
| Belle Chasse (70037; 9,848) | 4,212 | 0.417 | 0.52 | 0.02 | 0.00 |
| Boutte (70039; 2,181) | 12,246 | 0.053 | 0.07 | 0.00 | 0.00 |
| Boothville-Venice (70041; 2,220) | 11,119 | 0.067 | 0.08 | 0.00 | 0.00 |
| Buras-Triumph (70041; 3,358) | 9,389 | 0.099 | 0.12 | 0.01 | 0.00 |
| Chalmette (70044; 32,069) | 2,011 | 1.053 | 1.30 | 0.06 | 0.01 |
| Destrehan (70047; 11,260) | 3,064 | 0.639 | 0.79 | 0.04 | 0.01 |
| Edgard (70049; 2,637) | 11,760 | 0.059 | 0.07 | 0.00 | 0.00 |
| Empire (70050; 2,211) | 12,164 | 0.054 | 0.07 | 0.00 | 0.00 |
| Gramercy (70052; 3,410) | 9,226 | 0.103 | 0.13 | 0.01 | 0.00 |
| Gretna (70053; 16,467) | 4,242 | 0.413 | 0.51 | 0.02 | 0.00 |
| Timberlane (70056; 11,405) | 3,696 | 0.503 | 0.62 | 0.03 | 0.00 |
| Terrytown (70056; 25,430) | 2,424 | 0.839 | 1.04 | 0.05 | 0.01 |
| Hahnville (70057; 2,792) | 9,429 | 0.098 | 0.12 | 0.01 | 0.00 |
| Harvey (70058; 22,226) | 3,237 | 0.597 | 0.74 | 0.04 | 0.01 |
| Woodmere (70058; 13,058) | 3,585 | 0.524 | 0.65 | 0.03 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Louisiana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Metairie (70060; 146,136) | 263 | 5.395 | 6.68 | 0.32 | 0.05 |
| Kenner (70065; 69,412) | 783 | 2.481 | 3.07 | 0.15 | 0.02 |
| Jean Lafitte (70067; 2,800) | 9,777 | 0.090 | 0.11 | 0.01 | 0.00 |
| Lafitte (70067; 1,576) | 12,733 | 0.048 | 0.06 | 0.00 | 0.00 |
| Montz (70068; 1,120) | 12,656 | 0.048 | 0.06 | 0.00 | 0.00 |
| Laplace (70068; 27,684) | 1,888 | 1.117 | 1.38 | 0.07 | 0.01 |
| Luling (70070; 11,512) | 3,313 | 0.578 | 0.72 | 0.03 | 0.01 |
| Lutcher (70071; 3,238) | 9,408 | 0.099 | 0.12 | 0.01 | 0.00 |
| Estelle (70072; 15,880) | 3,047 | 0.644 | 0.80 | 0.04 | 0.01 |
| Marrero (70073; 36,165) | 2,051 | 1.024 | 1.27 | 0.06 | 0.01 |
| Meraux (70075; 10,192) | 4,206 | 0.417 | 0.52 | 0.02 | 0.00 |
| Garyville (70076; 2,775) | 10,720 | 0.073 | 0.09 | 0.00 | 0.00 |
| Norco (70079; 3,579) | 8,624 | 0.119 | 0.15 | 0.01 | 0.00 |
| Port Sulphur (70083; 3,115) | 10,060 | 0.084 | 0.10 | 0.00 | 0.00 |
| Reserve (70084; 9,111) | 5,645 | 0.265 | 0.33 | 0.02 | 0.00 |
| Poydras (70085; 3,886) | 9,645 | 0.093 | 0.12 | 0.01 | 0.00 |
| St. Rose (70087; 6,540) | 6,554 | 0.203 | 0.25 | 0.01 | 0.00 |
| North Vacherie (70090; 2,411) | 11,117 | 0.067 | 0.08 | 0.00 | 0.00 |
| South Vacherie (70090; 3,543) | 8,218 | 0.132 | 0.16 | 0.01 | 0.00 |
| Violet (70092; 8,555) | 5,793 | 0.253 | 0.31 | 0.01 | 0.00 |
| Bridge City (70094; 8,323) | 7,175 | 0.171 | 0.21 | 0.01 | 0.00 |
| Westwego (70094; 9,887) | 5,945 | 0.241 | 0.30 | 0.01 | 0.00 |
| Waggaman (70094; 9,435) | 5,455 | 0.279 | 0.35 | 0.02 | 0.00 |
| Avondale (70094; 5,441) | 7,092 | 0.175 | 0.22 | 0.01 | 0.00 |
| Jefferson (70121; 11,843) | 4,830 | 0.340 | 0.42 | 0.02 | 0.00 |
| Harahan (70123; 9,455) | 4,497 | 0.378 | 0.47 | 0.02 | 0.00 |
| Elmwood (70123; 4,270) | 7,419 | 0.161 | 0.20 | 0.01 | 0.00 |
| River Ridge (70123; 14,588) | 3,208 | 0.604 | 0.75 | 0.04 | 0.01 |
| New Orleans (70125; 401,365) | 116 | 9.743 | 12.07 | 0.58 | 0.09 |
| Chackbay (70301; 4,018) | 8,151 | 0.134 | 0.17 | 0.01 | 0.00 |
| Thibodaux (70310; 14,720) | 4,724 | 0.352 | 0.44 | 0.02 | 0.00 |
| Pierre Part (70339; 3,239) | 9,004 | 0.108 | 0.13 | 0.01 | 0.00 |
| Amelia (70340; 2,423) | 11,775 | 0.058 | 0.07 | 0.00 | 0.00 |
| Belle Rose (70341; 1,944) | 12,273 | 0.053 | 0.07 | 0.00 | 0.00 |
| Berwick (70342; 4,127) | 8,518 | 0.123 | 0.15 | 0.01 | 0.00 |
| Chauvin (70344; 3,229) | 10,598 | 0.075 | 0.09 | 0.00 | 0.00 |
| Cut Off (70345; 5,635) | 6,763 | 0.192 | 0.24 | 0.01 | 0.00 |
| Donaldsonville (70346; 7,452) | 7,428 | 0.161 | 0.20 | 0.01 | 0.00 |
| Dulac (70353; 2,458) | 12,465 | 0.050 | 0.06 | 0.00 | 0.00 |
| Galliano (70354; 7,356) | 6,482 | 0.207 | 0.26 | 0.01 | 0.00 |
| Golden Meadow (70357; 2,057) | 12,263 | 0.053 | 0.07 | 0.00 | 0.00 |
| Grand Isle (70358; 1,809) | 12,127 | 0.054 | 0.07 | 0.00 | 0.00 |
| Gray (70359; 4,958) | 8,398 | 0.126 | 0.16 | 0.01 | 0.00 |
| Houma (70361; 30,977) | 2,173 | 0.955 | 1.18 | 0.06 | 0.01 |
| Bayou Cane (70364; 17,046) | 3,121 | 0.625 | 0.77 | 0.04 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| Louisiana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Labadieville (70372; 1,811) | 11,864 | 0.057 | 0.07 | 0.00 | 0.00 |
| Larose (70374; 7,306) | 5,852 | 0.249 | 0.31 | 0.01 | 0.00 |
| Lockport (70374; 2,560) | 10,310 | 0.079 | 0.10 | 0.00 | 0.00 |
| Mathews (70375; 2,003) | 10,695 | 0.073 | 0.09 | 0.00 | 0.00 |
| Montegut (70377; 1,803) | 12,346 | 0.052 | 0.06 | 0.00 | 0.00 |
| Morgan City (70380; 10,652) | 5,573 | 0.270 | 0.33 | 0.02 | 0.00 |
| Bayou Vista (70380; 4,351) | 8,684 | 0.118 | 0.15 | 0.01 | 0.00 |
| Patterson (70392; 5,336) | 8,841 | 0.113 | 0.14 | 0.01 | 0.00 |
| Raceland (70394; 10,224) | 5,318 | 0.292 | 0.36 | 0.02 | 0.00 |
| Schriever (70395; 5,880) | 6,522 | 0.205 | 0.25 | 0.01 | 0.00 |
| Hammond (70404; 19,318) | 4,215 | 0.416 | 0.52 | 0.02 | 0.00 |
| Abita Springs (70420; 2,875) | 9,252 | 0.103 | 0.13 | 0.01 | 0.00 |
| Amite City (70422; 3,916) | 9,590 | 0.095 | 0.12 | 0.01 | 0.00 |
| Bogalusa (70427; 11,636) | 6,594 | 0.201 | 0.25 | 0.01 | 0.00 |
| Covington (70433; 10,194) | 4,862 | 0.337 | 0.42 | 0.02 | 0.00 |
| Claiborne (70433; 9,830) | 4,350 | 0.398 | 0.49 | 0.02 | 0.00 |
| Franklinton (70438; 3,688) | 10,984 | 0.069 | 0.09 | 0.00 | 0.00 |
| Lacombe (70445; 7,518) | 5,781 | 0.254 | 0.31 | 0.02 | 0.00 |
| Pearl River (70452; 2,683) | 10,584 | 0.075 | 0.09 | 0.00 | 0.00 |
| Ponchatoula (70454; 7,024) | 7,992 | 0.140 | 0.17 | 0.01 | 0.00 |
| Eden Isle (70458; 6,261) | 5,211 | 0.301 | 0.37 | 0.02 | 0.00 |
| Slidell (70459; 30,635) | 1,795 | 1.175 | 1.45 | 0.07 | 0.01 |
| Killian (70462; 1,823) | 11,168 | 0.067 | 0.08 | 0.00 | 0.00 |
| Mandeville (70470; 15,196) | 2,797 | 0.714 | 0.88 | 0.04 | 0.01 |
| Lafayette (70502; 117,427) | 436 | 3.782 | 4.68 | 0.22 | 0.04 |
| Abbeville (70510; 11,097) | 6,688 | 0.196 | 0.24 | 0.01 | 0.00 |
| Baldwin (70514; 3,199) | 11,159 | 0.067 | 0.08 | 0.00 | 0.00 |
| Breaux Bridge (70517; 8,451) | 6,809 | 0.190 | 0.24 | 0.01 | 0.00 |
| Broussard (70518; 9,014) | 5,280 | 0.296 | 0.37 | 0.02 | 0.00 |
| Carencro (70520; 5,974) | 8,567 | 0.121 | 0.15 | 0.01 | 0.00 |
| Charenton (70523; 1,944) | 12,661 | 0.048 | 0.06 | 0.00 | 0.00 |
| Church Point (70525; 4,404) | 10,262 | 0.080 | 0.10 | 0.00 | 0.00 |
| Crowley (70527; 12,592) | 5,497 | 0.276 | 0.34 | 0.02 | 0.00 |
| Delcambre (70528; 2,099) | 12,363 | 0.052 | 0.06 | 0.00 | 0.00 |
| Erath (70533; 2,145) | 12,286 | 0.053 | 0.07 | 0.00 | 0.00 |
| Eunice (70535; 11,778) | 6,183 | 0.225 | 0.28 | 0.01 | 0.00 |
| Franklin (70538; 6,976) | 7,593 | 0.155 | 0.19 | 0.01 | 0.00 |
| Jeanerette (70544; 6,042) | 8,481 | 0.124 | 0.15 | 0.01 | 0.00 |
| Jennings (70546; 9,802) | 6,350 | 0.214 | 0.27 | 0.01 | 0.00 |
| Kaplan (70548; 4,995) | 9,333 | 0.101 | 0.12 | 0.01 | 0.00 |
| Lake Arthur (70549; 2,672) | 11,695 | 0.060 | 0.07 | 0.00 | 0.00 |
| New Iberia (70560; 32,111) | 2,677 | 0.749 | 0.93 | 0.04 | 0.01 |
| Opelousas (70570; 22,865) | 5,213 | 0.301 | 0.37 | 0.02 | 0.00 |
| Port Barre (70577; 2,362) | 12,448 | 0.051 | 0.06 | 0.00 | 0.00 |
| Rayne (70578; 8,245) | 7,332 | 0.165 | 0.20 | 0.01 | 0.00 |

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| Louisiana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| St. Martinville (70582; 7,047) | 8,489 | 0.124 | 0.15 | 0.01 | 0.00 |
| Scott (70583; 8,652) | 5,365 | 0.289 | 0.36 | 0.02 | 0.00 |
| Sunset (70584; 2,689) | 12,162 | 0.054 | 0.07 | 0.00 | 0.00 |
| Ville Platte (70586; 8,717) | 9,332 | 0.101 | 0.12 | 0.01 | 0.00 |
| Welsh (70591; 3,156) | 10,549 | 0.076 | 0.09 | 0.00 | 0.00 |
| Youngsville (70592; 9,962) | 4,178 | 0.422 | 0.52 | 0.02 | 0.00 |
| Prien (70605; 7,215) | 4,763 | 0.347 | 0.43 | 0.02 | 0.00 |
| Moss Bluff (70611; 10,535) | 4,006 | 0.446 | 0.55 | 0.03 | 0.00 |
| Lake Charles (70629; 68,093) | 1,118 | 1.875 | 2.32 | 0.11 | 0.02 |
| Cameron (70631; 1,965) | 12,203 | 0.053 | 0.07 | 0.00 | 0.00 |
| DeQuincy (70633; 2,899) | 10,955 | 0.070 | 0.09 | 0.00 | 0.00 |
| De Ridder (70634; 9,966) | 5,403 | 0.285 | 0.35 | 0.02 | 0.00 |
| Hackberry (70645; 1,699) | 11,917 | 0.057 | 0.07 | 0.00 | 0.00 |
| Iowa (70647; 2,476) | 10,925 | 0.070 | 0.09 | 0.00 | 0.00 |
| Kinder (70648; 2,064) | 12,785 | 0.047 | 0.06 | 0.00 | 0.00 |
| Sulphur (70664; 17,635) | 3,210 | 0.603 | 0.75 | 0.04 | 0.01 |
| Carlyss (70665; 4,049) | 8,114 | 0.135 | 0.17 | 0.01 | 0.00 |
| Vinton (70668; 2,847) | 11,083 | 0.068 | 0.08 | 0.00 | 0.00 |
| Westlake (70669; 4,375) | 8,113 | 0.135 | 0.17 | 0.01 | 0.00 |
| Baker (70704; 12,217) | 4,447 | 0.384 | 0.48 | 0.02 | 0.00 |
| Gonzales (70707; 9,178) | 5,083 | 0.313 | 0.39 | 0.02 | 0.00 |
| Addis (70710; 3,218) | 9,186 | 0.104 | 0.13 | 0.01 | 0.00 |
| Brusly (70719; 2,136) | 9,731 | 0.091 | 0.11 | 0.01 | 0.00 |
| Denham Springs (70727; 15,531) | 3,334 | 0.574 | 0.71 | 0.03 | 0.01 |
| Jackson (70748; 3,170) | 10,430 | 0.078 | 0.10 | 0.00 | 0.00 |
| Livingston (70754; 2,219) | 11,257 | 0.065 | 0.08 | 0.00 | 0.00 |
| New Roads (70760; 4,486) | 9,420 | 0.099 | 0.12 | 0.01 | 0.00 |
| Plaquemine (70765; 5,877) | 7,726 | 0.149 | 0.18 | 0.01 | 0.00 |
| Port Allen (70767; 4,806) | 8,261 | 0.130 | 0.16 | 0.01 | 0.00 |
| St. Francisville (70775; 1,413) | 12,200 | 0.053 | 0.07 | 0.00 | 0.00 |
| St. Gabriel (70776; 5,362) | 8,557 | 0.122 | 0.15 | 0.01 | 0.00 |
| Sorrento (70778; 1,627) | 12,387 | 0.051 | 0.06 | 0.00 | 0.00 |
| Walker (70785; 8,575) | 5,299 | 0.294 | 0.36 | 0.02 | 0.00 |
| Zachary (70791; 14,828) | 2,987 | 0.659 | 0.82 | 0.04 | 0.01 |
| Westminster (70809; 2,515) | 8,486 | 0.124 | 0.15 | 0.01 | 0.00 |
| Inniswold (70809; 4,944) | 6,771 | 0.192 | 0.24 | 0.01 | 0.00 |
| Gardere (70810; 8,992) | 6,404 | 0.211 | 0.26 | 0.01 | 0.00 |
| Oak Hills Place (70810; 7,996) | 3,434 | 0.556 | 0.69 | 0.03 | 0.01 |
| Village St. George (70810; 6,993) | 4,755 | 0.348 | 0.43 | 0.02 | 0.00 |
| Brownfields (70811; 5,222) | 7,028 | 0.178 | 0.22 | 0.01 | 0.00 |
| Merrydale (70812; 10,427) | 5,620 | 0.266 | 0.33 | 0.02 | 0.00 |
| Shenandoah (70817; 17,070) | 1,876 | 1.123 | 1.39 | 0.07 | 0.01 |
| Old Jefferson (70817; 5,631) | 5,671 | 0.263 | 0.33 | 0.02 | 0.00 |
| Baton Rouge (70825; 213,512) | 235 | 5.801 | 7.18 | 0.34 | 0.06 |
| Arcadia (71001; 2,507) | 12,642 | 0.049 | 0.06 | 0.00 | 0.00 |

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| Louisiana - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|---------------|--------------|-------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Benton (71006; 8,272) | 6,800 | 0.190 | 0.24 | 0.01 | 0.00 |
| Blanchard (71009; 3,113) | 8,454 | 0.125 | 0.15 | 0.01 | 0.00 |
| Greenwood (71033; 3,012) | 8,997 | 0.109 | 0.13 | 0.01 | 0.00 |
| Red Chute (71037; 5,984) | 5,305 | 0.294 | 0.36 | 0.02 | 0.00 |
| Eastwood (71037; 3,374) | 7,804 | 0.146 | 0.18 | 0.01 | 0.00 |
| Haughton (71037; 2,804) | 10,078 | 0.084 | 0.10 | 0.00 | 0.00 |
| Homer (71040; 2,970) | 11,442 | 0.063 | 0.08 | 0.00 | 0.00 |
| Mansfield (71052; 5,252) | 9,221 | 0.103 | 0.13 | 0.01 | 0.00 |
| Minden (71055; 14,052) | 5,184 | 0.304 | 0.38 | 0.02 | 0.00 |
| Springhill (71075; 4,580) | 8,922 | 0.111 | 0.14 | 0.01 | 0.00 |
| Stonewall (71078; 2,661) | 9,632 | 0.094 | 0.12 | 0.01 | 0.00 |
| Vivian (71082; 3,511) | 10,608 | 0.075 | 0.09 | 0.00 | 0.00 |
| Bossier City (71111; 70,197) | 849 | 2.296 | 2.84 | 0.14 | 0.02 |
| Shreveport (71163; 194,532) | 270 | 5.313 | 6.58 | 0.31 | 0.05 |
| Monroe (71217; 49,376) | 1,845 | 1.143 | 1.41 | 0.07 | 0.01 |
| Bastrop (71220; 11,735) | 6,344 | 0.214 | 0.27 | 0.01 | 0.00 |
| Delhi (71232; 3,079) | 11,663 | 0.060 | 0.07 | 0.00 | 0.00 |
| Farmerville (71241; 3,485) | 10,681 | 0.074 | 0.09 | 0.00 | 0.00 |
| Grambling (71245; 3,969) | 11,022 | 0.069 | 0.08 | 0.00 | 0.00 |
| Jonesboro (71251; 3,450) | 11,581 | 0.061 | 0.08 | 0.00 | 0.00 |
| Monticello (71254; 4,763) | 6,625 | 0.199 | 0.25 | 0.01 | 0.00 |
| Lake Providence (71254; 3,687) | 12,009 | 0.056 | 0.07 | 0.00 | 0.00 |
| Ruston (71270; 21,039) | 4,101 | 0.433 | 0.54 | 0.03 | 0.00 |
| Swartz (71281; 4,247) | 7,403 | 0.162 | 0.20 | 0.01 | 0.00 |
| Tallulah (71282; 7,050) | 9,014 | 0.108 | 0.13 | 0.01 | 0.00 |
| West Monroe (71291; 12,226) | 5,214 | 0.301 | 0.37 | 0.02 | 0.00 |
| Brownsville-Bawcomville (71292; 7,616) | 7,143 | 0.173 | 0.21 | 0.01 | 0.00 |
| Winnsboro (71295; 4,466) | 10,903 | 0.070 | 0.09 | 0.00 | 0.00 |
| Alexandria (71307; 44,876) | 2,017 | 1.048 | 1.30 | 0.06 | 0.01 |
| Bunkie (71322; 4,078) | 12,166 | 0.054 | 0.07 | 0.00 | 0.00 |
| Jena (71342; 2,706) | 10,597 | 0.075 | 0.09 | 0.00 | 0.00 |
| Marksville (71351; 6,206) | 8,781 | 0.115 | 0.14 | 0.01 | 0.00 |
| Pineville (71360; 13,660) | 4,679 | 0.356 | 0.44 | 0.02 | 0.00 |
| Vidalia (71373; 3,764) | 9,387 | 0.099 | 0.12 | 0.01 | 0.00 |
| Ball (71405; 3,726) | 9,145 | 0.105 | 0.13 | 0.01 | 0.00 |
| New Llano (71446; 1,685) | 12,201 | 0.053 | 0.07 | 0.00 | 0.00 |
| Leesville (71446; 4,986) | 9,092 | 0.106 | 0.13 | 0.01 | 0.00 |
| Natchitoches (71457; 18,078) | 4,539 | 0.374 | 0.46 | 0.02 | 0.00 |
| Fort Polk North (71459; 3,279) | 9,636 | 0.094 | 0.12 | 0.01 | 0.00 |
| Fort Polk South (71459; 11,000) | 4,980 | 0.325 | 0.40 | 0.02 | 0.00 |
| Oakdale (71463; 7,538) | 7,615 | 0.154 | 0.19 | 0.01 | 0.00 |
| Winnfield (71483; 4,431) | 10,499 | 0.077 | 0.09 | 0.00 | 0.00 |
| Total 2,753,230 | | 80.758 | 100.0 | 4.78 | 0.78 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

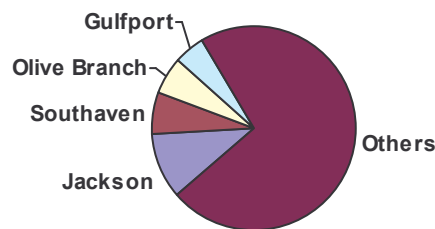
9.20 LATENT DEMAND BY YEAR - MISSISSIPPI

The Latent Demand for Graphic Design Services in Mississippi: 2002 - 2012

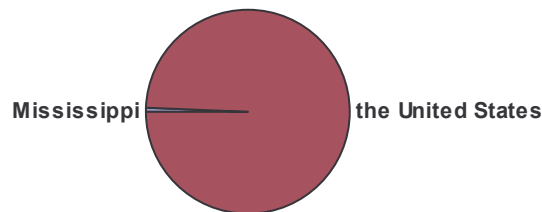
| Year | Mississippi | % of Region | % of USA |
|------|-------------|-------------|----------|
| 2002 | 43.96 | 2.61% | 0.43% |
| 2003 | 43.89 | 2.63% | 0.43% |
| 2004 | 43.83 | 2.65% | 0.43% |
| 2005 | 43.76 | 2.67% | 0.44% |
| 2006 | 43.88 | 2.69% | 0.44% |
| 2007 | 45.10 | 2.67% | 0.44% |
| 2008 | 46.55 | 2.65% | 0.43% |
| 2009 | 48.04 | 2.63% | 0.43% |
| 2010 | 49.57 | 2.61% | 0.43% |
| 2011 | 51.16 | 2.59% | 0.43% |
| 2012 | 52.80 | 2.57% | 0.42% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Mississippi - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Mississippi: 2007



9.21 CITIES SORTED BY RANK - MISSISSIPPI

Mississippi - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|-----------|---------|----------|-------|
| Jackson (165,163) | 335 | 4.595 | 10.19 | 0.27 | 0.04 |
| Southaven (70,959) | 589 | 3.031 | 6.72 | 0.18 | 0.03 |
| Olive Branch (52,916) | 709 | 2.671 | 5.92 | 0.16 | 0.03 |
| Gulfport (74,028) | 901 | 2.220 | 4.92 | 0.13 | 0.02 |
| Biloxi (48,627) | 1,406 | 1.517 | 3.36 | 0.09 | 0.01 |
| Madison (23,128) | 1,417 | 1.508 | 3.34 | 0.09 | 0.01 |
| Tupelo (39,269) | 1,543 | 1.379 | 3.06 | 0.08 | 0.01 |
| Brandon (27,169) | 1,606 | 1.323 | 2.93 | 0.08 | 0.01 |
| Clinton (27,835) | 1,761 | 1.199 | 2.66 | 0.07 | 0.01 |
| Hattiesburg (51,790) | 1,819 | 1.156 | 2.56 | 0.07 | 0.01 |
| Ridgeland (26,433) | 2,026 | 1.041 | 2.31 | 0.06 | 0.01 |
| Hernando (24,918) | 2,122 | 0.985 | 2.18 | 0.06 | 0.01 |
| Pearl (26,594) | 2,249 | 0.915 | 2.03 | 0.05 | 0.01 |
| Meridian (35,662) | 2,473 | 0.818 | 1.81 | 0.05 | 0.01 |
| Ocean Springs (19,171) | 2,517 | 0.805 | 1.78 | 0.05 | 0.01 |
| Greenville (31,964) | 2,645 | 0.758 | 1.68 | 0.04 | 0.01 |
| Pascagoula (24,953) | 2,740 | 0.731 | 1.62 | 0.04 | 0.01 |
| Long Beach (17,052) | 2,921 | 0.675 | 1.50 | 0.04 | 0.01 |
| Vicksburg (23,964) | 3,125 | 0.624 | 1.38 | 0.04 | 0.01 |
| Columbus (21,660) | 3,504 | 0.543 | 1.20 | 0.03 | 0.01 |
| Horn Lake (14,099) | 3,603 | 0.521 | 1.16 | 0.03 | 0.01 |
| Starkville (22,229) | 3,931 | 0.459 | 1.02 | 0.03 | 0.00 |
| Gautier (11,681) | 4,033 | 0.441 | 0.98 | 0.03 | 0.00 |
| Moss Point (13,808) | 4,299 | 0.405 | 0.90 | 0.02 | 0.00 |
| Laurel (17,592) | 4,313 | 0.402 | 0.89 | 0.02 | 0.00 |
| Richland (10,915) | 4,411 | 0.389 | 0.86 | 0.02 | 0.00 |
| Byram (7,386) | 4,592 | 0.368 | 0.81 | 0.02 | 0.00 |
| Oxford (19,243) | 4,638 | 0.361 | 0.80 | 0.02 | 0.00 |
| Clarksdale (16,324) | 4,918 | 0.331 | 0.73 | 0.02 | 0.00 |
| Natchez (14,118) | 4,985 | 0.324 | 0.72 | 0.02 | 0.00 |
| Corinth (14,740) | 5,065 | 0.316 | 0.70 | 0.02 | 0.00 |
| Grenada (13,391) | 5,084 | 0.313 | 0.69 | 0.02 | 0.00 |
| Greenwood (14,764) | 5,287 | 0.295 | 0.65 | 0.02 | 0.00 |
| Cleveland (10,441) | 5,434 | 0.281 | 0.62 | 0.02 | 0.00 |
| Picayune (11,408) | 5,435 | 0.281 | 0.62 | 0.02 | 0.00 |
| Canton (12,559) | 5,465 | 0.278 | 0.62 | 0.02 | 0.00 |
| Diamondhead (5,912) | 5,471 | 0.278 | 0.62 | 0.02 | 0.00 |
| Pass Christian (7,320) | 5,530 | 0.273 | 0.60 | 0.02 | 0.00 |
| Bay St. Louis (8,544) | 5,615 | 0.267 | 0.59 | 0.02 | 0.00 |
| McComb (12,859) | 5,618 | 0.266 | 0.59 | 0.02 | 0.00 |
| Gulf Hills (5,900) | 5,625 | 0.266 | 0.59 | 0.02 | 0.00 |
| Yazoo City (14,550) | 5,643 | 0.265 | 0.59 | 0.02 | 0.00 |
| Waveland (8,649) | 5,658 | 0.263 | 0.58 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Mississippi - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Batesville (9,640) | 5,662 | 0.263 | 0.58 | 0.02 | 0.00 |
| West Point (10,845) | 5,686 | 0.262 | 0.58 | 0.02 | 0.00 |
| D'Iberville (8,232) | 5,695 | 0.261 | 0.58 | 0.02 | 0.00 |
| St. Martin (6,676) | 5,814 | 0.251 | 0.56 | 0.01 | 0.00 |
| Indianola (9,785) | 6,016 | 0.235 | 0.52 | 0.01 | 0.00 |
| New Albany (8,901) | 6,041 | 0.234 | 0.52 | 0.01 | 0.00 |
| Booneville (8,942) | 6,078 | 0.232 | 0.51 | 0.01 | 0.00 |
| Petal (8,333) | 6,174 | 0.226 | 0.50 | 0.01 | 0.00 |
| Brookhaven (9,824) | 6,238 | 0.221 | 0.49 | 0.01 | 0.00 |
| Senatobia (6,956) | 6,342 | 0.214 | 0.48 | 0.01 | 0.00 |
| West Hattiesburg (6,305) | 6,606 | 0.200 | 0.44 | 0.01 | 0.00 |
| Pontotoc (7,581) | 6,654 | 0.198 | 0.44 | 0.01 | 0.00 |
| Gulf Park Estates (4,272) | 6,884 | 0.186 | 0.41 | 0.01 | 0.00 |
| Philadelphia (7,539) | 6,952 | 0.182 | 0.40 | 0.01 | 0.00 |
| Florence (4,868) | 7,078 | 0.175 | 0.39 | 0.01 | 0.00 |
| Vanceleave (4,910) | 7,082 | 0.175 | 0.39 | 0.01 | 0.00 |
| Flowood (4,750) | 7,084 | 0.175 | 0.39 | 0.01 | 0.00 |
| Holly Springs (8,178) | 7,085 | 0.175 | 0.39 | 0.01 | 0.00 |
| Amory (6,467) | 7,207 | 0.170 | 0.38 | 0.01 | 0.00 |
| Latimer (4,288) | 7,227 | 0.169 | 0.38 | 0.01 | 0.00 |
| Louisville (6,125) | 7,613 | 0.154 | 0.34 | 0.01 | 0.00 |
| Lynchburg (2,959) | 7,751 | 0.148 | 0.33 | 0.01 | 0.00 |
| Wiggins (6,013) | 7,795 | 0.146 | 0.32 | 0.01 | 0.00 |
| Kosciusko (7,315) | 7,821 | 0.145 | 0.32 | 0.01 | 0.00 |
| Forest (6,084) | 7,910 | 0.143 | 0.32 | 0.01 | 0.00 |
| Salttillo (4,334) | 7,926 | 0.142 | 0.32 | 0.01 | 0.00 |
| Ripley (5,721) | 8,144 | 0.135 | 0.30 | 0.01 | 0.00 |
| Escatawpa (3,566) | 8,154 | 0.134 | 0.30 | 0.01 | 0.00 |
| Crystal Springs (6,014) | 8,227 | 0.131 | 0.29 | 0.01 | 0.00 |
| Fulton (4,773) | 8,320 | 0.129 | 0.29 | 0.01 | 0.00 |
| Aberdeen (5,869) | 8,402 | 0.126 | 0.28 | 0.01 | 0.00 |
| Hickory Hills (3,046) | 8,475 | 0.124 | 0.27 | 0.01 | 0.00 |
| Carthage (4,998) | 8,807 | 0.115 | 0.25 | 0.01 | 0.00 |
| Columbia (6,018) | 9,013 | 0.108 | 0.24 | 0.01 | 0.00 |
| Shoreline Park (4,058) | 9,152 | 0.105 | 0.23 | 0.01 | 0.00 |
| Waynesboro (4,991) | 9,277 | 0.102 | 0.23 | 0.01 | 0.00 |
| Leland (4,333) | 9,288 | 0.102 | 0.23 | 0.01 | 0.00 |
| Hazlehurst (4,312) | 9,423 | 0.099 | 0.22 | 0.01 | 0.00 |
| New Hope (1,964) | 9,460 | 0.098 | 0.22 | 0.01 | 0.00 |
| Purvis (3,180) | 9,764 | 0.090 | 0.20 | 0.01 | 0.00 |
| Water Valley (4,092) | 9,814 | 0.089 | 0.20 | 0.01 | 0.00 |
| Lucedale (4,270) | 9,854 | 0.088 | 0.20 | 0.01 | 0.00 |
| Newton (3,610) | 9,862 | 0.088 | 0.20 | 0.01 | 0.00 |
| Winona (3,645) | 10,070 | 0.084 | 0.19 | 0.00 | 0.00 |
| Verona (3,483) | 10,108 | 0.083 | 0.18 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Mississippi - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|---------------|--------------|-------------|-------------|
| Houston (3,808) | 10,135 | 0.083 | 0.18 | 0.00 | 0.00 |
| Baldwyn (3,427) | 10,188 | 0.082 | 0.18 | 0.00 | 0.00 |
| Magee (4,283) | 10,201 | 0.081 | 0.18 | 0.00 | 0.00 |
| Ellisville (3,664) | 10,377 | 0.079 | 0.17 | 0.00 | 0.00 |
| Morton (3,305) | 10,479 | 0.077 | 0.17 | 0.00 | 0.00 |
| Pearl River (3,156) | 10,526 | 0.076 | 0.17 | 0.00 | 0.00 |
| Columbus AFB (2,060) | 10,619 | 0.075 | 0.17 | 0.00 | 0.00 |
| Kiln (2,040) | 10,851 | 0.071 | 0.16 | 0.00 | 0.00 |
| Meridian Station (1,849) | 10,855 | 0.071 | 0.16 | 0.00 | 0.00 |
| Poplarville (2,871) | 10,967 | 0.069 | 0.15 | 0.00 | 0.00 |
| Farmington (1,944) | 11,209 | 0.066 | 0.15 | 0.00 | 0.00 |
| Lumberton (3,054) | 11,288 | 0.065 | 0.14 | 0.00 | 0.00 |
| Collins (2,973) | 11,527 | 0.062 | 0.14 | 0.00 | 0.00 |
| Mendenhall (2,474) | 11,576 | 0.061 | 0.14 | 0.00 | 0.00 |
| Quitman (2,161) | 11,639 | 0.060 | 0.13 | 0.00 | 0.00 |
| Iuka (2,718) | 11,669 | 0.060 | 0.13 | 0.00 | 0.00 |
| Collinsville (1,823) | 12,003 | 0.056 | 0.12 | 0.00 | 0.00 |
| Raymond (1,664) | 12,005 | 0.056 | 0.12 | 0.00 | 0.00 |
| Nettleton (2,313) | 12,080 | 0.055 | 0.12 | 0.00 | 0.00 |
| Wesson (1,762) | 12,220 | 0.053 | 0.12 | 0.00 | 0.00 |
| Belmont (1,907) | 12,343 | 0.052 | 0.11 | 0.00 | 0.00 |
| Bay Springs (2,424) | 12,430 | 0.051 | 0.11 | 0.00 | 0.00 |
| Okolona (2,750) | 12,469 | 0.050 | 0.11 | 0.00 | 0.00 |
| Flora (1,431) | 12,513 | 0.050 | 0.11 | 0.00 | 0.00 |
| Shannon (1,779) | 12,659 | 0.048 | 0.11 | 0.00 | 0.00 |
| Pearlington (1,684) | 12,689 | 0.048 | 0.11 | 0.00 | 0.00 |
| Durant (2,662) | 12,716 | 0.048 | 0.11 | 0.00 | 0.00 |
| Nellieburg (1,354) | 12,735 | 0.048 | 0.11 | 0.00 | 0.00 |
| Hollandale (2,592) | 12,737 | 0.048 | 0.11 | 0.00 | 0.00 |
| Eupora (2,060) | 12,809 | 0.047 | 0.10 | 0.00 | 0.00 |
| Total 1,457,744 | | 45.103 | 100.0 | 2.67 | 0.44 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

9.22 CITIES SORTED BY ZIPCODE - MISSISSIPPI

Mississippi - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Batesville (38606; 9,640) | 5,662 | 0.263 | 0.58 | 0.02 | 0.00 |
| Hernando (38632; 24,918) | 2,122 | 0.985 | 2.18 | 0.06 | 0.01 |
| Holly Springs (38649; 8,178) | 7,085 | 0.175 | 0.39 | 0.01 | 0.00 |
| New Albany (38652; 8,901) | 6,041 | 0.234 | 0.52 | 0.01 | 0.00 |
| Olive Branch (38654; 52,916) | 709 | 2.671 | 5.92 | 0.16 | 0.03 |
| Oxford (38655; 19,243) | 4,638 | 0.361 | 0.80 | 0.02 | 0.00 |
| Ripley (38663; 5,721) | 8,144 | 0.135 | 0.30 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Mississippi - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Senatobia (38665; 6,956) | 6,342 | 0.214 | 0.48 | 0.01 | 0.00 |
| Clarksdale (38669; 16,324) | 4,918 | 0.331 | 0.73 | 0.02 | 0.00 |
| Southaven (38671; 70,959) | 589 | 3.031 | 6.72 | 0.18 | 0.03 |
| Horn Lake (38671; 14,099) | 3,603 | 0.521 | 1.16 | 0.03 | 0.01 |
| Lynchburg (38680; 2,959) | 7,751 | 0.148 | 0.33 | 0.01 | 0.00 |
| Greenville (38701; 31,964) | 2,645 | 0.758 | 1.68 | 0.04 | 0.01 |
| Cleveland (38733; 10,441) | 5,434 | 0.281 | 0.62 | 0.02 | 0.00 |
| Hollandale (38748; 2,592) | 12,737 | 0.048 | 0.11 | 0.00 | 0.00 |
| Indianola (38751; 9,785) | 6,016 | 0.235 | 0.52 | 0.01 | 0.00 |
| Leland (38756; 4,333) | 9,288 | 0.102 | 0.23 | 0.01 | 0.00 |
| Tupelo (38803; 39,269) | 1,543 | 1.379 | 3.06 | 0.08 | 0.01 |
| Amory (38821; 6,467) | 7,207 | 0.170 | 0.38 | 0.01 | 0.00 |
| Baldwyn (38824; 3,427) | 10,188 | 0.082 | 0.18 | 0.00 | 0.00 |
| Belmont (38827; 1,907) | 12,343 | 0.052 | 0.11 | 0.00 | 0.00 |
| Booneville (38829; 8,942) | 6,078 | 0.232 | 0.51 | 0.01 | 0.00 |
| Corinth (38834; 14,740) | 5,065 | 0.316 | 0.70 | 0.02 | 0.00 |
| Farmington (38834; 1,944) | 11,209 | 0.066 | 0.15 | 0.00 | 0.00 |
| Fulton (38843; 4,773) | 8,320 | 0.129 | 0.29 | 0.01 | 0.00 |
| Houston (38851; 3,808) | 10,135 | 0.083 | 0.18 | 0.00 | 0.00 |
| Iuka (38852; 2,718) | 11,669 | 0.060 | 0.13 | 0.00 | 0.00 |
| Nettleton (38858; 2,313) | 12,080 | 0.055 | 0.12 | 0.00 | 0.00 |
| Okolona (38860; 2,750) | 12,469 | 0.050 | 0.11 | 0.00 | 0.00 |
| Pontotoc (38863; 7,581) | 6,654 | 0.198 | 0.44 | 0.01 | 0.00 |
| Saltillo (38866; 4,334) | 7,926 | 0.142 | 0.32 | 0.01 | 0.00 |
| Shannon (38868; 1,779) | 12,659 | 0.048 | 0.11 | 0.00 | 0.00 |
| Verona (38879; 3,483) | 10,108 | 0.083 | 0.18 | 0.00 | 0.00 |
| Grenada (38901; 13,391) | 5,084 | 0.313 | 0.69 | 0.02 | 0.00 |
| Greenwood (38935; 14,764) | 5,287 | 0.295 | 0.65 | 0.02 | 0.00 |
| Water Valley (38965; 4,092) | 9,814 | 0.089 | 0.20 | 0.01 | 0.00 |
| Winona (38967; 3,645) | 10,070 | 0.084 | 0.19 | 0.00 | 0.00 |
| Brandon (39042; 27,169) | 1,606 | 1.323 | 2.93 | 0.08 | 0.01 |
| Canton (39046; 12,559) | 5,465 | 0.278 | 0.62 | 0.02 | 0.00 |
| Carthage (39051; 4,998) | 8,807 | 0.115 | 0.25 | 0.01 | 0.00 |
| Clinton (39056; 27,835) | 1,761 | 1.199 | 2.66 | 0.07 | 0.01 |
| Crystal Springs (39059; 6,014) | 8,227 | 0.131 | 0.29 | 0.01 | 0.00 |
| Durant (39063; 2,662) | 12,716 | 0.048 | 0.11 | 0.00 | 0.00 |
| Flora (39071; 1,431) | 12,513 | 0.050 | 0.11 | 0.00 | 0.00 |
| Florence (39073; 4,868) | 7,078 | 0.175 | 0.39 | 0.01 | 0.00 |
| Forest (39074; 6,084) | 7,910 | 0.143 | 0.32 | 0.01 | 0.00 |
| Hazlehurst (39083; 4,312) | 9,423 | 0.099 | 0.22 | 0.01 | 0.00 |
| Kosciusko (39090; 7,315) | 7,821 | 0.145 | 0.32 | 0.01 | 0.00 |
| Madison (39110; 23,128) | 1,417 | 1.508 | 3.34 | 0.09 | 0.01 |
| Magee (39111; 4,283) | 10,201 | 0.081 | 0.18 | 0.00 | 0.00 |
| Mendenhall (39114; 2,474) | 11,576 | 0.061 | 0.14 | 0.00 | 0.00 |
| Morton (39117; 3,305) | 10,479 | 0.077 | 0.17 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Mississippi - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Natchez (39121; 14,118) | 4,985 | 0.324 | 0.72 | 0.02 | 0.00 |
| Raymond (39154; 1,664) | 12,005 | 0.056 | 0.12 | 0.00 | 0.00 |
| Ridgeland (39158; 26,433) | 2,026 | 1.041 | 2.31 | 0.06 | 0.01 |
| Vicksburg (39182; 23,964) | 3,125 | 0.624 | 1.38 | 0.04 | 0.01 |
| Wesson (39191; 1,762) | 12,220 | 0.053 | 0.12 | 0.00 | 0.00 |
| Yazoo City (39194; 14,550) | 5,643 | 0.265 | 0.59 | 0.02 | 0.00 |
| Jackson (39202; 165,163) | 335 | 4.595 | 10.19 | 0.27 | 0.04 |
| Richland (39208; 10,915) | 4,411 | 0.389 | 0.86 | 0.02 | 0.00 |
| Pearl (39208; 26,594) | 2,249 | 0.915 | 2.03 | 0.05 | 0.01 |
| Flowood (39208; 4,750) | 7,084 | 0.175 | 0.39 | 0.01 | 0.00 |
| Byram (39272; 7,386) | 4,592 | 0.368 | 0.81 | 0.02 | 0.00 |
| Nellieburg (39307; 1,354) | 12,735 | 0.048 | 0.11 | 0.00 | 0.00 |
| Meridian (39309; 35,662) | 2,473 | 0.818 | 1.81 | 0.05 | 0.01 |
| Collinsville (39325; 1,823) | 12,003 | 0.056 | 0.12 | 0.00 | 0.00 |
| Meridian Station (39335; 1,849) | 10,855 | 0.071 | 0.16 | 0.00 | 0.00 |
| Louisville (39339; 6,125) | 7,613 | 0.154 | 0.34 | 0.01 | 0.00 |
| Newton (39345; 3,610) | 9,862 | 0.088 | 0.20 | 0.01 | 0.00 |
| Philadelphia (39350; 7,539) | 6,952 | 0.182 | 0.40 | 0.01 | 0.00 |
| Pearl River (39350; 3,156) | 10,526 | 0.076 | 0.17 | 0.00 | 0.00 |
| Quitman (39355; 2,161) | 11,639 | 0.060 | 0.13 | 0.00 | 0.00 |
| Waynesboro (39367; 4,991) | 9,277 | 0.102 | 0.23 | 0.01 | 0.00 |
| West Hattiesburg (39402; 6,305) | 6,606 | 0.200 | 0.44 | 0.01 | 0.00 |
| Hattiesburg (39407; 51,790) | 1,819 | 1.156 | 2.56 | 0.07 | 0.01 |
| Bay Springs (39422; 2,424) | 12,430 | 0.051 | 0.11 | 0.00 | 0.00 |
| Collins (39428; 2,973) | 11,527 | 0.062 | 0.14 | 0.00 | 0.00 |
| Columbia (39429; 6,018) | 9,013 | 0.108 | 0.24 | 0.01 | 0.00 |
| Ellisville (39437; 3,664) | 10,377 | 0.079 | 0.17 | 0.00 | 0.00 |
| Laurel (39441; 17,592) | 4,313 | 0.402 | 0.89 | 0.02 | 0.00 |
| Lucedale (39452; 4,270) | 9,854 | 0.088 | 0.20 | 0.01 | 0.00 |
| Lumberton (39455; 3,054) | 11,288 | 0.065 | 0.14 | 0.00 | 0.00 |
| Petal (39465; 8,333) | 6,174 | 0.226 | 0.50 | 0.01 | 0.00 |
| Picayune (39466; 11,408) | 5,435 | 0.281 | 0.62 | 0.02 | 0.00 |
| Poplarville (39470; 2,871) | 10,967 | 0.069 | 0.15 | 0.00 | 0.00 |
| Purvis (39475; 3,180) | 9,764 | 0.090 | 0.20 | 0.01 | 0.00 |
| Gulfport (39505; 74,028) | 901 | 2.220 | 4.92 | 0.13 | 0.02 |
| Bay St. Louis (39520; 8,544) | 5,615 | 0.267 | 0.59 | 0.02 | 0.00 |
| Shoreline Park (39520; 4,058) | 9,152 | 0.105 | 0.23 | 0.01 | 0.00 |
| Diamondhead (39525; 5,912) | 5,471 | 0.278 | 0.62 | 0.02 | 0.00 |
| St. Martin (39532; 6,676) | 5,814 | 0.251 | 0.56 | 0.01 | 0.00 |
| D'Iberville (39532; 8,232) | 5,695 | 0.261 | 0.58 | 0.02 | 0.00 |
| Biloxi (39532; 48,627) | 1,406 | 1.517 | 3.36 | 0.09 | 0.01 |
| Escatawpa (39552; 3,566) | 8,154 | 0.134 | 0.30 | 0.01 | 0.00 |
| Hickory Hills (39553; 3,046) | 8,475 | 0.124 | 0.27 | 0.01 | 0.00 |
| Gautier (39553; 11,681) | 4,033 | 0.441 | 0.98 | 0.03 | 0.00 |
| Kiln (39556; 2,040) | 10,851 | 0.071 | 0.16 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Mississippi - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|---------------|--------------|-------------|-------------|
| Long Beach (39560; 17,052) | 2,921 | 0.675 | 1.50 | 0.04 | 0.01 |
| Moss Point (39562; 13,808) | 4,299 | 0.405 | 0.90 | 0.02 | 0.00 |
| Gulf Park Estates (39564; 4,272) | 6,884 | 0.186 | 0.41 | 0.01 | 0.00 |
| Ocean Springs (39564; 19,171) | 2,517 | 0.805 | 1.78 | 0.05 | 0.01 |
| Latimer (39564; 4,288) | 7,227 | 0.169 | 0.38 | 0.01 | 0.00 |
| Gulf Hills (39564; 5,900) | 5,625 | 0.266 | 0.59 | 0.02 | 0.00 |
| Vancleave (39565; 4,910) | 7,082 | 0.175 | 0.39 | 0.01 | 0.00 |
| Pascagoula (39569; 24,953) | 2,740 | 0.731 | 1.62 | 0.04 | 0.01 |
| Pass Christian (39571; 7,320) | 5,530 | 0.273 | 0.60 | 0.02 | 0.00 |
| Pearlington (39572; 1,684) | 12,689 | 0.048 | 0.11 | 0.00 | 0.00 |
| Waveland (39576; 8,649) | 5,658 | 0.263 | 0.58 | 0.02 | 0.00 |
| Wiggins (39577; 6,013) | 7,795 | 0.146 | 0.32 | 0.01 | 0.00 |
| Brookhaven (39601; 9,824) | 6,238 | 0.221 | 0.49 | 0.01 | 0.00 |
| McComb (39649; 12,859) | 5,618 | 0.266 | 0.59 | 0.02 | 0.00 |
| New Hope (39701; 1,964) | 9,460 | 0.098 | 0.22 | 0.01 | 0.00 |
| Columbus AFB (39701; 2,060) | 10,619 | 0.075 | 0.17 | 0.00 | 0.00 |
| Columbus (39703; 21,660) | 3,504 | 0.543 | 1.20 | 0.03 | 0.01 |
| Aberdeen (39730; 5,869) | 8,402 | 0.126 | 0.28 | 0.01 | 0.00 |
| Eupora (39744; 2,060) | 12,809 | 0.047 | 0.10 | 0.00 | 0.00 |
| Starkville (39760; 22,229) | 3,931 | 0.459 | 1.02 | 0.03 | 0.00 |
| West Point (39773; 10,845) | 5,686 | 0.262 | 0.58 | 0.02 | 0.00 |
| Total 1,457,744 | | 45.103 | 100.0 | 2.67 | 0.44 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

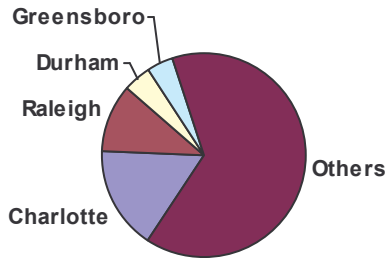
9.23 LATENT DEMAND BY YEAR - NORTH CAROLINA

The Latent Demand for Graphic Design Services in North Carolina: 2002 - 2012

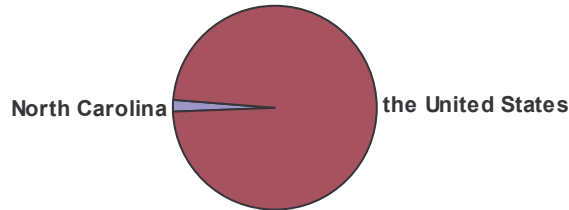
| Year | North Carolina | % of Region | % of USA |
|------|----------------|-------------|----------|
| 2002 | 209.21 | 12.40% | 2.04% |
| 2003 | 207.77 | 12.44% | 2.04% |
| 2004 | 206.33 | 12.47% | 2.04% |
| 2005 | 204.90 | 12.51% | 2.05% |
| 2006 | 204.61 | 12.53% | 2.05% |
| 2007 | 211.15 | 12.51% | 2.05% |
| 2008 | 219.07 | 12.47% | 2.04% |
| 2009 | 227.28 | 12.44% | 2.04% |
| 2010 | 235.80 | 12.41% | 2.04% |
| 2011 | 244.65 | 12.37% | 2.04% |
| 2012 | 253.82 | 12.34% | 2.04% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

North Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and North Carolina: 2007



9.24 CITIES SORTED BY RANK - NORTH CAROLINA

North Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Charlotte (788,936) | 12 | 33.106 | 15.68 | 1.96 | 0.32 |
| Raleigh (540,805) | 31 | 22.518 | 10.66 | 1.33 | 0.22 |
| Durham (253,411) | 124 | 9.317 | 4.41 | 0.55 | 0.09 |
| Greensboro (255,972) | 128 | 9.069 | 4.30 | 0.54 | 0.09 |
| Cary (124,402) | 139 | 8.348 | 3.95 | 0.49 | 0.08 |
| Winston-Salem (209,893) | 181 | 6.938 | 3.29 | 0.41 | 0.07 |
| Morrisville (127,893) | 200 | 6.460 | 3.06 | 0.38 | 0.06 |
| Huntersville (89,250) | 239 | 5.735 | 2.72 | 0.34 | 0.06 |
| Fayetteville (138,857) | 347 | 4.501 | 2.13 | 0.27 | 0.04 |
| Apex (69,350) | 356 | 4.402 | 2.08 | 0.26 | 0.04 |
| High Point (117,624) | 383 | 4.217 | 2.00 | 0.25 | 0.04 |
| Concord (73,660) | 588 | 3.033 | 1.44 | 0.18 | 0.03 |
| Holly Springs (45,910) | 645 | 2.852 | 1.35 | 0.17 | 0.03 |
| Jacksonville (92,137) | 707 | 2.679 | 1.27 | 0.16 | 0.03 |
| Greenville (100,695) | 744 | 2.577 | 1.22 | 0.15 | 0.02 |
| Gastonia (74,625) | 790 | 2.461 | 1.17 | 0.15 | 0.02 |
| Asheville (75,149) | 910 | 2.200 | 1.04 | 0.13 | 0.02 |
| Wake Forest (45,802) | 954 | 2.140 | 1.01 | 0.13 | 0.02 |
| Wilmington (75,838) | 970 | 2.107 | 1.00 | 0.12 | 0.02 |
| Matthews (30,103) | 1,165 | 1.803 | 0.85 | 0.11 | 0.02 |
| Chapel Hill (51,318) | 1,172 | 1.794 | 0.85 | 0.11 | 0.02 |
| Garner (40,121) | 1,255 | 1.698 | 0.80 | 0.10 | 0.02 |
| Rocky Mount (57,714) | 1,266 | 1.684 | 0.80 | 0.10 | 0.02 |
| Hickory (50,249) | 1,276 | 1.671 | 0.79 | 0.10 | 0.02 |
| Burlington (52,167) | 1,295 | 1.645 | 0.78 | 0.10 | 0.02 |
| Wilson (53,378) | 1,437 | 1.486 | 0.70 | 0.09 | 0.01 |
| Kannapolis (43,862) | 1,528 | 1.392 | 0.66 | 0.08 | 0.01 |
| Monroe (36,203) | 1,622 | 1.308 | 0.62 | 0.08 | 0.01 |
| Kernersville (35,047) | 1,632 | 1.300 | 0.62 | 0.08 | 0.01 |
| Fuquay-Varina (30,945) | 1,778 | 1.186 | 0.56 | 0.07 | 0.01 |
| Weddington (13,519) | 1,787 | 1.179 | 0.56 | 0.07 | 0.01 |
| Goldsboro (37,965) | 2,099 | 0.999 | 0.47 | 0.06 | 0.01 |
| Mooresville (24,581) | 2,200 | 0.943 | 0.45 | 0.06 | 0.01 |
| Davidson (13,328) | 2,215 | 0.933 | 0.44 | 0.06 | 0.01 |
| Pinehurst (15,996) | 2,418 | 0.842 | 0.40 | 0.05 | 0.01 |
| Mint Hill (14,922) | 2,497 | 0.811 | 0.38 | 0.05 | 0.01 |
| Statesville (28,349) | 2,502 | 0.808 | 0.38 | 0.05 | 0.01 |
| Asheboro (28,519) | 2,508 | 0.807 | 0.38 | 0.05 | 0.01 |
| Fort Bragg (29,183) | 2,560 | 0.785 | 0.37 | 0.05 | 0.01 |
| Salisbury (26,678) | 2,561 | 0.785 | 0.37 | 0.05 | 0.01 |
| Cornelius (11,969) | 2,633 | 0.762 | 0.36 | 0.05 | 0.01 |
| Sanford (24,252) | 2,663 | 0.754 | 0.36 | 0.04 | 0.01 |
| Clemmons (13,827) | 2,680 | 0.747 | 0.35 | 0.04 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

North Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Shelby (27,704) | 2,758 | 0.726 | 0.34 | 0.04 | 0.01 |
| Havelock (22,168) | 2,850 | 0.700 | 0.33 | 0.04 | 0.01 |
| Masonboro (11,812) | 2,885 | 0.687 | 0.33 | 0.04 | 0.01 |
| Lewisville (11,266) | 3,026 | 0.650 | 0.31 | 0.04 | 0.01 |
| Hope Mills (17,368) | 3,097 | 0.631 | 0.30 | 0.04 | 0.01 |
| New Bern (24,076) | 3,113 | 0.627 | 0.30 | 0.04 | 0.01 |
| Lenoir (21,858) | 3,335 | 0.573 | 0.27 | 0.03 | 0.01 |
| Indian Trail (11,905) | 3,452 | 0.552 | 0.26 | 0.03 | 0.01 |
| Lumberton (22,953) | 3,468 | 0.549 | 0.26 | 0.03 | 0.01 |
| Thomasville (19,788) | 3,484 | 0.547 | 0.26 | 0.03 | 0.01 |
| Mebane (15,251) | 3,522 | 0.538 | 0.26 | 0.03 | 0.01 |
| Morganton (16,767) | 3,611 | 0.519 | 0.25 | 0.03 | 0.01 |
| Lexington (22,111) | 3,621 | 0.518 | 0.25 | 0.03 | 0.01 |
| Graham (15,710) | 3,702 | 0.501 | 0.24 | 0.03 | 0.00 |
| Kinston (20,722) | 3,744 | 0.493 | 0.23 | 0.03 | 0.00 |
| Summerfield (7,449) | 3,815 | 0.477 | 0.23 | 0.03 | 0.00 |
| Southern Pines (13,686) | 3,830 | 0.475 | 0.22 | 0.03 | 0.00 |
| Carrboro (15,416) | 3,914 | 0.462 | 0.22 | 0.03 | 0.00 |
| Newton (13,912) | 3,947 | 0.456 | 0.22 | 0.03 | 0.00 |
| Reidsville (15,685) | 4,090 | 0.435 | 0.21 | 0.03 | 0.00 |
| Elizabeth City (19,805) | 4,138 | 0.428 | 0.20 | 0.03 | 0.00 |
| Albemarle (14,574) | 4,272 | 0.409 | 0.19 | 0.02 | 0.00 |
| Wesley Chapel (6,142) | 4,289 | 0.407 | 0.19 | 0.02 | 0.00 |
| Laurinburg (15,556) | 4,303 | 0.404 | 0.19 | 0.02 | 0.00 |
| Kings Mountain (14,038) | 4,369 | 0.394 | 0.19 | 0.02 | 0.00 |
| Hendersonville (14,071) | 4,472 | 0.382 | 0.18 | 0.02 | 0.00 |
| Piney Green (11,658) | 4,473 | 0.382 | 0.18 | 0.02 | 0.00 |
| Roanoke Rapids (14,827) | 4,477 | 0.381 | 0.18 | 0.02 | 0.00 |
| Siler City (12,609) | 4,490 | 0.379 | 0.18 | 0.02 | 0.00 |
| Eden (15,286) | 4,501 | 0.378 | 0.18 | 0.02 | 0.00 |
| Harrisburg (6,484) | 4,510 | 0.377 | 0.18 | 0.02 | 0.00 |
| Archdale (10,102) | 4,519 | 0.376 | 0.18 | 0.02 | 0.00 |
| Henderson (16,686) | 4,699 | 0.354 | 0.17 | 0.02 | 0.00 |
| St. Stephens (9,439) | 4,717 | 0.352 | 0.17 | 0.02 | 0.00 |
| Myrtle Grove (7,125) | 4,723 | 0.352 | 0.17 | 0.02 | 0.00 |
| Mount Holly (9,697) | 4,815 | 0.342 | 0.16 | 0.02 | 0.00 |
| Knightdale (6,706) | 4,879 | 0.336 | 0.16 | 0.02 | 0.00 |
| Kings Grant (7,738) | 4,998 | 0.322 | 0.15 | 0.02 | 0.00 |
| King (7,263) | 5,053 | 0.317 | 0.15 | 0.02 | 0.00 |
| Aberdeen (11,092) | 5,063 | 0.316 | 0.15 | 0.02 | 0.00 |
| Belmont (9,025) | 5,088 | 0.313 | 0.15 | 0.02 | 0.00 |
| Lincolnton (10,914) | 5,132 | 0.309 | 0.15 | 0.02 | 0.00 |
| Smithfield (12,309) | 5,167 | 0.306 | 0.14 | 0.02 | 0.00 |
| Ogden (5,481) | 5,208 | 0.302 | 0.14 | 0.02 | 0.00 |
| Dunn (11,826) | 5,210 | 0.302 | 0.14 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

North Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Murraysville (7,279) | 5,245 | 0.298 | 0.14 | 0.02 | 0.00 |
| Kill Devil Hills (8,321) | 5,289 | 0.295 | 0.14 | 0.02 | 0.00 |
| Morehead City (11,386) | 5,321 | 0.292 | 0.14 | 0.02 | 0.00 |
| Boiling Spring Lakes (8,515) | 5,423 | 0.283 | 0.13 | 0.02 | 0.00 |
| Trinity (7,270) | 5,438 | 0.281 | 0.13 | 0.02 | 0.00 |
| Tarboro (9,074) | 5,460 | 0.279 | 0.13 | 0.02 | 0.00 |
| Clayton (6,973) | 5,461 | 0.279 | 0.13 | 0.02 | 0.00 |
| Conover (8,245) | 5,483 | 0.277 | 0.13 | 0.02 | 0.00 |
| Creedmoor (7,678) | 5,604 | 0.267 | 0.13 | 0.02 | 0.00 |
| Oak Ridge (3,988) | 5,627 | 0.266 | 0.13 | 0.02 | 0.00 |
| Stallings (5,576) | 5,751 | 0.256 | 0.12 | 0.02 | 0.00 |
| Waynesville (9,991) | 5,792 | 0.253 | 0.12 | 0.01 | 0.00 |
| Black Mountain (7,875) | 5,837 | 0.250 | 0.12 | 0.01 | 0.00 |
| Royal Pines (5,334) | 5,841 | 0.250 | 0.12 | 0.01 | 0.00 |
| Oxford (9,027) | 5,867 | 0.248 | 0.12 | 0.01 | 0.00 |
| Elon College (6,738) | 5,873 | 0.247 | 0.12 | 0.01 | 0.00 |
| Unionville (4,797) | 5,881 | 0.246 | 0.12 | 0.01 | 0.00 |
| Half Moon (6,645) | 5,911 | 0.244 | 0.12 | 0.01 | 0.00 |
| Oak Island (6,571) | 5,975 | 0.238 | 0.11 | 0.01 | 0.00 |
| Lake Park (3,894) | 5,981 | 0.238 | 0.11 | 0.01 | 0.00 |
| Carolina Beach (6,986) | 6,023 | 0.235 | 0.11 | 0.01 | 0.00 |
| Waxhaw (4,754) | 6,033 | 0.234 | 0.11 | 0.01 | 0.00 |
| Southern Shores (4,253) | 6,034 | 0.234 | 0.11 | 0.01 | 0.00 |
| Boone (12,736) | 6,048 | 0.234 | 0.11 | 0.01 | 0.00 |
| Silver Lake (5,788) | 6,319 | 0.216 | 0.10 | 0.01 | 0.00 |
| Roxboro (8,945) | 6,337 | 0.215 | 0.10 | 0.01 | 0.00 |
| Pleasant Garden (5,224) | 6,353 | 0.214 | 0.10 | 0.01 | 0.00 |
| Lake Norman of Catawba (4,744) | 6,360 | 0.213 | 0.10 | 0.01 | 0.00 |
| Nags Head (4,496) | 6,363 | 0.213 | 0.10 | 0.01 | 0.00 |
| Trent Woods (3,681) | 6,446 | 0.209 | 0.10 | 0.01 | 0.00 |
| Butner (5,792) | 6,447 | 0.209 | 0.10 | 0.01 | 0.00 |
| Clinton (8,985) | 6,463 | 0.208 | 0.10 | 0.01 | 0.00 |
| Spring Lake (8,498) | 6,471 | 0.207 | 0.10 | 0.01 | 0.00 |
| Seagate (4,590) | 6,474 | 0.207 | 0.10 | 0.01 | 0.00 |
| Fletcher (5,048) | 6,514 | 0.205 | 0.10 | 0.01 | 0.00 |
| Kure Beach (4,860) | 6,520 | 0.205 | 0.10 | 0.01 | 0.00 |
| Marvin (2,340) | 6,535 | 0.204 | 0.10 | 0.01 | 0.00 |
| Washington (10,331) | 6,539 | 0.204 | 0.10 | 0.01 | 0.00 |
| Angier (6,653) | 6,585 | 0.201 | 0.10 | 0.01 | 0.00 |
| Emerald Isle (4,175) | 6,633 | 0.199 | 0.09 | 0.01 | 0.00 |
| Rockingham (8,352) | 6,638 | 0.198 | 0.09 | 0.01 | 0.00 |
| Mount Airy (8,220) | 6,652 | 0.198 | 0.09 | 0.01 | 0.00 |
| Flat Rock (3,238) | 6,677 | 0.196 | 0.09 | 0.01 | 0.00 |
| Gibsonville (5,018) | 6,746 | 0.193 | 0.09 | 0.01 | 0.00 |
| South Gastonia (5,433) | 6,832 | 0.189 | 0.09 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

North Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Brevard (6,259) | 6,859 | 0.187 | 0.09 | 0.01 | 0.00 |
| Stokesdale (4,061) | 6,872 | 0.187 | 0.09 | 0.01 | 0.00 |
| Selma (8,631) | 6,924 | 0.184 | 0.09 | 0.01 | 0.00 |
| Walkertown (4,708) | 6,947 | 0.183 | 0.09 | 0.01 | 0.00 |
| Newport (5,521) | 6,985 | 0.181 | 0.09 | 0.01 | 0.00 |
| Forest Oaks (3,241) | 7,005 | 0.179 | 0.08 | 0.01 | 0.00 |
| James City (5,420) | 7,052 | 0.177 | 0.08 | 0.01 | 0.00 |
| Hillsborough (4,899) | 7,076 | 0.176 | 0.08 | 0.01 | 0.00 |
| Mountain View (3,768) | 7,089 | 0.175 | 0.08 | 0.01 | 0.00 |
| Bethlehem (3,713) | 7,113 | 0.174 | 0.08 | 0.01 | 0.00 |
| Kitty Hawk (4,507) | 7,150 | 0.172 | 0.08 | 0.01 | 0.00 |
| Wendell (4,837) | 7,167 | 0.172 | 0.08 | 0.01 | 0.00 |
| Biltmore Forest (1,596) | 7,203 | 0.170 | 0.08 | 0.01 | 0.00 |
| Cherryville (5,645) | 7,287 | 0.167 | 0.08 | 0.01 | 0.00 |
| Boiling Springs (3,805) | 7,300 | 0.166 | 0.08 | 0.01 | 0.00 |
| Sawmills (4,963) | 7,413 | 0.161 | 0.08 | 0.01 | 0.00 |
| Nashville (4,924) | 7,448 | 0.160 | 0.08 | 0.01 | 0.00 |
| Mocksville (4,946) | 7,547 | 0.156 | 0.07 | 0.01 | 0.00 |
| Gamewell (4,461) | 7,551 | 0.156 | 0.07 | 0.01 | 0.00 |
| Bessemer City (5,120) | 7,599 | 0.155 | 0.07 | 0.01 | 0.00 |
| Granite Falls (4,464) | 7,616 | 0.154 | 0.07 | 0.01 | 0.00 |
| Seven Lakes (3,214) | 7,637 | 0.153 | 0.07 | 0.01 | 0.00 |
| Red Oak (3,100) | 7,660 | 0.152 | 0.07 | 0.01 | 0.00 |
| Wrightsboro (4,496) | 7,661 | 0.152 | 0.07 | 0.01 | 0.00 |
| Long View (5,013) | 7,708 | 0.150 | 0.07 | 0.01 | 0.00 |
| Pineville (4,290) | 7,787 | 0.147 | 0.07 | 0.01 | 0.00 |
| Westport (2,006) | 7,818 | 0.146 | 0.07 | 0.01 | 0.00 |
| Farmville (5,558) | 7,837 | 0.145 | 0.07 | 0.01 | 0.00 |
| Forest City (6,655) | 7,864 | 0.144 | 0.07 | 0.01 | 0.00 |
| Winterville (4,328) | 7,870 | 0.144 | 0.07 | 0.01 | 0.00 |
| Erwin (5,449) | 7,877 | 0.144 | 0.07 | 0.01 | 0.00 |
| Bayshore (2,512) | 7,889 | 0.143 | 0.07 | 0.01 | 0.00 |
| River Road (4,094) | 7,892 | 0.143 | 0.07 | 0.01 | 0.00 |
| Zebulon (4,414) | 7,905 | 0.143 | 0.07 | 0.01 | 0.00 |
| Laurel Park (2,960) | 7,998 | 0.140 | 0.07 | 0.01 | 0.00 |
| Jamestown (2,701) | 8,036 | 0.138 | 0.07 | 0.01 | 0.00 |
| Hamlet (5,308) | 8,050 | 0.138 | 0.07 | 0.01 | 0.00 |
| Burgaw (5,252) | 8,116 | 0.135 | 0.06 | 0.01 | 0.00 |
| Sunset Beach (3,178) | 8,148 | 0.134 | 0.06 | 0.01 | 0.00 |
| Welcome (3,538) | 8,164 | 0.134 | 0.06 | 0.01 | 0.00 |
| Rutherfordton (3,937) | 8,170 | 0.133 | 0.06 | 0.01 | 0.00 |
| Valdese (4,743) | 8,277 | 0.130 | 0.06 | 0.01 | 0.00 |
| Cramerton (3,035) | 8,301 | 0.129 | 0.06 | 0.01 | 0.00 |
| China Grove (3,943) | 8,312 | 0.129 | 0.06 | 0.01 | 0.00 |
| Marshville (3,985) | 8,318 | 0.129 | 0.06 | 0.01 | 0.00 |

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North Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Tobaccoville (2,961) | 8,360 | 0.128 | 0.06 | 0.01 | 0.00 |
| Elroy (3,896) | 8,514 | 0.123 | 0.06 | 0.01 | 0.00 |
| Beaufort (4,745) | 8,544 | 0.122 | 0.06 | 0.01 | 0.00 |
| Wilkesboro (3,327) | 8,549 | 0.122 | 0.06 | 0.01 | 0.00 |
| Wingate (3,978) | 8,614 | 0.120 | 0.06 | 0.01 | 0.00 |
| Wrightsville Beach (2,382) | 8,643 | 0.119 | 0.06 | 0.01 | 0.00 |
| Whispering Pines (2,193) | 8,688 | 0.118 | 0.06 | 0.01 | 0.00 |
| Whiteville (5,150) | 8,707 | 0.117 | 0.06 | 0.01 | 0.00 |
| Swannanoa (4,132) | 8,780 | 0.115 | 0.05 | 0.01 | 0.00 |
| Elkin (4,058) | 8,792 | 0.115 | 0.05 | 0.01 | 0.00 |
| Locust (2,881) | 8,801 | 0.115 | 0.05 | 0.01 | 0.00 |
| Brices Creek (2,060) | 8,870 | 0.113 | 0.05 | 0.01 | 0.00 |
| River Bend (2,525) | 8,873 | 0.112 | 0.05 | 0.01 | 0.00 |
| Lake Junaluska (2,675) | 8,882 | 0.112 | 0.05 | 0.01 | 0.00 |
| Raeford (4,008) | 8,887 | 0.112 | 0.05 | 0.01 | 0.00 |
| Marion (5,065) | 8,891 | 0.112 | 0.05 | 0.01 | 0.00 |
| East Flat Rock (4,151) | 9,000 | 0.109 | 0.05 | 0.01 | 0.00 |
| Spencer (3,314) | 9,001 | 0.109 | 0.05 | 0.01 | 0.00 |
| Lillington (3,952) | 9,009 | 0.108 | 0.05 | 0.01 | 0.00 |
| Southport (3,582) | 9,019 | 0.108 | 0.05 | 0.01 | 0.00 |
| Mar-Mac (3,004) | 9,031 | 0.108 | 0.05 | 0.01 | 0.00 |
| Bermuda Run (1,431) | 9,035 | 0.108 | 0.05 | 0.01 | 0.00 |
| Williamston (5,214) | 9,077 | 0.107 | 0.05 | 0.01 | 0.00 |
| Glen Raven (2,750) | 9,116 | 0.106 | 0.05 | 0.01 | 0.00 |
| Landis (3,205) | 9,157 | 0.105 | 0.05 | 0.01 | 0.00 |
| Fairview (2,495) | 9,178 | 0.104 | 0.05 | 0.01 | 0.00 |
| Weaverville (2,575) | 9,196 | 0.104 | 0.05 | 0.01 | 0.00 |
| Randleman (3,789) | 9,213 | 0.103 | 0.05 | 0.01 | 0.00 |
| Pittsboro (3,222) | 9,235 | 0.103 | 0.05 | 0.01 | 0.00 |
| Louisburg (3,841) | 9,276 | 0.102 | 0.05 | 0.01 | 0.00 |
| Stanley (3,178) | 9,286 | 0.102 | 0.05 | 0.01 | 0.00 |
| Canton (3,949) | 9,298 | 0.102 | 0.05 | 0.01 | 0.00 |
| Rockfish (2,353) | 9,431 | 0.098 | 0.05 | 0.01 | 0.00 |
| Enochville (2,851) | 9,452 | 0.098 | 0.05 | 0.01 | 0.00 |
| Surf City (2,683) | 9,489 | 0.097 | 0.05 | 0.01 | 0.00 |
| Wentworth (2,778) | 9,497 | 0.097 | 0.05 | 0.01 | 0.00 |
| Maiden (3,065) | 9,498 | 0.097 | 0.05 | 0.01 | 0.00 |
| Ayden (4,494) | 9,517 | 0.096 | 0.05 | 0.01 | 0.00 |
| Hudson (3,018) | 9,536 | 0.096 | 0.05 | 0.01 | 0.00 |
| Etowah (2,766) | 9,571 | 0.095 | 0.04 | 0.01 | 0.00 |
| Cajah's Mountain (2,682) | 9,580 | 0.095 | 0.04 | 0.01 | 0.00 |
| Wallace (4,111) | 9,642 | 0.093 | 0.04 | 0.01 | 0.00 |
| Benson (3,918) | 9,658 | 0.093 | 0.04 | 0.01 | 0.00 |
| Edenton (4,086) | 9,691 | 0.092 | 0.04 | 0.01 | 0.00 |
| Rural Hall (2,806) | 9,714 | 0.091 | 0.04 | 0.01 | 0.00 |

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North Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Fairfield Harbour (1,983) | 9,729 | 0.091 | 0.04 | 0.01 | 0.00 |
| Mount Olive (4,211) | 9,757 | 0.090 | 0.04 | 0.01 | 0.00 |
| Granite Quarry (2,381) | 9,838 | 0.089 | 0.04 | 0.01 | 0.00 |
| Dallas (3,403) | 9,848 | 0.088 | 0.04 | 0.01 | 0.00 |
| Icard (2,734) | 9,892 | 0.087 | 0.04 | 0.01 | 0.00 |
| Cape Carteret (2,183) | 9,937 | 0.087 | 0.04 | 0.01 | 0.00 |
| Woodfin (3,531) | 9,938 | 0.087 | 0.04 | 0.01 | 0.00 |
| Liberty (2,747) | 9,968 | 0.086 | 0.04 | 0.01 | 0.00 |
| Neuse Forest (1,426) | 9,981 | 0.086 | 0.04 | 0.01 | 0.00 |
| Brogden (2,907) | 9,999 | 0.085 | 0.04 | 0.01 | 0.00 |
| Pumpkin Center (2,228) | 10,018 | 0.085 | 0.04 | 0.01 | 0.00 |
| Northlakes (1,390) | 10,065 | 0.084 | 0.04 | 0.00 | 0.00 |
| North Wilkesboro (4,115) | 10,077 | 0.084 | 0.04 | 0.00 | 0.00 |
| Salem (2,923) | 10,090 | 0.084 | 0.04 | 0.00 | 0.00 |
| Mulberry (2,269) | 10,157 | 0.082 | 0.04 | 0.00 | 0.00 |
| Yadkinville (2,921) | 10,189 | 0.082 | 0.04 | 0.00 | 0.00 |
| Wilson's Mills (2,010) | 10,267 | 0.080 | 0.04 | 0.00 | 0.00 |
| Lowell (2,663) | 10,284 | 0.080 | 0.04 | 0.00 | 0.00 |
| Pine Knoll Shores (1,662) | 10,287 | 0.080 | 0.04 | 0.00 | 0.00 |
| Mountain Home (2,169) | 10,308 | 0.080 | 0.04 | 0.00 | 0.00 |
| Spindale (3,724) | 10,436 | 0.078 | 0.04 | 0.00 | 0.00 |
| East Rockingham (3,885) | 10,467 | 0.077 | 0.04 | 0.00 | 0.00 |
| Ahoskie (3,732) | 10,540 | 0.076 | 0.04 | 0.00 | 0.00 |
| Shalotte (2,097) | 10,596 | 0.075 | 0.04 | 0.00 | 0.00 |
| Wadesboro (3,552) | 10,661 | 0.074 | 0.04 | 0.00 | 0.00 |
| Rockwell (1,994) | 10,662 | 0.074 | 0.03 | 0.00 | 0.00 |
| Millers Creek (2,071) | 10,675 | 0.074 | 0.03 | 0.00 | 0.00 |
| Troutman (1,958) | 10,711 | 0.073 | 0.03 | 0.00 | 0.00 |
| Troy (3,555) | 10,731 | 0.073 | 0.03 | 0.00 | 0.00 |
| Pope AFB (2,583) | 10,748 | 0.073 | 0.03 | 0.00 | 0.00 |
| Red Springs (3,354) | 10,752 | 0.072 | 0.03 | 0.00 | 0.00 |
| Franklin (3,763) | 10,761 | 0.072 | 0.03 | 0.00 | 0.00 |
| Elizabethtown (3,655) | 10,821 | 0.072 | 0.03 | 0.00 | 0.00 |
| Four Oaks (2,714) | 10,837 | 0.071 | 0.03 | 0.00 | 0.00 |
| South Rosemary (2,843) | 10,882 | 0.071 | 0.03 | 0.00 | 0.00 |
| Carolina Shores (1,795) | 10,886 | 0.070 | 0.03 | 0.00 | 0.00 |
| Blowing Rock (1,446) | 10,910 | 0.070 | 0.03 | 0.00 | 0.00 |
| La Grange (2,744) | 10,969 | 0.069 | 0.03 | 0.00 | 0.00 |
| Sneads Ferry (2,248) | 10,978 | 0.069 | 0.03 | 0.00 | 0.00 |
| Mount Pleasant (1,596) | 11,012 | 0.069 | 0.03 | 0.00 | 0.00 |
| Ranlo (2,171) | 11,049 | 0.068 | 0.03 | 0.00 | 0.00 |
| Lake Waccamaw (1,575) | 11,126 | 0.067 | 0.03 | 0.00 | 0.00 |
| Green Level (2,343) | 11,166 | 0.067 | 0.03 | 0.00 | 0.00 |
| Warsaw (3,188) | 11,167 | 0.067 | 0.03 | 0.00 | 0.00 |
| Lowesville (1,440) | 11,201 | 0.066 | 0.03 | 0.00 | 0.00 |

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North Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|---------------|--------------|--------------|-------------|
| Atlantic Beach (1,876) | 11,336 | 0.064 | 0.03 | 0.00 | 0.00 |
| Carthage (2,041) | 11,359 | 0.064 | 0.03 | 0.00 | 0.00 |
| Sharpsburg (2,539) | 11,405 | 0.063 | 0.03 | 0.00 | 0.00 |
| Cullowhee (3,579) | 11,433 | 0.063 | 0.03 | 0.00 | 0.00 |
| Valley Hill (2,137) | 11,534 | 0.062 | 0.03 | 0.00 | 0.00 |
| Grifton (1,976) | 11,536 | 0.062 | 0.03 | 0.00 | 0.00 |
| Bent Creek (1,389) | 11,552 | 0.061 | 0.03 | 0.00 | 0.00 |
| Franklinton (2,375) | 11,615 | 0.061 | 0.03 | 0.00 | 0.00 |
| Tabor City (2,992) | 11,637 | 0.060 | 0.03 | 0.00 | 0.00 |
| Avery Creek (1,405) | 11,673 | 0.060 | 0.03 | 0.00 | 0.00 |
| Madison (2,200) | 11,742 | 0.059 | 0.03 | 0.00 | 0.00 |
| Haw River (2,123) | 11,767 | 0.059 | 0.03 | 0.00 | 0.00 |
| Manteo (2,188) | 11,789 | 0.058 | 0.03 | 0.00 | 0.00 |
| Hays (1,731) | 11,790 | 0.058 | 0.03 | 0.00 | 0.00 |
| Norwood (2,052) | 11,812 | 0.058 | 0.03 | 0.00 | 0.00 |
| Maxton (2,794) | 11,828 | 0.058 | 0.03 | 0.00 | 0.00 |
| Drexel (1,823) | 11,882 | 0.057 | 0.03 | 0.00 | 0.00 |
| Coats (2,445) | 11,911 | 0.057 | 0.03 | 0.00 | 0.00 |
| Leland (1,938) | 11,953 | 0.056 | 0.03 | 0.00 | 0.00 |
| Biscoe (1,769) | 11,956 | 0.056 | 0.03 | 0.00 | 0.00 |
| Plymouth (3,649) | 11,963 | 0.056 | 0.03 | 0.00 | 0.00 |
| Sylva (2,347) | 12,031 | 0.055 | 0.03 | 0.00 | 0.00 |
| Connelly Springs (1,808) | 12,096 | 0.055 | 0.03 | 0.00 | 0.00 |
| Murfreesboro (2,045) | 12,129 | 0.054 | 0.03 | 0.00 | 0.00 |
| Wanchese (1,527) | 12,190 | 0.054 | 0.03 | 0.00 | 0.00 |
| Mayodan (2,275) | 12,261 | 0.053 | 0.03 | 0.00 | 0.00 |
| Fairplains (2,051) | 12,303 | 0.052 | 0.02 | 0.00 | 0.00 |
| Stony Point (1,380) | 12,322 | 0.052 | 0.02 | 0.00 | 0.00 |
| St. Pauls (2,609) | 12,329 | 0.052 | 0.02 | 0.00 | 0.00 |
| Plain View (1,820) | 12,358 | 0.052 | 0.02 | 0.00 | 0.00 |
| Pine Level (1,839) | 12,381 | 0.051 | 0.02 | 0.00 | 0.00 |
| Mineral Springs (1,370) | 12,383 | 0.051 | 0.02 | 0.00 | 0.00 |
| Pinebluff (1,406) | 12,419 | 0.051 | 0.02 | 0.00 | 0.00 |
| Woodlawn (1,051) | 12,424 | 0.051 | 0.02 | 0.00 | 0.00 |
| Kenly (2,698) | 12,475 | 0.050 | 0.02 | 0.00 | 0.00 |
| Cricket (2,053) | 12,541 | 0.050 | 0.02 | 0.00 | 0.00 |
| Sea Breeze (1,312) | 12,601 | 0.049 | 0.02 | 0.00 | 0.00 |
| Windsor (2,158) | 12,634 | 0.049 | 0.02 | 0.00 | 0.00 |
| Mars Hill (1,653) | 12,640 | 0.049 | 0.02 | 0.00 | 0.00 |
| Toast (1,922) | 12,693 | 0.048 | 0.02 | 0.00 | 0.00 |
| Ramseur (1,627) | 12,709 | 0.048 | 0.02 | 0.00 | 0.00 |
| Tryon (1,704) | 12,712 | 0.048 | 0.02 | 0.00 | 0.00 |
| Saxapahaw (1,418) | 12,783 | 0.047 | 0.02 | 0.00 | 0.00 |
| Moravian Falls (1,440) | 12,784 | 0.047 | 0.02 | 0.00 | 0.00 |
| Walnut Cove (1,604) | 12,890 | 0.046 | 0.02 | 0.00 | 0.00 |
| Skippers Corner (1,246) | 12,899 | 0.046 | 0.02 | 0.00 | 0.00 |
| Claremont (1,252) | 12,903 | 0.045 | 0.02 | 0.00 | 0.00 |
| Total 5,549,796 | | 211.14 | 100.0 | 12.51 | 2.05 |

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9.25 CITIES SORTED BY ZIPCODE - NORTH CAROLINA

| North Carolina - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Bermuda Run (27006; 1,431) | 9,035 | 0.108 | 0.05 | 0.01 | 0.00 |
| Clemmons (27012; 13,827) | 2,680 | 0.747 | 0.35 | 0.04 | 0.01 |
| King (27021; 7,263) | 5,053 | 0.317 | 0.15 | 0.02 | 0.00 |
| Lewisville (27023; 11,266) | 3,026 | 0.650 | 0.31 | 0.04 | 0.01 |
| Madison (27025; 2,200) | 11,742 | 0.059 | 0.03 | 0.00 | 0.00 |
| Mayodan (27027; 2,275) | 12,261 | 0.053 | 0.03 | 0.00 | 0.00 |
| Mocksville (27028; 4,946) | 7,547 | 0.156 | 0.07 | 0.01 | 0.00 |
| Mount Airy (27030; 8,220) | 6,652 | 0.198 | 0.09 | 0.01 | 0.00 |
| Rural Hall (27045; 2,806) | 9,714 | 0.091 | 0.04 | 0.01 | 0.00 |
| Toast (27049; 1,922) | 12,693 | 0.048 | 0.02 | 0.00 | 0.00 |
| Tobaccoville (27050; 2,961) | 8,360 | 0.128 | 0.06 | 0.01 | 0.00 |
| Walkertown (27051; 4,708) | 6,947 | 0.183 | 0.09 | 0.01 | 0.00 |
| Walnut Cove (27052; 1,604) | 12,890 | 0.046 | 0.02 | 0.00 | 0.00 |
| Yadkinville (27055; 2,921) | 10,189 | 0.082 | 0.04 | 0.00 | 0.00 |
| Winston-Salem (27107; 209,893) | 181 | 6.938 | 3.29 | 0.41 | 0.07 |
| Asheboro (27205; 28,519) | 2,508 | 0.807 | 0.38 | 0.05 | 0.01 |
| Biscoe (27209; 1,769) | 11,956 | 0.056 | 0.03 | 0.00 | 0.00 |
| Glen Raven (27215; 2,750) | 9,116 | 0.106 | 0.05 | 0.01 | 0.00 |
| Green Level (27217; 2,343) | 11,166 | 0.067 | 0.03 | 0.00 | 0.00 |
| Burlington (27220; 52,167) | 1,295 | 1.645 | 0.78 | 0.10 | 0.02 |
| Pittsboro (27228; 3,222) | 9,235 | 0.103 | 0.05 | 0.01 | 0.00 |
| Elon College (27244; 6,738) | 5,873 | 0.247 | 0.12 | 0.01 | 0.00 |
| Gibsonville (27249; 5,018) | 6,746 | 0.193 | 0.09 | 0.01 | 0.00 |
| Graham (27253; 15,710) | 3,702 | 0.501 | 0.24 | 0.03 | 0.00 |
| Haw River (27258; 2,123) | 11,767 | 0.059 | 0.03 | 0.00 | 0.00 |
| Archdale (27263; 10,102) | 4,519 | 0.376 | 0.18 | 0.02 | 0.00 |
| High Point (27264; 117,624) | 383 | 4.217 | 2.00 | 0.25 | 0.04 |
| Hillsborough (27278; 4,899) | 7,076 | 0.176 | 0.08 | 0.01 | 0.00 |
| Jamestown (27282; 2,701) | 8,036 | 0.138 | 0.07 | 0.01 | 0.00 |
| Kernersville (27284; 35,047) | 1,632 | 1.300 | 0.62 | 0.08 | 0.01 |
| Eden (27288; 15,286) | 4,501 | 0.378 | 0.18 | 0.02 | 0.00 |
| Lexington (27293; 22,111) | 3,621 | 0.518 | 0.25 | 0.03 | 0.01 |
| Liberty (27298; 2,747) | 9,968 | 0.086 | 0.04 | 0.01 | 0.00 |
| Mebane (27302; 15,251) | 3,522 | 0.538 | 0.26 | 0.03 | 0.01 |
| Woodlawn (27302; 1,051) | 12,424 | 0.051 | 0.02 | 0.00 | 0.00 |
| Oak Ridge (27310; 3,988) | 5,627 | 0.266 | 0.13 | 0.02 | 0.00 |
| Pleasant Garden (27313; 5,224) | 6,353 | 0.214 | 0.10 | 0.01 | 0.00 |
| Ramseur (27316; 1,627) | 12,709 | 0.048 | 0.02 | 0.00 | 0.00 |
| Randleman (27317; 3,789) | 9,213 | 0.103 | 0.05 | 0.01 | 0.00 |
| Reidsville (27322; 15,685) | 4,090 | 0.435 | 0.21 | 0.03 | 0.00 |
| Sanford (27332; 24,252) | 2,663 | 0.754 | 0.36 | 0.04 | 0.01 |
| Saxapahaw (27340; 1,418) | 12,783 | 0.047 | 0.02 | 0.00 | 0.00 |
| Siler City (27344; 12,609) | 4,490 | 0.379 | 0.18 | 0.02 | 0.00 |
| Stokesdale (27357; 4,061) | 6,872 | 0.187 | 0.09 | 0.01 | 0.00 |
| Summerfield (27358; 7,449) | 3,815 | 0.477 | 0.23 | 0.03 | 0.00 |
| Thomasville (27361; 19,788) | 3,484 | 0.547 | 0.26 | 0.03 | 0.01 |

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| North Carolina - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Trinity (27370; 7,270) | 5,438 | 0.281 | 0.13 | 0.02 | 0.00 |
| Troy (27371; 3,555) | 10,731 | 0.073 | 0.03 | 0.00 | 0.00 |
| Welcome (27374; 3,538) | 8,164 | 0.134 | 0.06 | 0.01 | 0.00 |
| Wentworth (27375; 2,778) | 9,497 | 0.097 | 0.05 | 0.01 | 0.00 |
| Seven Lakes (27376; 3,214) | 7,637 | 0.153 | 0.07 | 0.01 | 0.00 |
| Forest Oaks (27406; 3,241) | 7,005 | 0.179 | 0.08 | 0.01 | 0.00 |
| Greensboro (27416; 255,972) | 128 | 9.069 | 4.30 | 0.54 | 0.09 |
| Angier (27501; 6,653) | 6,585 | 0.201 | 0.10 | 0.01 | 0.00 |
| Apex (27502; 69,350) | 356 | 4.402 | 2.08 | 0.26 | 0.04 |
| Benson (27504; 3,918) | 9,658 | 0.093 | 0.04 | 0.01 | 0.00 |
| Butner (27509; 5,792) | 6,447 | 0.209 | 0.10 | 0.01 | 0.00 |
| Carrboro (27510; 15,416) | 3,914 | 0.462 | 0.22 | 0.03 | 0.00 |
| Chapel Hill (27516; 51,318) | 1,172 | 1.794 | 0.85 | 0.11 | 0.02 |
| Cary (27519; 124,402) | 139 | 8.348 | 3.95 | 0.49 | 0.08 |
| Coats (27521; 2,445) | 11,911 | 0.057 | 0.03 | 0.00 | 0.00 |
| Creedmoor (27522; 7,678) | 5,604 | 0.267 | 0.13 | 0.02 | 0.00 |
| Four Oaks (27524; 2,714) | 10,837 | 0.071 | 0.03 | 0.00 | 0.00 |
| Franklinton (27525; 2,375) | 11,615 | 0.061 | 0.03 | 0.00 | 0.00 |
| Fuquay-Varina (27526; 30,945) | 1,778 | 1.186 | 0.56 | 0.07 | 0.01 |
| Clayton (27528; 6,973) | 5,461 | 0.279 | 0.13 | 0.02 | 0.00 |
| Garner (27529; 40,121) | 1,255 | 1.698 | 0.80 | 0.10 | 0.02 |
| Mar-Mac (27530; 3,004) | 9,031 | 0.108 | 0.05 | 0.01 | 0.00 |
| Goldensboro (27534; 37,965) | 2,099 | 0.999 | 0.47 | 0.06 | 0.01 |
| Elroy (27534; 3,896) | 8,514 | 0.123 | 0.06 | 0.01 | 0.00 |
| Henderson (27537; 16,686) | 4,699 | 0.354 | 0.17 | 0.02 | 0.00 |
| Holly Springs (27540; 45,910) | 645 | 2.852 | 1.35 | 0.17 | 0.03 |
| Kenly (27542; 2,698) | 12,475 | 0.050 | 0.02 | 0.00 | 0.00 |
| Knightdale (27545; 6,706) | 4,879 | 0.336 | 0.16 | 0.02 | 0.00 |
| Lillington (27546; 3,952) | 9,009 | 0.108 | 0.05 | 0.01 | 0.00 |
| Louisburg (27549; 3,841) | 9,276 | 0.102 | 0.05 | 0.01 | 0.00 |
| Morrisville (27560; 127,893) | 200 | 6.460 | 3.06 | 0.38 | 0.06 |
| Oxford (27565; 9,027) | 5,867 | 0.248 | 0.12 | 0.01 | 0.00 |
| Pine Level (27568; 1,839) | 12,381 | 0.051 | 0.02 | 0.00 | 0.00 |
| Roxboro (27574; 8,945) | 6,337 | 0.215 | 0.10 | 0.01 | 0.00 |
| Selma (27576; 8,631) | 6,924 | 0.184 | 0.09 | 0.01 | 0.00 |
| Smithfield (27577; 12,309) | 5,167 | 0.306 | 0.14 | 0.02 | 0.00 |
| Wilson's Mills (27577; 2,010) | 10,267 | 0.080 | 0.04 | 0.00 | 0.00 |
| Wake Forest (27587; 45,802) | 954 | 2.140 | 1.01 | 0.13 | 0.02 |
| Wendell (27591; 4,837) | 7,167 | 0.172 | 0.08 | 0.01 | 0.00 |
| Zebulon (27597; 4,414) | 7,905 | 0.143 | 0.07 | 0.01 | 0.00 |
| Raleigh (27656; 540,805) | 31 | 22.518 | 10.66 | 1.33 | 0.22 |
| Durham (27707; 253,411) | 124 | 9.317 | 4.41 | 0.55 | 0.09 |
| Rocky Mount (27804; 57,714) | 1,266 | 1.684 | 0.80 | 0.10 | 0.02 |
| Farmville (27828; 5,558) | 7,837 | 0.145 | 0.07 | 0.01 | 0.00 |
| Greenville (27833; 100,695) | 744 | 2.577 | 1.22 | 0.15 | 0.02 |

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| North Carolina - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Murfreesboro (27855; 2,045) | 12,129 | 0.054 | 0.03 | 0.00 | 0.00 |
| Nashville (27856; 4,924) | 7,448 | 0.160 | 0.08 | 0.01 | 0.00 |
| Red Oak (27868; 3,100) | 7,660 | 0.152 | 0.07 | 0.01 | 0.00 |
| South Rosemary (27870; 2,843) | 10,882 | 0.071 | 0.03 | 0.00 | 0.00 |
| Roanoke Rapids (27870; 14,827) | 4,477 | 0.381 | 0.18 | 0.02 | 0.00 |
| Sharpsburg (27878; 2,539) | 11,405 | 0.063 | 0.03 | 0.00 | 0.00 |
| Tarboro (27886; 9,074) | 5,460 | 0.279 | 0.13 | 0.02 | 0.00 |
| Washington (27889; 10,331) | 6,539 | 0.204 | 0.10 | 0.01 | 0.00 |
| River Road (27889; 4,094) | 7,892 | 0.143 | 0.07 | 0.01 | 0.00 |
| Williamston (27892; 5,214) | 9,077 | 0.107 | 0.05 | 0.01 | 0.00 |
| Wilson (27896; 53,378) | 1,437 | 1.486 | 0.70 | 0.09 | 0.01 |
| Elizabeth City (27906; 19,805) | 4,138 | 0.428 | 0.20 | 0.03 | 0.00 |
| Ahoskie (27910; 3,732) | 10,540 | 0.076 | 0.04 | 0.00 | 0.00 |
| Edenton (27932; 4,086) | 9,691 | 0.092 | 0.04 | 0.01 | 0.00 |
| Kill Devil Hills (27948; 8,321) | 5,289 | 0.295 | 0.14 | 0.02 | 0.00 |
| Southern Shores (27949; 4,253) | 6,034 | 0.234 | 0.11 | 0.01 | 0.00 |
| Kitty Hawk (27949; 4,507) | 7,150 | 0.172 | 0.08 | 0.01 | 0.00 |
| Manteo (27954; 2,188) | 11,789 | 0.058 | 0.03 | 0.00 | 0.00 |
| Nags Head (27959; 4,496) | 6,363 | 0.213 | 0.10 | 0.01 | 0.00 |
| Plymouth (27962; 3,649) | 11,963 | 0.056 | 0.03 | 0.00 | 0.00 |
| Wanchese (27981; 1,527) | 12,190 | 0.054 | 0.03 | 0.00 | 0.00 |
| Windsor (27983; 2,158) | 12,634 | 0.049 | 0.02 | 0.00 | 0.00 |
| Albemarle (28002; 14,574) | 4,272 | 0.409 | 0.19 | 0.02 | 0.00 |
| Belmont (28012; 9,025) | 5,088 | 0.313 | 0.15 | 0.02 | 0.00 |
| Bessemer City (28016; 5,120) | 7,599 | 0.155 | 0.07 | 0.01 | 0.00 |
| Boiling Springs (28017; 3,805) | 7,300 | 0.166 | 0.08 | 0.01 | 0.00 |
| Cherryville (28021; 5,645) | 7,287 | 0.167 | 0.08 | 0.01 | 0.00 |
| China Grove (28023; 3,943) | 8,312 | 0.129 | 0.06 | 0.01 | 0.00 |
| Concord (28026; 73,660) | 588 | 3.033 | 1.44 | 0.18 | 0.03 |
| Cornelius (28031; 11,969) | 2,633 | 0.762 | 0.36 | 0.05 | 0.01 |
| Cramerton (28032; 3,035) | 8,301 | 0.129 | 0.06 | 0.01 | 0.00 |
| Dallas (28034; 3,403) | 9,848 | 0.088 | 0.04 | 0.01 | 0.00 |
| Davidson (28035; 13,328) | 2,215 | 0.933 | 0.44 | 0.06 | 0.01 |
| Westport (28037; 2,006) | 7,818 | 0.146 | 0.07 | 0.01 | 0.00 |
| Forest City (28043; 6,655) | 7,864 | 0.144 | 0.07 | 0.01 | 0.00 |
| Gastonia (28052; 74,625) | 790 | 2.461 | 1.17 | 0.15 | 0.02 |
| South Gastonia (28052; 5,433) | 6,832 | 0.189 | 0.09 | 0.01 | 0.00 |
| Ranlo (28054; 2,171) | 11,049 | 0.068 | 0.03 | 0.00 | 0.00 |
| Granite Quarry (28072; 2,381) | 9,838 | 0.089 | 0.04 | 0.01 | 0.00 |
| Harrisburg (28075; 6,484) | 4,510 | 0.377 | 0.18 | 0.02 | 0.00 |
| Huntersville (28078; 89,250) | 239 | 5.735 | 2.72 | 0.34 | 0.06 |
| Indian Trail (28079; 11,905) | 3,452 | 0.552 | 0.26 | 0.03 | 0.01 |
| Lake Park (28079; 3,894) | 5,981 | 0.238 | 0.11 | 0.01 | 0.00 |
| Enochville (28081; 2,851) | 9,452 | 0.098 | 0.05 | 0.01 | 0.00 |
| Kannapolis (28082; 43,862) | 1,528 | 1.392 | 0.66 | 0.08 | 0.01 |

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| North Carolina - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Kings Mountain (28086; 14,038) | 4,369 | 0.394 | 0.19 | 0.02 | 0.00 |
| Landis (28088; 3,205) | 9,157 | 0.105 | 0.05 | 0.01 | 0.00 |
| Pumpkin Center (28092; 2,228) | 10,018 | 0.085 | 0.04 | 0.01 | 0.00 |
| Lincolnton (28093; 10,914) | 5,132 | 0.309 | 0.15 | 0.02 | 0.00 |
| Locust (28097; 2,881) | 8,801 | 0.115 | 0.05 | 0.01 | 0.00 |
| Lowell (28098; 2,663) | 10,284 | 0.080 | 0.04 | 0.00 | 0.00 |
| Marshville (28103; 3,985) | 8,318 | 0.129 | 0.06 | 0.01 | 0.00 |
| Weddington (28104; 13,519) | 1,787 | 1.179 | 0.56 | 0.07 | 0.01 |
| Stallings (28104; 5,576) | 5,751 | 0.256 | 0.12 | 0.02 | 0.00 |
| Wesley Chapel (28104; 6,142) | 4,289 | 0.407 | 0.19 | 0.02 | 0.00 |
| Matthews (28106; 30,103) | 1,165 | 1.803 | 0.85 | 0.11 | 0.02 |
| Mineral Springs (28108; 1,370) | 12,383 | 0.051 | 0.02 | 0.00 | 0.00 |
| Unionville (28110; 4,797) | 5,881 | 0.246 | 0.12 | 0.01 | 0.00 |
| Monroe (28112; 36,203) | 1,622 | 1.308 | 0.62 | 0.08 | 0.01 |
| Mooresville (28115; 24,581) | 2,200 | 0.943 | 0.45 | 0.06 | 0.01 |
| Mount Holly (28120; 9,697) | 4,815 | 0.342 | 0.16 | 0.02 | 0.00 |
| Mount Pleasant (28124; 1,596) | 11,012 | 0.069 | 0.03 | 0.00 | 0.00 |
| Norwood (28128; 2,052) | 11,812 | 0.058 | 0.03 | 0.00 | 0.00 |
| Pineville (28134; 4,290) | 7,787 | 0.147 | 0.07 | 0.01 | 0.00 |
| Rockwell (28138; 1,994) | 10,662 | 0.074 | 0.03 | 0.00 | 0.00 |
| Rutherfordton (28139; 3,937) | 8,170 | 0.133 | 0.06 | 0.01 | 0.00 |
| Salisbury (28147; 26,678) | 2,561 | 0.785 | 0.37 | 0.05 | 0.01 |
| Shelby (28151; 27,704) | 2,758 | 0.726 | 0.34 | 0.04 | 0.01 |
| Spencer (28159; 3,314) | 9,001 | 0.109 | 0.05 | 0.01 | 0.00 |
| Spindale (28160; 3,724) | 10,436 | 0.078 | 0.04 | 0.00 | 0.00 |
| Lowesville (28164; 1,440) | 11,201 | 0.066 | 0.03 | 0.00 | 0.00 |
| Stanley (28164; 3,178) | 9,286 | 0.102 | 0.05 | 0.01 | 0.00 |
| Troutman (28166; 1,958) | 10,711 | 0.073 | 0.03 | 0.00 | 0.00 |
| Wadesboro (28170; 3,552) | 10,661 | 0.074 | 0.04 | 0.00 | 0.00 |
| Waxhaw (28173; 4,754) | 6,033 | 0.234 | 0.11 | 0.01 | 0.00 |
| Marvin (28173; 2,340) | 6,535 | 0.204 | 0.10 | 0.01 | 0.00 |
| Wingate (28174; 3,978) | 8,614 | 0.120 | 0.06 | 0.01 | 0.00 |
| Mint Hill (28227; 14,922) | 2,497 | 0.811 | 0.38 | 0.05 | 0.01 |
| Charlotte (28242; 788,936) | 12 | 33.106 | 15.68 | 1.96 | 0.32 |
| Fayetteville (28301; 138,857) | 347 | 4.501 | 2.13 | 0.27 | 0.04 |
| Fort Bragg (28307; 29,183) | 2,560 | 0.785 | 0.37 | 0.05 | 0.01 |
| Pope AFB (28308; 2,583) | 10,748 | 0.073 | 0.03 | 0.00 | 0.00 |
| Aberdeen (28315; 11,092) | 5,063 | 0.316 | 0.15 | 0.02 | 0.00 |
| Carthage (28327; 2,041) | 11,359 | 0.064 | 0.03 | 0.00 | 0.00 |
| Whispering Pines (28327; 2,193) | 8,688 | 0.118 | 0.06 | 0.01 | 0.00 |
| Clinton (28329; 8,985) | 6,463 | 0.208 | 0.10 | 0.01 | 0.00 |
| Brogden (28333; 2,907) | 9,999 | 0.085 | 0.04 | 0.01 | 0.00 |
| Plain View (28334; 1,820) | 12,358 | 0.052 | 0.02 | 0.00 | 0.00 |
| Dunn (28335; 11,826) | 5,210 | 0.302 | 0.14 | 0.02 | 0.00 |
| Elizabethtown (28337; 3,655) | 10,821 | 0.072 | 0.03 | 0.00 | 0.00 |

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| North Carolina - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Erwin (28339; 5,449) | 7,877 | 0.144 | 0.07 | 0.01 | 0.00 |
| Hamlet (28345; 5,308) | 8,050 | 0.138 | 0.07 | 0.01 | 0.00 |
| Hope Mills (28348; 17,368) | 3,097 | 0.631 | 0.30 | 0.04 | 0.01 |
| Laurinburg (28353; 15,556) | 4,303 | 0.404 | 0.19 | 0.02 | 0.00 |
| Lumberton (28358; 22,953) | 3,468 | 0.549 | 0.26 | 0.03 | 0.01 |
| Maxton (28364; 2,794) | 11,828 | 0.058 | 0.03 | 0.00 | 0.00 |
| Mount Olive (28365; 4,211) | 9,757 | 0.090 | 0.04 | 0.01 | 0.00 |
| Pinebluff (28373; 1,406) | 12,419 | 0.051 | 0.02 | 0.00 | 0.00 |
| Pinehurst (28374; 15,996) | 2,418 | 0.842 | 0.40 | 0.05 | 0.01 |
| Rockfish (28376; 2,353) | 9,431 | 0.098 | 0.05 | 0.01 | 0.00 |
| Raeford (28376; 4,008) | 8,887 | 0.112 | 0.05 | 0.01 | 0.00 |
| Red Springs (28377; 3,354) | 10,752 | 0.072 | 0.03 | 0.00 | 0.00 |
| East Rockingham (28379; 3,885) | 10,467 | 0.077 | 0.04 | 0.00 | 0.00 |
| Rockingham (28379; 8,352) | 6,638 | 0.198 | 0.09 | 0.01 | 0.00 |
| St. Pauls (28384; 2,609) | 12,329 | 0.052 | 0.02 | 0.00 | 0.00 |
| Southern Pines (28387; 13,686) | 3,830 | 0.475 | 0.22 | 0.03 | 0.00 |
| Spring Lake (28390; 8,498) | 6,471 | 0.207 | 0.10 | 0.01 | 0.00 |
| Warsaw (28398; 3,188) | 11,167 | 0.067 | 0.03 | 0.00 | 0.00 |
| Wrightsboro (28401; 4,496) | 7,661 | 0.152 | 0.07 | 0.01 | 0.00 |
| Kings Grant (28405; 7,738) | 4,998 | 0.322 | 0.15 | 0.02 | 0.00 |
| Wilmington (28405; 75,838) | 970 | 2.107 | 1.00 | 0.12 | 0.02 |
| Masonboro (28409; 11,812) | 2,885 | 0.687 | 0.33 | 0.04 | 0.01 |
| Seagate (28409; 4,590) | 6,474 | 0.207 | 0.10 | 0.01 | 0.00 |
| Myrtle Grove (28409; 7,125) | 4,723 | 0.352 | 0.17 | 0.02 | 0.00 |
| Sea Breeze (28409; 1,312) | 12,601 | 0.049 | 0.02 | 0.00 | 0.00 |
| Bayshore (28411; 2,512) | 7,889 | 0.143 | 0.07 | 0.01 | 0.00 |
| Murraysville (28411; 7,279) | 5,245 | 0.298 | 0.14 | 0.02 | 0.00 |
| Ogden (28411; 5,481) | 5,208 | 0.302 | 0.14 | 0.02 | 0.00 |
| Silver Lake (28412; 5,788) | 6,319 | 0.216 | 0.10 | 0.01 | 0.00 |
| Burgaw (28425; 5,252) | 8,116 | 0.135 | 0.06 | 0.01 | 0.00 |
| Carolina Beach (28428; 6,986) | 6,023 | 0.235 | 0.11 | 0.01 | 0.00 |
| Skippers Corner (28429; 1,246) | 12,899 | 0.046 | 0.02 | 0.00 | 0.00 |
| Surf City (28445; 2,683) | 9,489 | 0.097 | 0.05 | 0.01 | 0.00 |
| Kure Beach (28449; 4,860) | 6,520 | 0.205 | 0.10 | 0.01 | 0.00 |
| Lake Waccamaw (28450; 1,575) | 11,126 | 0.067 | 0.03 | 0.00 | 0.00 |
| Leland (28451; 1,938) | 11,953 | 0.056 | 0.03 | 0.00 | 0.00 |
| Shalotte (28459; 2,097) | 10,596 | 0.075 | 0.04 | 0.00 | 0.00 |
| Sneads Ferry (28460; 2,248) | 10,978 | 0.069 | 0.03 | 0.00 | 0.00 |
| Boiling Spring Lakes (28461; 8,515) | 5,423 | 0.283 | 0.13 | 0.02 | 0.00 |
| Southport (28461; 3,582) | 9,019 | 0.108 | 0.05 | 0.01 | 0.00 |
| Tabor City (28463; 2,992) | 11,637 | 0.060 | 0.03 | 0.00 | 0.00 |
| Oak Island (28465; 6,571) | 5,975 | 0.238 | 0.11 | 0.01 | 0.00 |
| Wallace (28466; 4,111) | 9,642 | 0.093 | 0.04 | 0.01 | 0.00 |
| Carolina Shores (28467; 1,795) | 10,886 | 0.070 | 0.03 | 0.00 | 0.00 |
| Sunset Beach (28468; 3,178) | 8,148 | 0.134 | 0.06 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| North Carolina - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Whiteville (28472; 5,150) | 8,707 | 0.117 | 0.06 | 0.01 | 0.00 |
| Wrightsville Beach (28480; 2,382) | 8,643 | 0.119 | 0.06 | 0.01 | 0.00 |
| Kinston (28504; 20,722) | 3,744 | 0.493 | 0.23 | 0.03 | 0.00 |
| Pine Knoll Shores (28512; 1,662) | 10,287 | 0.080 | 0.04 | 0.00 | 0.00 |
| Atlantic Beach (28512; 1,876) | 11,336 | 0.064 | 0.03 | 0.00 | 0.00 |
| Ayden (28513; 4,494) | 9,517 | 0.096 | 0.05 | 0.01 | 0.00 |
| Beaufort (28516; 4,745) | 8,544 | 0.122 | 0.06 | 0.01 | 0.00 |
| Grifton (28530; 1,976) | 11,536 | 0.062 | 0.03 | 0.00 | 0.00 |
| Havelock (28532; 22,168) | 2,850 | 0.700 | 0.33 | 0.04 | 0.01 |
| Piney Green (28544; 11,658) | 4,473 | 0.382 | 0.18 | 0.02 | 0.00 |
| Half Moon (28546; 6,645) | 5,911 | 0.244 | 0.12 | 0.01 | 0.00 |
| Jacksonville (28546; 92,137) | 707 | 2.679 | 1.27 | 0.16 | 0.03 |
| La Grange (28551; 2,744) | 10,969 | 0.069 | 0.03 | 0.00 | 0.00 |
| Morehead City (28557; 11,386) | 5,321 | 0.292 | 0.14 | 0.02 | 0.00 |
| Fairfield Harbour (28560; 1,983) | 9,729 | 0.091 | 0.04 | 0.01 | 0.00 |
| James City (28560; 5,420) | 7,052 | 0.177 | 0.08 | 0.01 | 0.00 |
| Neuse Forest (28560; 1,426) | 9,981 | 0.086 | 0.04 | 0.01 | 0.00 |
| New Bern (28561; 24,076) | 3,113 | 0.627 | 0.30 | 0.04 | 0.01 |
| Trent Woods (28562; 3,681) | 6,446 | 0.209 | 0.10 | 0.01 | 0.00 |
| River Bend (28562; 2,525) | 8,873 | 0.112 | 0.05 | 0.01 | 0.00 |
| Brices Creek (28562; 2,060) | 8,870 | 0.113 | 0.05 | 0.01 | 0.00 |
| Newport (28570; 5,521) | 6,985 | 0.181 | 0.09 | 0.01 | 0.00 |
| Cape Carteret (28584; 2,183) | 9,937 | 0.087 | 0.04 | 0.01 | 0.00 |
| Winterville (28590; 4,328) | 7,870 | 0.144 | 0.07 | 0.01 | 0.00 |
| Emerald Isle (28594; 4,175) | 6,633 | 0.199 | 0.09 | 0.01 | 0.00 |
| Hickory (28601; 50,249) | 1,276 | 1.671 | 0.79 | 0.10 | 0.02 |
| St. Stephens (28601; 9,439) | 4,717 | 0.352 | 0.17 | 0.02 | 0.00 |
| Bethlehem (28601; 3,713) | 7,113 | 0.174 | 0.08 | 0.01 | 0.00 |
| Northlakes (28601; 1,390) | 10,065 | 0.084 | 0.04 | 0.00 | 0.00 |
| Mountain View (28602; 3,768) | 7,089 | 0.175 | 0.08 | 0.01 | 0.00 |
| Long View (28602; 5,013) | 7,708 | 0.150 | 0.07 | 0.01 | 0.00 |
| Blowing Rock (28605; 1,446) | 10,910 | 0.070 | 0.03 | 0.00 | 0.00 |
| Boone (28607; 12,736) | 6,048 | 0.234 | 0.11 | 0.01 | 0.00 |
| Claremont (28610; 1,252) | 12,903 | 0.045 | 0.02 | 0.00 | 0.00 |
| Connelly Springs (28612; 1,808) | 12,096 | 0.055 | 0.03 | 0.00 | 0.00 |
| Conover (28613; 8,245) | 5,483 | 0.277 | 0.13 | 0.02 | 0.00 |
| Drexel (28619; 1,823) | 11,882 | 0.057 | 0.03 | 0.00 | 0.00 |
| Elkin (28621; 4,058) | 8,792 | 0.115 | 0.05 | 0.01 | 0.00 |
| Sawmills (28630; 4,963) | 7,413 | 0.161 | 0.08 | 0.01 | 0.00 |
| Granite Falls (28630; 4,464) | 7,616 | 0.154 | 0.07 | 0.01 | 0.00 |
| Lenoir (28633; 21,858) | 3,335 | 0.573 | 0.27 | 0.03 | 0.01 |
| Hays (28635; 1,731) | 11,790 | 0.058 | 0.03 | 0.00 | 0.00 |
| Hudson (28638; 3,018) | 9,536 | 0.096 | 0.05 | 0.01 | 0.00 |
| Cajah's Mountain (28645; 2,682) | 9,580 | 0.095 | 0.04 | 0.01 | 0.00 |
| Gamewell (28645; 4,461) | 7,551 | 0.156 | 0.07 | 0.01 | 0.00 |

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| North Carolina - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|---------------|--------------|--------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Maiden (28650; 3,065) | 9,498 | 0.097 | 0.05 | 0.01 | 0.00 |
| Millers Creek (28651; 2,071) | 10,675 | 0.074 | 0.03 | 0.00 | 0.00 |
| Moravian Falls (28654; 1,440) | 12,784 | 0.047 | 0.02 | 0.00 | 0.00 |
| Salem (28655; 2,923) | 10,090 | 0.084 | 0.04 | 0.00 | 0.00 |
| Morganton (28655; 16,767) | 3,611 | 0.519 | 0.25 | 0.03 | 0.01 |
| Newton (28658; 13,912) | 3,947 | 0.456 | 0.22 | 0.03 | 0.00 |
| Mulberry (28659; 2,269) | 10,157 | 0.082 | 0.04 | 0.00 | 0.00 |
| North Wilkesboro (28659; 4,115) | 10,077 | 0.084 | 0.04 | 0.00 | 0.00 |
| Cricket (28659; 2,053) | 12,541 | 0.050 | 0.02 | 0.00 | 0.00 |
| Fairplains (28659; 2,051) | 12,303 | 0.052 | 0.02 | 0.00 | 0.00 |
| Icard (28666; 2,734) | 9,892 | 0.087 | 0.04 | 0.01 | 0.00 |
| Lake Norman of Catawba (28673; 4,744) | 6,360 | 0.213 | 0.10 | 0.01 | 0.00 |
| Stony Point (28678; 1,380) | 12,322 | 0.052 | 0.02 | 0.00 | 0.00 |
| Statesville (28687; 28,349) | 2,502 | 0.808 | 0.38 | 0.05 | 0.01 |
| Valdese (28690; 4,743) | 8,277 | 0.130 | 0.06 | 0.01 | 0.00 |
| Wilkesboro (28697; 3,327) | 8,549 | 0.122 | 0.06 | 0.01 | 0.00 |
| Royal Pines (28704; 5,334) | 5,841 | 0.250 | 0.12 | 0.01 | 0.00 |
| Avery Creek (28704; 1,405) | 11,673 | 0.060 | 0.03 | 0.00 | 0.00 |
| Black Mountain (28711; 7,875) | 5,837 | 0.250 | 0.12 | 0.01 | 0.00 |
| Brevard (28712; 6,259) | 6,859 | 0.187 | 0.09 | 0.01 | 0.00 |
| Canton (28716; 3,949) | 9,298 | 0.102 | 0.05 | 0.01 | 0.00 |
| Cullowhee (28723; 3,579) | 11,433 | 0.063 | 0.03 | 0.00 | 0.00 |
| East Flat Rock (28726; 4,151) | 9,000 | 0.109 | 0.05 | 0.01 | 0.00 |
| Etowah (28729; 2,766) | 9,571 | 0.095 | 0.04 | 0.01 | 0.00 |
| Fairview (28730; 2,495) | 9,178 | 0.104 | 0.05 | 0.01 | 0.00 |
| Flat Rock (28731; 3,238) | 6,677 | 0.196 | 0.09 | 0.01 | 0.00 |
| Fletcher (28732; 5,048) | 6,514 | 0.205 | 0.10 | 0.01 | 0.00 |
| Franklin (28734; 3,763) | 10,761 | 0.072 | 0.03 | 0.00 | 0.00 |
| Marion (28737; 5,065) | 8,891 | 0.112 | 0.05 | 0.01 | 0.00 |
| Waynesville (28738; 9,991) | 5,792 | 0.253 | 0.12 | 0.01 | 0.00 |
| Laurel Park (28739; 2,960) | 7,998 | 0.140 | 0.07 | 0.01 | 0.00 |
| Valley Hill (28739; 2,137) | 11,534 | 0.062 | 0.03 | 0.00 | 0.00 |
| Hendersonville (28739; 14,071) | 4,472 | 0.382 | 0.18 | 0.02 | 0.00 |
| Lake Junaluska (28745; 2,675) | 8,882 | 0.112 | 0.05 | 0.01 | 0.00 |
| Mars Hill (28754; 1,653) | 12,640 | 0.049 | 0.02 | 0.00 | 0.00 |
| Mountain Home (28758; 2,169) | 10,308 | 0.080 | 0.04 | 0.00 | 0.00 |
| Swannanoa (28778; 4,132) | 8,780 | 0.115 | 0.05 | 0.01 | 0.00 |
| Sylva (28779; 2,347) | 12,031 | 0.055 | 0.03 | 0.00 | 0.00 |
| Tryon (28782; 1,704) | 12,712 | 0.048 | 0.02 | 0.00 | 0.00 |
| Weaverville (28787; 2,575) | 9,196 | 0.104 | 0.05 | 0.01 | 0.00 |
| Biltmore Forest (28803; 1,596) | 7,203 | 0.170 | 0.08 | 0.01 | 0.00 |
| Woodfin (28804; 3,531) | 9,938 | 0.087 | 0.04 | 0.01 | 0.00 |
| Bent Creek (28806; 1,389) | 11,552 | 0.061 | 0.03 | 0.00 | 0.00 |
| Asheville (28810; 75,149) | 910 | 2.200 | 1.04 | 0.13 | 0.02 |
| Total 5,549,796 | | 211.14 | 100.0 | 12.51 | 2.05 |

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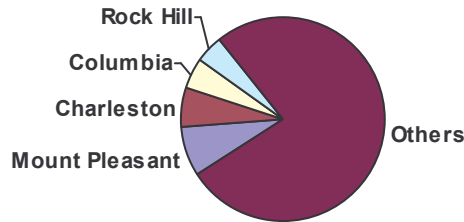
9.26 LATENT DEMAND BY YEAR - SOUTH CAROLINA

The Latent Demand for Graphic Design Services in South Carolina: 2002 - 2012

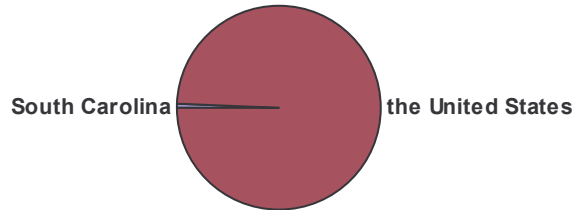
| Year | South Carolina | % of Region | % of USA |
|------|----------------|-------------|----------|
| 2002 | 67.85 | 4.02% | 0.66% |
| 2003 | 67.48 | 4.04% | 0.66% |
| 2004 | 67.12 | 4.06% | 0.66% |
| 2005 | 66.75 | 4.07% | 0.67% |
| 2006 | 66.73 | 4.09% | 0.67% |
| 2007 | 68.79 | 4.08% | 0.67% |
| 2008 | 71.27 | 4.06% | 0.66% |
| 2009 | 73.83 | 4.04% | 0.66% |
| 2010 | 76.49 | 4.02% | 0.66% |
| 2011 | 79.24 | 4.01% | 0.66% |
| 2012 | 82.10 | 3.99% | 0.66% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

South Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and South Carolina: 2007



9.27 CITIES SORTED BY RANK - SOUTH CAROLINA

South Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Mount Pleasant (93,530) | 285 | 5.115 | 7.44 | 0.30 | 0.05 |
| Charleston (133,966) | 377 | 4.235 | 6.16 | 0.25 | 0.04 |
| Columbia (116,331) | 541 | 3.245 | 4.72 | 0.19 | 0.03 |
| Rock Hill (91,317) | 581 | 3.054 | 4.44 | 0.18 | 0.03 |
| North Charleston (99,801) | 733 | 2.620 | 3.81 | 0.16 | 0.03 |
| Summerville (64,342) | 768 | 2.515 | 3.66 | 0.15 | 0.02 |
| Hilton Head Island (35,941) | 1,054 | 1.946 | 2.83 | 0.12 | 0.02 |
| Goose Creek (43,395) | 1,182 | 1.785 | 2.59 | 0.11 | 0.02 |
| Greenville (57,140) | 1,257 | 1.696 | 2.47 | 0.10 | 0.02 |
| Mauldin (33,948) | 1,363 | 1.571 | 2.28 | 0.09 | 0.02 |
| Aiken (34,103) | 1,582 | 1.349 | 1.96 | 0.08 | 0.01 |
| Lexington (26,944) | 1,631 | 1.300 | 1.89 | 0.08 | 0.01 |
| Sumter (39,790) | 1,874 | 1.126 | 1.64 | 0.07 | 0.01 |
| Myrtle Beach (35,318) | 1,878 | 1.123 | 1.63 | 0.07 | 0.01 |
| Greer (36,348) | 1,965 | 1.079 | 1.57 | 0.06 | 0.01 |
| Florence (32,870) | 2,025 | 1.042 | 1.51 | 0.06 | 0.01 |
| Spartanburg (35,556) | 2,250 | 0.915 | 1.33 | 0.05 | 0.01 |
| North Augusta (24,525) | 2,273 | 0.902 | 1.31 | 0.05 | 0.01 |
| Taylors (20,125) | 2,407 | 0.847 | 1.23 | 0.05 | 0.01 |
| North Myrtle Beach (22,684) | 2,553 | 0.788 | 1.15 | 0.05 | 0.01 |
| Wade Hampton (20,458) | 2,694 | 0.742 | 1.08 | 0.04 | 0.01 |
| Easley (21,582) | 2,707 | 0.738 | 1.07 | 0.04 | 0.01 |
| Simpsonville (16,787) | 2,814 | 0.710 | 1.03 | 0.04 | 0.01 |
| St. Andrews (21,814) | 2,923 | 0.675 | 0.98 | 0.04 | 0.01 |
| Seven Oaks (15,755) | 2,969 | 0.663 | 0.96 | 0.04 | 0.01 |
| Anderson (26,337) | 3,016 | 0.654 | 0.95 | 0.04 | 0.01 |
| Irmo (11,623) | 3,298 | 0.581 | 0.85 | 0.03 | 0.01 |
| Five Forks (8,064) | 3,346 | 0.572 | 0.83 | 0.03 | 0.01 |
| Conway (19,079) | 3,466 | 0.549 | 0.80 | 0.03 | 0.01 |
| Greenwood (22,780) | 3,529 | 0.536 | 0.78 | 0.03 | 0.01 |
| Hanahan (14,787) | 3,606 | 0.521 | 0.76 | 0.03 | 0.01 |
| Socastee (14,295) | 3,623 | 0.518 | 0.75 | 0.03 | 0.01 |
| Ladson (13,264) | 3,739 | 0.494 | 0.72 | 0.03 | 0.00 |
| Dentsville (13,009) | 3,975 | 0.451 | 0.66 | 0.03 | 0.00 |
| Cayce (13,256) | 4,150 | 0.426 | 0.62 | 0.03 | 0.00 |
| Gantt (13,962) | 4,167 | 0.423 | 0.61 | 0.03 | 0.00 |
| Berea (14,158) | 4,232 | 0.414 | 0.60 | 0.02 | 0.00 |
| Fort Mill (9,577) | 4,458 | 0.383 | 0.56 | 0.02 | 0.00 |
| Forest Acres (8,932) | 4,547 | 0.373 | 0.54 | 0.02 | 0.00 |
| Orangeburg (13,286) | 4,644 | 0.361 | 0.52 | 0.02 | 0.00 |
| Tega Cay (4,993) | 4,657 | 0.359 | 0.52 | 0.02 | 0.00 |
| West Columbia (12,912) | 4,662 | 0.358 | 0.52 | 0.02 | 0.00 |
| Red Hill (10,509) | 4,686 | 0.355 | 0.52 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

South Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Beaufort (10,503) | 4,798 | 0.344 | 0.50 | 0.02 | 0.00 |
| Gaffney (12,969) | 4,807 | 0.342 | 0.50 | 0.02 | 0.00 |
| Red Bank (8,811) | 4,912 | 0.332 | 0.48 | 0.02 | 0.00 |
| Isle of Palms (4,657) | 5,046 | 0.318 | 0.46 | 0.02 | 0.00 |
| Woodfield (9,238) | 5,091 | 0.313 | 0.45 | 0.02 | 0.00 |
| Oak Grove (8,183) | 5,120 | 0.310 | 0.45 | 0.02 | 0.00 |
| Fountain Inn (8,621) | 5,171 | 0.305 | 0.44 | 0.02 | 0.00 |
| Clemson (12,477) | 5,218 | 0.301 | 0.44 | 0.02 | 0.00 |
| Garden City (9,357) | 5,312 | 0.293 | 0.43 | 0.02 | 0.00 |
| Lugoff (6,278) | 5,501 | 0.276 | 0.40 | 0.02 | 0.00 |
| Newberry (11,057) | 5,596 | 0.268 | 0.39 | 0.02 | 0.00 |
| Seneca (8,952) | 5,690 | 0.262 | 0.38 | 0.02 | 0.00 |
| Camden (7,937) | 5,741 | 0.257 | 0.37 | 0.02 | 0.00 |
| Burton (7,180) | 5,761 | 0.256 | 0.37 | 0.02 | 0.00 |
| Little River (7,027) | 5,778 | 0.254 | 0.37 | 0.02 | 0.00 |
| Parker (10,760) | 5,830 | 0.250 | 0.36 | 0.01 | 0.00 |
| Laurens (9,600) | 5,871 | 0.247 | 0.36 | 0.01 | 0.00 |
| Laurel Bay (6,625) | 5,932 | 0.242 | 0.35 | 0.01 | 0.00 |
| Lancaster (9,420) | 5,933 | 0.242 | 0.35 | 0.01 | 0.00 |
| Powderville (5,362) | 5,938 | 0.241 | 0.35 | 0.01 | 0.00 |
| Lake Murray of Richland (3,526) | 6,056 | 0.233 | 0.34 | 0.01 | 0.00 |
| Georgetown (8,846) | 6,060 | 0.233 | 0.34 | 0.01 | 0.00 |
| Moncks Corner (7,711) | 6,274 | 0.219 | 0.32 | 0.01 | 0.00 |
| Newport (4,033) | 6,333 | 0.215 | 0.31 | 0.01 | 0.00 |
| Boiling Springs (4,544) | 6,375 | 0.213 | 0.31 | 0.01 | 0.00 |
| Lake Wylie (3,061) | 6,410 | 0.211 | 0.31 | 0.01 | 0.00 |
| Centerville (5,181) | 6,551 | 0.203 | 0.30 | 0.01 | 0.00 |
| Parris Island (4,841) | 6,588 | 0.201 | 0.29 | 0.01 | 0.00 |
| Surfside Beach (5,442) | 6,644 | 0.198 | 0.29 | 0.01 | 0.00 |
| Murrells Inlet (5,519) | 6,660 | 0.197 | 0.29 | 0.01 | 0.00 |
| York (7,155) | 6,684 | 0.196 | 0.28 | 0.01 | 0.00 |
| Walterboro (6,757) | 6,701 | 0.195 | 0.28 | 0.01 | 0.00 |
| Sans Souci (7,836) | 6,703 | 0.195 | 0.28 | 0.01 | 0.00 |
| Clinton (8,091) | 6,743 | 0.193 | 0.28 | 0.01 | 0.00 |
| Welcome (6,390) | 6,953 | 0.182 | 0.27 | 0.01 | 0.00 |
| Belvedere (5,631) | 6,961 | 0.182 | 0.26 | 0.01 | 0.00 |
| Bennettsville (8,769) | 7,071 | 0.176 | 0.26 | 0.01 | 0.00 |
| Union (7,250) | 7,220 | 0.170 | 0.25 | 0.01 | 0.00 |
| Northlake (3,659) | 7,249 | 0.168 | 0.24 | 0.01 | 0.00 |
| Batesburg-Leesville (5,631) | 7,310 | 0.166 | 0.24 | 0.01 | 0.00 |
| Hartsville (7,057) | 7,339 | 0.165 | 0.24 | 0.01 | 0.00 |
| Dillon (6,811) | 7,610 | 0.154 | 0.22 | 0.01 | 0.00 |
| Piedmont (4,684) | 7,654 | 0.152 | 0.22 | 0.01 | 0.00 |
| Marion (6,987) | 7,671 | 0.152 | 0.22 | 0.01 | 0.00 |
| Hollywood (5,592) | 7,672 | 0.152 | 0.22 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

South Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Lake City (7,064) | 7,917 | 0.143 | 0.21 | 0.01 | 0.00 |
| Homeland Park (6,337) | 7,935 | 0.142 | 0.21 | 0.01 | 0.00 |
| Chester (5,708) | 7,972 | 0.141 | 0.20 | 0.01 | 0.00 |
| Clover (4,177) | 7,995 | 0.140 | 0.20 | 0.01 | 0.00 |
| Forestbrook (3,391) | 7,997 | 0.140 | 0.20 | 0.01 | 0.00 |
| Darlington (6,151) | 8,061 | 0.137 | 0.20 | 0.01 | 0.00 |
| Travelers Rest (4,350) | 8,095 | 0.136 | 0.20 | 0.01 | 0.00 |
| Port Royal (3,950) | 8,282 | 0.129 | 0.19 | 0.01 | 0.00 |
| Abbeville (5,588) | 8,309 | 0.129 | 0.19 | 0.01 | 0.00 |
| Springdale (2,947) | 8,345 | 0.128 | 0.19 | 0.01 | 0.00 |
| Belton (4,791) | 8,583 | 0.121 | 0.18 | 0.01 | 0.00 |
| Sullivan's Island (1,843) | 8,599 | 0.120 | 0.18 | 0.01 | 0.00 |
| Valley Falls (3,990) | 8,607 | 0.120 | 0.17 | 0.01 | 0.00 |
| Folly Beach (2,753) | 8,760 | 0.116 | 0.17 | 0.01 | 0.00 |
| Clearwater (4,199) | 8,772 | 0.115 | 0.17 | 0.01 | 0.00 |
| North Hartsville (3,136) | 8,783 | 0.115 | 0.17 | 0.01 | 0.00 |
| Williamston (4,054) | 8,818 | 0.114 | 0.17 | 0.01 | 0.00 |
| Barnwell (4,459) | 9,079 | 0.107 | 0.16 | 0.01 | 0.00 |
| Lyman (3,050) | 9,113 | 0.106 | 0.15 | 0.01 | 0.00 |
| Honea Path (3,807) | 9,132 | 0.105 | 0.15 | 0.01 | 0.00 |
| Edgefield (4,702) | 9,138 | 0.105 | 0.15 | 0.01 | 0.00 |
| Shell Point (2,856) | 9,269 | 0.102 | 0.15 | 0.01 | 0.00 |
| Cheraw (5,156) | 9,317 | 0.101 | 0.15 | 0.01 | 0.00 |
| Walhalla (3,666) | 9,549 | 0.095 | 0.14 | 0.01 | 0.00 |
| Duncan (4,158) | 9,608 | 0.094 | 0.14 | 0.01 | 0.00 |
| Brookdale (4,724) | 9,661 | 0.093 | 0.14 | 0.01 | 0.00 |
| Lesslie (2,268) | 9,780 | 0.090 | 0.13 | 0.01 | 0.00 |
| Burnettown (2,989) | 9,831 | 0.089 | 0.13 | 0.01 | 0.00 |
| Golden Grove (2,348) | 9,908 | 0.087 | 0.13 | 0.01 | 0.00 |
| Woodruff (3,915) | 9,918 | 0.087 | 0.13 | 0.01 | 0.00 |
| Pine Ridge (1,982) | 9,946 | 0.087 | 0.13 | 0.01 | 0.00 |
| Bishopville (3,956) | 9,947 | 0.086 | 0.13 | 0.01 | 0.00 |
| Central (3,935) | 10,061 | 0.084 | 0.12 | 0.00 | 0.00 |
| Southern Shops (3,707) | 10,071 | 0.084 | 0.12 | 0.00 | 0.00 |
| Winnsboro (3,715) | 10,099 | 0.083 | 0.12 | 0.00 | 0.00 |
| South Congaree (2,501) | 10,119 | 0.083 | 0.12 | 0.00 | 0.00 |
| Lakewood (2,603) | 10,137 | 0.083 | 0.12 | 0.00 | 0.00 |
| Dalzell (2,260) | 10,142 | 0.082 | 0.12 | 0.00 | 0.00 |
| Liberty (2,950) | 10,162 | 0.082 | 0.12 | 0.00 | 0.00 |
| Pendleton (3,234) | 10,211 | 0.081 | 0.12 | 0.00 | 0.00 |
| Duncan (3,206) | 10,255 | 0.080 | 0.12 | 0.00 | 0.00 |
| Ravenel (2,712) | 10,265 | 0.080 | 0.12 | 0.00 | 0.00 |
| Mullins (4,432) | 10,279 | 0.080 | 0.12 | 0.00 | 0.00 |
| New Ellenton (2,342) | 10,281 | 0.080 | 0.12 | 0.00 | 0.00 |
| Manning (3,945) | 10,314 | 0.079 | 0.12 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

South Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Pacolet (2,799) | 10,347 | 0.079 | 0.11 | 0.00 | 0.00 |
| India Hook (1,614) | 10,381 | 0.078 | 0.11 | 0.00 | 0.00 |
| Williston (3,164) | 10,611 | 0.075 | 0.11 | 0.00 | 0.00 |
| Saxon (3,707) | 10,636 | 0.074 | 0.11 | 0.00 | 0.00 |
| East Gaffney (3,349) | 10,684 | 0.074 | 0.11 | 0.00 | 0.00 |
| Hampton (2,671) | 10,702 | 0.073 | 0.11 | 0.00 | 0.00 |
| Kiawah Island (1,068) | 10,734 | 0.073 | 0.11 | 0.00 | 0.00 |
| Ridgeland (2,913) | 10,776 | 0.072 | 0.10 | 0.00 | 0.00 |
| Westminster (2,572) | 10,863 | 0.071 | 0.10 | 0.00 | 0.00 |
| South Sumter (3,365) | 10,897 | 0.070 | 0.10 | 0.00 | 0.00 |
| Landrum (2,624) | 10,954 | 0.070 | 0.10 | 0.00 | 0.00 |
| Pickens (2,940) | 10,962 | 0.069 | 0.10 | 0.00 | 0.00 |
| Mayo (1,842) | 11,026 | 0.069 | 0.10 | 0.00 | 0.00 |
| Seabrook Island (1,148) | 11,035 | 0.068 | 0.10 | 0.00 | 0.00 |
| Arial (2,607) | 11,047 | 0.068 | 0.10 | 0.00 | 0.00 |
| Cowpens (2,457) | 11,074 | 0.068 | 0.10 | 0.00 | 0.00 |
| Roebuck (1,725) | 11,113 | 0.067 | 0.10 | 0.00 | 0.00 |
| Stateburg (1,264) | 11,136 | 0.067 | 0.10 | 0.00 | 0.00 |
| Pageland (2,571) | 11,142 | 0.067 | 0.10 | 0.00 | 0.00 |
| Ridgeville (2,274) | 11,172 | 0.066 | 0.10 | 0.00 | 0.00 |
| Privateer (2,118) | 11,195 | 0.066 | 0.10 | 0.00 | 0.00 |
| Meggett (1,595) | 11,243 | 0.065 | 0.10 | 0.00 | 0.00 |
| Saluda (2,703) | 11,254 | 0.065 | 0.09 | 0.00 | 0.00 |
| Ware Shoals (2,440) | 11,311 | 0.065 | 0.09 | 0.00 | 0.00 |
| Gloverville (2,805) | 11,499 | 0.062 | 0.09 | 0.00 | 0.00 |
| Loris (2,625) | 11,520 | 0.062 | 0.09 | 0.00 | 0.00 |
| Slater-Marietta (2,228) | 11,526 | 0.062 | 0.09 | 0.00 | 0.00 |
| Edisto (2,632) | 11,558 | 0.061 | 0.09 | 0.00 | 0.00 |
| Bamberg (3,117) | 11,605 | 0.061 | 0.09 | 0.00 | 0.00 |
| Wilkinson Heights (3,068) | 11,613 | 0.061 | 0.09 | 0.00 | 0.00 |
| Cherryvale (2,461) | 11,710 | 0.059 | 0.09 | 0.00 | 0.00 |
| Wellford (2,030) | 11,733 | 0.059 | 0.09 | 0.00 | 0.00 |
| Varnville (1,968) | 11,751 | 0.059 | 0.09 | 0.00 | 0.00 |
| Kingstree (3,120) | 11,755 | 0.059 | 0.09 | 0.00 | 0.00 |
| Ninety Six (1,897) | 11,918 | 0.057 | 0.08 | 0.00 | 0.00 |
| Due West (1,585) | 11,999 | 0.056 | 0.08 | 0.00 | 0.00 |
| Jackson (1,704) | 12,085 | 0.055 | 0.08 | 0.00 | 0.00 |
| Allendale (3,660) | 12,112 | 0.055 | 0.08 | 0.00 | 0.00 |
| Johnston (2,363) | 12,144 | 0.054 | 0.08 | 0.00 | 0.00 |
| Cane Savannah (1,452) | 12,146 | 0.054 | 0.08 | 0.00 | 0.00 |
| Blackville (2,822) | 12,161 | 0.054 | 0.08 | 0.00 | 0.00 |
| Inman (1,968) | 12,182 | 0.054 | 0.08 | 0.00 | 0.00 |
| Andrews (3,057) | 12,237 | 0.053 | 0.08 | 0.00 | 0.00 |
| Wedgewood (1,544) | 12,242 | 0.053 | 0.08 | 0.00 | 0.00 |
| Monarch Mill (1,930) | 12,247 | 0.053 | 0.08 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

South Carolina - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|---------------|--------------|-------------|-------------|
| Timmonsville (2,506) | 12,267 | 0.053 | 0.08 | 0.00 | 0.00 |
| Judson (2,456) | 12,292 | 0.052 | 0.08 | 0.00 | 0.00 |
| Kershaw (1,618) | 12,307 | 0.052 | 0.08 | 0.00 | 0.00 |
| Elgin (1,176) | 12,359 | 0.052 | 0.08 | 0.00 | 0.00 |
| Hardeeville (1,979) | 12,379 | 0.051 | 0.07 | 0.00 | 0.00 |
| Winnsboro Mills (2,263) | 12,410 | 0.051 | 0.07 | 0.00 | 0.00 |
| Irwin (1,343) | 12,445 | 0.051 | 0.07 | 0.00 | 0.00 |
| Oakland (1,272) | 12,500 | 0.050 | 0.07 | 0.00 | 0.00 |
| Bluffton (1,275) | 12,555 | 0.049 | 0.07 | 0.00 | 0.00 |
| Fairfax (3,194) | 12,611 | 0.049 | 0.07 | 0.00 | 0.00 |
| Gaston (1,684) | 12,761 | 0.047 | 0.07 | 0.00 | 0.00 |
| Johnsonville (1,523) | 12,813 | 0.047 | 0.07 | 0.00 | 0.00 |
| St. George (2,109) | 12,832 | 0.047 | 0.07 | 0.00 | 0.00 |
| Blacksburg (1,963) | 12,835 | 0.047 | 0.07 | 0.00 | 0.00 |
| Buffalo (1,426) | 12,846 | 0.046 | 0.07 | 0.00 | 0.00 |
| Total 2,050,571 | | 68.789 | 100.0 | 4.08 | 0.67 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

9.28 CITIES SORTED BY ZIPCODE - SOUTH CAROLINA
South Carolina - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Bamberg (29003; 3,117) | 11,605 | 0.061 | 0.09 | 0.00 | 0.00 |
| Batesburg-Leesville (29006; 5,631) | 7,310 | 0.166 | 0.24 | 0.01 | 0.00 |
| Bishopville (29010; 3,956) | 9,947 | 0.086 | 0.13 | 0.01 | 0.00 |
| Red Hill (29020; 10,509) | 4,686 | 0.355 | 0.52 | 0.02 | 0.00 |
| Camden (29020; 7,937) | 5,741 | 0.257 | 0.37 | 0.02 | 0.00 |
| Cayce (29033; 13,256) | 4,150 | 0.426 | 0.62 | 0.03 | 0.00 |
| Lake Murray of Richland (29036; 3,526) | 6,056 | 0.233 | 0.34 | 0.01 | 0.00 |
| Dalzell (29040; 2,260) | 10,142 | 0.082 | 0.12 | 0.00 | 0.00 |
| Elgin (29045; 1,176) | 12,359 | 0.052 | 0.08 | 0.00 | 0.00 |
| Gaston (29053; 1,684) | 12,761 | 0.047 | 0.07 | 0.00 | 0.00 |
| Irmo (29063; 11,623) | 3,298 | 0.581 | 0.85 | 0.03 | 0.01 |
| Kershaw (29067; 1,618) | 12,307 | 0.052 | 0.08 | 0.00 | 0.00 |
| Red Bank (29072; 8,811) | 4,912 | 0.332 | 0.48 | 0.02 | 0.00 |
| Lexington (29073; 26,944) | 1,631 | 1.300 | 1.89 | 0.08 | 0.01 |
| Oak Grove (29073; 8,183) | 5,120 | 0.310 | 0.45 | 0.02 | 0.00 |
| Lugoff (29078; 6,278) | 5,501 | 0.276 | 0.40 | 0.02 | 0.00 |
| Manning (29102; 3,945) | 10,314 | 0.079 | 0.12 | 0.00 | 0.00 |
| Newberry (29108; 11,057) | 5,596 | 0.268 | 0.39 | 0.02 | 0.00 |
| Wilkinson Heights (29115; 3,068) | 11,613 | 0.061 | 0.09 | 0.00 | 0.00 |
| Brookdale (29115; 4,724) | 9,661 | 0.093 | 0.14 | 0.01 | 0.00 |
| Orangeburg (29117; 13,286) | 4,644 | 0.361 | 0.52 | 0.02 | 0.00 |
| Saluda (29138; 2,703) | 11,254 | 0.065 | 0.09 | 0.00 | 0.00 |

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| South Carolina - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Lakewood (29150; 2,603) | 10,137 | 0.083 | 0.12 | 0.00 | 0.00 |
| South Sumter (29150; 3,365) | 10,897 | 0.070 | 0.10 | 0.00 | 0.00 |
| Stateburg (29150; 1,264) | 11,136 | 0.067 | 0.10 | 0.00 | 0.00 |
| Sumter (29153; 39,790) | 1,874 | 1.126 | 1.64 | 0.07 | 0.01 |
| Privateer (29154; 2,118) | 11,195 | 0.066 | 0.10 | 0.00 | 0.00 |
| Cherryvale (29154; 2,461) | 11,710 | 0.059 | 0.09 | 0.00 | 0.00 |
| Oakland (29154; 1,272) | 12,500 | 0.050 | 0.07 | 0.00 | 0.00 |
| Cane Savannah (29154; 1,452) | 12,146 | 0.054 | 0.08 | 0.00 | 0.00 |
| Timmonsville (29161; 2,506) | 12,267 | 0.053 | 0.08 | 0.00 | 0.00 |
| Wedgewood (29168; 1,544) | 12,242 | 0.053 | 0.08 | 0.00 | 0.00 |
| Springdale (29169; 2,947) | 8,345 | 0.128 | 0.19 | 0.01 | 0.00 |
| South Congaree (29169; 2,501) | 10,119 | 0.083 | 0.12 | 0.00 | 0.00 |
| West Columbia (29172; 12,912) | 4,662 | 0.358 | 0.52 | 0.02 | 0.00 |
| Pine Ridge (29172; 1,982) | 9,946 | 0.087 | 0.13 | 0.01 | 0.00 |
| Winnsboro Mills (29180; 2,263) | 12,410 | 0.051 | 0.07 | 0.00 | 0.00 |
| Winnsboro (29180; 3,715) | 10,099 | 0.083 | 0.12 | 0.00 | 0.00 |
| Forest Acres (29206; 8,932) | 4,547 | 0.373 | 0.54 | 0.02 | 0.00 |
| Seven Oaks (29210; 15,755) | 2,969 | 0.663 | 0.96 | 0.04 | 0.01 |
| St. Andrews (29210; 21,814) | 2,923 | 0.675 | 0.98 | 0.04 | 0.01 |
| Columbia (29221; 116,331) | 541 | 3.245 | 4.72 | 0.19 | 0.03 |
| Dentsville (29223; 13,009) | 3,975 | 0.451 | 0.66 | 0.03 | 0.00 |
| Woodfield (29223; 9,238) | 5,091 | 0.313 | 0.45 | 0.02 | 0.00 |
| Saxon (29301; 3,707) | 10,636 | 0.074 | 0.11 | 0.00 | 0.00 |
| Southern Shops (29303; 3,707) | 10,071 | 0.084 | 0.12 | 0.00 | 0.00 |
| Valley Falls (29303; 3,990) | 8,607 | 0.120 | 0.17 | 0.01 | 0.00 |
| Boiling Springs (29316; 4,544) | 6,375 | 0.213 | 0.31 | 0.01 | 0.00 |
| Spartanburg (29319; 35,556) | 2,250 | 0.915 | 1.33 | 0.05 | 0.01 |
| Buffalo (29321; 1,426) | 12,846 | 0.046 | 0.07 | 0.00 | 0.00 |
| Clinton (29325; 8,091) | 6,743 | 0.193 | 0.28 | 0.01 | 0.00 |
| Cowpens (29330; 2,457) | 11,074 | 0.068 | 0.10 | 0.00 | 0.00 |
| East Gaffney (29340; 3,349) | 10,684 | 0.074 | 0.11 | 0.00 | 0.00 |
| Gaffney (29341; 12,969) | 4,807 | 0.342 | 0.50 | 0.02 | 0.00 |
| Inman (29349; 1,968) | 12,182 | 0.054 | 0.08 | 0.00 | 0.00 |
| Landrum (29356; 2,624) | 10,954 | 0.070 | 0.10 | 0.00 | 0.00 |
| Laurens (29360; 9,600) | 5,871 | 0.247 | 0.36 | 0.01 | 0.00 |
| Lyman (29365; 3,050) | 9,113 | 0.106 | 0.15 | 0.01 | 0.00 |
| Mayo (29368; 1,842) | 11,026 | 0.069 | 0.10 | 0.00 | 0.00 |
| Pacolet (29372; 2,799) | 10,347 | 0.079 | 0.11 | 0.00 | 0.00 |
| Roebuck (29376; 1,725) | 11,113 | 0.067 | 0.10 | 0.00 | 0.00 |
| Union (29379; 7,250) | 7,220 | 0.170 | 0.25 | 0.01 | 0.00 |
| Monarch Mill (29379; 1,930) | 12,247 | 0.053 | 0.08 | 0.00 | 0.00 |
| Wellford (29385; 2,030) | 11,733 | 0.059 | 0.09 | 0.00 | 0.00 |
| Woodruff (29388; 3,915) | 9,918 | 0.087 | 0.13 | 0.01 | 0.00 |
| Duncan (29391; 3,206) | 10,255 | 0.080 | 0.12 | 0.00 | 0.00 |
| North Charleston (29404; 99,801) | 733 | 2.620 | 3.81 | 0.16 | 0.03 |

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| South Carolina - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Hanahan (29406; 14,787) | 3,606 | 0.521 | 0.76 | 0.03 | 0.01 |
| Charleston (29409; 133,966) | 377 | 4.235 | 6.16 | 0.25 | 0.04 |
| Moncks Corner (29430; 7,711) | 6,274 | 0.219 | 0.32 | 0.01 | 0.00 |
| Edisto (29438; 2,632) | 11,558 | 0.061 | 0.09 | 0.00 | 0.00 |
| Folly Beach (29439; 2,753) | 8,760 | 0.116 | 0.17 | 0.01 | 0.00 |
| Georgetown (29440; 8,846) | 6,060 | 0.233 | 0.34 | 0.01 | 0.00 |
| Goose Creek (29445; 43,395) | 1,182 | 1.785 | 2.59 | 0.11 | 0.02 |
| Meggett (29449; 1,595) | 11,243 | 0.065 | 0.10 | 0.00 | 0.00 |
| Hollywood (29449; 5,592) | 7,672 | 0.152 | 0.22 | 0.01 | 0.00 |
| Isle of Palms (29451; 4,657) | 5,046 | 0.318 | 0.46 | 0.02 | 0.00 |
| Seabrook Island (29455; 1,148) | 11,035 | 0.068 | 0.10 | 0.00 | 0.00 |
| Kiawah Island (29455; 1,068) | 10,734 | 0.073 | 0.11 | 0.00 | 0.00 |
| Ladson (29456; 13,264) | 3,739 | 0.494 | 0.72 | 0.03 | 0.00 |
| Mount Pleasant (29464; 93,530) | 285 | 5.115 | 7.44 | 0.30 | 0.05 |
| Ravenel (29470; 2,712) | 10,265 | 0.080 | 0.12 | 0.00 | 0.00 |
| Ridgeville (29472; 2,274) | 11,172 | 0.066 | 0.10 | 0.00 | 0.00 |
| St. George (29477; 2,109) | 12,832 | 0.047 | 0.07 | 0.00 | 0.00 |
| Sullivan's Island (29482; 1,843) | 8,599 | 0.120 | 0.18 | 0.01 | 0.00 |
| Summerville (29484; 64,342) | 768 | 2.515 | 3.66 | 0.15 | 0.02 |
| Walterboro (29488; 6,757) | 6,701 | 0.195 | 0.28 | 0.01 | 0.00 |
| Florence (29504; 32,870) | 2,025 | 1.042 | 1.51 | 0.06 | 0.01 |
| Andrews (29510; 3,057) | 12,237 | 0.053 | 0.08 | 0.00 | 0.00 |
| Bennettsville (29512; 8,769) | 7,071 | 0.176 | 0.26 | 0.01 | 0.00 |
| Cheraw (29520; 5,156) | 9,317 | 0.101 | 0.15 | 0.01 | 0.00 |
| Conway (29526; 19,079) | 3,466 | 0.549 | 0.80 | 0.03 | 0.01 |
| Dillon (29536; 6,811) | 7,610 | 0.154 | 0.22 | 0.01 | 0.00 |
| Darlington (29540; 6,151) | 8,061 | 0.137 | 0.20 | 0.01 | 0.00 |
| North Hartsville (29550; 3,136) | 8,783 | 0.115 | 0.17 | 0.01 | 0.00 |
| Hartsville (29550; 7,057) | 7,339 | 0.165 | 0.24 | 0.01 | 0.00 |
| Johnsonville (29555; 1,523) | 12,813 | 0.047 | 0.07 | 0.00 | 0.00 |
| Kingstree (29556; 3,120) | 11,755 | 0.059 | 0.09 | 0.00 | 0.00 |
| Lake City (29560; 7,064) | 7,917 | 0.143 | 0.21 | 0.01 | 0.00 |
| Little River (29566; 7,027) | 5,778 | 0.254 | 0.37 | 0.02 | 0.00 |
| Loris (29569; 2,625) | 11,520 | 0.062 | 0.09 | 0.00 | 0.00 |
| Marion (29571; 6,987) | 7,671 | 0.152 | 0.22 | 0.01 | 0.00 |
| Mullins (29574; 4,432) | 10,279 | 0.080 | 0.12 | 0.00 | 0.00 |
| Myrtle Beach (29575; 35,318) | 1,878 | 1.123 | 1.63 | 0.07 | 0.01 |
| Socastee (29575; 14,295) | 3,623 | 0.518 | 0.75 | 0.03 | 0.01 |
| Garden City (29576; 9,357) | 5,312 | 0.293 | 0.43 | 0.02 | 0.00 |
| Murrells Inlet (29576; 5,519) | 6,660 | 0.197 | 0.29 | 0.01 | 0.00 |
| Forestbrook (29579; 3,391) | 7,997 | 0.140 | 0.20 | 0.01 | 0.00 |
| Surfside Beach (29587; 5,442) | 6,644 | 0.198 | 0.29 | 0.01 | 0.00 |
| North Myrtle Beach (29598; 22,684) | 2,553 | 0.788 | 1.15 | 0.05 | 0.01 |
| Duncan (29605; 4,158) | 9,608 | 0.094 | 0.14 | 0.01 | 0.00 |
| Greenville (29605; 57,140) | 1,257 | 1.696 | 2.47 | 0.10 | 0.02 |

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| South Carolina - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Gantt (29605; 13,962) | 4,167 | 0.423 | 0.61 | 0.03 | 0.00 |
| Sans Souci (29609; 7,836) | 6,703 | 0.195 | 0.28 | 0.01 | 0.00 |
| Parker (29611; 10,760) | 5,830 | 0.250 | 0.36 | 0.01 | 0.00 |
| Welcome (29611; 6,390) | 6,953 | 0.182 | 0.27 | 0.01 | 0.00 |
| Judson (29611; 2,456) | 12,292 | 0.052 | 0.08 | 0.00 | 0.00 |
| Wade Hampton (29615; 20,458) | 2,694 | 0.742 | 1.08 | 0.04 | 0.01 |
| Berea (29617; 14,158) | 4,232 | 0.414 | 0.60 | 0.02 | 0.00 |
| Abbeville (29620; 5,588) | 8,309 | 0.129 | 0.19 | 0.01 | 0.00 |
| Northlake (29621; 3,659) | 7,249 | 0.168 | 0.24 | 0.01 | 0.00 |
| Homeland Park (29624; 6,337) | 7,935 | 0.142 | 0.21 | 0.01 | 0.00 |
| Anderson (29625; 26,337) | 3,016 | 0.654 | 0.95 | 0.04 | 0.01 |
| Centerville (29625; 5,181) | 6,551 | 0.203 | 0.30 | 0.01 | 0.00 |
| Belton (29627; 4,791) | 8,583 | 0.121 | 0.18 | 0.01 | 0.00 |
| Central (29630; 3,935) | 10,061 | 0.084 | 0.12 | 0.00 | 0.00 |
| Clemson (29631; 12,477) | 5,218 | 0.301 | 0.44 | 0.02 | 0.00 |
| Due West (29639; 1,585) | 11,999 | 0.056 | 0.08 | 0.00 | 0.00 |
| Arial (29640; 2,607) | 11,047 | 0.068 | 0.10 | 0.00 | 0.00 |
| Powderville (29642; 5,362) | 5,938 | 0.241 | 0.35 | 0.01 | 0.00 |
| Easley (29642; 21,582) | 2,707 | 0.738 | 1.07 | 0.04 | 0.01 |
| Fountain Inn (29644; 8,621) | 5,171 | 0.305 | 0.44 | 0.02 | 0.00 |
| Greenwood (29648; 22,780) | 3,529 | 0.536 | 0.78 | 0.03 | 0.01 |
| Greer (29651; 36,348) | 1,965 | 1.079 | 1.57 | 0.06 | 0.01 |
| Honea Path (29654; 3,807) | 9,132 | 0.105 | 0.15 | 0.01 | 0.00 |
| Liberty (29657; 2,950) | 10,162 | 0.082 | 0.12 | 0.00 | 0.00 |
| Slater-Marietta (29661; 2,228) | 11,526 | 0.062 | 0.09 | 0.00 | 0.00 |
| Mauldin (29662; 33,948) | 1,363 | 1.571 | 2.28 | 0.09 | 0.02 |
| Ninety Six (29666; 1,897) | 11,918 | 0.057 | 0.08 | 0.00 | 0.00 |
| Pendleton (29670; 3,234) | 10,211 | 0.081 | 0.12 | 0.00 | 0.00 |
| Pickens (29671; 2,940) | 10,962 | 0.069 | 0.10 | 0.00 | 0.00 |
| Golden Grove (29673; 2,348) | 9,908 | 0.087 | 0.13 | 0.01 | 0.00 |
| Piedmont (29673; 4,684) | 7,654 | 0.152 | 0.22 | 0.01 | 0.00 |
| Seneca (29678; 8,952) | 5,690 | 0.262 | 0.38 | 0.02 | 0.00 |
| Simpsonville (29680; 16,787) | 2,814 | 0.710 | 1.03 | 0.04 | 0.01 |
| Five Forks (29681; 8,064) | 3,346 | 0.572 | 0.83 | 0.03 | 0.01 |
| Taylors (29687; 20,125) | 2,407 | 0.847 | 1.23 | 0.05 | 0.01 |
| Travelers Rest (29690; 4,350) | 8,095 | 0.136 | 0.20 | 0.01 | 0.00 |
| Walhalla (29691; 3,666) | 9,549 | 0.095 | 0.14 | 0.01 | 0.00 |
| Ware Shoals (29692; 2,440) | 11,311 | 0.065 | 0.09 | 0.00 | 0.00 |
| Westminster (29693; 2,572) | 10,863 | 0.071 | 0.10 | 0.00 | 0.00 |
| Williamston (29697; 4,054) | 8,818 | 0.114 | 0.17 | 0.01 | 0.00 |
| Blacksburg (29702; 1,963) | 12,835 | 0.047 | 0.07 | 0.00 | 0.00 |
| Chester (29706; 5,708) | 7,972 | 0.141 | 0.20 | 0.01 | 0.00 |
| Fort Mill (29708; 9,577) | 4,458 | 0.383 | 0.56 | 0.02 | 0.00 |
| Lake Wylie (29710; 3,061) | 6,410 | 0.211 | 0.31 | 0.01 | 0.00 |
| Clover (29710; 4,177) | 7,995 | 0.140 | 0.20 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| South Carolina - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|---------------|--------------|-------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Tega Cay (29715; 4,993) | 4,657 | 0.359 | 0.52 | 0.02 | 0.00 |
| Irwin (29720; 1,343) | 12,445 | 0.051 | 0.07 | 0.00 | 0.00 |
| Lancaster (29722; 9,420) | 5,933 | 0.242 | 0.35 | 0.01 | 0.00 |
| Pageland (29728; 2,571) | 11,142 | 0.067 | 0.10 | 0.00 | 0.00 |
| Lesslie (29730; 2,268) | 9,780 | 0.090 | 0.13 | 0.01 | 0.00 |
| India Hook (29732; 1,614) | 10,381 | 0.078 | 0.11 | 0.00 | 0.00 |
| Newport (29732; 4,033) | 6,333 | 0.215 | 0.31 | 0.01 | 0.00 |
| Rock Hill (29734; 91,317) | 581 | 3.054 | 4.44 | 0.18 | 0.03 |
| York (29745; 7,155) | 6,684 | 0.196 | 0.28 | 0.01 | 0.00 |
| Aiken (29801; 34,103) | 1,582 | 1.349 | 1.96 | 0.08 | 0.01 |
| New Ellenton (29809; 2,342) | 10,281 | 0.080 | 0.12 | 0.00 | 0.00 |
| Allendale (29810; 3,660) | 12,112 | 0.055 | 0.08 | 0.00 | 0.00 |
| Barnwell (29813; 4,459) | 9,079 | 0.107 | 0.16 | 0.01 | 0.00 |
| Blackville (29817; 2,822) | 12,161 | 0.054 | 0.08 | 0.00 | 0.00 |
| Clearwater (29822; 4,199) | 8,772 | 0.115 | 0.17 | 0.01 | 0.00 |
| Edgefield (29824; 4,702) | 9,138 | 0.105 | 0.15 | 0.01 | 0.00 |
| Fairfax (29827; 3,194) | 12,611 | 0.049 | 0.07 | 0.00 | 0.00 |
| Gloverville (29828; 2,805) | 11,499 | 0.062 | 0.09 | 0.00 | 0.00 |
| Jackson (29831; 1,704) | 12,085 | 0.055 | 0.08 | 0.00 | 0.00 |
| Johnston (29832; 2,363) | 12,144 | 0.054 | 0.08 | 0.00 | 0.00 |
| Belvedere (29841; 5,631) | 6,961 | 0.182 | 0.26 | 0.01 | 0.00 |
| Burnettown (29851; 2,989) | 9,831 | 0.089 | 0.13 | 0.01 | 0.00 |
| Williston (29853; 3,164) | 10,611 | 0.075 | 0.11 | 0.00 | 0.00 |
| North Augusta (29861; 24,525) | 2,273 | 0.902 | 1.31 | 0.05 | 0.01 |
| Parris Island (29902; 4,841) | 6,588 | 0.201 | 0.29 | 0.01 | 0.00 |
| Burton (29902; 7,180) | 5,761 | 0.256 | 0.37 | 0.02 | 0.00 |
| Laurel Bay (29902; 6,625) | 5,932 | 0.242 | 0.35 | 0.01 | 0.00 |
| Beaufort (29904; 10,503) | 4,798 | 0.344 | 0.50 | 0.02 | 0.00 |
| Shell Point (29906; 2,856) | 9,269 | 0.102 | 0.15 | 0.01 | 0.00 |
| Bluffton (29909; 1,275) | 12,555 | 0.049 | 0.07 | 0.00 | 0.00 |
| Ridgeland (29912; 2,913) | 10,776 | 0.072 | 0.10 | 0.00 | 0.00 |
| Hampton (29924; 2,671) | 10,702 | 0.073 | 0.11 | 0.00 | 0.00 |
| Hardeeville (29927; 1,979) | 12,379 | 0.051 | 0.07 | 0.00 | 0.00 |
| Port Royal (29935; 3,950) | 8,282 | 0.129 | 0.19 | 0.01 | 0.00 |
| Hilton Head Island (29938; 35,941) | 1,054 | 1.946 | 2.83 | 0.12 | 0.02 |
| Varnville (29944; 1,968) | 11,751 | 0.059 | 0.09 | 0.00 | 0.00 |
| Total 2,050,571 | | 68.789 | 100.0 | 4.08 | 0.67 |

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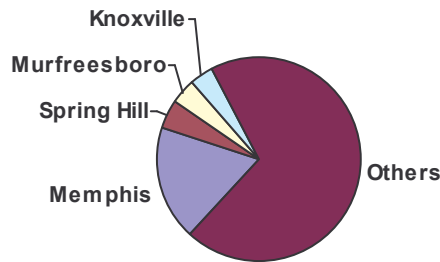
9.29 LATENT DEMAND BY YEAR - TENNESSEE

The Latent Demand for Graphic Design Services in Tennessee: 2002 - 2012

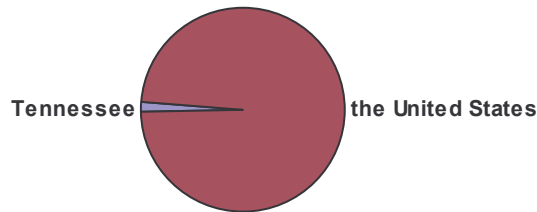
| Year | Tennessee | % of Region | % of USA |
|------|-----------|-------------|----------|
| 2002 | 138.74 | 8.22% | 1.35% |
| 2003 | 137.58 | 8.24% | 1.35% |
| 2004 | 136.42 | 8.25% | 1.35% |
| 2005 | 135.27 | 8.26% | 1.35% |
| 2006 | 134.93 | 8.27% | 1.35% |
| 2007 | 139.39 | 8.26% | 1.35% |
| 2008 | 144.83 | 8.25% | 1.35% |
| 2009 | 150.48 | 8.24% | 1.35% |
| 2010 | 156.35 | 8.23% | 1.35% |
| 2011 | 162.45 | 8.21% | 1.35% |
| 2012 | 168.78 | 8.20% | 1.36% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Tennessee - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Tennessee: 2007



9.30 CITIES SORTED BY RANK - TENNESSEE

Tennessee - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Memphis (742,822) | 24 | 24.867 | 17.84 | 1.47 | 0.24 |
| Spring Hill (94,519) | 227 | 5.966 | 4.28 | 0.35 | 0.06 |
| Murfreesboro (135,292) | 254 | 5.570 | 4.00 | 0.33 | 0.05 |
| Knoxville (191,253) | 258 | 5.452 | 3.91 | 0.32 | 0.05 |
| Chattanooga (152,542) | 293 | 5.062 | 3.63 | 0.30 | 0.05 |
| Clarksville (127,233) | 302 | 4.954 | 3.55 | 0.29 | 0.05 |
| Collierville (55,172) | 334 | 4.610 | 3.31 | 0.27 | 0.04 |
| Franklin (73,676) | 366 | 4.311 | 3.09 | 0.26 | 0.04 |
| Germantown (38,235) | 443 | 3.751 | 2.69 | 0.22 | 0.04 |
| Bartlett (50,621) | 489 | 3.484 | 2.50 | 0.21 | 0.03 |
| La Vergne (58,108) | 566 | 3.102 | 2.23 | 0.18 | 0.03 |
| Hendersonville (55,259) | 638 | 2.871 | 2.06 | 0.17 | 0.03 |
| Smyrna (62,204) | 640 | 2.864 | 2.05 | 0.17 | 0.03 |
| Brentwood (23,445) | 692 | 2.718 | 1.95 | 0.16 | 0.03 |
| Jackson (68,686) | 826 | 2.364 | 1.70 | 0.14 | 0.02 |
| Johnson City (65,407) | 977 | 2.091 | 1.50 | 0.12 | 0.02 |
| Farragut (23,323) | 1,024 | 2.001 | 1.44 | 0.12 | 0.02 |
| Maryville (34,592) | 1,486 | 1.440 | 1.03 | 0.09 | 0.01 |
| Kingsport (44,905) | 1,502 | 1.421 | 1.02 | 0.08 | 0.01 |
| Columbia (35,238) | 1,619 | 1.311 | 0.94 | 0.08 | 0.01 |
| Gallatin (34,518) | 1,700 | 1.242 | 0.89 | 0.07 | 0.01 |
| Cleveland (39,470) | 1,717 | 1.232 | 0.88 | 0.07 | 0.01 |
| Oak Ridge (27,053) | 1,791 | 1.177 | 0.84 | 0.07 | 0.01 |
| Cookeville (42,711) | 1,794 | 1.175 | 0.84 | 0.07 | 0.01 |
| Lebanon (30,706) | 1,884 | 1.118 | 0.80 | 0.07 | 0.01 |
| Atoka (18,242) | 1,907 | 1.108 | 0.79 | 0.07 | 0.01 |
| East Brainerd (14,132) | 2,151 | 0.969 | 0.70 | 0.06 | 0.01 |
| Goodlettsville (19,949) | 2,195 | 0.945 | 0.68 | 0.06 | 0.01 |
| Shelbyville (24,992) | 2,471 | 0.819 | 0.59 | 0.05 | 0.01 |
| Forest Hills (6,129) | 2,539 | 0.793 | 0.57 | 0.05 | 0.01 |
| Bristol (25,309) | 2,551 | 0.788 | 0.57 | 0.05 | 0.01 |
| Sevierville (24,306) | 2,600 | 0.772 | 0.55 | 0.05 | 0.01 |
| Morristown (27,020) | 2,651 | 0.757 | 0.54 | 0.04 | 0.01 |
| Mount Juliet (12,366) | 2,671 | 0.751 | 0.54 | 0.04 | 0.01 |
| Tullahoma (20,888) | 2,703 | 0.739 | 0.53 | 0.04 | 0.01 |
| White House (13,395) | 2,787 | 0.717 | 0.51 | 0.04 | 0.01 |
| Springfield (20,534) | 2,810 | 0.711 | 0.51 | 0.04 | 0.01 |
| East Ridge (18,206) | 2,887 | 0.686 | 0.49 | 0.04 | 0.01 |
| Middle Valley (11,854) | 3,038 | 0.646 | 0.46 | 0.04 | 0.01 |
| Portland (17,127) | 3,087 | 0.633 | 0.45 | 0.04 | 0.01 |
| Lakeland (8,828) | 3,519 | 0.539 | 0.39 | 0.03 | 0.01 |
| Dickson (14,436) | 3,627 | 0.517 | 0.37 | 0.03 | 0.01 |
| Soddy-Daisy (13,387) | 3,636 | 0.516 | 0.37 | 0.03 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Tennessee - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Belle Meade (3,429) | 3,644 | 0.515 | 0.37 | 0.03 | 0.00 |
| Dyersburg (17,250) | 3,688 | 0.505 | 0.36 | 0.03 | 0.00 |
| Fairview (10,761) | 3,748 | 0.493 | 0.35 | 0.03 | 0.00 |
| Oak Hill (5,258) | 3,751 | 0.492 | 0.35 | 0.03 | 0.00 |
| Athens (15,343) | 3,888 | 0.466 | 0.33 | 0.03 | 0.00 |
| Green Hill (7,068) | 3,930 | 0.459 | 0.33 | 0.03 | 0.00 |
| Signal Mountain (6,578) | 3,945 | 0.456 | 0.33 | 0.03 | 0.00 |
| Greenbrier (10,244) | 3,985 | 0.450 | 0.32 | 0.03 | 0.00 |
| Elizabethton (16,014) | 4,122 | 0.430 | 0.31 | 0.03 | 0.00 |
| Arlington (7,730) | 4,163 | 0.424 | 0.30 | 0.03 | 0.00 |
| Greeneville (15,626) | 4,183 | 0.421 | 0.30 | 0.02 | 0.00 |
| Collegedale (9,538) | 4,200 | 0.418 | 0.30 | 0.02 | 0.00 |
| Millington (10,306) | 4,201 | 0.418 | 0.30 | 0.02 | 0.00 |
| Manchester (12,236) | 4,296 | 0.406 | 0.29 | 0.02 | 0.00 |
| Harrison (7,630) | 4,400 | 0.391 | 0.28 | 0.02 | 0.00 |
| Millersville (9,158) | 4,424 | 0.388 | 0.28 | 0.02 | 0.00 |
| Lewisburg (11,954) | 4,444 | 0.385 | 0.28 | 0.02 | 0.00 |
| Seymour (8,850) | 4,527 | 0.375 | 0.27 | 0.02 | 0.00 |
| Munford (8,262) | 4,541 | 0.374 | 0.27 | 0.02 | 0.00 |
| Alcoa (10,596) | 4,584 | 0.368 | 0.26 | 0.02 | 0.00 |
| Red Bank (10,334) | 4,631 | 0.363 | 0.26 | 0.02 | 0.00 |
| Crossville (13,541) | 4,632 | 0.362 | 0.26 | 0.02 | 0.00 |
| Colonial Heights (7,067) | 4,711 | 0.353 | 0.25 | 0.02 | 0.00 |
| McMinnville (14,240) | 4,725 | 0.352 | 0.25 | 0.02 | 0.00 |
| Bloomington (10,350) | 4,903 | 0.334 | 0.24 | 0.02 | 0.00 |
| Union City (10,662) | 4,973 | 0.325 | 0.23 | 0.02 | 0.00 |
| Clinton (9,181) | 5,129 | 0.309 | 0.22 | 0.02 | 0.00 |
| Gatlinburg (7,868) | 5,156 | 0.307 | 0.22 | 0.02 | 0.00 |
| Brownsville (10,577) | 5,230 | 0.299 | 0.21 | 0.02 | 0.00 |
| Winchester (8,776) | 5,282 | 0.296 | 0.21 | 0.02 | 0.00 |
| Lawrenceburg (11,062) | 5,285 | 0.296 | 0.21 | 0.02 | 0.00 |
| Ashland City (7,855) | 5,379 | 0.287 | 0.21 | 0.02 | 0.00 |
| Lenoir City (9,482) | 5,409 | 0.284 | 0.20 | 0.02 | 0.00 |
| Covington (10,767) | 5,499 | 0.276 | 0.20 | 0.02 | 0.00 |
| Church Hill (7,244) | 5,512 | 0.275 | 0.20 | 0.02 | 0.00 |
| Paris (10,159) | 5,621 | 0.266 | 0.19 | 0.02 | 0.00 |
| Pleasant View (4,685) | 5,661 | 0.263 | 0.19 | 0.02 | 0.00 |
| Milan (8,200) | 5,684 | 0.262 | 0.19 | 0.02 | 0.00 |
| Lynchburg (6,744) | 5,757 | 0.256 | 0.18 | 0.02 | 0.00 |
| Lexington (8,286) | 5,767 | 0.255 | 0.18 | 0.02 | 0.00 |
| Mount Carmel (6,720) | 5,773 | 0.255 | 0.18 | 0.02 | 0.00 |
| Ooltewah (5,681) | 5,857 | 0.249 | 0.18 | 0.01 | 0.00 |
| Martin (8,934) | 5,894 | 0.245 | 0.18 | 0.01 | 0.00 |
| Humboldt (8,946) | 5,908 | 0.244 | 0.18 | 0.01 | 0.00 |
| Henderson (6,944) | 6,022 | 0.235 | 0.17 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Tennessee - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Pigeon Forge (7,281) | 6,074 | 0.232 | 0.17 | 0.01 | 0.00 |
| South Cleveland (6,216) | 6,077 | 0.232 | 0.17 | 0.01 | 0.00 |
| Jefferson City (8,435) | 6,165 | 0.227 | 0.16 | 0.01 | 0.00 |
| Nolensville (3,099) | 6,218 | 0.223 | 0.16 | 0.01 | 0.00 |
| Pulaski (7,775) | 6,239 | 0.221 | 0.16 | 0.01 | 0.00 |
| Brighton (4,879) | 6,250 | 0.220 | 0.16 | 0.01 | 0.00 |
| Fairfield Glade (4,885) | 6,307 | 0.217 | 0.16 | 0.01 | 0.00 |
| Kingston (5,995) | 6,389 | 0.212 | 0.15 | 0.01 | 0.00 |
| Oakland (3,918) | 6,411 | 0.211 | 0.15 | 0.01 | 0.00 |
| Sweetwater (7,077) | 6,466 | 0.208 | 0.15 | 0.01 | 0.00 |
| Erwin (6,588) | 6,565 | 0.203 | 0.15 | 0.01 | 0.00 |
| Dayton (7,285) | 6,596 | 0.200 | 0.14 | 0.01 | 0.00 |
| Kingston Springs (3,122) | 6,820 | 0.189 | 0.14 | 0.01 | 0.00 |
| Jonesborough (5,586) | 6,886 | 0.186 | 0.13 | 0.01 | 0.00 |
| Dunlap (5,847) | 6,887 | 0.186 | 0.13 | 0.01 | 0.00 |
| Ripley (7,564) | 6,894 | 0.186 | 0.13 | 0.01 | 0.00 |
| Savannah (7,815) | 6,912 | 0.185 | 0.13 | 0.01 | 0.00 |
| McKenzie (6,053) | 7,031 | 0.178 | 0.13 | 0.01 | 0.00 |
| Lookout Mountain (1,685) | 7,063 | 0.176 | 0.13 | 0.01 | 0.00 |
| Fayetteville (6,996) | 7,142 | 0.173 | 0.12 | 0.01 | 0.00 |
| Rural Hill (2,032) | 7,224 | 0.169 | 0.12 | 0.01 | 0.00 |
| La Follette (8,885) | 7,226 | 0.169 | 0.12 | 0.01 | 0.00 |
| Harriman (6,798) | 7,272 | 0.167 | 0.12 | 0.01 | 0.00 |
| Loudon (5,296) | 7,318 | 0.165 | 0.12 | 0.01 | 0.00 |
| Fairmount (2,600) | 7,334 | 0.165 | 0.12 | 0.01 | 0.00 |
| Madisonville (5,223) | 7,487 | 0.158 | 0.11 | 0.01 | 0.00 |
| Bolivar (5,284) | 7,531 | 0.157 | 0.11 | 0.01 | 0.00 |
| Newport (7,356) | 7,541 | 0.157 | 0.11 | 0.01 | 0.00 |
| Eagleton Village (4,883) | 7,678 | 0.151 | 0.11 | 0.01 | 0.00 |
| Walden (2,089) | 7,720 | 0.149 | 0.11 | 0.01 | 0.00 |
| Oak Grove (4,072) | 7,768 | 0.147 | 0.11 | 0.01 | 0.00 |
| Mount Pleasant (4,438) | 7,770 | 0.147 | 0.11 | 0.01 | 0.00 |
| Waverly (4,326) | 7,793 | 0.146 | 0.10 | 0.01 | 0.00 |
| Selmer (4,727) | 7,996 | 0.140 | 0.10 | 0.01 | 0.00 |
| Sewanee (2,361) | 8,091 | 0.136 | 0.10 | 0.01 | 0.00 |
| Thompson's Station (1,892) | 8,225 | 0.131 | 0.09 | 0.01 | 0.00 |
| Lafayette (4,759) | 8,377 | 0.127 | 0.09 | 0.01 | 0.00 |
| Pegram (2,216) | 8,380 | 0.127 | 0.09 | 0.01 | 0.00 |
| Trenton (4,371) | 8,450 | 0.125 | 0.09 | 0.01 | 0.00 |
| Sparta (5,015) | 8,485 | 0.124 | 0.09 | 0.01 | 0.00 |
| Spurgeon (3,460) | 8,502 | 0.123 | 0.09 | 0.01 | 0.00 |
| Wildwood Lake (3,050) | 8,630 | 0.119 | 0.09 | 0.01 | 0.00 |
| Centerville (4,593) | 8,670 | 0.118 | 0.08 | 0.01 | 0.00 |
| Blountville (2,959) | 8,774 | 0.115 | 0.08 | 0.01 | 0.00 |
| Louisville (2,693) | 8,812 | 0.114 | 0.08 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Tennessee - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Walnut Hill (2,756) | 8,839 | 0.113 | 0.08 | 0.01 | 0.00 |
| Rockwood (4,547) | 8,849 | 0.113 | 0.08 | 0.01 | 0.00 |
| Etowah (3,842) | 8,890 | 0.112 | 0.08 | 0.01 | 0.00 |
| Huntingdon (3,883) | 8,919 | 0.111 | 0.08 | 0.01 | 0.00 |
| Oliver Springs (3,250) | 8,962 | 0.110 | 0.08 | 0.01 | 0.00 |
| Tusculum (2,830) | 8,964 | 0.110 | 0.08 | 0.01 | 0.00 |
| Unicoi (3,519) | 9,037 | 0.108 | 0.08 | 0.01 | 0.00 |
| Smithville (4,582) | 9,075 | 0.107 | 0.08 | 0.01 | 0.00 |
| Rogersville (4,412) | 9,090 | 0.106 | 0.08 | 0.01 | 0.00 |
| Plainview (2,803) | 9,180 | 0.104 | 0.07 | 0.01 | 0.00 |
| White Bluff (2,947) | 9,185 | 0.104 | 0.07 | 0.01 | 0.00 |
| Lakesite (1,830) | 9,246 | 0.103 | 0.07 | 0.01 | 0.00 |
| Somerville (4,654) | 9,257 | 0.102 | 0.07 | 0.01 | 0.00 |
| New Johnsonville (2,119) | 9,272 | 0.102 | 0.07 | 0.01 | 0.00 |
| Harrogate-Shawnee (2,865) | 9,291 | 0.102 | 0.07 | 0.01 | 0.00 |
| Dandridge (2,870) | 9,292 | 0.102 | 0.07 | 0.01 | 0.00 |
| Jasper (2,708) | 9,323 | 0.101 | 0.07 | 0.01 | 0.00 |
| Algood (3,561) | 9,342 | 0.100 | 0.07 | 0.01 | 0.00 |
| Hohenwald (3,891) | 9,380 | 0.100 | 0.07 | 0.01 | 0.00 |
| Surgoinsville (2,705) | 9,392 | 0.099 | 0.07 | 0.01 | 0.00 |
| Oneida (3,942) | 9,487 | 0.097 | 0.07 | 0.01 | 0.00 |
| Lakewood (2,515) | 9,499 | 0.097 | 0.07 | 0.01 | 0.00 |
| Camden (3,517) | 9,529 | 0.096 | 0.07 | 0.01 | 0.00 |
| Newbern (3,260) | 9,547 | 0.096 | 0.07 | 0.01 | 0.00 |
| Estill Springs (2,222) | 9,660 | 0.093 | 0.07 | 0.01 | 0.00 |
| Walterhill (1,523) | 9,684 | 0.092 | 0.07 | 0.01 | 0.00 |
| Pine Crest (2,872) | 9,789 | 0.090 | 0.06 | 0.01 | 0.00 |
| Three Way (1,375) | 9,837 | 0.089 | 0.06 | 0.01 | 0.00 |
| Midway (2,491) | 10,054 | 0.084 | 0.06 | 0.00 | 0.00 |
| Cross Plains (1,913) | 10,072 | 0.084 | 0.06 | 0.00 | 0.00 |
| Bells (2,730) | 10,125 | 0.083 | 0.06 | 0.00 | 0.00 |
| Hopewell (1,815) | 10,127 | 0.083 | 0.06 | 0.00 | 0.00 |
| Caryville (2,778) | 10,191 | 0.082 | 0.06 | 0.00 | 0.00 |
| Livingston (3,372) | 10,194 | 0.082 | 0.06 | 0.00 | 0.00 |
| Lake Tansi (2,621) | 10,235 | 0.081 | 0.06 | 0.00 | 0.00 |
| Central (2,717) | 10,242 | 0.081 | 0.06 | 0.00 | 0.00 |
| Whiteville (3,148) | 10,715 | 0.073 | 0.05 | 0.00 | 0.00 |
| Monterey (2,988) | 10,717 | 0.073 | 0.05 | 0.00 | 0.00 |
| South Pittsburg (2,673) | 10,783 | 0.072 | 0.05 | 0.00 | 0.00 |
| Adamsville (2,241) | 10,798 | 0.072 | 0.05 | 0.00 | 0.00 |
| Dyer (2,424) | 10,857 | 0.071 | 0.05 | 0.00 | 0.00 |
| Vonore (1,955) | 10,904 | 0.070 | 0.05 | 0.00 | 0.00 |
| Woodbury (2,830) | 10,924 | 0.070 | 0.05 | 0.00 | 0.00 |
| Jacksboro (2,276) | 10,941 | 0.070 | 0.05 | 0.00 | 0.00 |
| Westmoreland (2,302) | 10,986 | 0.069 | 0.05 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Tennessee - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|-------------|-------------|
| Norris (1,383) | 11,090 | 0.068 | 0.05 | 0.00 | 0.00 |
| South Fulton (2,350) | 11,141 | 0.067 | 0.05 | 0.00 | 0.00 |
| Hartsville (2,395) | 11,165 | 0.067 | 0.05 | 0.00 | 0.00 |
| New Market (1,600) | 11,224 | 0.066 | 0.05 | 0.00 | 0.00 |
| Mascot (2,119) | 11,253 | 0.065 | 0.05 | 0.00 | 0.00 |
| Blaine (2,046) | 11,263 | 0.065 | 0.05 | 0.00 | 0.00 |
| New Tazewell (2,849) | 11,301 | 0.065 | 0.05 | 0.00 | 0.00 |
| Dresden (2,324) | 11,326 | 0.064 | 0.05 | 0.00 | 0.00 |
| Alamo (2,334) | 11,474 | 0.062 | 0.04 | 0.00 | 0.00 |
| Clifton (2,625) | 11,554 | 0.061 | 0.04 | 0.00 | 0.00 |
| Burns (1,514) | 11,608 | 0.061 | 0.04 | 0.00 | 0.00 |
| Decherd (2,073) | 11,682 | 0.060 | 0.04 | 0.00 | 0.00 |
| Loretto (1,809) | 11,717 | 0.059 | 0.04 | 0.00 | 0.00 |
| Ridgetop (1,083) | 11,747 | 0.059 | 0.04 | 0.00 | 0.00 |
| White Pine (2,196) | 11,885 | 0.057 | 0.04 | 0.00 | 0.00 |
| Carthage (2,242) | 11,927 | 0.057 | 0.04 | 0.00 | 0.00 |
| Jellico (2,691) | 11,930 | 0.057 | 0.04 | 0.00 | 0.00 |
| Spring City (2,017) | 11,942 | 0.056 | 0.04 | 0.00 | 0.00 |
| Mosheim (1,856) | 11,975 | 0.056 | 0.04 | 0.00 | 0.00 |
| Parsons (2,384) | 11,986 | 0.056 | 0.04 | 0.00 | 0.00 |
| Watertown (1,510) | 12,002 | 0.056 | 0.04 | 0.00 | 0.00 |
| Maynardville (2,266) | 12,134 | 0.054 | 0.04 | 0.00 | 0.00 |
| Dover (1,531) | 12,172 | 0.054 | 0.04 | 0.00 | 0.00 |
| Bluff City (1,634) | 12,192 | 0.054 | 0.04 | 0.00 | 0.00 |
| Halls (2,114) | 12,252 | 0.053 | 0.04 | 0.00 | 0.00 |
| Waynesboro (1,941) | 12,437 | 0.051 | 0.04 | 0.00 | 0.00 |
| Fall Branch (1,313) | 12,454 | 0.050 | 0.04 | 0.00 | 0.00 |
| Hunter (1,566) | 12,473 | 0.050 | 0.04 | 0.00 | 0.00 |
| Kimball (1,443) | 12,509 | 0.050 | 0.04 | 0.00 | 0.00 |
| McEwen (1,557) | 12,543 | 0.050 | 0.04 | 0.00 | 0.00 |
| Pikeville (2,035) | 12,548 | 0.049 | 0.04 | 0.00 | 0.00 |
| Greenfield (1,805) | 12,560 | 0.049 | 0.04 | 0.00 | 0.00 |
| Cowan (1,735) | 12,562 | 0.049 | 0.04 | 0.00 | 0.00 |
| Tiptonville (2,439) | 12,578 | 0.049 | 0.04 | 0.00 | 0.00 |
| Gordonville (1,286) | 12,594 | 0.049 | 0.04 | 0.00 | 0.00 |
| Crump (1,596) | 12,652 | 0.049 | 0.03 | 0.00 | 0.00 |
| Tazewell (2,063) | 12,741 | 0.048 | 0.03 | 0.00 | 0.00 |
| Decatur (1,540) | 12,801 | 0.047 | 0.03 | 0.00 | 0.00 |
| Gruetli-Laager (1,951) | 12,817 | 0.047 | 0.03 | 0.00 | 0.00 |
| Total 3,475,994 | | 139.39 | 100.0 | 8.26 | 1.35 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

9.31 CITIES SORTED BY ZIPCODE - TENNESSEE

| Tennessee - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Ashland City (37015; 7,855) | 5,379 | 0.287 | 0.21 | 0.02 | 0.00 |
| Brentwood (37024; 23,445) | 692 | 2.718 | 1.95 | 0.16 | 0.03 |
| Burns (37029; 1,514) | 11,608 | 0.061 | 0.04 | 0.00 | 0.00 |
| Carthage (37030; 2,242) | 11,927 | 0.057 | 0.04 | 0.00 | 0.00 |
| Centerville (37033; 4,593) | 8,670 | 0.118 | 0.08 | 0.01 | 0.00 |
| Clarksville (37042; 127,233) | 302 | 4.954 | 3.55 | 0.29 | 0.05 |
| Cross Plains (37049; 1,913) | 10,072 | 0.084 | 0.06 | 0.00 | 0.00 |
| Dickson (37055; 14,436) | 3,627 | 0.517 | 0.37 | 0.03 | 0.01 |
| Dover (37058; 1,531) | 12,172 | 0.054 | 0.04 | 0.00 | 0.00 |
| Fairview (37062; 10,761) | 3,748 | 0.493 | 0.35 | 0.03 | 0.00 |
| Gallatin (37066; 34,518) | 1,700 | 1.242 | 0.89 | 0.07 | 0.01 |
| Franklin (37068; 73,676) | 366 | 4.311 | 3.09 | 0.26 | 0.04 |
| Goodlettsville (37072; 19,949) | 2,195 | 0.945 | 0.68 | 0.06 | 0.01 |
| Millersville (37072; 9,158) | 4,424 | 0.388 | 0.28 | 0.02 | 0.00 |
| Greenbrier (37073; 10,244) | 3,985 | 0.450 | 0.32 | 0.03 | 0.00 |
| Hartsville (37074; 2,395) | 11,165 | 0.067 | 0.05 | 0.00 | 0.00 |
| Hendersonville (37077; 55,259) | 638 | 2.871 | 2.06 | 0.17 | 0.03 |
| Kingston Springs (37082; 3,122) | 6,820 | 0.189 | 0.14 | 0.01 | 0.00 |
| Lafayette (37083; 4,759) | 8,377 | 0.127 | 0.09 | 0.01 | 0.00 |
| La Vergne (37086; 58,108) | 566 | 3.102 | 2.23 | 0.18 | 0.03 |
| Lebanon (37087; 30,706) | 1,884 | 1.118 | 0.80 | 0.07 | 0.01 |
| Lewisburg (37091; 11,954) | 4,444 | 0.385 | 0.28 | 0.02 | 0.00 |
| McEwen (37101; 1,557) | 12,543 | 0.050 | 0.04 | 0.00 | 0.00 |
| McMinnville (37110; 14,240) | 4,725 | 0.352 | 0.25 | 0.02 | 0.00 |
| Mount Juliet (37122; 12,366) | 2,671 | 0.751 | 0.54 | 0.04 | 0.01 |
| Rural Hill (37122; 2,032) | 7,224 | 0.169 | 0.12 | 0.01 | 0.00 |
| Murfreesboro (37127; 135,292) | 254 | 5.570 | 4.00 | 0.33 | 0.05 |
| Walterhill (37129; 1,523) | 9,684 | 0.092 | 0.07 | 0.01 | 0.00 |
| New Johnsonville (37134; 2,119) | 9,272 | 0.102 | 0.07 | 0.01 | 0.00 |
| Nolensville (37135; 3,099) | 6,218 | 0.223 | 0.16 | 0.01 | 0.00 |
| Green Hill (37138; 7,068) | 3,930 | 0.459 | 0.33 | 0.03 | 0.00 |
| Lakewood (37138; 2,515) | 9,499 | 0.097 | 0.07 | 0.01 | 0.00 |
| Pegram (37143; 2,216) | 8,380 | 0.127 | 0.09 | 0.01 | 0.00 |
| Pleasant View (37146; 4,685) | 5,661 | 0.263 | 0.19 | 0.02 | 0.00 |
| Portland (37148; 17,127) | 3,087 | 0.633 | 0.45 | 0.04 | 0.01 |
| Ridgetop (37152; 1,083) | 11,747 | 0.059 | 0.04 | 0.00 | 0.00 |
| Shelbyville (37160; 24,992) | 2,471 | 0.819 | 0.59 | 0.05 | 0.01 |
| Smithville (37166; 4,582) | 9,075 | 0.107 | 0.08 | 0.01 | 0.00 |
| Smyrna (37167; 62,204) | 640 | 2.864 | 2.05 | 0.17 | 0.03 |
| Springfield (37172; 20,534) | 2,810 | 0.711 | 0.51 | 0.04 | 0.01 |
| Spring Hill (37174; 94,519) | 227 | 5.966 | 4.28 | 0.35 | 0.06 |
| Thompson's Station (37179; 1,892) | 8,225 | 0.131 | 0.09 | 0.01 | 0.00 |
| Watertown (37184; 1,510) | 12,002 | 0.056 | 0.04 | 0.00 | 0.00 |
| Waverly (37185; 4,326) | 7,793 | 0.146 | 0.10 | 0.01 | 0.00 |
| Westmoreland (37186; 2,302) | 10,986 | 0.069 | 0.05 | 0.00 | 0.00 |

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Tennessee - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| White Bluff (37187; 2,947) | 9,185 | 0.104 | 0.07 | 0.01 | 0.00 |
| White House (37188; 13,395) | 2,787 | 0.717 | 0.51 | 0.04 | 0.01 |
| Woodbury (37190; 2,830) | 10,924 | 0.070 | 0.05 | 0.00 | 0.00 |
| Belle Meade (37205; 3,429) | 3,644 | 0.515 | 0.37 | 0.03 | 0.00 |
| Forest Hills (37215; 6,129) | 2,539 | 0.793 | 0.57 | 0.05 | 0.01 |
| Oak Hill (37220; 5,258) | 3,751 | 0.492 | 0.35 | 0.03 | 0.00 |
| Hopewell (37312; 1,815) | 10,127 | 0.083 | 0.06 | 0.00 | 0.00 |
| Collegedale (37315; 9,538) | 4,200 | 0.418 | 0.30 | 0.02 | 0.00 |
| Cowan (37318; 1,735) | 12,562 | 0.049 | 0.04 | 0.00 | 0.00 |
| Dayton (37321; 7,285) | 6,596 | 0.200 | 0.14 | 0.01 | 0.00 |
| Decatur (37322; 1,540) | 12,801 | 0.047 | 0.03 | 0.00 | 0.00 |
| Wildwood Lake (37323; 3,050) | 8,630 | 0.119 | 0.09 | 0.01 | 0.00 |
| South Cleveland (37323; 6,216) | 6,077 | 0.232 | 0.17 | 0.01 | 0.00 |
| Decherd (37324; 2,073) | 11,682 | 0.060 | 0.04 | 0.00 | 0.00 |
| Dunlap (37327; 5,847) | 6,887 | 0.186 | 0.13 | 0.01 | 0.00 |
| Estill Springs (37330; 2,222) | 9,660 | 0.093 | 0.07 | 0.01 | 0.00 |
| Etowah (37331; 3,842) | 8,890 | 0.112 | 0.08 | 0.01 | 0.00 |
| Fayetteville (37334; 6,996) | 7,142 | 0.173 | 0.12 | 0.01 | 0.00 |
| Gruetli-Laager (37339; 1,951) | 12,817 | 0.047 | 0.03 | 0.00 | 0.00 |
| Harrison (37341; 7,630) | 4,400 | 0.391 | 0.28 | 0.02 | 0.00 |
| Middle Valley (37343; 11,854) | 3,038 | 0.646 | 0.46 | 0.04 | 0.01 |
| Jasper (37347; 2,708) | 9,323 | 0.101 | 0.07 | 0.01 | 0.00 |
| Kimball (37347; 1,443) | 12,509 | 0.050 | 0.04 | 0.00 | 0.00 |
| Lookout Mountain (37350; 1,685) | 7,063 | 0.176 | 0.13 | 0.01 | 0.00 |
| Lynchburg (37352; 6,744) | 5,757 | 0.256 | 0.18 | 0.02 | 0.00 |
| Madisonville (37354; 5,223) | 7,487 | 0.158 | 0.11 | 0.01 | 0.00 |
| Manchester (37355; 12,236) | 4,296 | 0.406 | 0.29 | 0.02 | 0.00 |
| Ooltewah (37363; 5,681) | 5,857 | 0.249 | 0.18 | 0.01 | 0.00 |
| Cleveland (37364; 39,470) | 1,717 | 1.232 | 0.88 | 0.07 | 0.01 |
| Pikeville (37367; 2,035) | 12,548 | 0.049 | 0.04 | 0.00 | 0.00 |
| Athens (37371; 15,343) | 3,888 | 0.466 | 0.33 | 0.03 | 0.00 |
| Sewanee (37375; 2,361) | 8,091 | 0.136 | 0.10 | 0.01 | 0.00 |
| Fairmount (37377; 2,600) | 7,334 | 0.165 | 0.12 | 0.01 | 0.00 |
| Walden (37377; 2,089) | 7,720 | 0.149 | 0.11 | 0.01 | 0.00 |
| Signal Mountain (37377; 6,578) | 3,945 | 0.456 | 0.33 | 0.03 | 0.00 |
| Lakesite (37379; 1,830) | 9,246 | 0.103 | 0.07 | 0.01 | 0.00 |
| Soddy-Daisy (37379; 13,387) | 3,636 | 0.516 | 0.37 | 0.03 | 0.00 |
| South Pittsburg (37380; 2,673) | 10,783 | 0.072 | 0.05 | 0.00 | 0.00 |
| Spring City (37381; 2,017) | 11,942 | 0.056 | 0.04 | 0.00 | 0.00 |
| Tullahoma (37388; 20,888) | 2,703 | 0.739 | 0.53 | 0.04 | 0.01 |
| Winchester (37398; 8,776) | 5,282 | 0.296 | 0.21 | 0.02 | 0.00 |
| Chattanooga (37407; 152,542) | 293 | 5.062 | 3.63 | 0.30 | 0.05 |
| East Ridge (37412; 18,206) | 2,887 | 0.686 | 0.49 | 0.04 | 0.01 |
| Red Bank (37415; 10,334) | 4,631 | 0.363 | 0.26 | 0.02 | 0.00 |
| East Brainerd (37421; 14,132) | 2,151 | 0.969 | 0.70 | 0.06 | 0.01 |

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Tennessee - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Pine Crest (37601; 2,872) | 9,789 | 0.090 | 0.06 | 0.01 | 0.00 |
| Central (37601; 2,717) | 10,242 | 0.081 | 0.06 | 0.00 | 0.00 |
| Johnson City (37601; 65,407) | 977 | 2.091 | 1.50 | 0.12 | 0.02 |
| Oak Grove (37615; 4,072) | 7,768 | 0.147 | 0.11 | 0.01 | 0.00 |
| Blountville (37617; 2,959) | 8,774 | 0.115 | 0.08 | 0.01 | 0.00 |
| Bluff City (37618; 1,634) | 12,192 | 0.054 | 0.04 | 0.00 | 0.00 |
| Walnut Hill (37620; 2,756) | 8,839 | 0.113 | 0.08 | 0.01 | 0.00 |
| Bristol (37625; 25,309) | 2,551 | 0.788 | 0.57 | 0.05 | 0.01 |
| Church Hill (37642; 7,244) | 5,512 | 0.275 | 0.20 | 0.02 | 0.00 |
| Hunter (37643; 1,566) | 12,473 | 0.050 | 0.04 | 0.00 | 0.00 |
| Elizabethton (37643; 16,014) | 4,122 | 0.430 | 0.31 | 0.03 | 0.00 |
| Mount Carmel (37645; 6,720) | 5,773 | 0.255 | 0.18 | 0.02 | 0.00 |
| Erwin (37650; 6,588) | 6,565 | 0.203 | 0.15 | 0.01 | 0.00 |
| Fall Branch (37656; 1,313) | 12,454 | 0.050 | 0.04 | 0.00 | 0.00 |
| Jonesborough (37659; 5,586) | 6,886 | 0.186 | 0.13 | 0.01 | 0.00 |
| Bloomington (37660; 10,350) | 4,903 | 0.334 | 0.24 | 0.02 | 0.00 |
| Colonial Heights (37663; 7,067) | 4,711 | 0.353 | 0.25 | 0.02 | 0.00 |
| Spurgeon (37663; 3,460) | 8,502 | 0.123 | 0.09 | 0.01 | 0.00 |
| Kingsport (37664; 44,905) | 1,502 | 1.421 | 1.02 | 0.08 | 0.01 |
| Unicoi (37692; 3,519) | 9,037 | 0.108 | 0.08 | 0.01 | 0.00 |
| Alcoa (37701; 10,596) | 4,584 | 0.368 | 0.26 | 0.02 | 0.00 |
| Blaine (37709; 2,046) | 11,263 | 0.065 | 0.05 | 0.00 | 0.00 |
| Caryville (37714; 2,778) | 10,191 | 0.082 | 0.06 | 0.00 | 0.00 |
| Clinton (37716; 9,181) | 5,129 | 0.309 | 0.22 | 0.02 | 0.00 |
| Plainview (37721; 2,803) | 9,180 | 0.104 | 0.07 | 0.01 | 0.00 |
| Dandridge (37725; 2,870) | 9,292 | 0.102 | 0.07 | 0.01 | 0.00 |
| La Follette (37729; 8,885) | 7,226 | 0.169 | 0.12 | 0.01 | 0.00 |
| Gatlinburg (37738; 7,868) | 5,156 | 0.307 | 0.22 | 0.02 | 0.00 |
| Tusculum (37745; 2,830) | 8,964 | 0.110 | 0.08 | 0.01 | 0.00 |
| Greeneville (37745; 15,626) | 4,183 | 0.421 | 0.30 | 0.02 | 0.00 |
| Harriman (37748; 6,798) | 7,272 | 0.167 | 0.12 | 0.01 | 0.00 |
| Harrogate-Shawnee (37752; 2,865) | 9,291 | 0.102 | 0.07 | 0.01 | 0.00 |
| Jacksboro (37757; 2,276) | 10,941 | 0.070 | 0.05 | 0.00 | 0.00 |
| Jefferson City (37760; 8,435) | 6,165 | 0.227 | 0.16 | 0.01 | 0.00 |
| Jellico (37762; 2,691) | 11,930 | 0.057 | 0.04 | 0.00 | 0.00 |
| Kingston (37763; 5,995) | 6,389 | 0.212 | 0.15 | 0.01 | 0.00 |
| Lenoir City (37771; 9,482) | 5,409 | 0.284 | 0.20 | 0.02 | 0.00 |
| Loudon (37774; 5,296) | 7,318 | 0.165 | 0.12 | 0.01 | 0.00 |
| Louisville (37777; 2,693) | 8,812 | 0.114 | 0.08 | 0.01 | 0.00 |
| Maryville (37802; 34,592) | 1,486 | 1.440 | 1.03 | 0.09 | 0.01 |
| Eagleton Village (37804; 4,883) | 7,678 | 0.151 | 0.11 | 0.01 | 0.00 |
| Mascot (37806; 2,119) | 11,253 | 0.065 | 0.05 | 0.00 | 0.00 |
| Maynardville (37807; 2,266) | 12,134 | 0.054 | 0.04 | 0.00 | 0.00 |
| Midway (37809; 2,491) | 10,054 | 0.084 | 0.06 | 0.00 | 0.00 |
| Morristown (37813; 27,020) | 2,651 | 0.757 | 0.54 | 0.04 | 0.01 |

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| Tennessee - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Mosheim (37818; 1,856) | 11,975 | 0.056 | 0.04 | 0.00 | 0.00 |
| New Market (37820; 1,600) | 11,224 | 0.066 | 0.05 | 0.00 | 0.00 |
| Newport (37822; 7,356) | 7,541 | 0.157 | 0.11 | 0.01 | 0.00 |
| New Tazewell (37824; 2,849) | 11,301 | 0.065 | 0.05 | 0.00 | 0.00 |
| Norris (37828; 1,383) | 11,090 | 0.068 | 0.05 | 0.00 | 0.00 |
| Oak Ridge (37830; 27,053) | 1,791 | 1.177 | 0.84 | 0.07 | 0.01 |
| Oliver Springs (37840; 3,250) | 8,962 | 0.110 | 0.08 | 0.01 | 0.00 |
| Oneida (37841; 3,942) | 9,487 | 0.097 | 0.07 | 0.01 | 0.00 |
| Rockwood (37854; 4,547) | 8,849 | 0.113 | 0.08 | 0.01 | 0.00 |
| Rogersville (37857; 4,412) | 9,090 | 0.106 | 0.08 | 0.01 | 0.00 |
| Sevierville (37864; 24,306) | 2,600 | 0.772 | 0.55 | 0.05 | 0.01 |
| Pigeon Forge (37864; 7,281) | 6,074 | 0.232 | 0.17 | 0.01 | 0.00 |
| Seymour (37865; 8,850) | 4,527 | 0.375 | 0.27 | 0.02 | 0.00 |
| Surgoinsville (37873; 2,705) | 9,392 | 0.099 | 0.07 | 0.01 | 0.00 |
| Sweetwater (37874; 7,077) | 6,466 | 0.208 | 0.15 | 0.01 | 0.00 |
| Tazewell (37879; 2,063) | 12,741 | 0.048 | 0.03 | 0.00 | 0.00 |
| Vonore (37885; 1,955) | 10,904 | 0.070 | 0.05 | 0.00 | 0.00 |
| White Pine (37890; 2,196) | 11,885 | 0.057 | 0.04 | 0.00 | 0.00 |
| Knoxville (37929; 191,253) | 258 | 5.452 | 3.91 | 0.32 | 0.05 |
| Farragut (37933; 23,323) | 1,024 | 2.001 | 1.44 | 0.12 | 0.02 |
| Alamo (38001; 2,334) | 11,474 | 0.062 | 0.04 | 0.00 | 0.00 |
| Arlington (38002; 7,730) | 4,163 | 0.424 | 0.30 | 0.03 | 0.00 |
| Lakeland (38002; 8,828) | 3,519 | 0.539 | 0.39 | 0.03 | 0.01 |
| Atoka (38004; 18,242) | 1,907 | 1.108 | 0.79 | 0.07 | 0.01 |
| Bells (38006; 2,730) | 10,125 | 0.083 | 0.06 | 0.00 | 0.00 |
| Bolivar (38008; 5,284) | 7,531 | 0.157 | 0.11 | 0.01 | 0.00 |
| Brighton (38011; 4,879) | 6,250 | 0.220 | 0.16 | 0.01 | 0.00 |
| Brownsville (38012; 10,577) | 5,230 | 0.299 | 0.21 | 0.02 | 0.00 |
| Covington (38019; 10,767) | 5,499 | 0.276 | 0.20 | 0.02 | 0.00 |
| Dyersburg (38024; 17,250) | 3,688 | 0.505 | 0.36 | 0.03 | 0.00 |
| Collierville (38027; 55,172) | 334 | 4.610 | 3.31 | 0.27 | 0.04 |
| Halls (38040; 2,114) | 12,252 | 0.053 | 0.04 | 0.00 | 0.00 |
| Millington (38054; 10,306) | 4,201 | 0.418 | 0.30 | 0.02 | 0.00 |
| Munford (38058; 8,262) | 4,541 | 0.374 | 0.27 | 0.02 | 0.00 |
| Newbern (38059; 3,260) | 9,547 | 0.096 | 0.07 | 0.01 | 0.00 |
| Oakland (38060; 3,918) | 6,411 | 0.211 | 0.15 | 0.01 | 0.00 |
| Somerville (38060; 4,654) | 9,257 | 0.102 | 0.07 | 0.01 | 0.00 |
| Ripley (38063; 7,564) | 6,894 | 0.186 | 0.13 | 0.01 | 0.00 |
| Whiteville (38075; 3,148) | 10,715 | 0.073 | 0.05 | 0.00 | 0.00 |
| Tiptonville (38079; 2,439) | 12,578 | 0.049 | 0.04 | 0.00 | 0.00 |
| Bartlett (38133; 50,621) | 489 | 3.484 | 2.50 | 0.21 | 0.03 |
| Germantown (38139; 38,235) | 443 | 3.751 | 2.69 | 0.22 | 0.04 |
| Memphis (38142; 742,822) | 24 | 24.867 | 17.84 | 1.47 | 0.24 |
| McKenzie (38201; 6,053) | 7,031 | 0.178 | 0.13 | 0.01 | 0.00 |
| Dresden (38225; 2,324) | 11,326 | 0.064 | 0.05 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Tennessee - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|---------------|--------------|-------------|-------------|
| Greenfield (38230; 1,805) | 12,560 | 0.049 | 0.04 | 0.00 | 0.00 |
| Martin (38238; 8,934) | 5,894 | 0.245 | 0.18 | 0.01 | 0.00 |
| Paris (38242; 10,159) | 5,621 | 0.266 | 0.19 | 0.02 | 0.00 |
| South Fulton (38257; 2,350) | 11,141 | 0.067 | 0.05 | 0.00 | 0.00 |
| Union City (38261; 10,662) | 4,973 | 0.325 | 0.23 | 0.02 | 0.00 |
| Jackson (38302; 68,686) | 826 | 2.364 | 1.70 | 0.14 | 0.02 |
| Adamsville (38310; 2,241) | 10,798 | 0.072 | 0.05 | 0.00 | 0.00 |
| Camden (38320; 3,517) | 9,529 | 0.096 | 0.07 | 0.01 | 0.00 |
| Crump (38327; 1,596) | 12,652 | 0.049 | 0.03 | 0.00 | 0.00 |
| Dyer (38330; 2,424) | 10,857 | 0.071 | 0.05 | 0.00 | 0.00 |
| Henderson (38340; 6,944) | 6,022 | 0.235 | 0.17 | 0.01 | 0.00 |
| Humboldt (38343; 8,946) | 5,908 | 0.244 | 0.18 | 0.01 | 0.00 |
| Three Way (38343; 1,375) | 9,837 | 0.089 | 0.06 | 0.01 | 0.00 |
| Huntingdon (38344; 3,883) | 8,919 | 0.111 | 0.08 | 0.01 | 0.00 |
| Lexington (38351; 8,286) | 5,767 | 0.255 | 0.18 | 0.02 | 0.00 |
| Milan (38358; 8,200) | 5,684 | 0.262 | 0.19 | 0.02 | 0.00 |
| Parsons (38363; 2,384) | 11,986 | 0.056 | 0.04 | 0.00 | 0.00 |
| Savannah (38372; 7,815) | 6,912 | 0.185 | 0.13 | 0.01 | 0.00 |
| Selmer (38375; 4,727) | 7,996 | 0.140 | 0.10 | 0.01 | 0.00 |
| Trenton (38382; 4,371) | 8,450 | 0.125 | 0.09 | 0.01 | 0.00 |
| Columbia (38401; 35,238) | 1,619 | 1.311 | 0.94 | 0.08 | 0.01 |
| Clifton (38425; 2,625) | 11,554 | 0.061 | 0.04 | 0.00 | 0.00 |
| Hohenwald (38462; 3,891) | 9,380 | 0.100 | 0.07 | 0.01 | 0.00 |
| Lawrenceburg (38464; 11,062) | 5,285 | 0.296 | 0.21 | 0.02 | 0.00 |
| Loretto (38469; 1,809) | 11,717 | 0.059 | 0.04 | 0.00 | 0.00 |
| Mount Pleasant (38474; 4,438) | 7,770 | 0.147 | 0.11 | 0.01 | 0.00 |
| Pulaski (38478; 7,775) | 6,239 | 0.221 | 0.16 | 0.01 | 0.00 |
| Waynesboro (38485; 1,941) | 12,437 | 0.051 | 0.04 | 0.00 | 0.00 |
| Algood (38501; 3,561) | 9,342 | 0.100 | 0.07 | 0.01 | 0.00 |
| Cookeville (38506; 42,711) | 1,794 | 1.175 | 0.84 | 0.07 | 0.01 |
| Lake Tansi (38555; 2,621) | 10,235 | 0.081 | 0.06 | 0.00 | 0.00 |
| Fairfield Glade (38555; 4,885) | 6,307 | 0.217 | 0.16 | 0.01 | 0.00 |
| Gordonsville (38563; 1,286) | 12,594 | 0.049 | 0.04 | 0.00 | 0.00 |
| Livingston (38570; 3,372) | 10,194 | 0.082 | 0.06 | 0.00 | 0.00 |
| Crossville (38572; 13,541) | 4,632 | 0.362 | 0.26 | 0.02 | 0.00 |
| Monterey (38574; 2,988) | 10,717 | 0.073 | 0.05 | 0.00 | 0.00 |
| Sparta (38583; 5,015) | 8,485 | 0.124 | 0.09 | 0.01 | 0.00 |
| Total 3,475,994 | | 139.39 | 100.0 | 8.26 | 1.35 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

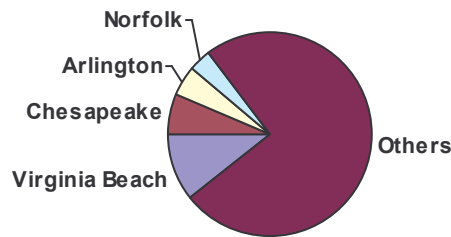
9.32 LATENT DEMAND BY YEAR - VIRGINIA

The Latent Demand for Graphic Design Services in Virginia: 2002 - 2012

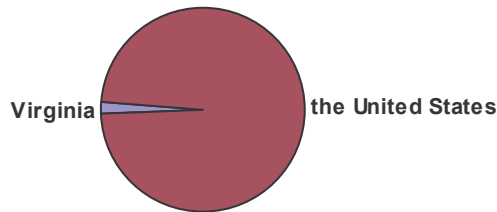
| Year | Virginia | % of Region | % of USA |
|------|----------|-------------|----------|
| 2002 | 205.82 | 12.20% | 2.01% |
| 2003 | 202.49 | 12.12% | 1.99% |
| 2004 | 199.21 | 12.04% | 1.97% |
| 2005 | 195.98 | 11.96% | 1.96% |
| 2006 | 194.33 | 11.90% | 1.94% |
| 2007 | 201.91 | 11.96% | 1.96% |
| 2008 | 211.40 | 12.04% | 1.97% |
| 2009 | 221.34 | 12.11% | 1.99% |
| 2010 | 231.74 | 12.19% | 2.01% |
| 2011 | 242.63 | 12.27% | 2.02% |
| 2012 | 254.04 | 12.35% | 2.04% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Virginia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Virginia: 2007



9.33 CITIES SORTED BY RANK - VIRGINIA

Virginia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Virginia Beach (487,945) | 35 | 21.369 | 10.58 | 1.27 | 0.21 |
| Chesapeake (268,992) | 84 | 12.273 | 6.08 | 0.73 | 0.12 |
| Arlington (176,247) | 109 | 9.984 | 4.94 | 0.59 | 0.10 |
| Norfolk (248,699) | 173 | 7.115 | 3.52 | 0.42 | 0.07 |
| Alexandria (127,822) | 201 | 6.443 | 3.19 | 0.38 | 0.06 |
| Newport News (187,425) | 213 | 6.168 | 3.05 | 0.37 | 0.06 |
| Hampton (144,641) | 283 | 5.141 | 2.55 | 0.30 | 0.05 |
| Richmond (177,319) | 301 | 4.962 | 2.46 | 0.29 | 0.05 |
| Suffolk (133,336) | 304 | 4.929 | 2.44 | 0.29 | 0.05 |
| Burke (57,737) | 311 | 4.857 | 2.41 | 0.29 | 0.05 |
| McLean (38,929) | 376 | 4.240 | 2.10 | 0.25 | 0.04 |
| Reston (56,407) | 401 | 4.059 | 2.01 | 0.24 | 0.04 |
| Leesburg (64,810) | 406 | 4.013 | 1.99 | 0.24 | 0.04 |
| Annandale (54,994) | 466 | 3.588 | 1.78 | 0.21 | 0.03 |
| Dale City (55,971) | 527 | 3.289 | 1.63 | 0.19 | 0.03 |
| Chantilly (41,041) | 540 | 3.247 | 1.61 | 0.19 | 0.03 |
| Centreville (48,661) | 561 | 3.117 | 1.54 | 0.18 | 0.03 |
| Portsmouth (95,469) | 628 | 2.897 | 1.43 | 0.17 | 0.03 |
| Manassas (46,209) | 770 | 2.510 | 1.24 | 0.15 | 0.02 |
| Roanoke (85,072) | 832 | 2.350 | 1.16 | 0.14 | 0.02 |
| Oakton (29,348) | 841 | 2.320 | 1.15 | 0.14 | 0.02 |
| Franconia (31,907) | 871 | 2.265 | 1.12 | 0.13 | 0.02 |
| Tuckahoe (43,242) | 940 | 2.155 | 1.07 | 0.13 | 0.02 |
| West Springfield (28,378) | 943 | 2.150 | 1.06 | 0.13 | 0.02 |
| Lake Ridge (30,404) | 1,051 | 1.954 | 0.97 | 0.12 | 0.02 |
| Springfield (30,417) | 1,093 | 1.905 | 0.94 | 0.11 | 0.02 |
| Lynchburg (63,963) | 1,133 | 1.854 | 0.92 | 0.11 | 0.02 |
| Wolf Trap (14,001) | 1,246 | 1.709 | 0.85 | 0.10 | 0.02 |
| Jefferson (27,422) | 1,303 | 1.638 | 0.81 | 0.10 | 0.02 |
| Mount Vernon (28,582) | 1,362 | 1.571 | 0.78 | 0.09 | 0.02 |
| Mechanicsville (30,464) | 1,374 | 1.562 | 0.77 | 0.09 | 0.02 |
| Newington (19,784) | 1,463 | 1.464 | 0.73 | 0.09 | 0.01 |
| Woodbridge (31,941) | 1,474 | 1.451 | 0.72 | 0.09 | 0.01 |
| Fairfax (23,828) | 1,475 | 1.449 | 0.72 | 0.09 | 0.01 |
| Herndon (21,731) | 1,498 | 1.425 | 0.71 | 0.08 | 0.01 |
| Charlottesville (45,049) | 1,687 | 1.256 | 0.62 | 0.07 | 0.01 |
| Montclair (15,728) | 1,689 | 1.252 | 0.62 | 0.07 | 0.01 |
| Vienna (16,086) | 1,709 | 1.237 | 0.61 | 0.07 | 0.01 |
| Tysons Corner (18,540) | 1,710 | 1.236 | 0.61 | 0.07 | 0.01 |
| Great Falls (8,549) | 1,723 | 1.228 | 0.61 | 0.07 | 0.01 |
| Fort Hunt (12,923) | 1,775 | 1.188 | 0.59 | 0.07 | 0.01 |
| Harrisonburg (42,942) | 1,818 | 1.156 | 0.57 | 0.07 | 0.01 |
| Groveton (21,296) | 1,829 | 1.152 | 0.57 | 0.07 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Virginia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Cave Spring (24,941) | 1,834 | 1.148 | 0.57 | 0.07 | 0.01 |
| Rose Hill (15,058) | 1,933 | 1.094 | 0.54 | 0.06 | 0.01 |
| Bailey's Crossroads (23,166) | 1,967 | 1.076 | 0.53 | 0.06 | 0.01 |
| Danville (40,770) | 2,120 | 0.986 | 0.49 | 0.06 | 0.01 |
| Idylwood (16,005) | 2,163 | 0.963 | 0.48 | 0.06 | 0.01 |
| Lorton (17,786) | 2,164 | 0.962 | 0.48 | 0.06 | 0.01 |
| Lincolnia (15,788) | 2,257 | 0.911 | 0.45 | 0.05 | 0.01 |
| Winchester (28,767) | 2,305 | 0.888 | 0.44 | 0.05 | 0.01 |
| Manassas Park (16,140) | 2,321 | 0.882 | 0.44 | 0.05 | 0.01 |
| Chester (17,890) | 2,382 | 0.855 | 0.42 | 0.05 | 0.01 |
| Bon Air (16,213) | 2,428 | 0.838 | 0.42 | 0.05 | 0.01 |
| Falls Church (12,092) | 2,483 | 0.815 | 0.40 | 0.05 | 0.01 |
| Salem (23,197) | 2,485 | 0.813 | 0.40 | 0.05 | 0.01 |
| Petersburg (29,989) | 2,582 | 0.778 | 0.39 | 0.05 | 0.01 |
| Blacksburg (38,163) | 2,598 | 0.773 | 0.38 | 0.05 | 0.01 |
| Fredericksburg (24,435) | 2,636 | 0.760 | 0.38 | 0.05 | 0.01 |
| Colonial Heights (19,471) | 2,649 | 0.757 | 0.37 | 0.04 | 0.01 |
| Hybla Valley (16,721) | 2,710 | 0.738 | 0.37 | 0.04 | 0.01 |
| Waynesboro (24,930) | 2,732 | 0.733 | 0.36 | 0.04 | 0.01 |
| Warrenton (15,969) | 2,747 | 0.729 | 0.36 | 0.04 | 0.01 |
| Merrifield (11,170) | 2,826 | 0.707 | 0.35 | 0.04 | 0.01 |
| Christiansburg (19,229) | 2,827 | 0.706 | 0.35 | 0.04 | 0.01 |
| Staunton (23,769) | 2,835 | 0.704 | 0.35 | 0.04 | 0.01 |
| Hopewell (22,436) | 2,946 | 0.670 | 0.33 | 0.04 | 0.01 |
| Lake Barcroft (8,906) | 2,947 | 0.669 | 0.33 | 0.04 | 0.01 |
| Poquoson (12,126) | 2,964 | 0.664 | 0.33 | 0.04 | 0.01 |
| Dunn Loring (7,861) | 2,967 | 0.664 | 0.33 | 0.04 | 0.01 |
| Linton Hall (8,620) | 3,067 | 0.638 | 0.32 | 0.04 | 0.01 |
| Wyndham (6,176) | 3,095 | 0.632 | 0.31 | 0.04 | 0.01 |
| Glen Allen (12,562) | 3,126 | 0.624 | 0.31 | 0.04 | 0.01 |
| North Springfield (9,173) | 3,215 | 0.603 | 0.30 | 0.04 | 0.01 |
| Mantua (7,485) | 3,242 | 0.595 | 0.29 | 0.04 | 0.01 |
| Aquia Harbour (7,856) | 3,317 | 0.578 | 0.29 | 0.03 | 0.01 |
| Laurel (14,875) | 3,384 | 0.563 | 0.28 | 0.03 | 0.01 |
| Hollins (14,309) | 3,497 | 0.544 | 0.27 | 0.03 | 0.01 |
| Highland Springs (15,137) | 3,499 | 0.544 | 0.27 | 0.03 | 0.01 |
| Culpeper (16,617) | 3,562 | 0.530 | 0.26 | 0.03 | 0.01 |
| Front Royal (16,263) | 3,674 | 0.509 | 0.25 | 0.03 | 0.00 |
| Bull Run (11,337) | 3,689 | 0.505 | 0.25 | 0.03 | 0.00 |
| Purcellville (8,748) | 3,763 | 0.489 | 0.24 | 0.03 | 0.00 |
| Sudley (7,719) | 3,891 | 0.465 | 0.23 | 0.03 | 0.00 |
| Bristol (17,153) | 4,170 | 0.422 | 0.21 | 0.03 | 0.00 |
| Timberlake (10,683) | 4,236 | 0.414 | 0.21 | 0.02 | 0.00 |
| East Highland Park (12,488) | 4,283 | 0.408 | 0.20 | 0.02 | 0.00 |
| Lakeside (11,157) | 4,285 | 0.408 | 0.20 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Virginia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Forest (8,006) | 4,356 | 0.397 | 0.20 | 0.02 | 0.00 |
| Huntington (8,325) | 4,388 | 0.392 | 0.19 | 0.02 | 0.00 |
| Gloucester Point (9,429) | 4,436 | 0.386 | 0.19 | 0.02 | 0.00 |
| Seven Corners (8,701) | 4,751 | 0.349 | 0.17 | 0.02 | 0.00 |
| Pimmit Hills (6,152) | 4,752 | 0.349 | 0.17 | 0.02 | 0.00 |
| Martinsville (13,982) | 4,788 | 0.345 | 0.17 | 0.02 | 0.00 |
| Lake Monticello (6,852) | 4,810 | 0.342 | 0.17 | 0.02 | 0.00 |
| Stuarts Draft (8,367) | 4,824 | 0.341 | 0.17 | 0.02 | 0.00 |
| Madison Heights (11,584) | 4,861 | 0.337 | 0.17 | 0.02 | 0.00 |
| Williamsburg (10,017) | 4,898 | 0.334 | 0.17 | 0.02 | 0.00 |
| Smithfield (8,381) | 4,968 | 0.326 | 0.16 | 0.02 | 0.00 |
| West Gate (7,493) | 4,974 | 0.325 | 0.16 | 0.02 | 0.00 |
| Yorkshire (6,732) | 5,058 | 0.317 | 0.16 | 0.02 | 0.00 |
| Gainesville (4,382) | 5,217 | 0.301 | 0.15 | 0.02 | 0.00 |
| Radford (11,919) | 5,650 | 0.264 | 0.13 | 0.02 | 0.00 |
| Ashland (8,014) | 5,703 | 0.260 | 0.13 | 0.02 | 0.00 |
| Fort Belvoir (7,176) | 5,766 | 0.255 | 0.13 | 0.02 | 0.00 |
| Franklin (8,858) | 5,799 | 0.252 | 0.12 | 0.01 | 0.00 |
| Quantico Station (6,571) | 5,902 | 0.245 | 0.12 | 0.01 | 0.00 |
| Fort Lee (7,269) | 5,983 | 0.237 | 0.12 | 0.01 | 0.00 |
| Abingdon (8,424) | 6,030 | 0.235 | 0.12 | 0.01 | 0.00 |
| Montrose (7,018) | 6,117 | 0.230 | 0.11 | 0.01 | 0.00 |
| Vinton (7,626) | 6,208 | 0.224 | 0.11 | 0.01 | 0.00 |
| Fishersville (4,998) | 6,234 | 0.222 | 0.11 | 0.01 | 0.00 |
| Loch Lomond (3,411) | 6,357 | 0.214 | 0.11 | 0.01 | 0.00 |
| Chamberlayne (4,380) | 6,376 | 0.213 | 0.11 | 0.01 | 0.00 |
| Collinsville (7,777) | 6,382 | 0.212 | 0.11 | 0.01 | 0.00 |
| Wytheville (8,254) | 6,459 | 0.208 | 0.10 | 0.01 | 0.00 |
| Bridgewater (5,609) | 6,477 | 0.207 | 0.10 | 0.01 | 0.00 |
| Dumbarton (6,674) | 6,609 | 0.200 | 0.10 | 0.01 | 0.00 |
| Ettrick (5,627) | 6,705 | 0.195 | 0.10 | 0.01 | 0.00 |
| Spotsylvania Courthouse (3,833) | 6,753 | 0.193 | 0.10 | 0.01 | 0.00 |
| Triangle (5,500) | 6,761 | 0.192 | 0.10 | 0.01 | 0.00 |
| Pulaski (8,317) | 6,793 | 0.191 | 0.09 | 0.01 | 0.00 |
| Falmouth (3,624) | 6,845 | 0.188 | 0.09 | 0.01 | 0.00 |
| Bellwood (5,974) | 6,904 | 0.185 | 0.09 | 0.01 | 0.00 |
| Lexington (7,035) | 6,940 | 0.183 | 0.09 | 0.01 | 0.00 |
| Dumfries (4,591) | 6,989 | 0.180 | 0.09 | 0.01 | 0.00 |
| Farmville (7,528) | 7,019 | 0.178 | 0.09 | 0.01 | 0.00 |
| Buena Vista (5,882) | 7,174 | 0.171 | 0.08 | 0.01 | 0.00 |
| Blue Ridge (3,188) | 7,214 | 0.170 | 0.08 | 0.01 | 0.00 |
| South Boston (7,211) | 7,248 | 0.168 | 0.08 | 0.01 | 0.00 |
| Chesterfield Court House (3,558) | 7,270 | 0.167 | 0.08 | 0.01 | 0.00 |
| Covington (6,126) | 7,278 | 0.167 | 0.08 | 0.01 | 0.00 |
| Galax (6,151) | 7,557 | 0.156 | 0.08 | 0.01 | 0.00 |

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Virginia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Bedford (6,026) | 7,561 | 0.156 | 0.08 | 0.01 | 0.00 |
| Emporia (5,708) | 7,568 | 0.156 | 0.08 | 0.01 | 0.00 |
| Woodstock (4,821) | 7,634 | 0.153 | 0.08 | 0.01 | 0.00 |
| Luray (4,893) | 7,685 | 0.151 | 0.07 | 0.01 | 0.00 |
| West Point (3,378) | 7,687 | 0.151 | 0.07 | 0.01 | 0.00 |
| Bensley (5,435) | 7,724 | 0.149 | 0.07 | 0.01 | 0.00 |
| South Hill (5,169) | 7,850 | 0.144 | 0.07 | 0.01 | 0.00 |
| Bluefield (4,895) | 7,949 | 0.142 | 0.07 | 0.01 | 0.00 |
| Strasburg (4,752) | 7,989 | 0.140 | 0.07 | 0.01 | 0.00 |
| Cloverdale (2,986) | 8,010 | 0.139 | 0.07 | 0.01 | 0.00 |
| Marion (5,647) | 8,265 | 0.130 | 0.06 | 0.01 | 0.00 |
| Berryville (3,600) | 8,303 | 0.129 | 0.06 | 0.01 | 0.00 |
| Orange (4,995) | 8,329 | 0.128 | 0.06 | 0.01 | 0.00 |
| Chincoteague (4,728) | 8,574 | 0.121 | 0.06 | 0.01 | 0.00 |
| Broadway (3,304) | 8,627 | 0.119 | 0.06 | 0.01 | 0.00 |
| Verona (3,638) | 8,655 | 0.119 | 0.06 | 0.01 | 0.00 |
| Crozet (2,820) | 8,698 | 0.117 | 0.06 | 0.01 | 0.00 |
| Massanutten (1,945) | 9,049 | 0.107 | 0.05 | 0.01 | 0.00 |
| North Shore (2,112) | 9,146 | 0.105 | 0.05 | 0.01 | 0.00 |
| Tazewell (4,023) | 9,230 | 0.103 | 0.05 | 0.01 | 0.00 |
| Matoaca (2,273) | 9,270 | 0.102 | 0.05 | 0.01 | 0.00 |
| Colonial Beach (3,534) | 9,330 | 0.101 | 0.05 | 0.01 | 0.00 |
| Clifton Forge (4,289) | 9,337 | 0.101 | 0.05 | 0.01 | 0.00 |
| Rocky Mount (4,066) | 9,428 | 0.098 | 0.05 | 0.01 | 0.00 |
| Big Stone Gap (4,856) | 9,612 | 0.094 | 0.05 | 0.01 | 0.00 |
| Chatmoss (1,742) | 9,683 | 0.092 | 0.05 | 0.01 | 0.00 |
| Altavista (3,197) | 9,712 | 0.091 | 0.05 | 0.01 | 0.00 |
| Pearisburg (2,895) | 9,871 | 0.088 | 0.04 | 0.01 | 0.00 |
| Richlands (4,046) | 9,957 | 0.086 | 0.04 | 0.01 | 0.00 |
| Daleville (1,454) | 10,001 | 0.085 | 0.04 | 0.01 | 0.00 |
| Blackstone (3,350) | 10,112 | 0.083 | 0.04 | 0.00 | 0.00 |
| Gloucester Courthouse (2,269) | 10,154 | 0.082 | 0.04 | 0.00 | 0.00 |
| Wise (3,166) | 10,215 | 0.081 | 0.04 | 0.00 | 0.00 |
| Grottoes (2,333) | 10,224 | 0.081 | 0.04 | 0.00 | 0.00 |
| Hillsville (3,192) | 10,424 | 0.078 | 0.04 | 0.00 | 0.00 |
| Lebanon (3,093) | 10,472 | 0.077 | 0.04 | 0.00 | 0.00 |
| Horse Pasture (2,255) | 10,476 | 0.077 | 0.04 | 0.00 | 0.00 |
| Tappahannock (2,391) | 10,758 | 0.072 | 0.04 | 0.00 | 0.00 |
| Nokesville (1,236) | 10,865 | 0.071 | 0.04 | 0.00 | 0.00 |
| New Market (2,380) | 10,979 | 0.069 | 0.03 | 0.00 | 0.00 |
| Woodlawn (2,249) | 11,004 | 0.069 | 0.03 | 0.00 | 0.00 |
| Norton (3,331) | 11,048 | 0.068 | 0.03 | 0.00 | 0.00 |
| Saltville (2,482) | 11,150 | 0.067 | 0.03 | 0.00 | 0.00 |
| Patrick Springs (2,068) | 11,261 | 0.065 | 0.03 | 0.00 | 0.00 |
| Crewe (2,139) | 11,265 | 0.065 | 0.03 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Virginia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|---------------|--------------|--------------|-------------|
| Elkton (2,026) | 11,282 | 0.065 | 0.03 | 0.00 | 0.00 |
| Narrows (2,250) | 11,317 | 0.064 | 0.03 | 0.00 | 0.00 |
| Emory-Meadow View (2,266) | 11,378 | 0.064 | 0.03 | 0.00 | 0.00 |
| Fairlawn (2,211) | 11,382 | 0.064 | 0.03 | 0.00 | 0.00 |
| Amherst (2,136) | 11,400 | 0.063 | 0.03 | 0.00 | 0.00 |
| Glade Spring (2,232) | 11,404 | 0.063 | 0.03 | 0.00 | 0.00 |
| Lyndhurst (1,527) | 11,498 | 0.062 | 0.03 | 0.00 | 0.00 |
| Gordonsville (1,841) | 11,729 | 0.059 | 0.03 | 0.00 | 0.00 |
| Waverly (1,897) | 11,857 | 0.057 | 0.03 | 0.00 | 0.00 |
| Shenandoah (1,871) | 11,887 | 0.057 | 0.03 | 0.00 | 0.00 |
| Mount Jackson (1,954) | 11,889 | 0.057 | 0.03 | 0.00 | 0.00 |
| Claypool Hill (1,719) | 11,971 | 0.056 | 0.03 | 0.00 | 0.00 |
| Gate City (1,858) | 12,218 | 0.053 | 0.03 | 0.00 | 0.00 |
| Dublin (2,051) | 12,382 | 0.051 | 0.03 | 0.00 | 0.00 |
| Castlewood (2,036) | 12,512 | 0.050 | 0.02 | 0.00 | 0.00 |
| Crimora (1,796) | 12,590 | 0.049 | 0.02 | 0.00 | 0.00 |
| Adwolf (1,457) | 12,638 | 0.049 | 0.02 | 0.00 | 0.00 |
| Timberville (1,598) | 12,655 | 0.048 | 0.02 | 0.00 | 0.00 |
| Stephens City (1,480) | 12,807 | 0.047 | 0.02 | 0.00 | 0.00 |
| Louisa (1,729) | 12,880 | 0.046 | 0.02 | 0.00 | 0.00 |
| Total 4,495,219 | | 201.91 | 100.0 | 11.96 | 1.96 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

9.34 CITIES SORTED BY ZIPCODE - VIRGINIA

Virginia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| West Gate (20109; 7,493) | 4,974 | 0.325 | 0.16 | 0.02 | 0.00 |
| Sudley (20109; 7,719) | 3,891 | 0.465 | 0.23 | 0.03 | 0.00 |
| Bull Run (20109; 11,337) | 3,689 | 0.505 | 0.25 | 0.03 | 0.00 |
| Loch Lomond (20110; 3,411) | 6,357 | 0.214 | 0.11 | 0.01 | 0.00 |
| Manassas Park (20111; 16,140) | 2,321 | 0.882 | 0.44 | 0.05 | 0.01 |
| Yorkshire (20111; 6,732) | 5,058 | 0.317 | 0.16 | 0.02 | 0.00 |
| Manassas (20113; 46,209) | 770 | 2.510 | 1.24 | 0.15 | 0.02 |
| Centreville (20120; 48,661) | 561 | 3.117 | 1.54 | 0.18 | 0.03 |
| Linton Hall (20136; 8,620) | 3,067 | 0.638 | 0.32 | 0.04 | 0.01 |
| Chantilly (20153; 41,041) | 540 | 3.247 | 1.61 | 0.19 | 0.03 |
| Gainesville (20155; 4,382) | 5,217 | 0.301 | 0.15 | 0.02 | 0.00 |
| Purcellville (20160; 8,748) | 3,763 | 0.489 | 0.24 | 0.03 | 0.00 |
| Herndon (20172; 21,731) | 1,498 | 1.425 | 0.71 | 0.08 | 0.01 |
| Leesburg (20175; 64,810) | 406 | 4.013 | 1.99 | 0.24 | 0.04 |
| Nokesville (20182; 1,236) | 10,865 | 0.071 | 0.04 | 0.00 | 0.00 |
| Warrenton (20188; 15,969) | 2,747 | 0.729 | 0.36 | 0.04 | 0.01 |
| Reston (20194; 56,407) | 401 | 4.059 | 2.01 | 0.24 | 0.04 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Virginia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Annandale (22003; 54,994) | 466 | 3.588 | 1.78 | 0.21 | 0.03 |
| Burke (22015; 57,737) | 311 | 4.857 | 2.41 | 0.29 | 0.05 |
| Springfield (22015; 30,417) | 1,093 | 1.905 | 0.94 | 0.11 | 0.02 |
| Montclair (22025; 15,728) | 1,689 | 1.252 | 0.62 | 0.07 | 0.01 |
| Dumfries (22026; 4,591) | 6,989 | 0.180 | 0.09 | 0.01 | 0.00 |
| Dunn Loring (22027; 7,861) | 2,967 | 0.664 | 0.33 | 0.04 | 0.01 |
| Mantua (22031; 7,485) | 3,242 | 0.595 | 0.29 | 0.04 | 0.01 |
| Fairfax (22031; 23,828) | 1,475 | 1.449 | 0.72 | 0.09 | 0.01 |
| Bailey's Crossroads (22041; 23,166) | 1,967 | 1.076 | 0.53 | 0.06 | 0.01 |
| Jefferson (22042; 27,422) | 1,303 | 1.638 | 0.81 | 0.10 | 0.02 |
| Pimmit Hills (22043; 6,152) | 4,752 | 0.349 | 0.17 | 0.02 | 0.00 |
| Idylwood (22043; 16,005) | 2,163 | 0.963 | 0.48 | 0.06 | 0.01 |
| Lake Barcroft (22044; 8,906) | 2,947 | 0.669 | 0.33 | 0.04 | 0.01 |
| Falls Church (22044; 12,092) | 2,483 | 0.815 | 0.40 | 0.05 | 0.01 |
| Seven Corners (22044; 8,701) | 4,751 | 0.349 | 0.17 | 0.02 | 0.00 |
| Fort Belvoir (22060; 7,176) | 5,766 | 0.255 | 0.13 | 0.02 | 0.00 |
| Great Falls (22066; 8,549) | 1,723 | 1.228 | 0.61 | 0.07 | 0.01 |
| Lorton (22079; 17,786) | 2,164 | 0.962 | 0.48 | 0.06 | 0.01 |
| Merrifield (22082; 11,170) | 2,826 | 0.707 | 0.35 | 0.04 | 0.01 |
| Tysons Corner (22102; 18,540) | 1,710 | 1.236 | 0.61 | 0.07 | 0.01 |
| McLean (22103; 38,929) | 376 | 4.240 | 2.10 | 0.25 | 0.04 |
| Mount Vernon (22121; 28,582) | 1,362 | 1.571 | 0.78 | 0.09 | 0.02 |
| Newington (22122; 19,784) | 1,463 | 1.464 | 0.73 | 0.09 | 0.01 |
| Oakton (22124; 29,348) | 841 | 2.320 | 1.15 | 0.14 | 0.02 |
| Quantico Station (22134; 6,571) | 5,902 | 0.245 | 0.12 | 0.01 | 0.00 |
| North Springfield (22151; 9,173) | 3,215 | 0.603 | 0.30 | 0.04 | 0.01 |
| West Springfield (22152; 28,378) | 943 | 2.150 | 1.06 | 0.13 | 0.02 |
| Triangle (22172; 5,500) | 6,761 | 0.192 | 0.10 | 0.01 | 0.00 |
| Wolf Trap (22182; 14,001) | 1,246 | 1.709 | 0.85 | 0.10 | 0.02 |
| Vienna (22183; 16,086) | 1,709 | 1.237 | 0.61 | 0.07 | 0.01 |
| Lake Ridge (22192; 30,404) | 1,051 | 1.954 | 0.97 | 0.12 | 0.02 |
| Woodbridge (22193; 31,941) | 1,474 | 1.451 | 0.72 | 0.09 | 0.01 |
| Dale City (22193; 55,971) | 527 | 3.289 | 1.63 | 0.19 | 0.03 |
| Arlington (22229; 176,247) | 109 | 9.984 | 4.94 | 0.59 | 0.10 |
| Huntington (22303; 8,325) | 4,388 | 0.392 | 0.19 | 0.02 | 0.00 |
| Groveton (22306; 21,296) | 1,829 | 1.152 | 0.57 | 0.07 | 0.01 |
| Hybla Valley (22306; 16,721) | 2,710 | 0.738 | 0.37 | 0.04 | 0.01 |
| Fort Hunt (22308; 12,923) | 1,775 | 1.188 | 0.59 | 0.07 | 0.01 |
| Franconia (22310; 31,907) | 871 | 2.265 | 1.12 | 0.13 | 0.02 |
| Lincolnia (22312; 15,788) | 2,257 | 0.911 | 0.45 | 0.05 | 0.01 |
| Alexandria (22315; 127,822) | 201 | 6.443 | 3.19 | 0.38 | 0.06 |
| Fredericksburg (22403; 24,435) | 2,636 | 0.760 | 0.38 | 0.05 | 0.01 |
| Falmouth (22403; 3,624) | 6,845 | 0.188 | 0.09 | 0.01 | 0.00 |
| Colonial Beach (22443; 3,534) | 9,330 | 0.101 | 0.05 | 0.01 | 0.00 |
| Spotsylvania Courthouse (22553; 3,833) | 6,753 | 0.193 | 0.10 | 0.01 | 0.00 |

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Virginia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Aquia Harbour (22554; 7,856) | 3,317 | 0.578 | 0.29 | 0.03 | 0.01 |
| Tappahannock (22560; 2,391) | 10,758 | 0.072 | 0.04 | 0.00 | 0.00 |
| Berryville (22611; 3,600) | 8,303 | 0.129 | 0.06 | 0.01 | 0.00 |
| Front Royal (22630; 16,263) | 3,674 | 0.509 | 0.25 | 0.03 | 0.00 |
| Winchester (22638; 28,767) | 2,305 | 0.888 | 0.44 | 0.05 | 0.01 |
| Stephens City (22655; 1,480) | 12,807 | 0.047 | 0.02 | 0.00 | 0.00 |
| Strasburg (22657; 4,752) | 7,989 | 0.140 | 0.07 | 0.01 | 0.00 |
| Woodstock (22664; 4,821) | 7,634 | 0.153 | 0.08 | 0.01 | 0.00 |
| Culpeper (22735; 16,617) | 3,562 | 0.530 | 0.26 | 0.03 | 0.01 |
| Harrisonburg (22803; 42,942) | 1,818 | 1.156 | 0.57 | 0.07 | 0.01 |
| Bridgewater (22812; 5,609) | 6,477 | 0.207 | 0.10 | 0.01 | 0.00 |
| Broadway (22815; 3,304) | 8,627 | 0.119 | 0.06 | 0.01 | 0.00 |
| Elkton (22827; 2,026) | 11,282 | 0.065 | 0.03 | 0.00 | 0.00 |
| Luray (22835; 4,893) | 7,685 | 0.151 | 0.07 | 0.01 | 0.00 |
| Massanutten (22840; 1,945) | 9,049 | 0.107 | 0.05 | 0.01 | 0.00 |
| Mount Jackson (22842; 1,954) | 11,889 | 0.057 | 0.03 | 0.00 | 0.00 |
| New Market (22844; 2,380) | 10,979 | 0.069 | 0.03 | 0.00 | 0.00 |
| Shenandoah (22849; 1,871) | 11,887 | 0.057 | 0.03 | 0.00 | 0.00 |
| Timberville (22853; 1,598) | 12,655 | 0.048 | 0.02 | 0.00 | 0.00 |
| Charlottesville (22908; 45,049) | 1,687 | 1.256 | 0.62 | 0.07 | 0.01 |
| Crozet (22932; 2,820) | 8,698 | 0.117 | 0.06 | 0.01 | 0.00 |
| Fishersville (22939; 4,998) | 6,234 | 0.222 | 0.11 | 0.01 | 0.00 |
| Gordonsville (22942; 1,841) | 11,729 | 0.059 | 0.03 | 0.00 | 0.00 |
| Lyndhurst (22952; 1,527) | 11,498 | 0.062 | 0.03 | 0.00 | 0.00 |
| Orange (22960; 4,995) | 8,329 | 0.128 | 0.06 | 0.01 | 0.00 |
| Lake Monticello (22963; 6,852) | 4,810 | 0.342 | 0.17 | 0.02 | 0.00 |
| Waynesboro (22980; 24,930) | 2,732 | 0.733 | 0.36 | 0.04 | 0.01 |
| Ashland (23005; 8,014) | 5,703 | 0.260 | 0.13 | 0.02 | 0.00 |
| Wyndham (23059; 6,176) | 3,095 | 0.632 | 0.31 | 0.04 | 0.01 |
| Glen Allen (23059; 12,562) | 3,126 | 0.624 | 0.31 | 0.04 | 0.01 |
| Gloucester Courthouse (23061; 2,269) | 10,154 | 0.082 | 0.04 | 0.00 | 0.00 |
| Gloucester Point (23062; 9,429) | 4,436 | 0.386 | 0.19 | 0.02 | 0.00 |
| Highland Springs (23075; 15,137) | 3,499 | 0.544 | 0.27 | 0.03 | 0.01 |
| Louisa (23093; 1,729) | 12,880 | 0.046 | 0.02 | 0.00 | 0.00 |
| Mechanicsville (23116; 30,464) | 1,374 | 1.562 | 0.77 | 0.09 | 0.02 |
| West Point (23181; 3,378) | 7,687 | 0.151 | 0.07 | 0.01 | 0.00 |
| Williamsburg (23188; 10,017) | 4,898 | 0.334 | 0.17 | 0.02 | 0.00 |
| East Highland Park (23223; 12,488) | 4,283 | 0.408 | 0.20 | 0.02 | 0.00 |
| Chamberlayne (23227; 4,380) | 6,376 | 0.213 | 0.11 | 0.01 | 0.00 |
| Laurel (23228; 14,875) | 3,384 | 0.563 | 0.28 | 0.03 | 0.01 |
| Lakeside (23228; 11,157) | 4,285 | 0.408 | 0.20 | 0.02 | 0.00 |
| Tuckahoe (23229; 43,242) | 940 | 2.155 | 1.07 | 0.13 | 0.02 |
| Dumbarton (23230; 6,674) | 6,609 | 0.200 | 0.10 | 0.01 | 0.00 |
| Montrose (23231; 7,018) | 6,117 | 0.230 | 0.11 | 0.01 | 0.00 |
| Bensley (23234; 5,435) | 7,724 | 0.149 | 0.07 | 0.01 | 0.00 |

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Virginia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| Bon Air (23235; 16,213) | 2,428 | 0.838 | 0.42 | 0.05 | 0.01 |
| Bellwood (23237; 5,974) | 6,904 | 0.185 | 0.09 | 0.01 | 0.00 |
| Richmond (23284; 177,319) | 301 | 4.962 | 2.46 | 0.29 | 0.05 |
| Chesapeake (23320; 268,992) | 84 | 12.273 | 6.08 | 0.73 | 0.12 |
| Chincoteague (23337; 4,728) | 8,574 | 0.121 | 0.06 | 0.01 | 0.00 |
| Smithfield (23430; 8,381) | 4,968 | 0.326 | 0.16 | 0.02 | 0.00 |
| Suffolk (23433; 133,336) | 304 | 4.929 | 2.44 | 0.29 | 0.05 |
| Virginia Beach (23465; 487,945) | 35 | 21.369 | 10.58 | 1.27 | 0.21 |
| Norfolk (23510; 248,699) | 173 | 7.115 | 3.52 | 0.42 | 0.07 |
| Newport News (23607; 187,425) | 213 | 6.168 | 3.05 | 0.37 | 0.06 |
| Poquoson (23662; 12,126) | 2,964 | 0.664 | 0.33 | 0.04 | 0.01 |
| Hampton (23681; 144,641) | 283 | 5.141 | 2.55 | 0.30 | 0.05 |
| Portsmouth (23701; 95,469) | 628 | 2.897 | 1.43 | 0.17 | 0.03 |
| Fort Lee (23801; 7,269) | 5,983 | 0.237 | 0.12 | 0.01 | 0.00 |
| Petersburg (23803; 29,989) | 2,582 | 0.778 | 0.39 | 0.05 | 0.01 |
| Matoaca (23803; 2,273) | 9,270 | 0.102 | 0.05 | 0.01 | 0.00 |
| Ettrick (23803; 5,627) | 6,705 | 0.195 | 0.10 | 0.01 | 0.00 |
| Blackstone (23825; 3,350) | 10,112 | 0.083 | 0.04 | 0.00 | 0.00 |
| Chesterfield Court House (23832; 3,558) | 7,270 | 0.167 | 0.08 | 0.01 | 0.00 |
| Colonial Heights (23834; 19,471) | 2,649 | 0.757 | 0.37 | 0.04 | 0.01 |
| Chester (23836; 17,890) | 2,382 | 0.855 | 0.42 | 0.05 | 0.01 |
| Emporia (23847; 5,708) | 7,568 | 0.156 | 0.08 | 0.01 | 0.00 |
| Franklin (23851; 8,858) | 5,799 | 0.252 | 0.12 | 0.01 | 0.00 |
| Hopewell (23860; 22,436) | 2,946 | 0.670 | 0.33 | 0.04 | 0.01 |
| Waverly (23891; 1,897) | 11,857 | 0.057 | 0.03 | 0.00 | 0.00 |
| Farmville (23909; 7,528) | 7,019 | 0.178 | 0.09 | 0.01 | 0.00 |
| Crewe (23930; 2,139) | 11,265 | 0.065 | 0.03 | 0.00 | 0.00 |
| South Hill (23970; 5,169) | 7,850 | 0.144 | 0.07 | 0.01 | 0.00 |
| Cave Spring (24018; 24,941) | 1,834 | 1.148 | 0.57 | 0.07 | 0.01 |
| Hollins (24019; 14,309) | 3,497 | 0.544 | 0.27 | 0.03 | 0.01 |
| Roanoke (24050; 85,072) | 832 | 2.350 | 1.16 | 0.14 | 0.02 |
| Blacksburg (24060; 38,163) | 2,598 | 0.773 | 0.38 | 0.05 | 0.01 |
| Blue Ridge (24064; 3,188) | 7,214 | 0.170 | 0.08 | 0.01 | 0.00 |
| Christiansburg (24073; 19,229) | 2,827 | 0.706 | 0.35 | 0.04 | 0.01 |
| Cloverdale (24077; 2,986) | 8,010 | 0.139 | 0.07 | 0.01 | 0.00 |
| Collinsville (24078; 7,777) | 6,382 | 0.212 | 0.11 | 0.01 | 0.00 |
| Daleville (24083; 1,454) | 10,001 | 0.085 | 0.04 | 0.01 | 0.00 |
| Dublin (24084; 2,051) | 12,382 | 0.051 | 0.03 | 0.00 | 0.00 |
| Martinsville (24112; 13,982) | 4,788 | 0.345 | 0.17 | 0.02 | 0.00 |
| Chatmoss (24112; 1,742) | 9,683 | 0.092 | 0.05 | 0.01 | 0.00 |
| North Shore (24121; 2,112) | 9,146 | 0.105 | 0.05 | 0.01 | 0.00 |
| Narrows (24124; 2,250) | 11,317 | 0.064 | 0.03 | 0.00 | 0.00 |
| Patrick Springs (24133; 2,068) | 11,261 | 0.065 | 0.03 | 0.00 | 0.00 |
| Pearisburg (24134; 2,895) | 9,871 | 0.088 | 0.04 | 0.01 | 0.00 |
| Fairlawn (24141; 2,211) | 11,382 | 0.064 | 0.03 | 0.00 | 0.00 |

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Virginia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|---------------|--------------|--------------|-------------|
| Radford (24141; 11,919) | 5,650 | 0.264 | 0.13 | 0.02 | 0.00 |
| Horse Pasture (24148; 2,255) | 10,476 | 0.077 | 0.04 | 0.00 | 0.00 |
| Rocky Mount (24151; 4,066) | 9,428 | 0.098 | 0.05 | 0.01 | 0.00 |
| Salem (24157; 23,197) | 2,485 | 0.813 | 0.40 | 0.05 | 0.01 |
| Vinton (24179; 7,626) | 6,208 | 0.224 | 0.11 | 0.01 | 0.00 |
| Bristol (24202; 17,153) | 4,170 | 0.422 | 0.21 | 0.03 | 0.00 |
| Abingdon (24211; 8,424) | 6,030 | 0.235 | 0.12 | 0.01 | 0.00 |
| Big Stone Gap (24219; 4,856) | 9,612 | 0.094 | 0.05 | 0.01 | 0.00 |
| Castlewood (24224; 2,036) | 12,512 | 0.050 | 0.02 | 0.00 | 0.00 |
| Gate City (24251; 1,858) | 12,218 | 0.053 | 0.03 | 0.00 | 0.00 |
| Lebanon (24266; 3,093) | 10,472 | 0.077 | 0.04 | 0.00 | 0.00 |
| Norton (24273; 3,331) | 11,048 | 0.068 | 0.03 | 0.00 | 0.00 |
| Rose Hill (24281; 15,058) | 1,933 | 1.094 | 0.54 | 0.06 | 0.01 |
| Wise (24293; 3,166) | 10,215 | 0.081 | 0.04 | 0.00 | 0.00 |
| Pulaski (24301; 8,317) | 6,793 | 0.191 | 0.09 | 0.01 | 0.00 |
| Galax (24333; 6,151) | 7,557 | 0.156 | 0.08 | 0.01 | 0.00 |
| Glade Spring (24340; 2,232) | 11,404 | 0.063 | 0.03 | 0.00 | 0.00 |
| Hillsville (24343; 3,192) | 10,424 | 0.078 | 0.04 | 0.00 | 0.00 |
| Marion (24354; 5,647) | 8,265 | 0.130 | 0.06 | 0.01 | 0.00 |
| Adwolf (24354; 1,457) | 12,638 | 0.049 | 0.02 | 0.00 | 0.00 |
| Emory-Meadow View (24361; 2,266) | 11,378 | 0.064 | 0.03 | 0.00 | 0.00 |
| Saltville (24370; 2,482) | 11,150 | 0.067 | 0.03 | 0.00 | 0.00 |
| Woodlawn (24381; 2,249) | 11,004 | 0.069 | 0.03 | 0.00 | 0.00 |
| Wytheville (24382; 8,254) | 6,459 | 0.208 | 0.10 | 0.01 | 0.00 |
| Staunton (24402; 23,769) | 2,835 | 0.704 | 0.35 | 0.04 | 0.01 |
| Buena Vista (24416; 5,882) | 7,174 | 0.171 | 0.08 | 0.01 | 0.00 |
| Clifton Forge (24422; 4,289) | 9,337 | 0.101 | 0.05 | 0.01 | 0.00 |
| Covington (24426; 6,126) | 7,278 | 0.167 | 0.08 | 0.01 | 0.00 |
| Crimora (24431; 1,796) | 12,590 | 0.049 | 0.02 | 0.00 | 0.00 |
| Grottoes (24441; 2,333) | 10,224 | 0.081 | 0.04 | 0.00 | 0.00 |
| Lexington (24450; 7,035) | 6,940 | 0.183 | 0.09 | 0.01 | 0.00 |
| Stuarts Draft (24477; 8,367) | 4,824 | 0.341 | 0.17 | 0.02 | 0.00 |
| Verona (24482; 3,638) | 8,655 | 0.119 | 0.06 | 0.01 | 0.00 |
| Timberlake (24502; 10,683) | 4,236 | 0.414 | 0.21 | 0.02 | 0.00 |
| Lynchburg (24502; 63,963) | 1,133 | 1.854 | 0.92 | 0.11 | 0.02 |
| Altavista (24517; 3,197) | 9,712 | 0.091 | 0.05 | 0.01 | 0.00 |
| Amherst (24521; 2,136) | 11,400 | 0.063 | 0.03 | 0.00 | 0.00 |
| Bedford (24523; 6,026) | 7,561 | 0.156 | 0.08 | 0.01 | 0.00 |
| Danville (24541; 40,770) | 2,120 | 0.986 | 0.49 | 0.06 | 0.01 |
| Forest (24551; 8,006) | 4,356 | 0.397 | 0.20 | 0.02 | 0.00 |
| Madison Heights (24572; 11,584) | 4,861 | 0.337 | 0.17 | 0.02 | 0.00 |
| South Boston (24592; 7,211) | 7,248 | 0.168 | 0.08 | 0.01 | 0.00 |
| Bluefield (24605; 4,895) | 7,949 | 0.142 | 0.07 | 0.01 | 0.00 |
| Claypool Hill (24609; 1,719) | 11,971 | 0.056 | 0.03 | 0.00 | 0.00 |
| Richlands (24641; 4,046) | 9,957 | 0.086 | 0.04 | 0.01 | 0.00 |
| Tazewell (24651; 4,023) | 9,230 | 0.103 | 0.05 | 0.01 | 0.00 |
| Total 4,495,219 | | 201.91 | 100.0 | 11.96 | 1.96 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

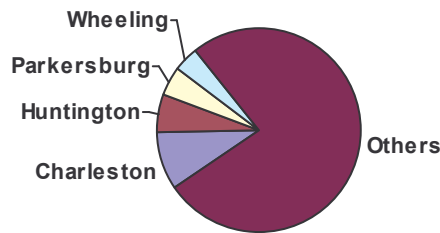
9.35 LATENT DEMAND BY YEAR - WEST VIRGINIA

The Latent Demand for Graphic Design Services in West Virginia: 2002 - 2012

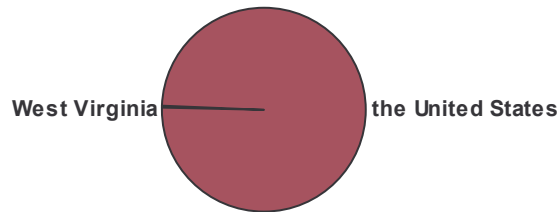
| Year | West Virginia | % of Region | % of USA |
|------|---------------|-------------|----------|
| 2002 | 17.02 | 1.01% | 0.17% |
| 2003 | 17.06 | 1.02% | 0.17% |
| 2004 | 17.09 | 1.03% | 0.17% |
| 2005 | 17.13 | 1.05% | 0.17% |
| 2006 | 17.22 | 1.05% | 0.17% |
| 2007 | 17.65 | 1.05% | 0.17% |
| 2008 | 18.16 | 1.03% | 0.17% |
| 2009 | 18.67 | 1.02% | 0.17% |
| 2010 | 19.21 | 1.01% | 0.17% |
| 2011 | 19.75 | 1.00% | 0.16% |
| 2012 | 20.32 | 0.99% | 0.16% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

West Virginia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and West Virginia: 2007



9.36 CITIES SORTED BY RANK - WEST VIRGINIA

West Virginia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Charleston (46,880) | 1,347 | 1.593 | 9.02 | 0.09 | 0.02 |
| Huntington (45,393) | 2,006 | 1.054 | 5.97 | 0.06 | 0.01 |
| Parkersburg (29,533) | 2,531 | 0.797 | 4.51 | 0.05 | 0.01 |
| Wheeling (25,709) | 2,837 | 0.704 | 3.99 | 0.04 | 0.01 |
| Teays Valley (12,704) | 2,934 | 0.673 | 3.82 | 0.04 | 0.01 |
| Morgantown (32,599) | 2,939 | 0.673 | 3.81 | 0.04 | 0.01 |
| Weirton (17,695) | 3,130 | 0.623 | 3.53 | 0.04 | 0.01 |
| Martinsburg (17,791) | 3,587 | 0.524 | 2.97 | 0.03 | 0.01 |
| Fairmont (18,709) | 3,808 | 0.479 | 2.71 | 0.03 | 0.00 |
| Cross Lanes (10,353) | 3,865 | 0.469 | 2.66 | 0.03 | 0.00 |
| Beckley (16,241) | 3,944 | 0.456 | 2.59 | 0.03 | 0.00 |
| Clarksburg (15,886) | 4,043 | 0.440 | 2.49 | 0.03 | 0.00 |
| South Charleston (11,421) | 4,103 | 0.433 | 2.45 | 0.03 | 0.00 |
| Vienna (10,479) | 4,261 | 0.411 | 2.33 | 0.02 | 0.00 |
| Bridgeport (7,942) | 4,397 | 0.391 | 2.22 | 0.02 | 0.00 |
| St. Albans (10,072) | 4,540 | 0.374 | 2.12 | 0.02 | 0.00 |
| Hurricane (7,873) | 5,104 | 0.311 | 1.76 | 0.02 | 0.00 |
| Cheat Lake (6,396) | 5,117 | 0.311 | 1.76 | 0.02 | 0.00 |
| Bluefield (10,562) | 5,324 | 0.292 | 1.65 | 0.02 | 0.00 |
| Pea Ridge (6,363) | 5,633 | 0.265 | 1.50 | 0.02 | 0.00 |
| Dunbar (6,955) | 5,915 | 0.244 | 1.38 | 0.01 | 0.00 |
| Nitro (6,661) | 6,326 | 0.216 | 1.22 | 0.01 | 0.00 |
| Moundsville (8,848) | 6,526 | 0.204 | 1.16 | 0.01 | 0.00 |
| Elkins (6,978) | 6,849 | 0.188 | 1.06 | 0.01 | 0.00 |
| Charles Town (5,486) | 7,017 | 0.178 | 1.01 | 0.01 | 0.00 |
| New Martinsville (5,144) | 7,127 | 0.173 | 0.98 | 0.01 | 0.00 |
| Oak Hill (6,749) | 7,275 | 0.167 | 0.95 | 0.01 | 0.00 |
| Blennerhassett (3,225) | 7,324 | 0.165 | 0.94 | 0.01 | 0.00 |
| Sissonville (4,399) | 7,411 | 0.161 | 0.91 | 0.01 | 0.00 |
| Brookhaven (4,734) | 7,652 | 0.152 | 0.86 | 0.01 | 0.00 |
| Buckhannon (6,317) | 7,759 | 0.148 | 0.84 | 0.01 | 0.00 |
| Keyser (6,153) | 7,812 | 0.146 | 0.83 | 0.01 | 0.00 |
| Corporation of Ranson (5,399) | 8,203 | 0.132 | 0.75 | 0.01 | 0.00 |
| Pinch (2,811) | 8,244 | 0.131 | 0.74 | 0.01 | 0.00 |
| Princeton (5,948) | 8,295 | 0.129 | 0.73 | 0.01 | 0.00 |
| Winfield (2,381) | 8,568 | 0.121 | 0.69 | 0.01 | 0.00 |
| Ravenswood (3,965) | 8,609 | 0.120 | 0.68 | 0.01 | 0.00 |
| Culloden (2,940) | 8,791 | 0.115 | 0.65 | 0.01 | 0.00 |
| Point Pleasant (4,242) | 8,806 | 0.115 | 0.65 | 0.01 | 0.00 |
| Barboursville (3,246) | 8,825 | 0.114 | 0.65 | 0.01 | 0.00 |
| Grafton (5,103) | 8,884 | 0.112 | 0.63 | 0.01 | 0.00 |
| Westover (3,863) | 8,937 | 0.111 | 0.63 | 0.01 | 0.00 |
| Hooverson Heights (2,909) | 9,021 | 0.108 | 0.61 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

West Virginia - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|---------------|--------------|-------------|-------------|
| Weston (3,966) | 9,120 | 0.106 | 0.60 | 0.01 | 0.00 |
| Summersville (3,536) | 9,135 | 0.105 | 0.60 | 0.01 | 0.00 |
| Pleasant Valley (3,124) | 9,139 | 0.105 | 0.60 | 0.01 | 0.00 |
| Williamstown (2,808) | 9,282 | 0.102 | 0.58 | 0.01 | 0.00 |
| Bethlehem (2,290) | 9,355 | 0.100 | 0.57 | 0.01 | 0.00 |
| Lewisburg (3,482) | 9,502 | 0.097 | 0.55 | 0.01 | 0.00 |
| Ripley (3,328) | 9,965 | 0.086 | 0.49 | 0.01 | 0.00 |
| Inwood (2,084) | 9,992 | 0.085 | 0.48 | 0.01 | 0.00 |
| Fayetteville (2,429) | 10,017 | 0.085 | 0.48 | 0.01 | 0.00 |
| Follansbee (2,724) | 10,074 | 0.084 | 0.48 | 0.00 | 0.00 |
| Crab Orchard (2,761) | 10,136 | 0.083 | 0.47 | 0.00 | 0.00 |
| Kingwood (2,827) | 10,146 | 0.082 | 0.47 | 0.00 | 0.00 |
| Madison (2,655) | 10,318 | 0.079 | 0.45 | 0.00 | 0.00 |
| Paden City (2,398) | 10,348 | 0.079 | 0.45 | 0.00 | 0.00 |
| Mineralwells (1,860) | 10,406 | 0.078 | 0.44 | 0.00 | 0.00 |
| Petersburg (3,128) | 10,438 | 0.078 | 0.44 | 0.00 | 0.00 |
| Kenova (3,241) | 10,562 | 0.076 | 0.43 | 0.00 | 0.00 |
| Alum Creek (1,839) | 10,601 | 0.075 | 0.42 | 0.00 | 0.00 |
| Milton (2,503) | 10,696 | 0.073 | 0.42 | 0.00 | 0.00 |
| White Sulphur Springs (2,566) | 11,037 | 0.068 | 0.39 | 0.00 | 0.00 |
| Bradley (2,371) | 11,043 | 0.068 | 0.39 | 0.00 | 0.00 |
| Eleanor (1,886) | 11,170 | 0.066 | 0.38 | 0.00 | 0.00 |
| Wellsburg (2,424) | 11,196 | 0.066 | 0.37 | 0.00 | 0.00 |
| Washington (1,170) | 11,376 | 0.064 | 0.36 | 0.00 | 0.00 |
| Shady Spring (2,078) | 11,559 | 0.061 | 0.35 | 0.00 | 0.00 |
| Moorefield (2,521) | 11,582 | 0.061 | 0.35 | 0.00 | 0.00 |
| Chester (2,092) | 11,679 | 0.060 | 0.34 | 0.00 | 0.00 |
| St. Marys (1,853) | 11,895 | 0.057 | 0.32 | 0.00 | 0.00 |
| Shinnston (2,117) | 11,928 | 0.057 | 0.32 | 0.00 | 0.00 |
| Tornado (1,111) | 12,022 | 0.056 | 0.31 | 0.00 | 0.00 |
| Lubeck (1,303) | 12,026 | 0.055 | 0.31 | 0.00 | 0.00 |
| Philippi (2,530) | 12,120 | 0.054 | 0.31 | 0.00 | 0.00 |
| Craigsville (2,204) | 12,132 | 0.054 | 0.31 | 0.00 | 0.00 |
| Stonewood (1,926) | 12,159 | 0.054 | 0.31 | 0.00 | 0.00 |
| Coal City (1,905) | 12,202 | 0.053 | 0.30 | 0.00 | 0.00 |
| Mannington (1,983) | 12,230 | 0.053 | 0.30 | 0.00 | 0.00 |
| Harrisville (1,849) | 12,233 | 0.053 | 0.30 | 0.00 | 0.00 |
| Boaz (1,345) | 12,269 | 0.053 | 0.30 | 0.00 | 0.00 |
| Williamson (2,687) | 12,271 | 0.053 | 0.30 | 0.00 | 0.00 |
| Glen Dale (1,318) | 12,275 | 0.053 | 0.30 | 0.00 | 0.00 |
| Daniels (1,846) | 12,369 | 0.052 | 0.29 | 0.00 | 0.00 |
| Total 571,125 | | 17.654 | 100.0 | 1.05 | 0.17 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

9.37 CITIES SORTED BY ZIPCODE - WEST VIRGINIA

| West Virginia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Bluefield (24701; 10,562) | 5,324 | 0.292 | 1.65 | 0.02 | 0.00 |
| Princeton (24740; 5,948) | 8,295 | 0.129 | 0.73 | 0.01 | 0.00 |
| Lewisburg (24901; 3,482) | 9,502 | 0.097 | 0.55 | 0.01 | 0.00 |
| White Sulphur Springs (24986; 2,566) | 11,037 | 0.068 | 0.39 | 0.00 | 0.00 |
| Alum Creek (25003; 1,839) | 10,601 | 0.075 | 0.42 | 0.00 | 0.00 |
| Dunbar (25064; 6,955) | 5,915 | 0.244 | 1.38 | 0.01 | 0.00 |
| Eleanor (25070; 1,886) | 11,170 | 0.066 | 0.38 | 0.00 | 0.00 |
| Madison (25130; 2,655) | 10,318 | 0.079 | 0.45 | 0.00 | 0.00 |
| Nitro (25143; 6,661) | 6,326 | 0.216 | 1.22 | 0.01 | 0.00 |
| Pinch (25156; 2,811) | 8,244 | 0.131 | 0.74 | 0.01 | 0.00 |
| St. Albans (25177; 10,072) | 4,540 | 0.374 | 2.12 | 0.02 | 0.00 |
| Tornado (25202; 1,111) | 12,022 | 0.056 | 0.31 | 0.00 | 0.00 |
| Winfield (25213; 2,381) | 8,568 | 0.121 | 0.69 | 0.01 | 0.00 |
| Ripley (25271; 3,328) | 9,965 | 0.086 | 0.49 | 0.01 | 0.00 |
| South Charleston (25309; 11,421) | 4,103 | 0.433 | 2.45 | 0.03 | 0.00 |
| Cross Lanes (25313; 10,353) | 3,865 | 0.469 | 2.66 | 0.03 | 0.00 |
| Charleston (25313; 46,880) | 1,347 | 1.593 | 9.02 | 0.09 | 0.02 |
| Sissonville (25320; 4,399) | 7,411 | 0.161 | 0.91 | 0.01 | 0.00 |
| Charles Town (25414; 5,486) | 7,017 | 0.178 | 1.01 | 0.01 | 0.00 |
| Inwood (25428; 2,084) | 9,992 | 0.085 | 0.48 | 0.01 | 0.00 |
| Martinsburg (25429; 17,791) | 3,587 | 0.524 | 2.97 | 0.03 | 0.01 |
| Corporation of Ranson (25438; 5,399) | 8,203 | 0.132 | 0.75 | 0.01 | 0.00 |
| Barboursville (25504; 3,246) | 8,825 | 0.114 | 0.65 | 0.01 | 0.00 |
| Culloden (25510; 2,940) | 8,791 | 0.115 | 0.65 | 0.01 | 0.00 |
| Hurricane (25526; 7,873) | 5,104 | 0.311 | 1.76 | 0.02 | 0.00 |
| Kenova (25530; 3,241) | 10,562 | 0.076 | 0.43 | 0.00 | 0.00 |
| Milton (25541; 2,503) | 10,696 | 0.073 | 0.42 | 0.00 | 0.00 |
| Point Pleasant (25550; 4,242) | 8,806 | 0.115 | 0.65 | 0.01 | 0.00 |
| Teays Valley (25560; 12,704) | 2,934 | 0.673 | 3.82 | 0.04 | 0.01 |
| Williamson (25661; 2,687) | 12,271 | 0.053 | 0.30 | 0.00 | 0.00 |
| Pea Ridge (25705; 6,363) | 5,633 | 0.265 | 1.50 | 0.02 | 0.00 |
| Huntington (25729; 45,393) | 2,006 | 1.054 | 5.97 | 0.06 | 0.01 |
| Beckley (25802; 16,241) | 3,944 | 0.456 | 2.59 | 0.03 | 0.00 |
| Bradley (25818; 2,371) | 11,043 | 0.068 | 0.39 | 0.00 | 0.00 |
| Coal City (25823; 1,905) | 12,202 | 0.053 | 0.30 | 0.00 | 0.00 |
| Crab Orchard (25827; 2,761) | 10,136 | 0.083 | 0.47 | 0.00 | 0.00 |
| Daniels (25832; 1,846) | 12,369 | 0.052 | 0.29 | 0.00 | 0.00 |
| Fayetteville (25840; 2,429) | 10,017 | 0.085 | 0.48 | 0.01 | 0.00 |
| Oak Hill (25901; 6,749) | 7,275 | 0.167 | 0.95 | 0.01 | 0.00 |
| Shady Spring (25918; 2,078) | 11,559 | 0.061 | 0.35 | 0.00 | 0.00 |
| Wheeling (26003; 25,709) | 2,837 | 0.704 | 3.99 | 0.04 | 0.01 |
| Bethlehem (26003; 2,290) | 9,355 | 0.100 | 0.57 | 0.01 | 0.00 |
| Chester (26034; 2,092) | 11,679 | 0.060 | 0.34 | 0.00 | 0.00 |
| Follansbee (26037; 2,724) | 10,074 | 0.084 | 0.48 | 0.00 | 0.00 |
| Hooverson Heights (26037; 2,909) | 9,021 | 0.108 | 0.61 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| West Virginia - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|--|----------|---------------|--------------|-------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Glen Dale (26038; 1,318) | 12,275 | 0.053 | 0.30 | 0.00 | 0.00 |
| Moundsville (26041; 8,848) | 6,526 | 0.204 | 1.16 | 0.01 | 0.00 |
| Weirton (26062; 17,695) | 3,130 | 0.623 | 3.53 | 0.04 | 0.01 |
| Wellsburg (26070; 2,424) | 11,196 | 0.066 | 0.37 | 0.00 | 0.00 |
| Parkersburg (26103; 29,533) | 2,531 | 0.797 | 4.51 | 0.05 | 0.01 |
| Vienna (26105; 10,479) | 4,261 | 0.411 | 2.33 | 0.02 | 0.00 |
| Mineralwells (26150; 1,860) | 10,406 | 0.078 | 0.44 | 0.00 | 0.00 |
| New Martinsville (26155; 5,144) | 7,127 | 0.173 | 0.98 | 0.01 | 0.00 |
| Paden City (26159; 2,398) | 10,348 | 0.079 | 0.45 | 0.00 | 0.00 |
| Ravenswood (26164; 3,965) | 8,609 | 0.120 | 0.68 | 0.01 | 0.00 |
| St. Marys (26170; 1,853) | 11,895 | 0.057 | 0.32 | 0.00 | 0.00 |
| Blennerhassett (26181; 3,225) | 7,324 | 0.165 | 0.94 | 0.01 | 0.00 |
| Washington (26181; 1,170) | 11,376 | 0.064 | 0.36 | 0.00 | 0.00 |
| Lubeck (26181; 1,303) | 12,026 | 0.055 | 0.31 | 0.00 | 0.00 |
| Boaz (26187; 1,345) | 12,269 | 0.053 | 0.30 | 0.00 | 0.00 |
| Williamstown (26187; 2,808) | 9,282 | 0.102 | 0.58 | 0.01 | 0.00 |
| Buckhannon (26201; 6,317) | 7,759 | 0.148 | 0.84 | 0.01 | 0.00 |
| Craigsville (26205; 2,204) | 12,132 | 0.054 | 0.31 | 0.00 | 0.00 |
| Elkins (26241; 6,978) | 6,849 | 0.188 | 1.06 | 0.01 | 0.00 |
| Clarksburg (26301; 15,886) | 4,043 | 0.440 | 2.49 | 0.03 | 0.00 |
| Stonewood (26301; 1,926) | 12,159 | 0.054 | 0.31 | 0.00 | 0.00 |
| Bridgeport (26330; 7,942) | 4,397 | 0.391 | 2.22 | 0.02 | 0.00 |
| Grafton (26354; 5,103) | 8,884 | 0.112 | 0.63 | 0.01 | 0.00 |
| Harrisville (26362; 1,849) | 12,233 | 0.053 | 0.30 | 0.00 | 0.00 |
| Philippi (26416; 2,530) | 12,120 | 0.054 | 0.31 | 0.00 | 0.00 |
| Shinnston (26431; 2,117) | 11,928 | 0.057 | 0.32 | 0.00 | 0.00 |
| Weston (26452; 3,966) | 9,120 | 0.106 | 0.60 | 0.01 | 0.00 |
| Westover (26502; 3,863) | 8,937 | 0.111 | 0.63 | 0.01 | 0.00 |
| Morgantown (26505; 32,599) | 2,939 | 0.673 | 3.81 | 0.04 | 0.01 |
| Cheat Lake (26507; 6,396) | 5,117 | 0.311 | 1.76 | 0.02 | 0.00 |
| Brookhaven (26508; 4,734) | 7,652 | 0.152 | 0.86 | 0.01 | 0.00 |
| Kingwood (26519; 2,827) | 10,146 | 0.082 | 0.47 | 0.00 | 0.00 |
| Pleasant Valley (26554; 3,124) | 9,139 | 0.105 | 0.60 | 0.01 | 0.00 |
| Fairmont (26555; 18,709) | 3,808 | 0.479 | 2.71 | 0.03 | 0.00 |
| Mannington (26582; 1,983) | 12,230 | 0.053 | 0.30 | 0.00 | 0.00 |
| Summersville (26651; 3,536) | 9,135 | 0.105 | 0.60 | 0.01 | 0.00 |
| Keyser (26726; 6,153) | 7,812 | 0.146 | 0.83 | 0.01 | 0.00 |
| Moorefield (26836; 2,521) | 11,582 | 0.061 | 0.35 | 0.00 | 0.00 |
| Petersburg (26847; 3,128) | 10,438 | 0.078 | 0.44 | 0.00 | 0.00 |
| Total 571,125 | | 17.654 | 100.0 | 1.05 | 0.17 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

10 SOUTHWEST

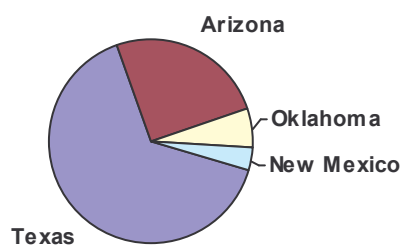
10.1 EXECUTIVE SUMMARY

The Latent Demand for Graphic Design Services in the Southwest: 2007

| State | Latent Demand US \$ mln | % of Southwest |
|--------------|-------------------------|----------------|
| Texas | 897.98 | 64.68% |
| Arizona | 351.49 | 25.32% |
| Oklahoma | 87.04 | 6.27% |
| New Mexico | 51.74 | 3.73% |
| Total | 1,388.25 | 100.0 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

The Latent Demand for Graphic Design Services in the Southwest: 2007



The Southwest - Executive Summary for Graphic Design Services: in 2002 - 2012

| Year | US \$ mln | % of US |
|------|-----------|---------|
| 2002 | 1,391.01 | 13.57 |
| 2003 | 1,376.23 | 13.53 |
| 2004 | 1,361.66 | 13.49 |
| 2005 | 1,347.28 | 13.45 |
| 2006 | 1,341.72 | 13.42 |
| 2007 | 1,388.25 | 13.45 |
| 2008 | 1,445.45 | 13.49 |
| 2009 | 1,505.05 | 13.53 |
| 2010 | 1,567.17 | 13.57 |
| 2011 | 1,631.89 | 13.61 |
| 2012 | 1,699.35 | 13.65 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

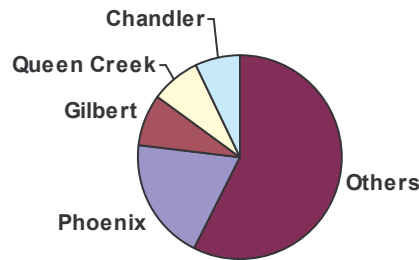
10.2 LATENT DEMAND BY YEAR - ARIZONA

The Latent Demand for Graphic Design Services in Arizona: 2002 - 2012

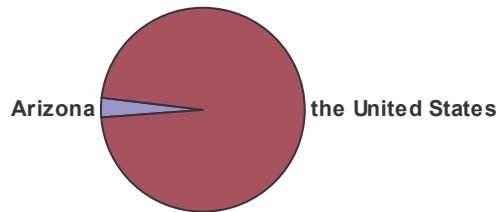
| Year | Arizona | % of Region | % of USA |
|------|---------|-------------|----------|
| 2002 | 362.57 | 26.07% | 3.54% |
| 2003 | 355.30 | 25.82% | 3.49% |
| 2004 | 348.18 | 25.57% | 3.45% |
| 2005 | 341.19 | 25.32% | 3.41% |
| 2006 | 337.32 | 25.14% | 3.37% |
| 2007 | 351.49 | 25.32% | 3.40% |
| 2008 | 369.42 | 25.56% | 3.45% |
| 2009 | 388.26 | 25.80% | 3.49% |
| 2010 | 408.06 | 26.04% | 3.53% |
| 2011 | 428.87 | 26.28% | 3.58% |
| 2012 | 450.74 | 26.52% | 3.62% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Arizona - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Arizona: 2007



10.3 CITIES SORTED BY RANK - ARIZONA

Arizona - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Phoenix (1,751,814) | 5 | 64.739 | 18.42 | 4.66 | 0.63 |
| Gilbert (458,858) | 19 | 27.996 | 7.96 | 2.02 | 0.27 |
| Queen Creek (459,921) | 23 | 26.275 | 7.48 | 1.89 | 0.25 |
| Chandler (456,655) | 27 | 23.923 | 6.81 | 1.72 | 0.23 |
| Mesa (588,626) | 30 | 22.603 | 6.43 | 1.63 | 0.22 |
| Surprise (461,851) | 45 | 18.289 | 5.20 | 1.32 | 0.18 |
| Tucson (596,124) | 54 | 16.563 | 4.71 | 1.19 | 0.16 |
| Goodyear (292,384) | 63 | 15.075 | 4.29 | 1.09 | 0.15 |
| Scottsdale (290,401) | 65 | 14.971 | 4.26 | 1.08 | 0.15 |
| El Mirage (434,472) | 79 | 13.175 | 3.75 | 0.95 | 0.13 |
| Glendale (294,311) | 89 | 11.881 | 3.38 | 0.86 | 0.12 |
| Avondale (265,361) | 94 | 11.697 | 3.33 | 0.84 | 0.11 |
| Peoria (242,355) | 97 | 11.345 | 3.23 | 0.82 | 0.11 |
| Tempe (167,024) | 207 | 6.345 | 1.81 | 0.46 | 0.06 |
| Marana (114,288) | 262 | 5.419 | 1.54 | 0.39 | 0.05 |
| Oro Valley (76,764) | 388 | 4.202 | 1.20 | 0.30 | 0.04 |
| Lake Havasu City (108,725) | 472 | 3.559 | 1.01 | 0.26 | 0.03 |
| Yuma (103,511) | 530 | 3.284 | 0.93 | 0.24 | 0.03 |
| Catalina Foothills (53,794) | 551 | 3.168 | 0.90 | 0.23 | 0.03 |
| Casas Adobes (54,011) | 807 | 2.409 | 0.69 | 0.17 | 0.02 |
| Flagstaff (71,453) | 816 | 2.380 | 0.68 | 0.17 | 0.02 |
| Paradise Valley (16,541) | 895 | 2.229 | 0.63 | 0.16 | 0.02 |
| Prescott Valley (64,145) | 1,037 | 1.976 | 0.56 | 0.14 | 0.02 |
| Casa Grande (59,041) | 1,080 | 1.917 | 0.55 | 0.14 | 0.02 |
| Prescott (58,746) | 1,124 | 1.867 | 0.53 | 0.13 | 0.02 |
| Sierra Vista (51,564) | 1,188 | 1.777 | 0.51 | 0.13 | 0.02 |
| Fountain Hills (31,268) | 1,227 | 1.728 | 0.49 | 0.12 | 0.02 |
| Bullhead City (51,657) | 1,521 | 1.400 | 0.40 | 0.10 | 0.01 |
| Kingman (42,297) | 1,642 | 1.293 | 0.37 | 0.09 | 0.01 |
| Tanque Verde (16,195) | 1,800 | 1.170 | 0.33 | 0.08 | 0.01 |
| Apache Junction (38,952) | 1,811 | 1.159 | 0.33 | 0.08 | 0.01 |
| Sun City (38,309) | 1,890 | 1.117 | 0.32 | 0.08 | 0.01 |
| Sun City West (26,344) | 2,050 | 1.024 | 0.29 | 0.07 | 0.01 |
| San Luis (49,419) | 2,062 | 1.018 | 0.29 | 0.07 | 0.01 |
| Drexel Heights (23,849) | 2,324 | 0.881 | 0.25 | 0.06 | 0.01 |
| Fortuna Foothills (20,478) | 3,112 | 0.627 | 0.18 | 0.05 | 0.01 |
| Green Valley (17,283) | 3,128 | 0.623 | 0.18 | 0.04 | 0.01 |
| New River (10,740) | 3,224 | 0.600 | 0.17 | 0.04 | 0.01 |
| Sierra Vista Southeast (14,348) | 3,245 | 0.594 | 0.17 | 0.04 | 0.01 |
| Florence (17,614) | 3,329 | 0.575 | 0.16 | 0.04 | 0.01 |
| Sedona (14,175) | 3,406 | 0.560 | 0.16 | 0.04 | 0.01 |
| Payson (17,384) | 3,586 | 0.524 | 0.15 | 0.04 | 0.01 |
| Show Low (17,505) | 3,677 | 0.508 | 0.14 | 0.04 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Arizona - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Sun Lakes (11,936) | 3,878 | 0.467 | 0.13 | 0.03 | 0.00 |
| Carefree (5,871) | 3,880 | 0.467 | 0.13 | 0.03 | 0.00 |
| Cave Creek (8,235) | 4,020 | 0.443 | 0.13 | 0.03 | 0.00 |
| Chino Valley (14,633) | 4,164 | 0.424 | 0.12 | 0.03 | 0.00 |
| Mohave Valley (13,694) | 4,180 | 0.421 | 0.12 | 0.03 | 0.00 |
| Somerton (17,407) | 4,229 | 0.414 | 0.12 | 0.03 | 0.00 |
| Nogales (19,886) | 4,346 | 0.398 | 0.11 | 0.03 | 0.00 |
| Cottonwood (15,282) | 4,520 | 0.376 | 0.11 | 0.03 | 0.00 |
| Flowing Wells (15,050) | 4,668 | 0.358 | 0.10 | 0.03 | 0.00 |
| Tolleson (10,176) | 4,701 | 0.354 | 0.10 | 0.03 | 0.00 |
| New Kingman-Butler (14,810) | 4,795 | 0.344 | 0.10 | 0.02 | 0.00 |
| Camp Verde (12,017) | 4,799 | 0.343 | 0.10 | 0.02 | 0.00 |
| Cottonwood-Verde Village (10,610) | 4,902 | 0.334 | 0.09 | 0.02 | 0.00 |
| Tucson Estates (9,755) | 5,059 | 0.317 | 0.09 | 0.02 | 0.00 |
| Gold Camp (6,029) | 5,099 | 0.312 | 0.09 | 0.02 | 0.00 |
| Litchfield Park (4,632) | 5,237 | 0.299 | 0.08 | 0.02 | 0.00 |
| Winslow (11,137) | 5,256 | 0.297 | 0.08 | 0.02 | 0.00 |
| Picture Rocks (8,139) | 5,370 | 0.289 | 0.08 | 0.02 | 0.00 |
| Page (6,838) | 5,376 | 0.288 | 0.08 | 0.02 | 0.00 |
| Tuba City (8,225) | 5,406 | 0.284 | 0.08 | 0.02 | 0.00 |
| Eloy (11,721) | 5,462 | 0.279 | 0.08 | 0.02 | 0.00 |
| Douglas (14,312) | 5,653 | 0.264 | 0.08 | 0.02 | 0.00 |
| Coolidge (9,756) | 5,780 | 0.254 | 0.07 | 0.02 | 0.00 |
| Catalina (7,025) | 6,008 | 0.236 | 0.07 | 0.02 | 0.00 |
| Colorado City (8,009) | 6,013 | 0.236 | 0.07 | 0.02 | 0.00 |
| Safford (8,139) | 6,286 | 0.218 | 0.06 | 0.02 | 0.00 |
| Dewey-Humboldt (6,295) | 6,462 | 0.208 | 0.06 | 0.01 | 0.00 |
| Buckeye (6,537) | 6,470 | 0.207 | 0.06 | 0.01 | 0.00 |
| Snowflake (6,160) | 6,480 | 0.207 | 0.06 | 0.01 | 0.00 |
| Wickenburg (7,227) | 6,501 | 0.206 | 0.06 | 0.01 | 0.00 |
| Tortolita (3,740) | 6,770 | 0.192 | 0.05 | 0.01 | 0.00 |
| Globe (6,414) | 6,802 | 0.190 | 0.05 | 0.01 | 0.00 |
| Pinetop-Lakeside (5,758) | 6,814 | 0.190 | 0.05 | 0.01 | 0.00 |
| Big Park (5,245) | 6,978 | 0.181 | 0.05 | 0.01 | 0.00 |
| Taylor (5,576) | 7,377 | 0.163 | 0.05 | 0.01 | 0.00 |
| Holbrook (5,688) | 7,405 | 0.162 | 0.05 | 0.01 | 0.00 |
| Avra Valley (5,038) | 7,440 | 0.160 | 0.05 | 0.01 | 0.00 |
| Williamson (3,776) | 7,455 | 0.160 | 0.05 | 0.01 | 0.00 |
| San Manuel (4,375) | 7,528 | 0.157 | 0.04 | 0.01 | 0.00 |
| Sahuarita (3,242) | 7,602 | 0.155 | 0.04 | 0.01 | 0.00 |
| Three Points (5,273) | 7,731 | 0.149 | 0.04 | 0.01 | 0.00 |
| Bisbee (5,900) | 7,758 | 0.148 | 0.04 | 0.01 | 0.00 |
| Arizona City (4,385) | 7,772 | 0.147 | 0.04 | 0.01 | 0.00 |
| Clarkdale (4,674) | 7,792 | 0.146 | 0.04 | 0.01 | 0.00 |
| Rio Rico Northeast (3,164) | 7,846 | 0.145 | 0.04 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Arizona - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Guadalupe (5,333) | 7,871 | 0.144 | 0.04 | 0.01 | 0.00 |
| Kearny (3,948) | 7,955 | 0.141 | 0.04 | 0.01 | 0.00 |
| Benson (5,554) | 7,958 | 0.141 | 0.04 | 0.01 | 0.00 |
| Kayenta (4,922) | 7,981 | 0.140 | 0.04 | 0.01 | 0.00 |
| Eagar (4,148) | 8,017 | 0.139 | 0.04 | 0.01 | 0.00 |
| St. Johns (4,351) | 8,056 | 0.137 | 0.04 | 0.01 | 0.00 |
| Chinle (5,366) | 8,219 | 0.131 | 0.04 | 0.01 | 0.00 |
| Thatcher (4,251) | 8,491 | 0.124 | 0.04 | 0.01 | 0.00 |
| Oracle (3,563) | 8,530 | 0.122 | 0.03 | 0.01 | 0.00 |
| Fort Defiance (4,061) | 8,595 | 0.121 | 0.03 | 0.01 | 0.00 |
| Drexel-Alvernon (4,192) | 8,734 | 0.116 | 0.03 | 0.01 | 0.00 |
| Golden Valley (4,515) | 8,864 | 0.113 | 0.03 | 0.01 | 0.00 |
| Cornville (3,335) | 8,938 | 0.111 | 0.03 | 0.01 | 0.00 |
| Rio Verde (1,419) | 8,969 | 0.110 | 0.03 | 0.01 | 0.00 |
| Kachina Village (2,664) | 8,985 | 0.109 | 0.03 | 0.01 | 0.00 |
| Vail (2,484) | 9,244 | 0.103 | 0.03 | 0.01 | 0.00 |
| Lake Montezuma (3,344) | 9,309 | 0.101 | 0.03 | 0.01 | 0.00 |
| Window Rock (3,059) | 9,311 | 0.101 | 0.03 | 0.01 | 0.00 |
| Parker (3,253) | 9,319 | 0.101 | 0.03 | 0.01 | 0.00 |
| Paulden (3,420) | 9,372 | 0.100 | 0.03 | 0.01 | 0.00 |
| Parker Strip (3,302) | 9,374 | 0.100 | 0.03 | 0.01 | 0.00 |
| Williams (3,388) | 9,425 | 0.099 | 0.03 | 0.01 | 0.00 |
| Youngtown (4,604) | 9,544 | 0.096 | 0.03 | 0.01 | 0.00 |
| Summit (3,702) | 9,596 | 0.095 | 0.03 | 0.01 | 0.00 |
| Rio Rico Southwest (2,777) | 9,737 | 0.091 | 0.03 | 0.01 | 0.00 |
| Ajo (3,705) | 10,014 | 0.085 | 0.02 | 0.01 | 0.00 |
| Willcox (3,840) | 10,081 | 0.084 | 0.02 | 0.01 | 0.00 |
| Mammoth (3,113) | 10,102 | 0.083 | 0.02 | 0.01 | 0.00 |
| Whiteriver (5,220) | 10,193 | 0.082 | 0.02 | 0.01 | 0.00 |
| Rio Rico Northwest (2,882) | 10,257 | 0.080 | 0.02 | 0.01 | 0.00 |
| Black Canyon City (2,697) | 10,303 | 0.080 | 0.02 | 0.01 | 0.00 |
| Superior (3,229) | 10,389 | 0.078 | 0.02 | 0.01 | 0.00 |
| Morenci (1,879) | 10,452 | 0.078 | 0.02 | 0.01 | 0.00 |
| South Tucson (5,784) | 10,559 | 0.076 | 0.02 | 0.01 | 0.00 |
| Central Heights-Midland City (2,694) | 10,665 | 0.074 | 0.02 | 0.01 | 0.00 |
| Whetstone (2,354) | 10,729 | 0.073 | 0.02 | 0.01 | 0.00 |
| Heber-Overgaard (2,722) | 10,923 | 0.070 | 0.02 | 0.01 | 0.00 |
| Lechee (1,606) | 10,942 | 0.070 | 0.02 | 0.01 | 0.00 |
| Pine (1,931) | 10,958 | 0.069 | 0.02 | 0.01 | 0.00 |
| Quartzsite (3,355) | 10,970 | 0.069 | 0.02 | 0.00 | 0.00 |
| Valencia West (2,380) | 11,624 | 0.060 | 0.02 | 0.00 | 0.00 |
| Bagdad (1,578) | 11,687 | 0.060 | 0.02 | 0.00 | 0.00 |
| Swift Trail Junction (2,195) | 12,000 | 0.056 | 0.02 | 0.00 | 0.00 |
| Grand Canyon Village (1,460) | 12,058 | 0.055 | 0.02 | 0.00 | 0.00 |
| Claypool (1,794) | 12,067 | 0.055 | 0.02 | 0.00 | 0.00 |

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Arizona - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|---------------|--------------|--------------|-------------|
| Huachuca City (2,329) | 12,072 | 0.055 | 0.02 | 0.00 | 0.00 |
| Gila Bend (2,264) | 12,105 | 0.055 | 0.02 | 0.00 | 0.00 |
| Cordes Lakes (2,058) | 12,173 | 0.054 | 0.02 | 0.00 | 0.00 |
| Clifton (1,495) | 12,206 | 0.053 | 0.02 | 0.00 | 0.00 |
| Pima (1,904) | 12,253 | 0.053 | 0.02 | 0.00 | 0.00 |
| Ganado (1,505) | 12,285 | 0.053 | 0.01 | 0.00 | 0.00 |
| Kaibito (1,607) | 12,312 | 0.052 | 0.01 | 0.00 | 0.00 |
| Desert Hills (2,183) | 12,313 | 0.052 | 0.01 | 0.00 | 0.00 |
| Sells (2,799) | 12,352 | 0.052 | 0.01 | 0.00 | 0.00 |
| Springerville (1,871) | 12,365 | 0.052 | 0.01 | 0.00 | 0.00 |
| St. David (1,744) | 12,674 | 0.048 | 0.01 | 0.00 | 0.00 |
| Wellton (1,972) | 12,719 | 0.048 | 0.01 | 0.00 | 0.00 |
| Munds Park (1,250) | 12,837 | 0.046 | 0.01 | 0.00 | 0.00 |
| Rio Rico Southeast (1,590) | 12,855 | 0.046 | 0.01 | 0.00 | 0.00 |
| Total 8,600,292 | | 351.49 | 100.0 | 25.32 | 3.40 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

10.4 CITIES SORTED BY ZIPCODE - ARIZONA

Arizona - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| New River (85027; 10,740) | 3,224 | 0.600 | 0.17 | 0.04 | 0.01 |
| Phoenix (85033; 1,751,814) | 5 | 64.739 | 18.42 | 4.66 | 0.63 |
| Desert Hills (85086; 2,183) | 12,313 | 0.052 | 0.01 | 0.00 | 0.00 |
| Mesa (85201; 588,626) | 30 | 22.603 | 6.43 | 1.63 | 0.22 |
| Gold Camp (85219; 6,029) | 5,099 | 0.312 | 0.09 | 0.02 | 0.00 |
| Casa Grande (85222; 59,041) | 1,080 | 1.917 | 0.55 | 0.14 | 0.02 |
| Arizona City (85223; 4,385) | 7,772 | 0.147 | 0.04 | 0.01 | 0.00 |
| Chandler (85225; 456,655) | 27 | 23.923 | 6.81 | 1.72 | 0.23 |
| Coolidge (85228; 9,756) | 5,780 | 0.254 | 0.07 | 0.02 | 0.00 |
| Eloy (85231; 11,721) | 5,462 | 0.279 | 0.08 | 0.02 | 0.00 |
| Florence (85232; 17,614) | 3,329 | 0.575 | 0.16 | 0.04 | 0.01 |
| Kearny (85237; 3,948) | 7,955 | 0.141 | 0.04 | 0.01 | 0.00 |
| Queen Creek (85242; 459,921) | 23 | 26.275 | 7.48 | 1.89 | 0.25 |
| Sun Lakes (85248; 11,936) | 3,878 | 0.467 | 0.13 | 0.03 | 0.00 |
| Paradise Valley (85253; 16,541) | 895 | 2.229 | 0.63 | 0.16 | 0.02 |
| Scottsdale (85262; 290,401) | 65 | 14.971 | 4.26 | 1.08 | 0.15 |
| Rio Verde (85263; 1,419) | 8,969 | 0.110 | 0.03 | 0.01 | 0.00 |
| Fountain Hills (85269; 31,268) | 1,227 | 1.728 | 0.49 | 0.12 | 0.02 |
| Superior (85273; 3,229) | 10,389 | 0.078 | 0.02 | 0.01 | 0.00 |
| Tempe (85280; 167,024) | 207 | 6.345 | 1.81 | 0.46 | 0.06 |
| Guadalupe (85283; 5,333) | 7,871 | 0.144 | 0.04 | 0.01 | 0.00 |
| Apache Junction (85290; 38,952) | 1,811 | 1.159 | 0.33 | 0.08 | 0.01 |
| Gilbert (85297; 458,858) | 19 | 27.996 | 7.96 | 2.02 | 0.27 |

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Arizona - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---|----------|-----------|---------|----------|-------|
| Glendale (85309; 294,311) | 89 | 11.881 | 3.38 | 0.86 | 0.12 |
| Ajo (85321; 3,705) | 10,014 | 0.085 | 0.02 | 0.01 | 0.00 |
| Avondale (85323; 265,361) | 94 | 11.697 | 3.33 | 0.84 | 0.11 |
| Black Canyon City (85324; 2,697) | 10,303 | 0.080 | 0.02 | 0.01 | 0.00 |
| Cave Creek (85331; 8,235) | 4,020 | 0.443 | 0.13 | 0.03 | 0.00 |
| El Mirage (85335; 434,472) | 79 | 13.175 | 3.75 | 0.95 | 0.13 |
| Gila Bend (85337; 2,264) | 12,105 | 0.055 | 0.02 | 0.00 | 0.00 |
| Goodyear (85338; 292,384) | 63 | 15.075 | 4.29 | 1.09 | 0.15 |
| Litchfield Park (85340; 4,632) | 5,237 | 0.299 | 0.08 | 0.02 | 0.00 |
| Parker (85344; 3,253) | 9,319 | 0.101 | 0.03 | 0.01 | 0.00 |
| Parker Strip (85344; 3,302) | 9,374 | 0.100 | 0.03 | 0.01 | 0.00 |
| San Luis (85349; 49,419) | 2,062 | 1.018 | 0.29 | 0.07 | 0.01 |
| Somerton (85350; 17,407) | 4,229 | 0.414 | 0.12 | 0.03 | 0.00 |
| Tolleson (85353; 10,176) | 4,701 | 0.354 | 0.10 | 0.03 | 0.00 |
| Wellton (85356; 1,972) | 12,719 | 0.048 | 0.01 | 0.00 | 0.00 |
| Wickenburg (85358; 7,227) | 6,501 | 0.206 | 0.06 | 0.01 | 0.00 |
| Quartzsite (85359; 3,355) | 10,970 | 0.069 | 0.02 | 0.00 | 0.00 |
| Youngtown (85363; 4,604) | 9,544 | 0.096 | 0.03 | 0.01 | 0.00 |
| Yuma (85364; 103,511) | 530 | 3.284 | 0.93 | 0.24 | 0.03 |
| Fortuna Foothills (85367; 20,478) | 3,112 | 0.627 | 0.18 | 0.05 | 0.01 |
| Carefree (85377; 5,871) | 3,880 | 0.467 | 0.13 | 0.03 | 0.00 |
| Sun City (85378; 38,309) | 1,890 | 1.117 | 0.32 | 0.08 | 0.01 |
| Peoria (85383; 242,355) | 97 | 11.345 | 3.23 | 0.82 | 0.11 |
| Sun City West (85387; 26,344) | 2,050 | 1.024 | 0.29 | 0.07 | 0.01 |
| Surprise (85388; 461,851) | 45 | 18.289 | 5.20 | 1.32 | 0.18 |
| Buckeye (85396; 6,537) | 6,470 | 0.207 | 0.06 | 0.01 | 0.00 |
| Central Heights-Midland City (85501; 2,694) | 10,665 | 0.074 | 0.02 | 0.01 | 0.00 |
| Globe (85502; 6,414) | 6,802 | 0.190 | 0.05 | 0.01 | 0.00 |
| Claypool (85532; 1,794) | 12,067 | 0.055 | 0.02 | 0.00 | 0.00 |
| Clifton (85533; 1,495) | 12,206 | 0.053 | 0.02 | 0.00 | 0.00 |
| Morenci (85540; 1,879) | 10,452 | 0.078 | 0.02 | 0.01 | 0.00 |
| Payson (85541; 17,384) | 3,586 | 0.524 | 0.15 | 0.04 | 0.01 |
| Pima (85543; 1,904) | 12,253 | 0.053 | 0.02 | 0.00 | 0.00 |
| Pine (85544; 1,931) | 10,958 | 0.069 | 0.02 | 0.01 | 0.00 |
| Swift Trail Junction (85546; 2,195) | 12,000 | 0.056 | 0.02 | 0.00 | 0.00 |
| Safford (85546; 8,139) | 6,286 | 0.218 | 0.06 | 0.02 | 0.00 |
| Thatcher (85552; 4,251) | 8,491 | 0.124 | 0.04 | 0.01 | 0.00 |
| Benson (85602; 5,554) | 7,958 | 0.141 | 0.04 | 0.01 | 0.00 |
| Bisbee (85603; 5,900) | 7,758 | 0.148 | 0.04 | 0.01 | 0.00 |
| Sierra Vista (85613; 51,564) | 1,188 | 1.777 | 0.51 | 0.13 | 0.02 |
| Green Valley (85614; 17,283) | 3,128 | 0.623 | 0.18 | 0.04 | 0.01 |
| Whetstone (85616; 2,354) | 10,729 | 0.073 | 0.02 | 0.01 | 0.00 |
| Huachuca City (85616; 2,329) | 12,072 | 0.055 | 0.02 | 0.00 | 0.00 |
| Mammoth (85618; 3,113) | 10,102 | 0.083 | 0.02 | 0.01 | 0.00 |
| Nogales (85621; 19,886) | 4,346 | 0.398 | 0.11 | 0.03 | 0.00 |

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Arizona - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|-----------|---------|----------|-------|
| Oracle (85623; 3,563) | 8,530 | 0.122 | 0.03 | 0.01 | 0.00 |
| Sahuarita (85629; 3,242) | 7,602 | 0.155 | 0.04 | 0.01 | 0.00 |
| St. David (85630; 1,744) | 12,674 | 0.048 | 0.01 | 0.00 | 0.00 |
| San Manuel (85631; 4,375) | 7,528 | 0.157 | 0.04 | 0.01 | 0.00 |
| Sells (85634; 2,799) | 12,352 | 0.052 | 0.01 | 0.00 | 0.00 |
| Vail (85641; 2,484) | 9,244 | 0.103 | 0.03 | 0.01 | 0.00 |
| Willcox (85644; 3,840) | 10,081 | 0.084 | 0.02 | 0.01 | 0.00 |
| Rio Rico Southeast (85648; 1,590) | 12,855 | 0.046 | 0.01 | 0.00 | 0.00 |
| Rio Rico Northwest (85648; 2,882) | 10,257 | 0.080 | 0.02 | 0.01 | 0.00 |
| Rio Rico Southwest (85648; 2,777) | 9,737 | 0.091 | 0.03 | 0.01 | 0.00 |
| Rio Rico Northeast (85648; 3,164) | 7,846 | 0.145 | 0.04 | 0.01 | 0.00 |
| Sierra Vista Southeast (85650; 14,348) | 3,245 | 0.594 | 0.17 | 0.04 | 0.01 |
| Marana (85653; 114,288) | 262 | 5.419 | 1.54 | 0.39 | 0.05 |
| Avra Valley (85653; 5,038) | 7,440 | 0.160 | 0.05 | 0.01 | 0.00 |
| Douglas (85655; 14,312) | 5,653 | 0.264 | 0.08 | 0.02 | 0.00 |
| Casas Adobes (85704; 54,011) | 807 | 2.409 | 0.69 | 0.17 | 0.02 |
| Flowing Wells (85705; 15,050) | 4,668 | 0.358 | 0.10 | 0.03 | 0.00 |
| Drexel-Alvernon (85706; 4,192) | 8,734 | 0.116 | 0.03 | 0.01 | 0.00 |
| Summit (85706; 3,702) | 9,596 | 0.095 | 0.03 | 0.01 | 0.00 |
| South Tucson (85713; 5,784) | 10,559 | 0.076 | 0.02 | 0.01 | 0.00 |
| Catalina Foothills (85718; 53,794) | 551 | 3.168 | 0.90 | 0.23 | 0.03 |
| Tucson (85732; 596,124) | 54 | 16.563 | 4.71 | 1.19 | 0.16 |
| Tucson Estates (85735; 9,755) | 5,059 | 0.317 | 0.09 | 0.02 | 0.00 |
| Three Points (85736; 5,273) | 7,731 | 0.149 | 0.04 | 0.01 | 0.00 |
| Oro Valley (85737; 76,764) | 388 | 4.202 | 1.20 | 0.30 | 0.04 |
| Catalina (85739; 7,025) | 6,008 | 0.236 | 0.07 | 0.02 | 0.00 |
| Tortolita (85742; 3,740) | 6,770 | 0.192 | 0.05 | 0.01 | 0.00 |
| Picture Rocks (85743; 8,139) | 5,370 | 0.289 | 0.08 | 0.02 | 0.00 |
| Valencia West (85746; 2,380) | 11,624 | 0.060 | 0.02 | 0.00 | 0.00 |
| Drexel Heights (85746; 23,849) | 2,324 | 0.881 | 0.25 | 0.06 | 0.01 |
| Tanque Verde (85749; 16,195) | 1,800 | 1.170 | 0.33 | 0.08 | 0.01 |
| Show Low (85911; 17,505) | 3,677 | 0.508 | 0.14 | 0.04 | 0.00 |
| Eagar (85925; 4,148) | 8,017 | 0.139 | 0.04 | 0.01 | 0.00 |
| Heber-Overgaard (85933; 2,722) | 10,923 | 0.070 | 0.02 | 0.01 | 0.00 |
| Pinetop-Lakeside (85935; 5,758) | 6,814 | 0.190 | 0.05 | 0.01 | 0.00 |
| St. Johns (85936; 4,351) | 8,056 | 0.137 | 0.04 | 0.01 | 0.00 |
| Springerville (85938; 1,871) | 12,365 | 0.052 | 0.01 | 0.00 | 0.00 |
| Taylor (85939; 5,576) | 7,377 | 0.163 | 0.05 | 0.01 | 0.00 |
| Whiteriver (85941; 5,220) | 10,193 | 0.082 | 0.02 | 0.01 | 0.00 |
| Snowflake (85942; 6,160) | 6,480 | 0.207 | 0.06 | 0.01 | 0.00 |
| Kachina Village (86001; 2,664) | 8,985 | 0.109 | 0.03 | 0.01 | 0.00 |
| Munds Park (86017; 1,250) | 12,837 | 0.046 | 0.01 | 0.00 | 0.00 |
| Colorado City (86021; 8,009) | 6,013 | 0.236 | 0.07 | 0.02 | 0.00 |
| Grand Canyon Village (86023; 1,460) | 12,058 | 0.055 | 0.02 | 0.00 | 0.00 |
| Flagstaff (86024; 71,453) | 816 | 2.380 | 0.68 | 0.17 | 0.02 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Arizona - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|---------------|--------------|--------------|-------------|
| Holbrook (86028; 5,688) | 7,405 | 0.162 | 0.05 | 0.01 | 0.00 |
| Kayenta (86033; 4,922) | 7,981 | 0.140 | 0.04 | 0.01 | 0.00 |
| Page (86040; 6,838) | 5,376 | 0.288 | 0.08 | 0.02 | 0.00 |
| Lechee (86040; 1,606) | 10,942 | 0.070 | 0.02 | 0.01 | 0.00 |
| Tuba City (86045; 8,225) | 5,406 | 0.284 | 0.08 | 0.02 | 0.00 |
| Williams (86046; 3,388) | 9,425 | 0.099 | 0.03 | 0.01 | 0.00 |
| Winslow (86047; 11,137) | 5,256 | 0.297 | 0.08 | 0.02 | 0.00 |
| Kaibito (86053; 1,607) | 12,312 | 0.052 | 0.01 | 0.00 | 0.00 |
| Prescott (86302; 58,746) | 1,124 | 1.867 | 0.53 | 0.13 | 0.02 |
| Williamson (86305; 3,776) | 7,455 | 0.160 | 0.05 | 0.01 | 0.00 |
| Prescott Valley (86312; 64,145) | 1,037 | 1.976 | 0.56 | 0.14 | 0.02 |
| Bagdad (86321; 1,578) | 11,687 | 0.060 | 0.02 | 0.00 | 0.00 |
| Camp Verde (86322; 12,017) | 4,799 | 0.343 | 0.10 | 0.02 | 0.00 |
| Chino Valley (86323; 14,633) | 4,164 | 0.424 | 0.12 | 0.03 | 0.00 |
| Clarkdale (86324; 4,674) | 7,792 | 0.146 | 0.04 | 0.01 | 0.00 |
| Cornville (86325; 3,335) | 8,938 | 0.111 | 0.03 | 0.01 | 0.00 |
| Cottonwood (86326; 15,282) | 4,520 | 0.376 | 0.11 | 0.03 | 0.00 |
| Cottonwood-Verde Village (86326; 10,610) | 4,902 | 0.334 | 0.09 | 0.02 | 0.00 |
| Dewey-Humboldt (86327; 6,295) | 6,462 | 0.208 | 0.06 | 0.01 | 0.00 |
| Cordes Lakes (86333; 2,058) | 12,173 | 0.054 | 0.02 | 0.00 | 0.00 |
| Paulden (86334; 3,420) | 9,372 | 0.100 | 0.03 | 0.01 | 0.00 |
| Sedona (86340; 14,175) | 3,406 | 0.560 | 0.16 | 0.04 | 0.01 |
| Lake Montezuma (86342; 3,344) | 9,309 | 0.101 | 0.03 | 0.01 | 0.00 |
| Big Park (86351; 5,245) | 6,978 | 0.181 | 0.05 | 0.01 | 0.00 |
| New Kingman-Butler (86401; 14,810) | 4,795 | 0.344 | 0.10 | 0.02 | 0.00 |
| Lake Havasu City (86403; 108,725) | 472 | 3.559 | 1.01 | 0.26 | 0.03 |
| Golden Valley (86413; 4,515) | 8,864 | 0.113 | 0.03 | 0.01 | 0.00 |
| Mohave Valley (86440; 13,694) | 4,180 | 0.421 | 0.12 | 0.03 | 0.00 |
| Bullhead City (86442; 51,657) | 1,521 | 1.400 | 0.40 | 0.10 | 0.01 |
| Kingman (86445; 42,297) | 1,642 | 1.293 | 0.37 | 0.09 | 0.01 |
| Fort Defiance (86504; 4,061) | 8,595 | 0.121 | 0.03 | 0.01 | 0.00 |
| Window Rock (86515; 3,059) | 9,311 | 0.101 | 0.03 | 0.01 | 0.00 |
| Ganado (86540; 1,505) | 12,285 | 0.053 | 0.01 | 0.00 | 0.00 |
| Chinle (86556; 5,366) | 8,219 | 0.131 | 0.04 | 0.01 | 0.00 |
| Total 8,600,292 | | 351.49 | 100.0 | 25.32 | 3.40 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

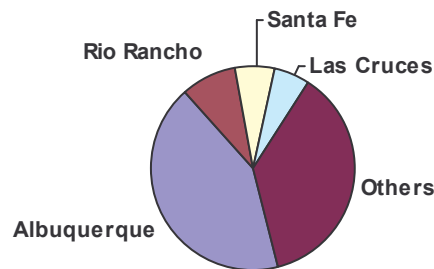
10.5 LATENT DEMAND BY YEAR - NEW MEXICO

The Latent Demand for Graphic Design Services in New Mexico: 2002 - 2012

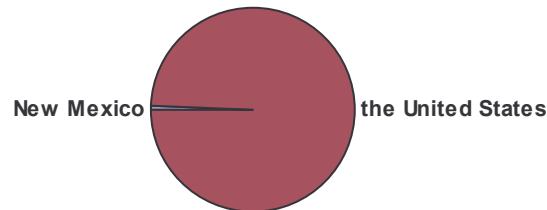
| Year | New Mexico | % of Region | % of USA |
|------|------------|-------------|----------|
| 2002 | 51.19 | 3.68% | 0.50% |
| 2003 | 50.86 | 3.70% | 0.50% |
| 2004 | 50.53 | 3.71% | 0.50% |
| 2005 | 50.21 | 3.73% | 0.50% |
| 2006 | 50.15 | 3.74% | 0.50% |
| 2007 | 51.74 | 3.73% | 0.50% |
| 2008 | 53.65 | 3.71% | 0.50% |
| 2009 | 55.64 | 3.70% | 0.50% |
| 2010 | 57.70 | 3.68% | 0.50% |
| 2011 | 59.83 | 3.67% | 0.50% |
| 2012 | 62.04 | 3.65% | 0.50% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

New Mexico - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and New Mexico: 2007



10.6 CITIES SORTED BY RANK - NEW MEXICO

New Mexico - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Albuquerque (608,318) | 36 | 21.085 | 40.75 | 1.52 | 0.20 |
| Rio Rancho (106,254) | 341 | 4.539 | 8.77 | 0.33 | 0.04 |
| Santa Fe (89,089) | 535 | 3.259 | 6.30 | 0.23 | 0.03 |
| Las Cruces (97,694) | 703 | 2.687 | 5.19 | 0.19 | 0.03 |
| Farmington (59,758) | 1,001 | 2.038 | 3.94 | 0.15 | 0.02 |
| Roswell (44,401) | 1,927 | 1.096 | 2.12 | 0.08 | 0.01 |
| South Valley (39,060) | 1,940 | 1.092 | 2.11 | 0.08 | 0.01 |
| Alamogordo (38,202) | 1,980 | 1.070 | 2.07 | 0.08 | 0.01 |
| Clovis (34,268) | 2,290 | 0.896 | 1.73 | 0.06 | 0.01 |
| Los Alamos (11,909) | 2,601 | 0.772 | 1.49 | 0.06 | 0.01 |
| Hobbs (28,881) | 2,721 | 0.735 | 1.42 | 0.05 | 0.01 |
| Carlsbad (24,812) | 2,878 | 0.689 | 1.33 | 0.05 | 0.01 |
| Los Lunas (18,864) | 3,144 | 0.619 | 1.20 | 0.04 | 0.01 |
| Gallup (18,329) | 3,307 | 0.579 | 1.12 | 0.04 | 0.01 |
| Corrales (8,518) | 3,617 | 0.519 | 1.00 | 0.04 | 0.01 |
| White Rock (6,045) | 3,676 | 0.508 | 0.98 | 0.04 | 0.00 |
| North Valley (11,923) | 4,118 | 0.431 | 0.83 | 0.03 | 0.00 |
| Ruidoso (12,507) | 4,189 | 0.420 | 0.81 | 0.03 | 0.00 |
| Los Ranchos de Albuquerque (6,903) | 4,496 | 0.378 | 0.73 | 0.03 | 0.00 |
| Eldorado at Santa Fe (5,799) | 4,587 | 0.368 | 0.71 | 0.03 | 0.00 |
| Bloomfield (10,391) | 5,123 | 0.310 | 0.60 | 0.02 | 0.00 |
| Deming (16,381) | 5,244 | 0.298 | 0.58 | 0.02 | 0.00 |
| Sunland Park (15,992) | 5,325 | 0.292 | 0.56 | 0.02 | 0.00 |
| Las Vegas (12,530) | 5,510 | 0.275 | 0.53 | 0.02 | 0.00 |
| Grants (9,793) | 5,540 | 0.272 | 0.53 | 0.02 | 0.00 |
| Artesia (10,147) | 5,548 | 0.271 | 0.52 | 0.02 | 0.00 |
| Aztec (8,772) | 5,672 | 0.263 | 0.51 | 0.02 | 0.00 |
| Portales (11,451) | 5,759 | 0.256 | 0.49 | 0.02 | 0.00 |
| Kirtland (6,190) | 5,800 | 0.252 | 0.49 | 0.02 | 0.00 |
| Espanola (9,767) | 5,954 | 0.240 | 0.46 | 0.02 | 0.00 |
| Lovington (9,813) | 6,021 | 0.235 | 0.45 | 0.02 | 0.00 |
| Bernalillo (8,099) | 6,166 | 0.226 | 0.44 | 0.02 | 0.00 |
| Silver City (8,232) | 6,742 | 0.193 | 0.37 | 0.01 | 0.00 |
| Placitas (3,452) | 6,816 | 0.189 | 0.37 | 0.01 | 0.00 |
| Shiprock (8,156) | 6,975 | 0.181 | 0.35 | 0.01 | 0.00 |
| Los Chaves (5,033) | 7,102 | 0.174 | 0.34 | 0.01 | 0.00 |
| Belen (7,093) | 7,164 | 0.172 | 0.33 | 0.01 | 0.00 |
| Socorro (8,287) | 7,233 | 0.169 | 0.33 | 0.01 | 0.00 |
| Valencia (4,500) | 7,327 | 0.165 | 0.32 | 0.01 | 0.00 |
| Anthony (7,904) | 7,412 | 0.161 | 0.31 | 0.01 | 0.00 |
| Raton (6,342) | 7,586 | 0.155 | 0.30 | 0.01 | 0.00 |
| Bosque Farms (3,760) | 7,706 | 0.150 | 0.29 | 0.01 | 0.00 |
| Santa Teresa (2,607) | 7,832 | 0.145 | 0.28 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

New Mexico - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|---------------|--------------|-------------|-------------|
| Taos (6,324) | 7,893 | 0.143 | 0.28 | 0.01 | 0.00 |
| Milan (6,026) | 8,147 | 0.134 | 0.26 | 0.01 | 0.00 |
| Zuni Pueblo (6,367) | 8,264 | 0.130 | 0.25 | 0.01 | 0.00 |
| Truth or Consequences (6,804) | 8,288 | 0.129 | 0.25 | 0.01 | 0.00 |
| Peralta (3,750) | 8,296 | 0.129 | 0.25 | 0.01 | 0.00 |
| El Cerro-Monterey Park (5,483) | 8,344 | 0.128 | 0.25 | 0.01 | 0.00 |
| Rio Communities (4,213) | 8,401 | 0.126 | 0.24 | 0.01 | 0.00 |
| Chaparral (6,117) | 8,421 | 0.126 | 0.24 | 0.01 | 0.00 |
| Meadow Lake (4,491) | 9,191 | 0.104 | 0.20 | 0.01 | 0.00 |
| La Cienega (3,007) | 9,211 | 0.104 | 0.20 | 0.01 | 0.00 |
| Mesilla (2,314) | 9,835 | 0.089 | 0.17 | 0.01 | 0.00 |
| Tucumcari (4,181) | 9,994 | 0.085 | 0.17 | 0.01 | 0.00 |
| Chimayo (2,924) | 10,103 | 0.083 | 0.16 | 0.01 | 0.00 |
| Eunice (2,666) | 10,506 | 0.077 | 0.15 | 0.01 | 0.00 |
| Tularosa (2,969) | 10,656 | 0.074 | 0.14 | 0.01 | 0.00 |
| Edgewood (1,893) | 10,727 | 0.073 | 0.14 | 0.01 | 0.00 |
| Crownpoint (2,630) | 10,864 | 0.071 | 0.14 | 0.01 | 0.00 |
| Holloman AFB (2,076) | 10,927 | 0.070 | 0.14 | 0.01 | 0.00 |
| Rio Communities North (1,588) | 11,112 | 0.067 | 0.13 | 0.00 | 0.00 |
| Vado (3,003) | 11,349 | 0.064 | 0.12 | 0.00 | 0.00 |
| Dulce (2,623) | 11,375 | 0.064 | 0.12 | 0.00 | 0.00 |
| Ranchos de Taos (2,390) | 11,487 | 0.062 | 0.12 | 0.00 | 0.00 |
| Santo Domingo Pueblo (2,550) | 11,545 | 0.061 | 0.12 | 0.00 | 0.00 |
| Agua Fria (2,051) | 11,553 | 0.061 | 0.12 | 0.00 | 0.00 |
| Ruidoso Downs (2,243) | 11,680 | 0.060 | 0.12 | 0.00 | 0.00 |
| Carlsbad North (1,245) | 11,728 | 0.059 | 0.11 | 0.00 | 0.00 |
| Flora Vista (1,383) | 11,820 | 0.058 | 0.11 | 0.00 | 0.00 |
| Jal (2,053) | 11,869 | 0.057 | 0.11 | 0.00 | 0.00 |
| Los Trujillos-Gabaldon (2,166) | 11,907 | 0.057 | 0.11 | 0.00 | 0.00 |
| San Felipe Pueblo (2,080) | 11,979 | 0.056 | 0.11 | 0.00 | 0.00 |
| Tome-Adelino (2,211) | 12,089 | 0.055 | 0.11 | 0.00 | 0.00 |
| Santa Rosa (2,301) | 12,309 | 0.052 | 0.10 | 0.00 | 0.00 |
| White Sands (1,323) | 12,325 | 0.052 | 0.10 | 0.00 | 0.00 |
| Jemez Pueblo (1,953) | 12,403 | 0.051 | 0.10 | 0.00 | 0.00 |
| Thoreau (1,863) | 12,559 | 0.049 | 0.10 | 0.00 | 0.00 |
| Cedar Crest (1,060) | 12,618 | 0.049 | 0.09 | 0.00 | 0.00 |
| Total 1,576,547 | | 51.737 | 100.0 | 3.73 | 0.50 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

10.7 CITIES SORTED BY ZIPCODE - NEW MEXICO

| New Mexico - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| San Felipe Pueblo (87001; 2,080) | 11,979 | 0.056 | 0.11 | 0.00 | 0.00 |
| Los Chaves (87002; 5,033) | 7,102 | 0.174 | 0.34 | 0.01 | 0.00 |
| Los Trujillos-Gabalton (87002; 2,166) | 11,907 | 0.057 | 0.11 | 0.00 | 0.00 |
| Belen (87002; 7,093) | 7,164 | 0.172 | 0.33 | 0.01 | 0.00 |
| Rio Communities (87002; 4,213) | 8,401 | 0.126 | 0.24 | 0.01 | 0.00 |
| Bernalillo (87004; 8,099) | 6,166 | 0.226 | 0.44 | 0.02 | 0.00 |
| Cedar Crest (87008; 1,060) | 12,618 | 0.049 | 0.09 | 0.00 | 0.00 |
| Edgewood (87015; 1,893) | 10,727 | 0.073 | 0.14 | 0.01 | 0.00 |
| Grants (87020; 9,793) | 5,540 | 0.272 | 0.53 | 0.02 | 0.00 |
| Milan (87021; 6,026) | 8,147 | 0.134 | 0.26 | 0.01 | 0.00 |
| Jemez Pueblo (87024; 1,953) | 12,403 | 0.051 | 0.10 | 0.00 | 0.00 |
| El Cerro-Monterey Park (87031; 5,483) | 8,344 | 0.128 | 0.25 | 0.01 | 0.00 |
| Valencia (87031; 4,500) | 7,327 | 0.165 | 0.32 | 0.01 | 0.00 |
| Los Lunas (87031; 18,864) | 3,144 | 0.619 | 1.20 | 0.04 | 0.01 |
| Meadow Lake (87031; 4,491) | 9,191 | 0.104 | 0.20 | 0.01 | 0.00 |
| Rio Communities North (87031; 1,588) | 11,112 | 0.067 | 0.13 | 0.00 | 0.00 |
| Tome-Adelino (87031; 2,211) | 12,089 | 0.055 | 0.11 | 0.00 | 0.00 |
| Peralta (87042; 3,750) | 8,296 | 0.129 | 0.25 | 0.01 | 0.00 |
| Bosque Farms (87042; 3,760) | 7,706 | 0.150 | 0.29 | 0.01 | 0.00 |
| Placitas (87043; 3,452) | 6,816 | 0.189 | 0.37 | 0.01 | 0.00 |
| Corrales (87048; 8,518) | 3,617 | 0.519 | 1.00 | 0.04 | 0.01 |
| Santo Domingo Pueblo (87052; 2,550) | 11,545 | 0.061 | 0.12 | 0.00 | 0.00 |
| Albuquerque (87104; 608,318) | 36 | 21.085 | 40.75 | 1.52 | 0.20 |
| South Valley (87105; 39,060) | 1,940 | 1.092 | 2.11 | 0.08 | 0.01 |
| Los Ranchos de Albuquerque (87107; 6,903) | 4,496 | 0.378 | 0.73 | 0.03 | 0.00 |
| North Valley (87114; 11,923) | 4,118 | 0.431 | 0.83 | 0.03 | 0.00 |
| Rio Rancho (87174; 106,254) | 341 | 4.539 | 8.77 | 0.33 | 0.04 |
| Crownpoint (87313; 2,630) | 10,864 | 0.071 | 0.14 | 0.01 | 0.00 |
| Gallup (87317; 18,329) | 3,307 | 0.579 | 1.12 | 0.04 | 0.01 |
| Thoreau (87323; 1,863) | 12,559 | 0.049 | 0.10 | 0.00 | 0.00 |
| Zuni Pueblo (87327; 6,367) | 8,264 | 0.130 | 0.25 | 0.01 | 0.00 |
| Aztec (87410; 8,772) | 5,672 | 0.263 | 0.51 | 0.02 | 0.00 |
| Bloomfield (87413; 10,391) | 5,123 | 0.310 | 0.60 | 0.02 | 0.00 |
| Flora Vista (87415; 1,383) | 11,820 | 0.058 | 0.11 | 0.00 | 0.00 |
| Kirtland (87417; 6,190) | 5,800 | 0.252 | 0.49 | 0.02 | 0.00 |
| Shiprock (87420; 8,156) | 6,975 | 0.181 | 0.35 | 0.01 | 0.00 |
| Farmington (87499; 59,758) | 1,001 | 2.038 | 3.94 | 0.15 | 0.02 |
| Agua Fria (87501; 2,051) | 11,553 | 0.061 | 0.12 | 0.00 | 0.00 |
| Eldorado at Santa Fe (87505; 5,799) | 4,587 | 0.368 | 0.71 | 0.03 | 0.00 |
| La Cienega (87505; 3,007) | 9,211 | 0.104 | 0.20 | 0.01 | 0.00 |
| Chimayo (87522; 2,924) | 10,103 | 0.083 | 0.16 | 0.01 | 0.00 |
| Dulce (87528; 2,623) | 11,375 | 0.064 | 0.12 | 0.00 | 0.00 |
| Espanola (87533; 9,767) | 5,954 | 0.240 | 0.46 | 0.02 | 0.00 |
| White Rock (87544; 6,045) | 3,676 | 0.508 | 0.98 | 0.04 | 0.00 |
| Los Alamos (87545; 11,909) | 2,601 | 0.772 | 1.49 | 0.06 | 0.01 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

| New Mexico - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|---------------|--------------|-------------|-------------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Ranchos de Taos (87557; 2,390) | 11,487 | 0.062 | 0.12 | 0.00 | 0.00 |
| Taos (87571; 6,324) | 7,893 | 0.143 | 0.28 | 0.01 | 0.00 |
| Santa Fe (87592; 89,089) | 535 | 3.259 | 6.30 | 0.23 | 0.03 |
| Las Vegas (87701; 12,530) | 5,510 | 0.275 | 0.53 | 0.02 | 0.00 |
| Raton (87740; 6,342) | 7,586 | 0.155 | 0.30 | 0.01 | 0.00 |
| Socorro (87801; 8,287) | 7,233 | 0.169 | 0.33 | 0.01 | 0.00 |
| Truth or Consequences (87901; 6,804) | 8,288 | 0.129 | 0.25 | 0.01 | 0.00 |
| White Sands (88002; 1,323) | 12,325 | 0.052 | 0.10 | 0.00 | 0.00 |
| Sunland Park (88008; 15,992) | 5,325 | 0.292 | 0.56 | 0.02 | 0.00 |
| Santa Teresa (88008; 2,607) | 7,832 | 0.145 | 0.28 | 0.01 | 0.00 |
| Las Cruces (88012; 97,694) | 703 | 2.687 | 5.19 | 0.19 | 0.03 |
| Chaparral (88021; 6,117) | 8,421 | 0.126 | 0.24 | 0.01 | 0.00 |
| Deming (88031; 16,381) | 5,244 | 0.298 | 0.58 | 0.02 | 0.00 |
| Mesilla (88046; 2,314) | 9,835 | 0.089 | 0.17 | 0.01 | 0.00 |
| Vado (88048; 3,003) | 11,349 | 0.064 | 0.12 | 0.00 | 0.00 |
| Silver City (88062; 8,232) | 6,742 | 0.193 | 0.37 | 0.01 | 0.00 |
| Anthony (88081; 7,904) | 7,412 | 0.161 | 0.31 | 0.01 | 0.00 |
| Clovis (88101; 34,268) | 2,290 | 0.896 | 1.73 | 0.06 | 0.01 |
| Portales (88130; 11,451) | 5,759 | 0.256 | 0.49 | 0.02 | 0.00 |
| Roswell (88203; 44,401) | 1,927 | 1.096 | 2.12 | 0.08 | 0.01 |
| Artesia (88211; 10,147) | 5,548 | 0.271 | 0.52 | 0.02 | 0.00 |
| Carlsbad North (88220; 1,245) | 11,728 | 0.059 | 0.11 | 0.00 | 0.00 |
| Carlsbad (88220; 24,812) | 2,878 | 0.689 | 1.33 | 0.05 | 0.01 |
| Eunice (88231; 2,666) | 10,506 | 0.077 | 0.15 | 0.01 | 0.00 |
| Hobbs (88240; 28,881) | 2,721 | 0.735 | 1.42 | 0.05 | 0.01 |
| Jal (88252; 2,053) | 11,869 | 0.057 | 0.11 | 0.00 | 0.00 |
| Lovington (88260; 9,813) | 6,021 | 0.235 | 0.45 | 0.02 | 0.00 |
| Alamogordo (88310; 38,202) | 1,980 | 1.070 | 2.07 | 0.08 | 0.01 |
| Holloman AFB (88330; 2,076) | 10,927 | 0.070 | 0.14 | 0.01 | 0.00 |
| Ruidoso (88345; 12,507) | 4,189 | 0.420 | 0.81 | 0.03 | 0.00 |
| Ruidoso Downs (88346; 2,243) | 11,680 | 0.060 | 0.12 | 0.00 | 0.00 |
| Tularosa (88352; 2,969) | 10,656 | 0.074 | 0.14 | 0.01 | 0.00 |
| Tucumcari (88416; 4,181) | 9,994 | 0.085 | 0.17 | 0.01 | 0.00 |
| Santa Rosa (88435; 2,301) | 12,309 | 0.052 | 0.10 | 0.00 | 0.00 |
| Total 1,576,547 | | 51.737 | 100.0 | 3.73 | 0.50 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

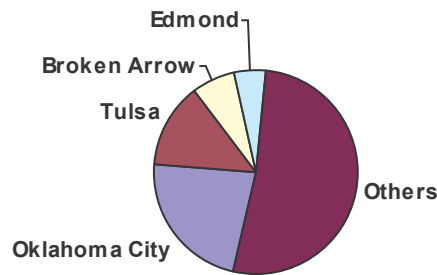
10.8 LATENT DEMAND BY YEAR - OKLAHOMA

The Latent Demand for Graphic Design Services in Oklahoma: 2002 - 2012

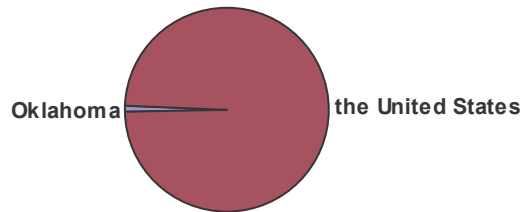
| Year | Oklahoma | % of Region | % of USA |
|------|----------|-------------|----------|
| 2002 | 84.82 | 6.10% | 0.83% |
| 2003 | 84.70 | 6.15% | 0.83% |
| 2004 | 84.58 | 6.21% | 0.84% |
| 2005 | 84.45 | 6.27% | 0.84% |
| 2006 | 84.68 | 6.31% | 0.85% |
| 2007 | 87.04 | 6.27% | 0.84% |
| 2008 | 89.82 | 6.21% | 0.84% |
| 2009 | 92.70 | 6.16% | 0.83% |
| 2010 | 95.66 | 6.10% | 0.83% |
| 2011 | 98.73 | 6.05% | 0.82% |
| 2012 | 101.88 | 6.00% | 0.82% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Oklahoma - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Oklahoma: 2007



10.9 CITIES SORTED BY RANK - OKLAHOMA

Oklahoma - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|-----------|---------|----------|-------|
| Oklahoma City (599,130) | 43 | 18.853 | 21.66 | 1.36 | 0.18 |
| Tulsa (356,791) | 96 | 11.346 | 13.04 | 0.82 | 0.11 |
| Broken Arrow (120,812) | 233 | 5.821 | 6.69 | 0.42 | 0.06 |
| Edmond (89,526) | 357 | 4.398 | 5.05 | 0.32 | 0.04 |
| Norman (118,508) | 422 | 3.918 | 4.50 | 0.28 | 0.04 |
| Moore (65,442) | 752 | 2.558 | 2.94 | 0.18 | 0.02 |
| Lawton (75,872) | 899 | 2.222 | 2.55 | 0.16 | 0.02 |
| Bixby (41,616) | 1,091 | 1.906 | 2.19 | 0.14 | 0.02 |
| Owasso (41,106) | 1,141 | 1.843 | 2.12 | 0.13 | 0.02 |
| Midwest City (57,157) | 1,164 | 1.803 | 2.07 | 0.13 | 0.02 |
| Enid (45,378) | 1,613 | 1.317 | 1.51 | 0.09 | 0.01 |
| Jenks (24,393) | 1,760 | 1.200 | 1.38 | 0.09 | 0.01 |
| Bartlesville (34,327) | 1,909 | 1.107 | 1.27 | 0.08 | 0.01 |
| Stillwater (46,214) | 1,999 | 1.058 | 1.22 | 0.08 | 0.01 |
| Mustang (23,250) | 2,012 | 1.053 | 1.21 | 0.08 | 0.01 |
| Muskogee (40,500) | 2,162 | 0.963 | 1.11 | 0.07 | 0.01 |
| Yukon (23,325) | 2,185 | 0.951 | 1.09 | 0.07 | 0.01 |
| Shawnee (33,171) | 2,455 | 0.826 | 0.95 | 0.06 | 0.01 |
| Ardmore (26,366) | 2,962 | 0.666 | 0.77 | 0.05 | 0.01 |
| Sand Springs (18,231) | 2,971 | 0.663 | 0.76 | 0.05 | 0.01 |
| Ponca City (23,236) | 2,995 | 0.657 | 0.75 | 0.05 | 0.01 |
| Claremore (20,877) | 3,028 | 0.649 | 0.75 | 0.05 | 0.01 |
| Sapulpa (21,829) | 3,081 | 0.634 | 0.73 | 0.05 | 0.01 |
| Del City (21,766) | 3,096 | 0.631 | 0.73 | 0.05 | 0.01 |
| Choctaw (13,529) | 3,222 | 0.600 | 0.69 | 0.04 | 0.01 |
| Bethany (18,645) | 3,268 | 0.589 | 0.68 | 0.04 | 0.01 |
| Duncan (21,352) | 3,289 | 0.584 | 0.67 | 0.04 | 0.01 |
| Altus (17,540) | 3,817 | 0.477 | 0.55 | 0.03 | 0.00 |
| McAlester (17,783) | 3,934 | 0.458 | 0.53 | 0.03 | 0.00 |
| Chickasha (18,465) | 4,063 | 0.438 | 0.50 | 0.03 | 0.00 |
| Durant (19,193) | 4,072 | 0.438 | 0.50 | 0.03 | 0.00 |
| El Reno (15,198) | 4,145 | 0.427 | 0.49 | 0.03 | 0.00 |
| Tahlequah (20,177) | 4,174 | 0.422 | 0.49 | 0.03 | 0.00 |
| Coweta (12,052) | 4,221 | 0.415 | 0.48 | 0.03 | 0.00 |
| Guymon (11,555) | 4,420 | 0.388 | 0.45 | 0.03 | 0.00 |
| Glenpool (9,945) | 4,431 | 0.387 | 0.44 | 0.03 | 0.00 |
| Piedmont (7,418) | 4,581 | 0.369 | 0.42 | 0.03 | 0.00 |
| Newcastle (7,843) | 4,651 | 0.359 | 0.41 | 0.03 | 0.00 |
| Woodward (11,900) | 4,760 | 0.348 | 0.40 | 0.03 | 0.00 |
| Guthrie (12,441) | 4,823 | 0.341 | 0.39 | 0.02 | 0.00 |
| Ada (16,272) | 4,869 | 0.337 | 0.39 | 0.02 | 0.00 |
| The Village (9,182) | 5,118 | 0.311 | 0.36 | 0.02 | 0.00 |
| Tuttle (8,351) | 5,188 | 0.304 | 0.35 | 0.02 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Oklahoma - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|-----------|---------|----------|-------|
| Nichols Hills (3,833) | 5,246 | 0.298 | 0.34 | 0.02 | 0.00 |
| Miami (12,750) | 5,271 | 0.297 | 0.34 | 0.02 | 0.00 |
| Warr Acres (9,017) | 5,300 | 0.294 | 0.34 | 0.02 | 0.00 |
| Catoosa (8,122) | 5,337 | 0.291 | 0.33 | 0.02 | 0.00 |
| Pryor Creek (10,894) | 5,368 | 0.289 | 0.33 | 0.02 | 0.00 |
| Okmulgee (12,359) | 5,553 | 0.271 | 0.31 | 0.02 | 0.00 |
| Elk City (10,255) | 5,699 | 0.261 | 0.30 | 0.02 | 0.00 |
| Skiatook (8,736) | 5,715 | 0.259 | 0.30 | 0.02 | 0.00 |
| Wagoner (8,496) | 6,058 | 0.233 | 0.27 | 0.02 | 0.00 |
| Sallisaw (10,398) | 6,070 | 0.232 | 0.27 | 0.02 | 0.00 |
| Weatherford (9,390) | 6,149 | 0.228 | 0.26 | 0.02 | 0.00 |
| Harrah (5,759) | 6,440 | 0.209 | 0.24 | 0.02 | 0.00 |
| Grove (7,647) | 6,682 | 0.196 | 0.23 | 0.01 | 0.00 |
| Cushing (8,201) | 6,691 | 0.196 | 0.22 | 0.01 | 0.00 |
| Poteau (8,292) | 6,692 | 0.195 | 0.22 | 0.01 | 0.00 |
| Blanchard (5,782) | 6,735 | 0.193 | 0.22 | 0.01 | 0.00 |
| Tecumseh (7,815) | 6,775 | 0.191 | 0.22 | 0.01 | 0.00 |
| Purcell (6,152) | 6,916 | 0.184 | 0.21 | 0.01 | 0.00 |
| Noble (5,761) | 6,945 | 0.183 | 0.21 | 0.01 | 0.00 |
| Lone Grove (6,185) | 7,040 | 0.177 | 0.20 | 0.01 | 0.00 |
| Clinton (7,107) | 7,137 | 0.173 | 0.20 | 0.01 | 0.00 |
| Collinsville (5,030) | 7,352 | 0.164 | 0.19 | 0.01 | 0.00 |
| Pocola (5,414) | 7,362 | 0.164 | 0.19 | 0.01 | 0.00 |
| Seminole (6,874) | 7,583 | 0.155 | 0.18 | 0.01 | 0.00 |
| Kingfisher (4,743) | 7,614 | 0.154 | 0.18 | 0.01 | 0.00 |
| Slaughterville (4,730) | 7,645 | 0.153 | 0.18 | 0.01 | 0.00 |
| Blackwell (6,489) | 7,683 | 0.151 | 0.17 | 0.01 | 0.00 |
| Pauls Valley (6,011) | 7,857 | 0.144 | 0.17 | 0.01 | 0.00 |
| Anadarko (6,330) | 8,062 | 0.137 | 0.16 | 0.01 | 0.00 |
| Fort Gibson (4,836) | 8,135 | 0.135 | 0.15 | 0.01 | 0.00 |
| Perry (4,824) | 8,174 | 0.133 | 0.15 | 0.01 | 0.00 |
| Idabel (6,923) | 8,352 | 0.128 | 0.15 | 0.01 | 0.00 |
| Bethel Acres (3,103) | 8,512 | 0.123 | 0.14 | 0.01 | 0.00 |
| Sulphur (4,811) | 8,677 | 0.118 | 0.14 | 0.01 | 0.00 |
| Vinita (4,617) | 8,811 | 0.114 | 0.13 | 0.01 | 0.00 |
| Spencer (3,897) | 8,986 | 0.109 | 0.13 | 0.01 | 0.00 |
| Henryetta (6,021) | 8,991 | 0.109 | 0.13 | 0.01 | 0.00 |
| Alva (4,007) | 9,407 | 0.099 | 0.11 | 0.01 | 0.00 |
| Roland (3,782) | 9,415 | 0.099 | 0.11 | 0.01 | 0.00 |
| Hugo (5,669) | 9,424 | 0.099 | 0.11 | 0.01 | 0.00 |
| Jones (2,909) | 9,514 | 0.096 | 0.11 | 0.01 | 0.00 |
| Bristow (4,324) | 9,576 | 0.095 | 0.11 | 0.01 | 0.00 |
| Marlow (4,306) | 9,787 | 0.090 | 0.10 | 0.01 | 0.00 |
| Dewey (3,647) | 9,794 | 0.089 | 0.10 | 0.01 | 0.00 |
| Holdenville (4,732) | 9,950 | 0.086 | 0.10 | 0.01 | 0.00 |

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Oklahoma - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------|----------|-----------|---------|----------|-------|
| Nowata (4,018) | 9,958 | 0.086 | 0.10 | 0.01 | 0.00 |
| Oakhurst (2,731) | 9,977 | 0.086 | 0.10 | 0.01 | 0.00 |
| Turley (3,231) | 10,089 | 0.084 | 0.10 | 0.01 | 0.00 |
| Mannford (2,674) | 10,134 | 0.083 | 0.09 | 0.01 | 0.00 |
| Cleveland (3,127) | 10,212 | 0.081 | 0.09 | 0.01 | 0.00 |
| Madill (4,005) | 10,227 | 0.081 | 0.09 | 0.01 | 0.00 |
| Park Hill (3,936) | 10,392 | 0.078 | 0.09 | 0.01 | 0.00 |
| Muldrow (3,294) | 10,434 | 0.078 | 0.09 | 0.01 | 0.00 |
| Hobart (3,340) | 10,449 | 0.078 | 0.09 | 0.01 | 0.00 |
| Jay (3,904) | 10,486 | 0.077 | 0.09 | 0.01 | 0.00 |
| New Cordell (3,032) | 10,507 | 0.077 | 0.09 | 0.01 | 0.00 |
| Nicoma Park (2,330) | 10,537 | 0.076 | 0.09 | 0.01 | 0.00 |
| Pawhuska (3,348) | 10,546 | 0.076 | 0.09 | 0.01 | 0.00 |
| Forest Park (1,461) | 10,714 | 0.073 | 0.08 | 0.01 | 0.00 |
| Tonkawa (2,756) | 10,721 | 0.073 | 0.08 | 0.01 | 0.00 |
| Cache (2,566) | 10,754 | 0.072 | 0.08 | 0.01 | 0.00 |
| Heavener (3,358) | 10,803 | 0.072 | 0.08 | 0.01 | 0.00 |
| Checotah (3,593) | 10,844 | 0.071 | 0.08 | 0.01 | 0.00 |
| Frederick (3,561) | 10,852 | 0.071 | 0.08 | 0.01 | 0.00 |
| Chandler (2,910) | 10,901 | 0.070 | 0.08 | 0.01 | 0.00 |
| Drumright (2,825) | 10,964 | 0.069 | 0.08 | 0.01 | 0.00 |
| Lindsay (2,855) | 11,027 | 0.069 | 0.08 | 0.00 | 0.00 |
| Stroud (2,790) | 11,041 | 0.068 | 0.08 | 0.00 | 0.00 |
| Hall Park (1,088) | 11,145 | 0.067 | 0.08 | 0.00 | 0.00 |
| Davis (2,559) | 11,151 | 0.067 | 0.08 | 0.00 | 0.00 |
| Marietta (2,753) | 11,232 | 0.066 | 0.08 | 0.00 | 0.00 |
| Broken Bow (3,980) | 11,286 | 0.065 | 0.07 | 0.00 | 0.00 |
| Stilwell (3,876) | 11,287 | 0.065 | 0.07 | 0.00 | 0.00 |
| Watonga (2,619) | 11,341 | 0.064 | 0.07 | 0.00 | 0.00 |
| Fairview (2,360) | 11,348 | 0.064 | 0.07 | 0.00 | 0.00 |
| Chouteau (2,114) | 11,452 | 0.063 | 0.07 | 0.00 | 0.00 |
| Eufaula (3,307) | 11,560 | 0.061 | 0.07 | 0.00 | 0.00 |
| McCord (1,711) | 11,595 | 0.061 | 0.07 | 0.00 | 0.00 |
| McLoud (2,051) | 11,661 | 0.060 | 0.07 | 0.00 | 0.00 |
| Perkins (2,208) | 11,678 | 0.060 | 0.07 | 0.00 | 0.00 |
| Inola (2,106) | 11,698 | 0.059 | 0.07 | 0.00 | 0.00 |
| Tishomingo (3,149) | 11,704 | 0.059 | 0.07 | 0.00 | 0.00 |
| Healdton (2,787) | 11,721 | 0.059 | 0.07 | 0.00 | 0.00 |
| Goldsby (1,497) | 11,791 | 0.058 | 0.07 | 0.00 | 0.00 |
| Hinton (2,193) | 11,871 | 0.057 | 0.07 | 0.00 | 0.00 |
| Chelsea (2,607) | 11,931 | 0.057 | 0.07 | 0.00 | 0.00 |
| Hominy (2,584) | 11,962 | 0.056 | 0.06 | 0.00 | 0.00 |
| Justice (1,311) | 11,988 | 0.056 | 0.06 | 0.00 | 0.00 |
| Okemah (2,919) | 11,993 | 0.056 | 0.06 | 0.00 | 0.00 |
| Sayre (2,845) | 12,015 | 0.056 | 0.06 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Oklahoma - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------|----------|---------------|--------------|-------------|-------------|
| Commerce (2,360) | 12,048 | 0.055 | 0.06 | 0.00 | 0.00 |
| Walters (2,372) | 12,064 | 0.055 | 0.06 | 0.00 | 0.00 |
| Minco (1,927) | 12,156 | 0.054 | 0.06 | 0.00 | 0.00 |
| Wewoka (3,075) | 12,157 | 0.054 | 0.06 | 0.00 | 0.00 |
| Lexington (2,170) | 12,165 | 0.054 | 0.06 | 0.00 | 0.00 |
| Wilburton (2,844) | 12,195 | 0.053 | 0.06 | 0.00 | 0.00 |
| Stigler (2,980) | 12,284 | 0.053 | 0.06 | 0.00 | 0.00 |
| Hennessey (1,993) | 12,324 | 0.052 | 0.06 | 0.00 | 0.00 |
| Texanna (2,083) | 12,337 | 0.052 | 0.06 | 0.00 | 0.00 |
| Atoka (3,134) | 12,344 | 0.052 | 0.06 | 0.00 | 0.00 |
| Wynnewood (2,191) | 12,367 | 0.052 | 0.06 | 0.00 | 0.00 |
| Union City (1,381) | 12,431 | 0.051 | 0.06 | 0.00 | 0.00 |
| Mangum (2,226) | 12,479 | 0.050 | 0.06 | 0.00 | 0.00 |
| Hooker (1,603) | 12,491 | 0.050 | 0.06 | 0.00 | 0.00 |
| Prague (2,071) | 12,506 | 0.050 | 0.06 | 0.00 | 0.00 |
| Newkirk (1,960) | 12,567 | 0.049 | 0.06 | 0.00 | 0.00 |
| Krebs (2,210) | 12,619 | 0.049 | 0.06 | 0.00 | 0.00 |
| Pawnee (2,141) | 12,683 | 0.048 | 0.06 | 0.00 | 0.00 |
| Calera (1,920) | 12,697 | 0.048 | 0.06 | 0.00 | 0.00 |
| Burns Flat (1,630) | 12,755 | 0.047 | 0.05 | 0.00 | 0.00 |
| Elgin (1,432) | 12,808 | 0.047 | 0.05 | 0.00 | 0.00 |
| Arkoma (2,189) | 12,815 | 0.047 | 0.05 | 0.00 | 0.00 |
| Meridian (72) | 12,920 | 0.002 | 0.00 | 0.00 | 0.00 |
| Total 2,702,877 | | 87.039 | 100.0 | 6.27 | 0.84 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

10.10 CITIES SORTED BY ZIPCODE - OKLAHOMA

Oklahoma - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Edmond (73003; 89,526) | 357 | 4.398 | 5.05 | 0.32 | 0.04 |
| Anadarko (73005; 6,330) | 8,062 | 0.137 | 0.16 | 0.01 | 0.00 |
| Bethany (73008; 18,645) | 3,268 | 0.589 | 0.68 | 0.04 | 0.01 |
| Blanchard (73010; 5,782) | 6,735 | 0.193 | 0.22 | 0.01 | 0.00 |
| Choctaw (73020; 13,529) | 3,222 | 0.600 | 0.69 | 0.04 | 0.01 |
| Chickasha (73023; 18,465) | 4,063 | 0.438 | 0.50 | 0.03 | 0.00 |
| El Reno (73036; 15,198) | 4,145 | 0.427 | 0.49 | 0.03 | 0.00 |
| Davis (73039; 2,559) | 11,151 | 0.067 | 0.08 | 0.00 | 0.00 |
| Guthrie (73044; 12,441) | 4,823 | 0.341 | 0.39 | 0.02 | 0.00 |
| Harrah (73045; 5,759) | 6,440 | 0.209 | 0.24 | 0.02 | 0.00 |
| Hinton (73047; 2,193) | 11,871 | 0.057 | 0.07 | 0.00 | 0.00 |
| Jones (73049; 2,909) | 9,514 | 0.096 | 0.11 | 0.01 | 0.00 |
| Slaughterville (73051; 4,730) | 7,645 | 0.153 | 0.18 | 0.01 | 0.00 |
| Lexington (73051; 2,170) | 12,165 | 0.054 | 0.06 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Oklahoma - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Lindsay (73052; 2,855) | 11,027 | 0.069 | 0.08 | 0.00 | 0.00 |
| Marlow (73055; 4,306) | 9,787 | 0.090 | 0.10 | 0.01 | 0.00 |
| Meridian (73058; 72) | 12,920 | 0.002 | 0.00 | 0.00 | 0.00 |
| Minco (73059; 1,927) | 12,156 | 0.054 | 0.06 | 0.00 | 0.00 |
| Mustang (73064; 23,250) | 2,012 | 1.053 | 1.21 | 0.08 | 0.01 |
| Newcastle (73065; 7,843) | 4,651 | 0.359 | 0.41 | 0.03 | 0.00 |
| Nicoma Park (73066; 2,330) | 10,537 | 0.076 | 0.09 | 0.01 | 0.00 |
| Noble (73068; 5,761) | 6,945 | 0.183 | 0.21 | 0.01 | 0.00 |
| Norman (73071; 118,508) | 422 | 3.918 | 4.50 | 0.28 | 0.04 |
| Hall Park (73071; 1,088) | 11,145 | 0.067 | 0.08 | 0.00 | 0.00 |
| Pauls Valley (73075; 6,011) | 7,857 | 0.144 | 0.17 | 0.01 | 0.00 |
| Perry (73077; 4,824) | 8,174 | 0.133 | 0.15 | 0.01 | 0.00 |
| Piedmont (73078; 7,418) | 4,581 | 0.369 | 0.42 | 0.03 | 0.00 |
| Purcell (73080; 6,152) | 6,916 | 0.184 | 0.21 | 0.01 | 0.00 |
| Spencer (73084; 3,897) | 8,986 | 0.109 | 0.13 | 0.01 | 0.00 |
| Sulphur (73086; 4,811) | 8,677 | 0.118 | 0.14 | 0.01 | 0.00 |
| Tuttle (73089; 8,351) | 5,188 | 0.304 | 0.35 | 0.02 | 0.00 |
| Union City (73090; 1,381) | 12,431 | 0.051 | 0.06 | 0.00 | 0.00 |
| Goldsby (73093; 1,497) | 11,791 | 0.058 | 0.07 | 0.00 | 0.00 |
| Weatherford (73096; 9,390) | 6,149 | 0.228 | 0.26 | 0.02 | 0.00 |
| Wynnewood (73098; 2,191) | 12,367 | 0.052 | 0.06 | 0.00 | 0.00 |
| Yukon (73099; 23,325) | 2,185 | 0.951 | 1.09 | 0.07 | 0.01 |
| The Village (73120; 9,182) | 5,118 | 0.311 | 0.36 | 0.02 | 0.00 |
| Nichols Hills (73120; 3,833) | 5,246 | 0.298 | 0.34 | 0.02 | 0.00 |
| Forest Park (73121; 1,461) | 10,714 | 0.073 | 0.08 | 0.01 | 0.00 |
| Warr Acres (73122; 9,017) | 5,300 | 0.294 | 0.34 | 0.02 | 0.00 |
| Del City (73135; 21,766) | 3,096 | 0.631 | 0.73 | 0.05 | 0.01 |
| Oklahoma City (73136; 599,130) | 43 | 18.853 | 21.66 | 1.36 | 0.18 |
| Midwest City (73145; 57,157) | 1,164 | 1.803 | 2.07 | 0.13 | 0.02 |
| Moore (73160; 65,442) | 752 | 2.558 | 2.94 | 0.18 | 0.02 |
| Ardmore (73403; 26,366) | 2,962 | 0.666 | 0.77 | 0.05 | 0.01 |
| Healdton (73438; 2,787) | 11,721 | 0.059 | 0.07 | 0.00 | 0.00 |
| Lone Grove (73443; 6,185) | 7,040 | 0.177 | 0.20 | 0.01 | 0.00 |
| Madill (73446; 4,005) | 10,227 | 0.081 | 0.09 | 0.01 | 0.00 |
| Marietta (73448; 2,753) | 11,232 | 0.066 | 0.08 | 0.00 | 0.00 |
| Tishomingo (73460; 3,149) | 11,704 | 0.059 | 0.07 | 0.00 | 0.00 |
| Lawton (73503; 75,872) | 899 | 2.222 | 2.55 | 0.16 | 0.02 |
| Altus (73521; 17,540) | 3,817 | 0.477 | 0.55 | 0.03 | 0.00 |
| Cache (73527; 2,566) | 10,754 | 0.072 | 0.08 | 0.01 | 0.00 |
| Duncan (73536; 21,352) | 3,289 | 0.584 | 0.67 | 0.04 | 0.01 |
| Elgin (73538; 1,432) | 12,808 | 0.047 | 0.05 | 0.00 | 0.00 |
| Frederick (73542; 3,561) | 10,852 | 0.071 | 0.08 | 0.01 | 0.00 |
| Mangum (73554; 2,226) | 12,479 | 0.050 | 0.06 | 0.00 | 0.00 |
| Walters (73572; 2,372) | 12,064 | 0.055 | 0.06 | 0.00 | 0.00 |
| Clinton (73601; 7,107) | 7,137 | 0.173 | 0.20 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Oklahoma - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Burns Flat (73624; 1,630) | 12,755 | 0.047 | 0.05 | 0.00 | 0.00 |
| New Cordell (73632; 3,032) | 10,507 | 0.077 | 0.09 | 0.01 | 0.00 |
| Elk City (73644; 10,255) | 5,699 | 0.261 | 0.30 | 0.02 | 0.00 |
| Hobart (73651; 3,340) | 10,449 | 0.078 | 0.09 | 0.01 | 0.00 |
| Sayre (73662; 2,845) | 12,015 | 0.056 | 0.06 | 0.00 | 0.00 |
| Enid (73701; 45,378) | 1,613 | 1.317 | 1.51 | 0.09 | 0.01 |
| Alva (73717; 4,007) | 9,407 | 0.099 | 0.11 | 0.01 | 0.00 |
| Fairview (73737; 2,360) | 11,348 | 0.064 | 0.07 | 0.00 | 0.00 |
| Hennessey (73742; 1,993) | 12,324 | 0.052 | 0.06 | 0.00 | 0.00 |
| Kingfisher (73750; 4,743) | 7,614 | 0.154 | 0.18 | 0.01 | 0.00 |
| Watonga (73772; 2,619) | 11,341 | 0.064 | 0.07 | 0.00 | 0.00 |
| Woodward (73801; 11,900) | 4,760 | 0.348 | 0.40 | 0.03 | 0.00 |
| Guymon (73942; 11,555) | 4,420 | 0.388 | 0.45 | 0.03 | 0.00 |
| Hooker (73945; 1,603) | 12,491 | 0.050 | 0.06 | 0.00 | 0.00 |
| Bartlesville (74005; 34,327) | 1,909 | 1.107 | 1.27 | 0.08 | 0.01 |
| Dewey (74006; 3,647) | 9,794 | 0.089 | 0.10 | 0.01 | 0.00 |
| Bixby (74008; 41,616) | 1,091 | 1.906 | 2.19 | 0.14 | 0.02 |
| Bristow (74010; 4,324) | 9,576 | 0.095 | 0.11 | 0.01 | 0.00 |
| Broken Arrow (74014; 120,812) | 233 | 5.821 | 6.69 | 0.42 | 0.06 |
| Catoosa (74015; 8,122) | 5,337 | 0.291 | 0.33 | 0.02 | 0.00 |
| Chelsea (74016; 2,607) | 11,931 | 0.057 | 0.07 | 0.00 | 0.00 |
| Justice (74017; 1,311) | 11,988 | 0.056 | 0.06 | 0.00 | 0.00 |
| Claremore (74019; 20,877) | 3,028 | 0.649 | 0.75 | 0.05 | 0.01 |
| Cleveland (74020; 3,127) | 10,212 | 0.081 | 0.09 | 0.01 | 0.00 |
| Collinsville (74021; 5,030) | 7,352 | 0.164 | 0.19 | 0.01 | 0.00 |
| Cushing (74023; 8,201) | 6,691 | 0.196 | 0.22 | 0.01 | 0.00 |
| Drumright (74030; 2,825) | 10,964 | 0.069 | 0.08 | 0.01 | 0.00 |
| Glenpool (74033; 9,945) | 4,431 | 0.387 | 0.44 | 0.03 | 0.00 |
| Hominy (74035; 2,584) | 11,962 | 0.056 | 0.06 | 0.00 | 0.00 |
| Inola (74036; 2,106) | 11,698 | 0.059 | 0.07 | 0.00 | 0.00 |
| Jenks (74037; 24,393) | 1,760 | 1.200 | 1.38 | 0.09 | 0.01 |
| Mannford (74044; 2,674) | 10,134 | 0.083 | 0.09 | 0.01 | 0.00 |
| Nowata (74048; 4,018) | 9,958 | 0.086 | 0.10 | 0.01 | 0.00 |
| Oakhurst (74050; 2,731) | 9,977 | 0.086 | 0.10 | 0.01 | 0.00 |
| Pawhuska (74056; 3,348) | 10,546 | 0.076 | 0.09 | 0.01 | 0.00 |
| Pawnee (74058; 2,141) | 12,683 | 0.048 | 0.06 | 0.00 | 0.00 |
| Perkins (74059; 2,208) | 11,678 | 0.060 | 0.07 | 0.00 | 0.00 |
| Sand Springs (74063; 18,231) | 2,971 | 0.663 | 0.76 | 0.05 | 0.01 |
| Sapulpa (74066; 21,829) | 3,081 | 0.634 | 0.73 | 0.05 | 0.01 |
| Skiatook (74070; 8,736) | 5,715 | 0.259 | 0.30 | 0.02 | 0.00 |
| Owasso (74073; 41,106) | 1,141 | 1.843 | 2.12 | 0.13 | 0.02 |
| Stillwater (74078; 46,214) | 1,999 | 1.058 | 1.22 | 0.08 | 0.01 |
| Stroud (74079; 2,790) | 11,041 | 0.068 | 0.08 | 0.00 | 0.00 |
| Turley (74126; 3,231) | 10,089 | 0.084 | 0.10 | 0.01 | 0.00 |
| Tulsa (74183; 356,791) | 96 | 11.346 | 13.04 | 0.82 | 0.11 |

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| Oklahoma - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln | | | | | |
|---|----------|-----------|---------|----------|-------|
| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
| Vinita (74301; 4,617) | 8,811 | 0.114 | 0.13 | 0.01 | 0.00 |
| Chouteau (74337; 2,114) | 11,452 | 0.063 | 0.07 | 0.00 | 0.00 |
| Commerce (74339; 2,360) | 12,048 | 0.055 | 0.06 | 0.00 | 0.00 |
| Grove (74345; 7,647) | 6,682 | 0.196 | 0.23 | 0.01 | 0.00 |
| Jay (74346; 3,904) | 10,486 | 0.077 | 0.09 | 0.01 | 0.00 |
| Miami (74354; 12,750) | 5,271 | 0.297 | 0.34 | 0.02 | 0.00 |
| Pryor Creek (74361; 10,894) | 5,368 | 0.289 | 0.33 | 0.02 | 0.00 |
| Muskogee (74403; 40,500) | 2,162 | 0.963 | 1.11 | 0.07 | 0.01 |
| Checotah (74426; 3,593) | 10,844 | 0.071 | 0.08 | 0.01 | 0.00 |
| Texanna (74426; 2,083) | 12,337 | 0.052 | 0.06 | 0.00 | 0.00 |
| Coweta (74429; 12,052) | 4,221 | 0.415 | 0.48 | 0.03 | 0.00 |
| Eufaula (74432; 3,307) | 11,560 | 0.061 | 0.07 | 0.00 | 0.00 |
| Fort Gibson (74434; 4,836) | 8,135 | 0.135 | 0.15 | 0.01 | 0.00 |
| Henryetta (74437; 6,021) | 8,991 | 0.109 | 0.13 | 0.01 | 0.00 |
| Okmulgee (74447; 12,359) | 5,553 | 0.271 | 0.31 | 0.02 | 0.00 |
| Park Hill (74451; 3,936) | 10,392 | 0.078 | 0.09 | 0.01 | 0.00 |
| Tahlequah (74464; 20,177) | 4,174 | 0.422 | 0.49 | 0.03 | 0.00 |
| Wagoner (74467; 8,496) | 6,058 | 0.233 | 0.27 | 0.02 | 0.00 |
| Stigler (74472; 2,980) | 12,284 | 0.053 | 0.06 | 0.00 | 0.00 |
| McAlester (74529; 17,783) | 3,934 | 0.458 | 0.53 | 0.03 | 0.00 |
| Atoka (74542; 3,134) | 12,344 | 0.052 | 0.06 | 0.00 | 0.00 |
| Krebs (74554; 2,210) | 12,619 | 0.049 | 0.06 | 0.00 | 0.00 |
| Wilburton (74578; 2,844) | 12,195 | 0.053 | 0.06 | 0.00 | 0.00 |
| McCord (74604; 1,711) | 11,595 | 0.061 | 0.07 | 0.00 | 0.00 |
| Ponca City (74604; 23,236) | 2,995 | 0.657 | 0.75 | 0.05 | 0.01 |
| Blackwell (74631; 6,489) | 7,683 | 0.151 | 0.17 | 0.01 | 0.00 |
| Newkirk (74647; 1,960) | 12,567 | 0.049 | 0.06 | 0.00 | 0.00 |
| Tonkawa (74653; 2,756) | 10,721 | 0.073 | 0.08 | 0.01 | 0.00 |
| Durant (74702; 19,193) | 4,072 | 0.438 | 0.50 | 0.03 | 0.00 |
| Broken Bow (74728; 3,980) | 11,286 | 0.065 | 0.07 | 0.00 | 0.00 |
| Calera (74730; 1,920) | 12,697 | 0.048 | 0.06 | 0.00 | 0.00 |
| Hugo (74743; 5,669) | 9,424 | 0.099 | 0.11 | 0.01 | 0.00 |
| Idabel (74745; 6,923) | 8,352 | 0.128 | 0.15 | 0.01 | 0.00 |
| Bethel Acres (74801; 3,103) | 8,512 | 0.123 | 0.14 | 0.01 | 0.00 |
| Shawnee (74802; 33,171) | 2,455 | 0.826 | 0.95 | 0.06 | 0.01 |
| Ada (74820; 16,272) | 4,869 | 0.337 | 0.39 | 0.02 | 0.00 |
| Chandler (74834; 2,910) | 10,901 | 0.070 | 0.08 | 0.01 | 0.00 |
| Holdenville (74848; 4,732) | 9,950 | 0.086 | 0.10 | 0.01 | 0.00 |
| McLoud (74851; 2,051) | 11,661 | 0.060 | 0.07 | 0.00 | 0.00 |
| Okemah (74859; 2,919) | 11,993 | 0.056 | 0.06 | 0.00 | 0.00 |
| Prague (74864; 2,071) | 12,506 | 0.050 | 0.06 | 0.00 | 0.00 |
| Seminole (74868; 6,874) | 7,583 | 0.155 | 0.18 | 0.01 | 0.00 |
| Tecumseh (74873; 7,815) | 6,775 | 0.191 | 0.22 | 0.01 | 0.00 |
| Wewoka (74884; 3,075) | 12,157 | 0.054 | 0.06 | 0.00 | 0.00 |
| Arkoma (74901; 2,189) | 12,815 | 0.047 | 0.05 | 0.00 | 0.00 |

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Oklahoma - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|-----------------|------------------|----------------|-----------------|--------------|
| Pocola (74902; 5,414) | 7,362 | 0.164 | 0.19 | 0.01 | 0.00 |
| Heavener (74937; 3,358) | 10,803 | 0.072 | 0.08 | 0.01 | 0.00 |
| Muldrow (74948; 3,294) | 10,434 | 0.078 | 0.09 | 0.01 | 0.00 |
| Poteau (74953; 8,292) | 6,692 | 0.195 | 0.22 | 0.01 | 0.00 |
| Roland (74954; 3,782) | 9,415 | 0.099 | 0.11 | 0.01 | 0.00 |
| Sallisaw (74955; 10,398) | 6,070 | 0.232 | 0.27 | 0.02 | 0.00 |
| Stilwell (74960; 3,876) | 11,287 | 0.065 | 0.07 | 0.00 | 0.00 |
| Total 2,702,877 | | 87.039 | 100.0 | 6.27 | 0.84 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

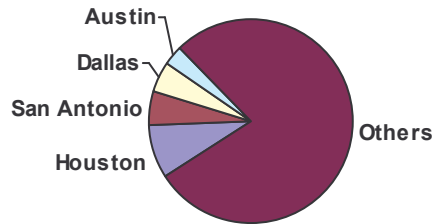
10.11 LATENT DEMAND BY YEAR - TEXAS

The Latent Demand for Graphic Design Services in Texas: 2002 - 2012

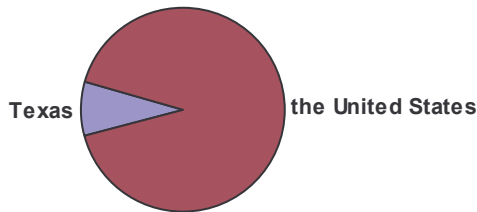
| Year | Texas | % of Region | % of USA |
|------|----------|-------------|----------|
| 2002 | 892.42 | 64.16% | 8.71% |
| 2003 | 885.37 | 64.33% | 8.70% |
| 2004 | 878.37 | 64.51% | 8.70% |
| 2005 | 871.43 | 64.68% | 8.70% |
| 2006 | 869.56 | 64.81% | 8.70% |
| 2007 | 897.98 | 64.68% | 8.70% |
| 2008 | 932.56 | 64.52% | 8.70% |
| 2009 | 968.46 | 64.35% | 8.70% |
| 2010 | 1,005.75 | 64.18% | 8.71% |
| 2011 | 1,044.47 | 64.00% | 8.71% |
| 2012 | 1,084.68 | 63.83% | 8.71% |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongroup.com

Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln



The Latent Demand for Graphic Design Services in the United States and Texas: 2007



10.12 CITIES SORTED BY RANK - TEXAS

Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Houston (2,199,251) | 4 | 71.563 | 7.97 | 5.15 | 0.69 |
| San Antonio (1,557,318) | 8 | 50.118 | 5.58 | 3.61 | 0.49 |
| Dallas (1,276,938) | 10 | 42.700 | 4.76 | 3.08 | 0.41 |
| Austin (762,521) | 16 | 28.927 | 3.22 | 2.08 | 0.28 |
| Fort Worth (865,939) | 17 | 28.530 | 3.18 | 2.06 | 0.28 |
| Frisco (394,916) | 20 | 27.777 | 3.09 | 2.00 | 0.27 |
| Plano (331,117) | 29 | 23.164 | 2.58 | 1.67 | 0.22 |
| McKinney (380,065) | 34 | 21.402 | 2.38 | 1.54 | 0.21 |
| El Paso (685,429) | 40 | 19.567 | 2.18 | 1.41 | 0.19 |
| Arlington (452,825) | 42 | 19.164 | 2.13 | 1.38 | 0.19 |
| Allen (234,359) | 55 | 16.437 | 1.83 | 1.18 | 0.16 |
| Cedar Park (239,370) | 68 | 14.364 | 1.60 | 1.03 | 0.14 |
| Kyle (260,044) | 99 | 10.985 | 1.22 | 0.79 | 0.11 |
| Round Rock (198,282) | 103 | 10.635 | 1.18 | 0.77 | 0.10 |
| Flower Mound (114,918) | 115 | 9.744 | 1.09 | 0.70 | 0.09 |
| Garland (221,769) | 118 | 9.688 | 1.08 | 0.70 | 0.09 |
| Corpus Christi (292,306) | 120 | 9.459 | 1.05 | 0.68 | 0.09 |
| Missouri City (132,566) | 134 | 8.533 | 0.95 | 0.61 | 0.08 |
| Sugar Land (116,265) | 138 | 8.448 | 0.94 | 0.61 | 0.08 |
| Irving (203,434) | 141 | 8.127 | 0.91 | 0.59 | 0.08 |
| Carrollton (146,371) | 142 | 8.118 | 0.90 | 0.58 | 0.08 |
| Pearland (141,340) | 144 | 8.058 | 0.90 | 0.58 | 0.08 |
| Laredo (309,867) | 145 | 8.015 | 0.89 | 0.58 | 0.08 |
| Grand Prairie (187,276) | 154 | 7.791 | 0.87 | 0.56 | 0.08 |
| League City (120,459) | 170 | 7.262 | 0.81 | 0.52 | 0.07 |
| Richardson (125,390) | 180 | 6.952 | 0.77 | 0.50 | 0.07 |
| Leander (144,919) | 182 | 6.891 | 0.77 | 0.50 | 0.07 |
| Lubbock (235,157) | 190 | 6.655 | 0.74 | 0.48 | 0.06 |
| Pflugerville (103,370) | 192 | 6.613 | 0.74 | 0.48 | 0.06 |
| Mesquite (146,749) | 193 | 6.576 | 0.73 | 0.47 | 0.06 |
| Wylie (126,699) | 194 | 6.575 | 0.73 | 0.47 | 0.06 |
| Lewisville (134,516) | 196 | 6.547 | 0.73 | 0.47 | 0.06 |
| Amarillo (203,952) | 208 | 6.333 | 0.71 | 0.46 | 0.06 |
| Denton (178,476) | 247 | 5.618 | 0.63 | 0.40 | 0.05 |
| Keller (72,708) | 253 | 5.572 | 0.62 | 0.40 | 0.05 |
| Rowlett (88,047) | 256 | 5.551 | 0.62 | 0.40 | 0.05 |
| Brownsville (247,771) | 265 | 5.388 | 0.60 | 0.39 | 0.05 |
| The Colony (93,177) | 271 | 5.306 | 0.59 | 0.38 | 0.05 |
| McAllen (176,543) | 275 | 5.278 | 0.59 | 0.38 | 0.05 |
| Pasadena (152,100) | 280 | 5.207 | 0.58 | 0.38 | 0.05 |
| Rockwall (87,423) | 290 | 5.082 | 0.57 | 0.37 | 0.05 |
| Sachse (72,089) | 344 | 4.506 | 0.50 | 0.32 | 0.04 |
| Grapevine (67,118) | 371 | 4.275 | 0.48 | 0.31 | 0.04 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Coppell (49,462) | 374 | 4.261 | 0.47 | 0.31 | 0.04 |
| Cedar Hill (79,120) | 378 | 4.228 | 0.47 | 0.30 | 0.04 |
| Southlake (36,092) | 382 | 4.219 | 0.47 | 0.30 | 0.04 |
| The Woodlands (55,649) | 385 | 4.216 | 0.47 | 0.30 | 0.04 |
| Corinth (60,445) | 387 | 4.208 | 0.47 | 0.30 | 0.04 |
| Killeen (134,382) | 396 | 4.115 | 0.46 | 0.30 | 0.04 |
| Mansfield (66,066) | 421 | 3.920 | 0.44 | 0.28 | 0.04 |
| North Richland Hills (77,682) | 425 | 3.876 | 0.43 | 0.28 | 0.04 |
| Midland (107,802) | 440 | 3.767 | 0.42 | 0.27 | 0.04 |
| Georgetown (77,728) | 445 | 3.737 | 0.42 | 0.27 | 0.04 |
| Tyler (110,013) | 516 | 3.340 | 0.37 | 0.24 | 0.03 |
| DeSoto (64,454) | 522 | 3.305 | 0.37 | 0.24 | 0.03 |
| Abilene (111,397) | 533 | 3.268 | 0.36 | 0.24 | 0.03 |
| Mission (119,262) | 539 | 3.248 | 0.36 | 0.23 | 0.03 |
| Beaumont (107,643) | 562 | 3.115 | 0.35 | 0.22 | 0.03 |
| Waco (132,074) | 571 | 3.083 | 0.34 | 0.22 | 0.03 |
| Colleyville (29,385) | 578 | 3.066 | 0.34 | 0.22 | 0.03 |
| New Braunfels (83,815) | 600 | 2.985 | 0.33 | 0.22 | 0.03 |
| Burleson (66,011) | 611 | 2.958 | 0.33 | 0.21 | 0.03 |
| Eules (67,132) | 613 | 2.958 | 0.33 | 0.21 | 0.03 |
| Friendswood (46,832) | 631 | 2.888 | 0.32 | 0.21 | 0.03 |
| Odessa (98,817) | 682 | 2.741 | 0.31 | 0.20 | 0.03 |
| Wichita Falls (91,831) | 716 | 2.657 | 0.30 | 0.19 | 0.03 |
| Edinburg (102,521) | 723 | 2.636 | 0.29 | 0.19 | 0.03 |
| Bedford (52,446) | 758 | 2.537 | 0.28 | 0.18 | 0.02 |
| Baytown (69,981) | 763 | 2.522 | 0.28 | 0.18 | 0.02 |
| San Angelo (87,059) | 775 | 2.494 | 0.28 | 0.18 | 0.02 |
| Longview (81,572) | 794 | 2.454 | 0.27 | 0.18 | 0.02 |
| Atascocita (35,757) | 840 | 2.321 | 0.26 | 0.17 | 0.02 |
| Highland Village (25,084) | 862 | 2.277 | 0.25 | 0.16 | 0.02 |
| Pharr (102,704) | 900 | 2.221 | 0.25 | 0.16 | 0.02 |
| San Marcos (94,693) | 929 | 2.172 | 0.24 | 0.16 | 0.02 |
| Conroe (71,130) | 939 | 2.157 | 0.24 | 0.16 | 0.02 |
| Victoria (65,068) | 961 | 2.130 | 0.24 | 0.15 | 0.02 |
| Saginaw (42,821) | 965 | 2.114 | 0.24 | 0.15 | 0.02 |
| University Park (24,841) | 994 | 2.048 | 0.23 | 0.15 | 0.02 |
| Harlingen (75,449) | 1,007 | 2.031 | 0.23 | 0.15 | 0.02 |
| Cibolo (41,839) | 1,026 | 2.000 | 0.22 | 0.14 | 0.02 |
| West University Place (16,815) | 1,052 | 1.953 | 0.22 | 0.14 | 0.02 |
| Hurst (43,242) | 1,062 | 1.936 | 0.22 | 0.14 | 0.02 |
| Bryan (68,325) | 1,072 | 1.923 | 0.21 | 0.14 | 0.02 |
| Midlothian (43,277) | 1,096 | 1.902 | 0.21 | 0.14 | 0.02 |
| Lancaster (48,535) | 1,108 | 1.888 | 0.21 | 0.14 | 0.02 |
| La Porte (37,743) | 1,122 | 1.872 | 0.21 | 0.13 | 0.02 |
| Spring (36,385) | 1,147 | 1.832 | 0.20 | 0.13 | 0.02 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------|----------|-----------|---------|----------|-------|
| Bellaire (21,528) | 1,235 | 1.718 | 0.19 | 0.12 | 0.02 |
| Rosenberg (54,306) | 1,239 | 1.714 | 0.19 | 0.12 | 0.02 |
| Temple (54,505) | 1,254 | 1.702 | 0.19 | 0.12 | 0.02 |
| Fairview (17,720) | 1,264 | 1.689 | 0.19 | 0.12 | 0.02 |
| Mission Bend (30,831) | 1,291 | 1.650 | 0.18 | 0.12 | 0.02 |
| College Station (86,707) | 1,313 | 1.632 | 0.18 | 0.12 | 0.02 |
| Texas City (50,253) | 1,335 | 1.606 | 0.18 | 0.12 | 0.02 |
| Deer Park (28,992) | 1,354 | 1.580 | 0.18 | 0.11 | 0.02 |
| Lake Jackson (29,015) | 1,364 | 1.570 | 0.17 | 0.11 | 0.02 |
| Forney (33,958) | 1,365 | 1.570 | 0.17 | 0.11 | 0.02 |
| Duncanville (33,267) | 1,394 | 1.527 | 0.17 | 0.11 | 0.01 |
| Haltom City (43,726) | 1,416 | 1.508 | 0.17 | 0.11 | 0.01 |
| Watauga (29,708) | 1,425 | 1.498 | 0.17 | 0.11 | 0.01 |
| Galveston (57,700) | 1,448 | 1.482 | 0.16 | 0.11 | 0.01 |
| Stafford (32,395) | 1,478 | 1.449 | 0.16 | 0.10 | 0.01 |
| Waxahachie (37,594) | 1,484 | 1.444 | 0.16 | 0.10 | 0.01 |
| Roman Forest (23,307) | 1,520 | 1.402 | 0.16 | 0.10 | 0.01 |
| Port Arthur (53,719) | 1,682 | 1.263 | 0.14 | 0.09 | 0.01 |
| Sherman (41,502) | 1,683 | 1.262 | 0.14 | 0.09 | 0.01 |
| Harker Heights (32,441) | 1,705 | 1.238 | 0.14 | 0.09 | 0.01 |
| Cleburne (39,179) | 1,713 | 1.235 | 0.14 | 0.09 | 0.01 |
| Weatherford (36,338) | 1,736 | 1.218 | 0.14 | 0.09 | 0.01 |
| Benbrook (26,592) | 1,751 | 1.205 | 0.13 | 0.09 | 0.01 |
| Farmers Branch (24,449) | 1,774 | 1.189 | 0.13 | 0.09 | 0.01 |
| New Territory (13,861) | 1,814 | 1.158 | 0.13 | 0.08 | 0.01 |
| Highland Park (8,705) | 1,821 | 1.156 | 0.13 | 0.08 | 0.01 |
| Brushy Creek (15,371) | 1,824 | 1.154 | 0.13 | 0.08 | 0.01 |
| Channelview (29,685) | 1,860 | 1.134 | 0.13 | 0.08 | 0.01 |
| Weslaco (47,765) | 1,869 | 1.128 | 0.13 | 0.08 | 0.01 |
| Horizon City (25,792) | 1,893 | 1.114 | 0.12 | 0.08 | 0.01 |
| Cinco Ranch (11,196) | 1,901 | 1.110 | 0.12 | 0.08 | 0.01 |
| Lufkin (35,970) | 2,004 | 1.055 | 0.12 | 0.08 | 0.01 |
| Copperas Cove (31,275) | 2,013 | 1.052 | 0.12 | 0.08 | 0.01 |
| Del Rio (42,416) | 2,038 | 1.032 | 0.11 | 0.07 | 0.01 |
| Helotes (14,916) | 2,060 | 1.020 | 0.11 | 0.07 | 0.01 |
| Pecan Grove (13,551) | 2,091 | 1.006 | 0.11 | 0.07 | 0.01 |
| Texarkana (37,664) | 2,104 | 0.995 | 0.11 | 0.07 | 0.01 |
| Ennis (28,658) | 2,107 | 0.991 | 0.11 | 0.07 | 0.01 |
| Fort Hood (33,711) | 2,143 | 0.975 | 0.11 | 0.07 | 0.01 |
| Terrell (32,483) | 2,178 | 0.954 | 0.11 | 0.07 | 0.01 |
| Jollyville (15,813) | 2,201 | 0.942 | 0.10 | 0.07 | 0.01 |
| Hewitt (18,983) | 2,209 | 0.936 | 0.10 | 0.07 | 0.01 |
| Prosper (16,267) | 2,229 | 0.926 | 0.10 | 0.07 | 0.01 |
| Huntsville (38,258) | 2,239 | 0.921 | 0.10 | 0.07 | 0.01 |
| Schertz (18,694) | 2,247 | 0.916 | 0.10 | 0.07 | 0.01 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Seguin (32,226) | 2,265 | 0.905 | 0.10 | 0.07 | 0.01 |
| Trophy Club (10,912) | 2,289 | 0.897 | 0.10 | 0.06 | 0.01 |
| Greenville (29,113) | 2,292 | 0.895 | 0.10 | 0.06 | 0.01 |
| San Juan (43,371) | 2,333 | 0.875 | 0.10 | 0.06 | 0.01 |
| Universal City (19,111) | 2,375 | 0.858 | 0.10 | 0.06 | 0.01 |
| Alvin (24,478) | 2,426 | 0.839 | 0.09 | 0.06 | 0.01 |
| Royse City (21,811) | 2,469 | 0.819 | 0.09 | 0.06 | 0.01 |
| Fair Oaks Ranch (9,012) | 2,522 | 0.798 | 0.09 | 0.06 | 0.01 |
| Katy (17,556) | 2,528 | 0.797 | 0.09 | 0.06 | 0.01 |
| Seabrook (16,511) | 2,534 | 0.795 | 0.09 | 0.06 | 0.01 |
| Cloverleaf (23,508) | 2,568 | 0.782 | 0.09 | 0.06 | 0.01 |
| Portland (18,092) | 2,572 | 0.781 | 0.09 | 0.06 | 0.01 |
| Angleton (20,558) | 2,604 | 0.771 | 0.09 | 0.06 | 0.01 |
| Lucas (8,643) | 2,608 | 0.770 | 0.09 | 0.06 | 0.01 |
| Elgin (22,207) | 2,622 | 0.765 | 0.09 | 0.06 | 0.01 |
| Crowley (18,236) | 2,646 | 0.758 | 0.08 | 0.05 | 0.01 |
| Lakeway (9,729) | 2,673 | 0.751 | 0.08 | 0.05 | 0.01 |
| Dickinson (19,850) | 2,699 | 0.741 | 0.08 | 0.05 | 0.01 |
| Corsicana (30,450) | 2,718 | 0.736 | 0.08 | 0.05 | 0.01 |
| Hunters Creek Village (4,735) | 2,772 | 0.721 | 0.08 | 0.05 | 0.01 |
| Kerrville (25,005) | 2,801 | 0.713 | 0.08 | 0.05 | 0.01 |
| Eagle Pass (33,890) | 2,805 | 0.711 | 0.08 | 0.05 | 0.01 |
| Denison (25,324) | 2,822 | 0.708 | 0.08 | 0.05 | 0.01 |
| Paris (28,705) | 2,851 | 0.700 | 0.08 | 0.05 | 0.01 |
| Sunnyvale (9,051) | 2,854 | 0.699 | 0.08 | 0.05 | 0.01 |
| Lockhart (21,327) | 2,913 | 0.678 | 0.08 | 0.05 | 0.01 |
| Glenn Heights (14,830) | 2,936 | 0.673 | 0.07 | 0.05 | 0.01 |
| Buda (13,841) | 2,961 | 0.666 | 0.07 | 0.05 | 0.01 |
| Nacogdoches (33,003) | 2,963 | 0.666 | 0.07 | 0.05 | 0.01 |
| Socorro (30,807) | 2,986 | 0.659 | 0.07 | 0.05 | 0.01 |
| Richmond (20,983) | 3,022 | 0.651 | 0.07 | 0.05 | 0.01 |
| Greatwood (6,640) | 3,076 | 0.637 | 0.07 | 0.05 | 0.01 |
| Balch Springs (19,227) | 3,082 | 0.634 | 0.07 | 0.05 | 0.01 |
| Canyon Lake (16,870) | 3,103 | 0.630 | 0.07 | 0.05 | 0.01 |
| Taylor (18,335) | 3,108 | 0.628 | 0.07 | 0.05 | 0.01 |
| Bunker Hill Village (3,938) | 3,139 | 0.620 | 0.07 | 0.04 | 0.01 |
| Marshall (22,898) | 3,154 | 0.617 | 0.07 | 0.04 | 0.01 |
| Nederland (15,177) | 3,190 | 0.609 | 0.07 | 0.04 | 0.01 |
| Kingsville (24,359) | 3,232 | 0.598 | 0.07 | 0.04 | 0.01 |
| Plainview (21,020) | 3,265 | 0.589 | 0.07 | 0.04 | 0.01 |
| Piney Point Village (3,573) | 3,270 | 0.587 | 0.07 | 0.04 | 0.01 |
| San Benito (27,432) | 3,277 | 0.586 | 0.07 | 0.04 | 0.01 |
| Converse (13,671) | 3,293 | 0.582 | 0.06 | 0.04 | 0.01 |
| Big Spring (22,521) | 3,371 | 0.566 | 0.06 | 0.04 | 0.01 |
| Bastrop (15,822) | 3,372 | 0.565 | 0.06 | 0.04 | 0.01 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Live Oak (13,160) | 3,382 | 0.563 | 0.06 | 0.04 | 0.01 |
| Alice (20,818) | 3,392 | 0.562 | 0.06 | 0.04 | 0.01 |
| Santa Fe (13,283) | 3,394 | 0.561 | 0.06 | 0.04 | 0.01 |
| Woodway (8,803) | 3,472 | 0.549 | 0.06 | 0.04 | 0.01 |
| Addison (12,692) | 3,481 | 0.548 | 0.06 | 0.04 | 0.01 |
| Krum (11,540) | 3,515 | 0.541 | 0.06 | 0.04 | 0.01 |
| White Settlement (18,379) | 3,548 | 0.532 | 0.06 | 0.04 | 0.01 |
| Brownwood (21,583) | 3,590 | 0.524 | 0.06 | 0.04 | 0.01 |
| Robinson (11,913) | 3,592 | 0.523 | 0.06 | 0.04 | 0.01 |
| Gainesville (19,103) | 3,614 | 0.519 | 0.06 | 0.04 | 0.01 |
| Parker (5,701) | 3,638 | 0.516 | 0.06 | 0.04 | 0.00 |
| Humble (15,295) | 3,646 | 0.514 | 0.06 | 0.04 | 0.00 |
| Groves (13,527) | 3,653 | 0.513 | 0.06 | 0.04 | 0.00 |
| Port Neches (12,144) | 3,657 | 0.513 | 0.06 | 0.04 | 0.00 |
| South Houston (18,023) | 3,660 | 0.511 | 0.06 | 0.04 | 0.00 |
| Palestine (18,685) | 3,682 | 0.506 | 0.06 | 0.04 | 0.00 |
| West Odessa (17,799) | 3,734 | 0.495 | 0.06 | 0.04 | 0.00 |
| Jersey Village (8,080) | 3,753 | 0.491 | 0.05 | 0.04 | 0.00 |
| Azle (12,726) | 3,759 | 0.490 | 0.05 | 0.04 | 0.00 |
| Lost Creek (4,729) | 3,760 | 0.490 | 0.05 | 0.04 | 0.00 |
| Lago Vista (9,468) | 3,789 | 0.484 | 0.05 | 0.03 | 0.00 |
| Forest Hill (14,296) | 3,823 | 0.476 | 0.05 | 0.03 | 0.00 |
| Bay City (17,566) | 3,827 | 0.475 | 0.05 | 0.03 | 0.00 |
| Double Oak (4,702) | 3,833 | 0.474 | 0.05 | 0.03 | 0.00 |
| Boerne (12,683) | 3,838 | 0.473 | 0.05 | 0.03 | 0.00 |
| Wells Branch (11,271) | 3,856 | 0.470 | 0.05 | 0.03 | 0.00 |
| Uvalde (20,849) | 3,870 | 0.468 | 0.05 | 0.03 | 0.00 |
| Hidalgo (26,243) | 3,961 | 0.454 | 0.05 | 0.03 | 0.00 |
| Sulphur Springs (16,769) | 3,966 | 0.453 | 0.05 | 0.03 | 0.00 |
| Hickory Creek (7,342) | 3,971 | 0.452 | 0.05 | 0.03 | 0.00 |
| Brenham (15,798) | 3,972 | 0.452 | 0.05 | 0.03 | 0.00 |
| Dumas (14,027) | 3,979 | 0.451 | 0.05 | 0.03 | 0.00 |
| Sanger (12,552) | 3,980 | 0.450 | 0.05 | 0.03 | 0.00 |
| Eagle Mountain (6,599) | 4,003 | 0.446 | 0.05 | 0.03 | 0.00 |
| Lake Dallas (9,634) | 4,023 | 0.442 | 0.05 | 0.03 | 0.00 |
| Belton (15,516) | 4,025 | 0.442 | 0.05 | 0.03 | 0.00 |
| Anderson Mill (8,953) | 4,042 | 0.440 | 0.05 | 0.03 | 0.00 |
| Orange (16,710) | 4,065 | 0.438 | 0.05 | 0.03 | 0.00 |
| Lumberton (11,621) | 4,096 | 0.434 | 0.05 | 0.03 | 0.00 |
| Shady Hollow (5,140) | 4,112 | 0.432 | 0.05 | 0.03 | 0.00 |
| Mount Pleasant (16,816) | 4,120 | 0.430 | 0.05 | 0.03 | 0.00 |
| La Marque (13,898) | 4,121 | 0.430 | 0.05 | 0.03 | 0.00 |
| Leon Valley (9,804) | 4,139 | 0.428 | 0.05 | 0.03 | 0.00 |
| Alamo (20,009) | 4,152 | 0.425 | 0.05 | 0.03 | 0.00 |
| Gatesville (16,161) | 4,159 | 0.424 | 0.05 | 0.03 | 0.00 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------|----------|-----------|---------|----------|-------|
| Seagoville (11,853) | 4,165 | 0.423 | 0.05 | 0.03 | 0.00 |
| Athens (16,189) | 4,168 | 0.423 | 0.05 | 0.03 | 0.00 |
| Tomball (12,550) | 4,181 | 0.421 | 0.05 | 0.03 | 0.00 |
| Fredericksburg (14,632) | 4,192 | 0.420 | 0.05 | 0.03 | 0.00 |
| Alamo Heights (7,263) | 4,202 | 0.418 | 0.05 | 0.03 | 0.00 |
| Stephenville (16,993) | 4,222 | 0.415 | 0.05 | 0.03 | 0.00 |
| Timberwood Park (5,889) | 4,237 | 0.414 | 0.05 | 0.03 | 0.00 |
| Rockport (14,176) | 4,250 | 0.412 | 0.05 | 0.03 | 0.00 |
| Rendon (9,022) | 4,271 | 0.409 | 0.05 | 0.03 | 0.00 |
| Shavano Park (4,227) | 4,290 | 0.407 | 0.05 | 0.03 | 0.00 |
| Aldine (13,979) | 4,310 | 0.403 | 0.04 | 0.03 | 0.00 |
| Mineral Wells (16,602) | 4,319 | 0.402 | 0.04 | 0.03 | 0.00 |
| Melissa (7,396) | 4,327 | 0.400 | 0.04 | 0.03 | 0.00 |
| Windemere (6,868) | 4,375 | 0.393 | 0.04 | 0.03 | 0.00 |
| Canyon (13,616) | 4,392 | 0.392 | 0.04 | 0.03 | 0.00 |
| Argyle (4,805) | 4,414 | 0.389 | 0.04 | 0.03 | 0.00 |
| Kennedale (8,883) | 4,426 | 0.388 | 0.04 | 0.03 | 0.00 |
| Kaufman (13,324) | 4,465 | 0.382 | 0.04 | 0.03 | 0.00 |
| Kilgore (12,623) | 4,482 | 0.380 | 0.04 | 0.03 | 0.00 |
| Oak Point (5,400) | 4,484 | 0.380 | 0.04 | 0.03 | 0.00 |
| Pampa (13,608) | 4,502 | 0.377 | 0.04 | 0.03 | 0.00 |
| Garden Ridge (4,699) | 4,516 | 0.377 | 0.04 | 0.03 | 0.00 |
| The Hills (3,666) | 4,537 | 0.374 | 0.04 | 0.03 | 0.00 |
| Terrell Hills (5,305) | 4,538 | 0.374 | 0.04 | 0.03 | 0.00 |
| Donna (18,436) | 4,542 | 0.374 | 0.04 | 0.03 | 0.00 |
| Hereford (14,029) | 4,579 | 0.369 | 0.04 | 0.03 | 0.00 |
| Granbury (11,541) | 4,582 | 0.369 | 0.04 | 0.03 | 0.00 |
| Heath (4,149) | 4,615 | 0.365 | 0.04 | 0.03 | 0.00 |
| Willow Park (5,431) | 4,667 | 0.358 | 0.04 | 0.03 | 0.00 |
| Freeport (12,913) | 4,765 | 0.347 | 0.04 | 0.03 | 0.00 |
| Joshua (8,991) | 4,766 | 0.347 | 0.04 | 0.02 | 0.00 |
| Justin (7,452) | 4,775 | 0.346 | 0.04 | 0.02 | 0.00 |
| Clute (11,864) | 4,796 | 0.344 | 0.04 | 0.02 | 0.00 |
| Jacksonville (14,959) | 4,804 | 0.343 | 0.04 | 0.02 | 0.00 |
| Beeville (15,063) | 4,825 | 0.341 | 0.04 | 0.02 | 0.00 |
| Borger (11,024) | 4,837 | 0.339 | 0.04 | 0.02 | 0.00 |
| Pleasanton (12,781) | 4,867 | 0.337 | 0.04 | 0.02 | 0.00 |
| Morgan's Point Resort (7,295) | 4,870 | 0.337 | 0.04 | 0.02 | 0.00 |
| Rio Grande City (19,033) | 4,875 | 0.336 | 0.04 | 0.02 | 0.00 |
| Bridge City (8,967) | 4,885 | 0.335 | 0.04 | 0.02 | 0.00 |
| Henderson (11,868) | 4,886 | 0.335 | 0.04 | 0.02 | 0.00 |
| Port Lavaca (10,966) | 4,953 | 0.328 | 0.04 | 0.02 | 0.00 |
| Aledo (6,783) | 4,956 | 0.327 | 0.04 | 0.02 | 0.00 |
| Dayton (9,775) | 4,977 | 0.325 | 0.04 | 0.02 | 0.00 |
| Mercedes (15,841) | 4,983 | 0.325 | 0.04 | 0.02 | 0.00 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Ovilla (4,931) | 4,993 | 0.323 | 0.04 | 0.02 | 0.00 |
| Levelland (12,505) | 5,018 | 0.320 | 0.04 | 0.02 | 0.00 |
| Meadows Place (4,912) | 5,032 | 0.319 | 0.04 | 0.02 | 0.00 |
| Hempstead (14,904) | 5,037 | 0.319 | 0.04 | 0.02 | 0.00 |
| Webster (8,381) | 5,067 | 0.316 | 0.04 | 0.02 | 0.00 |
| Burkburnett (9,359) | 5,109 | 0.311 | 0.03 | 0.02 | 0.00 |
| Spring Valley (3,626) | 5,116 | 0.311 | 0.03 | 0.02 | 0.00 |
| Vidor (10,858) | 5,136 | 0.309 | 0.03 | 0.02 | 0.00 |
| Richland Hills (8,004) | 5,137 | 0.309 | 0.03 | 0.02 | 0.00 |
| Lampasas (12,368) | 5,157 | 0.307 | 0.03 | 0.02 | 0.00 |
| Marble Falls (11,056) | 5,194 | 0.303 | 0.03 | 0.02 | 0.00 |
| Kirby (8,675) | 5,221 | 0.300 | 0.03 | 0.02 | 0.00 |
| Liberty (9,180) | 5,272 | 0.296 | 0.03 | 0.02 | 0.00 |
| El Campo (10,863) | 5,273 | 0.296 | 0.03 | 0.02 | 0.00 |
| Oak Ridge North (4,443) | 5,348 | 0.290 | 0.03 | 0.02 | 0.00 |
| Taylor Lake Village (3,269) | 5,360 | 0.289 | 0.03 | 0.02 | 0.00 |
| Livingston (10,325) | 5,371 | 0.288 | 0.03 | 0.02 | 0.00 |
| White Oak (7,399) | 5,375 | 0.288 | 0.03 | 0.02 | 0.00 |
| Jacinto City (9,313) | 5,386 | 0.287 | 0.03 | 0.02 | 0.00 |
| Laguna Vista (7,368) | 5,399 | 0.286 | 0.03 | 0.02 | 0.00 |
| Ingleside (8,486) | 5,401 | 0.285 | 0.03 | 0.02 | 0.00 |
| West Lake Hills (2,724) | 5,420 | 0.283 | 0.03 | 0.02 | 0.00 |
| Crandall (5,655) | 5,430 | 0.282 | 0.03 | 0.02 | 0.00 |
| Roanoke (6,558) | 5,446 | 0.280 | 0.03 | 0.02 | 0.00 |
| Bonham (11,913) | 5,487 | 0.277 | 0.03 | 0.02 | 0.00 |
| Bellmead (11,028) | 5,493 | 0.276 | 0.03 | 0.02 | 0.00 |
| Windcrest (5,085) | 5,517 | 0.274 | 0.03 | 0.02 | 0.00 |
| Floresville (10,230) | 5,521 | 0.274 | 0.03 | 0.02 | 0.00 |
| Perryton (8,220) | 5,528 | 0.273 | 0.03 | 0.02 | 0.00 |
| Aransas Pass (11,200) | 5,535 | 0.272 | 0.03 | 0.02 | 0.00 |
| Snyder (9,861) | 5,543 | 0.272 | 0.03 | 0.02 | 0.00 |
| Fresno (6,603) | 5,546 | 0.272 | 0.03 | 0.02 | 0.00 |
| Galena Park (9,614) | 5,561 | 0.270 | 0.03 | 0.02 | 0.00 |
| Commerce (12,508) | 5,602 | 0.268 | 0.03 | 0.02 | 0.00 |
| Keene (8,625) | 5,626 | 0.266 | 0.03 | 0.02 | 0.00 |
| Hitchcock (10,014) | 5,629 | 0.266 | 0.03 | 0.02 | 0.00 |
| Decatur (8,660) | 5,638 | 0.265 | 0.03 | 0.02 | 0.00 |
| Fort Bliss (8,264) | 5,651 | 0.264 | 0.03 | 0.02 | 0.00 |
| Sealy (8,588) | 5,692 | 0.262 | 0.03 | 0.02 | 0.00 |
| Hillsboro (11,280) | 5,700 | 0.261 | 0.03 | 0.02 | 0.00 |
| Hondo (10,507) | 5,702 | 0.261 | 0.03 | 0.02 | 0.00 |
| Highlands (7,089) | 5,706 | 0.260 | 0.03 | 0.02 | 0.00 |
| Andrews (8,906) | 5,712 | 0.259 | 0.03 | 0.02 | 0.00 |
| Scenic Oaks (3,279) | 5,746 | 0.257 | 0.03 | 0.02 | 0.00 |
| Shady Shores (4,668) | 5,758 | 0.256 | 0.03 | 0.02 | 0.00 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Rockdale (8,198) | 5,803 | 0.252 | 0.03 | 0.02 | 0.00 |
| Robstown (12,276) | 5,860 | 0.248 | 0.03 | 0.02 | 0.00 |
| Lindale (8,207) | 5,884 | 0.246 | 0.03 | 0.02 | 0.00 |
| Vernon (9,816) | 5,887 | 0.246 | 0.03 | 0.02 | 0.00 |
| Lowry Crossing (4,070) | 5,921 | 0.243 | 0.03 | 0.02 | 0.00 |
| Gun Barrel City (8,905) | 5,973 | 0.238 | 0.03 | 0.02 | 0.00 |
| Graham (8,576) | 5,992 | 0.237 | 0.03 | 0.02 | 0.00 |
| Pecan Plantation (3,544) | 5,996 | 0.237 | 0.03 | 0.02 | 0.00 |
| Wharton (9,959) | 6,003 | 0.236 | 0.03 | 0.02 | 0.00 |
| Murphy (3,099) | 6,113 | 0.230 | 0.03 | 0.02 | 0.00 |
| Bulverde (3,761) | 6,201 | 0.224 | 0.02 | 0.02 | 0.00 |
| Barton Creek (1,589) | 6,203 | 0.224 | 0.02 | 0.02 | 0.00 |
| Whitehouse (5,346) | 6,224 | 0.222 | 0.02 | 0.02 | 0.00 |
| Hollywood Park (3,851) | 6,229 | 0.222 | 0.02 | 0.02 | 0.00 |
| Briar (5,350) | 6,231 | 0.222 | 0.02 | 0.02 | 0.00 |
| Silsbee (7,361) | 6,265 | 0.219 | 0.02 | 0.02 | 0.00 |
| Bellville (5,991) | 6,300 | 0.217 | 0.02 | 0.02 | 0.00 |
| Navasota (9,002) | 6,317 | 0.216 | 0.02 | 0.02 | 0.00 |
| Aubrey (5,780) | 6,400 | 0.211 | 0.02 | 0.02 | 0.00 |
| Pilot Point (5,628) | 6,401 | 0.211 | 0.02 | 0.02 | 0.00 |
| La Feria (9,522) | 6,449 | 0.209 | 0.02 | 0.02 | 0.00 |
| Brownfield (8,755) | 6,489 | 0.206 | 0.02 | 0.01 | 0.00 |
| Cleveland (9,564) | 6,505 | 0.205 | 0.02 | 0.01 | 0.00 |
| Manvel (4,023) | 6,511 | 0.205 | 0.02 | 0.01 | 0.00 |
| Iowa Park (5,644) | 6,530 | 0.204 | 0.02 | 0.01 | 0.00 |
| Lackland AFB (7,123) | 6,532 | 0.204 | 0.02 | 0.01 | 0.00 |
| Roma (14,710) | 6,542 | 0.203 | 0.02 | 0.01 | 0.00 |
| Sweetwater (9,419) | 6,545 | 0.203 | 0.02 | 0.01 | 0.00 |
| La Joya (9,969) | 6,571 | 0.202 | 0.02 | 0.01 | 0.00 |
| Needville (5,520) | 6,572 | 0.202 | 0.02 | 0.01 | 0.00 |
| Nassau Bay (3,925) | 6,603 | 0.200 | 0.02 | 0.01 | 0.00 |
| Bacliff (6,962) | 6,623 | 0.199 | 0.02 | 0.01 | 0.00 |
| Bartonville (2,344) | 6,636 | 0.198 | 0.02 | 0.01 | 0.00 |
| Castle Hills (4,153) | 6,642 | 0.198 | 0.02 | 0.01 | 0.00 |
| San Elizario (11,046) | 6,648 | 0.198 | 0.02 | 0.01 | 0.00 |
| Princeton (5,750) | 6,659 | 0.197 | 0.02 | 0.01 | 0.00 |
| Everman (5,673) | 6,671 | 0.197 | 0.02 | 0.01 | 0.00 |
| Salado (3,475) | 6,673 | 0.197 | 0.02 | 0.01 | 0.00 |
| Burnet (8,107) | 6,695 | 0.195 | 0.02 | 0.01 | 0.00 |
| Dalworthington Gardens (2,908) | 6,696 | 0.195 | 0.02 | 0.01 | 0.00 |
| Gonzales (8,016) | 6,721 | 0.194 | 0.02 | 0.01 | 0.00 |
| Carthage (6,855) | 6,724 | 0.194 | 0.02 | 0.01 | 0.00 |
| Lamesa (7,868) | 6,779 | 0.191 | 0.02 | 0.01 | 0.00 |
| Panorama Village (3,861) | 6,788 | 0.191 | 0.02 | 0.01 | 0.00 |
| Wake Village (5,335) | 6,815 | 0.189 | 0.02 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| River Oaks (6,820) | 6,823 | 0.189 | 0.02 | 0.01 | 0.00 |
| Meadowlakes (3,514) | 6,825 | 0.189 | 0.02 | 0.01 | 0.00 |
| Smithville (5,966) | 6,834 | 0.189 | 0.02 | 0.01 | 0.00 |
| Dalhart (6,811) | 6,866 | 0.187 | 0.02 | 0.01 | 0.00 |
| Haslet (2,750) | 6,881 | 0.186 | 0.02 | 0.01 | 0.00 |
| Red Oak (4,301) | 6,890 | 0.186 | 0.02 | 0.01 | 0.00 |
| Pearsall (9,520) | 6,946 | 0.183 | 0.02 | 0.01 | 0.00 |
| Central Gardens (4,106) | 6,963 | 0.182 | 0.02 | 0.01 | 0.00 |
| Giddings (6,566) | 6,974 | 0.181 | 0.02 | 0.01 | 0.00 |
| Alvarado (6,528) | 6,983 | 0.181 | 0.02 | 0.01 | 0.00 |
| Jourdanton (5,789) | 6,994 | 0.180 | 0.02 | 0.01 | 0.00 |
| Lakehills (4,668) | 7,022 | 0.178 | 0.02 | 0.01 | 0.00 |
| Olmos Park (2,277) | 7,044 | 0.177 | 0.02 | 0.01 | 0.00 |
| Camp Swift (4,731) | 7,069 | 0.176 | 0.02 | 0.01 | 0.00 |
| Edcouch (10,486) | 7,126 | 0.173 | 0.02 | 0.01 | 0.00 |
| Gladewater (6,842) | 7,185 | 0.171 | 0.02 | 0.01 | 0.00 |
| Los Fresnos (7,354) | 7,244 | 0.169 | 0.02 | 0.01 | 0.00 |
| Mineola (6,283) | 7,267 | 0.168 | 0.02 | 0.01 | 0.00 |
| Homestead Meadows South (6,807) | 7,277 | 0.167 | 0.02 | 0.01 | 0.00 |
| Four Corners (2,954) | 7,285 | 0.167 | 0.02 | 0.01 | 0.00 |
| Lacy-Lakeview (6,021) | 7,289 | 0.167 | 0.02 | 0.01 | 0.00 |
| Onion Creek (2,116) | 7,319 | 0.165 | 0.02 | 0.01 | 0.00 |
| Seminole (5,793) | 7,329 | 0.165 | 0.02 | 0.01 | 0.00 |
| Port Isabel (7,333) | 7,331 | 0.165 | 0.02 | 0.01 | 0.00 |
| Bowie (6,296) | 7,336 | 0.165 | 0.02 | 0.01 | 0.00 |
| Elsa (9,636) | 7,341 | 0.165 | 0.02 | 0.01 | 0.00 |
| Lake Worth (4,732) | 7,346 | 0.164 | 0.02 | 0.01 | 0.00 |
| Sienna Plantation (1,896) | 7,350 | 0.164 | 0.02 | 0.01 | 0.00 |
| El Lago (2,779) | 7,363 | 0.164 | 0.02 | 0.01 | 0.00 |
| Little Elm (3,646) | 7,378 | 0.163 | 0.02 | 0.01 | 0.00 |
| Eidson Road (9,348) | 7,424 | 0.161 | 0.02 | 0.01 | 0.00 |
| Horseshoe Bay (3,337) | 7,437 | 0.160 | 0.02 | 0.01 | 0.00 |
| Cuero (7,200) | 7,461 | 0.160 | 0.02 | 0.01 | 0.00 |
| Springtown (4,908) | 7,477 | 0.159 | 0.02 | 0.01 | 0.00 |
| Richwood (3,950) | 7,496 | 0.158 | 0.02 | 0.01 | 0.00 |
| Port Aransas (4,502) | 7,503 | 0.158 | 0.02 | 0.01 | 0.00 |
| Luling (6,582) | 7,514 | 0.157 | 0.02 | 0.01 | 0.00 |
| West Livingston (6,612) | 7,525 | 0.157 | 0.02 | 0.01 | 0.00 |
| La Homa (10,433) | 7,542 | 0.157 | 0.02 | 0.01 | 0.00 |
| Wimberley (3,797) | 7,584 | 0.155 | 0.02 | 0.01 | 0.00 |
| Raymondville (8,684) | 7,656 | 0.152 | 0.02 | 0.01 | 0.00 |
| Cameron (6,614) | 7,662 | 0.152 | 0.02 | 0.01 | 0.00 |
| Combine (2,854) | 7,663 | 0.152 | 0.02 | 0.01 | 0.00 |
| Gilmer (5,989) | 7,674 | 0.152 | 0.02 | 0.01 | 0.00 |
| Edna (5,852) | 7,688 | 0.151 | 0.02 | 0.01 | 0.00 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Alpine (7,057) | 7,699 | 0.150 | 0.02 | 0.01 | 0.00 |
| Hudson Oaks (2,424) | 7,705 | 0.150 | 0.02 | 0.01 | 0.00 |
| Mont Belvieu (3,058) | 7,738 | 0.149 | 0.02 | 0.01 | 0.00 |
| Mexia (7,304) | 7,756 | 0.148 | 0.02 | 0.01 | 0.00 |
| Fort Stockton (5,945) | 7,791 | 0.146 | 0.02 | 0.01 | 0.00 |
| Pantego (2,394) | 7,811 | 0.146 | 0.02 | 0.01 | 0.00 |
| McGregor (4,921) | 7,834 | 0.145 | 0.02 | 0.01 | 0.00 |
| Hill Country Village (1,230) | 7,899 | 0.143 | 0.02 | 0.01 | 0.00 |
| Monahans (5,301) | 7,903 | 0.143 | 0.02 | 0.01 | 0.00 |
| Childress (6,001) | 7,950 | 0.142 | 0.02 | 0.01 | 0.00 |
| Castroville (3,745) | 7,965 | 0.141 | 0.02 | 0.01 | 0.00 |
| Copper Canyon (1,631) | 7,978 | 0.140 | 0.02 | 0.01 | 0.00 |
| Cross Mountain (1,524) | 8,019 | 0.139 | 0.02 | 0.01 | 0.00 |
| Rusk (5,703) | 8,026 | 0.139 | 0.02 | 0.01 | 0.00 |
| Littlefield (5,931) | 8,030 | 0.138 | 0.02 | 0.01 | 0.00 |
| Farmersville (4,027) | 8,085 | 0.136 | 0.02 | 0.01 | 0.00 |
| Diboll (5,428) | 8,096 | 0.136 | 0.02 | 0.01 | 0.00 |
| Caldwell (5,105) | 8,100 | 0.136 | 0.02 | 0.01 | 0.00 |
| La Grange (4,865) | 8,103 | 0.136 | 0.02 | 0.01 | 0.00 |
| Hudson (4,538) | 8,123 | 0.135 | 0.02 | 0.01 | 0.00 |
| Palacios (5,489) | 8,139 | 0.135 | 0.02 | 0.01 | 0.00 |
| Center (5,816) | 8,141 | 0.135 | 0.02 | 0.01 | 0.00 |
| Clyde (4,517) | 8,184 | 0.133 | 0.01 | 0.01 | 0.00 |
| Fabens (8,043) | 8,202 | 0.132 | 0.01 | 0.01 | 0.00 |
| Mabank (4,115) | 8,215 | 0.132 | 0.01 | 0.01 | 0.00 |
| Hedwig Village (2,233) | 8,221 | 0.131 | 0.01 | 0.01 | 0.00 |
| Tiki Island (1,656) | 8,236 | 0.131 | 0.01 | 0.01 | 0.00 |
| Palmview (5,422) | 8,262 | 0.130 | 0.01 | 0.01 | 0.00 |
| Edgecliff Village (2,511) | 8,263 | 0.130 | 0.01 | 0.01 | 0.00 |
| Pecos (5,855) | 8,271 | 0.130 | 0.01 | 0.01 | 0.00 |
| Yoakum (5,686) | 8,276 | 0.130 | 0.01 | 0.01 | 0.00 |
| Crockett (6,803) | 8,278 | 0.130 | 0.01 | 0.01 | 0.00 |
| Serenada (1,847) | 8,280 | 0.130 | 0.01 | 0.01 | 0.00 |
| Hudson Bend (2,369) | 8,292 | 0.129 | 0.01 | 0.01 | 0.00 |
| Whitesboro (4,641) | 8,299 | 0.129 | 0.01 | 0.01 | 0.00 |
| Wilmer (4,267) | 8,330 | 0.128 | 0.01 | 0.01 | 0.00 |
| Jacksboro (4,681) | 8,335 | 0.128 | 0.01 | 0.01 | 0.00 |
| Mauriceville (2,743) | 8,341 | 0.128 | 0.01 | 0.01 | 0.00 |
| Devine (4,977) | 8,381 | 0.127 | 0.01 | 0.01 | 0.00 |
| Atlanta (5,253) | 8,382 | 0.127 | 0.01 | 0.01 | 0.00 |
| Southside Place (1,754) | 8,388 | 0.127 | 0.01 | 0.01 | 0.00 |
| Breckenridge (4,964) | 8,394 | 0.127 | 0.01 | 0.01 | 0.00 |
| Jasper (5,757) | 8,405 | 0.126 | 0.01 | 0.01 | 0.00 |
| Wills Point (4,789) | 8,411 | 0.126 | 0.01 | 0.01 | 0.00 |
| Canton (4,414) | 8,413 | 0.126 | 0.01 | 0.01 | 0.00 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| South Padre Island (3,115) | 8,420 | 0.126 | 0.01 | 0.01 | 0.00 |
| Sinton (5,066) | 8,424 | 0.126 | 0.01 | 0.01 | 0.00 |
| Teague (4,762) | 8,451 | 0.125 | 0.01 | 0.01 | 0.00 |
| Reno (3,428) | 8,456 | 0.125 | 0.01 | 0.01 | 0.00 |
| Hallsville (3,058) | 8,500 | 0.123 | 0.01 | 0.01 | 0.00 |
| Willis (4,901) | 8,503 | 0.123 | 0.01 | 0.01 | 0.00 |
| San Leon (4,365) | 8,507 | 0.123 | 0.01 | 0.01 | 0.00 |
| St. Hedwig (2,457) | 8,576 | 0.121 | 0.01 | 0.01 | 0.00 |
| Rollingwood (1,253) | 8,578 | 0.121 | 0.01 | 0.01 | 0.00 |
| Kingsland (4,584) | 8,594 | 0.121 | 0.01 | 0.01 | 0.00 |
| West Columbia (4,360) | 8,598 | 0.121 | 0.01 | 0.01 | 0.00 |
| Slaton (5,212) | 8,611 | 0.120 | 0.01 | 0.01 | 0.00 |
| Palmview South (6,219) | 8,619 | 0.120 | 0.01 | 0.01 | 0.00 |
| Fairfield (4,696) | 8,623 | 0.120 | 0.01 | 0.01 | 0.00 |
| Chandler (3,471) | 8,634 | 0.119 | 0.01 | 0.01 | 0.00 |
| Sweeny (3,668) | 8,644 | 0.119 | 0.01 | 0.01 | 0.00 |
| Shoreacres (1,858) | 8,648 | 0.119 | 0.01 | 0.01 | 0.00 |
| Bridgeport (4,309) | 8,650 | 0.119 | 0.01 | 0.01 | 0.00 |
| Oak Leaf (1,663) | 8,656 | 0.119 | 0.01 | 0.01 | 0.00 |
| Prairie View (5,381) | 8,657 | 0.119 | 0.01 | 0.01 | 0.00 |
| Wylldwood (2,310) | 8,685 | 0.118 | 0.01 | 0.01 | 0.00 |
| Bolivar Peninsula (3,853) | 8,699 | 0.117 | 0.01 | 0.01 | 0.00 |
| Kemah (2,522) | 8,761 | 0.116 | 0.01 | 0.01 | 0.00 |
| Cockrell Hill (3,964) | 8,789 | 0.115 | 0.01 | 0.01 | 0.00 |
| Homestead Meadows North (4,232) | 8,813 | 0.114 | 0.01 | 0.01 | 0.00 |
| Mathis (6,403) | 8,826 | 0.114 | 0.01 | 0.01 | 0.00 |
| Palmhurst (5,525) | 8,881 | 0.112 | 0.01 | 0.01 | 0.00 |
| Shenandoah (1,725) | 8,902 | 0.112 | 0.01 | 0.01 | 0.00 |
| Nurillo (5,056) | 8,935 | 0.111 | 0.01 | 0.01 | 0.00 |
| Kermit (4,256) | 8,952 | 0.110 | 0.01 | 0.01 | 0.00 |
| Rancho Viejo (1,936) | 8,954 | 0.110 | 0.01 | 0.01 | 0.00 |
| Annetta (1,524) | 8,976 | 0.110 | 0.01 | 0.01 | 0.00 |
| Anthony (4,679) | 8,982 | 0.109 | 0.01 | 0.01 | 0.00 |
| Primera (4,584) | 8,983 | 0.109 | 0.01 | 0.01 | 0.00 |
| Abram-Perezville (5,444) | 8,995 | 0.109 | 0.01 | 0.01 | 0.00 |
| Lytle (3,490) | 9,015 | 0.108 | 0.01 | 0.01 | 0.00 |
| Van Alstyne (3,065) | 9,047 | 0.107 | 0.01 | 0.01 | 0.00 |
| West Orange (3,744) | 9,052 | 0.107 | 0.01 | 0.01 | 0.00 |
| Palmer (2,955) | 9,067 | 0.107 | 0.01 | 0.01 | 0.00 |
| Wolfforth (3,211) | 9,070 | 0.107 | 0.01 | 0.01 | 0.00 |
| Brady (5,220) | 9,088 | 0.107 | 0.01 | 0.01 | 0.00 |
| Pittsburg (4,817) | 9,102 | 0.106 | 0.01 | 0.01 | 0.00 |
| Pinewood Estates (1,633) | 9,117 | 0.106 | 0.01 | 0.01 | 0.00 |
| Bullard (3,039) | 9,121 | 0.106 | 0.01 | 0.01 | 0.00 |
| Howe (3,384) | 9,140 | 0.105 | 0.01 | 0.01 | 0.00 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------|----------|-----------|---------|----------|-------|
| Early (3,266) | 9,150 | 0.105 | 0.01 | 0.01 | 0.00 |
| Clifton (3,942) | 9,164 | 0.105 | 0.01 | 0.01 | 0.00 |
| Glen Rose (3,937) | 9,173 | 0.104 | 0.01 | 0.01 | 0.00 |
| Friona (3,671) | 9,182 | 0.104 | 0.01 | 0.01 | 0.00 |
| Zapata (4,856) | 9,187 | 0.104 | 0.01 | 0.01 | 0.00 |
| Sansom Park (4,080) | 9,189 | 0.104 | 0.01 | 0.01 | 0.00 |
| Brookshire (3,960) | 9,202 | 0.104 | 0.01 | 0.01 | 0.00 |
| Presidio (6,466) | 9,208 | 0.104 | 0.01 | 0.01 | 0.00 |
| Muleshoe (4,567) | 9,210 | 0.104 | 0.01 | 0.01 | 0.00 |
| Pottsboro (2,640) | 9,227 | 0.103 | 0.01 | 0.01 | 0.00 |
| Madisonville (4,554) | 9,240 | 0.103 | 0.01 | 0.01 | 0.00 |
| Marlin (5,400) | 9,245 | 0.103 | 0.01 | 0.01 | 0.00 |
| Brazoria (3,210) | 9,247 | 0.103 | 0.01 | 0.01 | 0.00 |
| Beach City (1,645) | 9,256 | 0.102 | 0.01 | 0.01 | 0.00 |
| Denver City (3,908) | 9,271 | 0.102 | 0.01 | 0.01 | 0.00 |
| Poteet (4,531) | 9,281 | 0.102 | 0.01 | 0.01 | 0.00 |
| Henrietta (3,493) | 9,283 | 0.102 | 0.01 | 0.01 | 0.00 |
| Columbus (3,931) | 9,284 | 0.102 | 0.01 | 0.01 | 0.00 |
| Gunter (2,852) | 9,302 | 0.101 | 0.01 | 0.01 | 0.00 |
| Carrizo Springs (5,345) | 9,310 | 0.101 | 0.01 | 0.01 | 0.00 |
| Winnsboro (4,425) | 9,320 | 0.101 | 0.01 | 0.01 | 0.00 |
| Eastland (4,018) | 9,322 | 0.101 | 0.01 | 0.01 | 0.00 |
| Groesbeck (4,537) | 9,346 | 0.100 | 0.01 | 0.01 | 0.00 |
| Combes (3,945) | 9,348 | 0.100 | 0.01 | 0.01 | 0.00 |
| Llano (3,557) | 9,353 | 0.100 | 0.01 | 0.01 | 0.00 |
| Hutchins (3,000) | 9,404 | 0.099 | 0.01 | 0.01 | 0.00 |
| Woodcreek (2,099) | 9,414 | 0.099 | 0.01 | 0.01 | 0.00 |
| New Boston (4,186) | 9,418 | 0.099 | 0.01 | 0.01 | 0.00 |
| Hebbronville (4,498) | 9,438 | 0.098 | 0.01 | 0.01 | 0.00 |
| Grape Creek (3,138) | 9,458 | 0.098 | 0.01 | 0.01 | 0.00 |
| Post (4,388) | 9,466 | 0.098 | 0.01 | 0.01 | 0.00 |
| Crystal City (7,130) | 9,469 | 0.098 | 0.01 | 0.01 | 0.00 |
| Rio Bravo (6,399) | 9,470 | 0.098 | 0.01 | 0.01 | 0.00 |
| Poth (3,069) | 9,505 | 0.097 | 0.01 | 0.01 | 0.00 |
| Bayou Vista (1,744) | 9,509 | 0.097 | 0.01 | 0.01 | 0.00 |
| Bishop (3,062) | 9,515 | 0.096 | 0.01 | 0.01 | 0.00 |
| Redwood (3,586) | 9,533 | 0.096 | 0.01 | 0.01 | 0.00 |
| Canutillo (5,129) | 9,562 | 0.095 | 0.01 | 0.01 | 0.00 |
| McQueeney (2,527) | 9,566 | 0.095 | 0.01 | 0.01 | 0.00 |
| Sonora (2,948) | 9,568 | 0.095 | 0.01 | 0.01 | 0.00 |
| Runaway Bay (2,097) | 9,588 | 0.095 | 0.01 | 0.01 | 0.00 |
| Circle D-KC Estates (2,010) | 9,589 | 0.095 | 0.01 | 0.01 | 0.00 |
| Liberty City (1,935) | 9,594 | 0.095 | 0.01 | 0.01 | 0.00 |
| Blue Mound (2,340) | 9,620 | 0.094 | 0.01 | 0.01 | 0.00 |
| Eagle Lake (3,888) | 9,637 | 0.094 | 0.01 | 0.01 | 0.00 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Tulia (3,781) | 9,641 | 0.093 | 0.01 | 0.01 | 0.00 |
| Lake Kiowa (1,883) | 9,671 | 0.093 | 0.01 | 0.01 | 0.00 |
| Panhandle (2,496) | 9,678 | 0.092 | 0.01 | 0.01 | 0.00 |
| Progreso (5,696) | 9,693 | 0.092 | 0.01 | 0.01 | 0.00 |
| Van (3,179) | 9,734 | 0.091 | 0.01 | 0.01 | 0.00 |
| Italy (2,422) | 9,762 | 0.090 | 0.01 | 0.01 | 0.00 |
| Cameron Park (5,961) | 9,782 | 0.090 | 0.01 | 0.01 | 0.00 |
| Granite Shoals (3,220) | 9,790 | 0.090 | 0.01 | 0.01 | 0.00 |
| Brookside Village (2,250) | 9,798 | 0.089 | 0.01 | 0.01 | 0.00 |
| Ferris (2,745) | 9,799 | 0.089 | 0.01 | 0.01 | 0.00 |
| Mount Vernon (3,483) | 9,800 | 0.089 | 0.01 | 0.01 | 0.00 |
| Wild Peach Village (2,498) | 9,833 | 0.089 | 0.01 | 0.01 | 0.00 |
| Comanche (3,711) | 9,853 | 0.088 | 0.01 | 0.01 | 0.00 |
| Pecan Acres (2,289) | 9,870 | 0.088 | 0.01 | 0.01 | 0.00 |
| Ozona (3,436) | 9,907 | 0.087 | 0.01 | 0.01 | 0.00 |
| Dripping Springs (2,067) | 9,941 | 0.087 | 0.01 | 0.01 | 0.00 |
| Alton (4,384) | 9,961 | 0.086 | 0.01 | 0.01 | 0.00 |
| Ransom Canyon (1,234) | 9,967 | 0.086 | 0.01 | 0.01 | 0.00 |
| Grand Saline (3,735) | 9,970 | 0.086 | 0.01 | 0.01 | 0.00 |
| Nocona (3,328) | 9,993 | 0.085 | 0.01 | 0.01 | 0.00 |
| Coleman (4,210) | 10,010 | 0.085 | 0.01 | 0.01 | 0.00 |
| Tool (2,927) | 10,020 | 0.085 | 0.01 | 0.01 | 0.00 |
| Clear Lake Shores (1,415) | 10,026 | 0.085 | 0.01 | 0.01 | 0.00 |
| Talty (1,028) | 10,033 | 0.085 | 0.01 | 0.01 | 0.00 |
| Spearman (2,619) | 10,059 | 0.084 | 0.01 | 0.01 | 0.00 |
| Jones Creek (2,225) | 10,082 | 0.084 | 0.01 | 0.01 | 0.00 |
| China Grove (1,398) | 10,091 | 0.084 | 0.01 | 0.01 | 0.00 |
| Northcliff (1,819) | 10,113 | 0.083 | 0.01 | 0.01 | 0.00 |
| West (2,867) | 10,114 | 0.083 | 0.01 | 0.01 | 0.00 |
| Shallowater (2,385) | 10,160 | 0.082 | 0.01 | 0.01 | 0.00 |
| Lorena (1,914) | 10,196 | 0.081 | 0.01 | 0.01 | 0.00 |
| Hearne (4,673) | 10,216 | 0.081 | 0.01 | 0.01 | 0.00 |
| Shepherd (3,159) | 10,218 | 0.081 | 0.01 | 0.01 | 0.00 |
| Danbury (1,806) | 10,219 | 0.081 | 0.01 | 0.01 | 0.00 |
| Winnie (2,914) | 10,220 | 0.081 | 0.01 | 0.01 | 0.00 |
| Hooks (2,810) | 10,270 | 0.080 | 0.01 | 0.01 | 0.00 |
| Barrett (2,872) | 10,280 | 0.080 | 0.01 | 0.01 | 0.00 |
| Inez (1,787) | 10,316 | 0.079 | 0.01 | 0.01 | 0.00 |
| Jonestown (2,067) | 10,324 | 0.079 | 0.01 | 0.01 | 0.00 |
| Alton North (5,051) | 10,388 | 0.078 | 0.01 | 0.01 | 0.00 |
| Leonard (2,567) | 10,398 | 0.078 | 0.01 | 0.01 | 0.00 |
| Ballinger (3,356) | 10,425 | 0.078 | 0.01 | 0.01 | 0.00 |
| Cisco (3,641) | 10,431 | 0.078 | 0.01 | 0.01 | 0.00 |
| Alvord (2,321) | 10,451 | 0.078 | 0.01 | 0.01 | 0.00 |
| Dublin (3,564) | 10,466 | 0.077 | 0.01 | 0.01 | 0.00 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Taft (3,519) | 10,482 | 0.077 | 0.01 | 0.01 | 0.00 |
| Johnson City (2,527) | 10,498 | 0.077 | 0.01 | 0.01 | 0.00 |
| Midway North (3,946) | 10,503 | 0.077 | 0.01 | 0.01 | 0.00 |
| Laughlin AFB (2,225) | 10,517 | 0.076 | 0.01 | 0.01 | 0.00 |
| Lakeside (1,474) | 10,529 | 0.076 | 0.01 | 0.01 | 0.00 |
| Crane (2,687) | 10,543 | 0.076 | 0.01 | 0.01 | 0.00 |
| Dimmitt (3,107) | 10,547 | 0.076 | 0.01 | 0.01 | 0.00 |
| Karnes City (3,388) | 10,551 | 0.076 | 0.01 | 0.01 | 0.00 |
| Palm Valley (1,273) | 10,569 | 0.075 | 0.01 | 0.01 | 0.00 |
| Woodbranch (1,629) | 10,583 | 0.075 | 0.01 | 0.01 | 0.00 |
| Cotulla (3,615) | 10,613 | 0.075 | 0.01 | 0.01 | 0.00 |
| Westworth Village (2,057) | 10,654 | 0.074 | 0.01 | 0.01 | 0.00 |
| Kenedy (3,350) | 10,697 | 0.073 | 0.01 | 0.01 | 0.00 |
| Potosi (1,664) | 10,709 | 0.073 | 0.01 | 0.01 | 0.00 |
| Westway (3,829) | 10,719 | 0.073 | 0.01 | 0.01 | 0.00 |
| San Diego (4,262) | 10,724 | 0.073 | 0.01 | 0.01 | 0.00 |
| Somerset (2,710) | 10,725 | 0.073 | 0.01 | 0.01 | 0.00 |
| Abernathy (2,607) | 10,738 | 0.073 | 0.01 | 0.01 | 0.00 |
| Anahuac (1,989) | 10,763 | 0.072 | 0.01 | 0.01 | 0.00 |
| Quitman (2,562) | 10,788 | 0.072 | 0.01 | 0.01 | 0.00 |
| Garfield (1,660) | 10,812 | 0.072 | 0.01 | 0.01 | 0.00 |
| Lopezville (4,476) | 10,838 | 0.071 | 0.01 | 0.01 | 0.00 |
| Mart (2,978) | 10,891 | 0.070 | 0.01 | 0.01 | 0.00 |
| Schulenburg (2,865) | 10,899 | 0.070 | 0.01 | 0.01 | 0.00 |
| Sheldon (1,831) | 10,928 | 0.070 | 0.01 | 0.01 | 0.00 |
| Muenster (2,010) | 10,930 | 0.070 | 0.01 | 0.01 | 0.00 |
| Mila Doce (4,907) | 10,953 | 0.070 | 0.01 | 0.01 | 0.00 |
| Doffing (4,256) | 11,007 | 0.069 | 0.01 | 0.00 | 0.00 |
| Bloomington (2,562) | 11,018 | 0.069 | 0.01 | 0.00 | 0.00 |
| Odem (2,439) | 11,106 | 0.067 | 0.01 | 0.00 | 0.00 |
| West Tawakoni (2,393) | 11,137 | 0.067 | 0.01 | 0.00 | 0.00 |
| Cactus (2,924) | 11,164 | 0.067 | 0.01 | 0.00 | 0.00 |
| Nash (2,707) | 11,177 | 0.066 | 0.01 | 0.00 | 0.00 |
| Fritch (1,760) | 11,219 | 0.066 | 0.01 | 0.00 | 0.00 |
| Nolanville (2,041) | 11,233 | 0.066 | 0.01 | 0.00 | 0.00 |
| Hallettsville (2,939) | 11,235 | 0.066 | 0.01 | 0.00 | 0.00 |
| Grandview (2,302) | 11,246 | 0.065 | 0.01 | 0.00 | 0.00 |
| Merkel (2,524) | 11,255 | 0.065 | 0.01 | 0.00 | 0.00 |
| Hamilton (2,756) | 11,262 | 0.065 | 0.01 | 0.00 | 0.00 |
| West Sharyland (2,947) | 11,319 | 0.064 | 0.01 | 0.00 | 0.00 |
| Kempner (1,908) | 11,320 | 0.064 | 0.01 | 0.00 | 0.00 |
| Medina (2,960) | 11,330 | 0.064 | 0.01 | 0.00 | 0.00 |
| Clarksville (3,043) | 11,356 | 0.064 | 0.01 | 0.00 | 0.00 |
| Boyd (2,031) | 11,357 | 0.064 | 0.01 | 0.00 | 0.00 |
| Colorado City (3,148) | 11,361 | 0.064 | 0.01 | 0.00 | 0.00 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------|----------|-----------|---------|----------|-------|
| Dilley (3,674) | 11,369 | 0.064 | 0.01 | 0.00 | 0.00 |
| San Saba (2,563) | 11,411 | 0.063 | 0.01 | 0.00 | 0.00 |
| Magnolia (1,698) | 11,412 | 0.063 | 0.01 | 0.00 | 0.00 |
| Trinity (2,900) | 11,420 | 0.063 | 0.01 | 0.00 | 0.00 |
| Sullivan City (3,998) | 11,423 | 0.063 | 0.01 | 0.00 | 0.00 |
| Santa Rosa (3,352) | 11,429 | 0.063 | 0.01 | 0.00 | 0.00 |
| Collinsville (2,152) | 11,447 | 0.063 | 0.01 | 0.00 | 0.00 |
| Pinehurst (2,140) | 11,469 | 0.062 | 0.01 | 0.00 | 0.00 |
| Junction (2,713) | 11,482 | 0.062 | 0.01 | 0.00 | 0.00 |
| Olivarez (2,445) | 11,489 | 0.062 | 0.01 | 0.00 | 0.00 |
| Olney (3,170) | 11,502 | 0.062 | 0.01 | 0.00 | 0.00 |
| Bertram (1,922) | 11,503 | 0.062 | 0.01 | 0.00 | 0.00 |
| Daingerfield (2,456) | 11,507 | 0.062 | 0.01 | 0.00 | 0.00 |
| Celina (1,861) | 11,508 | 0.062 | 0.01 | 0.00 | 0.00 |
| Emory (2,307) | 11,511 | 0.062 | 0.01 | 0.00 | 0.00 |
| Big Lake (2,066) | 11,539 | 0.061 | 0.01 | 0.00 | 0.00 |
| Troup (2,289) | 11,577 | 0.061 | 0.01 | 0.00 | 0.00 |
| Whitney (2,722) | 11,584 | 0.061 | 0.01 | 0.00 | 0.00 |
| Freer (2,731) | 11,588 | 0.061 | 0.01 | 0.00 | 0.00 |
| Falfurrias (4,555) | 11,600 | 0.061 | 0.01 | 0.00 | 0.00 |
| Llano Grande (3,333) | 11,602 | 0.061 | 0.01 | 0.00 | 0.00 |
| Comfort (2,358) | 11,632 | 0.060 | 0.01 | 0.00 | 0.00 |
| Canadian (2,111) | 11,668 | 0.060 | 0.01 | 0.00 | 0.00 |
| Buna (2,269) | 11,677 | 0.060 | 0.01 | 0.00 | 0.00 |
| Gregory (2,147) | 11,685 | 0.060 | 0.01 | 0.00 | 0.00 |
| Splendora (1,847) | 11,699 | 0.059 | 0.01 | 0.00 | 0.00 |
| Waskom (2,247) | 11,703 | 0.059 | 0.01 | 0.00 | 0.00 |
| Premont (3,025) | 11,714 | 0.059 | 0.01 | 0.00 | 0.00 |
| Hutto (1,250) | 11,715 | 0.059 | 0.01 | 0.00 | 0.00 |
| Rio Hondo (2,527) | 11,735 | 0.059 | 0.01 | 0.00 | 0.00 |
| Laureles (3,285) | 11,740 | 0.059 | 0.01 | 0.00 | 0.00 |
| Old River-Winfree (1,364) | 11,750 | 0.059 | 0.01 | 0.00 | 0.00 |
| Floydada (2,589) | 11,770 | 0.059 | 0.01 | 0.00 | 0.00 |
| Idalou (1,926) | 11,771 | 0.058 | 0.01 | 0.00 | 0.00 |
| Sparks (2,974) | 11,797 | 0.058 | 0.01 | 0.00 | 0.00 |
| Refugio (2,427) | 11,843 | 0.058 | 0.01 | 0.00 | 0.00 |
| Holliday (1,969) | 11,856 | 0.058 | 0.01 | 0.00 | 0.00 |
| Malakoff (2,691) | 11,859 | 0.057 | 0.01 | 0.00 | 0.00 |
| Balcones Heights (3,005) | 11,875 | 0.057 | 0.01 | 0.00 | 0.00 |
| Ingram (2,068) | 11,904 | 0.057 | 0.01 | 0.00 | 0.00 |
| Cut and Shoot (1,569) | 11,951 | 0.056 | 0.01 | 0.00 | 0.00 |
| Patton Village (1,935) | 11,984 | 0.056 | 0.01 | 0.00 | 0.00 |
| Whitewright (1,898) | 11,995 | 0.056 | 0.01 | 0.00 | 0.00 |
| Ganado (1,846) | 12,001 | 0.056 | 0.01 | 0.00 | 0.00 |
| Bevil Oaks (1,119) | 12,012 | 0.056 | 0.01 | 0.00 | 0.00 |

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Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Stockdale (2,062) | 12,017 | 0.056 | 0.01 | 0.00 | 0.00 |
| Stamford (2,595) | 12,020 | 0.056 | 0.01 | 0.00 | 0.00 |
| Jamaica Beach (1,200) | 12,021 | 0.056 | 0.01 | 0.00 | 0.00 |
| Stratford (1,912) | 12,023 | 0.056 | 0.01 | 0.00 | 0.00 |
| Kountze (2,202) | 12,027 | 0.055 | 0.01 | 0.00 | 0.00 |
| Overton (2,220) | 12,029 | 0.055 | 0.01 | 0.00 | 0.00 |
| LaCoste (1,695) | 12,032 | 0.055 | 0.01 | 0.00 | 0.00 |
| San Augustine (2,437) | 12,050 | 0.055 | 0.01 | 0.00 | 0.00 |
| Oak Trail Shores (2,475) | 12,059 | 0.055 | 0.01 | 0.00 | 0.00 |
| Blanco (1,995) | 12,060 | 0.055 | 0.01 | 0.00 | 0.00 |
| Bruceville-Eddy (1,717) | 12,061 | 0.055 | 0.01 | 0.00 | 0.00 |
| Archer City (2,071) | 12,069 | 0.055 | 0.01 | 0.00 | 0.00 |
| Clarendon (2,223) | 12,071 | 0.055 | 0.01 | 0.00 | 0.00 |
| Mason (2,346) | 12,076 | 0.055 | 0.01 | 0.00 | 0.00 |
| Waller (1,860) | 12,086 | 0.055 | 0.01 | 0.00 | 0.00 |
| Sunray (1,920) | 12,101 | 0.055 | 0.01 | 0.00 | 0.00 |
| East Bernard (1,729) | 12,110 | 0.055 | 0.01 | 0.00 | 0.00 |
| Fifth Street (2,059) | 12,116 | 0.054 | 0.01 | 0.00 | 0.00 |
| Eden (2,139) | 12,121 | 0.054 | 0.01 | 0.00 | 0.00 |
| Electra (2,549) | 12,122 | 0.054 | 0.01 | 0.00 | 0.00 |
| Beverly Hills (2,039) | 12,138 | 0.054 | 0.01 | 0.00 | 0.00 |
| Crosby (1,714) | 12,150 | 0.054 | 0.01 | 0.00 | 0.00 |
| Huntington (2,093) | 12,158 | 0.054 | 0.01 | 0.00 | 0.00 |
| Winters (2,345) | 12,208 | 0.053 | 0.01 | 0.00 | 0.00 |
| Gardendale (1,197) | 12,211 | 0.053 | 0.01 | 0.00 | 0.00 |
| Seagraves (2,223) | 12,222 | 0.053 | 0.01 | 0.00 | 0.00 |
| Kerens (2,138) | 12,228 | 0.053 | 0.01 | 0.00 | 0.00 |
| Cienegas Terrace (2,878) | 12,243 | 0.053 | 0.01 | 0.00 | 0.00 |
| Hawkins (1,830) | 12,248 | 0.053 | 0.01 | 0.00 | 0.00 |
| Vinton (2,221) | 12,256 | 0.053 | 0.01 | 0.00 | 0.00 |
| Rosita North (3,400) | 12,272 | 0.053 | 0.01 | 0.00 | 0.00 |
| Liberty Hill (1,409) | 12,294 | 0.052 | 0.01 | 0.00 | 0.00 |
| Itasca (1,947) | 12,334 | 0.052 | 0.01 | 0.00 | 0.00 |
| Onalaska (2,018) | 12,371 | 0.052 | 0.01 | 0.00 | 0.00 |
| Honey Grove (2,003) | 12,378 | 0.051 | 0.01 | 0.00 | 0.00 |
| Sour Lake (1,905) | 12,386 | 0.051 | 0.01 | 0.00 | 0.00 |
| Charlotte (2,319) | 12,401 | 0.051 | 0.01 | 0.00 | 0.00 |
| Wallis (1,582) | 12,407 | 0.051 | 0.01 | 0.00 | 0.00 |
| Pelican Bay (1,885) | 12,411 | 0.051 | 0.01 | 0.00 | 0.00 |
| Weimar (2,070) | 12,420 | 0.051 | 0.01 | 0.00 | 0.00 |
| Little River-Academy (1,463) | 12,428 | 0.051 | 0.01 | 0.00 | 0.00 |
| Val Verde Park (1,945) | 12,453 | 0.050 | 0.01 | 0.00 | 0.00 |
| Quanah (2,146) | 12,476 | 0.050 | 0.01 | 0.00 | 0.00 |
| Yorktown (2,209) | 12,490 | 0.050 | 0.01 | 0.00 | 0.00 |
| Seymour (2,379) | 12,493 | 0.050 | 0.01 | 0.00 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Texas - Cities Sorted by Rank: Graphic Design Services in 2007, US \$ mln

| City (population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------|----------|---------------|--------------|--------------|-------------|
| Anna (1,225) | 12,498 | 0.050 | 0.01 | 0.00 | 0.00 |
| Orange Grove (1,701) | 12,511 | 0.050 | 0.01 | 0.00 | 0.00 |
| Stinnett (1,672) | 12,532 | 0.050 | 0.01 | 0.00 | 0.00 |
| Arcola (1,764) | 12,538 | 0.050 | 0.01 | 0.00 | 0.00 |
| Hale Center (1,970) | 12,554 | 0.049 | 0.01 | 0.00 | 0.00 |
| Sundown (1,662) | 12,563 | 0.049 | 0.01 | 0.00 | 0.00 |
| Porter Heights (1,490) | 12,564 | 0.049 | 0.01 | 0.00 | 0.00 |
| George West (1,889) | 12,571 | 0.049 | 0.01 | 0.00 | 0.00 |
| Goliad (2,113) | 12,585 | 0.049 | 0.01 | 0.00 | 0.00 |
| Doolittle (2,358) | 12,600 | 0.049 | 0.01 | 0.00 | 0.00 |
| Buffalo (2,152) | 12,602 | 0.049 | 0.01 | 0.00 | 0.00 |
| Buchanan Dam (1,688) | 12,610 | 0.049 | 0.01 | 0.00 | 0.00 |
| Newton (2,062) | 12,612 | 0.049 | 0.01 | 0.00 | 0.00 |
| Albany (1,730) | 12,653 | 0.049 | 0.01 | 0.00 | 0.00 |
| Kemp (1,588) | 12,673 | 0.048 | 0.01 | 0.00 | 0.00 |
| Olton (2,251) | 12,695 | 0.048 | 0.01 | 0.00 | 0.00 |
| El Cenizo (4,036) | 12,723 | 0.048 | 0.01 | 0.00 | 0.00 |
| Scissors (2,805) | 12,769 | 0.047 | 0.01 | 0.00 | 0.00 |
| Shiner (1,870) | 12,804 | 0.047 | 0.01 | 0.00 | 0.00 |
| Memphis (2,276) | 12,816 | 0.047 | 0.01 | 0.00 | 0.00 |
| Wolfe City (1,956) | 12,834 | 0.047 | 0.01 | 0.00 | 0.00 |
| Bells (1,425) | 12,836 | 0.046 | 0.01 | 0.00 | 0.00 |
| Meridian (1,596) | 12,839 | 0.046 | 0.01 | 0.00 | 0.00 |
| Claude (1,345) | 12,861 | 0.046 | 0.01 | 0.00 | 0.00 |
| Hubbard (2,002) | 12,863 | 0.046 | 0.01 | 0.00 | 0.00 |
| Troy (1,323) | 12,864 | 0.046 | 0.01 | 0.00 | 0.00 |
| Fulton (1,931) | 12,868 | 0.046 | 0.01 | 0.00 | 0.00 |
| Stowell (1,572) | 12,870 | 0.046 | 0.01 | 0.00 | 0.00 |
| Nixon (2,328) | 12,893 | 0.046 | 0.01 | 0.00 | 0.00 |
| Corrigan (2,707) | 12,894 | 0.046 | 0.01 | 0.00 | 0.00 |
| Linden (2,021) | 12,911 | 0.045 | 0.01 | 0.00 | 0.00 |
| La Blanca (2,351) | 12,912 | 0.045 | 0.01 | 0.00 | 0.00 |
| Caddo Mills (1,413) | 12,914 | 0.045 | 0.01 | 0.00 | 0.00 |
| Total 22,853,465 | | 897.98 | 100.0 | 64.68 | 8.70 |

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10.13 CITIES SORTED BY ZIPCODE - TEXAS

Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------|----------|-----------|---------|----------|-------|
| Addison (75001; 12,692) | 3,481 | 0.548 | 0.06 | 0.04 | 0.01 |
| Parker (75002; 5,701) | 3,638 | 0.516 | 0.06 | 0.04 | 0.00 |
| Lucas (75002; 8,643) | 2,608 | 0.770 | 0.09 | 0.06 | 0.01 |
| Allen (75002; 234,359) | 55 | 16.437 | 1.83 | 1.18 | 0.16 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Carrollton (75007; 146,371) | 142 | 8.118 | 0.90 | 0.58 | 0.08 |
| Celina (75009; 1,861) | 11,508 | 0.062 | 0.01 | 0.00 | 0.00 |
| Denison (75020; 25,324) | 2,822 | 0.708 | 0.08 | 0.05 | 0.01 |
| Plano (75026; 331,117) | 29 | 23.164 | 2.58 | 1.67 | 0.22 |
| Flower Mound (75027; 114,918) | 115 | 9.744 | 1.09 | 0.70 | 0.09 |
| Lewisville (75029; 134,516) | 196 | 6.547 | 0.73 | 0.47 | 0.06 |
| Heath (75032; 4,149) | 4,615 | 0.365 | 0.04 | 0.03 | 0.00 |
| Frisco (75034; 394,916) | 20 | 27.777 | 3.09 | 2.00 | 0.27 |
| The Colony (75034; 93,177) | 271 | 5.306 | 0.59 | 0.38 | 0.05 |
| Garland (75043; 221,769) | 118 | 9.688 | 1.08 | 0.70 | 0.09 |
| Sachse (75048; 72,089) | 344 | 4.506 | 0.50 | 0.32 | 0.04 |
| Grand Prairie (75050; 187,276) | 154 | 7.791 | 0.87 | 0.56 | 0.08 |
| Gunter (75058; 2,852) | 9,302 | 0.101 | 0.01 | 0.01 | 0.00 |
| Irving (75061; 203,434) | 141 | 8.127 | 0.91 | 0.59 | 0.08 |
| Lake Dallas (75065; 9,634) | 4,023 | 0.442 | 0.05 | 0.03 | 0.00 |
| Hickory Creek (75065; 7,342) | 3,971 | 0.452 | 0.05 | 0.03 | 0.00 |
| Oak Point (75068; 5,400) | 4,484 | 0.380 | 0.04 | 0.03 | 0.00 |
| Little Elm (75068; 3,646) | 7,378 | 0.163 | 0.02 | 0.01 | 0.00 |
| Lowry Crossing (75069; 4,070) | 5,921 | 0.243 | 0.03 | 0.02 | 0.00 |
| Fairview (75069; 17,720) | 1,264 | 1.689 | 0.19 | 0.12 | 0.02 |
| McKinney (75069; 380,065) | 34 | 21.402 | 2.38 | 1.54 | 0.21 |
| Melissa (75071; 7,396) | 4,327 | 0.400 | 0.04 | 0.03 | 0.00 |
| Murphy (75074; 3,099) | 6,113 | 0.230 | 0.03 | 0.02 | 0.00 |
| Pottsboro (75076; 2,640) | 9,227 | 0.103 | 0.01 | 0.01 | 0.00 |
| Double Oak (75077; 4,702) | 3,833 | 0.474 | 0.05 | 0.03 | 0.00 |
| Highland Village (75077; 25,084) | 862 | 2.277 | 0.25 | 0.16 | 0.02 |
| Copper Canyon (75077; 1,631) | 7,978 | 0.140 | 0.02 | 0.01 | 0.00 |
| Prosper (75078; 16,267) | 2,229 | 0.926 | 0.10 | 0.07 | 0.01 |
| Richardson (75083; 125,390) | 180 | 6.952 | 0.77 | 0.50 | 0.07 |
| Rockwall (75087; 87,423) | 290 | 5.082 | 0.57 | 0.37 | 0.05 |
| Rowlett (75088; 88,047) | 256 | 5.551 | 0.62 | 0.40 | 0.05 |
| Sherman (75092; 41,502) | 1,683 | 1.262 | 0.14 | 0.09 | 0.01 |
| Wylie (75098; 126,699) | 194 | 6.575 | 0.73 | 0.47 | 0.06 |
| Coppell (75099; 49,462) | 374 | 4.261 | 0.47 | 0.31 | 0.04 |
| Canton (75103; 4,414) | 8,413 | 0.126 | 0.01 | 0.01 | 0.00 |
| Cedar Hill (75104; 79,120) | 378 | 4.228 | 0.47 | 0.30 | 0.04 |
| Corsicana (75109; 30,450) | 2,718 | 0.736 | 0.08 | 0.05 | 0.01 |
| Crandall (75114; 5,655) | 5,430 | 0.282 | 0.03 | 0.02 | 0.00 |
| Ennis (75120; 28,658) | 2,107 | 0.991 | 0.11 | 0.07 | 0.01 |
| DeSoto (75123; 64,454) | 522 | 3.305 | 0.37 | 0.24 | 0.03 |
| Ferris (75125; 2,745) | 9,799 | 0.089 | 0.01 | 0.01 | 0.00 |
| Forney (75126; 33,958) | 1,365 | 1.570 | 0.17 | 0.11 | 0.02 |
| Caddo Mills (75135; 1,413) | 12,914 | 0.045 | 0.01 | 0.00 | 0.00 |
| Duncanville (75137; 33,267) | 1,394 | 1.527 | 0.17 | 0.11 | 0.01 |
| Grand Saline (75140; 3,735) | 9,970 | 0.086 | 0.01 | 0.01 | 0.00 |

Source: Philip M. Parker, INSEAD, copyright 2006, www.icongrouponline.com

Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Hutchins (75141; 3,000) | 9,404 | 0.099 | 0.01 | 0.01 | 0.00 |
| Kaufman (75142; 13,324) | 4,465 | 0.382 | 0.04 | 0.03 | 0.00 |
| Tool (75143; 2,927) | 10,020 | 0.085 | 0.01 | 0.01 | 0.00 |
| Kemp (75143; 1,588) | 12,673 | 0.048 | 0.01 | 0.00 | 0.00 |
| Kerens (75144; 2,138) | 12,228 | 0.053 | 0.01 | 0.00 | 0.00 |
| Lancaster (75146; 48,535) | 1,108 | 1.888 | 0.21 | 0.14 | 0.02 |
| Mabank (75147; 4,115) | 8,215 | 0.132 | 0.01 | 0.01 | 0.00 |
| Malakoff (75148; 2,691) | 11,859 | 0.057 | 0.01 | 0.00 | 0.00 |
| Palmer (75152; 2,955) | 9,067 | 0.107 | 0.01 | 0.01 | 0.00 |
| Ovilla (75154; 4,931) | 4,993 | 0.323 | 0.04 | 0.02 | 0.00 |
| Oak Leaf (75154; 1,663) | 8,656 | 0.119 | 0.01 | 0.01 | 0.00 |
| Red Oak (75154; 4,301) | 6,890 | 0.186 | 0.02 | 0.01 | 0.00 |
| Glenn Heights (75154; 14,830) | 2,936 | 0.673 | 0.07 | 0.05 | 0.01 |
| Gun Barrel City (75156; 8,905) | 5,973 | 0.238 | 0.03 | 0.02 | 0.00 |
| Seagoville (75159; 11,853) | 4,165 | 0.423 | 0.05 | 0.03 | 0.00 |
| Combine (75159; 2,854) | 7,663 | 0.152 | 0.02 | 0.01 | 0.00 |
| Talty (75160; 1,028) | 10,033 | 0.085 | 0.01 | 0.01 | 0.00 |
| Terrell (75161; 32,483) | 2,178 | 0.954 | 0.11 | 0.07 | 0.01 |
| Waxahachie (75168; 37,594) | 1,484 | 1.444 | 0.16 | 0.10 | 0.01 |
| Wills Point (75169; 4,789) | 8,411 | 0.126 | 0.01 | 0.01 | 0.00 |
| Wilmer (75172; 4,267) | 8,330 | 0.128 | 0.01 | 0.01 | 0.00 |
| Balch Springs (75180; 19,227) | 3,082 | 0.634 | 0.07 | 0.05 | 0.01 |
| Sunnyvale (75182; 9,051) | 2,854 | 0.699 | 0.08 | 0.05 | 0.01 |
| Mesquite (75187; 146,749) | 193 | 6.576 | 0.73 | 0.47 | 0.06 |
| Royse City (75189; 21,811) | 2,469 | 0.819 | 0.09 | 0.06 | 0.01 |
| University Park (75205; 24,841) | 994 | 2.048 | 0.23 | 0.15 | 0.02 |
| Cockrell Hill (75211; 3,964) | 8,789 | 0.115 | 0.01 | 0.01 | 0.00 |
| Highland Park (75219; 8,705) | 1,821 | 1.156 | 0.13 | 0.08 | 0.01 |
| Farmers Branch (75234; 24,449) | 1,774 | 1.189 | 0.13 | 0.09 | 0.01 |
| Dallas (75344; 1,276,938) | 10 | 42.700 | 4.76 | 3.08 | 0.41 |
| Greenville (75404; 29,113) | 2,292 | 0.895 | 0.10 | 0.06 | 0.01 |
| Princeton (75407; 5,750) | 6,659 | 0.197 | 0.02 | 0.01 | 0.00 |
| Anna (75409; 1,225) | 12,498 | 0.050 | 0.01 | 0.00 | 0.00 |
| Bells (75414; 1,425) | 12,836 | 0.046 | 0.01 | 0.00 | 0.00 |
| Bonham (75418; 11,913) | 5,487 | 0.277 | 0.03 | 0.02 | 0.00 |
| Clarksville (75426; 3,043) | 11,356 | 0.064 | 0.01 | 0.00 | 0.00 |
| Commerce (75429; 12,508) | 5,602 | 0.268 | 0.03 | 0.02 | 0.00 |
| Emory (75440; 2,307) | 11,511 | 0.062 | 0.01 | 0.00 | 0.00 |
| Farmersville (75442; 4,027) | 8,085 | 0.136 | 0.02 | 0.01 | 0.00 |
| Honey Grove (75446; 2,003) | 12,378 | 0.051 | 0.01 | 0.00 | 0.00 |
| Leonard (75452; 2,567) | 10,398 | 0.078 | 0.01 | 0.01 | 0.00 |
| Mount Pleasant (75455; 16,816) | 4,120 | 0.430 | 0.05 | 0.03 | 0.00 |
| Mount Vernon (75457; 3,483) | 9,800 | 0.089 | 0.01 | 0.01 | 0.00 |
| Howe (75459; 3,384) | 9,140 | 0.105 | 0.01 | 0.01 | 0.00 |
| Paris (75461; 28,705) | 2,851 | 0.700 | 0.08 | 0.05 | 0.01 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Reno (75462; 3,428) | 8,456 | 0.125 | 0.01 | 0.01 | 0.00 |
| West Tawakoni (75474; 2,393) | 11,137 | 0.067 | 0.01 | 0.00 | 0.00 |
| Sulphur Springs (75483; 16,769) | 3,966 | 0.453 | 0.05 | 0.03 | 0.00 |
| Whitewright (75491; 1,898) | 11,995 | 0.056 | 0.01 | 0.00 | 0.00 |
| Winnsboro (75494; 4,425) | 9,320 | 0.101 | 0.01 | 0.01 | 0.00 |
| Van Alstyne (75495; 3,065) | 9,047 | 0.107 | 0.01 | 0.01 | 0.00 |
| Wolfe City (75496; 1,956) | 12,834 | 0.047 | 0.01 | 0.00 | 0.00 |
| Wake Village (75501; 5,335) | 6,815 | 0.189 | 0.02 | 0.01 | 0.00 |
| Texarkana (75507; 37,664) | 2,104 | 0.995 | 0.11 | 0.07 | 0.01 |
| Atlanta (75551; 5,253) | 8,382 | 0.127 | 0.01 | 0.01 | 0.00 |
| Hooks (75561; 2,810) | 10,270 | 0.080 | 0.01 | 0.01 | 0.00 |
| Linden (75563; 2,021) | 12,911 | 0.045 | 0.01 | 0.00 | 0.00 |
| Nash (75569; 2,707) | 11,177 | 0.066 | 0.01 | 0.00 | 0.00 |
| New Boston (75570; 4,186) | 9,418 | 0.099 | 0.01 | 0.01 | 0.00 |
| Longview (75602; 81,572) | 794 | 2.454 | 0.27 | 0.18 | 0.02 |
| Carthage (75633; 6,855) | 6,724 | 0.194 | 0.02 | 0.01 | 0.00 |
| Daingerfield (75638; 2,456) | 11,507 | 0.062 | 0.01 | 0.00 | 0.00 |
| Gilmer (75644; 5,989) | 7,674 | 0.152 | 0.02 | 0.01 | 0.00 |
| Gladewater (75647; 6,842) | 7,185 | 0.171 | 0.02 | 0.01 | 0.00 |
| Hallsville (75650; 3,058) | 8,500 | 0.123 | 0.01 | 0.01 | 0.00 |
| Kilgore (75662; 12,623) | 4,482 | 0.380 | 0.04 | 0.03 | 0.00 |
| Liberty City (75662; 1,935) | 9,594 | 0.095 | 0.01 | 0.01 | 0.00 |
| Marshall (75672; 22,898) | 3,154 | 0.617 | 0.07 | 0.04 | 0.01 |
| Henderson (75680; 11,868) | 4,886 | 0.335 | 0.04 | 0.02 | 0.00 |
| Overton (75684; 2,220) | 12,029 | 0.055 | 0.01 | 0.00 | 0.00 |
| Pittsburg (75686; 4,817) | 9,102 | 0.106 | 0.01 | 0.01 | 0.00 |
| Waskom (75692; 2,247) | 11,703 | 0.059 | 0.01 | 0.00 | 0.00 |
| White Oak (75693; 7,399) | 5,375 | 0.288 | 0.03 | 0.02 | 0.00 |
| Tyler (75711; 110,013) | 516 | 3.340 | 0.37 | 0.24 | 0.03 |
| Athens (75752; 16,189) | 4,168 | 0.423 | 0.05 | 0.03 | 0.00 |
| Bullard (75757; 3,039) | 9,121 | 0.106 | 0.01 | 0.01 | 0.00 |
| Chandler (75758; 3,471) | 8,634 | 0.119 | 0.01 | 0.01 | 0.00 |
| Hawkins (75765; 1,830) | 12,248 | 0.053 | 0.01 | 0.00 | 0.00 |
| Jacksonville (75766; 14,959) | 4,804 | 0.343 | 0.04 | 0.02 | 0.00 |
| Lindale (75771; 8,207) | 5,884 | 0.246 | 0.03 | 0.02 | 0.00 |
| Mineola (75773; 6,283) | 7,267 | 0.168 | 0.02 | 0.01 | 0.00 |
| Quitman (75783; 2,562) | 10,788 | 0.072 | 0.01 | 0.01 | 0.00 |
| Rusk (75785; 5,703) | 8,026 | 0.139 | 0.02 | 0.01 | 0.00 |
| Troup (75789; 2,289) | 11,577 | 0.061 | 0.01 | 0.00 | 0.00 |
| Van (75790; 3,179) | 9,734 | 0.091 | 0.01 | 0.01 | 0.00 |
| Whitehouse (75791; 5,346) | 6,224 | 0.222 | 0.02 | 0.02 | 0.00 |
| Buffalo (75831; 2,152) | 12,602 | 0.049 | 0.01 | 0.00 | 0.00 |
| Crockett (75835; 6,803) | 8,278 | 0.130 | 0.01 | 0.01 | 0.00 |
| Fairfield (75840; 4,696) | 8,623 | 0.120 | 0.01 | 0.01 | 0.00 |
| Teague (75860; 4,762) | 8,451 | 0.125 | 0.01 | 0.01 | 0.00 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------------|----------|-----------|---------|----------|-------|
| Trinity (75862; 2,900) | 11,420 | 0.063 | 0.01 | 0.00 | 0.00 |
| Palestine (75882; 18,685) | 3,682 | 0.506 | 0.06 | 0.04 | 0.00 |
| Hudson (75904; 4,538) | 8,123 | 0.135 | 0.02 | 0.01 | 0.00 |
| Lufkin (75915; 35,970) | 2,004 | 1.055 | 0.12 | 0.08 | 0.01 |
| Center (75935; 5,816) | 8,141 | 0.135 | 0.02 | 0.01 | 0.00 |
| Corrigan (75939; 2,707) | 12,894 | 0.046 | 0.01 | 0.00 | 0.00 |
| Diboll (75941; 5,428) | 8,096 | 0.136 | 0.02 | 0.01 | 0.00 |
| Huntington (75949; 2,093) | 12,158 | 0.054 | 0.01 | 0.00 | 0.00 |
| Jasper (75951; 5,757) | 8,405 | 0.126 | 0.01 | 0.01 | 0.00 |
| Nacogdoches (75962; 33,003) | 2,963 | 0.666 | 0.07 | 0.05 | 0.01 |
| Newton (75966; 2,062) | 12,612 | 0.049 | 0.01 | 0.00 | 0.00 |
| San Augustine (75972; 2,437) | 12,050 | 0.055 | 0.01 | 0.00 | 0.00 |
| Annetta (76008; 1,524) | 8,976 | 0.110 | 0.01 | 0.01 | 0.00 |
| Aledo (76008; 6,783) | 4,956 | 0.327 | 0.04 | 0.02 | 0.00 |
| Alvarado (76009; 6,528) | 6,983 | 0.181 | 0.02 | 0.01 | 0.00 |
| Pantego (76015; 2,394) | 7,811 | 0.146 | 0.02 | 0.01 | 0.00 |
| Dalworthington Gardens (76016; 2,908) | 6,696 | 0.195 | 0.02 | 0.01 | 0.00 |
| Arlington (76018; 452,825) | 42 | 19.164 | 2.13 | 1.38 | 0.19 |
| Pelican Bay (76020; 1,885) | 12,411 | 0.051 | 0.01 | 0.00 | 0.00 |
| Azle (76020; 12,726) | 3,759 | 0.490 | 0.05 | 0.04 | 0.00 |
| Briar (76020; 5,350) | 6,231 | 0.222 | 0.02 | 0.02 | 0.00 |
| Bedford (76022; 52,446) | 758 | 2.537 | 0.28 | 0.18 | 0.02 |
| Boyd (76023; 2,031) | 11,357 | 0.064 | 0.01 | 0.00 | 0.00 |
| Burleson (76028; 66,011) | 611 | 2.958 | 0.33 | 0.21 | 0.03 |
| Cleburne (76031; 39,179) | 1,713 | 1.235 | 0.14 | 0.09 | 0.01 |
| Colleyville (76034; 29,385) | 578 | 3.066 | 0.34 | 0.22 | 0.03 |
| Crowley (76036; 18,236) | 2,646 | 0.758 | 0.08 | 0.05 | 0.01 |
| Eules (76040; 67,132) | 613 | 2.958 | 0.33 | 0.21 | 0.03 |
| Glen Rose (76043; 3,937) | 9,173 | 0.104 | 0.01 | 0.01 | 0.00 |
| Oak Trail Shores (76048; 2,475) | 12,059 | 0.055 | 0.01 | 0.00 | 0.00 |
| Granbury (76049; 11,541) | 4,582 | 0.369 | 0.04 | 0.03 | 0.00 |
| Pecan Plantation (76049; 3,544) | 5,996 | 0.237 | 0.03 | 0.02 | 0.00 |
| Grandview (76050; 2,302) | 11,246 | 0.065 | 0.01 | 0.00 | 0.00 |
| Haslet (76052; 2,750) | 6,881 | 0.186 | 0.02 | 0.01 | 0.00 |
| Hurst (76054; 43,242) | 1,062 | 1.936 | 0.22 | 0.14 | 0.02 |
| Itasca (76055; 1,947) | 12,334 | 0.052 | 0.01 | 0.00 | 0.00 |
| Joshua (76058; 8,991) | 4,766 | 0.347 | 0.04 | 0.02 | 0.00 |
| Keene (76059; 8,625) | 5,626 | 0.266 | 0.03 | 0.02 | 0.00 |
| Kennedale (76060; 8,883) | 4,426 | 0.388 | 0.04 | 0.03 | 0.00 |
| Mansfield (76063; 66,066) | 421 | 3.920 | 0.44 | 0.28 | 0.04 |
| Midlothian (76065; 43,277) | 1,096 | 1.902 | 0.21 | 0.14 | 0.02 |
| Mineral Wells (76067; 16,602) | 4,319 | 0.402 | 0.04 | 0.03 | 0.00 |
| Springtown (76082; 4,908) | 7,477 | 0.159 | 0.02 | 0.01 | 0.00 |
| Willow Park (76086; 5,431) | 4,667 | 0.358 | 0.04 | 0.03 | 0.00 |
| Hudson Oaks (76087; 2,424) | 7,705 | 0.150 | 0.02 | 0.01 | 0.00 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Weatherford (76087; 36,338) | 1,736 | 1.218 | 0.14 | 0.09 | 0.01 |
| Southlake (76092; 36,092) | 382 | 4.219 | 0.47 | 0.30 | 0.04 |
| Grapevine (76092; 67,118) | 371 | 4.275 | 0.48 | 0.31 | 0.04 |
| Lakeside (76108; 1,474) | 10,529 | 0.076 | 0.01 | 0.01 | 0.00 |
| White Settlement (76108; 18,379) | 3,548 | 0.532 | 0.06 | 0.04 | 0.01 |
| Haltom City (76111; 43,726) | 1,416 | 1.508 | 0.17 | 0.11 | 0.01 |
| Westworth Village (76114; 2,057) | 10,654 | 0.074 | 0.01 | 0.01 | 0.00 |
| River Oaks (76114; 6,820) | 6,823 | 0.189 | 0.02 | 0.01 | 0.00 |
| Sansom Park (76114; 4,080) | 9,189 | 0.104 | 0.01 | 0.01 | 0.00 |
| Benbrook (76116; 26,592) | 1,751 | 1.205 | 0.13 | 0.09 | 0.01 |
| Richland Hills (76118; 8,004) | 5,137 | 0.309 | 0.03 | 0.02 | 0.00 |
| Blue Mound (76131; 2,340) | 9,620 | 0.094 | 0.01 | 0.01 | 0.00 |
| Saginaw (76131; 42,821) | 965 | 2.114 | 0.24 | 0.15 | 0.02 |
| Edgecliff Village (76134; 2,511) | 8,263 | 0.130 | 0.01 | 0.01 | 0.00 |
| Lake Worth (76136; 4,732) | 7,346 | 0.164 | 0.02 | 0.01 | 0.00 |
| Forest Hill (76140; 14,296) | 3,823 | 0.476 | 0.05 | 0.03 | 0.00 |
| Everman (76140; 5,673) | 6,671 | 0.197 | 0.02 | 0.01 | 0.00 |
| Rendon (76140; 9,022) | 4,271 | 0.409 | 0.05 | 0.03 | 0.00 |
| Watauga (76148; 29,708) | 1,425 | 1.498 | 0.17 | 0.11 | 0.01 |
| Fort Worth (76163; 865,939) | 17 | 28.530 | 3.18 | 2.06 | 0.28 |
| Pecan Acres (76179; 2,289) | 9,870 | 0.088 | 0.01 | 0.01 | 0.00 |
| Eagle Mountain (76179; 6,599) | 4,003 | 0.446 | 0.05 | 0.03 | 0.00 |
| North Richland Hills (76182; 77,682) | 425 | 3.876 | 0.43 | 0.28 | 0.04 |
| Denton (76202; 178,476) | 247 | 5.618 | 0.63 | 0.40 | 0.05 |
| Shady Shores (76205; 4,668) | 5,758 | 0.256 | 0.03 | 0.02 | 0.00 |
| Corinth (76208; 60,445) | 387 | 4.208 | 0.47 | 0.30 | 0.04 |
| Alvord (76225; 2,321) | 10,451 | 0.078 | 0.01 | 0.01 | 0.00 |
| Bartonville (76226; 2,344) | 6,636 | 0.198 | 0.02 | 0.01 | 0.00 |
| Argyle (76226; 4,805) | 4,414 | 0.389 | 0.04 | 0.03 | 0.00 |
| Aubrey (76227; 5,780) | 6,400 | 0.211 | 0.02 | 0.02 | 0.00 |
| Bowie (76230; 6,296) | 7,336 | 0.165 | 0.02 | 0.01 | 0.00 |
| Collinsville (76233; 2,152) | 11,447 | 0.063 | 0.01 | 0.00 | 0.00 |
| Decatur (76234; 8,660) | 5,638 | 0.265 | 0.03 | 0.02 | 0.00 |
| Lake Kiowa (76240; 1,883) | 9,671 | 0.093 | 0.01 | 0.01 | 0.00 |
| Gainesville (76240; 19,103) | 3,614 | 0.519 | 0.06 | 0.04 | 0.01 |
| Justin (76247; 7,452) | 4,775 | 0.346 | 0.04 | 0.02 | 0.00 |
| Keller (76248; 72,708) | 253 | 5.572 | 0.62 | 0.40 | 0.05 |
| Krum (76249; 11,540) | 3,515 | 0.541 | 0.06 | 0.04 | 0.01 |
| Muenster (76252; 2,010) | 10,930 | 0.070 | 0.01 | 0.01 | 0.00 |
| Nocona (76255; 3,328) | 9,993 | 0.085 | 0.01 | 0.01 | 0.00 |
| Pilot Point (76258; 5,628) | 6,401 | 0.211 | 0.02 | 0.02 | 0.00 |
| Roanoke (76262; 6,558) | 5,446 | 0.280 | 0.03 | 0.02 | 0.00 |
| Trophy Club (76262; 10,912) | 2,289 | 0.897 | 0.10 | 0.06 | 0.01 |
| Sanger (76266; 12,552) | 3,980 | 0.450 | 0.05 | 0.03 | 0.00 |
| Whitesboro (76273; 4,641) | 8,299 | 0.129 | 0.01 | 0.01 | 0.00 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------------|----------|-----------|---------|----------|-------|
| Wichita Falls (76305; 91,831) | 716 | 2.657 | 0.30 | 0.19 | 0.03 |
| Archer City (76351; 2,071) | 12,069 | 0.055 | 0.01 | 0.00 | 0.00 |
| Burkburnett (76354; 9,359) | 5,109 | 0.311 | 0.03 | 0.02 | 0.00 |
| Electra (76360; 2,549) | 12,122 | 0.054 | 0.01 | 0.00 | 0.00 |
| Henrietta (76365; 3,493) | 9,283 | 0.102 | 0.01 | 0.01 | 0.00 |
| Holliday (76366; 1,969) | 11,856 | 0.058 | 0.01 | 0.00 | 0.00 |
| Iowa Park (76367; 5,644) | 6,530 | 0.204 | 0.02 | 0.01 | 0.00 |
| Olney (76374; 3,170) | 11,502 | 0.062 | 0.01 | 0.00 | 0.00 |
| Seymour (76380; 2,379) | 12,493 | 0.050 | 0.01 | 0.00 | 0.00 |
| Vernon (76384; 9,816) | 5,887 | 0.246 | 0.03 | 0.02 | 0.00 |
| Stephenville (76401; 16,993) | 4,222 | 0.415 | 0.05 | 0.03 | 0.00 |
| Breckenridge (76424; 4,964) | 8,394 | 0.127 | 0.01 | 0.01 | 0.00 |
| Bridgeport (76426; 4,309) | 8,650 | 0.119 | 0.01 | 0.01 | 0.00 |
| Runaway Bay (76426; 2,097) | 9,588 | 0.095 | 0.01 | 0.01 | 0.00 |
| Albany (76430; 1,730) | 12,653 | 0.049 | 0.01 | 0.00 | 0.00 |
| Cisco (76437; 3,641) | 10,431 | 0.078 | 0.01 | 0.01 | 0.00 |
| Comanche (76442; 3,711) | 9,853 | 0.088 | 0.01 | 0.01 | 0.00 |
| Dublin (76446; 3,564) | 10,466 | 0.077 | 0.01 | 0.01 | 0.00 |
| Eastland (76448; 4,018) | 9,322 | 0.101 | 0.01 | 0.01 | 0.00 |
| Graham (76450; 8,576) | 5,992 | 0.237 | 0.03 | 0.02 | 0.00 |
| Jacksboro (76458; 4,681) | 8,335 | 0.128 | 0.01 | 0.01 | 0.00 |
| Temple (76504; 54,505) | 1,254 | 1.702 | 0.19 | 0.12 | 0.02 |
| Morgan's Point Resort (76513; 7,295) | 4,870 | 0.337 | 0.04 | 0.02 | 0.00 |
| Belton (76513; 15,516) | 4,025 | 0.442 | 0.05 | 0.03 | 0.00 |
| Cameron (76520; 6,614) | 7,662 | 0.152 | 0.02 | 0.01 | 0.00 |
| Copperas Cove (76522; 31,275) | 2,013 | 1.052 | 0.12 | 0.08 | 0.01 |
| Bruceville-Eddy (76524; 1,717) | 12,061 | 0.055 | 0.01 | 0.00 | 0.00 |
| Hamilton (76531; 2,756) | 11,262 | 0.065 | 0.01 | 0.00 | 0.00 |
| Sparks (76534; 2,974) | 11,797 | 0.058 | 0.01 | 0.00 | 0.00 |
| Kempner (76539; 1,908) | 11,320 | 0.064 | 0.01 | 0.00 | 0.00 |
| Fort Hood (76544; 33,711) | 2,143 | 0.975 | 0.11 | 0.07 | 0.01 |
| Killeen (76545; 134,382) | 396 | 4.115 | 0.46 | 0.30 | 0.04 |
| Harker Heights (76548; 32,441) | 1,705 | 1.238 | 0.14 | 0.09 | 0.01 |
| Lampasas (76550; 12,368) | 5,157 | 0.307 | 0.03 | 0.02 | 0.00 |
| Little River-Academy (76554; 1,463) | 12,428 | 0.051 | 0.01 | 0.00 | 0.00 |
| Nolanville (76559; 2,041) | 11,233 | 0.066 | 0.01 | 0.00 | 0.00 |
| Rockdale (76567; 8,198) | 5,803 | 0.252 | 0.03 | 0.02 | 0.00 |
| Salado (76571; 3,475) | 6,673 | 0.197 | 0.02 | 0.01 | 0.00 |
| Taylor (76574; 18,335) | 3,108 | 0.628 | 0.07 | 0.05 | 0.01 |
| Troy (76579; 1,323) | 12,864 | 0.046 | 0.01 | 0.00 | 0.00 |
| Gatesville (76596; 16,161) | 4,159 | 0.424 | 0.05 | 0.03 | 0.00 |
| Clifton (76634; 3,942) | 9,164 | 0.105 | 0.01 | 0.01 | 0.00 |
| Groesbeck (76642; 4,537) | 9,346 | 0.100 | 0.01 | 0.01 | 0.00 |
| Hewitt (76643; 18,983) | 2,209 | 0.936 | 0.10 | 0.07 | 0.01 |
| Hillsboro (76645; 11,280) | 5,700 | 0.261 | 0.03 | 0.02 | 0.00 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------------|----------|-----------|---------|----------|-------|
| Hubbard (76648; 2,002) | 12,863 | 0.046 | 0.01 | 0.00 | 0.00 |
| Italy (76651; 2,422) | 9,762 | 0.090 | 0.01 | 0.01 | 0.00 |
| Lorena (76655; 1,914) | 10,196 | 0.081 | 0.01 | 0.01 | 0.00 |
| McGregor (76657; 4,921) | 7,834 | 0.145 | 0.02 | 0.01 | 0.00 |
| Marlin (76661; 5,400) | 9,245 | 0.103 | 0.01 | 0.01 | 0.00 |
| Mart (76664; 2,978) | 10,891 | 0.070 | 0.01 | 0.01 | 0.00 |
| Meridian (76665; 1,596) | 12,839 | 0.046 | 0.01 | 0.00 | 0.00 |
| Mexia (76667; 7,304) | 7,756 | 0.148 | 0.02 | 0.01 | 0.00 |
| West (76691; 2,867) | 10,114 | 0.083 | 0.01 | 0.01 | 0.00 |
| Whitney (76692; 2,722) | 11,584 | 0.061 | 0.01 | 0.00 | 0.00 |
| Bellmead (76704; 11,028) | 5,493 | 0.276 | 0.03 | 0.02 | 0.00 |
| Lacy-Lakeview (76705; 6,021) | 7,289 | 0.167 | 0.02 | 0.01 | 0.00 |
| Robinson (76706; 11,913) | 3,592 | 0.523 | 0.06 | 0.04 | 0.01 |
| Waco (76706; 132,074) | 571 | 3.083 | 0.34 | 0.22 | 0.03 |
| Beverly Hills (76711; 2,039) | 12,138 | 0.054 | 0.01 | 0.00 | 0.00 |
| Woodway (76712; 8,803) | 3,472 | 0.549 | 0.06 | 0.04 | 0.01 |
| Brownwood (76801; 21,583) | 3,590 | 0.524 | 0.06 | 0.04 | 0.01 |
| Early (76802; 3,266) | 9,150 | 0.105 | 0.01 | 0.01 | 0.00 |
| Ballinger (76821; 3,356) | 10,425 | 0.078 | 0.01 | 0.01 | 0.00 |
| Brady (76825; 5,220) | 9,088 | 0.107 | 0.01 | 0.01 | 0.00 |
| Coleman (76834; 4,210) | 10,010 | 0.085 | 0.01 | 0.01 | 0.00 |
| Eden (76837; 2,139) | 12,121 | 0.054 | 0.01 | 0.00 | 0.00 |
| Junction (76849; 2,713) | 11,482 | 0.062 | 0.01 | 0.00 | 0.00 |
| Mason (76856; 2,346) | 12,076 | 0.055 | 0.01 | 0.00 | 0.00 |
| San Saba (76877; 2,563) | 11,411 | 0.063 | 0.01 | 0.00 | 0.00 |
| San Angelo (76901; 87,059) | 775 | 2.494 | 0.28 | 0.18 | 0.02 |
| Grape Creek (76901; 3,138) | 9,458 | 0.098 | 0.01 | 0.01 | 0.00 |
| Big Lake (76932; 2,066) | 11,539 | 0.061 | 0.01 | 0.00 | 0.00 |
| Ozona (76943; 3,436) | 9,907 | 0.087 | 0.01 | 0.01 | 0.00 |
| Sonora (76950; 2,948) | 9,568 | 0.095 | 0.01 | 0.01 | 0.00 |
| Southside Place (77005; 1,754) | 8,388 | 0.127 | 0.01 | 0.01 | 0.00 |
| West University Place (77005; 16,815) | 1,052 | 1.953 | 0.22 | 0.14 | 0.02 |
| Cloverleaf (77015; 23,508) | 2,568 | 0.782 | 0.09 | 0.06 | 0.01 |
| Bunker Hill Village (77024; 3,938) | 3,139 | 0.620 | 0.07 | 0.04 | 0.01 |
| Hedwig Village (77024; 2,233) | 8,221 | 0.131 | 0.01 | 0.01 | 0.00 |
| Hunters Creek Village (77024; 4,735) | 2,772 | 0.721 | 0.08 | 0.05 | 0.01 |
| Spring Valley (77024; 3,626) | 5,116 | 0.311 | 0.03 | 0.02 | 0.00 |
| Piney Point Village (77024; 3,573) | 3,270 | 0.587 | 0.07 | 0.04 | 0.01 |
| Sheldon (77028; 1,831) | 10,928 | 0.070 | 0.01 | 0.01 | 0.00 |
| Jacinto City (77029; 9,313) | 5,386 | 0.287 | 0.03 | 0.02 | 0.00 |
| Aldine (77039; 13,979) | 4,310 | 0.403 | 0.04 | 0.03 | 0.00 |
| Jersey Village (77041; 8,080) | 3,753 | 0.491 | 0.05 | 0.04 | 0.00 |
| Nassau Bay (77058; 3,925) | 6,603 | 0.200 | 0.02 | 0.01 | 0.00 |
| Houston (77059; 2,199,251) | 4 | 71.563 | 7.97 | 5.15 | 0.69 |
| Mission Bend (77083; 30,831) | 1,291 | 1.650 | 0.18 | 0.12 | 0.02 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-----------------------------------|----------|-----------|---------|----------|-------|
| Conroe (77304; 71,130) | 939 | 2.157 | 0.24 | 0.16 | 0.02 |
| Panorama Village (77304; 3,861) | 6,788 | 0.191 | 0.02 | 0.01 | 0.00 |
| Cut and Shoot (77306; 1,569) | 11,951 | 0.056 | 0.01 | 0.00 | 0.00 |
| Willis (77318; 4,901) | 8,503 | 0.123 | 0.01 | 0.01 | 0.00 |
| Humble (77325; 15,295) | 3,646 | 0.514 | 0.06 | 0.04 | 0.00 |
| Cleveland (77327; 9,564) | 6,505 | 0.205 | 0.02 | 0.01 | 0.00 |
| Huntsville (77341; 38,258) | 2,239 | 0.921 | 0.10 | 0.07 | 0.01 |
| Atascocita (77346; 35,757) | 840 | 2.321 | 0.26 | 0.17 | 0.02 |
| West Livingston (77351; 6,612) | 7,525 | 0.157 | 0.02 | 0.01 | 0.00 |
| Magnolia (77355; 1,698) | 11,412 | 0.063 | 0.01 | 0.00 | 0.00 |
| Woodbranch (77357; 1,629) | 10,583 | 0.075 | 0.01 | 0.01 | 0.00 |
| Roman Forest (77357; 23,307) | 1,520 | 1.402 | 0.16 | 0.10 | 0.01 |
| Onalaska (77360; 2,018) | 12,371 | 0.052 | 0.01 | 0.00 | 0.00 |
| Pinehurst (77362; 2,140) | 11,469 | 0.062 | 0.01 | 0.00 | 0.00 |
| Porter Heights (77365; 1,490) | 12,564 | 0.049 | 0.01 | 0.00 | 0.00 |
| Shepherd (77371; 3,159) | 10,218 | 0.081 | 0.01 | 0.01 | 0.00 |
| Patton Village (77372; 1,935) | 11,984 | 0.056 | 0.01 | 0.00 | 0.00 |
| Splendora (77372; 1,847) | 11,699 | 0.059 | 0.01 | 0.00 | 0.00 |
| Tomball (77375; 12,550) | 4,181 | 0.421 | 0.05 | 0.03 | 0.00 |
| Oak Ridge North (77385; 4,443) | 5,348 | 0.290 | 0.03 | 0.02 | 0.00 |
| Shenandoah (77385; 1,725) | 8,902 | 0.112 | 0.01 | 0.01 | 0.00 |
| The Woodlands (77386; 55,649) | 385 | 4.216 | 0.47 | 0.30 | 0.04 |
| Spring (77388; 36,385) | 1,147 | 1.832 | 0.20 | 0.13 | 0.02 |
| Livingston (77399; 10,325) | 5,371 | 0.288 | 0.03 | 0.02 | 0.00 |
| Bellaire (77402; 21,528) | 1,235 | 1.718 | 0.19 | 0.12 | 0.02 |
| Bay City (77414; 17,566) | 3,827 | 0.475 | 0.05 | 0.03 | 0.00 |
| Bellville (77418; 5,991) | 6,300 | 0.217 | 0.02 | 0.02 | 0.00 |
| Wild Peach Village (77422; 2,498) | 9,833 | 0.089 | 0.01 | 0.01 | 0.00 |
| Brazoria (77422; 3,210) | 9,247 | 0.103 | 0.01 | 0.01 | 0.00 |
| Brookshire (77423; 3,960) | 9,202 | 0.104 | 0.01 | 0.01 | 0.00 |
| Eagle Lake (77434; 3,888) | 9,637 | 0.094 | 0.01 | 0.01 | 0.00 |
| East Bernard (77435; 1,729) | 12,110 | 0.055 | 0.01 | 0.00 | 0.00 |
| El Campo (77437; 10,863) | 5,273 | 0.296 | 0.03 | 0.02 | 0.00 |
| Hempstead (77445; 14,904) | 5,037 | 0.319 | 0.04 | 0.02 | 0.00 |
| Prairie View (77446; 5,381) | 8,657 | 0.119 | 0.01 | 0.01 | 0.00 |
| Katy (77450; 17,556) | 2,528 | 0.797 | 0.09 | 0.06 | 0.01 |
| Cinco Ranch (77450; 11,196) | 1,901 | 1.110 | 0.12 | 0.08 | 0.01 |
| Missouri City (77459; 132,566) | 134 | 8.533 | 0.95 | 0.61 | 0.08 |
| Needville (77461; 5,520) | 6,572 | 0.202 | 0.02 | 0.01 | 0.00 |
| Palacios (77465; 5,489) | 8,139 | 0.135 | 0.02 | 0.01 | 0.00 |
| Pecan Grove (77469; 13,551) | 2,091 | 1.006 | 0.11 | 0.07 | 0.01 |
| Richmond (77469; 20,983) | 3,022 | 0.651 | 0.07 | 0.05 | 0.01 |
| Four Corners (77469; 2,954) | 7,285 | 0.167 | 0.02 | 0.01 | 0.00 |
| Rosenberg (77471; 54,306) | 1,239 | 1.714 | 0.19 | 0.12 | 0.02 |
| Sealy (77474; 8,588) | 5,692 | 0.262 | 0.03 | 0.02 | 0.00 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|----------------------------------|----------|-----------|---------|----------|-------|
| Meadows Place (77477; 4,912) | 5,032 | 0.319 | 0.04 | 0.02 | 0.00 |
| Stafford (77477; 32,395) | 1,478 | 1.449 | 0.16 | 0.10 | 0.01 |
| Fifth Street (77477; 2,059) | 12,116 | 0.054 | 0.01 | 0.00 | 0.00 |
| Greatwood (77479; 6,640) | 3,076 | 0.637 | 0.07 | 0.05 | 0.01 |
| New Territory (77479; 13,861) | 1,814 | 1.158 | 0.13 | 0.08 | 0.01 |
| Sweeny (77480; 3,668) | 8,644 | 0.119 | 0.01 | 0.01 | 0.00 |
| Waller (77484; 1,860) | 12,086 | 0.055 | 0.01 | 0.00 | 0.00 |
| Wallis (77485; 1,582) | 12,407 | 0.051 | 0.01 | 0.00 | 0.00 |
| West Columbia (77486; 4,360) | 8,598 | 0.121 | 0.01 | 0.01 | 0.00 |
| Wharton (77488; 9,959) | 6,003 | 0.236 | 0.03 | 0.02 | 0.00 |
| Sugar Land (77496; 116,265) | 138 | 8.448 | 0.94 | 0.61 | 0.08 |
| Pasadena (77501; 152,100) | 280 | 5.207 | 0.58 | 0.38 | 0.05 |
| Santa Fe (77510; 13,283) | 3,394 | 0.561 | 0.06 | 0.04 | 0.01 |
| Alvin (77511; 24,478) | 2,426 | 0.839 | 0.09 | 0.06 | 0.01 |
| Anahuac (77514; 1,989) | 10,763 | 0.072 | 0.01 | 0.01 | 0.00 |
| Angleton (77515; 20,558) | 2,604 | 0.771 | 0.09 | 0.06 | 0.01 |
| Bacliff (77518; 6,962) | 6,623 | 0.199 | 0.02 | 0.01 | 0.00 |
| Beach City (77520; 1,645) | 9,256 | 0.102 | 0.01 | 0.01 | 0.00 |
| Baytown (77522; 69,981) | 763 | 2.522 | 0.28 | 0.18 | 0.02 |
| Channelview (77530; 29,685) | 1,860 | 1.134 | 0.13 | 0.08 | 0.01 |
| Richwood (77531; 3,950) | 7,496 | 0.158 | 0.02 | 0.01 | 0.00 |
| Clute (77531; 11,864) | 4,796 | 0.344 | 0.04 | 0.02 | 0.00 |
| Barrett (77532; 2,872) | 10,280 | 0.080 | 0.01 | 0.01 | 0.00 |
| Crosby (77532; 1,714) | 12,150 | 0.054 | 0.01 | 0.00 | 0.00 |
| Danbury (77534; 1,806) | 10,219 | 0.081 | 0.01 | 0.01 | 0.00 |
| Dayton (77535; 9,775) | 4,977 | 0.325 | 0.04 | 0.02 | 0.00 |
| Old River-Winfree (77535; 1,364) | 11,750 | 0.059 | 0.01 | 0.00 | 0.00 |
| Deer Park (77536; 28,992) | 1,354 | 1.580 | 0.18 | 0.11 | 0.02 |
| San Leon (77539; 4,365) | 8,507 | 0.123 | 0.01 | 0.01 | 0.00 |
| Dickinson (77539; 19,850) | 2,699 | 0.741 | 0.08 | 0.05 | 0.01 |
| Jones Creek (77541; 2,225) | 10,082 | 0.084 | 0.01 | 0.01 | 0.00 |
| Freeport (77542; 12,913) | 4,765 | 0.347 | 0.04 | 0.03 | 0.00 |
| Fresno (77545; 6,603) | 5,546 | 0.272 | 0.03 | 0.02 | 0.00 |
| Friendswood (77546; 46,832) | 631 | 2.888 | 0.32 | 0.21 | 0.03 |
| Galena Park (77547; 9,614) | 5,561 | 0.270 | 0.03 | 0.02 | 0.00 |
| Jamaica Beach (77550; 1,200) | 12,021 | 0.056 | 0.01 | 0.00 | 0.00 |
| Tiki Island (77554; 1,656) | 8,236 | 0.131 | 0.01 | 0.01 | 0.00 |
| Galveston (77555; 57,700) | 1,448 | 1.482 | 0.16 | 0.11 | 0.01 |
| Highlands (77562; 7,089) | 5,706 | 0.260 | 0.03 | 0.02 | 0.00 |
| Bayou Vista (77563; 1,744) | 9,509 | 0.097 | 0.01 | 0.01 | 0.00 |
| Hitchcock (77563; 10,014) | 5,629 | 0.266 | 0.03 | 0.02 | 0.00 |
| Clear Lake Shores (77565; 1,415) | 10,026 | 0.085 | 0.01 | 0.01 | 0.00 |
| Kemah (77565; 2,522) | 8,761 | 0.116 | 0.01 | 0.01 | 0.00 |
| Lake Jackson (77566; 29,015) | 1,364 | 1.570 | 0.17 | 0.11 | 0.02 |
| La Marque (77568; 13,898) | 4,121 | 0.430 | 0.05 | 0.03 | 0.00 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| La Porte (77571; 37,743) | 1,122 | 1.872 | 0.21 | 0.13 | 0.02 |
| Shoreacres (77571; 1,858) | 8,648 | 0.119 | 0.01 | 0.01 | 0.00 |
| League City (77574; 120,459) | 170 | 7.262 | 0.81 | 0.52 | 0.07 |
| Liberty (77575; 9,180) | 5,272 | 0.296 | 0.03 | 0.02 | 0.00 |
| Manvel (77578; 4,023) | 6,511 | 0.205 | 0.02 | 0.01 | 0.00 |
| Mont Belvieu (77580; 3,058) | 7,738 | 0.149 | 0.02 | 0.01 | 0.00 |
| Brookside Village (77581; 2,250) | 9,798 | 0.089 | 0.01 | 0.01 | 0.00 |
| Sienna Plantation (77583; 1,896) | 7,350 | 0.164 | 0.02 | 0.01 | 0.00 |
| Arcola (77583; 1,764) | 12,538 | 0.050 | 0.01 | 0.00 | 0.00 |
| Pearland (77584; 141,340) | 144 | 8.058 | 0.90 | 0.58 | 0.08 |
| Taylor Lake Village (77586; 3,269) | 5,360 | 0.289 | 0.03 | 0.02 | 0.00 |
| Seabrook (77586; 16,511) | 2,534 | 0.795 | 0.09 | 0.06 | 0.01 |
| El Lago (77586; 2,779) | 7,363 | 0.164 | 0.02 | 0.01 | 0.00 |
| South Houston (77587; 18,023) | 3,660 | 0.511 | 0.06 | 0.04 | 0.00 |
| Texas City (77592; 50,253) | 1,335 | 1.606 | 0.18 | 0.12 | 0.02 |
| Webster (77598; 8,381) | 5,067 | 0.316 | 0.04 | 0.02 | 0.00 |
| Bridge City (77611; 8,967) | 4,885 | 0.335 | 0.04 | 0.02 | 0.00 |
| Buna (77612; 2,269) | 11,677 | 0.060 | 0.01 | 0.00 | 0.00 |
| Groves (77619; 13,527) | 3,653 | 0.513 | 0.06 | 0.04 | 0.00 |
| Kountze (77625; 2,202) | 12,027 | 0.055 | 0.01 | 0.00 | 0.00 |
| Mauriceville (77626; 2,743) | 8,341 | 0.128 | 0.01 | 0.01 | 0.00 |
| Nederland (77627; 15,177) | 3,190 | 0.609 | 0.07 | 0.04 | 0.01 |
| Central Gardens (77627; 4,106) | 6,963 | 0.182 | 0.02 | 0.01 | 0.00 |
| West Orange (77630; 3,744) | 9,052 | 0.107 | 0.01 | 0.01 | 0.00 |
| Orange (77632; 16,710) | 4,065 | 0.438 | 0.05 | 0.03 | 0.00 |
| Port Arthur (77641; 53,719) | 1,682 | 1.263 | 0.14 | 0.09 | 0.01 |
| Bolivar Peninsula (77650; 3,853) | 8,699 | 0.117 | 0.01 | 0.01 | 0.00 |
| Port Neches (77651; 12,144) | 3,657 | 0.513 | 0.06 | 0.04 | 0.00 |
| Silsbee (77656; 7,361) | 6,265 | 0.219 | 0.02 | 0.02 | 0.00 |
| Lumberton (77657; 11,621) | 4,096 | 0.434 | 0.05 | 0.03 | 0.00 |
| Sour Lake (77659; 1,905) | 12,386 | 0.051 | 0.01 | 0.00 | 0.00 |
| Pinewood Estates (77659; 1,633) | 9,117 | 0.106 | 0.01 | 0.01 | 0.00 |
| Stowell (77661; 1,572) | 12,870 | 0.046 | 0.01 | 0.00 | 0.00 |
| Vidor (77662; 10,858) | 5,136 | 0.309 | 0.03 | 0.02 | 0.00 |
| Winnie (77665; 2,914) | 10,220 | 0.081 | 0.01 | 0.01 | 0.00 |
| Beaumont (77706; 107,643) | 562 | 3.115 | 0.35 | 0.22 | 0.03 |
| Bevil Oaks (77713; 1,119) | 12,012 | 0.056 | 0.01 | 0.00 | 0.00 |
| Bryan (77802; 68,325) | 1,072 | 1.923 | 0.21 | 0.14 | 0.02 |
| Brenham (77834; 15,798) | 3,972 | 0.452 | 0.05 | 0.03 | 0.00 |
| Caldwell (77836; 5,105) | 8,100 | 0.136 | 0.02 | 0.01 | 0.00 |
| College Station (77843; 86,707) | 1,313 | 1.632 | 0.18 | 0.12 | 0.02 |
| Hearne (77859; 4,673) | 10,216 | 0.081 | 0.01 | 0.01 | 0.00 |
| Madisonville (77864; 4,554) | 9,240 | 0.103 | 0.01 | 0.01 | 0.00 |
| Navasota (77868; 9,002) | 6,317 | 0.216 | 0.02 | 0.02 | 0.00 |
| Victoria (77901; 65,068) | 961 | 2.130 | 0.24 | 0.15 | 0.02 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--------------------------------|----------|-----------|---------|----------|-------|
| Bloomington (77951; 2,562) | 11,018 | 0.069 | 0.01 | 0.00 | 0.00 |
| Cuero (77954; 7,200) | 7,461 | 0.160 | 0.02 | 0.01 | 0.00 |
| Edna (77957; 5,852) | 7,688 | 0.151 | 0.02 | 0.01 | 0.00 |
| Ganado (77962; 1,846) | 12,001 | 0.056 | 0.01 | 0.00 | 0.00 |
| Goliad (77963; 2,113) | 12,585 | 0.049 | 0.01 | 0.00 | 0.00 |
| Hallettsville (77964; 2,939) | 11,235 | 0.066 | 0.01 | 0.00 | 0.00 |
| Inez (77968; 1,787) | 10,316 | 0.079 | 0.01 | 0.01 | 0.00 |
| Port Lavaca (77979; 10,966) | 4,953 | 0.328 | 0.04 | 0.02 | 0.00 |
| Shiner (77984; 1,870) | 12,804 | 0.047 | 0.01 | 0.00 | 0.00 |
| Yoakum (77995; 5,686) | 8,276 | 0.130 | 0.01 | 0.01 | 0.00 |
| Cotulla (78001; 3,615) | 10,613 | 0.075 | 0.01 | 0.01 | 0.00 |
| Boerne (78006; 12,683) | 3,838 | 0.473 | 0.05 | 0.03 | 0.00 |
| Castroville (78009; 3,745) | 7,965 | 0.141 | 0.02 | 0.01 | 0.00 |
| Charlotte (78011; 2,319) | 12,401 | 0.051 | 0.01 | 0.00 | 0.00 |
| Comfort (78013; 2,358) | 11,632 | 0.060 | 0.01 | 0.00 | 0.00 |
| Fair Oaks Ranch (78015; 9,012) | 2,522 | 0.798 | 0.09 | 0.06 | 0.01 |
| Devine (78016; 4,977) | 8,381 | 0.127 | 0.01 | 0.01 | 0.00 |
| Dilley (78017; 3,674) | 11,369 | 0.064 | 0.01 | 0.00 | 0.00 |
| George West (78022; 1,889) | 12,571 | 0.049 | 0.01 | 0.00 | 0.00 |
| Helotes (78023; 14,916) | 2,060 | 1.020 | 0.11 | 0.07 | 0.01 |
| Ingram (78025; 2,068) | 11,904 | 0.057 | 0.01 | 0.00 | 0.00 |
| Jourdanton (78026; 5,789) | 6,994 | 0.180 | 0.02 | 0.01 | 0.00 |
| Kerrville (78028; 25,005) | 2,801 | 0.713 | 0.08 | 0.05 | 0.01 |
| LaCoste (78039; 1,695) | 12,032 | 0.055 | 0.01 | 0.00 | 0.00 |
| Laredo (78043; 309,867) | 145 | 8.015 | 0.89 | 0.58 | 0.08 |
| Rio Bravo (78043; 6,399) | 9,470 | 0.098 | 0.01 | 0.01 | 0.00 |
| El Cenizo (78046; 4,036) | 12,723 | 0.048 | 0.01 | 0.00 | 0.00 |
| Lytle (78052; 3,490) | 9,015 | 0.108 | 0.01 | 0.01 | 0.00 |
| Medina (78055; 2,960) | 11,330 | 0.064 | 0.01 | 0.00 | 0.00 |
| Pearsall (78061; 9,520) | 6,946 | 0.183 | 0.02 | 0.01 | 0.00 |
| Lakehills (78063; 4,668) | 7,022 | 0.178 | 0.02 | 0.01 | 0.00 |
| Pleasanton (78064; 12,781) | 4,867 | 0.337 | 0.04 | 0.02 | 0.00 |
| Poteet (78065; 4,531) | 9,281 | 0.102 | 0.01 | 0.01 | 0.00 |
| Somerset (78069; 2,710) | 10,725 | 0.073 | 0.01 | 0.01 | 0.00 |
| Zapata (78076; 4,856) | 9,187 | 0.104 | 0.01 | 0.01 | 0.00 |
| Beeville (78104; 15,063) | 4,825 | 0.341 | 0.04 | 0.02 | 0.00 |
| Cibolo (78108; 41,839) | 1,026 | 2.000 | 0.22 | 0.14 | 0.02 |
| Northcliff (78108; 1,819) | 10,113 | 0.083 | 0.01 | 0.01 | 0.00 |
| Converse (78109; 13,671) | 3,293 | 0.582 | 0.06 | 0.04 | 0.01 |
| Floresville (78114; 10,230) | 5,521 | 0.274 | 0.03 | 0.02 | 0.00 |
| Karnes City (78118; 3,388) | 10,551 | 0.076 | 0.01 | 0.01 | 0.00 |
| Kenedy (78119; 3,350) | 10,697 | 0.073 | 0.01 | 0.01 | 0.00 |
| McQueeney (78123; 2,527) | 9,566 | 0.095 | 0.01 | 0.01 | 0.00 |
| New Braunfels (78132; 83,815) | 600 | 2.985 | 0.33 | 0.22 | 0.03 |
| Canyon Lake (78133; 16,870) | 3,103 | 0.630 | 0.07 | 0.05 | 0.01 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|-------------------------------------|----------|-----------|---------|----------|-------|
| Nixon (78140; 2,328) | 12,893 | 0.046 | 0.01 | 0.00 | 0.00 |
| Poth (78147; 3,069) | 9,505 | 0.097 | 0.01 | 0.01 | 0.00 |
| Universal City (78148; 19,111) | 2,375 | 0.858 | 0.10 | 0.06 | 0.01 |
| St. Hedwig (78152; 2,457) | 8,576 | 0.121 | 0.01 | 0.01 | 0.00 |
| Live Oak (78154; 13,160) | 3,382 | 0.563 | 0.06 | 0.04 | 0.01 |
| Schertz (78154; 18,694) | 2,247 | 0.916 | 0.10 | 0.07 | 0.01 |
| Seguin (78155; 32,226) | 2,265 | 0.905 | 0.10 | 0.07 | 0.01 |
| Stockdale (78160; 2,062) | 12,017 | 0.056 | 0.01 | 0.00 | 0.00 |
| Bulverde (78163; 3,761) | 6,201 | 0.224 | 0.02 | 0.02 | 0.00 |
| Yorktown (78164; 2,209) | 12,490 | 0.050 | 0.01 | 0.00 | 0.00 |
| Balcones Heights (78201; 3,005) | 11,875 | 0.057 | 0.01 | 0.00 | 0.00 |
| Terrell Hills (78209; 5,305) | 4,538 | 0.374 | 0.04 | 0.03 | 0.00 |
| Alamo Heights (78209; 7,263) | 4,202 | 0.418 | 0.05 | 0.03 | 0.00 |
| Olmos Park (78212; 2,277) | 7,044 | 0.177 | 0.02 | 0.01 | 0.00 |
| Castle Hills (78213; 4,153) | 6,642 | 0.198 | 0.02 | 0.01 | 0.00 |
| Kirby (78219; 8,675) | 5,221 | 0.300 | 0.03 | 0.02 | 0.00 |
| Hollywood Park (78232; 3,851) | 6,229 | 0.222 | 0.02 | 0.02 | 0.00 |
| Hill Country Village (78232; 1,230) | 7,899 | 0.143 | 0.02 | 0.01 | 0.00 |
| Lackland AFB (78236; 7,123) | 6,532 | 0.204 | 0.02 | 0.01 | 0.00 |
| Windcrest (78239; 5,085) | 5,517 | 0.274 | 0.03 | 0.02 | 0.00 |
| San Antonio (78248; 1,557,318) | 8 | 50.118 | 5.58 | 3.61 | 0.49 |
| Shavano Park (78249; 4,227) | 4,290 | 0.407 | 0.05 | 0.03 | 0.00 |
| Leon Valley (78254; 9,804) | 4,139 | 0.428 | 0.05 | 0.03 | 0.00 |
| Cross Mountain (78255; 1,524) | 8,019 | 0.139 | 0.02 | 0.01 | 0.00 |
| Scenic Oaks (78255; 3,279) | 5,746 | 0.257 | 0.03 | 0.02 | 0.00 |
| Timberwood Park (78258; 5,889) | 4,237 | 0.414 | 0.05 | 0.03 | 0.00 |
| China Grove (78263; 1,398) | 10,091 | 0.084 | 0.01 | 0.01 | 0.00 |
| Garden Ridge (78266; 4,699) | 4,516 | 0.377 | 0.04 | 0.03 | 0.00 |
| Alice (78333; 20,818) | 3,392 | 0.562 | 0.06 | 0.04 | 0.01 |
| Aransas Pass (78336; 11,200) | 5,535 | 0.272 | 0.03 | 0.02 | 0.00 |
| Bishop (78343; 3,062) | 9,515 | 0.096 | 0.01 | 0.01 | 0.00 |
| Mathis (78350; 6,403) | 8,826 | 0.114 | 0.01 | 0.01 | 0.00 |
| Falfurrias (78355; 4,555) | 11,600 | 0.061 | 0.01 | 0.00 | 0.00 |
| Freer (78357; 2,731) | 11,588 | 0.061 | 0.01 | 0.00 | 0.00 |
| Fulton (78358; 1,931) | 12,868 | 0.046 | 0.01 | 0.00 | 0.00 |
| Gregory (78359; 2,147) | 11,685 | 0.060 | 0.01 | 0.00 | 0.00 |
| Hebbronville (78361; 4,498) | 9,438 | 0.098 | 0.01 | 0.01 | 0.00 |
| Ingleside (78362; 8,486) | 5,401 | 0.285 | 0.03 | 0.02 | 0.00 |
| Kingsville (78364; 24,359) | 3,232 | 0.598 | 0.07 | 0.04 | 0.01 |
| Odem (78370; 2,439) | 11,106 | 0.067 | 0.01 | 0.00 | 0.00 |
| Orange Grove (78372; 1,701) | 12,511 | 0.050 | 0.01 | 0.00 | 0.00 |
| Port Aransas (78373; 4,502) | 7,503 | 0.158 | 0.02 | 0.01 | 0.00 |
| Portland (78374; 18,092) | 2,572 | 0.781 | 0.09 | 0.06 | 0.01 |
| Premont (78375; 3,025) | 11,714 | 0.059 | 0.01 | 0.00 | 0.00 |
| Refugio (78377; 2,427) | 11,843 | 0.058 | 0.01 | 0.00 | 0.00 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Robstown (78380; 12,276) | 5,860 | 0.248 | 0.03 | 0.02 | 0.00 |
| Rockport (78382; 14,176) | 4,250 | 0.412 | 0.05 | 0.03 | 0.00 |
| San Diego (78384; 4,262) | 10,724 | 0.073 | 0.01 | 0.01 | 0.00 |
| Sinton (78387; 5,066) | 8,424 | 0.126 | 0.01 | 0.01 | 0.00 |
| Taft (78390; 3,519) | 10,482 | 0.077 | 0.01 | 0.01 | 0.00 |
| Corpus Christi (78465; 292,306) | 120 | 9.459 | 1.05 | 0.68 | 0.09 |
| McAllen (78502; 176,543) | 275 | 5.278 | 0.59 | 0.38 | 0.05 |
| Alamo (78516; 20,009) | 4,152 | 0.425 | 0.05 | 0.03 | 0.00 |
| Cameron Park (78526; 5,961) | 9,782 | 0.090 | 0.01 | 0.01 | 0.00 |
| Brownsville (78526; 247,771) | 265 | 5.388 | 0.60 | 0.39 | 0.05 |
| Combes (78535; 3,945) | 9,348 | 0.100 | 0.01 | 0.01 | 0.00 |
| Scissors (78537; 2,805) | 12,769 | 0.047 | 0.01 | 0.00 | 0.00 |
| Donna (78537; 18,436) | 4,542 | 0.374 | 0.04 | 0.03 | 0.00 |
| Edcouch (78538; 10,486) | 7,126 | 0.173 | 0.02 | 0.01 | 0.00 |
| Nurillo (78539; 5,056) | 8,935 | 0.111 | 0.01 | 0.01 | 0.00 |
| Alton (78539; 4,384) | 9,961 | 0.086 | 0.01 | 0.01 | 0.00 |
| Edinburg (78539; 102,521) | 723 | 2.636 | 0.29 | 0.19 | 0.03 |
| Doolittle (78539; 2,358) | 12,600 | 0.049 | 0.01 | 0.00 | 0.00 |
| Elsa (78543; 9,636) | 7,341 | 0.165 | 0.02 | 0.01 | 0.00 |
| Primera (78550; 4,584) | 8,983 | 0.109 | 0.01 | 0.01 | 0.00 |
| Palm Valley (78552; 1,273) | 10,569 | 0.075 | 0.01 | 0.01 | 0.00 |
| Harlingen (78553; 75,449) | 1,007 | 2.031 | 0.23 | 0.15 | 0.02 |
| Hidalgo (78557; 26,243) | 3,961 | 0.454 | 0.05 | 0.03 | 0.00 |
| La Blanca (78558; 2,351) | 12,912 | 0.045 | 0.01 | 0.00 | 0.00 |
| La Feria (78559; 9,522) | 6,449 | 0.209 | 0.02 | 0.02 | 0.00 |
| La Joya (78560; 9,969) | 6,571 | 0.202 | 0.02 | 0.01 | 0.00 |
| Los Fresnos (78566; 7,354) | 7,244 | 0.169 | 0.02 | 0.01 | 0.00 |
| Mila Doce (78570; 4,907) | 10,953 | 0.070 | 0.01 | 0.01 | 0.00 |
| Mercedes (78570; 15,841) | 4,983 | 0.325 | 0.04 | 0.02 | 0.00 |
| Palmhurst (78572; 5,525) | 8,881 | 0.112 | 0.01 | 0.01 | 0.00 |
| West Sharyland (78572; 2,947) | 11,319 | 0.064 | 0.01 | 0.00 | 0.00 |
| Abram-Perezville (78572; 5,444) | 8,995 | 0.109 | 0.01 | 0.01 | 0.00 |
| Palmview South (78572; 6,219) | 8,619 | 0.120 | 0.01 | 0.01 | 0.00 |
| La Homa (78572; 10,433) | 7,542 | 0.157 | 0.02 | 0.01 | 0.00 |
| Alton North (78572; 5,051) | 10,388 | 0.078 | 0.01 | 0.01 | 0.00 |
| Doffing (78572; 4,256) | 11,007 | 0.069 | 0.01 | 0.00 | 0.00 |
| Palmview (78574; 5,422) | 8,262 | 0.130 | 0.01 | 0.01 | 0.00 |
| Mission (78574; 119,262) | 539 | 3.248 | 0.36 | 0.23 | 0.03 |
| Rancho Viejo (78575; 1,936) | 8,954 | 0.110 | 0.01 | 0.01 | 0.00 |
| Pharr (78577; 102,704) | 900 | 2.221 | 0.25 | 0.16 | 0.02 |
| Port Isabel (78578; 7,333) | 7,331 | 0.165 | 0.02 | 0.01 | 0.00 |
| Laguna Vista (78578; 7,368) | 5,399 | 0.286 | 0.03 | 0.02 | 0.00 |
| Progreso (78579; 5,696) | 9,693 | 0.092 | 0.01 | 0.01 | 0.00 |
| Rio Grande City (78582; 19,033) | 4,875 | 0.336 | 0.04 | 0.02 | 0.00 |
| Rio Hondo (78583; 2,527) | 11,735 | 0.059 | 0.01 | 0.00 | 0.00 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------------|----------|-----------|---------|----------|-------|
| Roma (78584; 14,710) | 6,542 | 0.203 | 0.02 | 0.01 | 0.00 |
| Laureles (78586; 3,285) | 11,740 | 0.059 | 0.01 | 0.00 | 0.00 |
| San Benito (78586; 27,432) | 3,277 | 0.586 | 0.07 | 0.04 | 0.01 |
| Lopezville (78589; 4,476) | 10,838 | 0.071 | 0.01 | 0.01 | 0.00 |
| San Juan (78589; 43,371) | 2,333 | 0.875 | 0.10 | 0.06 | 0.01 |
| Santa Rosa (78593; 3,352) | 11,429 | 0.063 | 0.01 | 0.00 | 0.00 |
| Sullivan City (78595; 3,998) | 11,423 | 0.063 | 0.01 | 0.00 | 0.00 |
| Llano Grande (78596; 3,333) | 11,602 | 0.061 | 0.01 | 0.00 | 0.00 |
| Weslaco (78596; 47,765) | 1,869 | 1.128 | 0.13 | 0.08 | 0.01 |
| Midway North (78596; 3,946) | 10,503 | 0.077 | 0.01 | 0.01 | 0.00 |
| Olivarez (78596; 2,445) | 11,489 | 0.062 | 0.01 | 0.00 | 0.00 |
| South Padre Island (78597; 3,115) | 8,420 | 0.126 | 0.01 | 0.01 | 0.00 |
| Raymondville (78598; 8,684) | 7,656 | 0.152 | 0.02 | 0.01 | 0.00 |
| Bastrop (78602; 15,822) | 3,372 | 0.565 | 0.06 | 0.04 | 0.01 |
| Camp Swift (78602; 4,731) | 7,069 | 0.176 | 0.02 | 0.01 | 0.00 |
| Circle D-KC Estates (78602; 2,010) | 9,589 | 0.095 | 0.01 | 0.01 | 0.00 |
| Bertram (78605; 1,922) | 11,503 | 0.062 | 0.01 | 0.00 | 0.00 |
| Blanco (78606; 1,995) | 12,060 | 0.055 | 0.01 | 0.00 | 0.00 |
| Buchanan Dam (78609; 1,688) | 12,610 | 0.049 | 0.01 | 0.00 | 0.00 |
| Buda (78610; 13,841) | 2,961 | 0.666 | 0.07 | 0.05 | 0.01 |
| Burnet (78611; 8,107) | 6,695 | 0.195 | 0.02 | 0.01 | 0.00 |
| Wyldwood (78612; 2,310) | 8,685 | 0.118 | 0.01 | 0.01 | 0.00 |
| Cedar Park (78613; 239,370) | 68 | 14.364 | 1.60 | 1.03 | 0.14 |
| Garfield (78617; 1,660) | 10,812 | 0.072 | 0.01 | 0.01 | 0.00 |
| Dripping Springs (78620; 2,067) | 9,941 | 0.087 | 0.01 | 0.01 | 0.00 |
| Elgin (78621; 22,207) | 2,622 | 0.765 | 0.09 | 0.06 | 0.01 |
| Fredericksburg (78624; 14,632) | 4,192 | 0.420 | 0.05 | 0.03 | 0.00 |
| Georgetown (78626; 77,728) | 445 | 3.737 | 0.42 | 0.27 | 0.04 |
| Serenada (78628; 1,847) | 8,280 | 0.130 | 0.01 | 0.01 | 0.00 |
| Gonzales (78629; 8,016) | 6,721 | 0.194 | 0.02 | 0.01 | 0.00 |
| Hutto (78634; 1,250) | 11,715 | 0.059 | 0.01 | 0.00 | 0.00 |
| Johnson City (78636; 2,527) | 10,498 | 0.077 | 0.01 | 0.01 | 0.00 |
| Kingsland (78639; 4,584) | 8,594 | 0.121 | 0.01 | 0.01 | 0.00 |
| Kyle (78640; 260,044) | 99 | 10.985 | 1.22 | 0.79 | 0.11 |
| Liberty Hill (78642; 1,409) | 12,294 | 0.052 | 0.01 | 0.00 | 0.00 |
| Llano (78643; 3,557) | 9,353 | 0.100 | 0.01 | 0.01 | 0.00 |
| Lockhart (78644; 21,327) | 2,913 | 0.678 | 0.08 | 0.05 | 0.01 |
| Leander (78645; 144,919) | 182 | 6.891 | 0.77 | 0.50 | 0.07 |
| Jonestown (78645; 2,067) | 10,324 | 0.079 | 0.01 | 0.01 | 0.00 |
| Lago Vista (78645; 9,468) | 3,789 | 0.484 | 0.05 | 0.03 | 0.00 |
| Luling (78648; 6,582) | 7,514 | 0.157 | 0.02 | 0.01 | 0.00 |
| Granite Shoals (78654; 3,220) | 9,790 | 0.090 | 0.01 | 0.01 | 0.00 |
| Meadowlakes (78654; 3,514) | 6,825 | 0.189 | 0.02 | 0.01 | 0.00 |
| Horseshoe Bay (78657; 3,337) | 7,437 | 0.160 | 0.02 | 0.01 | 0.00 |
| Windemere (78660; 6,868) | 4,375 | 0.393 | 0.04 | 0.03 | 0.00 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|---------------------------------|----------|-----------|---------|----------|-------|
| Round Rock (78664; 198,282) | 103 | 10.635 | 1.18 | 0.77 | 0.10 |
| San Marcos (78666; 94,693) | 929 | 2.172 | 0.24 | 0.16 | 0.02 |
| Redwood (78666; 3,586) | 9,533 | 0.096 | 0.01 | 0.01 | 0.00 |
| Marble Falls (78669; 11,056) | 5,194 | 0.303 | 0.03 | 0.02 | 0.00 |
| Woodcreek (78676; 2,099) | 9,414 | 0.099 | 0.01 | 0.01 | 0.00 |
| Wimberley (78676; 3,797) | 7,584 | 0.155 | 0.02 | 0.01 | 0.00 |
| Pflugerville (78691; 103,370) | 192 | 6.613 | 0.74 | 0.48 | 0.06 |
| Brushy Creek (78717; 15,371) | 1,824 | 1.154 | 0.13 | 0.08 | 0.01 |
| Wells Branch (78728; 11,271) | 3,856 | 0.470 | 0.05 | 0.03 | 0.00 |
| Jollyville (78729; 15,813) | 2,201 | 0.942 | 0.10 | 0.07 | 0.01 |
| Hudson Bend (78734; 2,369) | 8,292 | 0.129 | 0.01 | 0.01 | 0.00 |
| Lakeway (78734; 9,729) | 2,673 | 0.751 | 0.08 | 0.05 | 0.01 |
| Barton Creek (78735; 1,589) | 6,203 | 0.224 | 0.02 | 0.02 | 0.00 |
| The Hills (78738; 3,666) | 4,537 | 0.374 | 0.04 | 0.03 | 0.00 |
| Shady Hollow (78739; 5,140) | 4,112 | 0.432 | 0.05 | 0.03 | 0.00 |
| Lost Creek (78746; 4,729) | 3,760 | 0.490 | 0.05 | 0.04 | 0.00 |
| Rollingwood (78746; 1,253) | 8,578 | 0.121 | 0.01 | 0.01 | 0.00 |
| West Lake Hills (78746; 2,724) | 5,420 | 0.283 | 0.03 | 0.02 | 0.00 |
| Onion Creek (78747; 2,116) | 7,319 | 0.165 | 0.02 | 0.01 | 0.00 |
| Anderson Mill (78750; 8,953) | 4,042 | 0.440 | 0.05 | 0.03 | 0.00 |
| Austin (78783; 762,521) | 16 | 28.927 | 3.22 | 2.08 | 0.28 |
| Uvalde (78801; 20,849) | 3,870 | 0.468 | 0.05 | 0.03 | 0.00 |
| Carrizo Springs (78834; 5,345) | 9,310 | 0.101 | 0.01 | 0.01 | 0.00 |
| Crystal City (78839; 7,130) | 9,469 | 0.098 | 0.01 | 0.01 | 0.00 |
| Del Rio (78840; 42,416) | 2,038 | 1.032 | 0.11 | 0.07 | 0.01 |
| Val Verde Park (78840; 1,945) | 12,453 | 0.050 | 0.01 | 0.00 | 0.00 |
| Cienegas Terrace (78840; 2,878) | 12,243 | 0.053 | 0.01 | 0.00 | 0.00 |
| Laughlin AFB (78843; 2,225) | 10,517 | 0.076 | 0.01 | 0.01 | 0.00 |
| Rosita North (78852; 3,400) | 12,272 | 0.053 | 0.01 | 0.00 | 0.00 |
| Eagle Pass (78852; 33,890) | 2,805 | 0.711 | 0.08 | 0.05 | 0.01 |
| Eidson Road (78852; 9,348) | 7,424 | 0.161 | 0.02 | 0.01 | 0.00 |
| Hondo (78861; 10,507) | 5,702 | 0.261 | 0.03 | 0.02 | 0.00 |
| Columbus (78934; 3,931) | 9,284 | 0.102 | 0.01 | 0.01 | 0.00 |
| Giddings (78942; 6,566) | 6,974 | 0.181 | 0.02 | 0.01 | 0.00 |
| La Grange (78945; 4,865) | 8,103 | 0.136 | 0.02 | 0.01 | 0.00 |
| Schulenburg (78956; 2,865) | 10,899 | 0.070 | 0.01 | 0.01 | 0.00 |
| Smithville (78957; 5,966) | 6,834 | 0.189 | 0.02 | 0.01 | 0.00 |
| Weimar (78962; 2,070) | 12,420 | 0.051 | 0.01 | 0.00 | 0.00 |
| Borger (79007; 11,024) | 4,837 | 0.339 | 0.04 | 0.02 | 0.00 |
| Cactus (79013; 2,924) | 11,164 | 0.067 | 0.01 | 0.00 | 0.00 |
| Canadian (79014; 2,111) | 11,668 | 0.060 | 0.01 | 0.00 | 0.00 |
| Canyon (79015; 13,616) | 4,392 | 0.392 | 0.04 | 0.03 | 0.00 |
| Claude (79019; 1,345) | 12,861 | 0.046 | 0.01 | 0.00 | 0.00 |
| Dalhart (79022; 6,811) | 6,866 | 0.187 | 0.02 | 0.01 | 0.00 |
| Dimmitt (79027; 3,107) | 10,547 | 0.076 | 0.01 | 0.01 | 0.00 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|------------------------------|----------|-----------|---------|----------|-------|
| Dumas (79029; 14,027) | 3,979 | 0.451 | 0.05 | 0.03 | 0.00 |
| Friona (79035; 3,671) | 9,182 | 0.104 | 0.01 | 0.01 | 0.00 |
| Fritch (79036; 1,760) | 11,219 | 0.066 | 0.01 | 0.00 | 0.00 |
| Hale Center (79041; 1,970) | 12,554 | 0.049 | 0.01 | 0.00 | 0.00 |
| Hereford (79045; 14,029) | 4,579 | 0.369 | 0.04 | 0.03 | 0.00 |
| Olton (79064; 2,251) | 12,695 | 0.048 | 0.01 | 0.00 | 0.00 |
| Pampa (79066; 13,608) | 4,502 | 0.377 | 0.04 | 0.03 | 0.00 |
| Panhandle (79068; 2,496) | 9,678 | 0.092 | 0.01 | 0.01 | 0.00 |
| Perryton (79070; 8,220) | 5,528 | 0.273 | 0.03 | 0.02 | 0.00 |
| Plainview (79072; 21,020) | 3,265 | 0.589 | 0.07 | 0.04 | 0.01 |
| Spearman (79081; 2,619) | 10,059 | 0.084 | 0.01 | 0.01 | 0.00 |
| Stinnett (79083; 1,672) | 12,532 | 0.050 | 0.01 | 0.00 | 0.00 |
| Stratford (79084; 1,912) | 12,023 | 0.056 | 0.01 | 0.00 | 0.00 |
| Sunray (79086; 1,920) | 12,101 | 0.055 | 0.01 | 0.00 | 0.00 |
| Tulia (79088; 3,781) | 9,641 | 0.093 | 0.01 | 0.01 | 0.00 |
| Amarillo (79119; 203,952) | 208 | 6.333 | 0.71 | 0.46 | 0.06 |
| Childress (79201; 6,001) | 7,950 | 0.142 | 0.02 | 0.01 | 0.00 |
| Clarendon (79226; 2,223) | 12,071 | 0.055 | 0.01 | 0.00 | 0.00 |
| Floydada (79235; 2,589) | 11,770 | 0.059 | 0.01 | 0.00 | 0.00 |
| Memphis (79245; 2,276) | 12,816 | 0.047 | 0.01 | 0.00 | 0.00 |
| Quanah (79252; 2,146) | 12,476 | 0.050 | 0.01 | 0.00 | 0.00 |
| Abernathy (79311; 2,607) | 10,738 | 0.073 | 0.01 | 0.01 | 0.00 |
| Denver City (79323; 3,908) | 9,271 | 0.102 | 0.01 | 0.01 | 0.00 |
| Idalou (79329; 1,926) | 11,771 | 0.058 | 0.01 | 0.00 | 0.00 |
| Post (79330; 4,388) | 9,466 | 0.098 | 0.01 | 0.01 | 0.00 |
| Lamesa (79331; 7,868) | 6,779 | 0.191 | 0.02 | 0.01 | 0.00 |
| Levelland (79338; 12,505) | 5,018 | 0.320 | 0.04 | 0.02 | 0.00 |
| Littlefield (79339; 5,931) | 8,030 | 0.138 | 0.02 | 0.01 | 0.00 |
| Muleshoe (79347; 4,567) | 9,210 | 0.104 | 0.01 | 0.01 | 0.00 |
| Seagraves (79359; 2,223) | 12,222 | 0.053 | 0.01 | 0.00 | 0.00 |
| Seminole (79360; 5,793) | 7,329 | 0.165 | 0.02 | 0.01 | 0.00 |
| Shallowater (79363; 2,385) | 10,160 | 0.082 | 0.01 | 0.01 | 0.00 |
| Ransom Canyon (79364; 1,234) | 9,967 | 0.086 | 0.01 | 0.01 | 0.00 |
| Slaton (79364; 5,212) | 8,611 | 0.120 | 0.01 | 0.01 | 0.00 |
| Sundown (79372; 1,662) | 12,563 | 0.049 | 0.01 | 0.00 | 0.00 |
| Brownfield (79376; 8,755) | 6,489 | 0.206 | 0.02 | 0.01 | 0.00 |
| Wolfforth (79382; 3,211) | 9,070 | 0.107 | 0.01 | 0.01 | 0.00 |
| Lubbock (79490; 235,157) | 190 | 6.655 | 0.74 | 0.48 | 0.06 |
| Clyde (79510; 4,517) | 8,184 | 0.133 | 0.01 | 0.01 | 0.00 |
| Colorado City (79512; 3,148) | 11,361 | 0.064 | 0.01 | 0.00 | 0.00 |
| Merkel (79536; 2,524) | 11,255 | 0.065 | 0.01 | 0.00 | 0.00 |
| Snyder (79549; 9,861) | 5,543 | 0.272 | 0.03 | 0.02 | 0.00 |
| Stamford (79553; 2,595) | 12,020 | 0.056 | 0.01 | 0.00 | 0.00 |
| Sweetwater (79556; 9,419) | 6,545 | 0.203 | 0.02 | 0.01 | 0.00 |
| Winters (79567; 2,345) | 12,208 | 0.053 | 0.01 | 0.00 | 0.00 |

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Texas - Cities Sorted by Zipcode: Graphic Design Services in 2007, US \$ mln

| City (zipcode; population) | USA Rank | US \$ mln | % State | % Region | % USA |
|--|----------|---------------|--------------|--------------|-------------|
| Potosi (79601; 1,664) | 10,709 | 0.073 | 0.01 | 0.01 | 0.00 |
| Abilene (79699; 111,397) | 533 | 3.268 | 0.36 | 0.24 | 0.03 |
| Midland (79703; 107,802) | 440 | 3.767 | 0.42 | 0.27 | 0.04 |
| Andrews (79714; 8,906) | 5,712 | 0.259 | 0.03 | 0.02 | 0.00 |
| Big Spring (79720; 22,521) | 3,371 | 0.566 | 0.06 | 0.04 | 0.01 |
| Crane (79731; 2,687) | 10,543 | 0.076 | 0.01 | 0.01 | 0.00 |
| Fort Stockton (79735; 5,945) | 7,791 | 0.146 | 0.02 | 0.01 | 0.00 |
| Kermit (79745; 4,256) | 8,952 | 0.110 | 0.01 | 0.01 | 0.00 |
| Monahans (79756; 5,301) | 7,903 | 0.143 | 0.02 | 0.01 | 0.00 |
| Gardendale (79758; 1,197) | 12,211 | 0.053 | 0.01 | 0.00 | 0.00 |
| West Odessa (79763; 17,799) | 3,734 | 0.495 | 0.06 | 0.04 | 0.00 |
| Odessa (79765; 98,817) | 682 | 2.741 | 0.31 | 0.20 | 0.03 |
| Pecos (79772; 5,855) | 8,271 | 0.130 | 0.01 | 0.01 | 0.00 |
| Anthony (79821; 4,679) | 8,982 | 0.109 | 0.01 | 0.01 | 0.00 |
| Vinton (79821; 2,221) | 12,256 | 0.053 | 0.01 | 0.00 | 0.00 |
| Alpine (79832; 7,057) | 7,699 | 0.150 | 0.02 | 0.01 | 0.00 |
| Canutillo (79835; 5,129) | 9,562 | 0.095 | 0.01 | 0.01 | 0.00 |
| Westway (79835; 3,829) | 10,719 | 0.073 | 0.01 | 0.01 | 0.00 |
| Fabens (79838; 8,043) | 8,202 | 0.132 | 0.01 | 0.01 | 0.00 |
| Presidio (79845; 6,466) | 9,208 | 0.104 | 0.01 | 0.01 | 0.00 |
| San Elizario (79849; 11,046) | 6,648 | 0.198 | 0.02 | 0.01 | 0.00 |
| Fort Bliss (79916; 8,264) | 5,651 | 0.264 | 0.03 | 0.02 | 0.00 |
| Horizon City (79927; 25,792) | 1,893 | 1.114 | 0.12 | 0.08 | 0.01 |
| Socorro (79929; 30,807) | 2,986 | 0.659 | 0.07 | 0.05 | 0.01 |
| Homestead Meadows North (79938; 4,232) | 8,813 | 0.114 | 0.01 | 0.01 | 0.00 |
| Homestead Meadows South (79938; 6,807) | 7,277 | 0.167 | 0.02 | 0.01 | 0.00 |
| El Paso (88510; 685,429) | 40 | 19.567 | 2.18 | 1.41 | 0.19 |
| Total 22,853,465 | | 897.98 | 100.0 | 64.68 | 8.70 |

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