Job Market Summary

REPORTED AS OF: 2/28/2021

● Job Postings ● Selected Titles MoM% ● All Titles MoM%
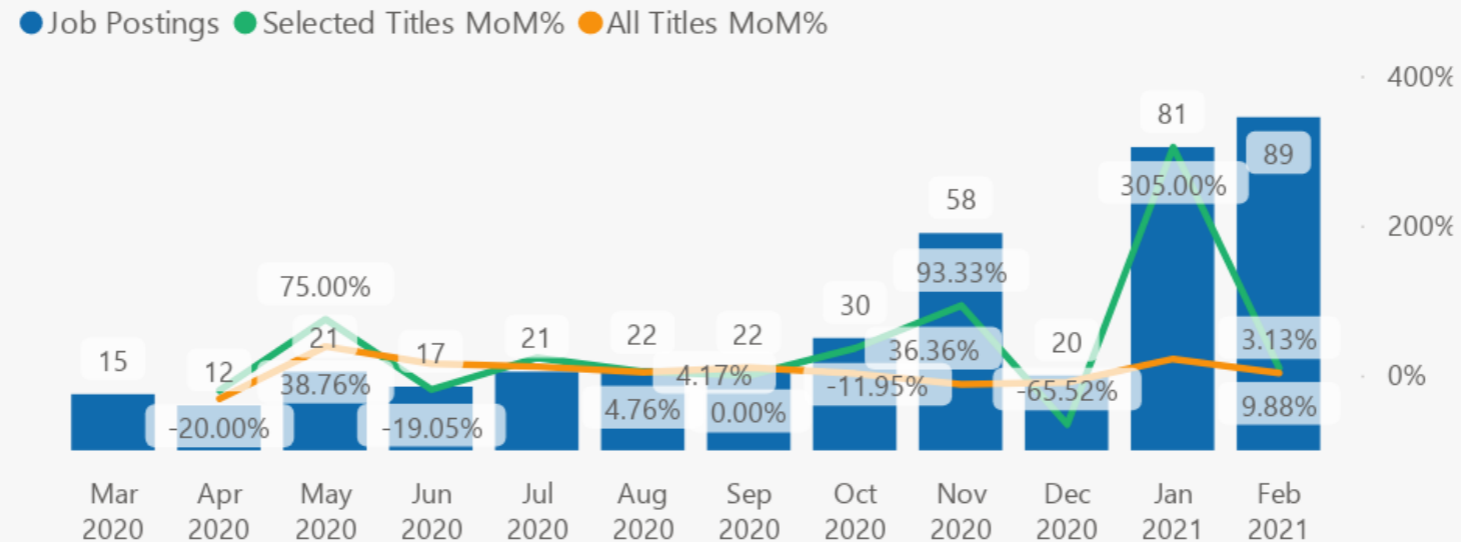
Job Market Monthly Summary Activity

PUBLIC INSIGHT

Job postings are advertised positions collected from the Indeed jobs platform at the end of each month. There were **408** job postings for the selected job titles over the past **12** months with **34** average monthly postings and a compound monthly growth rate (CMGR%) of **17.57 %** compared to for **3.56 %** all occupations. In this report, we break down the posting activity over the selected months by job title, region, industry, and employer.

● Job Postings ● Selected Titles MoM% ● All Titles MoM%
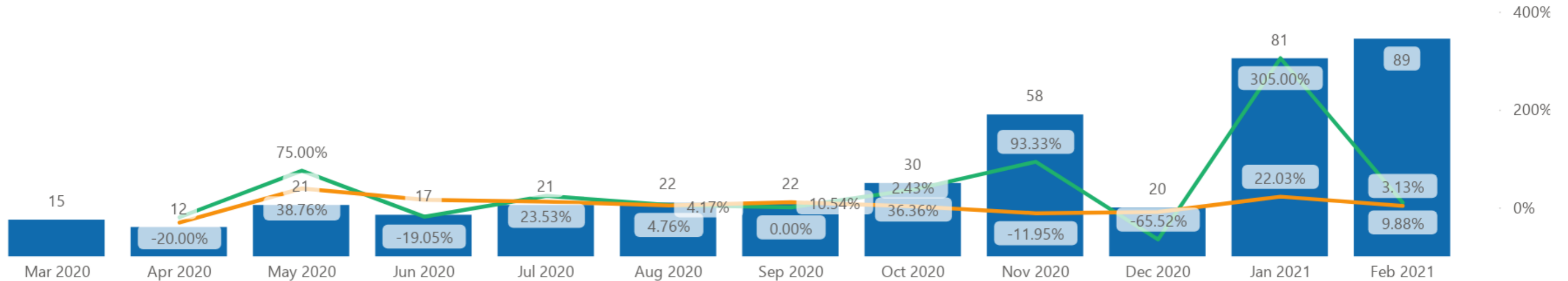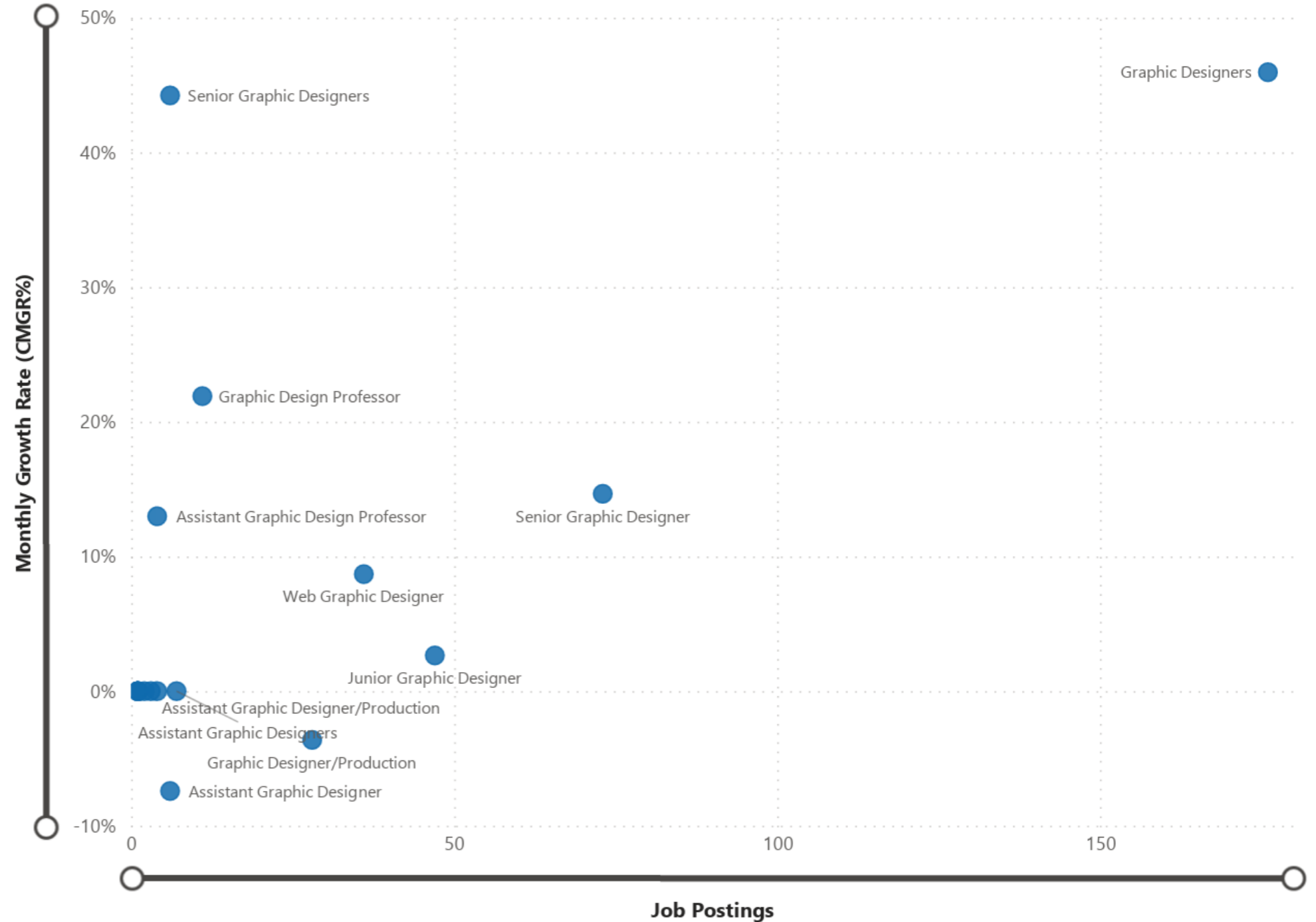

Top Selected Titles by Job Postings

Title	Postings	CMGR%
Graphic Designers	176	45.9%
Senior Graphic Designer	73	14.7%
Junior Graphic Designer	47	2.6%
Web Graphic Designer	36	8.7%
Graphic Designer/Production	28	-3.6%
Graphic Design Professor	11	21.9%
Assistant Graphic Designers	7	0.0%
Assistant Graphic Designer	6	-7.4%
Senior Graphic Designers	6	44.2%
Assistant Graphic Design Professor	4	13.0%

Top Employers by Job Postings

Company Name	Postings
FASTSIGNS #321801	8
One Home Advisors	8
foco	6
Hotels At Home	6
Tabletop Wholesaler NYC	6
Direct Agents Inc.	4
KF Tea USA Inc	4
BonaDent Dental Laboratories	3
Hygear Suspension	3
L'Oréal	3

Most Active Job Titles

This scatterplot shows the most active job titles based on job postings for the selection. The X axis is the number of job postings and the Y axis is the compound monthly growth rate (CMGR%).

Monthly Growth Rate (CMGR%) (Y axis)

Job Postings (X axis)

- Graphic Designers
- Senior Graphic Designers
- Graphic Design Professor
- Assistant Graphic Design Professor
- Senior Graphic Designer
- Web Graphic Designer
- Junior Graphic Designer
- Assistant Graphic Designer/Production
- Assistant Graphic Designers
- Graphic Designer/Production
- Assistant Graphic Designer

Axis labels: 50%, 40%, 30%, 20%, 10%, 0%, -10%
X axis: 0, 50, 100, 150

Regional Concentration

Location quotient (LQ) is a measure of regional concentration. This calculation shows the concentration of job postings for the selected job titles and occupations for each metropolitan area compared to the selected titles and occupations at the national level.

An LQ of above 1.0 indicates higher concentration and a location quotient of below 1.0 indicates a lower concentration.

LQ is shown on a diverging scale with green being higher LQ and red being lower LQ.
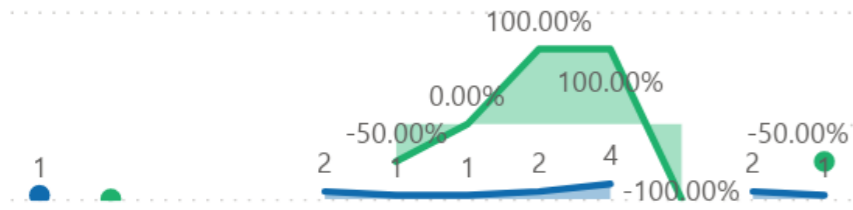
The size of the bubble is based on the number of job postings.

© 2021 TomTom, © 2021 Microsoft Corporation Terms
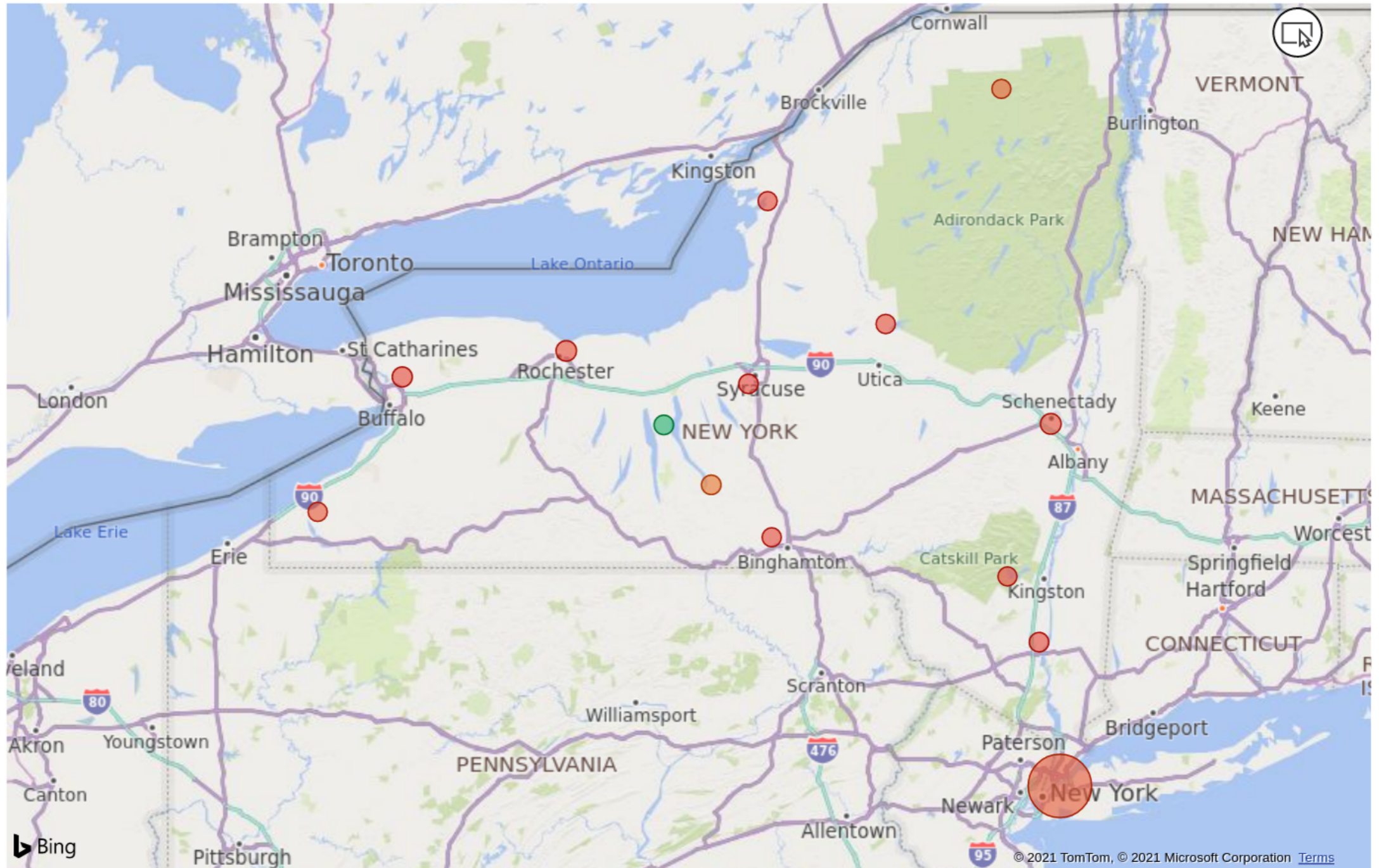
Regional Activity and Month-over-Month Growth (MoM%)

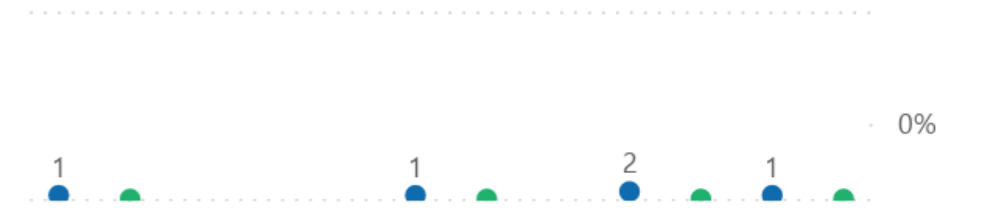PUBLIC INSIGHT

● Job Postings ● MoM%

Albany-Schenectady-Troy NY
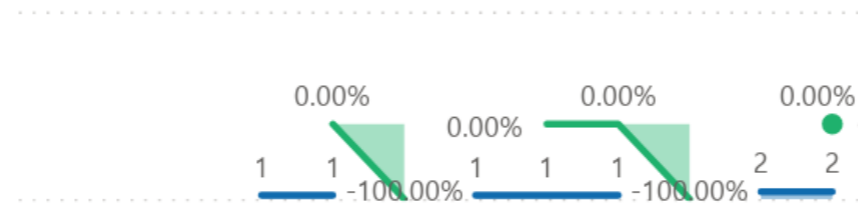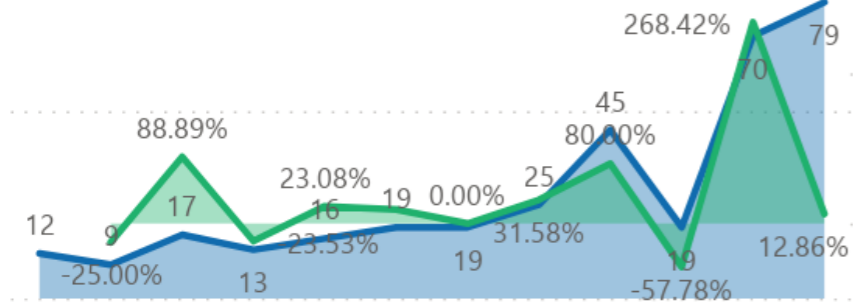

Buffalo-Cheektowaga NY

Ithaca NY

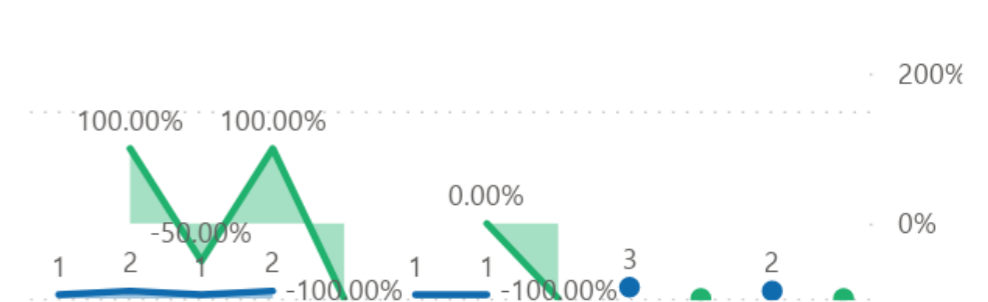## New York-Newark-Jersey City NY-NJ-PA

Poughkeepsie-Newburgh-Middletown NY

Rochester NY

Seneca Falls NY

Syracuse NY

Utica-Rome NY

Employer Profiles

PUBLIC INSIGHT

There are **134** employers included in this analysis. Of these, **8** are Fortune 1000 companies, **1** are minority-owned companies and **2** are woman-owned companies. The median number of employees is **146** and the median revenues in millions is **50**. Source InsideView B2B intelligence.

Employers by Operating Status

115	19
Operating	Subsidiary
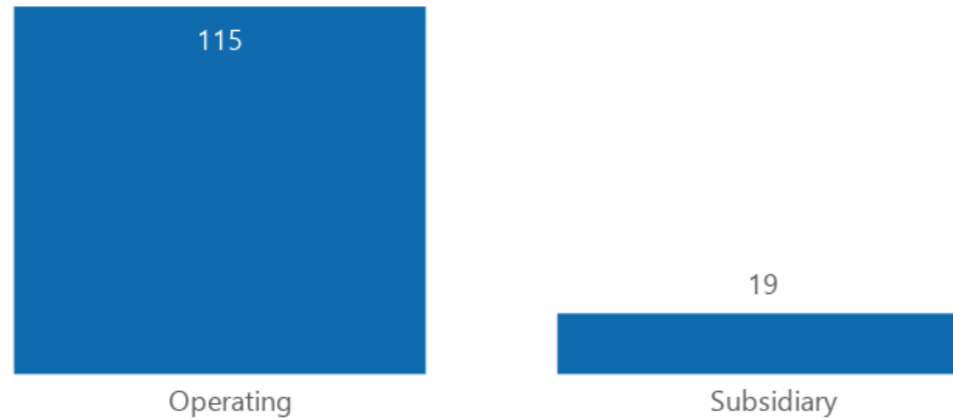
Employers by Organization Type

111	14	7	1	1
Private	Public	School	Government	Organization
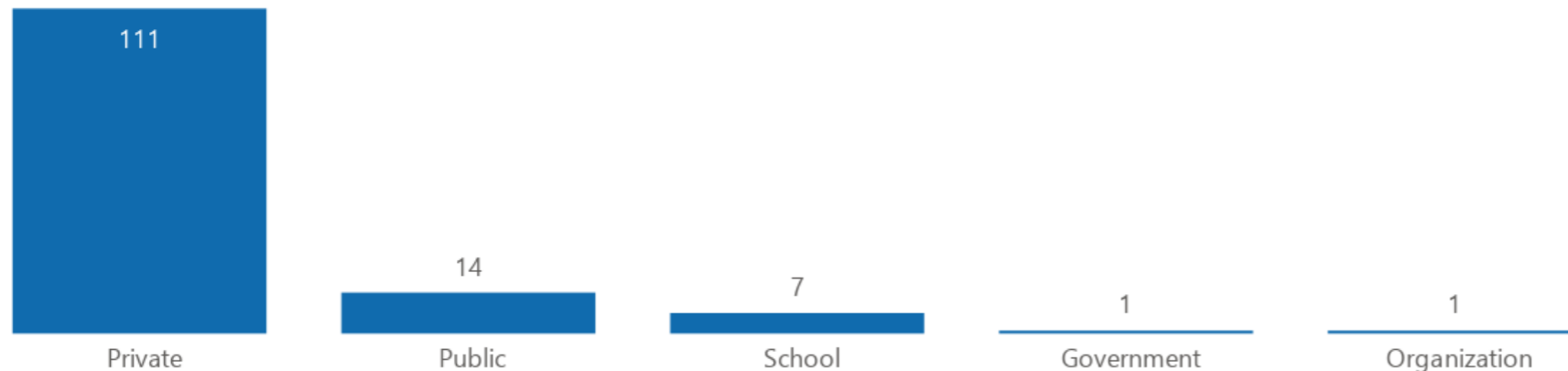
Top Fortune 1000 Businesses

Company Name	Employees
AT&T	244,000
Caterpillar	102,300
Prudential	51,511
ViacomCBS	23,990
BGC Partners	5,200
Nasdaq, Inc.	4,296
NASDAQ	4,281
Barnes & Noble Education	3,400

Top Minority Owned Businesses

Company Name	Employees
The Burmax Company	112
One Energy Global Inc.	9

Top Woman Owned Businesses

Company Name	Employees
Iona College	1,100
BonaDent Dental Laboratories	60

Most Active Employers

This scatterplot shows the most active employers based on job postings for the selection. The X axis is the number of job postings and the Y axis is the compound monthly growth rate (CMGR%).
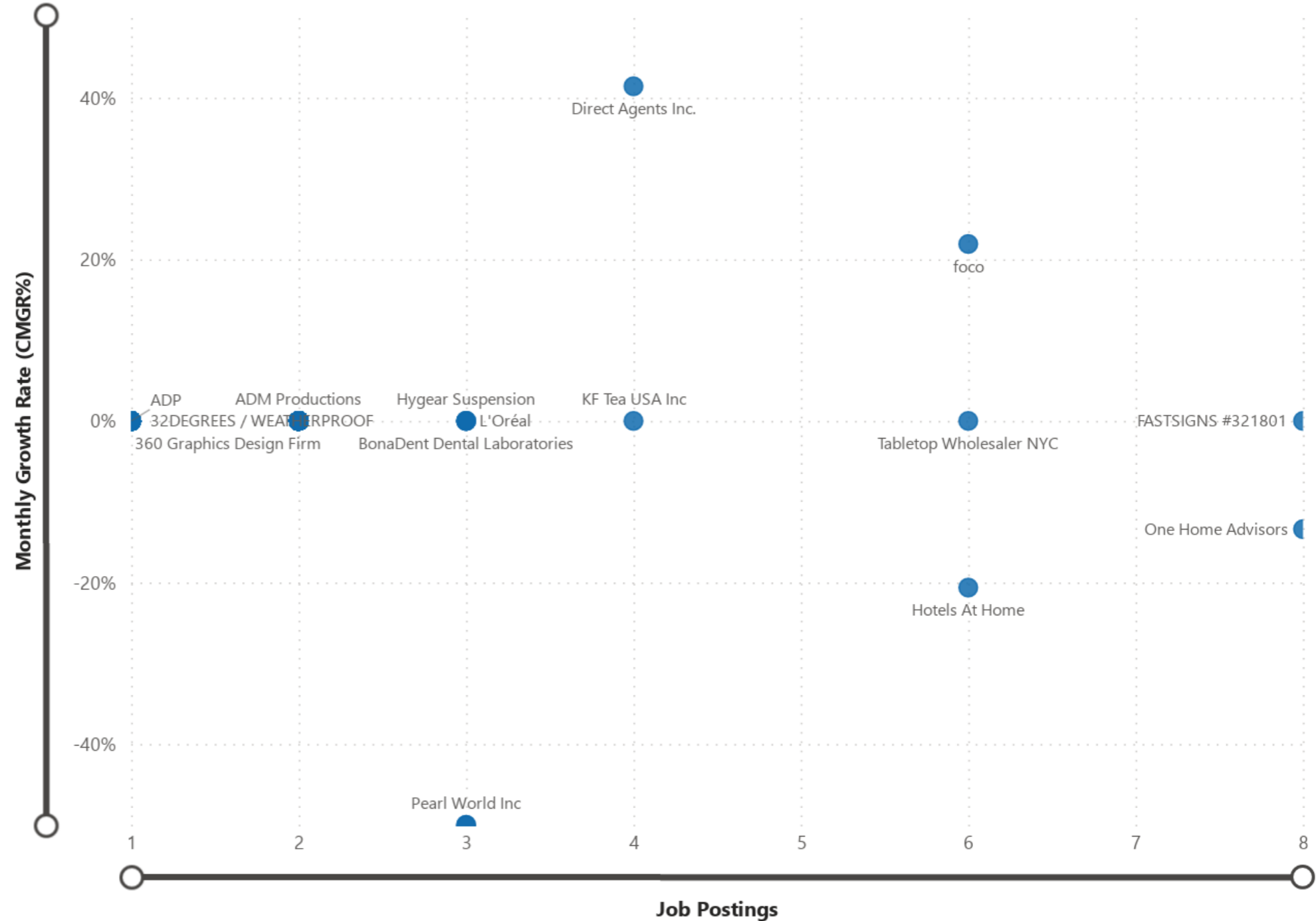
Top 9 Employer Activity and Month-over-Month Growth (MoM%)

PUBLIC INSIGHT

● Job Postings ● MoM%

BonaDent Dental Laboratories
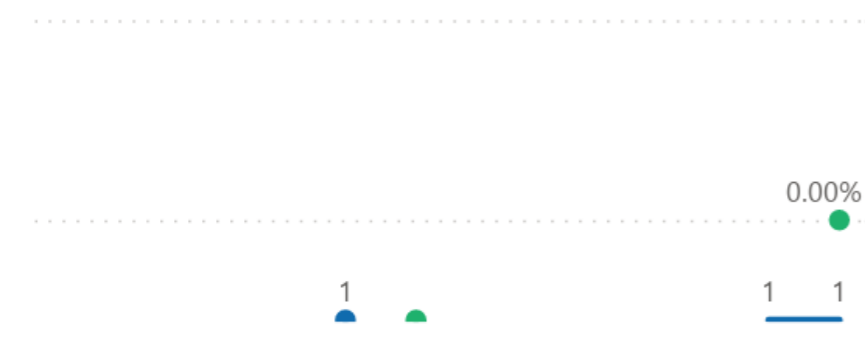
Direct Agents Inc.

FASTSIGNS #321801
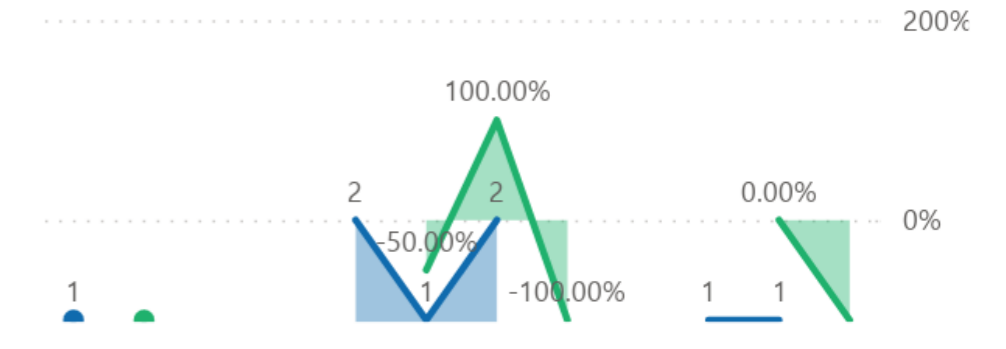
foco
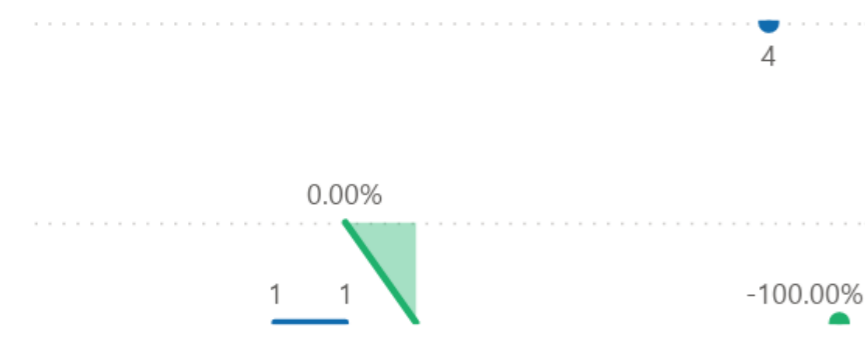
Hotels At Home
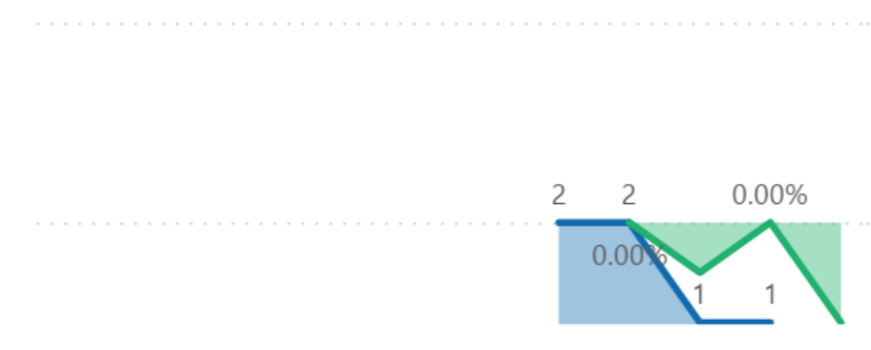
Hygear Suspension
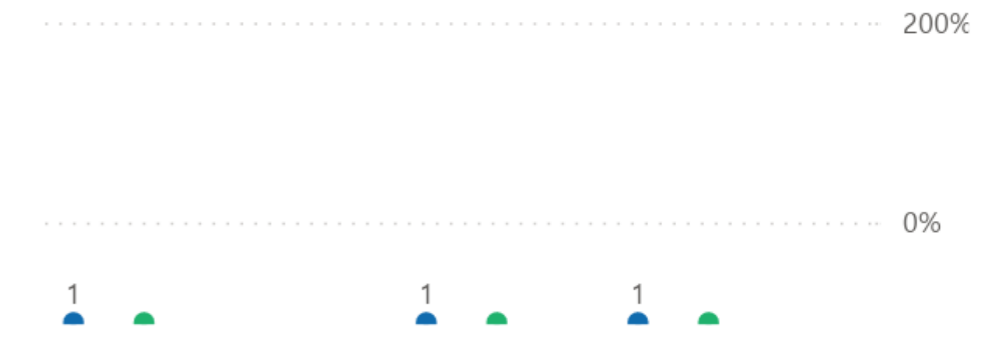
KF Tea USA Inc
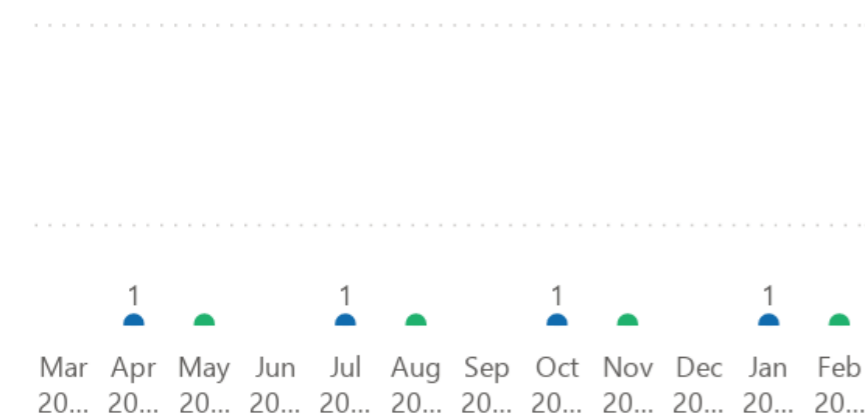
L'Oréal

One Home Advisors
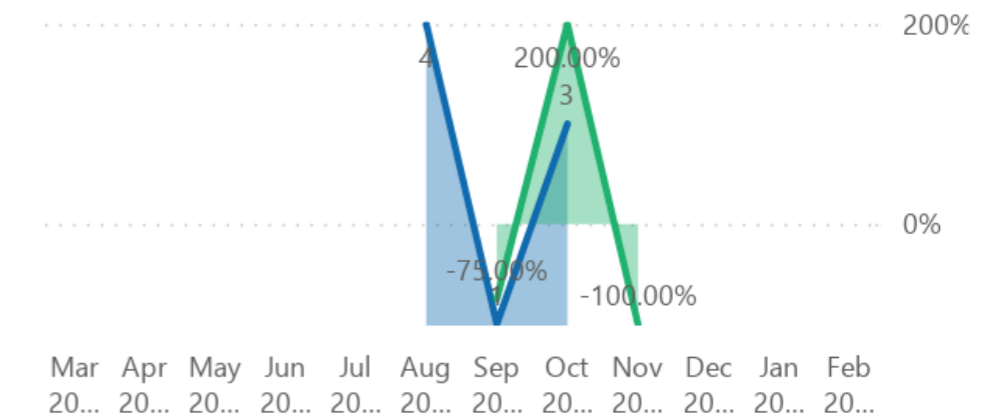
Top NAICS Sectors and Month-over-Month Growth (MoM%)

PUBLIC INSIGHT

● Job Postings ● MoM%

Accommodation and Food Services
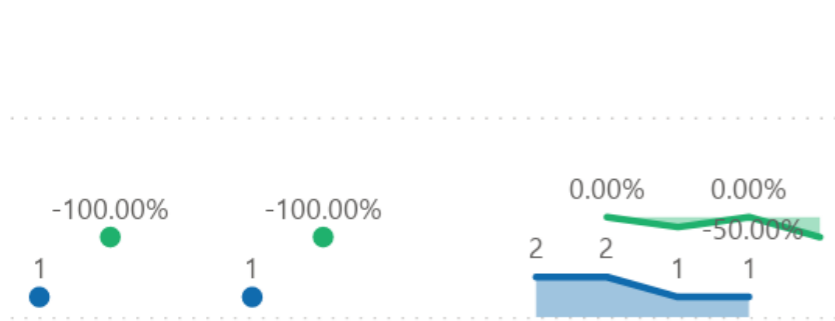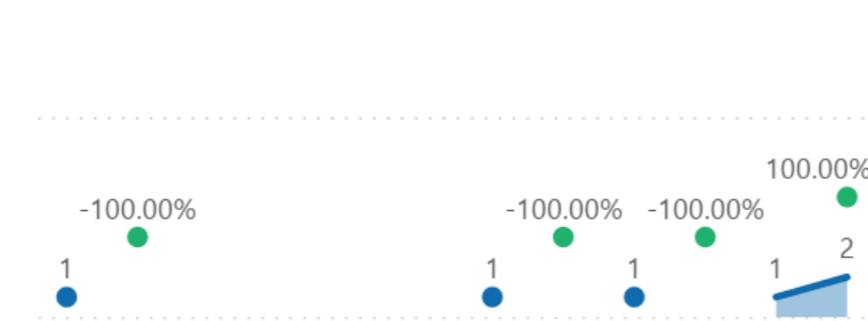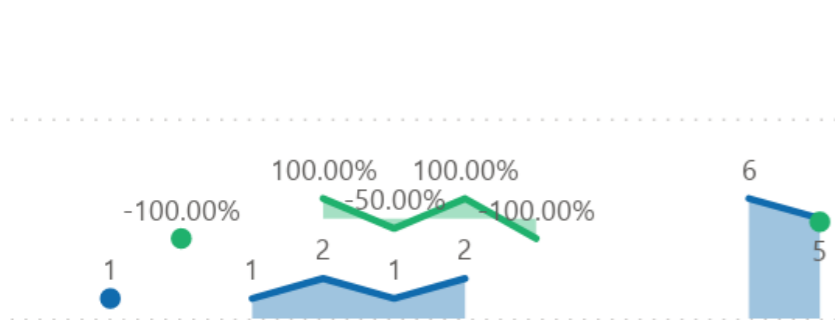
-100.00% -100.00% 0.00% 0.00%
-50.00%
1   1   2   2   1   1

Construction

100.00%
-100.00% -100.00% -100.00%
1   1   1   1   2

Educational Services

100.00%
-100.00%
1   2   2

1000%
0%

Finance and Insurance

100.00% 100.00%
-100.00% -50.00% 100.00%   6
1   1   2   1   2   5

Information

200.00%
100.00%
-100.00% -100.00% -100.00% -50.00%
1   2   1   1   2   1   3   3

Manufacturing

700.00%
100.00%   13
100.00%   4   4 -75.00%   4   4   8
-100.00% -75.00%
1   2   0.00%   1   62.50%
1

1000%
0%

Professional, Scientific, and Technical Services

300.00%
100.00% 6
200.00% -66.67%
-100.00% -100.00% -50.00% 4
1   2   1   2   1   1

Retail

100.00%
0.00% 0.00% -100.00%
-100.00%
-100.00%
1   1   1   1   2   2   3

Wholesale Trade

100.00%
-100.00% -100.00% 0.00%
2   1   1   2
1   1   1

1000%
0%
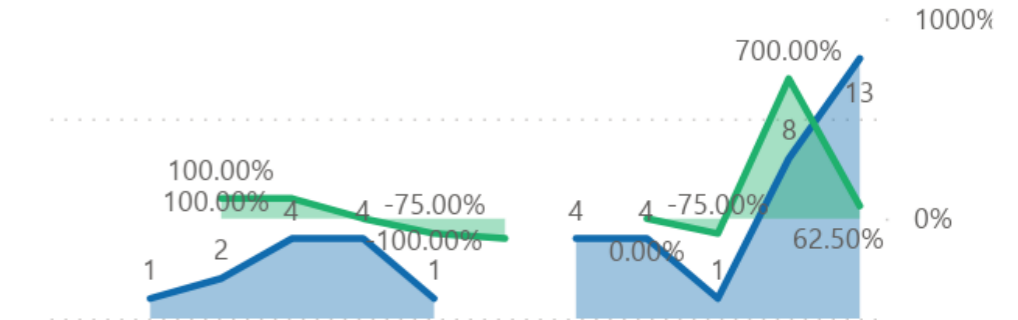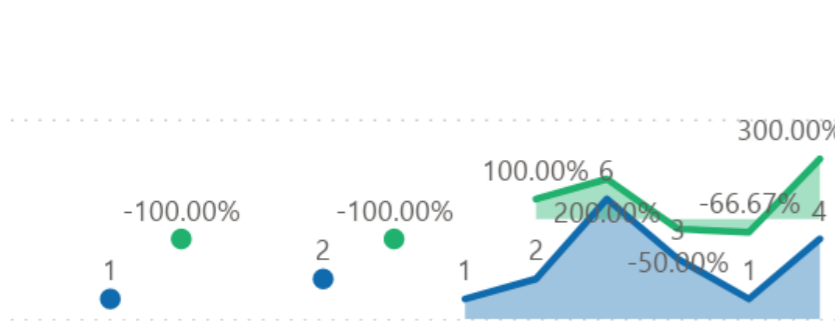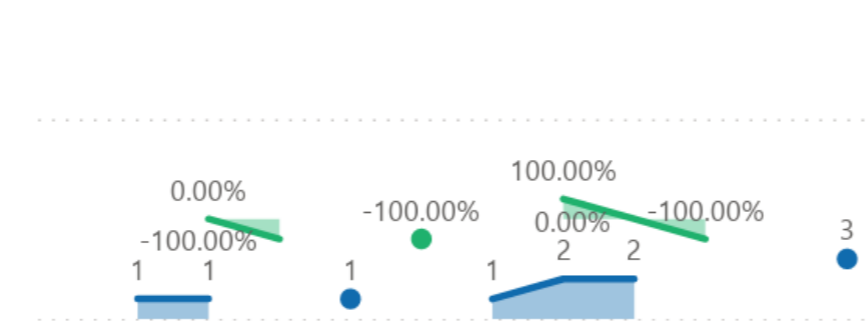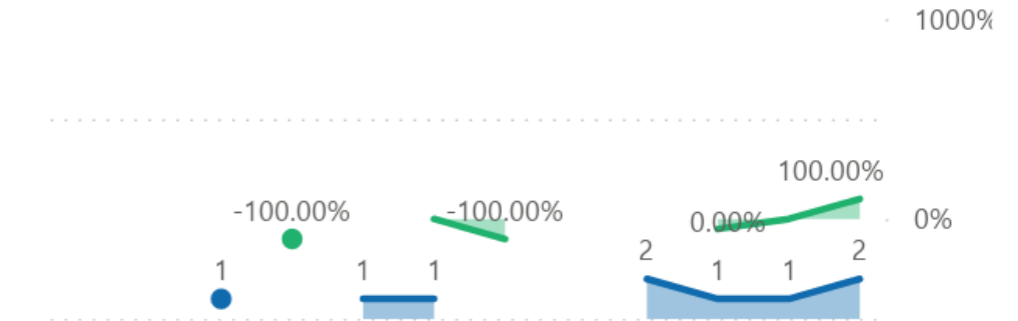
Mar 2020 Apr 2020 May 2020 Jun 2020 Jul 2020 Aug 2020 Sep 2020 Oct 2020 Nov 2020 Dec 2020 Jan 2021 Feb 2021

Mar 2020 Apr 2020 May 2020 Jun 2020 Jul 2020 Aug 2020 Sep 2020 Oct 2020 Nov 2020 Dec 2020 Jan 2021 Feb 2021

Mar 2020 Apr 2020 May 2020 Jun 2020 Jul 2020 Aug 2020 Sep 2020 Oct 2020 Nov 2020 Dec 2020 Jan 2021 Feb 2021

InsideView Industry Activity and Growth by Month

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InsideView provides an [alternate](#) industry classification system that provides a more contemporary view of the market.

● Job Postings ● MoM%

Small-multiple area/line charts showing Job Postings and MoM% by month (Mar 20… through Feb 20…) for the following industries:
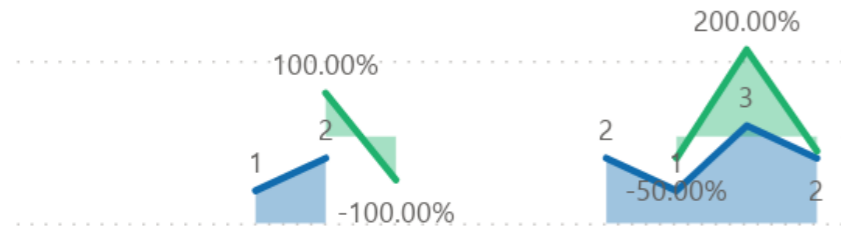
- Construction and Building Materials
- Consumer Product Manufacturing
- Corporate Services
- Financial Services
- Food and Beverage
- Hospitals and Healthcare
- Leisure, Sports and Recreation
- Media
- Retail
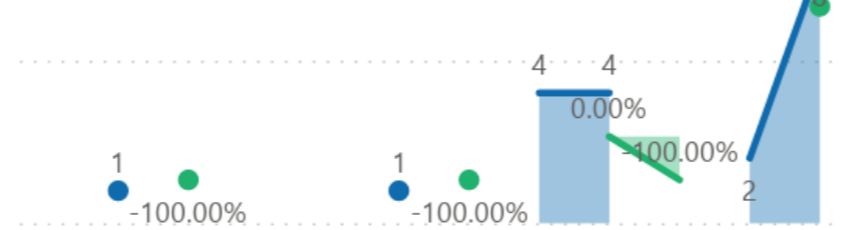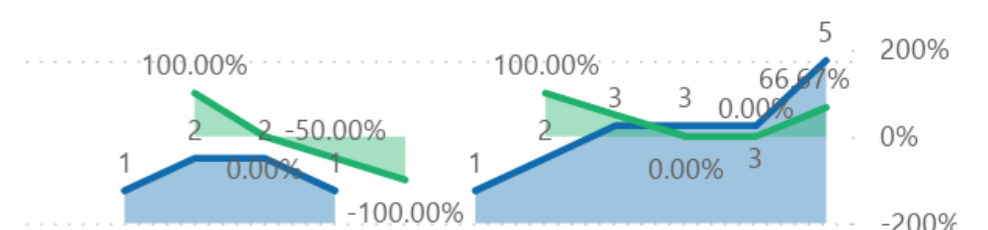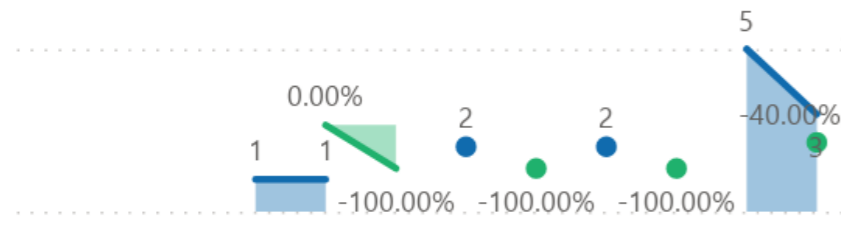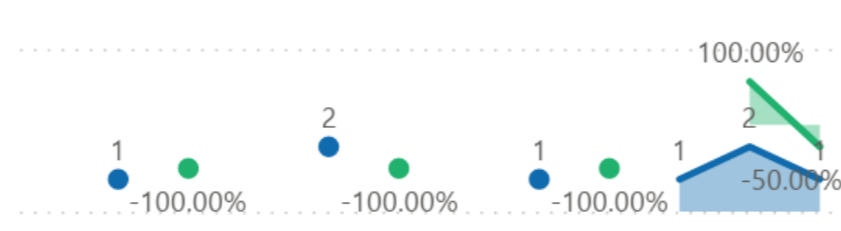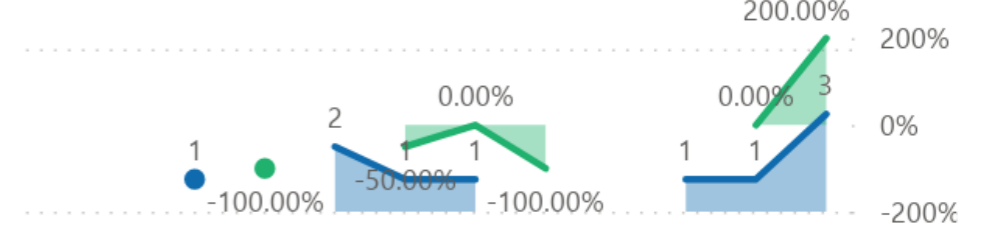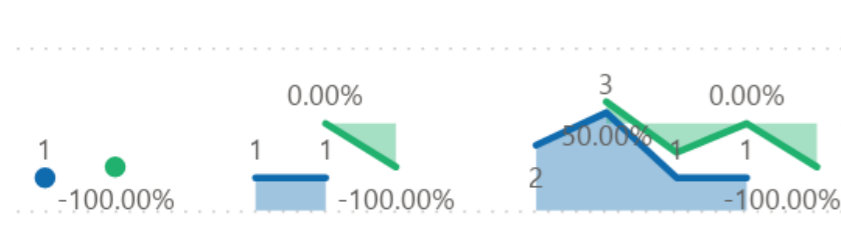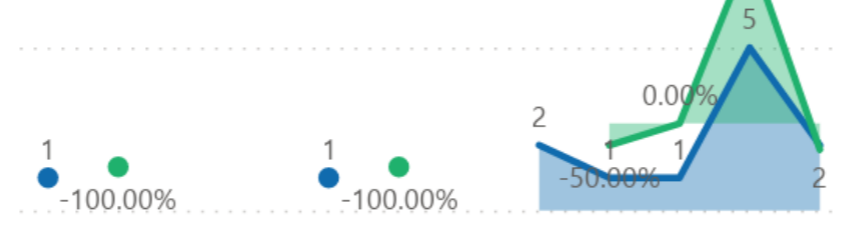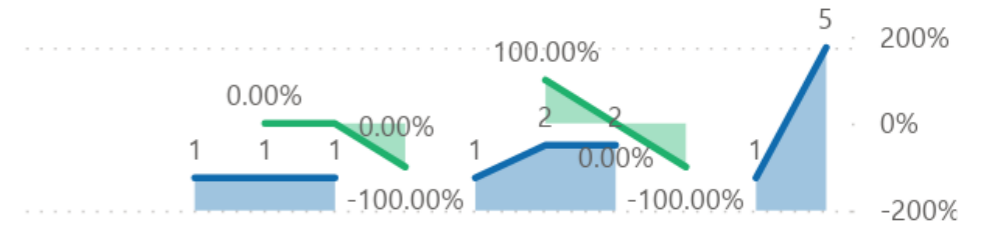
PUBLIC INSIGHT®

Job Status Report

REPORTED AS OF: 2/28/2021

87
Filled Postings

89
Open Postings

5.88%
Reposted Postings %

49.43%
Filled %

12.90
Avg. Fill Days

14.87
Open Job Age

Summary Job Activity by Week

PUBLIC INSIGHT

The following bar graphs show the number of job postings by week and the breakdown of the job postings between repostings (solicitations that are repeated) and the number of true open positions. We then break down the number of net positions into either open or estimated filled status. For an explanation of Public Insight fill methodology, click here.

● Repostings ● Net Positions
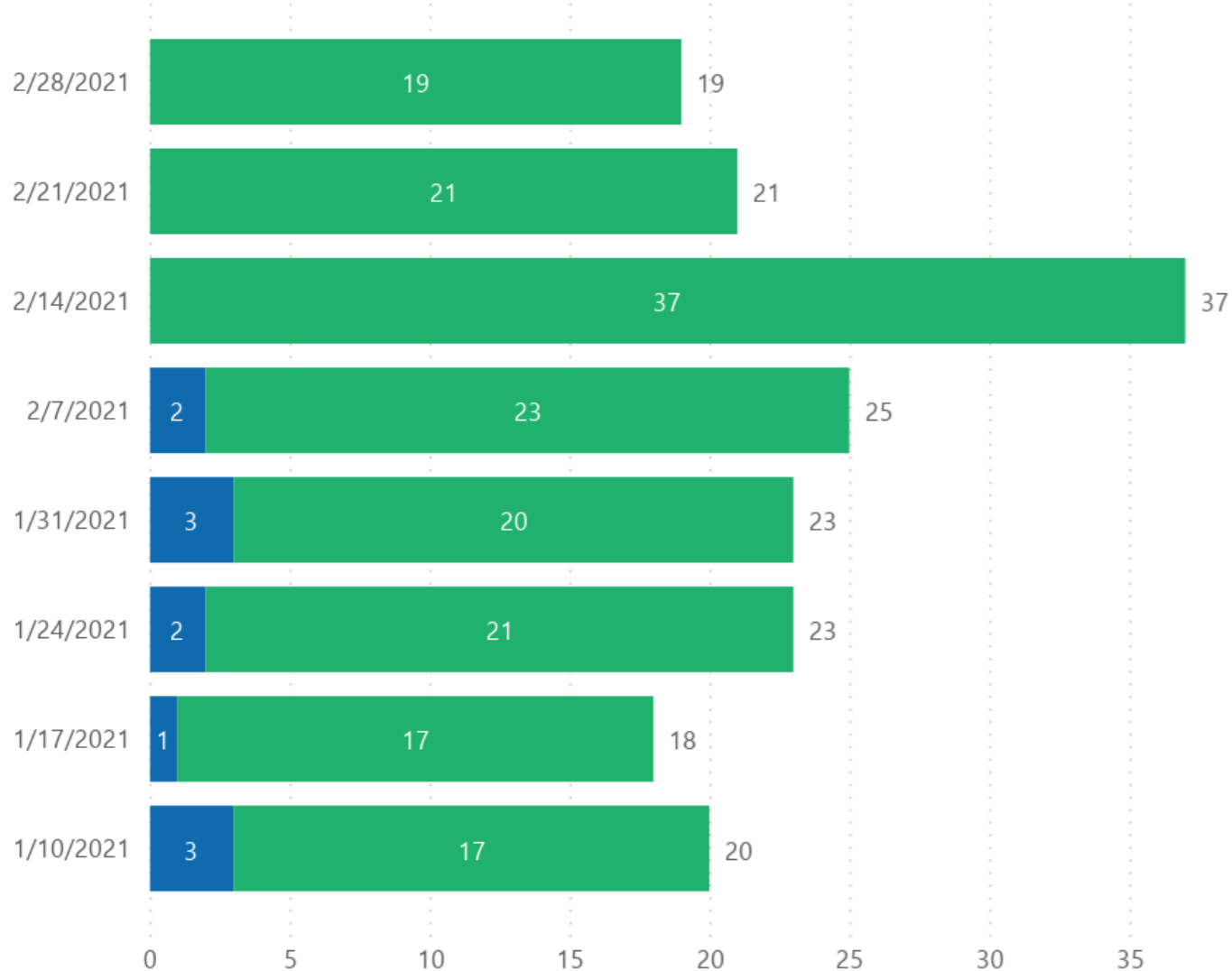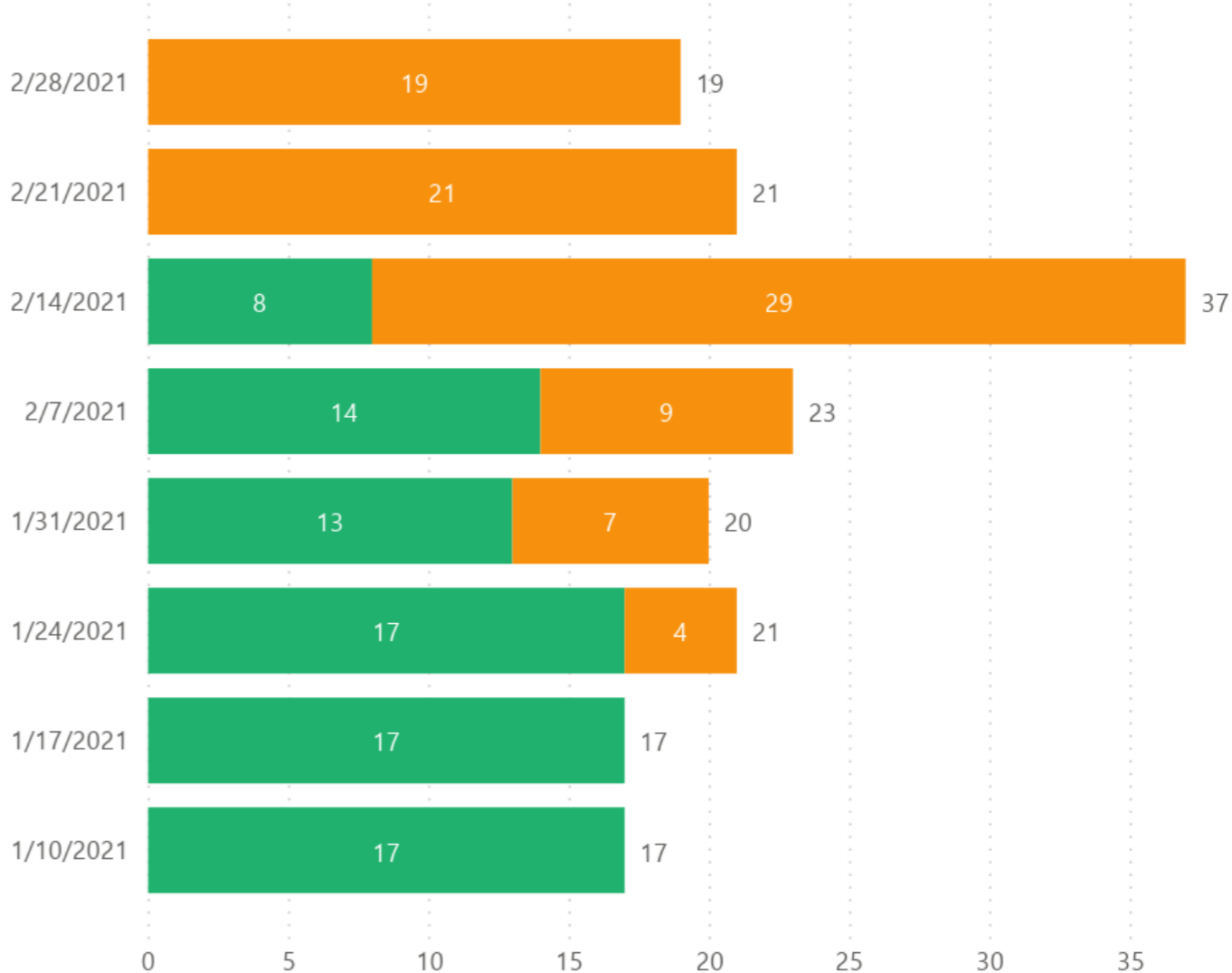
Date	Repostings	Net Positions	Total
2/28/2021		19	19
2/21/2021		21	21
2/14/2021		37	37
2/7/2021	2	23	25
1/31/2021	3	20	23
1/24/2021	2	21	23
1/17/2021	1	17	18
1/10/2021	3	17	20

● Estimated Filled ● Open

Date	Estimated Filled	Open	Total
2/28/2021		19	19
2/21/2021		21	21
2/14/2021	8	29	37
2/7/2021	14	9	23
1/31/2021	13	7	20
1/24/2021	17	4	21
1/17/2021	17		17
1/10/2021	17		17

Fill Rates by Title

PUBLIC INSIGHT

Insight for Work computes an estimated fill date based on the date that the job position is no longer active on the Indeed platform. We estimate the age in days that it took to fill the position.

This scatterplot shows the number of filled postings (X axis) by the computed average days to fill for the most active job titles. The color shows the percentage of the jobs that are filled.

For more information on the fill rate methodology, click here.

Filled Postings % 44.44% ▮▮▮▮▮ 100.00%
72.22%

Fill Rate Avg. (Days)

- Junior Web Graphic Designer
- Senior Graphic Designer
- Junior Graphic Designer
- Assistant Graphic Designer/Production
- Graphic Designers
- Web Graphic Designer
- Assistant Graphic Designer
- Senior Graphic Designers
- Assistant Graphic Designers
- Junior Graphic Designers
- Graphic Designer/Production

Filled Postings
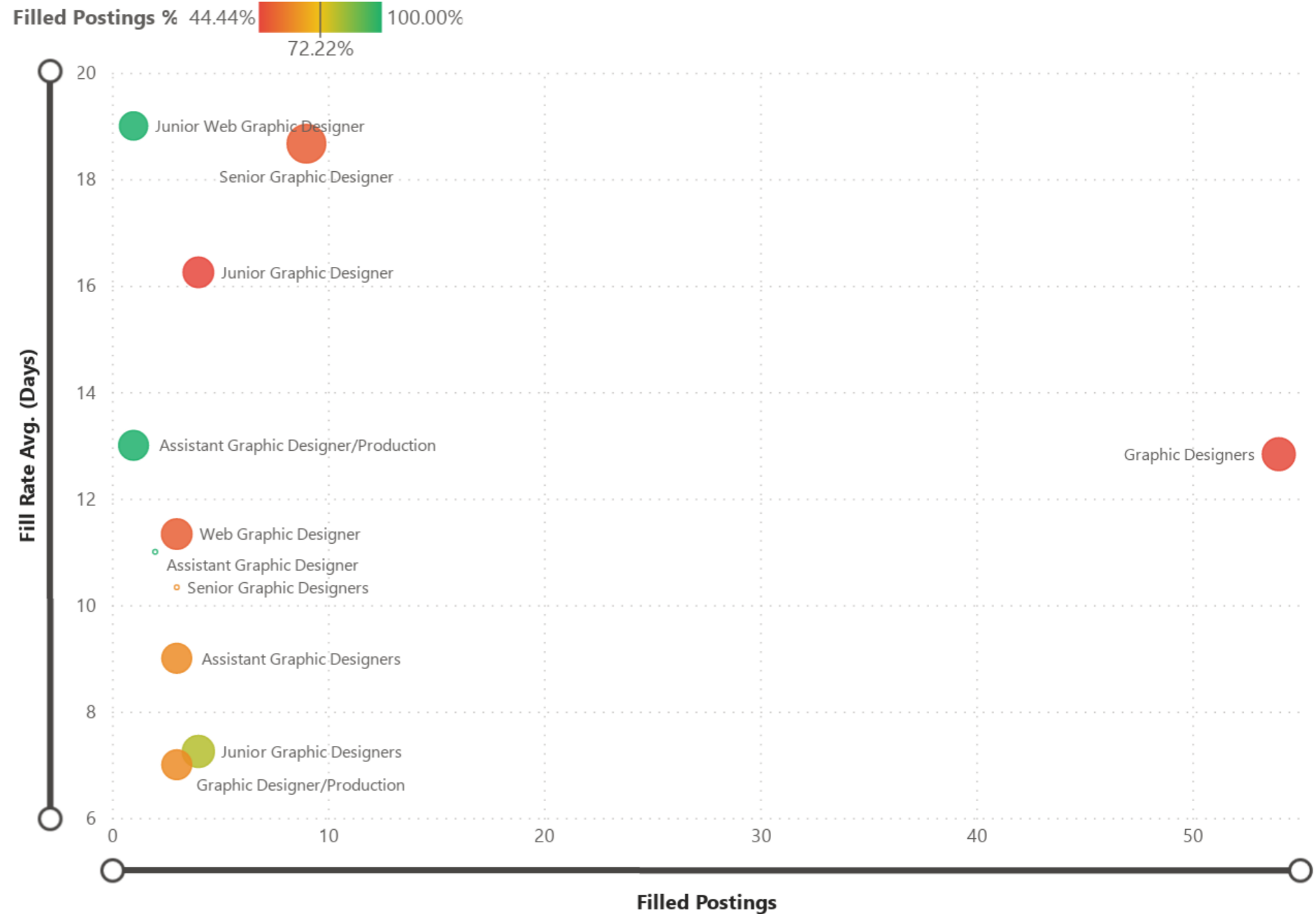
Fill Rates by Region

Insight for Work computes an estimated fill date based on the date that the job position is no longer active on the Indeed platform. We estimate the age in days that it took to fill the position.

This scatterplot shows the number of filled postings (X axis) by the computed average days to fill for the most active job titles. The color shows the percentage of the jobs that are filled.

For more information on the fill rate methodology, click here.

Filled Postings % 33.33% ▮▮▮▮ 100.00%

66.67%

Fill Rate Avg. (Days)

- Seneca Falls NY
- Poughkeepsie-Newburgh-Middletown NY
- Albany-Schenectady-Troy NY
- Buffalo-Cheektowaga NY
- Jamestown-Dunkirk-Fredonia NY
- Rochester NY
- Utica-Rome NY
- Ithaca NY
- New York-Newark-Jersey City NY-NJ-PA

Filled Postings
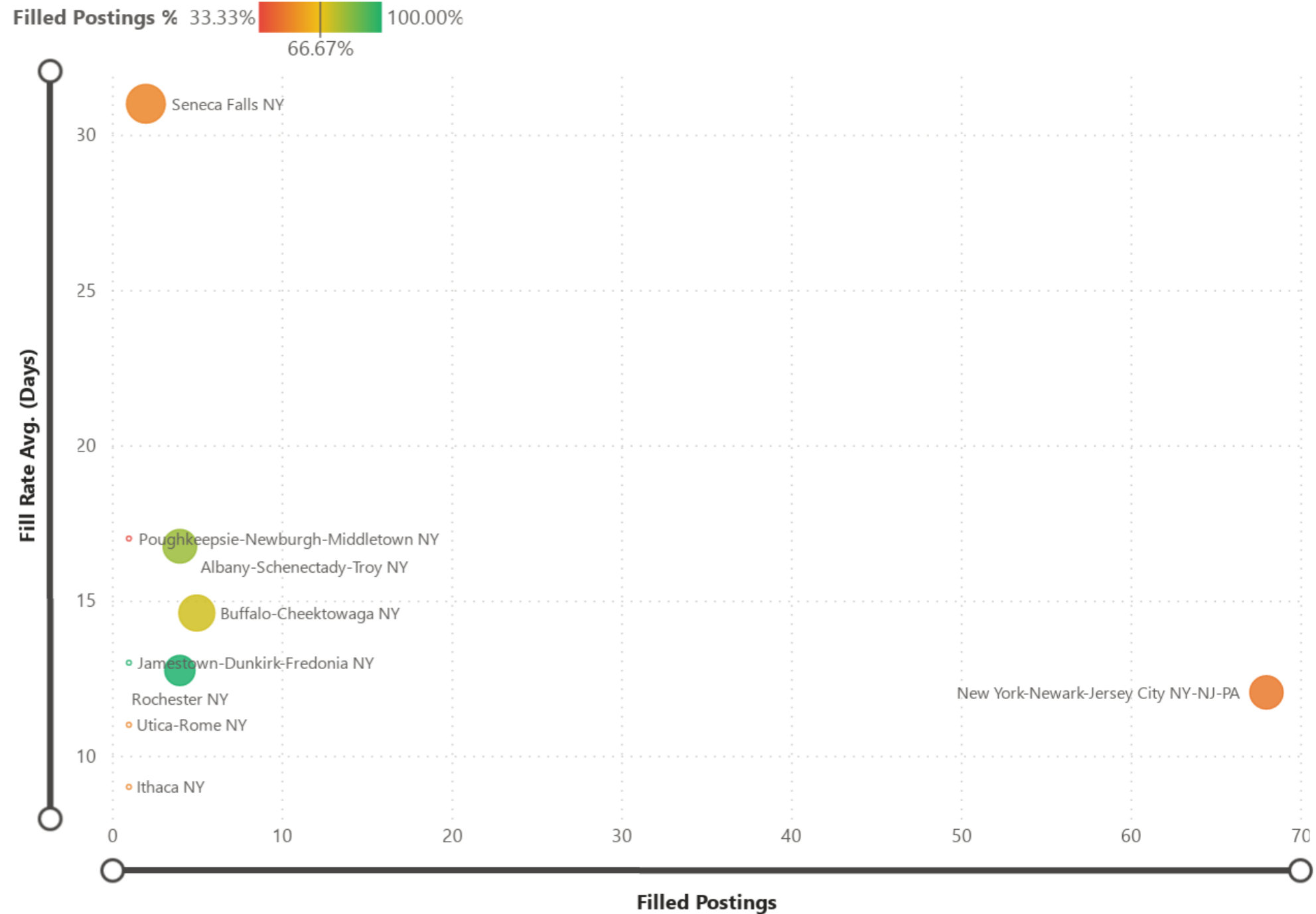
Fill Rates by Employer

PUBLIC INSIGHT

Insight for Work computes an estimated fill date based on the date that the job position is no longer active on the Indeed platform. We estimate the age in days that it took to fill the position.

This scatterplot shows the number of filled postings (X axis) by the computed average days to fill for the most active employers. The color shows the percentage of the jobs that are filled.

For more information on the fill rate methodology, click here.

Filled Postings % 50.00% ▰▰▰ 100.00%

75.00%

Fill Rate Avg. (Days)

35
    Brooklyn Institute Of Arts And Scie
    Procom
    Taub Family Wine & Spirits Services
30 BonaDent Dental Laboratories
    LCM247
    Marcus & Millichap
    MVP Health Care

25 Zee Co Apparel Corp
    Broadway Cares/Equity Fights AIDS
    Caterpillar

    TentandTable.com
20 The Sill

    Madison's Niche
    All Sport Health and Fitness
    The Halal Guys
15 Premium Mortgage Corp
    Talent Recap
    PHARMACY INNOVATIONS   WildBrain
    ViacomCBS
    The Spark Group   ISMG - Information Security Media Group
10 WebMD
    International Intimates Inc.
    xray jeans
    DSE Global   Brooklyn Sports & Entertainment
    Patriot Mobility Inc
5   Sleeping Partners Int'l Inc
    WINKY LUX (Glow Concept)
    NYS Public Employees Federation
    Advantage Global Resources
0
1   2

Filled Postings

Fill Rates by Industry (NAICS Sector)

PUBLIC INSIGHT

Insight for Work computes an estimated fill date based on the date that the job position is no longer active on the Indeed platform. We estimate the age in days that it took to fill the position.

This scatterplot shows the number of filled postings (X axis) by the computed average days to fill for the most active job titles. The color shows the percentage of the jobs that are filled.

For more information on the fill rate methodology, click here.

Filled Postings % 33.33% ▮▮▮▮ 100.00%
66.67%

Fill Rate Avg. (Days)

- Administrative and Support and Waste Management and Remediation Services
- Finance and Insurance
- Real Estate and Rental and Leasing
- Manufacturing
- Information
- Mining, Quarrying, and Oil and Gas Extraction
- Educational Services
- Retail
- Wholesale Trade
- Agriculture, Forestry, Fishing and Hunting
- Professional, Scientific, and Technical Services
- Management of Companies and Enterprises
- Health Care and Social Assistance

Filled Postings
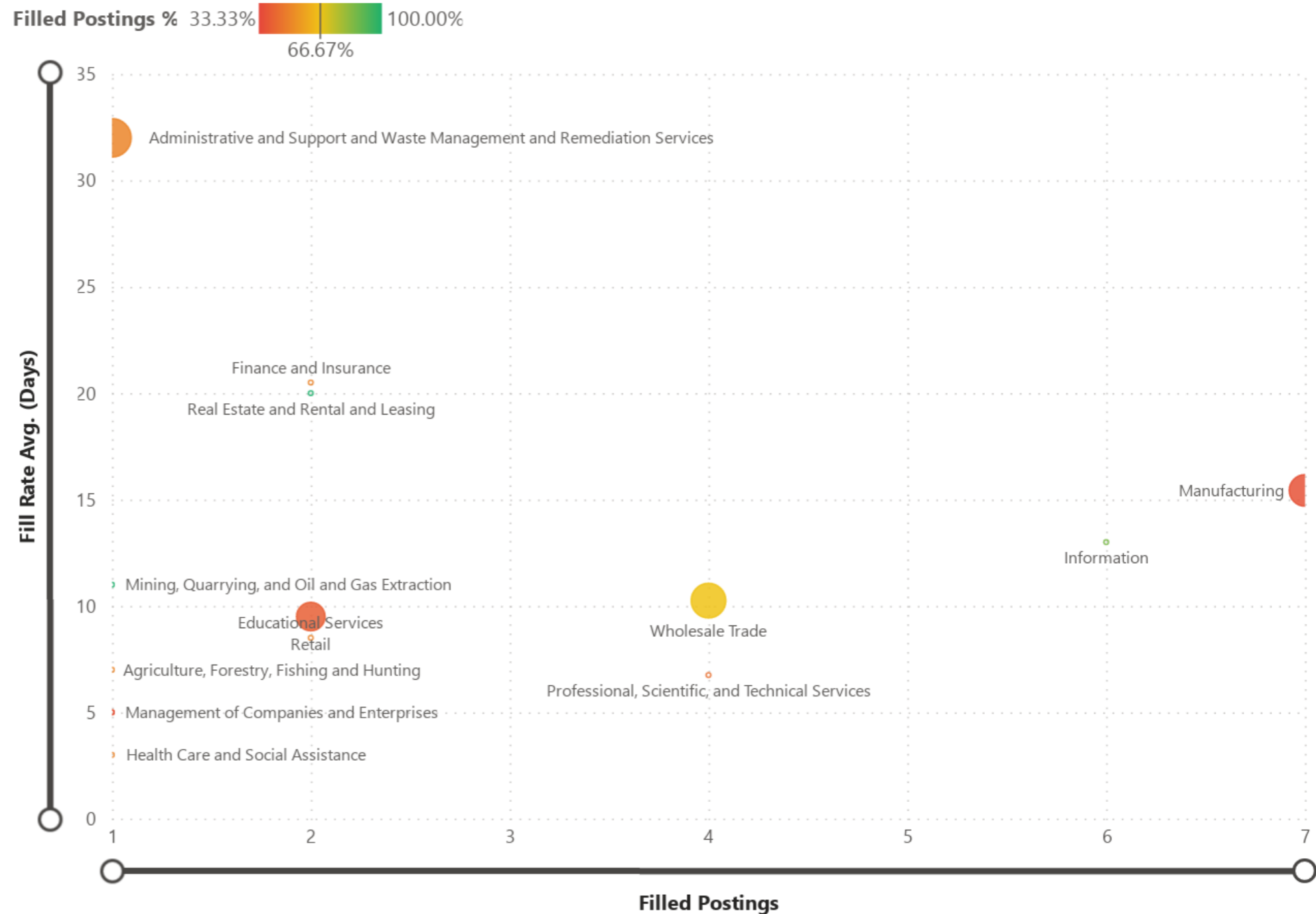
Open Jobs and Aging by Title

This scatterplot computes the current age of all open postings for the top selected titles.

The number of open positions is in the X axis and the estimated average days on the market is on the Y axis. A job is considered open if it is still advertised on the Indeed jobs platform.

Open Postings % 20.00% ▮ 55.56%

37.78%

Web Graphic Designer

Assistant Graphic Designers
Senior Graphic Designer
Graphic Designer/Production

Senior Graphic Designers
Junior Graphic Designer

Graphic Designers

Junior Graphic Designers

Avg. Age (Days)

20

15

10

5

0

0   10   20   30   40   50   60   70
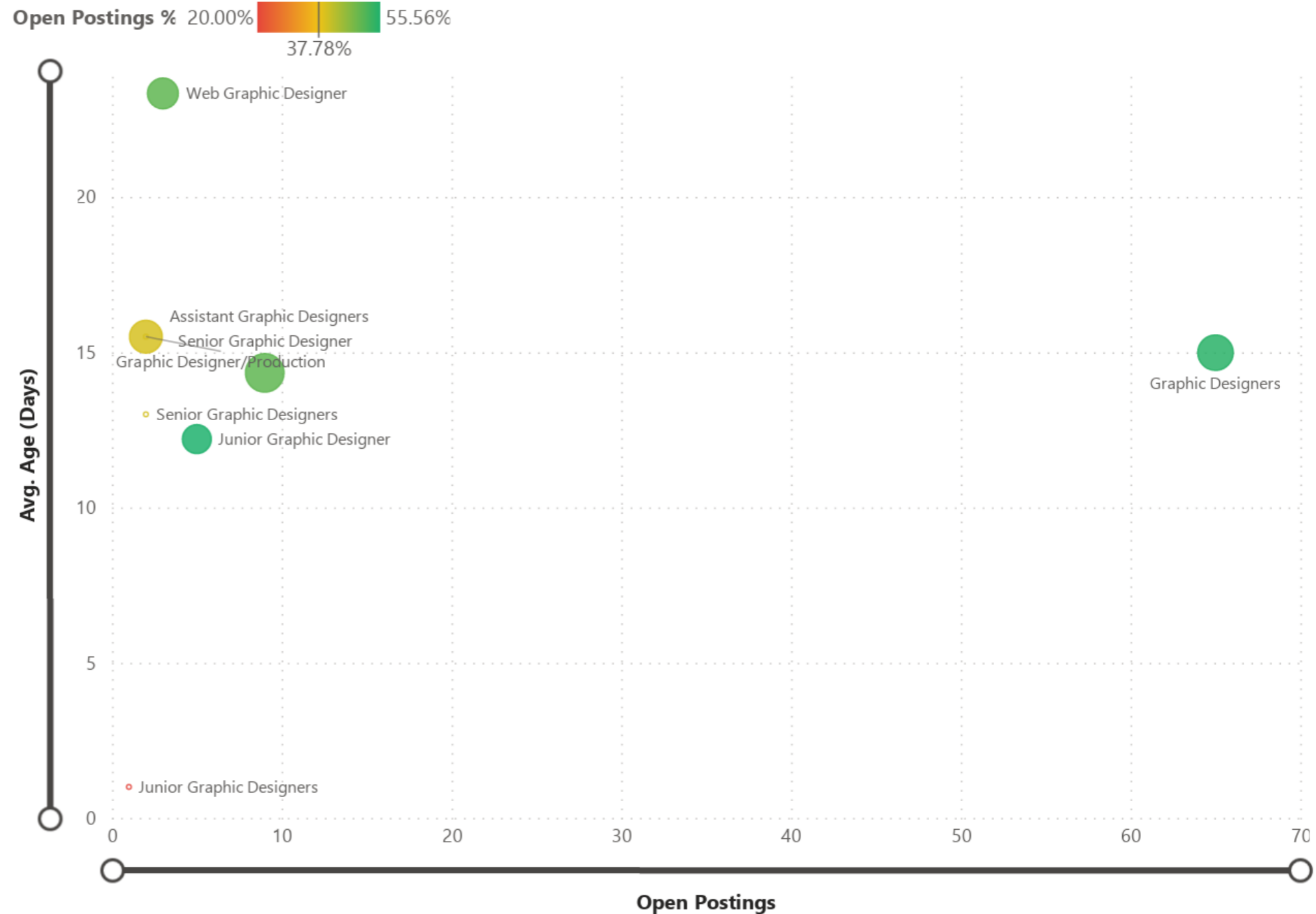
Open Postings

Open Jobs and Aging by Region

PUBLIC INSIGHT

This scatterplot computes the current age of all open postings for the top selected titles.

The number of open positions is in the X axis and the estimated average days on the market is on the Y axis. A job is considered open if it is still advertised on the Indeed jobs platform.

Open Postings % 20.00% ▓▓▓▓ 100.00%

60.00%

Avg. Age (Days)

○ Utica-Rome NY

50

40

○ Poughkeepsie-Newburgh-Middletown NY   30

● Buffalo-Cheektowaga NY   20

○ Watertown-Fort Drum NY
Albany-Schenectady-Troy NY   New York-Newark-Jersey City NY-NJ-PA
● Syracuse NY

● Seneca Falls NY   10

○ Ithaca NY   0

0   20   40   60   80
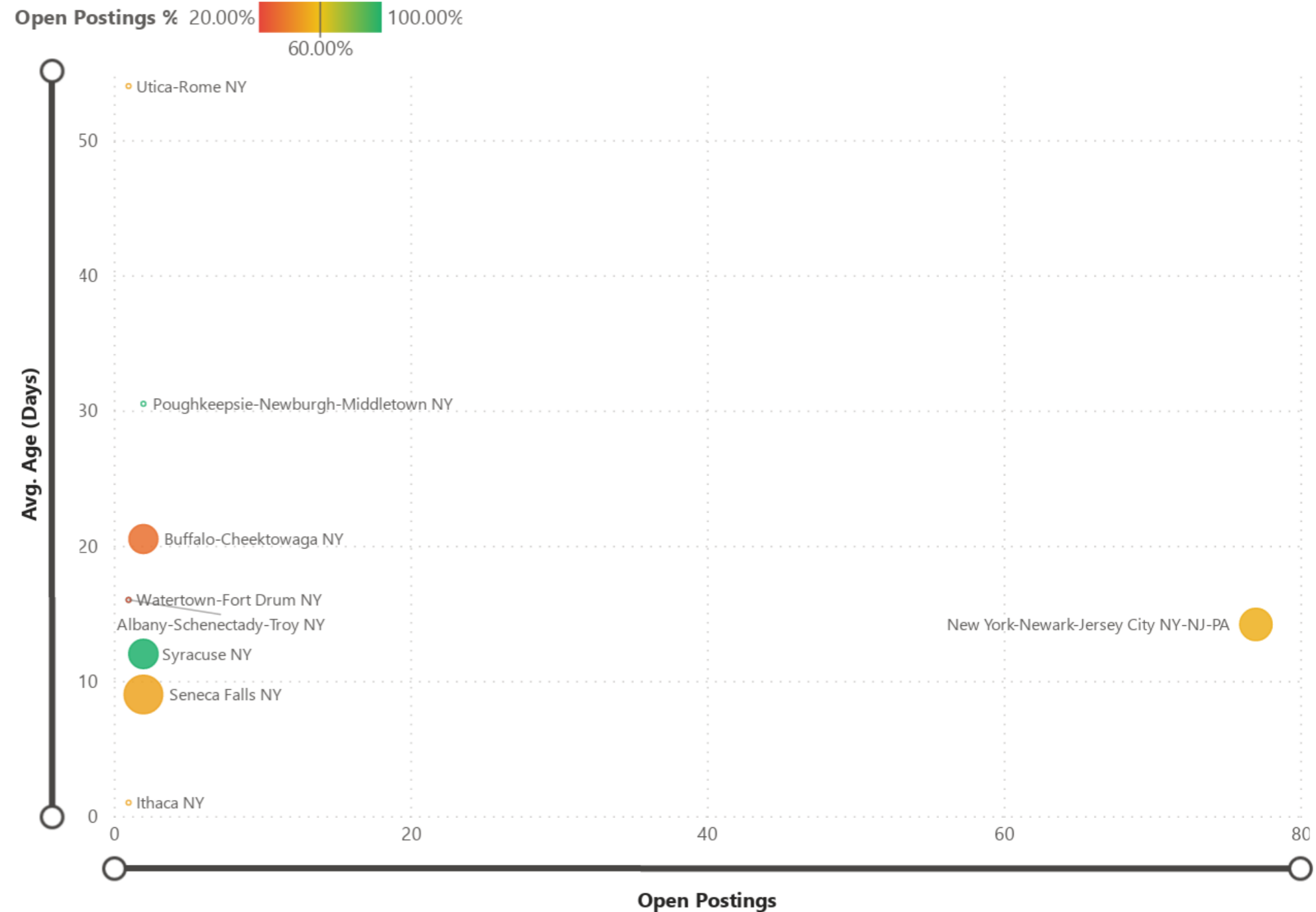
Open Postings

Open Jobs and Aging by Employer

This scatterplot computes the current age of all open postings for the top employers based on selected titles.

The number of open positions is in the X axis and the estimated average days on the market is on the Y axis. A job is considered open if it is still advertised on the Indeed jobs platform.

Open Postings % 50.00% ▮▮▮ 100.00%
75.00%

Avg. Age (Days)

- Trainor Associates
- Typoductions
- FASTSIGNS #321301
- Fair Harbor

30
- Absolute New York
- InfinitePays

Pearl World Inc

- Vee International inc.
- Steve Madden
- Rug & Kilim
20
- Auto Rim Shop
- United Nations Federal Credit Union
- White Water Life
- Rhinebeck Bank
- Nazaire Group
- West Elm
10
- White Plains Hospital
- Vida Graphics & Signs
- Aeropostale
- United Cote Inc.
- WITBE

L'Oréal

50

40

0

1   2   3
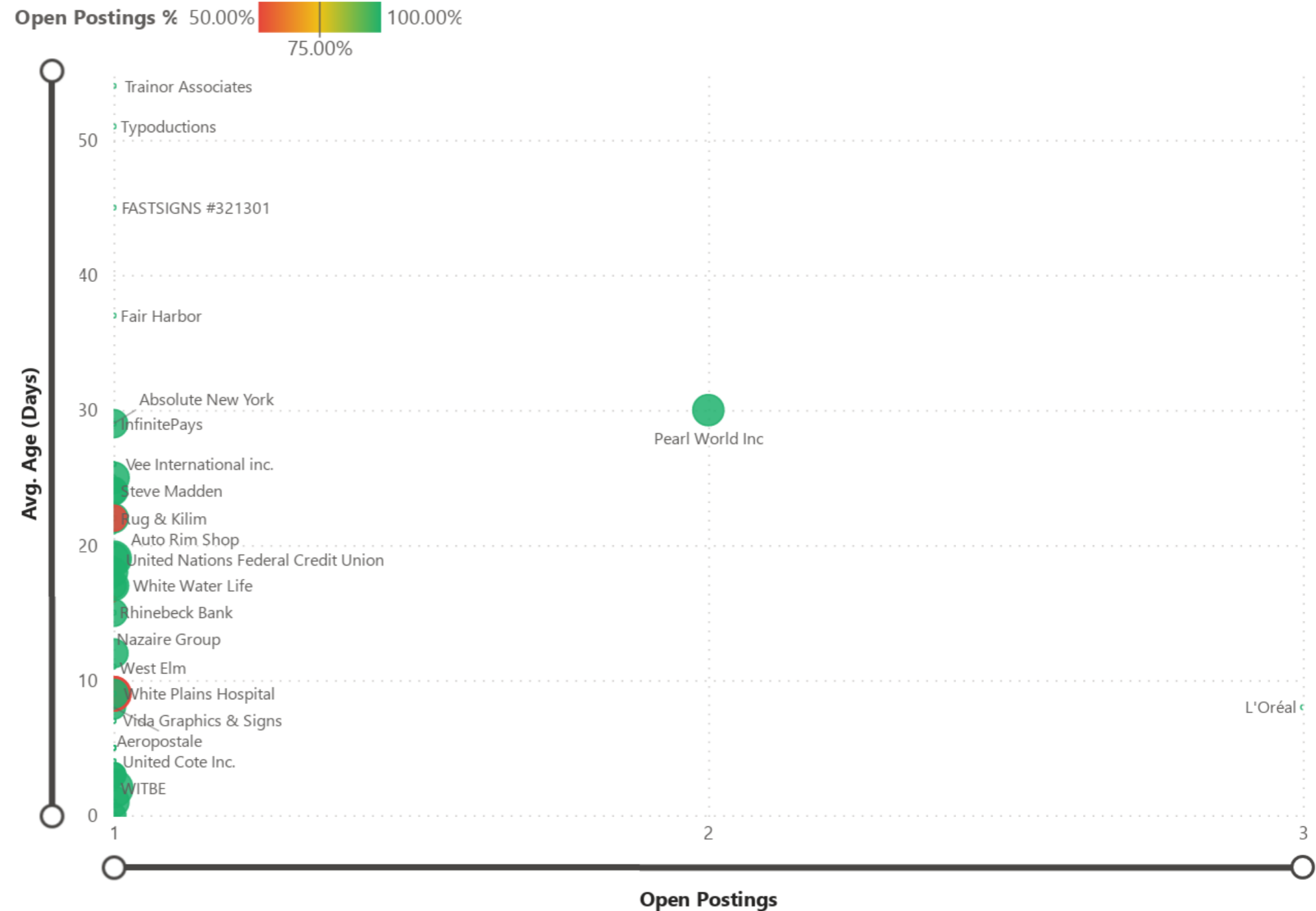
Open Postings

Open Jobs and Aging by Industry (NAICS Sector)

PUBLIC INSIGHT

This scatterplot computes the current age of all open postings for the top selected titles.

The number of open positions is in the X axis and the estimated average days on the market is on the Y axis. A job is considered open if it is still advertised on the Indeed jobs platform.

Open Postings % 16.67% ▬▬▬ 100.00%

58.33%

Wholesale Trade

› Agriculture, Forestry, Fishing and Hunting

Manufacturing

15

Construction

Professional, Scientific, and Technical Services

› Management of Companies and Enterprises

10

Finance and Insurance

› Health Care and Social Assistance

Educational Services

Avg. Age (Days)

Retail

5

› Information

Administrative and Support and Waste Management and Remediation Services

0

2   4   6   8   10   12

Open Postings

Supply and Demand

The scatterplot compares active resumé count (updated in last 90 days) to the total job positions for the selection. The resumé to job postings ratio is color coded. A high resumé to posting ratio indicates high supply relative to demand whereas a low resumé to posting ratio indicates high demand relative to supply.

Resumés to Positions 2.00 — 9.60
5.80

Positions Posted (Open + Filled) vs **Active Resumés**

- Graphic Designers (≈1,150, 119)
- Senior Graphic Designer (≈80, 18)
- Junior Graphic Designer
- Assistant Graphic Designers
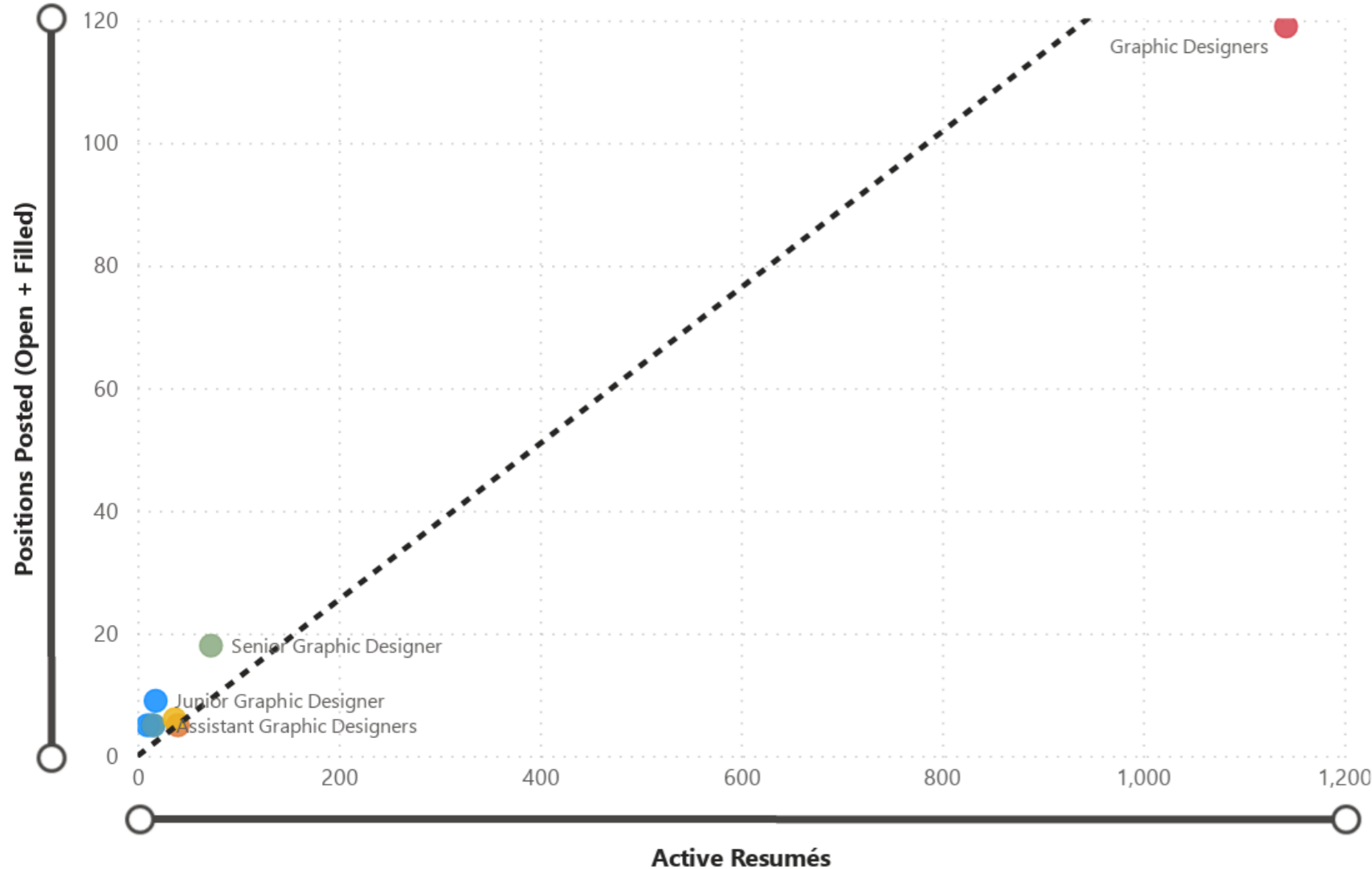
Positions Posted by Month (Includes In-Process Months)

- January 2021: 76
- February 2021: 100
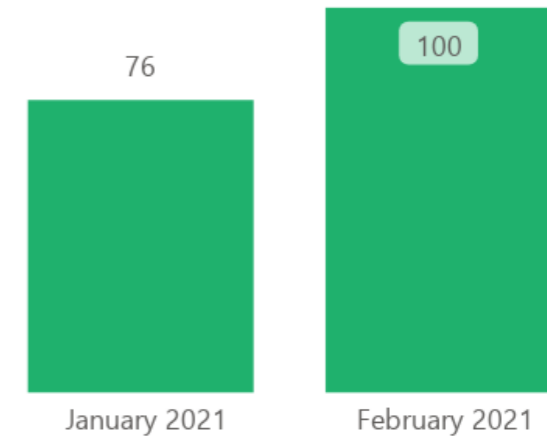
Active Resumés by Month Updated

- December 2020: 448
- January 2021: 490
- February 2021: 451

PUBLIC INSIGHT®
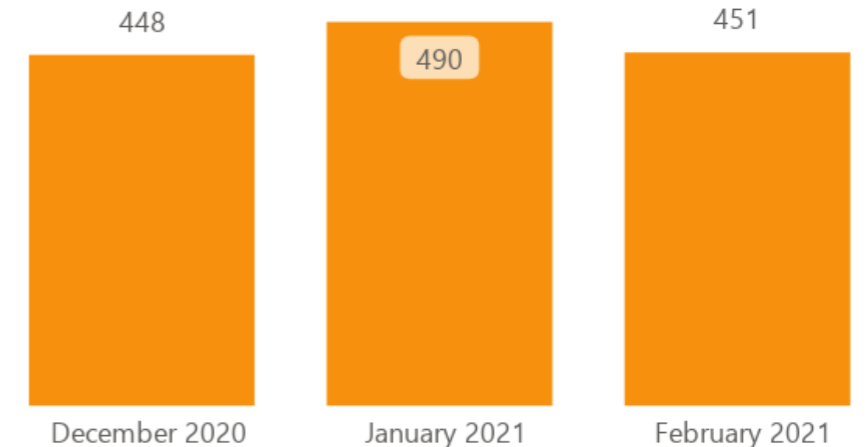
Compensation Analysis Report

REPORTED AS OF: 2/28/2021

51,617
Median National Salary

61,522
Median Regonal Salary

48,256
Avg. Posted Compensation

43.19%
Salary Satisfaction

699
National Survey Count

89
Regional Survey Count

Salary Ranges by Title

PUBLIC INSIGHT

Indeed salary surveys capture compensation by title and employer at the national and regional levels. The national median salary across selected titles was **$51,617** based on a survey count of **547,920**. The regional median salary across selected titles was **$61,522** based on a survey count of **89**. For the selected titles, the salary satisfaction level was **43.19%** based on a survey count of **257**. This compares to a salary satisfaction score of **41.97%** across all job titles.

National Salary Ranges by Title

● Median Salary ● Minimum Salary | Maximum Salary
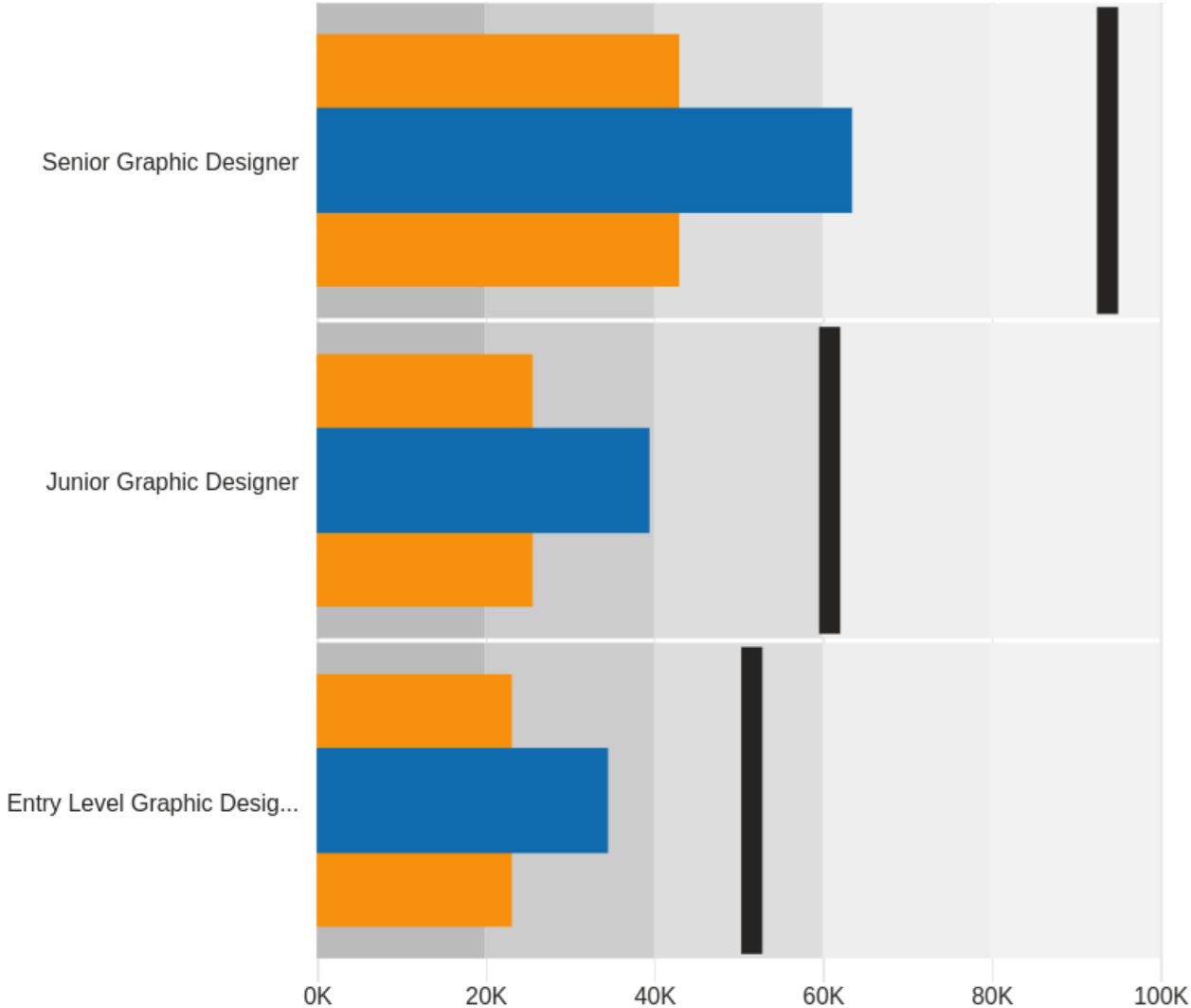
Regional Salary Ranges by Title

● Median Salary ● Minimum Salary | Maximum Salary
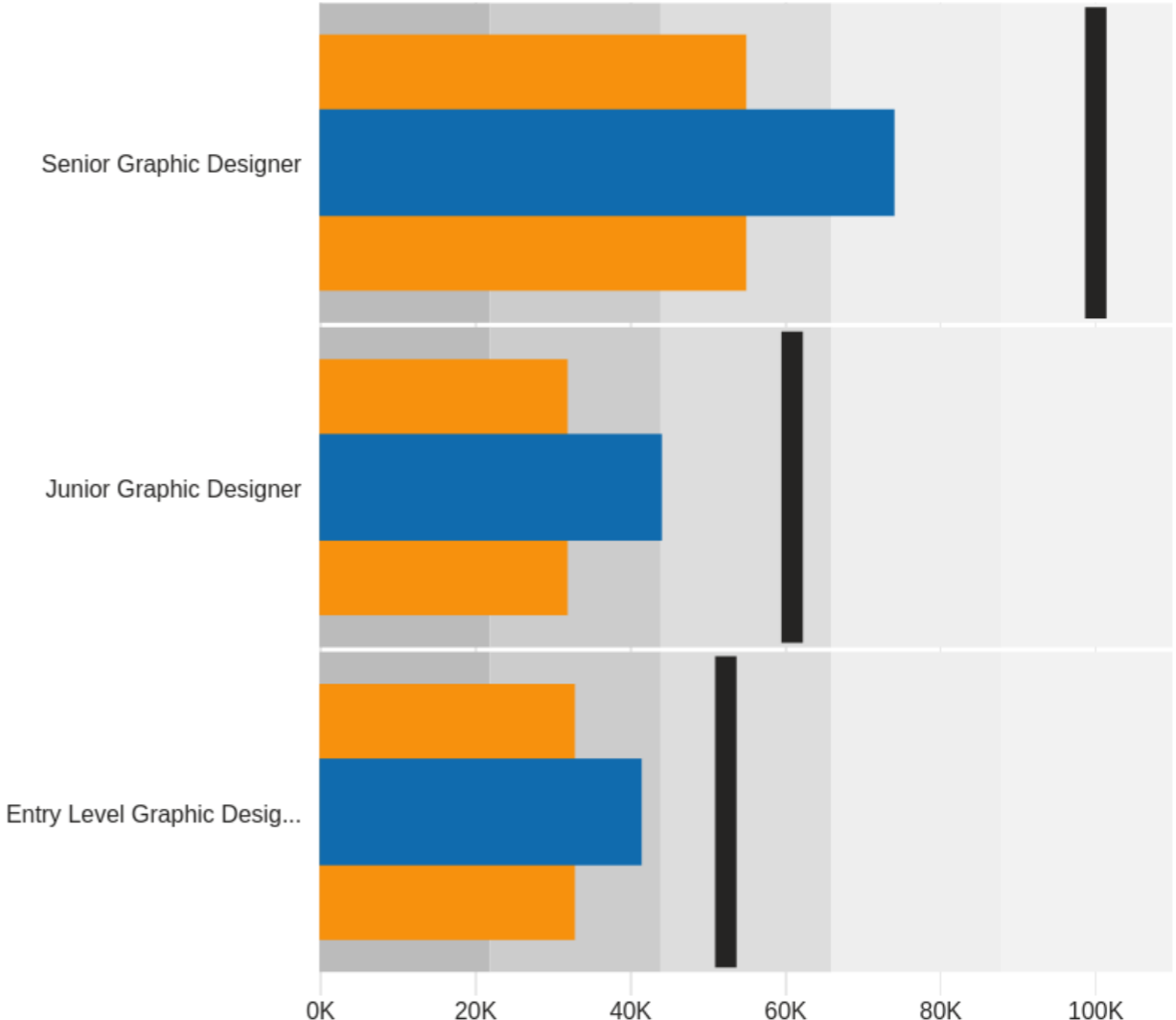
Advertised (Posted) Rates and Monthly Growth Rate (CMGR%) by Title

PUBLIC INSIGHT

The average posted compensation for the selected titles was **$48,256** based on **66** postings. This represents **35.29%** of all job postings and **60** companies.

This scatterplot shows the average posted compensation on the X axis by the monthly growth rate (CMGR%) on the Y axis. The color indicates the percentage of all job postings that have an adveertised rate.

Job Postings % with Compensatior 30.71% | 100.00%

65.35%

Average Posted Compensation CMGR %

Graphic Designers

Assistant Graphic Designer/Production
Junior Web Graphic Designer
Assistant Graphic Designers

Senior Graphic Designer

Web Graphic Designer

Junior Graphic Designer

Graphic Designer/Production

Junior Graphic Designers

Average Posted Compensation
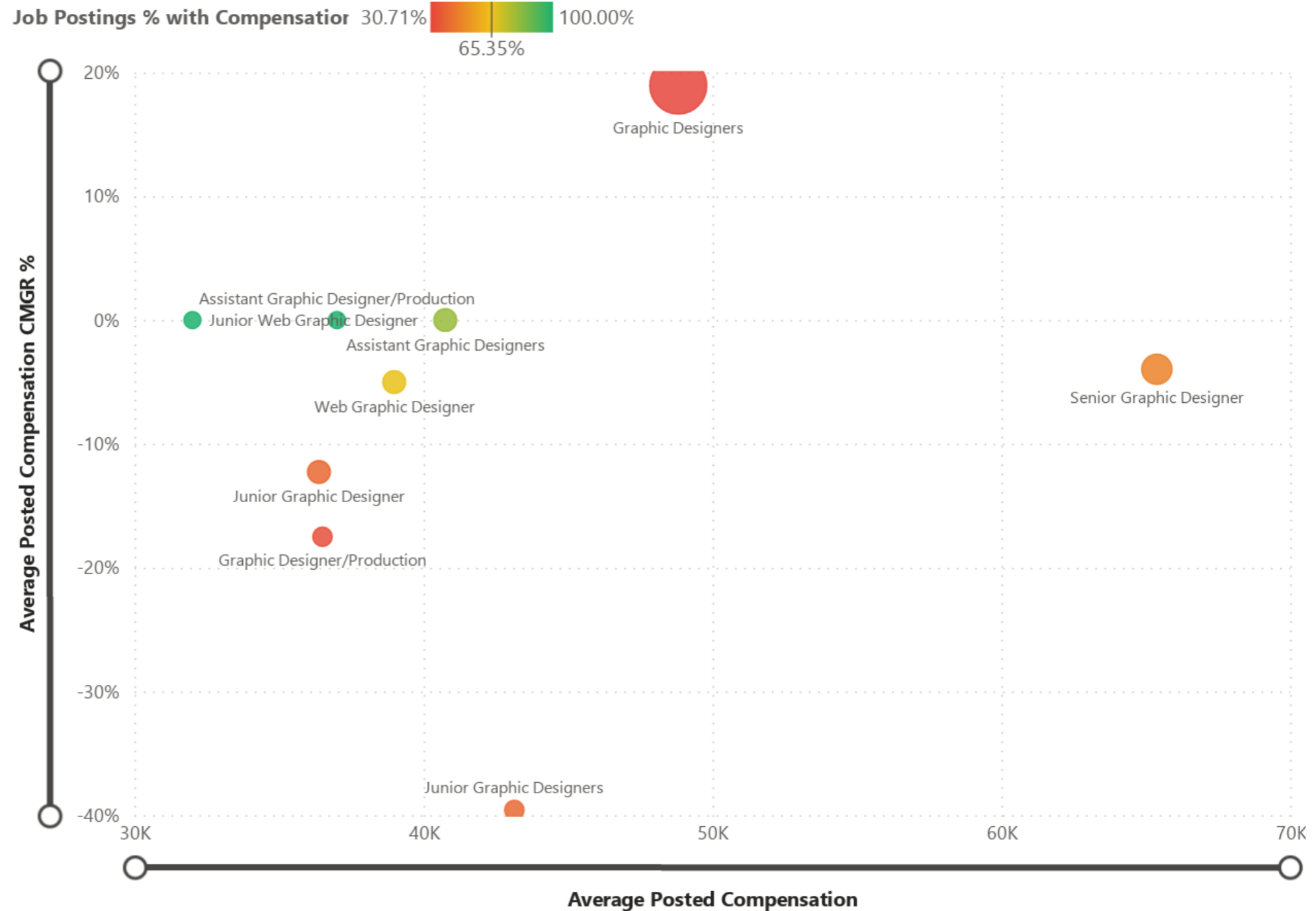
National Median Compensation by Title and Survey Changes

PUBLIC INSIGHT

Compensation survey results are collected quarterly. This scatterplot shows the median salary based on the last survey date and the change as a percentage from the previous survey.

The size of the bubble is based on the survey count. The median salary for the selection is **$51,617** and represents a **-2.61%** change from the previous survey.
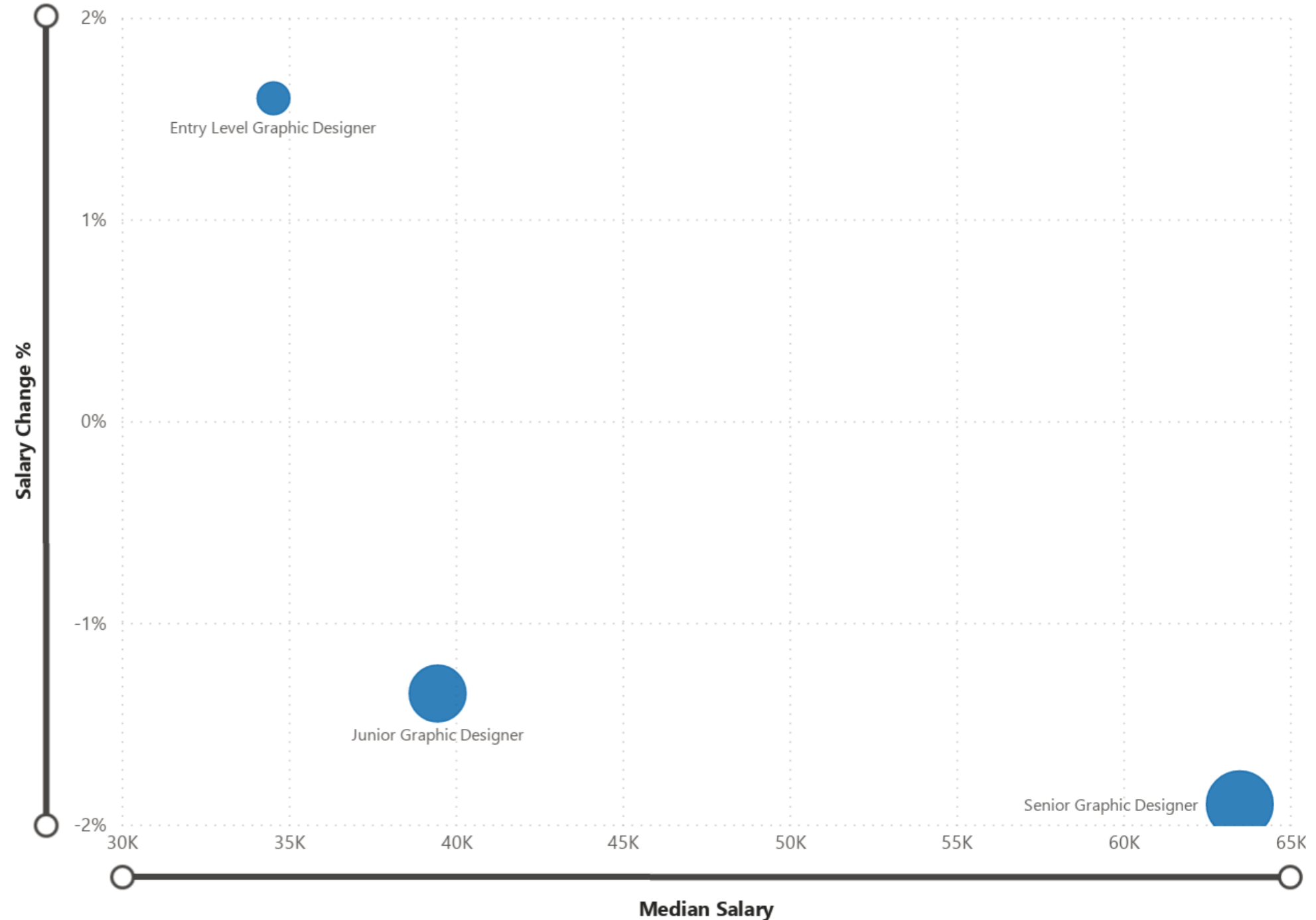
Regional Median Compensation by Title and Survey Changes

PUBLIC INSIGHT

Compensation survey results are collected quarterly. This scatterplot shows the regional median salary based on the last survey date and the change as a percentage from the previous survey.

The size of the bubble is based on the survey count. The median salary for the selection is **$61,522** and represents a **-1.70%** change from the previous survey.
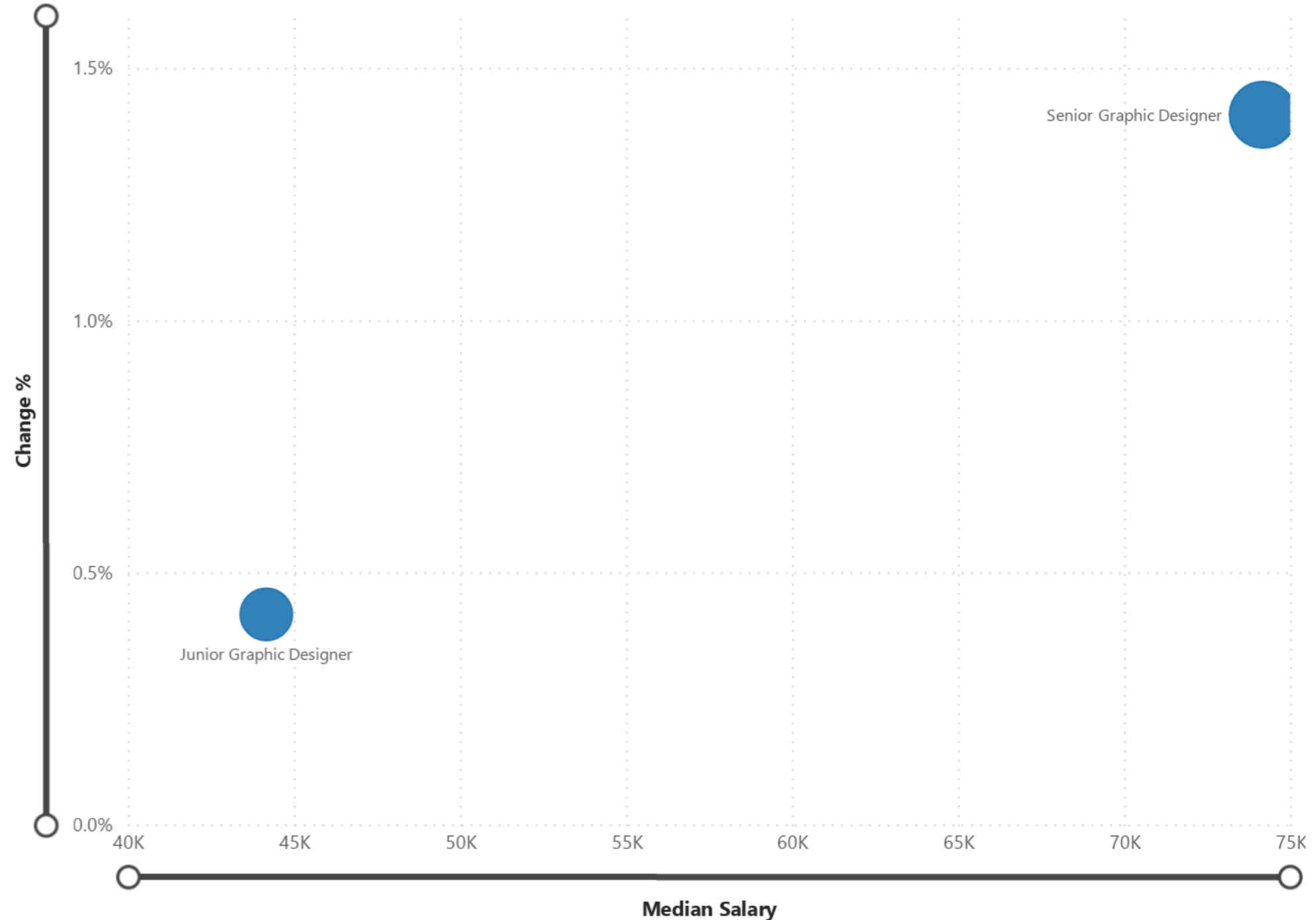
Regional Distribution by Title

PUBLIC INSIGHT

The following scatterplot shows the distribution of median compensation (Y axis) by metropolitan statistical area (X axis) for the regions selected. The size of the bubble is the regional survey count for the selected titles.

Metro Area (CBSA)
- Albany-Schenectady-Troy NY
- Binghamton NY
- Buffalo-Cheektowaga NY
- Malone NY
- New York-Newark-Jersey City NY-NJ-PA
- Poughkeepsie-Newburgh-Middletown NY
- Rochester NY
- Syracuse NY
- Utica-Rome NY

Salary Ranges by Employer

PUBLIC INSIGHT

This scatterplot shows the compensation for top employers of selected titles (based on survey count). The X axis is the average surveyed compensation.

The Y axis is the ratio to compensation for all employers for the same job titles (e.g. 1.0 is the same as the market). The size of the bubble is based on survey count.

Survey Count 3 — 15
9

Average Compensation: 47,572

Ratio to All Employers

HNTB Corporation

Ami magazine
ViacomCBS
CROWELL & MORING LLP
PetSmart
AT&T
Direct Agents Inc.

Brooklyn Lollipops Import Corp.
DGL Group LTD.
Pearson
Sovereign Brands, LLC   My Sign Center
APS Marketing Group   Marcus & Millichap
FASTSIGNS #322001
The NCC   Gourmet Home Products
Advantage Global Resources
Creative Pet Group LLC   FASTSIGNS #321801
Class A Media   Merola Sales Company, Inc.
Adapting Social
The UPS Store #5641
One Home Advisors

2.0

1.5

1.0

0.5

20K   30K   40K   50K   60K   70K   80K   90K

Surveyed Compensation

Additional Compensation Sources

The following scatterplot shows additional sources of compensation nationally for the top selected titles.
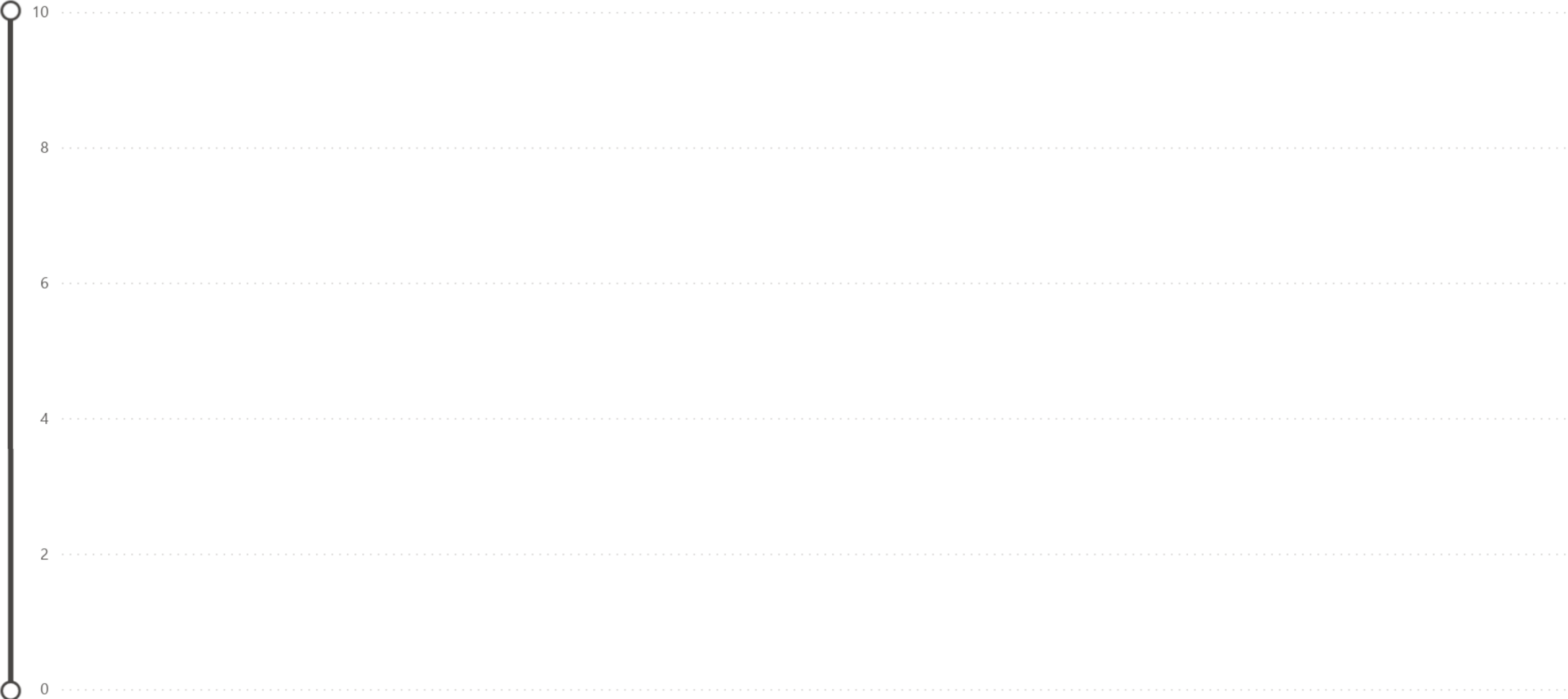
Salary by Experience Level (National)

Indeed provides additional salary data on a selective basis based on years of experience for the top selected titles as shown below.

10

8

6

4

2

0
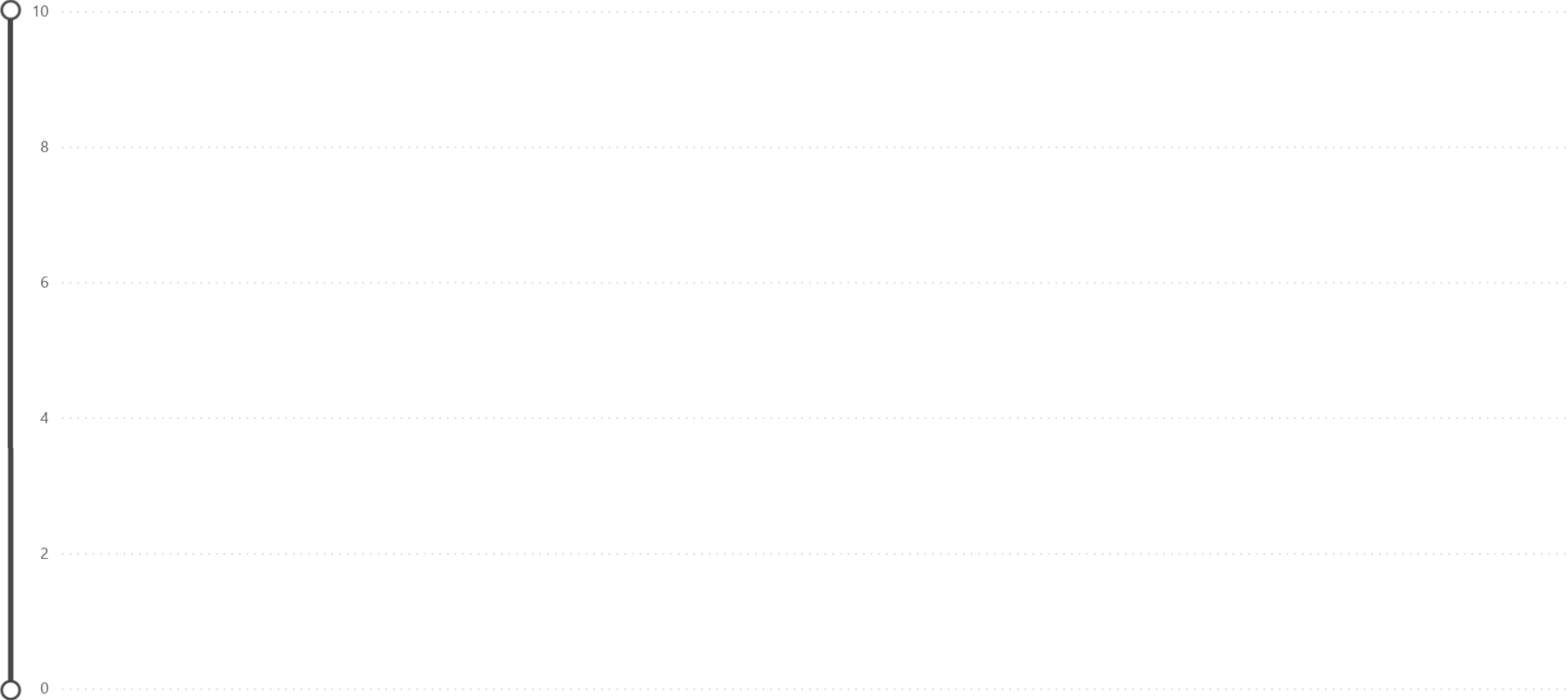
Salary by Experience Level (Regional)

PUBLIC INSIGHT

Indeed provides additional salary data on a selective basis based on years of experience for selected titles as shown below.
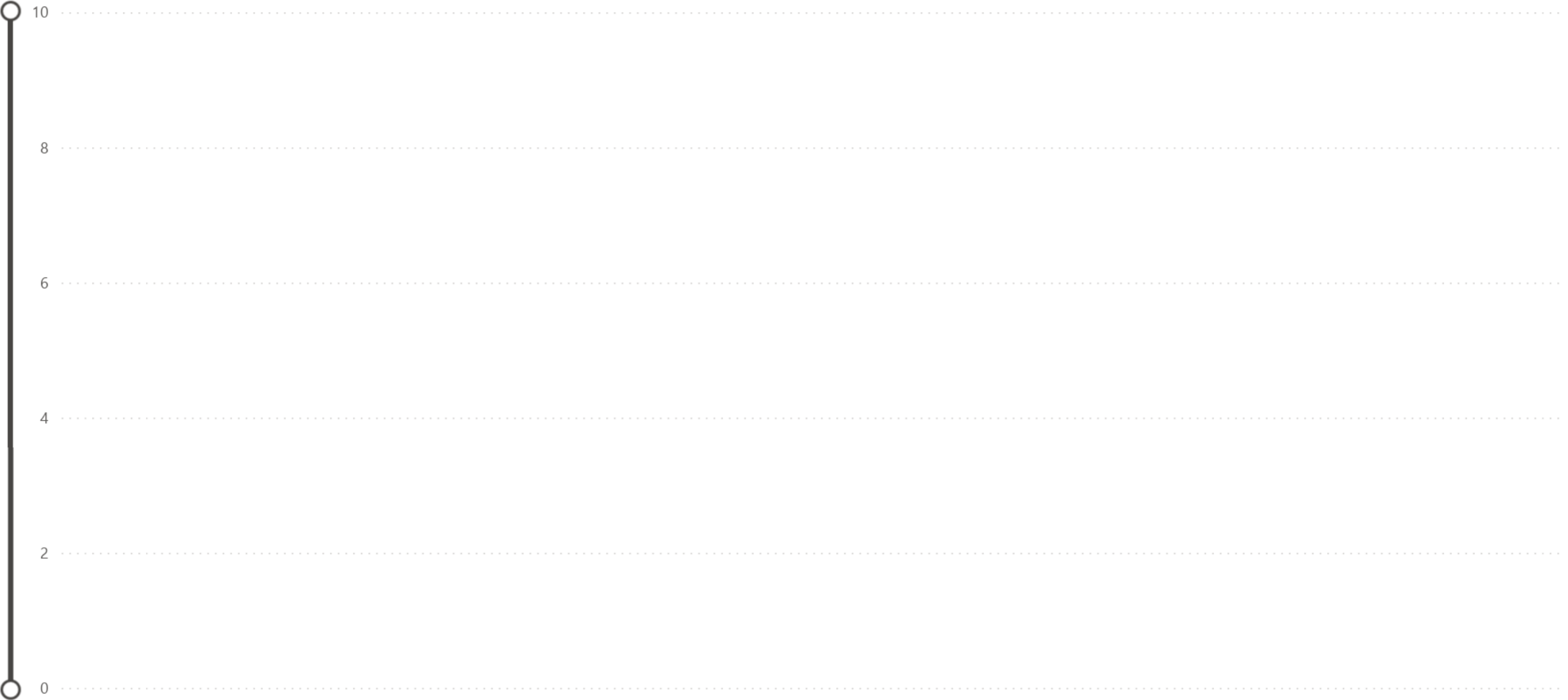
10

8

6

4

2

0
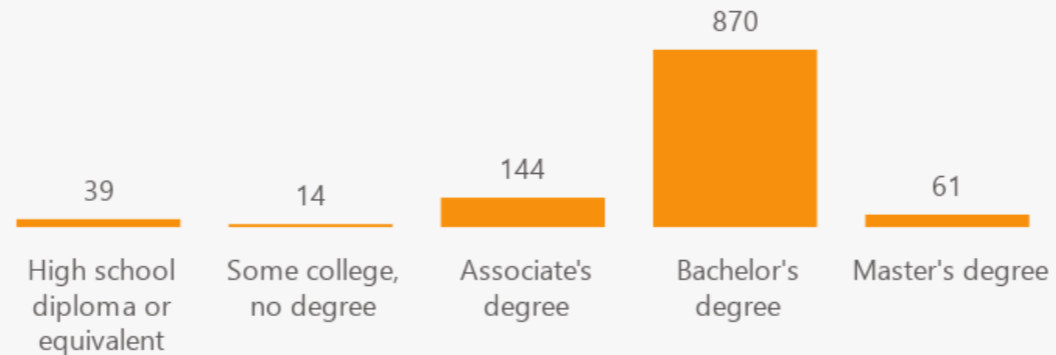
Top Assessment Tests Completed

Indeed provides 150 standardized assessments to employers as part of the hiring process. Employers can also create customized assessments. The following bar chart shows the distribution of proficiency results for **372,745** completed assessments ranked by resumé counts.

Proficiency ● Completed ● Familiar ● Proficient ● Highly Proficient ● Expert

Assessment	Completed	Familiar	Proficient	Highly Proficient	Expert
Graphic Design		3.90%	22.20%	42.68%	29.76%
Attention to Detail			23.56%	54.60%	17.24%
Social Media	5.21%		25.00%	48.96%	19.79%
Customer Focus & Orientation		3.90%	20.78%	68.83%	6.49%
Marketing	8.70%	19.57%	26.09%	34.78%	10.87%
Verbal Communication				70.59%	26.47%
Work Style: Reliability	33.33%	9.52%	28.57%	23.81%	4.76%
Search Engine Optimization		11.11%	27.78%	55.56%	5.56%
Following Directions			18.75%	62.50%	18.75%
Written Communication			42.86%	50.00%	7.14%
Work Style: Conscientiousness		7.69%	30.77%	23.08%	38.46%
Creating Presentations with Microsoft PowerPoint		9.09%	27.27%		63.64%
Project Timeline Management		18.18%	36.36%	36.36%	9.09%
Work Motivation	10.00%		20.00%	40.00%	30.00%
Remote Fit	22.22%	33.33%	22.22%	11.11%	11.11%
Sales Skills			22.22%	77.78%	
Cognitive Ability			37.50%	50.00%	12.50%
Conscientiousness			57.14%	42.86%	
Customer Service			28.57%	71.43%	
Graphic Design Skills				71.43%	28.57%

Assessment Proficiency by Title

Indeed provides 150 standardized [assessments](#) to employers as part of the hiring process. Employers can also create customized assessments.

This scatterplot shows the weighted average score by the assessment count for top selected titles. The weighted average assessment score is **3.78** on a scale of 1 to 5 with 5 being the highest proficiency.

Weighted Average Assessment Score (y-axis)

- 5.0 — Executive Assistant Graphic Designer / Senior Graphic Designer/Production
- 4.5 — Associate Graphic Designer / Senior Web Graphic Designer
- 4.0 — Junior Graphic Designer / Assistant Graphic Designer/Production / Assistant Web Graphic Designer
- Junior Graphic Designers
- Graphic Designer/Production
- Senior Graphic Designer
- Graphic Designers
- Assistant Graphic Designers
- 3.5 — Web Graphic Designer
- Assistant Graphic Designer
- 3.0 — Assistant Junior Graphic Designer

Resumé Assessment Count (x-axis: 0, 200, 400, 600, 800, 1,000)

Regional Assessment Proficiency Distribution

Indeed provides 150 standardized [assessments](#) to employers as part of the hiring process. Employers can also create customized assessments.

This map shows the distribution of proficiency expertise by top regions (MSA).

Top Cited Resumé Certifications

PUBLIC INSIGHT

The following certifications were cited on a 2020 sample of **16,324** resumes based on the selected titles.

Certification	Resumé Count
Graphic Designers	125
Graphic Designer/Production	30
Assistant Graphic Designer	5
Web Graphic Designer	5
Senior Graphic Designer	3
Associate Graphic Designer	2
Junior Graphic Designer/Production	2
Senior Graphic Designers	1

Resumé Count
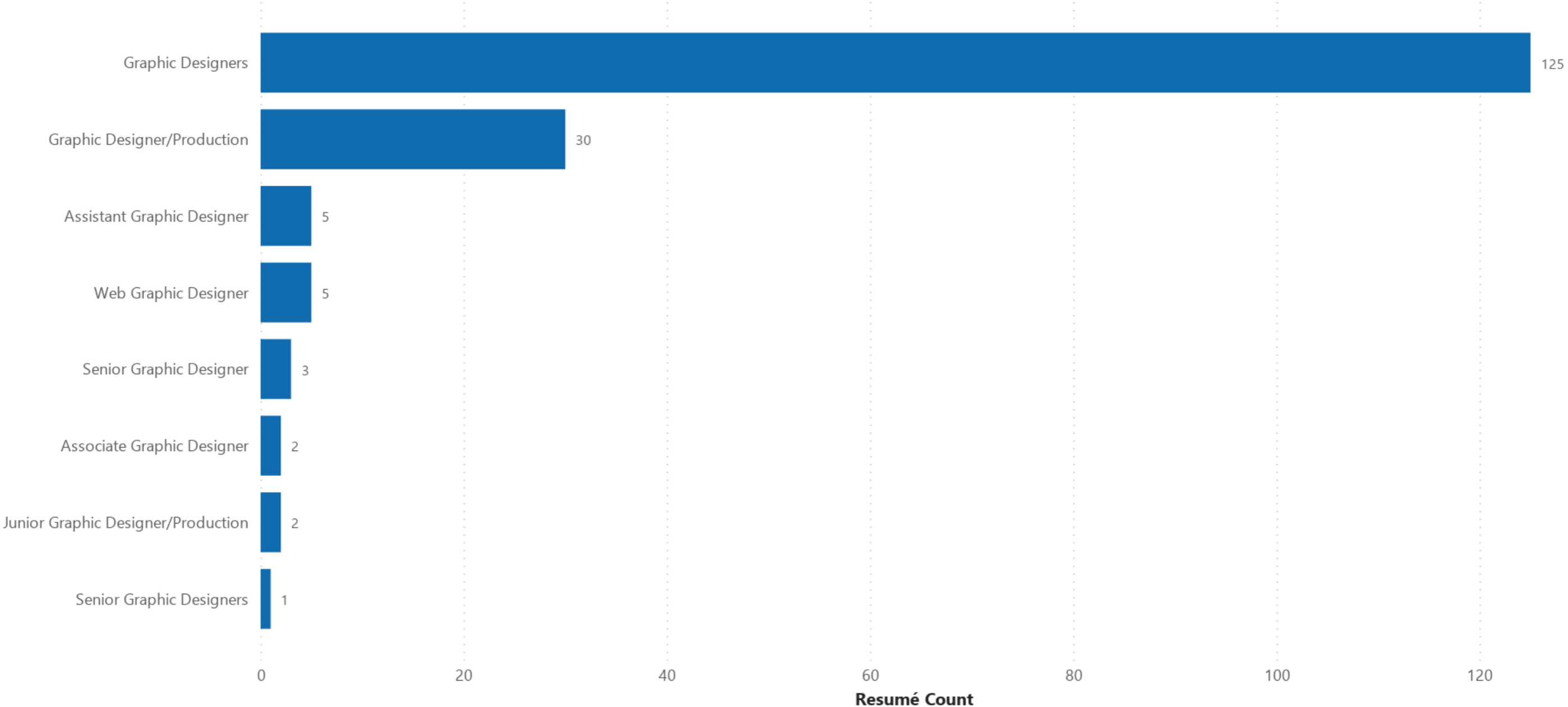
Top Cited Resumé Skills

The following skills were cited on a 2020 sample of **16,324** resumes based on the selected titles.

Skill	Resumé Count
Graphic Design	1,122
Adobe Photoshop	1,059
Adobe Illustrator	975
Adobe InDesign	930
Adobe Creative Suite	919
Typography	872
Branding	617
Layout Design	612
Illustration	595
Photography	486
Adobe Acrobat	445
Web Design	377
Microsoft Office	355
Adobe After Effects	300
Logo Design	281
Adobe Premiere	230
Social Media Management	215
Video Editing	206
Customer Service	189
Adobe Dreamweaver	180
WordPress	179
Marketing	166
Microsoft Word	164
Prepress	151

Resumé Count

Resumés by Last Education Level

The following is the education level distribution for resumés based on the selected titles.

Postsecondary Resumés

The following are the top listed colleges and universities for **826** postsecondary resumés based on the selection. Note that a degree or certification must be listed to be included in this count. Note that where there is ambiguity, we used the institution with the highest head count. For example, California State University would be allocated to California State University - Chico.

Institution	Associate's degree	Bachelor's degree	Master's degree	Total
School of Visual Arts		33	1	34
Fashion Institute of Technology	6	24		30
CUNY Queens College		28		28
Rutgers University-Camden		25		25
Montclair State University		22		22
Farmingdale State College		20		20
Rochester Institute of Technology		16	3	19
Full Sail University		15	3	18
Kean University	1	16	1	18
Pratt Institute-Main	1	11	4	16
New Jersey City University		15		15
New York Institute of Technology	2	11	2	15
William Paterson University of New Jersey		15		15
State University of New York at New Paltz	3	10	1	14
SUNY at Purchase College		12		12
CUNY New York City College of Technology		11		11
Adelphi University		10		10
St John's University-New York		9	1	10
Monmouth University		9		9
University at Buffalo		9		9
New York University		7	1	8
Bryant & Stratton College-Albany	7			7
Nassau Community College	7			7
Quinnipiac University		6	1	7
Ramapo College of New Jersey		7		7
Syracuse University		4	3	7
Total	**27**	**345**	**21**	**393**

Employer Profile Report

REPORTED AS OF: 2/28/2021

311
Companies

3.78
Overall Rating (5 Pt. Scale)

50
Median Revenues (Millions)

146.00
Median Employees

Company Profiles by Industry (NAICS Sector)

PUBLIC INSIGHT

This scatterplot shows the distribution of number of companies (Y axis) and median employees (X axis) by NAICS sector.

The color legend shows the most active hiring companies.

Job Postings Detail 2 — 19, 11

Company Count (Y axis): 0, 2, 4, 6, 8, 10, 12, 14

Median Number of Employees (X axis): 0K, 5K, 10K, 15K

- Manufacturing
- Professional, Scientific, and Technical Services
- Finance and Insurance
- Educational Services
- Information
- Wholesale Trade
- Construction
- Health Care and Social Assistance
- Administrative and Support and Waste Management and Remediation Services
- Agriculture, Forestry, Fishing and Hunting

Company Profiles by InsideView Industry

PUBLIC INSIGHT

This scatterplot shows the distribution of number of companies (Y axis) and median employees (X axis) by InsideView Industry.

The color legend shows the most active hiring companies.

Job Postings Detail 1 — 13
7

7 Corporate Services

6 Consumer Product Manufacturing

5 Media
   Retail

Company Count

4 Schools and Education   Construction and Building Materials

3 Hospitals and Healthcare
   Financial Services
   Food and Beverage

2

1 Banks   Insurance

   0K   5K   10K   15K   20K

Median Number of Employees
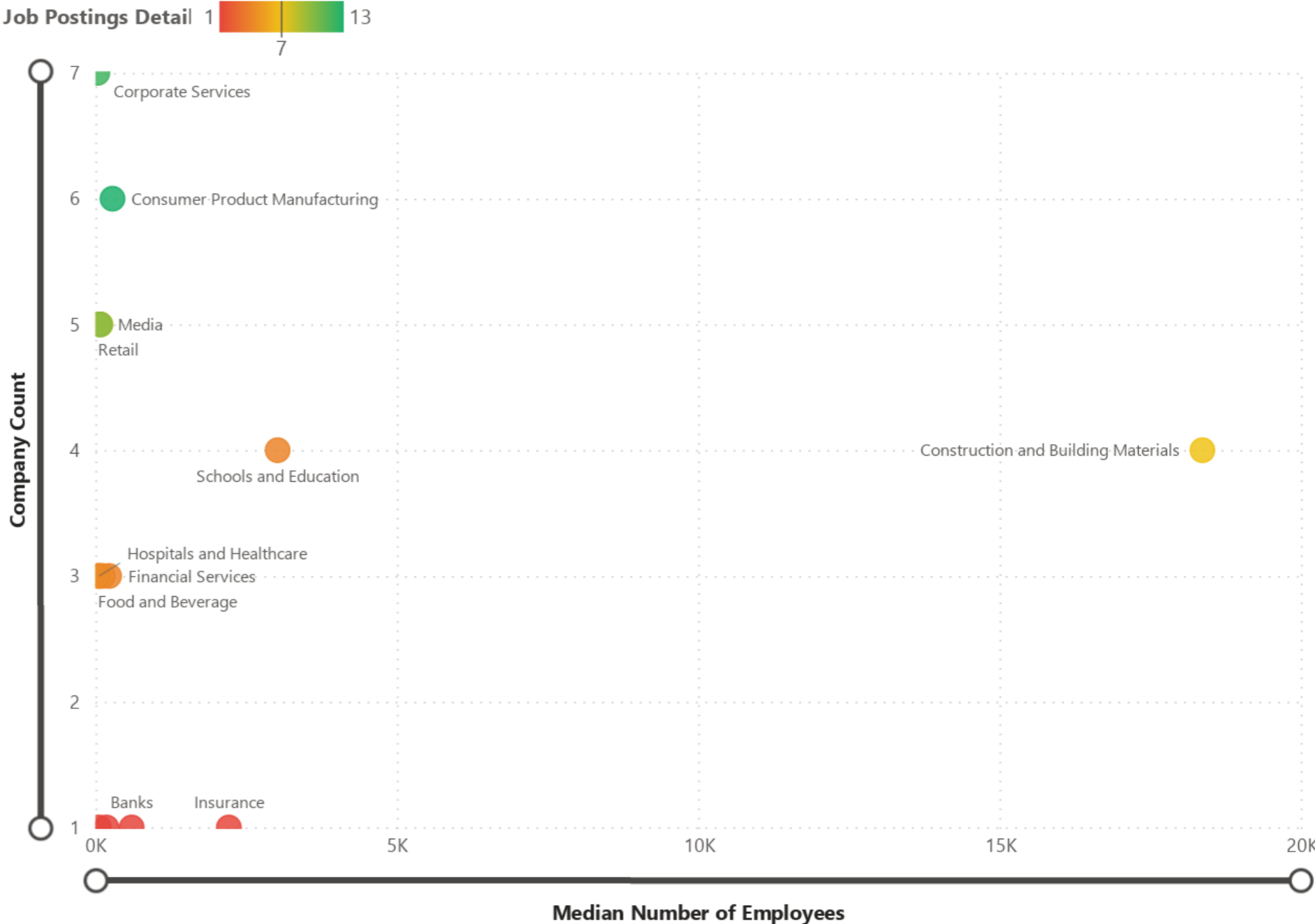
National Salary Ranges by Employer

This scatterplot shows the compensation for top employers of selected titles (based on survey count).

The X axis is the average surveyed compensation. The Y axis is the ratio to compensation for all employers for the same job titles (e.g. 1.0 is the same as the market). The size of the bubble is based on survey count.

Regional Salary Ranges by Employer

PUBLIC INSIGHT

This scatterplot shows the compensation for top employers of selected titles (based on survey count).

The X axis is the average surveyed compensation. The Y axis is the ratio to compensation for all employers for the same job titles (e.g. 1.0 is the same as the market). The size of the bubble is based on survey count.

Survey Count 3 [gradient] 7
5

Avg. Compensation: 40,923

Ratio to All Employers

1.6

1.4

1.2

1.0

0.8

Direct Agents Inc.

My Sign Center

Advantage Global Resources

Broadway National Group, LLC

Sneeze It

Creative Pet Group LLC

The UPS Store #5641

FASTSIGNS #321801

Adapting Social

30K   40K   50K   60K   70K

Surveyed Compensation
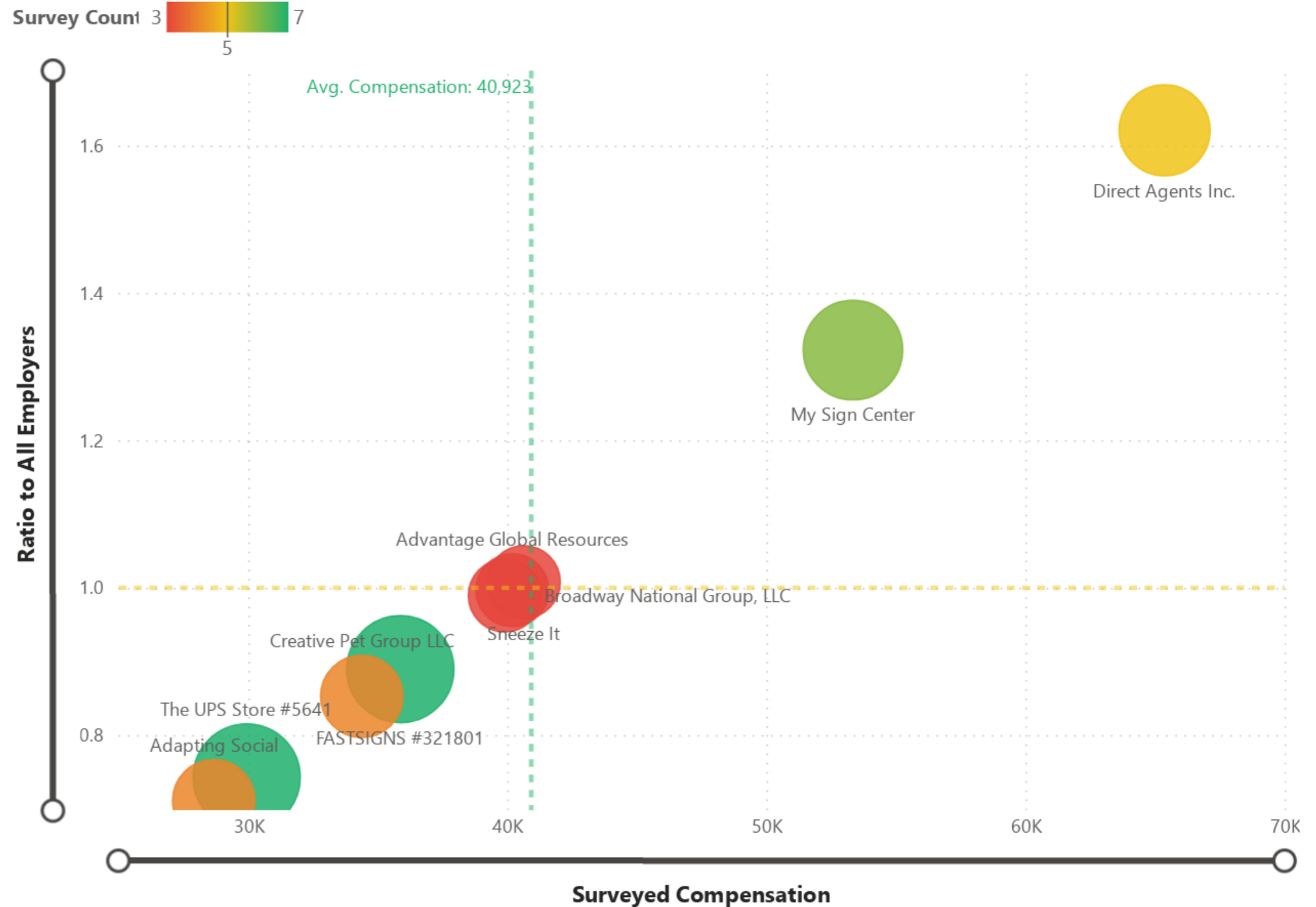
Advertised (Posted) Rates by Employer

PUBLIC INSIGHT

This scatterplot shows the compensation for top employers of selected titles (based on posted rates).

The X axis is the average surveyed compensation. The Y axis is the ratio to compensation for all employers for the same job titles (e.g. 1.0 is the same as the market). The size of the bubble is based on number of job postings.

Job Postings 1 ▬▬▬ 2
                      2

Ratio to All Employers

1.2
1.1
1.0
0.9 Advantage Global Resources
0.8 FASTSIGNS #321801
     APS Marketing Group
0.7 Class A Media

Brooklyn Lollipops Import Corp.

35K   40K   45K   50K

Median Posted Compensation
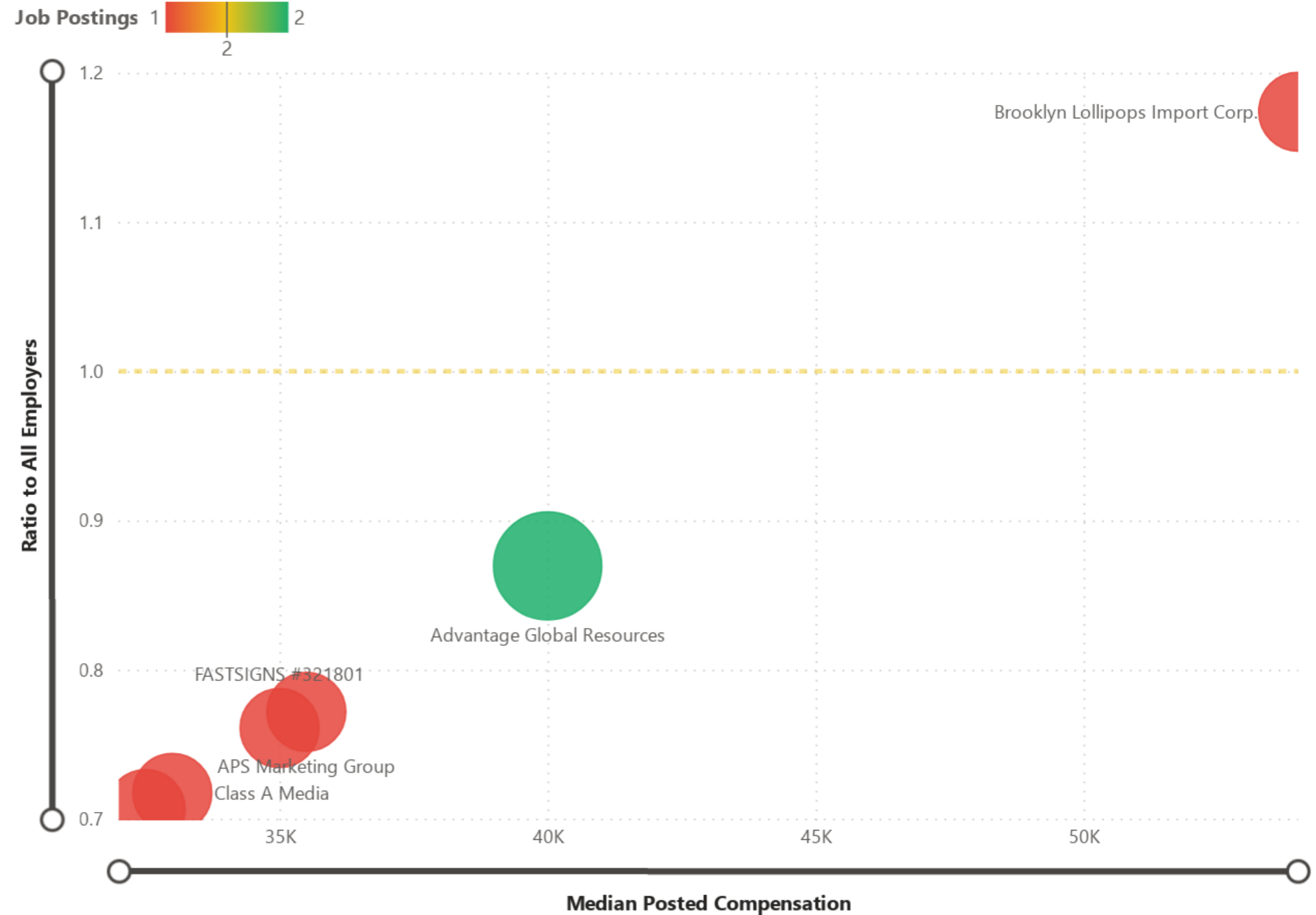
Indeed® Standard Ratings

Employee satisfaction is a critical component of an employer's brand. Indeed provides a standard rating system whereby employees and former employees can rate their employers. The rating system consists of five categories and an overall rating on a five-point scale. The bullet graph below compares the weighted average ratings (based on **12,237,473** surveys) for employers of selected titles and compares it to the ratings of ALL employers and all titles (geography and industry filters still apply). The top rated companies by score are also provided.

Company Name	Overall	Culture	Job Security	Mgmt.	Pay & Benefits	Work-Life	Count	Salary Satisf.	Salary Count
Syracuse University	4.40	4.10	3.80	4.00	4.00	4.20	535		
Cornell University	4.30	4.10	3.80	3.90	4.10	4.10	398	75.00%	280
Financial Times	4.30	4.30	3.60	4.10	3.80	4.60	47		
Rochester Institute of Technology	4.30	4.10	3.60	3.90	3.70	4.30	394	74.00%	239
Georgian Court University	4.20	4.10	3.50	3.90	3.40	4.20	46		
National Basketball Association	4.20	4.00	3.40	3.70	3.50	3.80	313		
L'Oréal	4.10	3.90	3.60	3.70	3.90	3.70	3,799	64.00%	959
New York State Senate	4.10	3.60	3.30	3.70	3.90	3.90	76	56.00%	62
Skanska	4.10	3.90	3.60	3.70	4.00	3.90	1,305	69.00%	304
Deloitte	4.00	3.80	3.70	3.60	3.70	3.40	9,922	65.00%	2,065
Levels	4.00	4.10	3.90	4.10	3.50	4.00	11	45.00%	11
ORAU/ORISE	4.00	3.70	3.20	3.60	3.80	4.20	71	80.00%	52
Rensselaer Polytechnic Institute	4.00	3.90	3.60	3.80	3.70	4.00	144	57.00%	107
Vanasse Hangen Brustlin, Inc	4.00	3.60	3.30	3.70	3.90	3.80	35	65.00%	26
ViacomCBS	4.00	3.80	3.20	3.50	3.60	3.80	1,791	63.00%	922
WAC Lighting	4.00	4.00	3.50	3.60	4.00	4.00	25	36.00%	44
White Plains Hospital	4.00	3.90	3.70	3.60	4.00	3.90	201	63.00%	205
Mercy College	3.90	3.80	3.40	3.70	3.40	3.90	154	48.00%	135
Caterpillar	3.90	3.70	3.30	3.40	3.90	3.80	6,958	63.00%	4,316
DTS America	3.90	3.50	2.40	3.10	3.60	3.60	11		
Juice Generation	3.90	4.10	3.50	3.70	3.70	3.50	34	66.00%	50
Phillip Jeffries	3.90	4.40	3.10	3.30	3.80	4.20	11		
United Nations Federal Credit Union	3.90	3.70	3.20	3.30	4.30	3.80	39	63.00%	36
Iona College	3.90	3.70	3.50	3.50	3.30	3.90	133	54.00%	109
Prudential	3.90	3.60	3.30	3.50	3.70	3.80	3,143	66.00%	1,729
Total	**3.78**	**3.58**	**3.27**	**3.36**	**3.66**	**3.53**	**122,246**	**60.00%**	**85,545**

Overall	3.78	+3.72%
Culture	3.58	+2.99%
Job Security & Advancement	3.27	+1.26%
Management	3.36	+2.73%
Pay & Benefits	3.66	+8.92%
Work-Life Balance	3.53	+1.20%
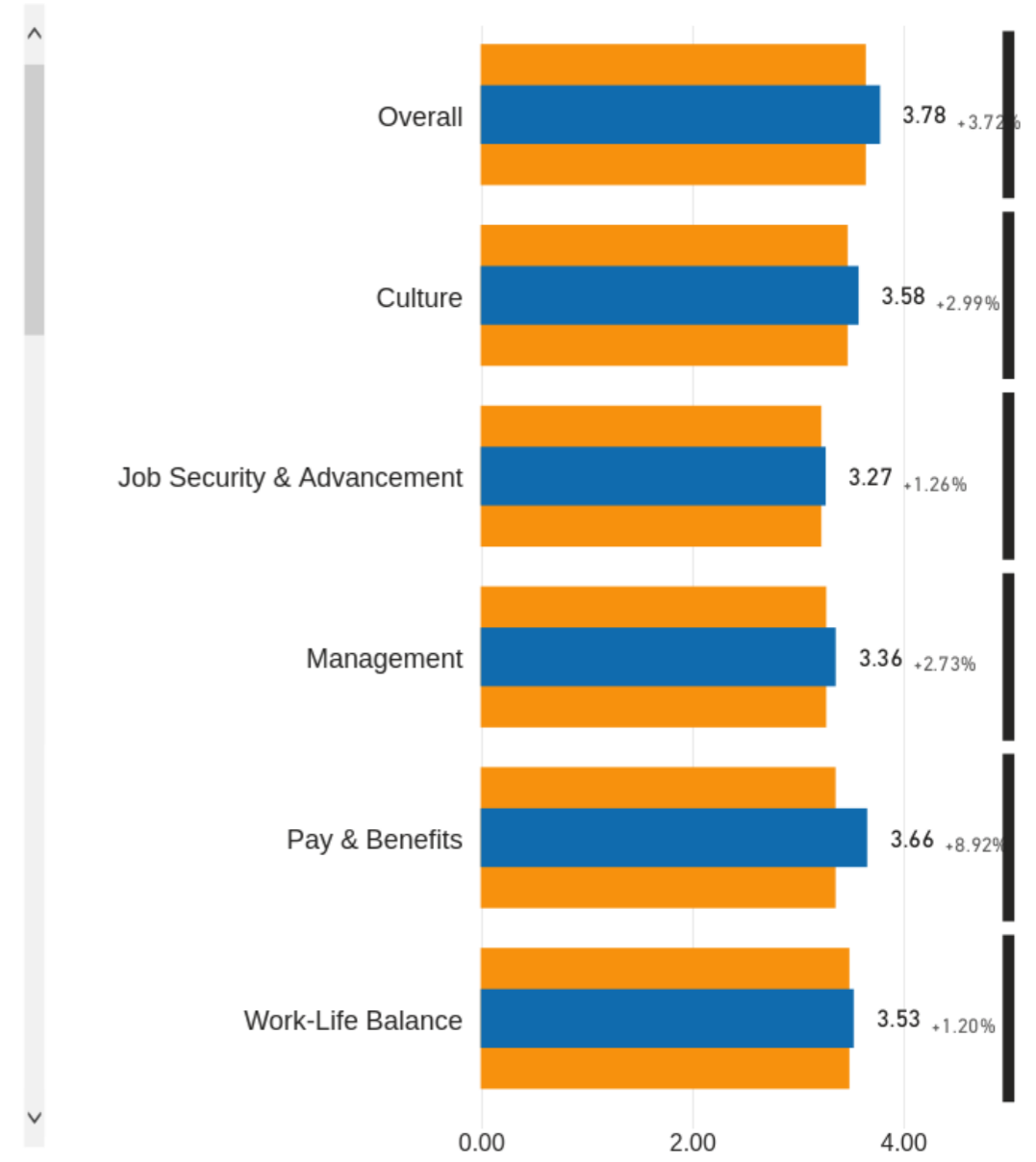
Indeed® Happiness Survey

The Indeed Work Happiness Score is a survey that shows how people feel at work. Surveys are based on a five-point scale (where 1 means strongly disagree and 5 means strongly agree), and the resulting scores are represented on a scale of 1 to 100. In addition, the methodology identifies 12 other drivers of happiness at work which are calculated through the same process. The bullet graph below compares the weighed average ratings (based on **1,888,760** survey count) for employers of selected titles and compares to weighted average ratings for ALL employers and titles (geography and industry filters still apply). The top happiness survey employers are also included.

Company Name	Overall	Achiev.	Apprec.	Belong.	Comp.	Energy	Flexib.	Inclus.	Learn	Purp.	Suppt.	Trust	Count
Syracuse University	79.00	82.00	80.00	78.00	77.00	79.00	83.00	78.00	82.00	84.00	79.00	77.00	89
Procom	78.00	86.00	81.00	77.00	73.00	77.00	81.00	82.00	81.00	85.00	77.00	78.00	23
Cornell University	77.00	81.00	79.00	77.00	77.00	80.00	81.00	80.00	81.00	82.00	78.00	78.00	70
National Basketball Association	76.00	84.00	72.00	68.00	74.00	77.00	80.00	72.00	81.00	78.00	69.00	62.00	43
Gannett Fleming	73.00	78.00	70.00	66.00	78.00	71.00	78.00	70.00	75.00	72.00	72.00	68.00	26
Rochester Institute of Technology	73.00	77.00	79.00	72.00	71.00	75.00	79.00	76.00	78.00	78.00	74.00	74.00	47
Skanska	73.00	76.00	71.00	64.00	75.00	73.00	72.00	69.00	75.00	76.00	70.00	65.00	114
ViacomCBS	72.00	76.00	77.00	67.00	73.00	72.00	77.00	71.00	75.00	75.00	74.00	67.00	198
Mercy College	71.00	77.00	71.00	64.00	55.00	74.00	72.00	68.00	76.00	78.00	70.00	66.00	37
TCS	71.00	77.00	70.00	69.00	63.00	68.00	68.00	72.00	73.00	74.00	71.00	66.00	82
Aeropostale	70.00	77.00	75.00	68.00	64.00	74.00	74.00	73.00	73.00	74.00	74.00	71.00	421
Pearson	70.00	74.00	73.00	65.00	67.00	69.00	79.00	73.00	73.00	76.00	73.00	67.00	449
Steve Madden	69.00	72.00	74.00	64.00	63.00	70.00	72.00	67.00	69.00	70.00	71.00	63.00	86
ADP	67.00	72.00	73.00	65.00	71.00	68.00	74.00	71.00	75.00	71.00	72.00	66.00	1,024
Barnes & Noble Education	67.00	74.00	77.00	67.00	60.00	67.00	77.00	75.00	69.00	71.00	76.00	71.00	196
L'Oréal	67.00	78.00	72.00	65.00	69.00	72.00	72.00	69.00	77.00	75.00	71.00	65.00	239
West Elm	67.00	72.00	71.00	63.00	63.00	69.00	74.00	75.00	66.00	67.00	69.00	63.00	63
GSI Commerce	65.00	70.00	65.00	60.00	63.00	65.00	60.00	64.00	67.00	65.00	65.00	62.00	26
Marcus & Millichap	65.00	75.00	71.00	63.00	62.00	71.00	73.00	68.00	74.00	75.00	74.00	61.00	43
Olive Garden	65.00	72.00	70.00	64.00	67.00	69.00	75.00	66.00	67.00	70.00	69.00	64.00	2,952
AT&T	64.00	74.00	69.00	60.00	75.00	66.00	65.00	67.00	72.00	69.00	68.00	60.00	5,629
Caterpillar	64.70	72.00	66.00	58.00	69.00	66.00	67.00	62.00	69.00	69.00	65.00	58.00	1,184
Crunch Fitness	64.00	71.00	65.00	58.00	56.00	67.00	71.00	62.00	64.00	68.00	63.00	57.00	328
HNTB Corporation	64.00	68.00	68.00	62.00	77.00	63.00	71.00	67.00	69.00	70.00	64.00	67.00	51
FirstService Residential	63.00	70.00	65.00	59.00	64.00	66.00	68.00	63.00	67.00	67.00	64.00	60.00	419
White Plains Hospital	62.00	68.00	65.00	59.00	62.00	69.00	66.00	64.00	72.00	71.00	65.00	54.00	61
Kaleida Health	61.00	63.00	65.00	54.00	71.00	59.00	68.00	56.00	65.00	68.00	64.00	51.00	83
National Grid	60.00	66.00	64.00	53.00	69.00	58.00	67.00	60.00	64.00	61.00	62.00	56.00	139
GAF	59.00	67.00	59.00	56.00	72.00	58.00	56.00	57.00	62.00	62.00	61.00	55.00	113
The Children's Place	59.00	69.00	64.00	56.00	58.00	63.00	66.00	60.00	64.00	63.00	62.00	57.00	622
Givaudan	58.00	66.00	58.00	50.00	73.00	60.00	64.00	53.00	63.00	59.00	58.00	50.00	66
MVP Health Care	57.00	70.00	59.00	55.00	65.00	60.00	65.00	60.00	68.00	64.00	63.00	52.00	51
Total	**64.25**	**72.42**	**68.66**	**60.89**	**69.17**	**66.60**	**68.88**	**65.89**	**69.73**	**69.06**	**67.68**	**61.14**	**15,679**
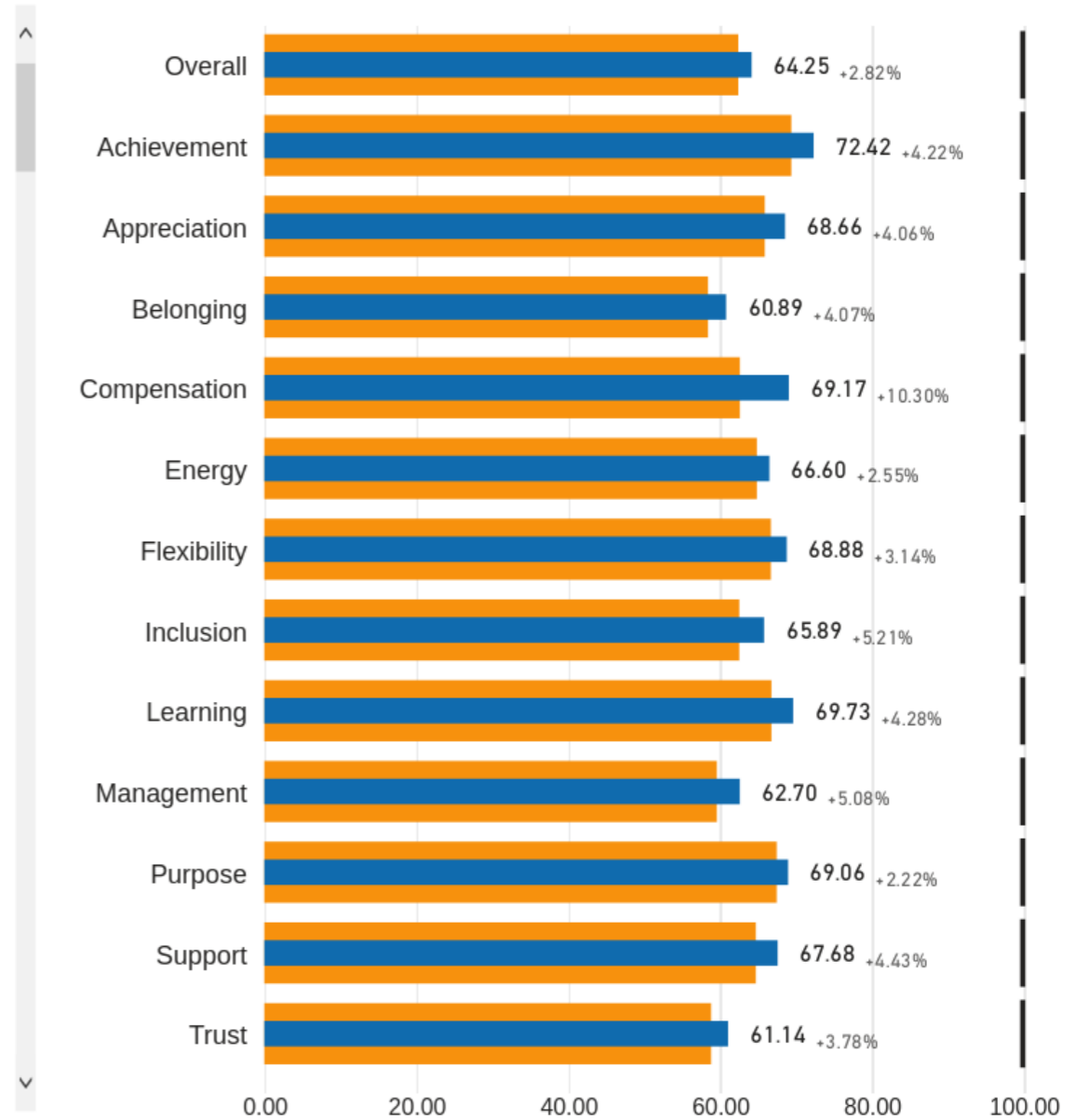
Overall: 64.25 +2.82%
Achievement: 72.42 +4.22%
Appreciation: 68.66 +4.06%
Belonging: 60.89 +4.07%
Compensation: 69.17 +10.30%
Energy: 66.60 +2.55%
Flexibility: 68.88 +3.14%
Inclusion: 65.89 +5.21%
Learning: 69.73 +4.28%
Management: 62.70 +5.08%
Purpose: 69.06 +2.22%
Support: 67.68 +4.43%
Trust: 61.14 +3.78%

National Projections by Detailed Occupation (SOC)

The Bureau of Labor Statistics reports the following national statistics for the selected occupations at the detailed occupational level (SOC hierarchy). The 10-year projected growth rate of these occupations is **5.21%** and the median annual wage is **54,742** across all occupations.

Detailed Occupation	Current Employment ("000")	Projected Employment ("000")	10 YR Projected Change	Labor Force Exits	Occupational Transfer Exits	Self-Employment	Median Annual Wage
Retail Salespersons	4,510.90	4,409.10	-2.26%	39.34%	60.66%	2.90%	24,200
Combined Food Preparation and Serving Workers, Including Fast Food	3,704.20	4,344.30	17.28%	44.78%	55.22%		21,250
Cashiers	3,648.50	3,509.80	-3.80%	47.30%	52.68%	0.80%	22,430
Office Clerks, General	3,158.50	3,047.80	-3.50%	46.72%	53.31%	0.40%	32,730
Registered Nurses	3,059.80	3,431.30	12.14%	51.99%	48.01%	0.70%	71,730
Customer Service Representatives	2,972.60	2,921.00	-1.74%	36.03%	63.97%	0.50%	33,750
Laborers and Freight, Stock, and Material Movers, Hand	2,953.80	3,097.90	4.88%	32.52%	67.48%	1.00%	28,260
Waiters and Waitresses	2,634.60	2,804.80	6.46%	36.15%	63.85%	0.30%	21,780
Personal Care Aides	2,421.20	3,302.10	36.38%	53.01%	46.99%	3.10%	24,020
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	2,404.40	2,564.20	6.65%	46.44%	53.56%	4.30%	26,110
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	2,382.50	2,170.00	-8.92%	45.80%	54.20%	0.60%	36,630
General and Operations Managers	2,376.40	2,541.40	6.94%	24.17%	75.88%	0.70%	100,930
Stock Clerks and Order Fillers	2,056.60	2,091.30	1.69%	38.03%	61.97%	0.30%	25,700
Heavy and Tractor-Trailer Truck Drivers	1,958.80	2,058.50	5.09%	36.21%	63.79%	6.30%	43,680
Bookkeeping, Accounting, and Auditing Clerks	1,707.70	1,641.90	-3.85%	52.23%	47.77%	4.70%	40,240
First-Line Supervisors of Office and Administrative Support Workers	1,557.50	1,544.20	-0.85%	35.82%	64.18%	0.90%	55,810
First-Line Supervisors of Retail Sales Workers	1,548.30	1,518.10	-1.95%	31.44%	68.56%	24.40%	39,630
Nursing Assistants	1,513.20	1,648.60	8.95%	47.97%	52.03%	2.10%	28,540
Maids and Housekeeping Cleaners	1,494.40	1,469.00	-1.70%	52.58%	47.47%	9.30%	23,770
Maintenance and Repair Workers, General	1,488.00	1,573.40	5.74%	36.19%	63.81%	0.50%	38,300
Elementary School Teachers, Except Special Education	1,434.40	1,482.40	3.35%	42.19%	57.81%		58,230
Accountants and Auditors	1,424.00	1,514.70	6.37%	30.24%	69.76%	6.70%	70,500
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,406.40	1,429.80	1.66%	28.98%	71.02%	2.30%	58,510
Construction Laborers	1,405.00	1,553.10	10.54%	30.09%	69.91%	27.60%	35,800
Teacher Assistants	1,380.30	1,435.70	4.01%	50.34%	49.60%	0.20%	26,970
Total	**161,037.70**	**169,434.80**	**5.21%**	**38.23%**	**61.76%**	**9.28%**	**54,742**

National Projections by Career Pathway (O*NET)

The Bureau of Labor Statistics reports the following national statistics for the selected occupations as classified using the O*NET Career Pathway.

Career Pathway	Current Employment ("000")	Projected Employment ("000")	10 YR Projected Change	Labor Force Exits	Occupational Transfer Exits	Self-Employment	Median Annual Wage
Visual Arts	361.70	373.70	3.32%	35.66%	64.34%	40.45%	61,445
Web and Digital Communications	160.50	181.40	13.02%	22.31%	77.69%	15.80%	69,430
Teaching/Training	130.70	140.30	7.35%	44.14%	55.86%	0.40%	64,595
Printing Technology	12.60	10.60	-15.87%	35.71%	64.29%	12.20%	42,910
Science and Mathematics	11.80	13.50	14.41%	33.33%	66.67%	3.30%	64,430
Total	**677.30**	**719.50**	**6.23%**	**34.38%**	**65.62%**	**18.77%**	**61,264**

Regional Employment Statistics Location Quotient

The Bureau of Labor Statistics reports an average location quotient of **1.33** for occupations and regions selected from the Occupational Statistics Survey (OES). The bubble size indicates the employment and the color the location quotient with blue highest and red lowest. Location quotient is a measure of regional concentration with 1 being the national location quotient. A measure of above 1 indicates higher concentration than the national average and below 1 indicates less concentration.
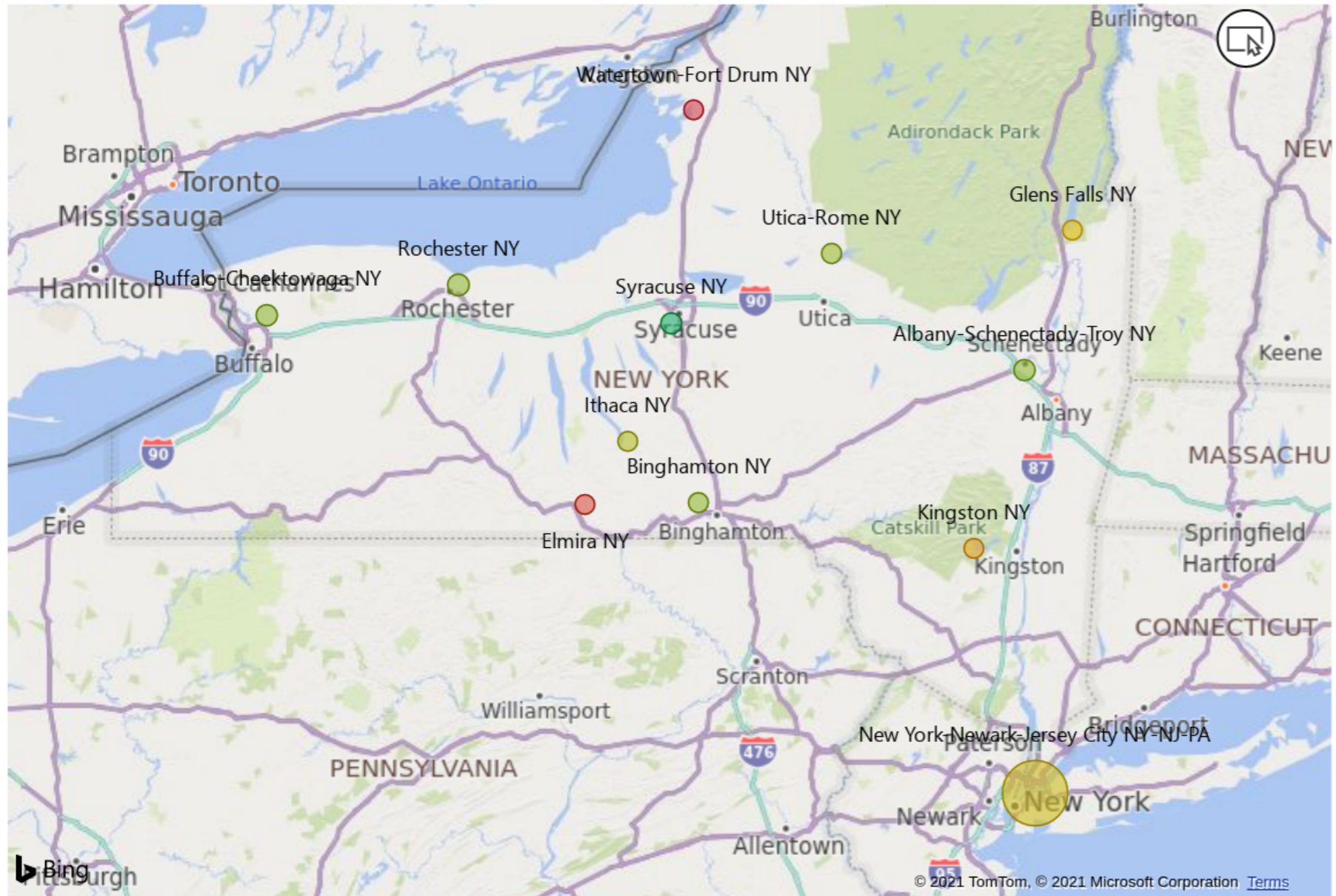
Metro Area (CBSA)	Employment	LQ	Median Wage
Syracuse NY	1,120	2.49	61,810
Buffalo-Cheektowaga NY	1,360	1.66	57,345
Rochester NY	1,700	1.64	59,170
Binghamton NY	270	1.63	60,720
Albany-Schenectady-Troy NY	1,330	1.62	62,900
Utica-Rome NY	320	1.57	74,433
Ithaca NY	100	1.39	60,070
New York-Newark-Jersey City NY-NJ-PA	36,380	1.22	78,670
Glens Falls NY	80	1.02	40,450
Kingston NY	80	0.90	41,940
Elmira NY	30	0.61	42,250
Watertown-Fort Drum NY	30	0.55	36,480
Total	**42,800**	**1.50**	**63,106**

Regional Employment Statistics Median Wage

The Bureau of Labor Statistics reports an average median wage of **51,537** for occupations and regions selected from the Occupational Statistics Survey (OES). The bubble size indicates the employment and the color the median annual wage with blue highest and red lowest.

O*NET Skills Descriptors

The [Occupational Information Network](#) (O*NET) provides a number of attributes to describe occupations. The following bar charts show the top descriptors by category for the selected **occupations**.

Abilities

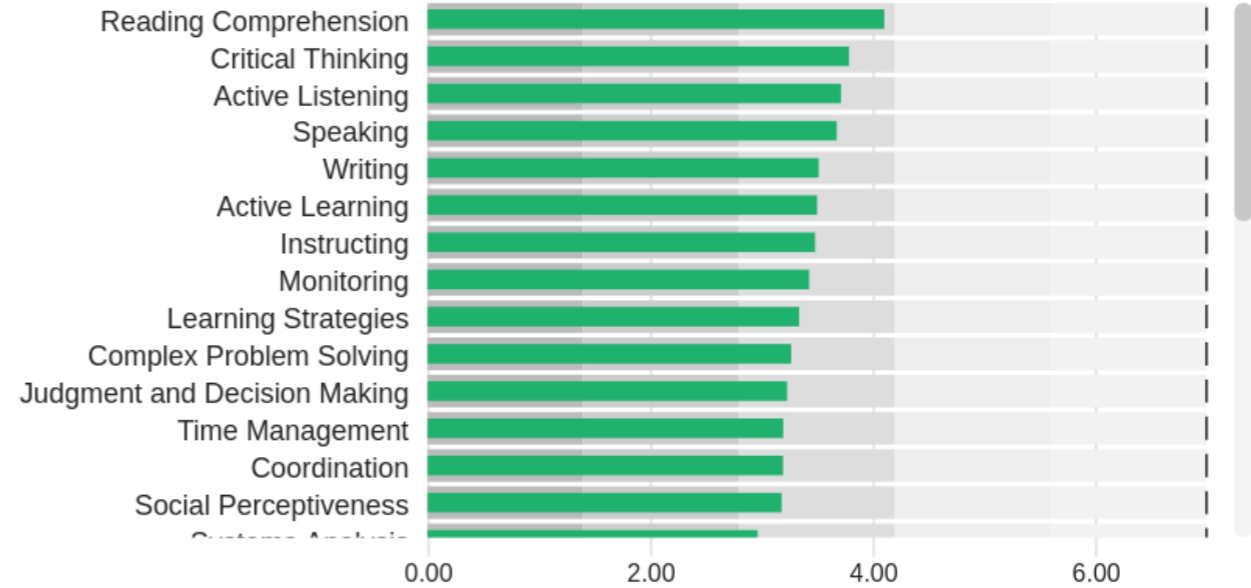| Ability	
Oral Comprehension	
Oral Expression	
Written Comprehension	
Near Vision	
Written Expression	
Deductive Reasoning	
Fluency of Ideas	
Originality	
Visualization	
Category Flexibility	
Information Ordering	
Speech Clarity	
Speech Recognition	
Inductive Reasoning	
Problem Sensitivity	

Skills

Skill	
Reading Comprehension	
Critical Thinking	
Active Listening	
Speaking	
Writing	
Active Learning	
Instructing	
Monitoring	
Learning Strategies	
Complex Problem Solving	
Judgment and Decision Making	
Time Management	
Coordination	
Social Perceptiveness	
Systems Analysis	

Knowledge

Knowledge	
Computers and Electronics	
English Language	
Design	
Communications and Media	
Education and Training	
Customer and Personal Service	
Clerical	
Mathematics	
Administration and Management	
Geography	
Fine Arts	
Engineering and Technology	

Interests

Interest	
Artistic	
Investigative	
Conventional	
Realistic	
Social	
Enterprising	

O*NET Work Descriptors

The [Occupational Information Network](https://www.onetonline.org) (O*NET) provides a number of attributes to describe occupations. The following bar charts show the top work descriptors by category for the selected **occupations**.
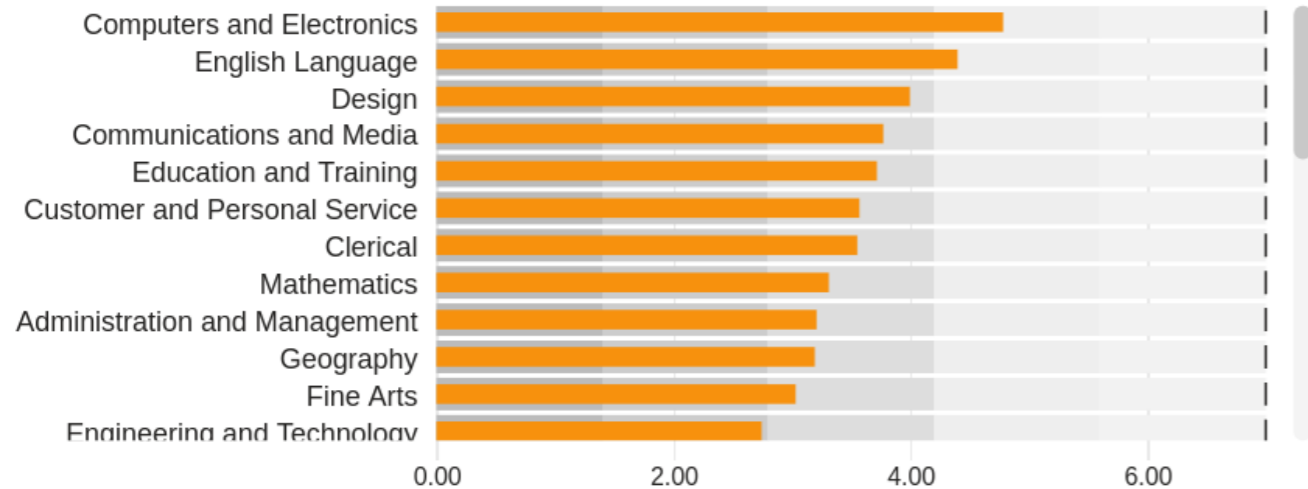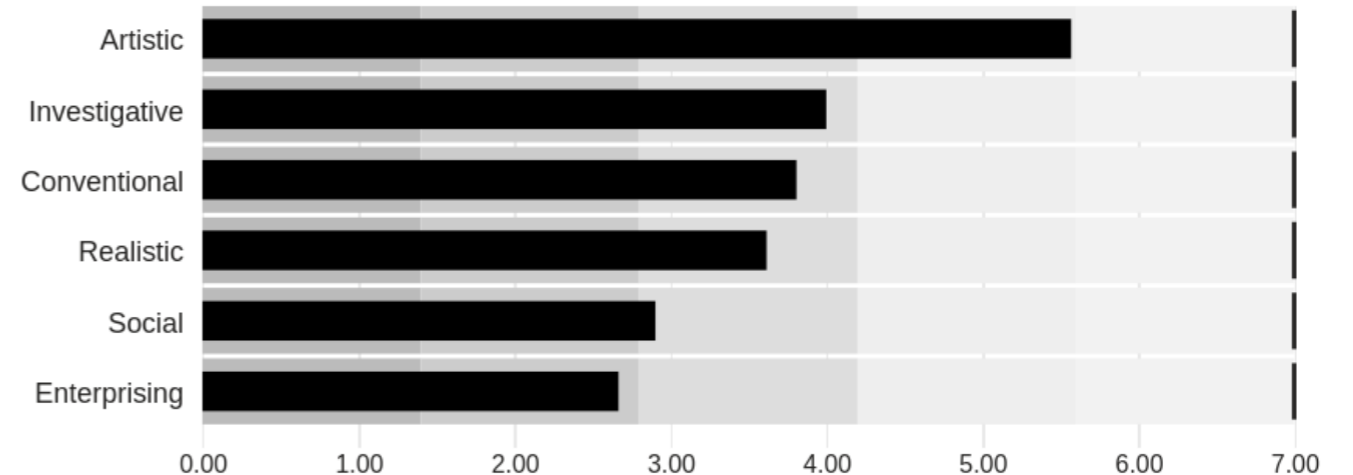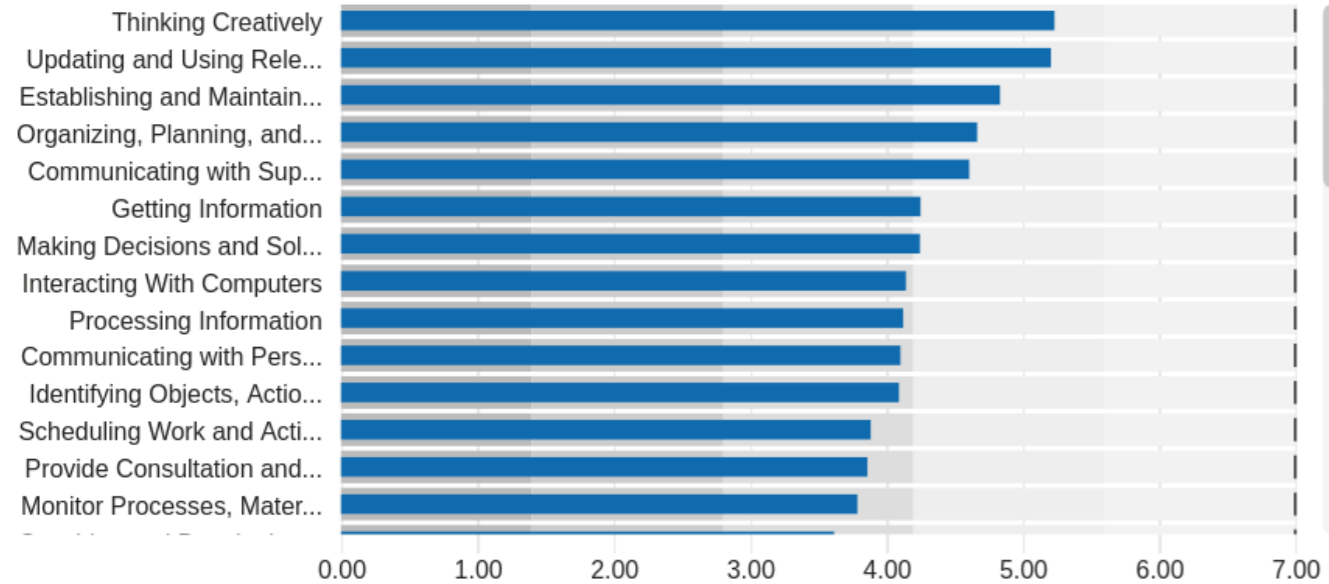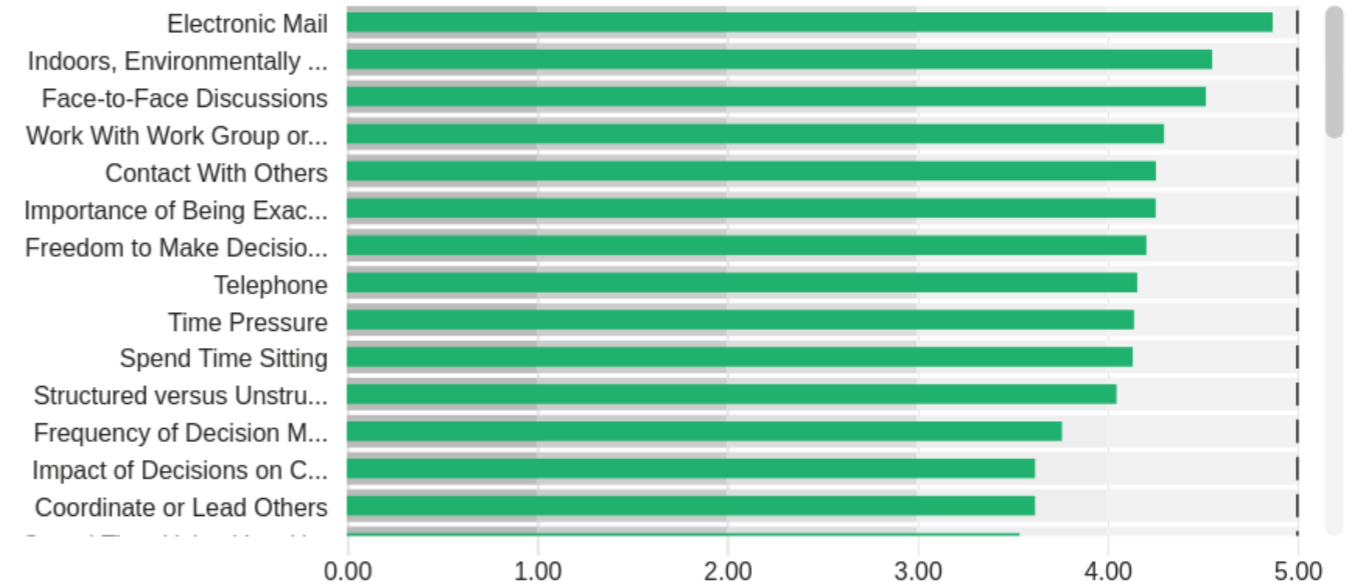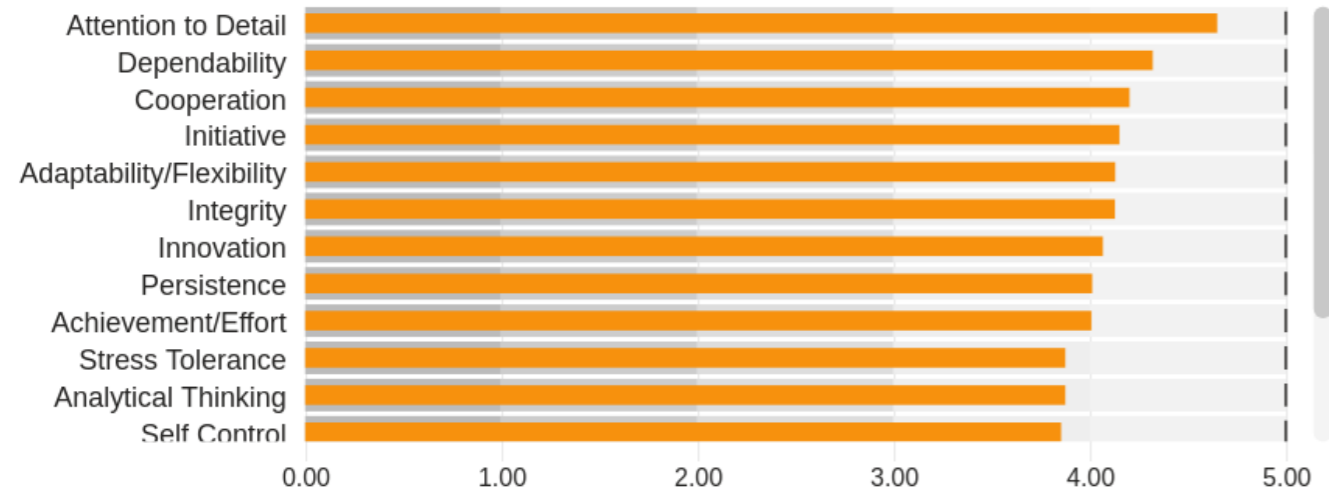
Work Activities

Descriptor	Value (approx.)
Thinking Creatively	5.2
Updating and Using Rele...	5.2
Establishing and Maintain...	4.7
Organizing, Planning, and...	4.6
Communicating with Sup...	4.5
Getting Information	4.2
Making Decisions and Sol...	4.2
Interacting With Computers	4.1
Processing Information	4.1
Communicating with Pers...	4.1
Identifying Objects, Actio...	4.1
Scheduling Work and Acti...	3.9
Provide Consultation and...	3.9
Monitor Processes, Mater...	3.8

Work Context

Descriptor	Value (approx.)
Electronic Mail	4.8
Indoors, Environmentally ...	4.5
Face-to-Face Discussions	4.4
Work With Work Group or...	4.2
Contact With Others	4.2
Importance of Being Exac...	4.2
Freedom to Make Decisio...	4.1
Telephone	4.1
Time Pressure	4.1
Spend Time Sitting	4.1
Structured versus Unstru...	4.0
Frequency of Decision M...	3.6
Impact of Decisions on C...	3.5
Coordinate or Lead Others	3.5

Work Styles

Descriptor	Value (approx.)
Attention to Detail	4.6
Dependability	4.3
Cooperation	4.2
Initiative	4.2
Adaptability/Flexibility	4.2
Integrity	4.2
Innovation	4.1
Persistence	4.0
Achievement/Effort	4.0
Stress Tolerance	3.9
Analytical Thinking	3.9
Self Control	3.8

Work Values

Descriptor	Value (approx.)
Achievement	5.3
Independence	5.2
Working Conditions	4.7
Relationships	4.3
Recognition	4.2
Support	4.1