

# INDUSTRY TRENDS

The International Sign Association

JULY 2015 EDITION

## Survey Says: Sign and Visual Communications Industry Strong

Businesses use signs to tell who they are, what they offer or what's on sale. Numbers can tell stories, too.

In 2015, those numbers tell the tale of a growing sign and visual communications industry. There are increases in revenue, hiring and new potential. It's an industry that finds itself poised for even more progress in the coming year.

ISA surveys attendees at ISA Sign Expo each year to gauge the industry on a number of issues. What follows is a look at some of those survey highlights.

### A Bright Present, Future

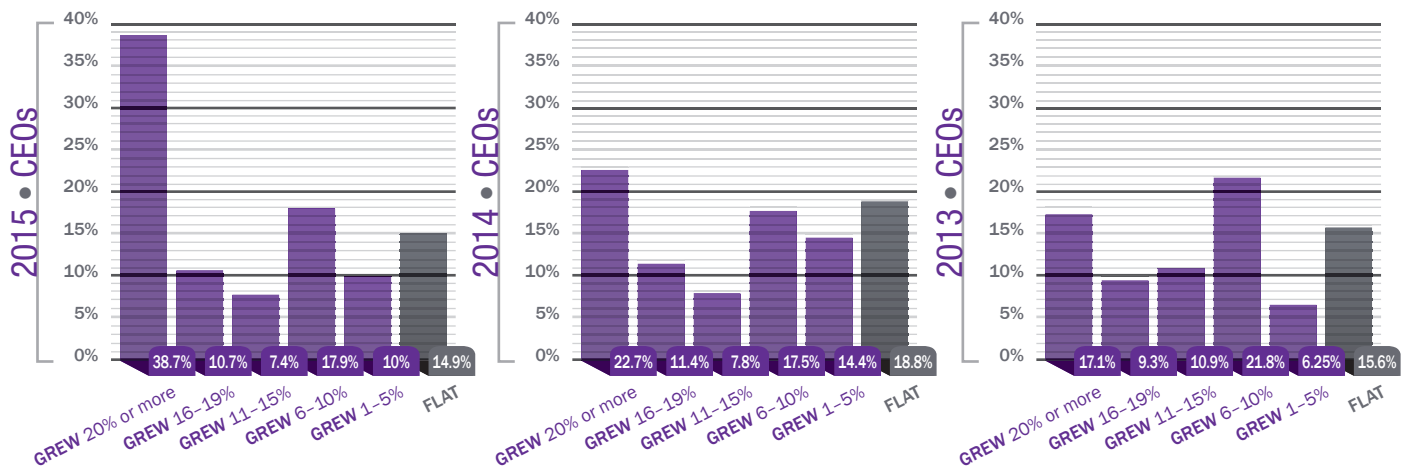
The sign and visual communications industry is growing and there is no slowing down. ISA's State of the Industry 2015 survey shows solid growth in the previous six months and a positive outlook for the coming year.

The 2015 survey marks the most positive outlook since ISA began the survey in 2011. In addition to the significant growth in the past and projected for the future, there are plans to hire and add more equipment. This offers opportunities to seek new avenues of business, especially in the burgeoning digital signage and retail signage areas.

**Understand** the State of the Industry

*The ISA State of the Industry 2015 survey is filled with details and analysis that pinpoint the sign and visual communications industry today. ISA and Affiliated Association members can get a free copy at [www.signs.org/stateofindustry](http://www.signs.org/stateofindustry).*

### How has your business performed in the last 6 months?



## PARTICIPATE in Industry Wage and Benefits Survey

Determining how much to pay employees can be a guessing game for sign and visual communications companies. Too much, and you lose a competitive edge. Too little, and you might lose employees.

Information will be sorted geographically and include job titles and other relevant information to complete an excellent benchmark for your company.

The more companies that participate, the better the information. Information will look at union status, region and job titles, to paint the most complete picture.

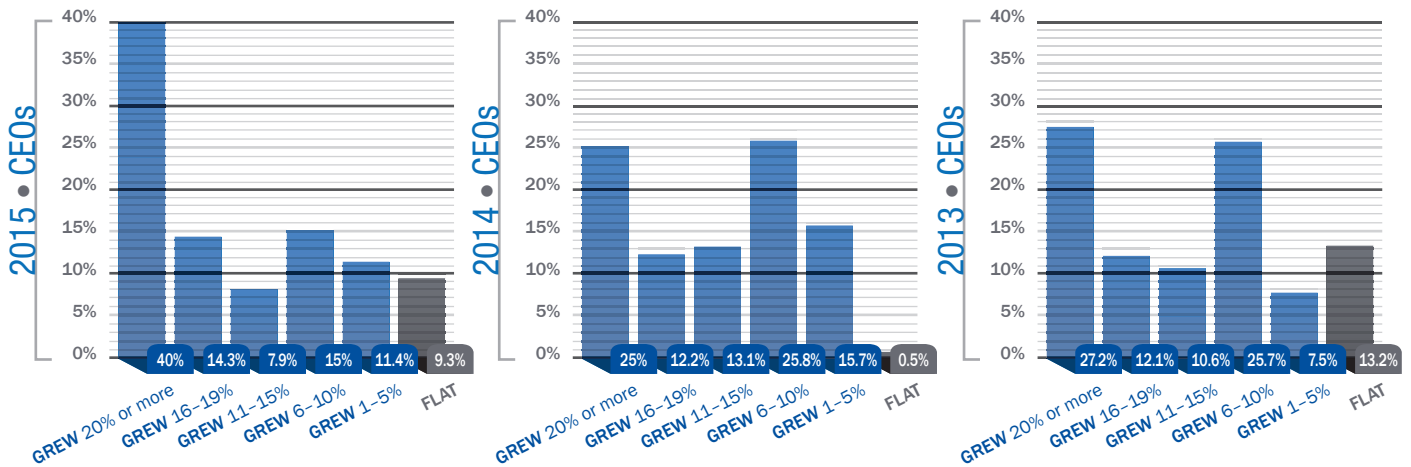
Only participating companies will receive a free copy of the survey results. To participate, visit [www.signs.org/surveys](http://www.signs.org/surveys).

### STATS • FACTS

54.5% of ISA member companies reported growth greater than 10% in the past six months, compared to 44.2% of non-member companies in the 2015 ISA State

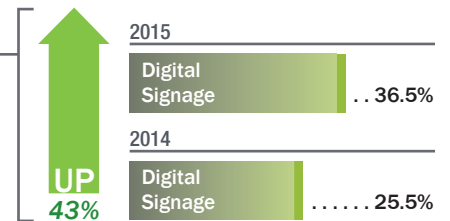
# Industry Insights

## What growth do you anticipate in the coming year?



### Business Opportunities Abound

With such a positive outlook on both the current and future states of the industry, there is no denying that sign and visual communications companies plan to grow by expanding into new lines of business. Commercial print continues to offer the most potential, with nearly four in 10 respondents seeing opportunities to keep those printers working. That figure is largely unchanged since 2014. Other areas, though, showed increased interest in 2015.



### Are your customers asking about digital signage solutions?



### More Workers Needed

It doesn't take a mathematician to see that business growth and new business lines will naturally drive the need for more workers. As in previous years, production/installation jobs rank highest, followed by sales, graphic design/creative, operation/management and administration, according to the State of the Industry survey. And while the hiring notices are out, finding, training and retaining workers remains one of the biggest challenges for sign and visual communications.

### Do you plan to add staff in the coming year?



### What are the significant workforce issues impacting your business?



The ISA Elite program, which brought together the next generation of sign leaders at ISA Sign Expo, offered insight that can be valuable to those looking to find that next generation of workers. Among those surveyed, 60 percent said they saw the industry as a permanent career; another 25 percent said they would stay as long as the work remained challenging. That feeds into the top reasons that they love working in the industry.

From the research, it's clear that the mood in the sign and visual communications industry is positive, and with good reason. With growth over the past six months and growth anticipated in the coming year, there is no reason the industry can't continue to solve the needs of end users with innovative new solutions and products. |