71.5% - less than 20 employees
73.0% - sales up to $3M
59.8% - more than 20 years in business

4 out of 5 rely mostly on digital (80.1%)
70.0% use more than 50.0% of their potential production

8 is the average number of products offered.
The most popular products:
- Window graphics (85.3%)
- Banners/soft signage/flags (84.3%)
- Label/decal (76.5%)

7 is the average number of markets served.
The most popular markets:
- Educational institutions (65.3%)
- Corporate branding (64.8%)
- Architecture (57.9%)

The majority (81.3%) provide finishing services, with the most popular being installation (68.8%) and lamination (68.8%)