

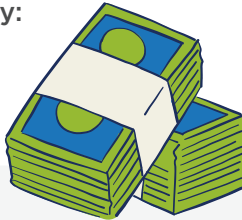
# SIGNS OF SUCCESS

SALARIES, WAGES, AND BENEFITS INCREASE FOR SIGN, GRAPHICS AND VISUAL COMMUNICATIONS EMPLOYEES

According to the 2021 Wage & Benefits Report for the Sign, Graphics and Visual Communications Industry, salaries, wages and benefits are continuing to increase. And since 2018, the sign, graphics and visual communications industry continues to outpace most comparable industries.

## RISING WAGES

With hourly wages already higher than other fields, these are the anticipated raises by employee type in the sign, graphics and visual communications industry from the most recent ISA Wage and Benefits survey completed in 2021 in comparison to the data that was received in the 2018 survey:



	2018	2021
Hourly Workers	5.0%	7.3%
Salaried Management	4.7%	6.5%
Salaried Admin/Operational	4.7%	6.4%
All Sign Industry Workers	5.1%	5.1%
Average U.S. Worker	2.8%	3.4%

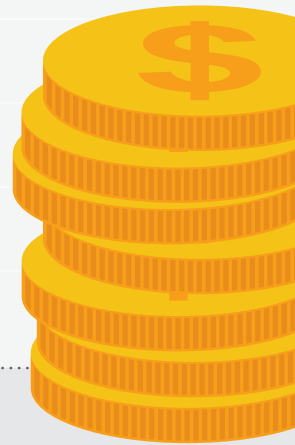
VS.



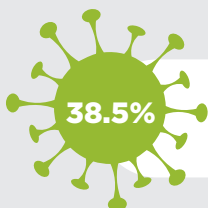
(Willis Towers Watson Survey, January 2022)

## RISING INDUSTRY WAGES BY POSITION

	2018	2021	Average U.S Worker
 Crane Operator	\$24.00	\$28.00	\$26.09
 Customer Service Rep.	\$16.78	\$18.55	\$17.75
 Electrician	\$23.75	\$25.00	\$28.87
 Welder	\$21.00	\$23.00	\$22.60



## COVID-19 AFFECTED JOBS AND WAGES



38.5%

Salaries were impacted by COVID-19 pandemic



84.8%

Companies did not eliminate positions during the pandemic

## BIG BENEFITS

The majority of sign, graphics and visual communications industry employees receive valuable perks such as paid vacation and holidays, as well as health insurance, for both salaried and hourly workers.

### VACATIONS



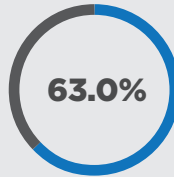
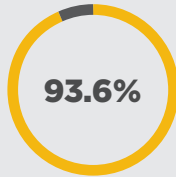
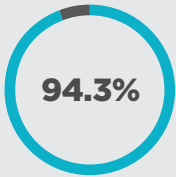
### PAID HOLIDAYS



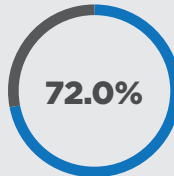
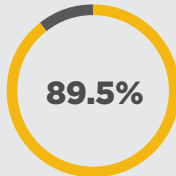
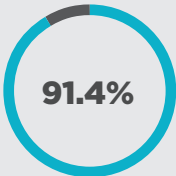
### HEALTH INSURANCE



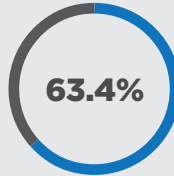
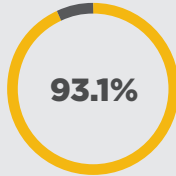
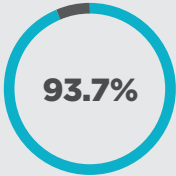
Hourly Workers



Executives/  
managers



Salaried Employees



## HIRING SIGNS ARE OUT

60%

of sign, graphics and visual communications companies plan to hire in early 2022

2.5

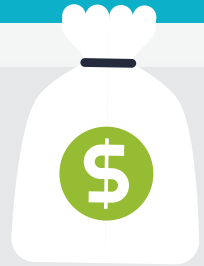
jobs added on average per company in the past year

FOLLOW US



Learn more about how ISA supports the sign and visual communications industry by visiting [www.signs.org/opportunity](http://www.signs.org/opportunity)

DISCLAIMER: This report should be kept within your company for confidential and internal use only. It should not be shared or discussed with other companies or individuals.



## COMMISSIONED SALES

Across the sign, graphics and visual communications industry, sales professionals are compensated in different ways, including:

**44.2%** Salary plus commission

**35.3%** Salary only

**17.6%** Salary plus bonus

**11%** Straight commission

And when it comes to commission, sales professionals receive on average:

7.8%

average commission rate on new sales

6.7%

average commission rate on existing sales