

Which of the following best describes your business?

	Response Percent	Response Total
Marketing services company	16.5%	45
Corporate marketing department	2.2%	6
Advertising agency	0.7%	2
Design agency/creative studio	2.9%	8
Direct marketing agency	6.2%	17
Digital printing specialist	31.1%	85
General commercial printer	13.9%	38
Service bureau	1.1%	3
Full service mailing house	3.7%	10
Quick or Franchise printer	1.8%	5
Book printer	1.1%	3
Packaging printer	0%	0
Forms printer	0.4%	1
In-Plant printer	5.5%	15
In-Plant data center printer	1.1%	3
Facilities Management Company	0.4%	1
Other (please specify)	11.4%	31
Total Respondents		273
(skipped this question)		0