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For Immediate Release
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**EMA Foundation for Paper-Based Communications
Institute for Postal Studies Releases
2008 Economic Jobs Study**

June 17, 2008, Alexandria, VA – The EMA Foundation for Paper-Based Communications' Institute for Postal Studies has just released the 2008 Economic Jobs Study, which is an update to their 2003 study. The study reveals that there are approximately 8.4 million jobs and over \$1 trillion in revenue associated with the mailing industry. The study breaks down the jobs by state and congressional district.

Jobs associated with the mailing industry are contained in two categories: 1) those that are associated with the creation of mail or the handling, distribution, delivery or receipt of mail and parcels; and 2) jobs associated with firms whose sales depend on mail and parcel carriers to deliver products that they sell or that use mail advertising to sell their products or services.

This study analyzes data collected by the U.S. Bureau of Labor Statistics in its Occupation Employment Statistics program on employment by occupation and industry, the U.S. Census Bureau in its 2002 Economic Census, and the Direct Marketing Association's study of jobs associated with direct mail marketing. The key findings of the study are:

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- This study identified 8,332,563 jobs associated with the core mailing industry. This is lower than the 9 million jobs published in 2003. This change is due in part to the fact that some segments of the mailing industry have become more efficient in recent years. Also, the change is due to a more rigorous definition of the mailing industry than was employed in 2003.
- Firms associated with the mailing industry generate nearly \$1.2 trillion in revenue. Direct marketing advertisements delivered through the mail generate over \$750 billion in sales of goods and services.
- The Bureau of Economic Analysis of the U.S. Department of Commerce estimates that for every job at the Postal Service, and in the courier and messenger, printing, and direct mail advertising industries (the core of the industry as described above), there is a multiplier that creates at least 1 additional job in the economy adding up to a job count that would be greater than 9 million.

“We are excited to release this report because it shows how important the mailing industry is to the US economy. With Do Not Mail legislation being introduced on the state level we hope this study will educate those legislators on the importance our industry is to their state,” stated Cheryl Chapman of International Paper and chairman of the EMA Foundation’s Institute for Postal Studies.”

The study is available on the EMA Foundation’s website at www.emafoundation.org or you can contact the Foundation office at 703-739-2200 or Tonya Muse, the executive director at twmuse@envelope.org.

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