EMA Foundation's
Institute of Postal Studies Presents:

2015
EMA Mailing Industry
Job Study

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Mailing Industry Provides Significant U.S. Jobs

The U.S. mailing industry consists of:
7.5 million mailing industry jobs

The U.S. mailing industry provides:
6% of the nation's jobs

Mailing Industry is Critical to the Economy

The U.S. mailing industry contributes to the economy with:

$1.4 T in sales revenue
and
4.6% of U.S. Total Output

Mailing Industry's Size is Significant

- **The U.S. mailing industry is significant in size to other key industries:**

	# of Jobs	Revenue
Mailing Industry	7.5 million	$1.4 Trillion
Airline Industry	11.7 million	$1.5 Trillion
Oil and Natural Gas Industry	9.3 million	$1.1 Trillion

Sources:
" ***Economic Impacts of Civil Aviation on the US Economy"*** **FAA, 2014**.
"The Annual Economic Benefits of Oil and Gas Exploration and Production" **The Perryman Group, 2014**

Mailing Industry Depends on the USPS

Policies that have a dramatic influence on the USPS impact many workers since over **73% of mail industry jobs depend on the delivery infrastructure at which the USPS is the center.**

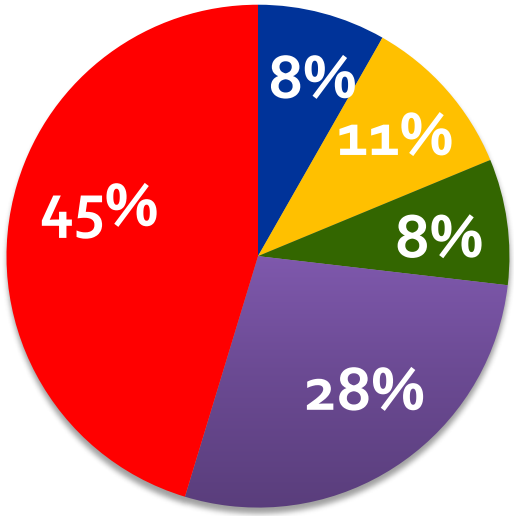
2014 vs. 2011 Comparison Shows a Decline in Jobs with a Growth in Revenue

The mailing industry provided:

- 7.5 million jobs in 2014 vs. 7.8 million jobs in 2011
- $1.4 trillion in sales revenue in 2014 vs. $1.3 trillion in sales revenue 2011

Mailing Industry Job Includes Manufacturing, Distribution, Mail Management & Mail Users

- Postal Service
- Private Sector Delivery & Suppliers
- Paper, Printing, Printing Industry Suppliers, Direct Mail Design
- Management of Mail in all Industries
- Mail-Stream User Jobs



73% of the 7.5 million jobs are in firms dependent upon the delivery infrastructure

Private industry accounts for 92% of the jobs.

Postal service accounts for 8% of the jobs.

Overall Comparison Shows a Decline in Several Types of Traditional Jobs With a Growth in Delivery and Electronic Shopping

- **Decline in Jobs**
  - ↓ Postal Service
  - ↓ Paper, Printing and Industry Suppliers
  - ↓ Mail Management in all Industries
  - ↓ Traditional Direct Mail, Catalog, and Magazine
  - ↓ Jobs at Brick and Mortar Retailers Fulfilling Sales through the Mail Stream

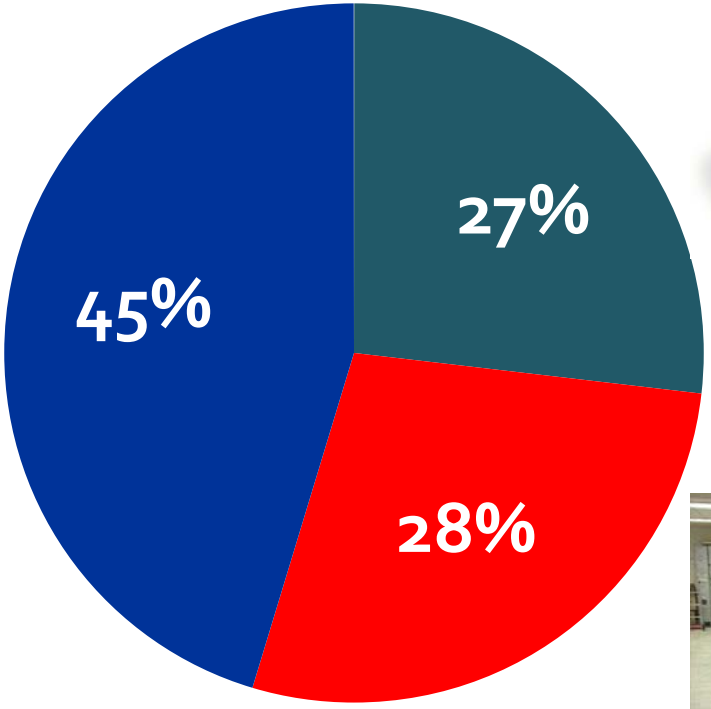
- **Growth in Jobs**
  - ↑ Private Sector Delivery Services (e.g. Fed-ex, UPS)
  - ↑ Electronic Shopping and Mail Order Houses (e.g. Amazon)

The Mailing Industry provides 7.5 Million Jobs and $1.4 Trillion in Sales Revenue

Jobs **Revenue**

2015 Mailing Industry Job Study has Three Main Groups

- Group A - Mail Production and Distribution
- Group B - Management of Mail in all Industries
- Group C - Mail Advertised and Delivered Goods and Services



Jobs Declined Across All Three Groupings…

All major job groupings had a reduction in jobs. Overall jobs decreased by 4.4% totaling about 343,000 jobs.

	# Jobs (2011)	# Jobs (2014)	% Change	Diff. # of Jobs
Group A - Mail Production and Distribution	2,013,070	2,009,877	-0.2%	-3,193
Group B - Management of Mail in all Industries	2,335,196	2,084,905	-11.9%	-256,936
Group C – Mail Advertised and Delivered Goods and Services	3,481,654	3,392,044	-2.6%	-89,610
GRAND TOTAL	7,829,920	7,486,826	-4.4%	-343,094

… While Sales Revenue Increased Across All Three Groupings

Sales revenue increased by 9.5% amounting to $123.5 billion due to economic recovery and due to more packaged products being delivered through the mail stream.

Groupings	Description	2011 Sales ($ Billions)	2014 Sales ($ Billions)	% Change	Sales ($ Billions)
Mail Production and Distribution (Group A)	Producing the Mail	$128.4	$135.4	5.5%	$7.1
	Delivering the Mail and Packages	$145.1	$158.8	9.5%	$13.8
Mail Advertised and Delivered Goods and Services (Group C)		$1,032.0	$1,134.6	9.9%	$102.6
Total		$1,305.4	$1,428.9	9.5%	$123.5

Group A Jobs:
USPS Losses Balanced By Private Sector Gains

With the loss of overall mail volume and efficiency improvement, postal service & mail production jobs have dropped. However, with the emphasis on the internet and catalog fulfillment, private sector delivery and suppliers grew over 5%.

Group A - Mail Production and Distribution	# Jobs (2011)	# Jobs (2014)	% Change	Diff. # of Jobs
Postal Service				
1) Postal Service	648,350	617,254	-4.8%	-31,096
Private Sector Delivery and Suppliers				
2) Private Sector Delivery (FedEx, UPS)	565,659	605,376	7.1%	40,205
3) Delivery Suppliers	179,386	181,382	1.1%	1,996
Sub-total	***745,045***	***786,759***	***5.3%***	***42,201***
4) Paper, Printing, Suppliers, and Design	619,675	605,864	-2.3%	-14,299
Group A Total	**2,013,070**	**2,009,877**	**-0.2%**	**-3,193**

Group A Revenue Increased In Both Production And Distribution

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- **Mail Production and Distribution**
  - Producing the Mail had a sales revenue increase of 5.5% or $7.05 B.
  - Delivering the Mail had a sales revenue gain of 9.5% or $13.76 B.
  - Some of this gain may be attributed to overall economic recovery as well as the higher price of delivering packages.

Group B Jobs: Strong Decline Reflects Private Sector e-Payment Trends

Management of Mail in all Industries dropped 11.9% with a 256,000 job loss. As businesses have moved to email interaction, there are less jobs associated with handling the mailing of letters and packages.

Group B - Management of Mail in all Industries	# Jobs (2011)	# Jobs (2014)	% Change	Diff. # of Jobs
1) Mail Management in all Industries	2,045,696	1,834,916	-11.6%	-217,426
2) Self Employed Mail Intensive	289,500	249,989	-13.6%	-39,511
Group B Total	**2,335,196**	**2,084,905**	**-11.9%**	**-256,936**

Group C: Jobs From Mail Advertised and Delivered Goods and Services Declined 2.6%

- **Jobs with Mail Advertised and Delivered Goods and Services dropped 2.6% with a 89,600 job loss.**
  - Delivered product sales are not only originating from printed catalogs, magazines, and direct mail but are also originating through the internet which are delivered through the mail stream

Within Group C Jobs, Positive Signs In Parcel Fulfillment

Group C Jobs Due to Sales of Products and Services	# Jobs (2011)	# Jobs (2014)	% Change	Diff. # of Jobs
Catalog Generated Sales	464,000	447,906	-3.5%	-16,094
Non-Catalog Direct Mail Generated Sales	2,241,000	2,192,452	-2.2%	-48,548
Direct Response Magazine Ad Sales	311,000	278,080	-10.6%	-32,920
Insert Advertising Sales	108,000	102,973	-4.7%	-5,027
Publishing of Periodicals /Books, Greeting Cards /Directories	116,776	105,173	-9.9%	-11,603
Electronic Shopping and Mail Order Houses	172,212	208,820	21.3%	36,607
Retail Sales Delivered by Retailers with Stores	68,666	56,641	-17.5%	-12,025
Group C Total	**3,481,654**	**3,392,044**	**-2.6%**	**-89,610**

Strong Growth In Revenue from Mail Advertised and Delivered Goods & Services

Groupings	Description	2011 Sales ($ Billions)	2014 Sales ($ Billions)	% Change	Sales ($ Billions)
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Total		$1,305.4	$1,428.9	9.5%	$123.5

- **Sales of Mail Advertised and Delivered Goods and Services had an overall sales revenue increase of 9.9% totally $102.6 billion. Gains were observed with:**
  - Direct mail at 7.4%
  - Catalogs at 8.4%
- **Internet shopping and mail-order grew 30% with total sales revenue generated of $66 billion.**

Thank You for Your Interest!

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