



EMA Foundation's 2023 Mailing Industry Economic Job Study Jobs and Sales Revenue by State

THE U.S. MAILING INDUSTRY IS AN ECONOMIC POWERHOUSE WITH 7.9 MILLION JOBS AND \$1.9 TRILLION IN SALES REVENUE

Mailing Industry Overall

- The U.S. mailing industry's 7.9 million jobs represent 5.0% of the nation's total civilian labor force.
- The mailing industry influences every private and public sector of the economy and provides jobs in every state and congressional district.
- Overall mailing industry jobs increased by 8.0%, totaling 584,013 jobs, from 2018 to 2022 due to more packaged products being delivered through the mail stream, resulting in an increase in employment in private sector couriers and their suppliers.
- From 2018 to 2022, traditional mail jobs dropped by 7%, totaling a loss of 409,400 jobs, whereas packaging jobs grew by 65% or almost 1 million jobs.

Jobs Declined Significantly in the Traditional Mail Industry and Grew in Packaging

- Decline in Jobs
 - ↓ Paper, Printing, Printing Industry Suppliers, and Direct Mail Design
 - ↓ Mail Management in all Industries
 - ↓ Traditional Direct Mail, Catalog, and Magazine
- Growth in Jobs
 - ↑ Private Sector Delivery Services (e.g. Fed-ex, UPS, last-mile services)
 - ↑ Delivery Suppliers
 - ↑ Internet Shopping and Mail Order Houses (e.g. Amazon)
 - ↑ Brick and Mortar Retailers Fulfilling Sales through the Mail Stream

Traditional Mail Jobs Are At Risk

- Traditional mail volume consisting of bills & statements and marketing mail has declined substantially.
- With the loss of overall mail volume from 2018 to 2022,
 - Jobs from paper, printing, printing industry suppliers, & mail manufacturing fell by 9%,
 - Jobs associated with handling letters and packages in businesses have declined by 22%, and
 - Jobs generated by catalog, direct mail, magazine ads, inserts, and mail-related publishing dropped by 4%.

Packaging and Courier Jobs Growing More Competitive

- Most of the job increase is due to the growth in parcel delivery.
- Private sector delivery jobs (UPS, FedEx, last mile delivery services, etc.) have grown by 57% since 2018.
- This trend was likely accelerated by the pandemic, online shopping, and working from home.

Mailing Industry Revenue

- The U.S. mailing industry contributes 4.1% or \$1.9 Trillion in sales revenue to the U.S. economy.
- Mailing industry revenues include dollars received by the USPS and other carriers, revenues received by suppliers of mailing services (such as envelopes, paper suppliers, and printers) and sales of goods and services by direct mail and catalog marketers resulting from their mail-based advertising.

About the Study

- The study is available on the EMA Foundation's website at: <https://www.envelope.org/emaf/institute-for-postal-studies>
- For more information, please contact Marie Clarke, EMA President, at 703-739-2200 or mclarke@envelope.org

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Jobs and Sales Revenue by State

	STATE	JOB	REVENUE (\$ BILLIONS)
1	Alabama	119,963	\$20.49
2	Alaska	17,439	\$4.62
3	Arizona	173,196	\$34.28
4	Arkansas	72,024	\$11.96
5	California	933,970	\$279.04
6	Colorado	138,344	\$35.16
7	Connecticut	85,823	\$24.63
8	Delaware	23,883	\$6.70
9	District of Columbia	15,949	\$12.44
10	Florida	518,452	\$103.64
11	Georgia	257,060	\$56.92
12	Hawaii	34,313	\$7.57
13	Idaho	45,247	\$7.81
14	Illinois	301,616	\$77.57
15	Indiana	162,001	\$34.92
16	Iowa	76,004	\$18.02
17	Kansas	69,851	\$15.79
18	Kentucky	107,336	\$19.45
19	Louisiana	110,065	\$21.29
20	Maine	32,663	\$6.30
21	Maryland	146,747	\$36.04
22	Massachusetts	166,256	\$52.94
23	Michigan	239,237	\$47.20
24	Minnesota	135,852	\$34.20
25	Mississippi	70,217	\$10.36

	STATE	JOB	REVENUE (\$ BILLIONS)
26	Missouri	146,820	\$29.74
27	Montana	26,285	\$4.94
28	Nebraska	46,741	\$12.28
29	Nevada	74,836	\$16.26
30	New Hampshire	33,062	\$8.13
31	New Jersey	220,584	\$55.81
32	New Mexico	50,364	\$9.17
33	New York	472,150	\$151.48
34	North Carolina	251,147	\$54.61
35	North Dakota	18,446	\$5.26
36	Ohio	280,397	\$60.99
37	Oklahoma	94,893	\$17.46
38	Oregon	101,070	\$22.24
39	Pennsylvania	308,581	\$69.76
40	Rhode Island	26,079	\$5.50
41	South Carolina	123,553	\$22.48
42	South Dakota	21,312	\$5.02
43	Tennessee	166,030	\$35.00
44	Texas	702,848	\$167.42
45	Utah	79,453	\$18.34
46	Vermont	15,366	\$3.03
47	Virginia	205,710	\$49.03
48	Washington	184,203	\$55.57
49	West Virginia	42,439	\$7.33
50	Wisconsin	140,339	\$30.30
51	Wyoming	13,777	\$3.51

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