

Direct Marketing Industry Employment in Virginia

The direct marketing industry is an important sector of Virginia's economy. In fact, according to the most recent figures (in 2003), direct marketing represented 452,000 jobs in the Commonwealth. Additionally, Virginia enjoyed a rapid rate of growth in direct marketing employment of 6.1% per year over the period 1997-2002, which compares favorably to the national growth rate of direct marketing employment of 5.1% for the same period.

The size and rate of growth of direct marketing in Virginia did not occur by accident. As you all know, Virginia has a long history of pro-growth state policies: a reasonable, and not burdensome, regulatory environment; being a "Right to Work" state; having a relatively low tax rate; along with a rather straightforward system of tax collection.

As noted by the numbers below, when compared nationally, as well as to neighboring Maryland, Virginia represents a genuine success story for the direct marketing industry.

Direct Marketing Employment*

	2003	2007	Compound Annual Growth 97-02 02-07	
Virginia	452,000	527,000	6.1%	3.7%
Maryland	306,000	357,000	5.9%	3.7%
Nationally	16,504,000	19,100,000	5.1%	3.5%

To add additional perspective to these numbers, in 2003 Virginia had direct marketing employment of 452,000. This compares to the Commonwealth's population (according to the 2000 census) of 7,078,000. By comparison, Maryland, a smaller state, had in 2003 direct marketing employment of 306,000 with a population in 2000 of 5,296,000. Thus, on a relative basis, adjusted for each state's population, for every 100 direct marketing jobs in Maryland, Virginia had 111 or 11% more. Additionally, by this same measurement, for every 100 direct marketing jobs nationally, Virginia had 109.

*The Source of these figures is Global Insight (formerly Wharton Econometrics Forecasting.)