

# A LOOK AT OUR INDUSTRY

It is once again time to look at the results of our annual survey, where we report on wages, staff sizes, mail volumes, and more.

By Amanda Armendariz

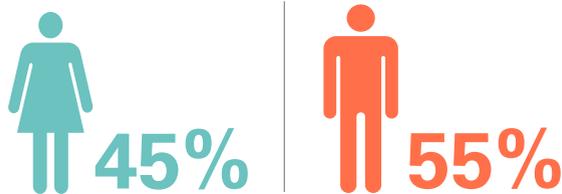
As is the case with most industry surveys, this year's results show both some promising statistics and some not-so-great news. On the downside, the average hourly wages are down for addressing machine operators, inserter operators, and mail handlers. Some of these decreases are quite dramatic — over a dollar or two down from last year. The average wages have been creeping up consistently over the past couple of years, so to see that graph go down is rather disheartening. On the bright side, the average *highest* hourly wage has increased quite a bit, which suggests that companies are rewarding those employees who stick with them. And even more encouraging for our industry as a whole is the fact that the average monthly outgoing mail volume in two categories (500,000-999,999 and one million-plus) skyrocketed compared to last year. In 2015, for example, the number

of respondents who reported sending out between half a million and a million pieces per month was 5.36%. This year, it's 13.73%! And the numbers for the one million-plus group tell a similar story. After years of seeing mail volumes go down, it's reassuring to see that numbers for these two largest groups are soaring. Maybe everyone is finally coming to accept what we have known for a long time — mail does work, it's trusted by customers, and there are ways to integrate with digital channels, rather than compete against them. I hope that next year's results will tell the same (or even better) story!

As always, I'd like to extend a huge "thank you" to those readers who took the time to fill out our survey. Your input helps us give a much-respected look at the industry year after year, and we appreciate you sharing this information with us!

## Mail Center Managers

### Male vs. Female



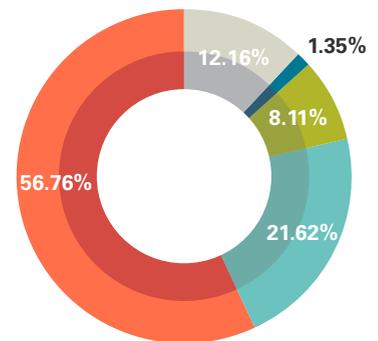
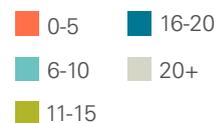
This is relatively close to last year's percentages, when 47% of mail center managers were female, and 53% were male.

### Average Salary

According to our respondents, the average salary for a mail center manager is \$57,057, which is down slightly from last year's average of \$58,203.

# \$57,057

### How Many FTEs Do Mail Managers Supervise?

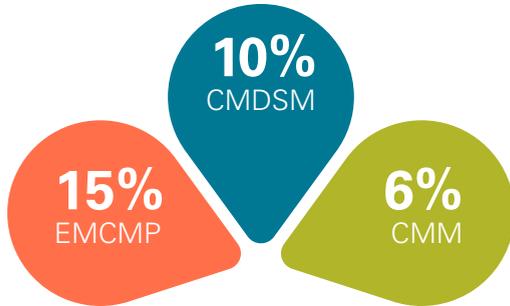


Like last year, the majority of mail center managers are responsible for a relatively small number of employees. But unlike last year, the number of managers responsible for managing either six to 10 or 11-15 employees went up substantially, while the number responsible for 16-20 employees has decreased dramatically. Perhaps this is a sign that with continued economic recovery, managers are not being stretched as thin and are no longer forced to take on more responsibilities/supervisees than makes sense. The fact that only 27% report that mail center managers are required to take on additional responsibilities appears to back this assertion up, especially compared to 2012 and 2013, when the number of managers required to take on extra duties was 62% and 59%, respectively.

## They Know Their Stuff

On average, the mail center manager has spent 16.65 years in the mailing industry. However, this is a decrease of almost two years compared to 2015, when the average time spent in the industry was 18.5. As more and more baby boomers are retiring, I have a feeling we'll continue to see this number go down.

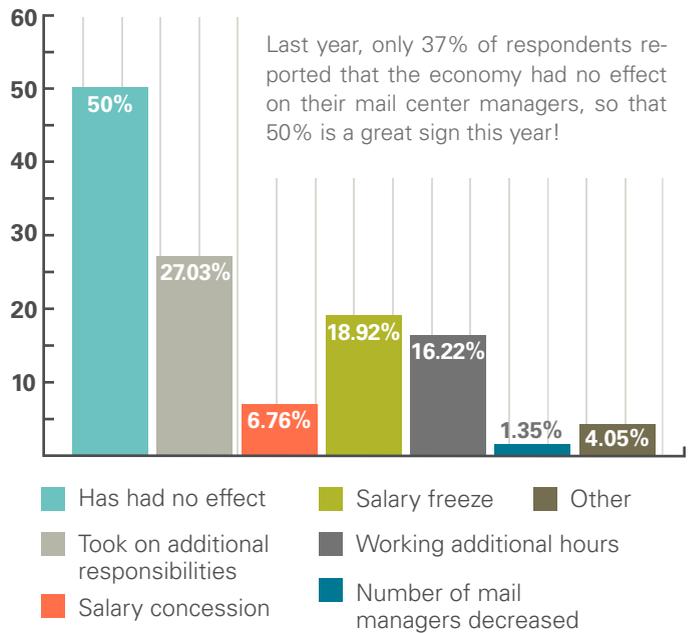
## Number of mail center managers who hold the following certifications



While these numbers are indeed up compared to our 2014 survey, they are down a few percentage points in all categories compared to 2015. Last year, for example, 19.4% of mail center managers held the EMCMP certification, compared to only 15% this year. I know budgets can be tight, but continuing education and certifications are some of the best ways to ensure you have a mail center manager that will help your mailing operation succeed.

## The Economy

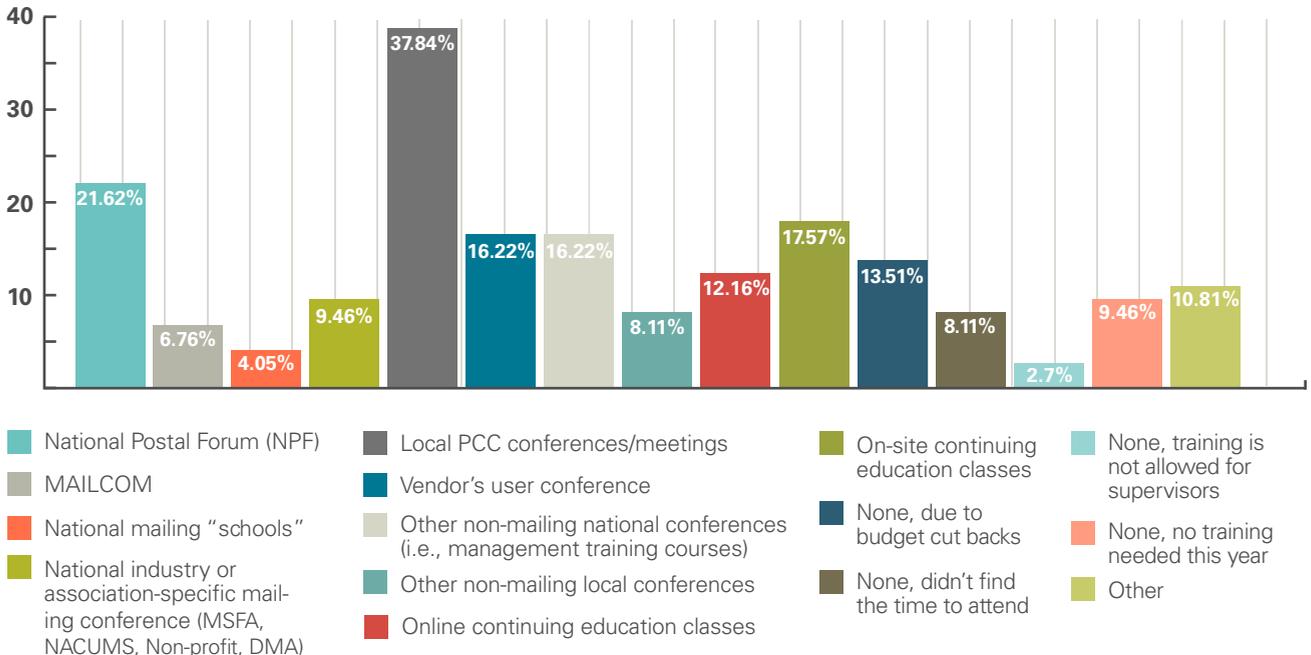
When asked if the economy has had an effect on mail center managers' positions, our respondents answered as follows.



## Continuing Education

For those mail center managers who sought out continuing education opportunities, here are some of the most popular ways they chose to stay engaged.

It's great to see so many mailers engaged in their local PCC communities and attending NPF! It is concerning, though, that almost 25% of respondents said there was no time, budget, or approval for training.



# Supervisors

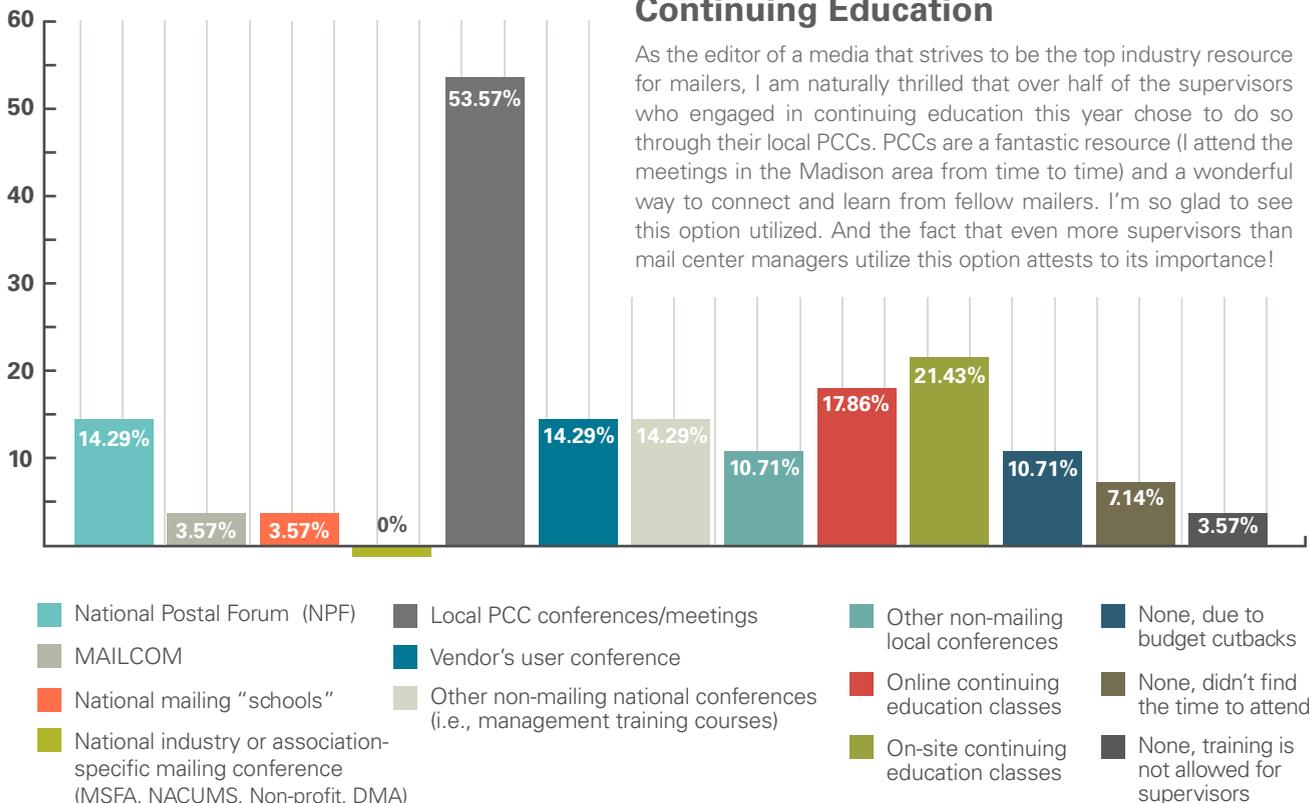
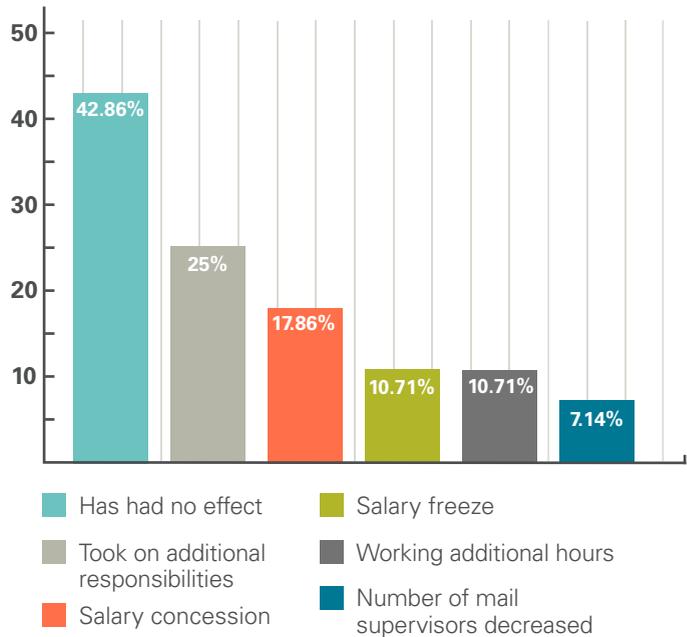
Fifty-nine percent of mail centers had supervisors, compared to 41% without. This is a substantial increase from last year, when only 45% of our respondents reported having supervisors in their mail center. Sixty-five percent of the supervisors this year are male, compared to 35% female. On average, the supervisors held the following certifications. The numbers for EMCMP are up compared to last year, but the other two certifications are down a couple of percentage points.



## Supervisor Vitals

- ▶ The average salary for a mail center supervisor is \$49,480, up slightly from last year's \$48,402.
- ▶ On average, they supervise nine employees.
- ▶ The average tenure in the mailing industry is 13 years.
- ▶ Seventy-nine percent are not responsible for other departments or functions.

## Supervisors and the Economy



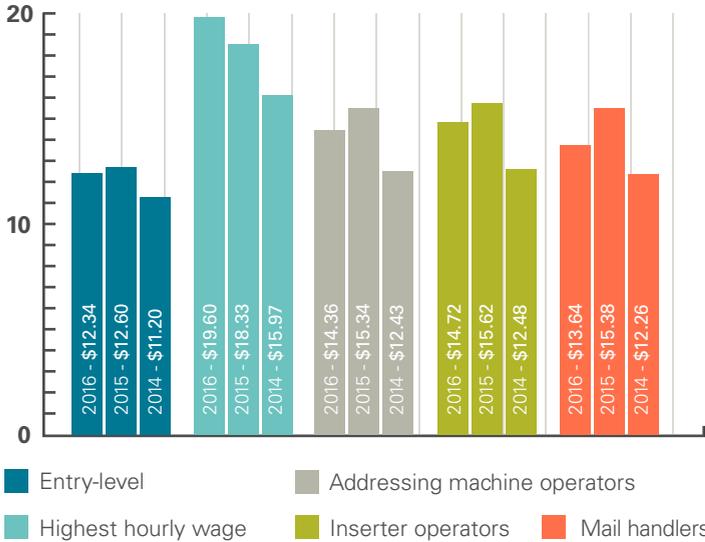
## Continuing Education

As the editor of a media that strives to be the top industry resource for mailers, I am naturally thrilled that over half of the supervisors who engaged in continuing education this year chose to do so through their local PCCs. PCCs are a fantastic resource (I attend the meetings in the Madison area from time to time) and a wonderful way to connect and learn from fellow mailers. I'm so glad to see this option utilized. And the fact that even more supervisors than mail center managers utilize this option attests to its importance!

# Staff

The gender breakdown in staff members is relatively equal, with 48% female and 52% male. On average, mail center staff have been in the industry for 9.75 years. The average mail center, according to respondents, has a turnover rate of just under 10%. Over 92% are not represented by a union, and only 21% have employee incentive programs.

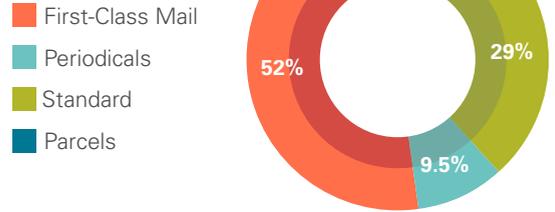
## Average Wages of Mail Center Staff



## Staff and the Economy



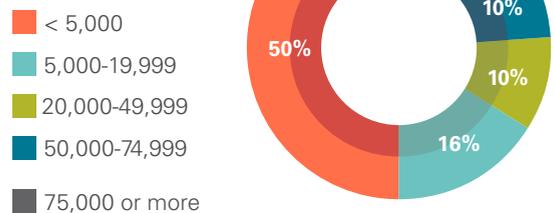
## Percentage of mail processed as



## Average Monthly Outgoing Mail Volume



## Average Incoming Mail Volume



## Number of Company Employees

