



Research and Statistics You Can Use from Content First

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The Content First team hopes that you enjoyed a fun and restful summer season. This quarterly newsletter provides a snapshot of recent reports authored by [Content First](#) and key statistics you can use in your daily work. Ultimately, there is no substitute for having compelling facts and figures at your fingertips to educate policymakers, the press, your members and clients, and the public on issues of concern to you.

We look forward to working with you this fall.

Michaela Platzer, President, Content First, LLC

Software and Information Drives the Global Knowledge Economy — Read Latest Statistics on the Economic Impact of Software and Information

The dynamic [U.S. software and information industries](#) contribute to the economic health and prosperity of the global economy. This new report quantifies the economic impact of one of the most powerful and vital sectors of the American economy.

The Numbers



- Software and information industries employed more than 2.7 million Americans, with employment surging by 17 percent between 1997 and 2006, adding more than 400,000 jobs over this ten-year period.
- The software and information industries paid an annual average wage of \$75,400; this is 78 percent higher than the annual average wage for all U.S. private sector workers.
- The nation's software and information industries grew more than three times faster than the overall U.S. economy.
- Direct export sales by U.S. software and information industries reached almost \$19 billion in 2006, up by more than 30 percent from \$14 billion in 2000.

Top Five States in Software and Information Jobs, 2006	
State	Jobs
California	363,275
New York	205,975
Texas	179,855
Virginia	163,695
Florida	131,424

Source: *Software and Information: Driving the Global Knowledge Economy*
U.S. Bureau of Labor Statistics

The [Software and Information Industry Association](#) retained Content First to produce a first of its kind study measuring the impact of the software and information industries on the U.S. and world economies. The data are compiled from U.S. government statistics. [Read More . . .](#)

Sterling Assets: British Investment Creating U.S. Jobs— Learn How Investment by British Companies in the United States Generates Jobs and Wealth for Americans

Key Statistics

[Sterling Assets](#) highlights the **real** special relationship between Britain and America. As the largest overseas investor in the United States, British companies support nearly 1 million American jobs. The extensive business activities of such diverse British subsidiaries as BP, Rolls Royce, and National Grid mean they are inextricably woven into the fabric of the American economy.

[Sterling Assets](#) is a unique report because it provides both a U.S. overview and a state-by-state breakdown of British investment in America.



- British-owned affiliates create U.S. jobs, with employment totaling 907,800.
- British-owned affiliates help to boost U.S. wages because they pay higher wages than U.S. companies, with an annual compensation per worker of \$64,636.
- British-owned affiliates support research and development (R&D) in the United States, with nearly \$6 billion in R&D expenditures.

Top Five States in Employment Supported by U.S. Affiliates of British-Owned Companies

State	Jobs
California	99,300
New York	77,500
Texas	71,400
Illinois	54,000

Pennsylvania

47,700

Source: *Sterling Assets* with data based on statistics from the U.S. Bureau of Economic Analysis

This study was prepared by Content First for the [Confederation of British Industries](#) to provide policymakers, the press, and the public with an overview of the enormous economic impact of British investment to the U.S. economy. [Read More . . .](#)

Associations Matter — Read about the U.S. Association Industry

Key Statistics

Content First authored an original report on the economic contribution of the association community to the U.S. economy. [Associations Matter](#) compiles impartial U.S. government data to quantify what the vibrant association industry means to the American economy by such measures as employment, wages, and revenues.

Benefits of Associations: A Snapshot

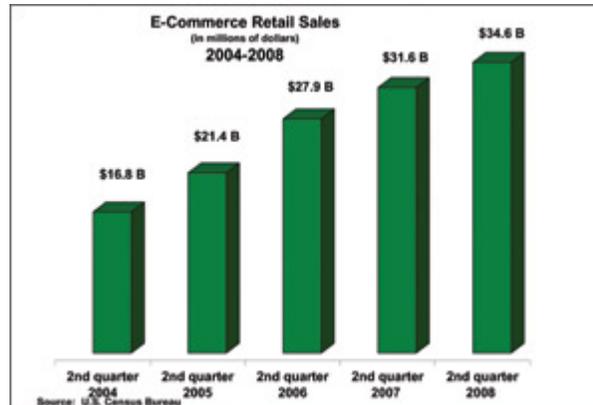
More than 1 million jobs	Associations bring in some \$33 billion in revenue
Associations create jobs in every state	Associations hold an estimated \$41 billion in assets
Association employment is the highest in California, New York, Illinois, Florida, and Pennsylvania	The District of Columbia, Illinois, Virginia, California, and New York lead in association revenue
Average wage of \$40,20 for associations overall and \$58,500 for business and professional organizations	Michigan, the District of Columbia, Illinois, Virginia, and New York are the leading states in assets held by trade and professional associations
Associations generate a payroll of over \$30 billion	Association members gave an average of 71,255 volunteer hours

Source: *Associations Matter*

[Associations Matter](#) was prepared by Content First for the [American Society of Association Executives](#) to provide policymakers, the press, and the public with an overview of the economic impact of the association industry to the U.S. economy. [Read More . . .](#)

E-Commerce Sales Soar in Second Quarter 2008 — Get the Latest Data on This Important Economic Trend

Did you know that today retail e-commerce sales represent 3.3 percent of all retail sales, totaling \$34.6 billion in the second quarter of 2008, according to the most recent data released by the [U.S. Department of Commerce](#)? Consider that e-commerce sales more than doubled between second quarter 2004 and second quarter 2008, while total retail sales only increased 19 percent in the same period.



Clearly, e-commerce sales are becoming more and more important to the U.S. economy. E-commerce comprises those sales of goods and services where an order is placed by the buyer or price and terms of sale are negotiated over an Internet, extranet, EDI network, e-mail, or other online system. Payment may or may not be made online. [Read More . . .](#)

High Speed Broadband Lines Up by 55 Percent — Get the Latest Data on This Important Technology Trend

Today's evolving Internet-centric economy requires access to high-speed connections. Indisputably, the continued growth of e-commerce calls for easy access by businesses and consumers to high-speed Internet connections. A 55 percent increase in the number of high-speed lines in the United States was recorded between June 2006 and June 2007, with high speed lines soaring from 65.3 million to 100.9 million. (High-speed lines are those that deliver services at speeds exceeding 200 kilobits per second (kbps) in at least one direction.)

Of these high-speed lines, nearly 70 percent are classified as advanced services lines comprising connections such as fiber, satellite and wireless lines, and Asymmetric Digital Subscriber Line (ADSL) connections. (These advanced high speed lines deliver services at speeds exceeding 200 kbps in both directions.) Advanced services lines in the United States increased by 36 percent jumping from 51.1 million to 69.6 million between June 2006 and June 2007. [Read More . . .](#)

Top Five States in High-Speed Services	
2006-2007	
State	High-Speed Lines
California	14.5 Million
Texas	6.9 Million
New York	6.8 Million
Florida	6.3 Million
Illinois	4.3 Million
Source: Federal Communications Commission	

Quick Links

- [More About Content First, LLC](#)
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- [Confederation of British Industries](#)
- [American Society of Association Executives](#)
- [U.S. Department of Commerce](#)
- [Federal Communications Commission](#)

About Content First, LLC

Does your organization need timely and relevant research and data to make your advocacy positions more persuasive? We can help you. To learn more about how our services will help further your public policy and communications efforts, contact us at 202.423.4777 or by email at platzer@contentfirst.com

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