



Information

The information industry in Utah

The expression “information age” is used frequently, but what does it mean? One definition refers to the idea of increased speed of production, communication and consumption, along with the assurance of obtaining instant access to information that may have previously been difficult or tedious to find. Many believe it started with the personal computer and the Internet. However, there have been different types of information ages throughout history and it has a unique meaning in each age, and is constantly changing as technology and society evolve.

The information industry sector is more clearly defined according to the North American Industry Classification System (NAICS). NAICS is the standard used by Federal agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. This specific classification is comprised of establishments engaged in: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

The main information industries in Utah include publishing, motion picture and sound recording, broad-

casting (except Internet), Internet publishing and broadcasting, telecommunications, ISPs (Internet Service Providers), search portals and data processing, and other information services. These industries are then further broken down with many unique characteristics driving the delineations.

Information industries are considered important for several reasons. They are a rapidly growing portion of the economy, as the requests for goods and services, and manipulating data are increasing. However, job growth does not necessarily reflect this in recent years. In Utah, the average annual employment was highest in 2001 with 33,510. It saw a slight resurgence from 2005 through 2007, but decreased dramatically with the recession until in 2010 when it hit its lowest level at 29,277. Average monthly wages were lowest in 2002 at \$3,329 and since 2007 have steadily climbed to \$4,267 in 2010.

Not surprisingly, the top three largest Information Industry firms in Utah are included under ISPs, Search Portals and Data Processing. These include ACS Business Process Solutions Inc., ACS Commercial Solutions Inc., and Adobe Systems Inc. These are businesses that are primarily engaged in providing infrastructure for hosting or data processing services. 

For more information on Utah's Information Industry, visit:

• <http://1.usa.gov/wckx48>



For a further breakdown of the Information Industry in NAICS, visit:

• <http://1.usa.gov/4XITI>

