



2016 Economic Contributions of Comcast



About Comcast

From Eugene to Portland, Comcast is Oregon's leading provider of entertainment and communications technology. Comcast is known for providing residential internet, video and voice services under its Xfinity brand, and a similar array of services under the Comcast Business brand. All of this is powered by an advanced network and 24/7 technical support. Additionally, Comcast has branched out into home security products, and most recently into the mobile phone arena with Xfinity Mobile, offering simplified and money-saving plans.

The company is dedicated to offering the fastest broadband available to residential and business customers alike, while ensuring network reliability and capacity for future demand. At the same time, Comcast is engaged in a company-wide effort to make the customer experience its best product. To achieve this, Comcast has 1,750 employees working in field offices and retail stores up and down the Willamette Valley, from its largest operations in Beaverton and Tigard, to smaller sites in McMinnville, Corvallis, Milwaukie, and Hillsboro.

Within Comcast's Oregon footprint, the company's philanthropic initiatives are aimed at bridging the digital divide and building tomorrow's leaders. In Oregon alone, Comcast's Internet Essentials program has helped more than 29,000 low-income families connect to the internet. The Leaders & Achievers scholarship program has provided more than \$156,000 in college scholarships to deserving high school seniors over the past two years. Annual Comcast Cares Day projects enable schools and local nonprofits to benefit from thousands of hours of volunteer labor to achieve their missions. Comcast is actively boosting local Boys and Girls Clubs, Big Brothers Big Sisters, the ARC of Lane County, United Way, Portland Parks and Rec, the Latino Network, Adelante Mujeres, the Urban League of Portland, and many other deserving nonprofits. Because Comcast employees live, work and play here too.

About ECONorthwest

ECONorthwest staff specialize in the application of economic and financial principles and methods to the evaluation of public policies and investments. Since 1974, ECONorthwest has completed more than 2,500 projects for public and private clients.

ECONorthwest employs the full range of analytical tools for measuring economic impacts. To these tools, we apply a rigorous understanding of the economic context in which impacts occur. We have several decades of experience using IMPLAN modeling software. We have developed customized input-output models of regional and foreign economies.

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Key Findings

Comcast retained ECONorthwest to evaluate how its business operations and employees in Oregon contributed to the regional economy. The economic effects of Comcast's business purchases, charitable contributions, and capital spending, ripple through Oregon's economy, by supporting additional economic activities in other parts of the state. This includes purchasing goods and services from local businesses and spending by Comcast's employees in the regional economy. This report uses data collected by Comcast for 2016, to examine the broad economic effects Comcast has on Oregon's economy.

Economic Contribution



In 2016, Comcast supported:

- **\$515 million** in economic activity
- **3,022 jobs**
- **\$184 million** in labor income

Every \$1 million dollars spent by Comcast supported an additional **\$435,000** of economic activity across the region.

Spending



Comcast spent **\$359 million** on operations spending, taxes, charitable giving, and payroll in 2016. Approximately 53 percent of total operations expenditures, or **\$191 million** were spent at businesses and organizations in Oregon.

Construction



Comcast also contributes to the Oregon economy through in non-routine capital investments each year. In 2016, Comcast's construction projects supported **\$137.5 million** in total economic output and **1,072 jobs** throughout Oregon.

Comcast Spotlight



In 2016, Comcast Spotlight, Comcast's local media advertising business supported:

- **\$13.8 million** in economic activity
- **112 jobs**
- **\$7.4 million** in labor income

Defining Contributions

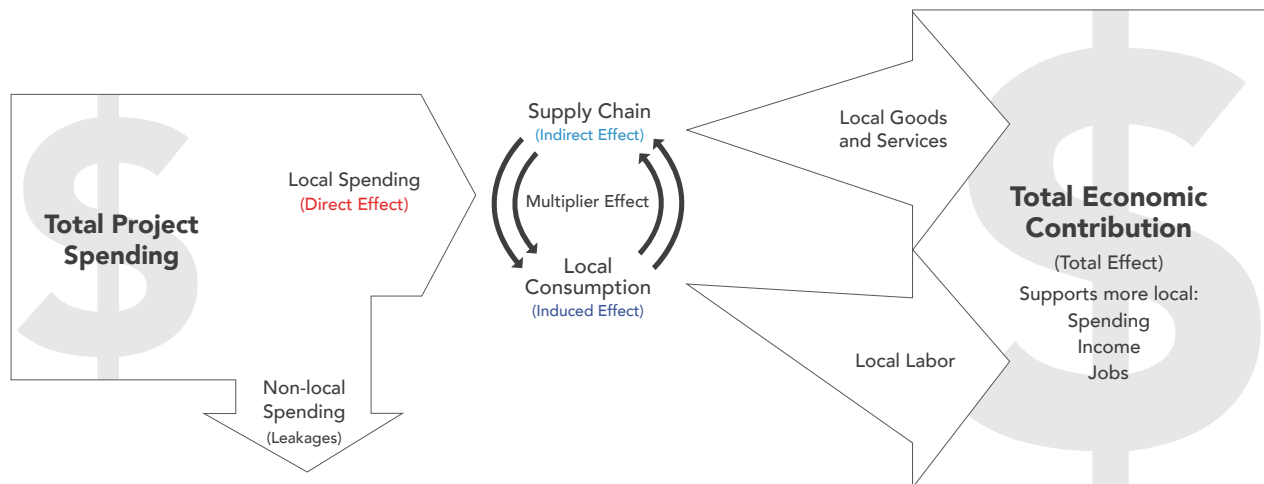
ECONorthwest worked with Comcast to obtain the financial data required to perform this economic contributions analysis, including operations spending, payroll, and capital expenditures. To evaluate the economic contributions of Comcast, ECONorthwest used IMPLAN, an input-output model which enables the user to follow expenditures from a company as they flow through a region's economy. ECONorthwest modeled the effects of Comcast's operations and construction activity across Oregon.

Economic contributions analyses use specific terminology to identify different types of economic effects that can be modeled using input-output tools.

Direct Effects are those associated with payroll and employment at Comcast. They also include the direct output of Comcast's activities, which is estimated using labor and non-labor operating expenses.

Indirect Effects use financial data to calculate Comcast's purchase of goods and services from other businesses in the region. These businesses, in turn, purchase a wide array of intermediate goods and services they need to operate. Because these purchases represent interactions among businesses, indirect effects are often referred to as "supply chain" effects.

Induced Effects use payroll from Comcast to calculate the overall change in economic purchasing power resulting from investment-driven stimulus. These induced effects from payroll spending are often referred to as "consumption" effects.



Taken together, these combined economic effects (direct + indirect + induced effects) describe how Comcast's operations contribute to the overall demand for resources and commodities in the study region. The flow of these expenditures, which result in multiplier effects, are represented in the diagram above. These economic effects are measured in this report in terms of output, labor income, and jobs resulting from spending in the study area.

Operations Economic Contribution

ECONorthwest used detailed vendor and payroll spending to calculate the economic output associated with Comcast’s day-to-day operations. Vendor expenditures support activities in other parts of the economy through purchases of goods and service from local businesses. Additionally, Comcast’s employees help support the regional economy through consumption spending on consumer goods and services. These two economic effects, reported below as indirect and induced effects, along with Comcast’s direct spending, represent Comcast’s total economic contribution to the state of Oregon.

ECONorthwest obtained or estimated the following data to calculate Comcast’s output:



Vendor Spending



Labor Income (payroll)



Charitable Giving



Taxes on Production and Imports



Other Property-type Income



Franchise and PEG Fees



Franchise and PEG Fees

Franchise and Public, Educational, and Governmental (PEG) fees support government investments in public right-of-ways used by cable infrastructure and support public access cable channels. These fees represent 8 percent, or \$27.7 million, of all spending for Comcast operations in Oregon and 47 percent of all non-payroll expenditures in Oregon.



Charitable Giving

Comcast made cash-based, local charitable contributions totaling \$1.2 million in 2016. The impact of these contributions is captured in economic output. Comcast also made significant in-kind contributions, including just under \$1 million in public service announcements and \$1.2 million in other in-kind contributions, including volunteer time, gratis services, and technology donations.

Direct Contribution	Indirect Contribution	Induced Contribution	Total Contribution
\$358.9 million	\$38.5 million	\$117.7 million	\$515.1 million

Jobs and Income

Jobs are measured in terms of full-year-equivalents (FYE). One FYE job equals work over twelve months in each industry. For example, two jobs that last six months each count as one FYE job. A job can be full-time or part-time, seasonal or permanent; IMPLAN counts jobs based on the duration of employment, not the number of hours a week worked. Job impacts from operations are for one year of normal operation.

Employee compensation includes workers' wages and salaries, as well as other benefits such as health, disability, and life insurance, retirement payments, and non-cash compensation.



Labor Income



Jobs

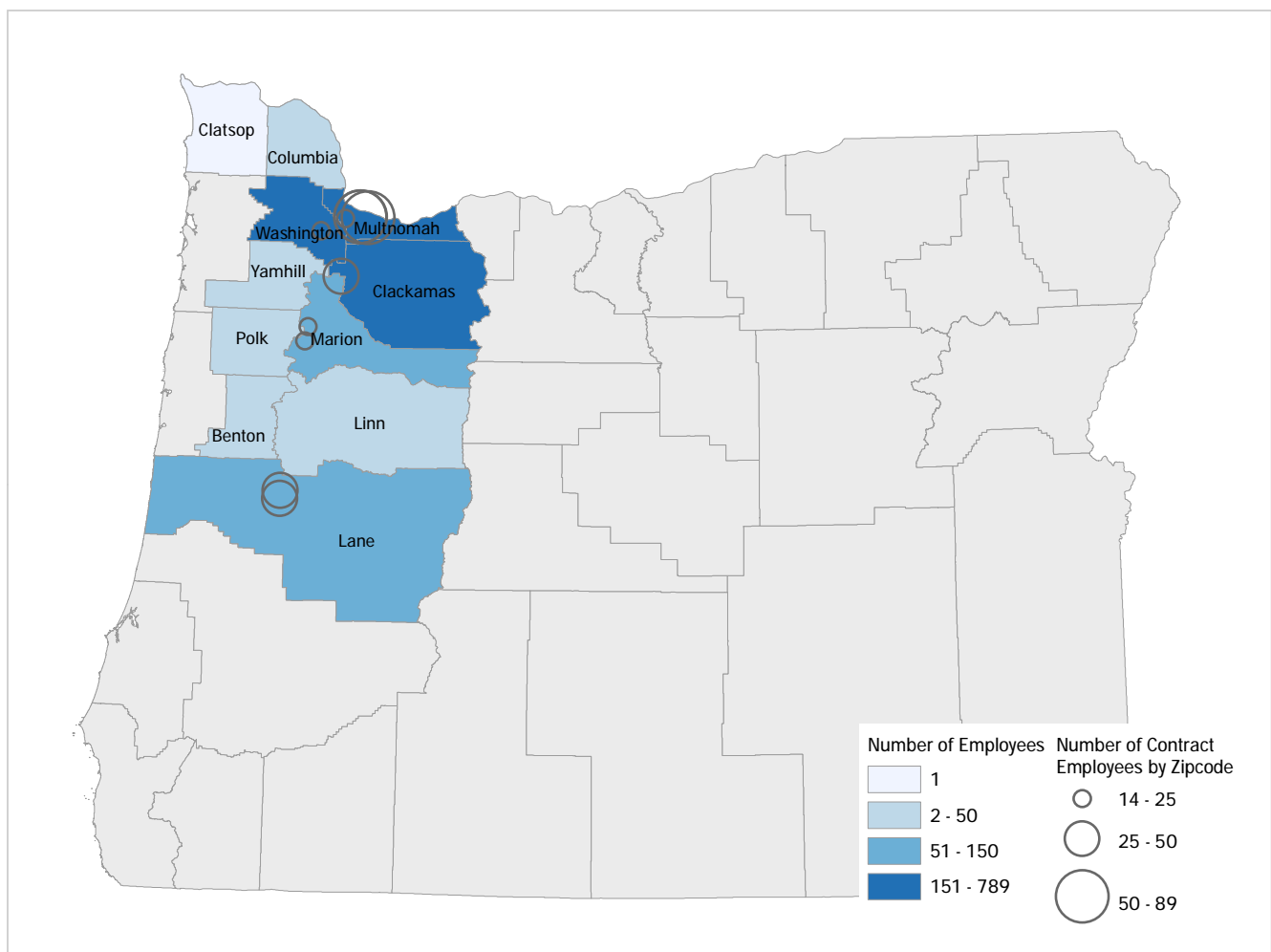
	Labor Income	Jobs
Direct	\$132.5 million	1,850
Indirect	\$12.9 million	259
Induced	\$39.0 million	914
Total	\$184.4 million	3,022

Jobs and Income

In 2016, Comcast directly employed 1,850 people across Oregon. The average wage for these employees totaled \$46,180, and total compensation, including benefits and payroll taxes, totaled \$57,200. One quarter of Comcast employees were employed outside of the Portland Metro area. The distribution of employees across the region helps spread the effects of consumer spending from Comcast employees across many communities in Oregon.

In addition to Comcast's direct employees, Comcast supported an estimated 288 engineers and technicians through vendor contracts. These contractor employees extend Comcast's customer service and network maintenance support services throughout the state. These employees are captured in Comcast's secondary jobs impacts.




Comcast Employees and Contractors Across Oregon



Comcast Spotlight Operations

Comcast Spotlight is a Comcast subsidiary providing advertising sales company providing local market coverage for television and digital advertising. Spotlight serves 18 distinct markets in the Portland Metro area, north and central Oregon coast, mid-Willamette Valley, and eastern Oregon.

Spotlight has 64 direct employees in Portland, Salem, Corvallis, and Eugene. These employees had an annual average wage of \$74,900 in 2016. Supply chain and consumption effects of operations spending in Oregon almost double Spotlight's direct economic output in the state, totaling \$13.8 million dollars in 2016.

	 Output	 Labor Income	 Jobs
Direct	\$7.1 million	\$5.5 million	64
Indirect	\$1.9 million	\$0.3 million	11
Induced	\$4.8 million	\$1.6 million	37
Total	\$13.8 million	\$7.4 million	112

Construction Impacts

Construction spending typically represents non-routine capital expansion projects. Usually, this spending is an alternative or tangential economic activity, which expands the productive capacity of the firm. These projects are different than operations spending, in that they normally have a “one-time” or very short-run effect on the regional economy. In order not to confuse this activity with ongoing operations, the direct and indirect impacts associated with project spending are generally classified as indirect impacts.

In 2016, Comcast construction projects supported \$137.5 million in total economic output, including \$54.7 million in labor income for 1,072 employees across the state.



Output



Labor Income



Jobs

Indirect	\$102.2 million	\$43.1 million	798
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Induced	\$35.3 million	\$11.7 million	275
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Total	\$137.5 million	\$54.7 million	1,072
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