

LABOR MARKET BLUEPRINT UPDATE FRANKLIN/HAMPSHIRE WORKFORCE AREA

1. Introduction

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An essential component of the Regional Employment Board's update to the Blueprint 2002 is a comprehensive assessment of the Franklin/Hampshire labor market. A review of the local industry employment and wage structure, recent employment trends, and job vacancy information for major industries and major occupations is critical to the Regional Employment Board's development of effective program strategies. A better understanding of these key labor market factors can assist the REB to effectively target resources towards interventions that best match the needs of job seekers, students and program graduates to the needs and requirements of local employers

2. Major Industry Review: Employment Structure, Trends and Wages

The local industry structure is a major determinant in the types of jobs potentially available within a region. Information on the 2006 Employment Distribution by major industry category for Franklin/Hampshire and Massachusetts is provided in Exhibit 1.

Exhibit 1 INDUSTRY EMPLOYMENT STRUCTURE (2-DIGIT NAICS) FRANKLIN/HAMPSHIRE WORKFORCE AREA (2006)			
Description	Annual Employment	Franklin/Hampshire Percent Share	MA Percent Share
Total, All Industries	89,058	100.0	100.0
11- Agriculture, Forestry, Fishing, Hunting	650	0.7	0.2
23- Construction	3,675	4.1	4.8
31-33- Manufacturing	8,665	9.7	9.4
22- Utilities	350	0.3	0.3
42- Wholesale Trade	3,052	3.4	4.3
44-45- Retail Trade	10,874	12.2	11.0
48-49- Transportation and Warehousing	2,104	2.3	3.1
51- Information	1,782	2.0	2.9
52- Finance and Insurance	1,906	2.1	5.6
53- Real Estate, Rental and Leasing	742	0.8	1.4
54- Professional, Technical Services	2,223	2.5	7.7
55- Management of Companies	2,527	2.0	2.0
56- Administrative and Waste Services	2,527	2.8	5.3
61- Educational Services	20,393	22.9	9.7
62- Health Care and Social Assistance	11,652	13.1	14.7
71- Arts, Entertainment, Recreation	1,553	1.7	1.6
72- Accommodation and Food Services	7,486	8.4	7.8
81- Other Services, Ex. Public Admin	3,932	4.4	3.8
92- Public Administration	4,224	4.6	4.4

A comparison of the state and local employment structure assists in determining how the local job content is distinct from the state as whole. In addition, the data in Exhibit 1 helps quantify the major sources of employment within the Franklin/Hampshire region.

As indicated, the most striking feature of the Franklin/Hampshire economy is the importance of Educational Services. This sector accounts for nearly 1 in 4 jobs (22.9%) in Franklin/Hampshire compared to one in ten (9.7%) statewide. The presence of the UMASS—Amherst, along with other four year educational institutions, are major factors contributing to this differential. In fact, Colleges and Universities comprise more than half of the jobs within the region's Educational Services sector.

The large sectors of Health Care and Social Assistance (13.1%), Retail Trade (12.2%), Manufacturing (9.7%) and Accommodation and Food Services (8.4%) represent shares of local employment similar to their statewide counterparts. Collectively, these four sectors comprise more than 4 in 10 jobs (43.1%) in the Franklin/Hampshire economy.

The Franklin/Hampshire employment structure differs sharply from Massachusetts in the high technology sectors of Information and Professional and Technical Services. While these two sectors comprise over 10 percent (10.7%) of all jobs in the Commonwealth, the respective share in the Franklin/Hampshire area is less than one-half of this proportion (4.5%).

A review of employment trends within the regional economy identifies those employment areas that have grown, decreased, or remained the same, over time. Exhibit 2 provides employment trend information by major industry sector between the Third Quarter, 2002 and the Third Quarter, 2007. In addition, 2004 Third Quarter employment levels are provided to help track trends within this five year time frame.

These data points were selected for several reasons. First, 2002 is the year in which the previous Franklin/Hampshire Blueprint was published. Second, the Third Quarter, 2007 information is the most current information available from the detailed industry employment reports (ES-202) produced by the Department of Workforce Development. Finally, the consistent use of third quarter data filters out changes associated with seasonal fluctuations.

Between the Third Quarter, 2002 and the Third Quarter 2007, total employment in Franklin/Hampshire (as reflected by job counts) increased by 2,300 jobs or almost 3 percent (2.7%). Job growth was more sluggish in the period between the Third Quarter, 2004 and the Third Quarter, 2007 where the increase was 396 jobs.

Exhibit 2 INDUSTRY EMPLOYMENT TRENDS: FRANKLIN/HAMPSHIRE WORKFORCE AREA 2002 3rd Quarter, 2004 3rd Quarter and 2007 3rd Quarter				
Description	2002 3 rd Quarter	2004 3 rd Quarter	2007 3 rd Quarter	Percent Change
Total, All Industries	85,960	87,905	88,301	2.7
11- Agriculture	847	954	928	9.5
23 - Construction	3,884	3,973	3,936	1.3
31-33 - Manufacturing	10,338	9,955	8,798	-14.9
22 - Utilities	338	424	276	-18.3
42 - Wholesale Trade	2,763	2,974	2,922	5.7
44-45 - Retail Trade	10,648	11,007	10,643	-0.1
51 - Information	1,988	1,930	1,767	-11.1
52 - Finance and Insurance	1,710	1,840	1,889	10.4
53- Real Estate and Leasing	887	899	857	-3.4
54- Professional and Technical Services	1,894	1,945	1,914	1.1
55- Management of Companies	1,042	991	1,095	5.3
56- Administrative and Waste Services	2,806	2,913	2,500	--10.1
61 - Educational Services	16,994	18,106	18,519	9.0
62 - Health Care and Social Assistance	11,281	11,427	12,203	8.2
71 – Arts, Entertainment, and Recreation	1,604	1,586	1,757	8.3
72 - Accommodation and Food Services	7,137	7,424	7,789	9.2
81 - Other Services, Ex. Public Admin	3,519	3,538	4,004	13.8
92 - Public Administration	4,400	4,164	4,365	-0.8

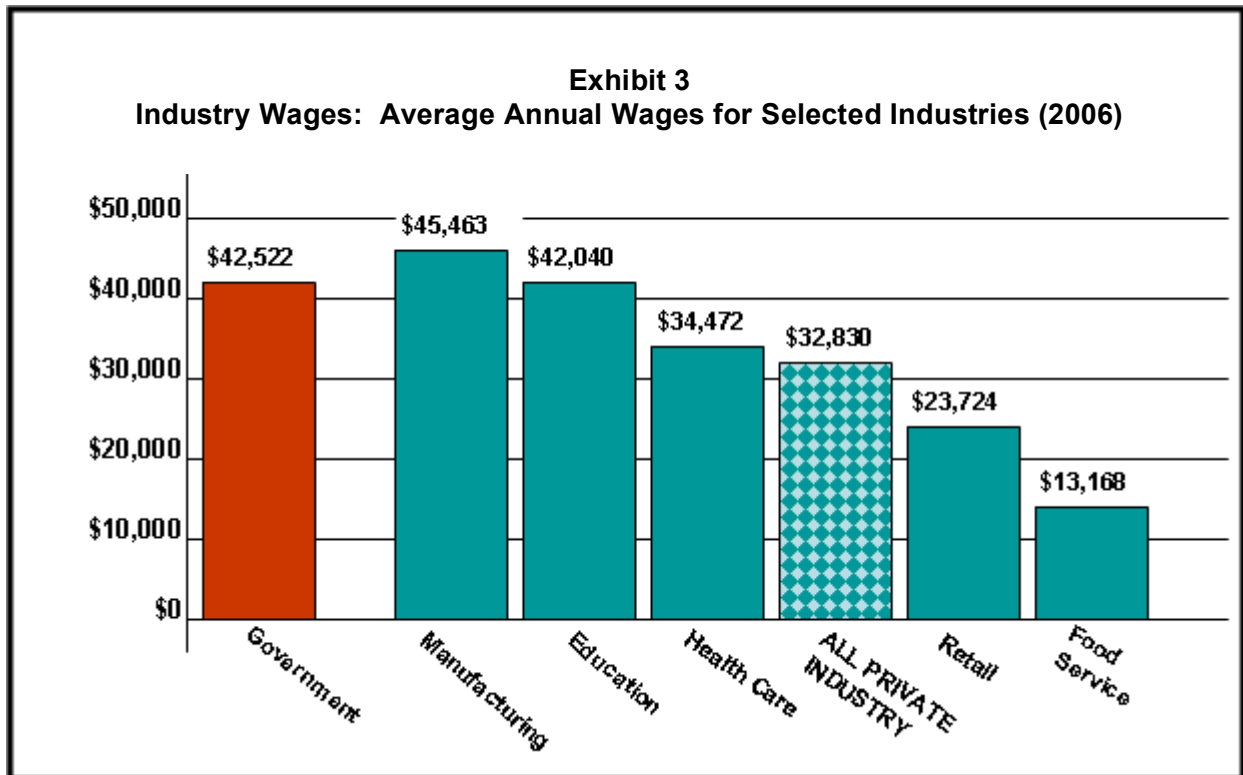
The two largest sectors, Educational Services and Health Care and Social Assistance, both experienced healthy employment growth. During the period under review, Educational Services employment increased by 9.0 percent, representing 1,605 jobs, while Health Care and Social Assistance expanded by 8.2 percent and 922 jobs. Growth in Educational Services was more pronounced in the earlier 2002 -2004 Third Quarter period, while Health Care and Social Assistance has had consistent and steady growth throughout the five year period.

Among the remaining key sectors, Accommodation and Food Services (9.2%, 552 jobs) and the smaller, Arts, Entertainment and Recreation (8.3%, 153 jobs) contributed to employment growth. Finance and Insurance also expanded during this period (10.4%, 179 jobs) with most of the growth occurring earlier in the five year period

The principal area of job reduction in Franklin/Hampshire has been in the Manufacturing area. Between the Third Quarter, 2002 and the Third Quarter, 2007, the number of Manufacturing jobs fell by almost 15 percent, representing 1,540 jobs. There is however, some recent evidence to suggest that the steady job loss in Manufacturing has finally abated. Between the Third Quarter, 2006 and the Third Quarter, 2007, Manufacturing employment actually rose, increasing by just over 200 jobs (2.4%)

Retail Trade, the region’s third largest sector, was essentially unchanged during the period under review. A closer examination, however, reveals that job gains in the earlier period were offset by similar declines between the Third Quarter, 2004 and the Third Quarter 2007.

While employment structure and trends are key factors in developing local employment and training strategies, wages are also an important consideration. Exhibit 3 provides the 2006 Annual Wage data for the five largest private sectors in Franklin/Hampshire, as well as Government. A Table with the Annual Wages for all the major sectors appears in Appendix I of this report.



As indicated in Exhibit 3, the Average Annual Wage in 2006 for all private industries in Franklin/Hampshire was \$32,830. Among the largest private industry groups, Manufacturing (\$45,463), Educational Services (\$42,040) and Health Care (\$37,790) exceeded the area average. Conversely, two large sectors, Retail Trade (\$23,374) and Accommodation and Food Services (\$13,168) were substantially below the average for Franklin/Hampshire. Finally, Government which would include public two year and four year colleges had an annual wage of \$42,522. It is important to note that average wages include both full and part time earnings.

3. Employment Trends in Selected Sectors: 2004 to 2007

This section provides a more detailed review of employment trends within key sectors during the Third Quarter 2004 to the Third Quarter 2007 period in Franklin/Hampshire. The employment data for this review is provided in Exhibit 4 and includes Health Care and Social Assistance, Leisure and Hospitality, Manufacturing and Retail Trade. The employment distribution within these industries is included in Appendices IIA-IID

Increases in Employment in Health Care and Social Assistance jobs have been led by growth in Ambulatory Health Care Services and Hospitals. Between the Third Quarter, 2004 and the Third quarter, 2007, employment in Ambulatory Services increased by 433 jobs (13.0%) with growth most pronounced among Physician's Offices and Home Health Care Services. Small decline were registered in Dentist Offices. The second major source of growth in this sector was Hospitals which added 236 jobs (7.2%). Nursing and Residential care Facilities also contributed to growth in this sector, increasing by 159 jobs; almost of the growth in this component came within Community Care For the Elderly which includes Independent and Assisted Living Facilities.

Employment in the Leisure and Hospitality sector also grew between the Third Quarter, 2004 and the Third Quarter, 2007 by an additional 515 jobs (5.7%). This increase was led by the added 358 jobs in Full Service Restaurants. The Arts, Entertainment and Recreation sector also posted noticeable job growth (181 jobs) but growth in this sector, especially in the Performing Arts, should be interpreted with caution. The increases may reflect, at least in part, classification changes and not actual growth

Manufacturing employment fell by 1,157 jobs between 2004 Third Quarter and 2007 Third Quarter covering a wide array of sectors. Job losses in the traditional industries of Machinery (-29) and Fabricated Metals (-10) were quite small. More significantly, expansion occurred in Computer and Electronics which added 142 jobs during this three year period.

The last sector presented in Exhibit 4, Retail Trade, experienced a loss of 364 jobs, a decrease of 3.3 percent. Food and Beverage Stores were the primary source of job loss, falling by 264 jobs. Smaller job losses were registered in most other Retail Trade components, however, small gains were posted in Clothing and Accessory Stores and Health and Personal Care Stores. The second largest Retail component, General Merchandise Stores, reported employment levels that were essentially unchanged over this three year period

Exhibit 4
INDUSTRY EMPLOYMENT TRENDS: SELECTED SECTORS
FRANKLIN/HAMPSHIRE WORKFORCE AREA
2004 3rd Quarter - 2007 3rd Quarter

Description	2004 3 rd Quarter	2007 3 rd Quarter	Absolute Change	Percent Change
I. Health Care and Social Assistance	11,427	12,203	776	6.8
621 Ambulatory Health Care Services	3,093	3,526	433	14.0
6211 Physician's Offices	1,184	1,398	214	18.1
6212 Dentist Offices	646	627	-19	-2.9
6216 Home Health Care Services	375	476	101	26.9
622 Hospitals	3,257	3,493	236	7.2
623 Nursing and Residential Care Facilities	3,222	3,381	159	4.9
6231 Nursing Care Facilities	2,020	2,077	57	2.8
6233 Community Care For the Elderly	333	485	152	45.6
624 Social Assistance	1,854	1,803	-51	-2.8
II. Leisure and Hospitality	9,010	9,525	515	5.7
71 Arts, Entertainment and recreation	1,556	1,737	181	11.8
711 Performing Arts and Spectator Sports	224	468	244	108.9
713 Amusement and Recreation	1,078	993	-85	-7.9
721 Accommodation	629	684	55	8.7
722 Food Services and Drinking Places	6,795	7,105	310	4.6
7221 Full Service Restaurants	3,596	3,954	358	10.0
7222 Limited Service Restaurants	2,542	2,576	34	1.3
III. Manufacturing	9,995	8,798	-1,157	-11.6
326 Plastics Manufacturing	1,874	1,772	-102	-5.4
332 Fabricated Metals	1,829	1,819	-10	-0.5
322 Paper Manufacturing	1,130	989	-141	-12.5
333 Machinery	686	657	-29	-4.2
334 Computer and Electronics	470	612	142	30.0
331 Primary Metals	539	390	-149	-27.6
311 Food and Beverage Manufacturing	428	278	-150	-35.0
IV. Retail Trade	11,007	10,643	-364	-3.3
441 Motor Vehicle and Parts	1,214	1,175	-39	-3.2
444 Building Materials and Supplies	804	750	-54	-6.7
445 Food and Beverage Stores	3,621	3,357	-264	-7.3
446 Health and Personal Care Stores	570	600	30	5.3
447 Gasoline and Service Stations	636	561	-75	-11.8
448 Clothing and Accessories	524	564	40	7.8
451 Sporting Goods/Music/Books	676	654	-22	-3.3
452 General Merchandise Stores	1,443	1,448	5	0.3

A separate review of the employment trend in the region's largest sector, Educational Services between 2004 Third Quarter and 2007 Third Quarter is summarized in Exhibit 5 and a more detailed summary of the employment distribution within Educational Services is provided in Appendix III

Exhibit 5 INDUSTRY EMPLOYMENT TRENDS: EDUCATIONAL SERVICES FRANKLIN/HAMPSHIRE WORKFORCE AREA 2004 3rd Quarter - 2007 3rd Quarter				
Description	2004 3rd Quarter	2007 3rd Quarter	Absolute Change	Percent Change
Educational Services	18,106	18,519	413	2.3
6111 Elementary and Secondary Education	7,381	7,492	111	1.5
6111 Private	2,397	2,128	-269	-11.2
6111 Local Government	4,984	5,364	380	7.6
6113 Colleges and Universities	9,357	9,836	479	5.1
6111 Private	3,959	4,060	101	2.6
6113 State Government	5,378	5,776	398	7.4

Employment growth within Educational Services was led by Colleges and Universities which increased by 479 jobs or 5.1 percent. As most of the growth was in State Government, the increases occurred in both public four year universities and community colleges. Higher Education among private colleges and universities did add 101 jobs during the period under review. Limited job growth (+111) occurred within the Elementary and Secondary Education area. Employment gains in public elementary and secondary schools were partially offset by declines among private schools. It should be noted that in the most recent year (2006 III-2007 III) employment levels in Educational Services were essentially unchanged (+15).

Information on the employment trends between the Third Quarter, 2004 and the Third Quarter, 2007, for the 20 largest individual industries in Franklin/Hampshire are summarized in Exhibit 6. This assessment focuses on those specific industries that account for a significant share of local employment. The 10 largest industries comprise nearly one-half of the Franklin/Hampshire jobs (47%) while the top 20 largest industries account for three-fifths (60%) of the total area employment. Appendix IV provides the rank order for these 20 industries

As indicated, the proportion of the collective employment gains among the largest industries out-performed the proportional gains for the entire Franklin/Hampshire labor market and the region's gains were most pronounced among the 10 largest industries. Between the Third Quarter, 2004 and the Third Quarter, 2007, employment in the 10 largest industries increased by just over 800 jobs (2.0%) compared to 386 jobs (0.5%) for the entire region.

Exhibit 6
INDUSTRY EMPLOYMENT TRENDS: 20 LARGEST INDUSTRIES
FRANKLIN/HAMPSHIRE WORKFORCE AREA
2004 3rd Quarter - 2007 3rd Quarter

Description	2004 3rd Quarter	2007 3rd Quarter	Absolute Change	Percent Change
Total, All Industries	87,905	88,301	396	0.5
6113 Colleges and Universities	9,357	9,836	479	5.1
6111 Elementary and Secondary Education	7,381	7,492	111	1.5
722 Eating and Drinking Places	6,795	7,105	310	4.6
445 Food and Beverage Stores	3,621	3,357	-264	-7.3
622 Hospitals	3,257	3,493	236	7.2
6231 Nursing Care Facilities	2,020	2,077	57	2.8
238 Specialty Contractors	2,080	2,125	45	2.2
326 Plastics Manufacturing	1,874	1,772	-102	-5.4
332 Fabricated Metals	1,829	1,819	-10	-0.5
624 Social Assistance	1,854	1,803	-51	-2.8
Sub-Total 10 Largest Industries	40,068	40,879	811	2.0
452 General Merchandise Stores	1,443	1,448	5	0.1
6211 Physician's Offices	1,184	1,398	214	18.1
442 Motor Vehicles and Parts	1,214	1,175	-39	-3.2
5613 Employment Services	1,244	1,083	-161	-13.0
813 Membership Organizations	971	1,213	242	25.0
522 Banking and Credit Institutions	1,108	1,153	45	4.1
4244 Wholesale Trade, Groceries	1,041	1,017	-27	-2.6
322 Paper Manufacturing	1,130	989	-141	-12.5
236 Construction, Residential and Commercial	1,061	1,019	-42	-4.0
511 Publishing	1,008	888	-120	-12.0
Total 20 Largest Industries	51,472	52,262	790	1.5

The largest industry sector, Colleges and Universities, also posted the biggest increase by adding 479 jobs. Among the remaining top 10 industries, healthy gains were registered in Eating and Drinking Places (+310), Hospitals (+236) and Elementary and Secondary Schools (+111). The primary source of job loss among the 10 largest industries was in the area of Food and Beverage Stores which fell by 264 jobs.

Among the second tier of large industries, the net employment effect was minimal. Employment growth within Physicians Offices, Membership Organizations and Banking was offset by sharp declines in Employment Services (which include Temporary Health Agencies) Paper Manufacturing and Publishing.

4. Employer Size As A Factor In Local Employment

Information on the distribution of employment by the size of employers for both Franklin/Hampshire and Massachusetts is provided in Exhibit 7. While much attention is paid to the labor market needs of small business, the important role of large employers and the relative proportion of employment opportunities also must be taken into account when developing local workforce policy and strategies

Exhibit 7 DISTRIBUTION OF ESTABLISHMENTS AND EMPLOYMENT BY SIZE GROUP FRANKLIN/HAMPSHIRE WORKFORCE AREA AND MASSACHUSETTS March 2007				
Size Group	# Establishments Franklin/Hampshire	Share of all Establishments	# Establishments State	Share of all Establishments
0 to 19	5,835	88.4%	181,048	86.9%
20 to 49	493	7.5%	16,588	8.0%
50 to 99	149	2.2%	5,606	2.7%
100 to 249	92	1.4%	3,570	1.7%
250 to 499	21	0.3%	876	0.4%
500 +	12	0.2%	584	0.3%
TOTAL	6,602	100.0%	208,272	100.0%
Size Group	# Employees Franklin/Hampshire	Share of all Employees	# Employees State	Share of all Employees
0 to 19	25,310	28.6%	724,049	22.9%
20-49	14,970	16.9%	504,394	15.9%
50 to 99	10,177	11.5%	384,167	12.1%
100 to 249	14,615	16.5%	538,364	17.0%
250-499	8,107	9.1%	301,765	9.5%
500 +	15,408	17.4%	716,437	22.6%
TOTAL	88,587	100.0%	3,169,176	100.0%

Among the 6,602 establishments reporting employment in March 2007, almost nine-tenths (88.4%) had fewer than 20 employees. These firms, however, accounted for just 3 in 10 or 25,310 jobs in the Franklin/Hampshire Region

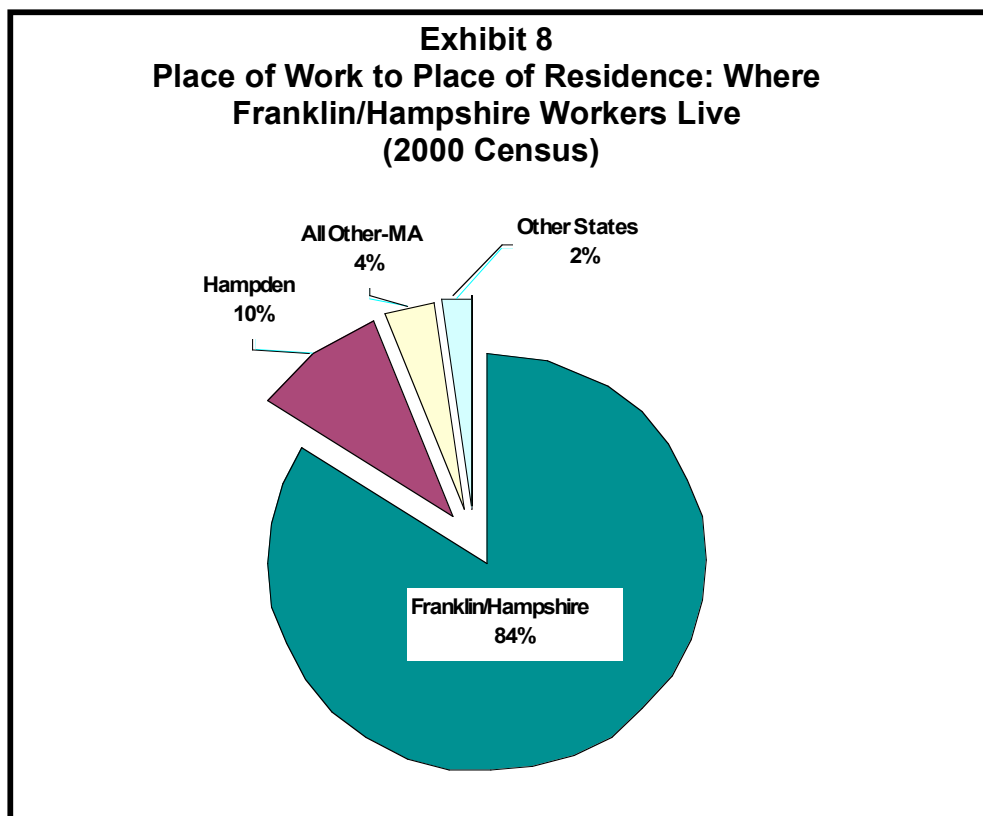
In contrast to the small business employer, 135 establishments (1.9%) reported having at least 100 employees. These firms, however, were responsible for over two-fifths (43%) or 38,130 of all jobs in the Franklin/Hampshire Workforce Area. The share of employment among large employers in the region, however, was below the statewide share of 49.1 percent

It should be noted that the 12 establishments with at least 500 employees accounted for 17.4 percent of the region's employment. These establishments were concentrated among Hospitals and Colleges and Universities; this group also included several large Manufacturers as well as representation in Wholesale and Retail Trade

4. Journey To Work

A review of the “journey to work” data, including the number of Franklin/Hampshire residents who live and work in the region and the number of Franklin/Hampshire workers who live in other locations, helps broaden the view of what constitutes the actual Franklin/Hampshire labor market. This information provides an indication of the extent to which residents leave the region for employment and, conversely, the extent to which local employers draw workers from outside the region.

Information on commuting patterns for Franklin/Hampshire residents and workers, based on the 2000 Census, is graphically presented in Exhibit 8 and exhibit 9. While some changes may have occurred between 2000 and 2007, an assumption is made that the primary commuting destinations for both residents and workers into and outside the region remains the same.



As Exhibit 8 indicates the vast majority of Franklin/Hampshire workers (84%) do reside in the region. The primary source of workers from outside the region is Hampden (10%). There is very little in commuting to the region (2.0%) from other states

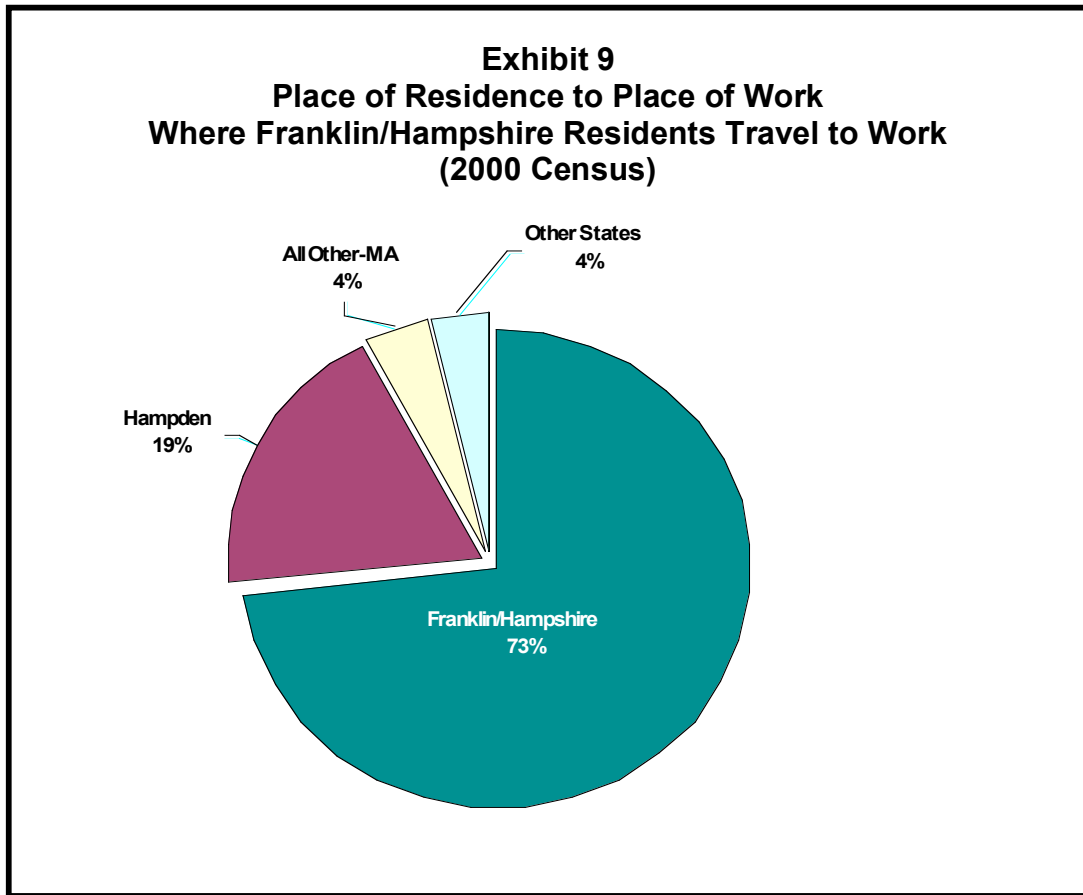


Exhibit 9 reveals that most Franklin /Hampshire residents (73%) also work in the region. At the same time, nearly 1 in 5 (19%) residents commute into Hampden County. An additional 4 percent commute to other states, with Connecticut (2%) the most common destination

Perhaps most importantly, the Franklin/Hampshire Workforce Area has a net out-flow of workers who represent a potential source of workers for local business as well as for firms looking to locate in the region. At the time of the 2000 census, the size of this net outflow was 19,000 individuals. This resulted from the difference between 125,500 employed residents as compared to 106,500 individuals working in the region

5. Job Vacancies by Industry and Occupation

Job vacancy information by major industry and occupational category for the Pioneer Valley is summarized in Exhibit 10 and Exhibit 11. The Pioneer Valley includes both the Franklin/Hampshire and Hampden County Workforce Areas. The data were derived from the job vacancy survey conducted by the Department of Workforce Development during the second quarter of 2007

A total of just over 7,300 job vacancies were reported in the Pioneer Valley, during the Second Quarter, 2007. The overall vacancy rate of 2.8 percent was slightly below the overall statewide rate of 2.9 percent. As Exhibit 10 indicates, Health Care and Social Assistance was the largest source of vacancies; more than 1 in 5 vacancies in the region occurred in this sector. Retail Trade was the second largest source of vacancies (884), followed by Accommodation and Food Services (627) and Construction (589). The Arts, Entertainment and Recreation posted an extraordinarily high vacancy rate (10.4%) along with 507 vacancies. This high vacancy rate may be reflective of seasonal difficulties in filling positions at local amusement parks and recreation centers

Exhibit 10 JOB VACANCIES BY MAJOR INDUSTRY GROUPS: PIONEER VALLEY 2007 SECOND QUARTER			
Description	Pioneer Valley Total Vacancies	Vacancy Rate	Massachusetts
Total, All Industries	7,308	2.8	2.9
23- Construction	589	6.4	1.5
31-33- Manufacturing	269	0.8	1.7
44-45- Retail Trade	884	2.8	2.9
48-49- Transportation and Warehousing	316	4.3	3.3
52- Finance and Insurance	160	1.6	2.4
54- Professional and Technical Services	263	4.1	3.9
56- Administrative and Waste Services	113	2.2	2.8
61- Educational Services	647	1.6	2.1
62- Health Care and Social Assistance	1,568	3.5	3.6
71- Arts, Entertainment, and Recreation	507	10.4	3.8
72- Accommodation and Food Services	627	3.1	4.9

Exhibit 11 provides job vacancy information by major occupational category for the Pioneer Valley. While Sales positions represent the largest source of job vacancies (895), Health Care Practitioners (776) and Healthcare Support (433) represent over 1200 job vacancies when combined. Also, the respective vacancy rates of 4.3 percent for Health Care Practitioners and Health Care Support exceed the area average and would suggest that employers are having difficulty in filling existing job openings

Exhibit 11 JOB VACANCIES BY MAJOR OCCUPATION GROUP: PIONEER VALLEY 2007 SECOND QUARTER			
Description	Pioneer Valley Total Vacancies	Vacancy Rate	Massachusetts
Total, All Occupations	7,308	2.8	2.9
Sales	895	3.1	2.9
Healthcare Practitioners	776	4.3	3.9
Transportation and Material Moving	722	3.9	2.4
Office and Administration Support	624	1.3	1.5
Food Preparation and Serving	581	2.4	3.9
Personal Care and Service	561	7.8	4.4
Production	553	2.3	1.4
Healthcare Support	433	4.3	3.7
Education and Training	426	1.6	2.1
Management Occupations	411	3.5	3.5
Construction Occupations	284	3.1	1.0
Community and Social Service	257	3.5	2.9
Installation ,Maintenance and Repair	117	1.1	1.1

In addition to the two health categories, Transportation and Material Moving, which include Commercial Drivers (3.9%) and Personal Care and Service Workers (7.8%), posted job vacancies well above the area average. The number of job vacancies was 722 and 661, respectively. It should be noted that a large number of Personal Care and Service Workers are located in the seasonal Amusement and Recreation industries which may account for the high vacancy rates

A third set of occupations including Office and Administration Support (1.3%), Education and Training (1.6%), Production (2.3%) and Food Preparation and Serving (2.4%) all posted vacancy rates below the overall average for the Pioneer Valley. At the same time these four categories comprised nearly 2,200 job opening for 30 percent of all vacancies. As the lower vacancy rates suggest less difficulty on the part of employers filling openings, this finding reinforces the importance of identifying skills and experience required o job applicants

Franklin/Hampshire Blueprint: Appendix Tables

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Appendix I
Industry Wages
Franklin/Hampshire Workforce Area
2006 Annual Average

Description	Average Annual Wage	Average Weekly Wage
Total, All Industries - Private	\$32,830	\$631
11- Agriculture	\$22,628	\$435
23 - Construction	\$40,105	\$771
31-33 - Manufacturing	\$45,463	\$874
22 - Utilities	\$80,434	\$1547
42 - Wholesale Trade	\$44,730	\$861
44-45 - Retail Trade	\$23,724	\$456
48-49 Transportation and Warehousing	\$27,993	\$538
51 - Information	\$43,376	\$834
52 - Finance and Insurance	\$46,782	\$900
53- Real Estate and Leasing	\$27,750	\$534
54- Professional and Technical Services	\$43,064	\$828
55- Management o Companies	\$54,069	\$1040
56- Administrative and Waste Services	\$26,870	\$517
61 - Educational Services	\$42,040	\$808
62 - Health Care and Social Assistance	\$34,472	\$663
Health Care	\$37,980	\$730
Social Assistance	\$21,270	\$525
71 - Arts, Entertainment, and Recreation	\$14,853	\$286
72 - Accommodation and Food Services	\$13,168	\$253
81 - Other Services, Ex. Public Admin	\$19,361	\$372
Government	\$42,522	\$817

Notes- Industries exceeding overall average are in bold face. Industry wages are private sector only.

Appendix II A
Health Care and Social Assistance Employment Structure:
Franklin/Hampshire Workforce Area
2006

NAICS Code	Description	Employment	Percent
62	Health Care and Social Assistance	11,652	100.0
621	Ambulatory Health Care Services	3,368	28.9
6211	Physicians Offices	1,307	11.2
6212	Dentist Offices	636	5.5
6213	Office of Other Health Practitioners	417	3.6
6214	Outpatient Care Services	392	3.4
6216	Home Health Care Services	426	3.6
622	Hospitals	3,364	28.9
623	Nursing and Residential Care Facilities	3,292	28.2
6231	Nursing Care Facilities	2,011	17.3
6232	Residential Mental Health	425	3.6
6233	Community Care for the Elderly	468	4.0
624	Social Assistance	1,629	14.0
6241	Individual and Family Services	516	4.4
6243	Vocational Rehab Services	329	2.8
6244	Child Day Care Services	656	5.6

**Appendix II B
Manufacturing Employment Structure:
Franklin/Hampshire Workforce Area
2006**

NAICS		Employment	Percent
31-33	Manufacturing	8,665	100.0
326	Plastics and Rubber	1,825	21.0
332	Fabricated Metals	1,772	20.5
322	Paper Manufacturing	1,021	11.8
339	Miscellaneous Manufacturing	747	8.6
333	Machinery	649	7.5
334	Computer and Electronics	602	7.0
331	Primary Metals	413	4.8
311	Food Manufacturing	341	3.8
	All Other Manufacturing	1,295	15.0

**Appendix II C
Leisure And Hospitality Employment Structure:
Franklin/Hampshire Workforce Area
2006**

NAICS Code	Description	Employment	Percent
	Leisure and Hospitality	9,039	100.0
71	Arts, Entertainment and Recreation	1,553	17.2
711	Performing Arts and Spectator Sports	450	5.0
712	Museums, Parks and Historical Sites	245	2.7
713	Amusement and Recreation	858	9.5
721	Accommodation	550	6.1
722	Food Services and Drinking Places	6,936	76.7
7221	Full Service Restaurants	3,755	41.5
7222	Limited Service Eating Places	2,578	28.5
7223	Special Food Services and Catering	210	2.3
7224	Drinking Places	393	4.4

Appendix II D
Retail Trade Employment Structure:
Franklin/Hampshire Workforce Area
2006

NAICS Code	Description	Employment	Percent
44-45	Retail Trade	10,874	100.0
441	Motor Vehicle and Parts	1,187	10.9
444	Building Materials and Supplies	734	6.8
445	Food and Beverage Stores	3,528	32.4
446	Health and Personal Care Stores	575	5.3
447	Gasoline and Service Stations	595	5.5
448	Clothing and Accessory Stores	548	5.0
451	Sporting Goods/Musical Instruments/Books	674	6.2
452	General Merchandise Stores	1,432	13.2
	All Other Retail Trade	1,601	14.7

**Appendix III
Educational Services
Employment Structure in Franklin/Hampshire Workforce Area
2006**

NAICS Code	Description	Employment	Percent
61	Educational Services	20,393	100.0
6111	Elementary and Secondary Education	9,161	44.9
6111	Private	2,223	10.9
6111	Local Government	6,938	34.0
6113	Colleges and Universities	9,827	48.2
6113	Private	4,004	19.6
6113	State Government	5,823	28.6
	All Other Educational Services	1,405	6.9

Appendix IV
Franklin/Hampshire: 20 Largest Detailed Industries
Annual Average 2006

Industry Title	NAICS Code	Annual Employment 2006	Share of Total Employment
Colleges and Universities	6113	9,827	11.0
Elementary and Secondary Education	6111	9,161	10.3
Eating and Drinking Places	722	6,936	7.8
Food and Beverage Stores	445	3,528	4.0
Hospitals	622	3,364	3.8
Nursing Care Facilities	6231	2,011	2.3
Specialty Trade Contractors	238	1,936	2.2
Plastics	326	1,825	2.0
Fabricated Metals	332	1,772	2.0
Social Assistance	624	1,629	1.8
Sub Total 10 Largest Industries		41,989	47.2
General Merchandise Stores	452	1,432	1.6
Physicians Offices	6211	1,307	1.5
Motor Vehicles and Parts	441	1,187	1.3
Employment Services	5613	1,187	1.3
Membership Organizations	813	1,177	1.3
Banking and Credit Institutions	522	1,136	1.3
Wholesale Trade, Groceries	4244	1,084	1.2
Paper Manufacturing	322	1,021	1.1
Construction, Residential and Commercial	236	968	1.1
Publishing	511	910	1.0
Total Selected Industries		53,398	60.0
Total, All Industries		89,058	100.0
Source: DCS, March 2008			