



Pennsylvania defines industry clusters to serve as the basis for data-driven workforce development policies. An industry cluster includes industries closely linked by common products, labor pools, technologies, supplier chains and training needs. They take on strategic importance for long-term economic planning as changes that benefit one group member will generally impact other members of the cluster.

Industry clusters are comprised of specific six-digit North American Industry Classification System, or NAICS, codes. They are mutually exclusive, so that no two clusters contain the same NAICS code. Currently, there are 12 clusters identified, along with several critical sub-clusters. Combined, these 12 industry clusters account for nearly 83 percent of all employment in the commonwealth.

Cluster Summary

The Business Services (BSV) cluster includes a wide range of services available to today’s businesses from business support services to waste management. Included in the cluster are radio stations, payroll services, public relations agencies, graphic design services and janitorial services to name a few. Services tend to focus around three sub-clusters: those industries that help businesses market their products, those that help in the day-to-day operations, and those that offer outside consulting services.

BSV – Media, Advertising & Marketing (BSV-MAM)

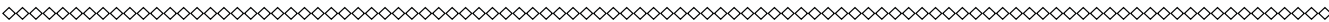
BSV – Operational Services (BSV-OPER)

BSV – Professional & Consulting Services (BSV-P&C)

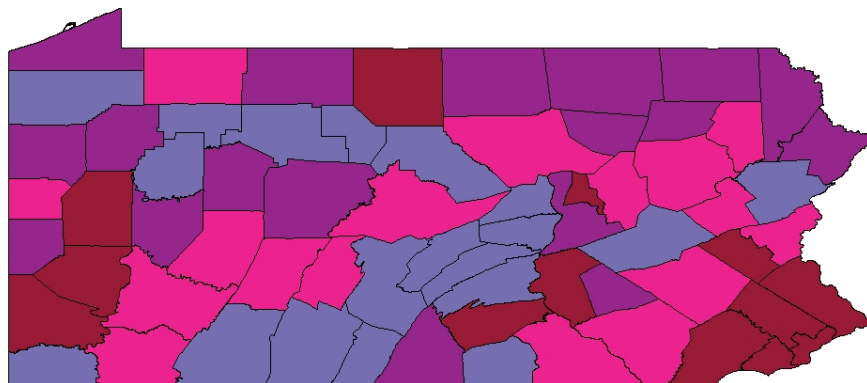
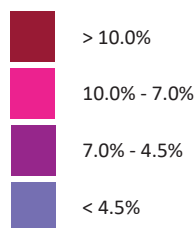
	2016	2019	2021
Employer Units	68,291	71,500	78,199
Number of Jobs	733,337	736,803	731,865
Percent of Total Pennsylvania Jobs	12.8%	12.4%	13.0%
Average Annual Wages	\$82,398	\$91,332	\$102,787
Location Quotient (LQ)	1.00	0.98	0.98

LQs greater than one suggest a competitive advantage.

The BSV cluster is the 2nd largest, with more than 700,000 jobs in Pennsylvania in 2021. The state still maintained a Location Quotient (LQ) just under 1.00 in 2021, which means employment is following the national trend. Average wages in the cluster have made a significant gain, increasing almost 25 percent over the time period.

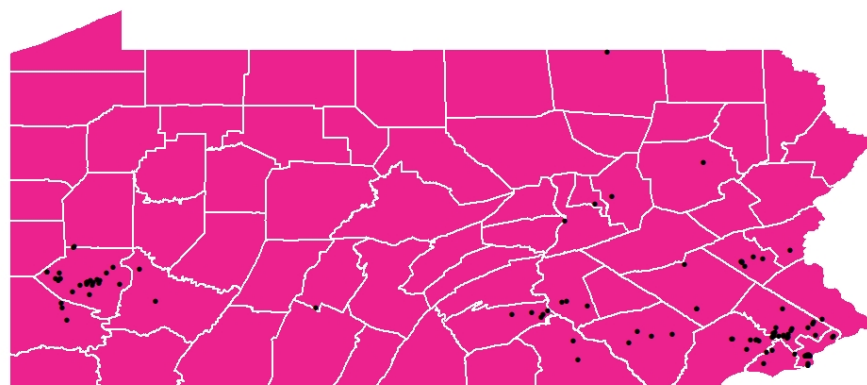


Percent Employment by County



Major Employers

- Comcast Cablevision Corporation
- Allied Universal Protection Service LLC
- UPMC Presbyterian Shadyside
- SAP of America
- Dicks Sporting Goods Inc
- HM Health Solutions Inc



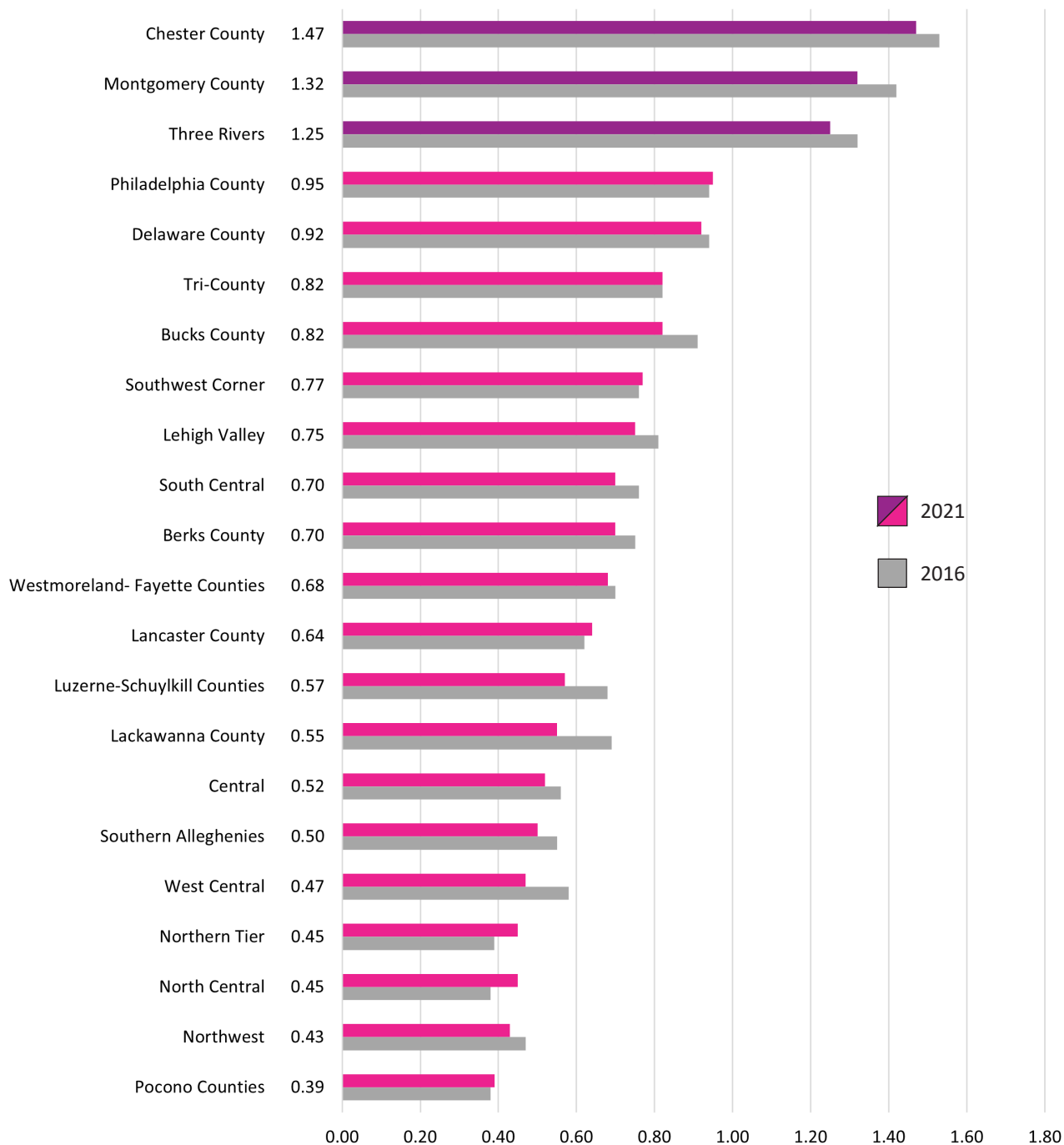
Top Industries Based on Employment

- Managing Offices
- Engineering Services
- Offices of Lawyers
- Wholesale Trade Agents & Brokers
- Janitorial Services
- Computer Systems Design Services
- Landscaping Services
- Custom Computer Programming Services
- Wired/wireless Telecom. Carriers, ex. satellite
- Security Guards & Patrol Services
- Administrative Management Consulting Services
- Electronic Shopping & Mail-Order Houses
- Software Publishers
- Data Processing, Hosting & Related Services
- All Other Professional & Technical Services
- All Other Support Services
- Telemarketing Bureaus
- Commercial Machinery Repair & Maintenance
- Testing Laboratories
- Marketing Consulting Services



Employment Concentration

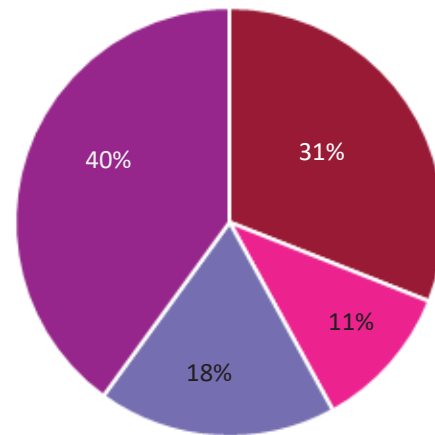
A location quotient, or LQ, compares a cluster's share of local employment to its share of national employment. This value can be used when evaluating the strength of an industry cluster within an area. An LQ greater than one indicates that the cluster has, on average, more employees locally than typically expected implying a possible competitive advantage. Only the Chester County, Montgomery County and Three Rivers Workforce Development Areas (WDAs) have LQs greater than one and none of these areas have increased their competitiveness since 2016.



Educational Requirements

This graph illustrates the minimum educational attainment levels for jobs found in this cluster's various industries. The BSV cluster offers a wide array of job opportunities for individuals with all educational backgrounds. Forty-two percent of all BSV jobs require less than one year of on-the-job training to enter employment.

Short-Term OJT
Moderate-Term OJT
Long-Term Training
Work Experience/Some PS Training
Associate Degree
Bachelor's Degree
Advanced Degree



Occupations with Significant Employment

The following table lists occupations that employ at least 10,000 people in the BSV cluster.

SOC Code	Occupation	Average Wage	Annual Demand	
			All Industries	Industry Cluster
37-2011	Janitors & Cleaners	\$33,550	12,485	4,475
43-4051	Customer Service Representatives	\$41,810	15,067	3,875
33-9032	Security Guards	\$35,960	5,473	3,678
37-3011	Landscaping & Groundskeeping Workers	\$35,880	5,349	2,807
43-9061	Office Clerks, General	\$41,880	16,622	2,645
15-1256	Software Developers & QA Analysts	N/A	4,323	2,556
11-1021	General & Operations Managers	\$121,750	7,891	2,170
41-4012	Sales Representatives	\$78,550	5,875	1,821
13-1161	Market Research Analysts & Marketing Specialists	\$66,580	3,307	1,516
43-3031	Bookkeeping, Accounting & Auditing Clerks	\$46,240	6,167	1,480
53-7062	Laborers & Freight/Stock/Material Movers	\$38,900	20,297	1,478
13-2011	Accountants & Auditors	\$78,780	5,370	1,365
13-1111	Management Analysts	\$94,630	3,250	1,241
43-6014	Secretaries & Administrative Assistants	\$41,310	8,528	1,229
15-1232	Computer User Support Specialists	\$61,210	2,131	1,178

*The 2022 average annual wage reflects wages across all industries and is not specific to the cluster.