



Business Services

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)

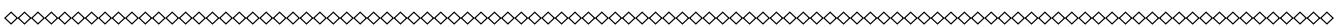
BSV – Operational Services (BSV-OPER)

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

	2012	2017
Employer Units	63,962	69,088
Number of Jobs	694,958	734,266
Percent of Total Pennsylvania Jobs	12.5%	12.7%
Average Annual Wages	\$75,862	\$85,217
Location Quotient (LQ)	1.00	0.99

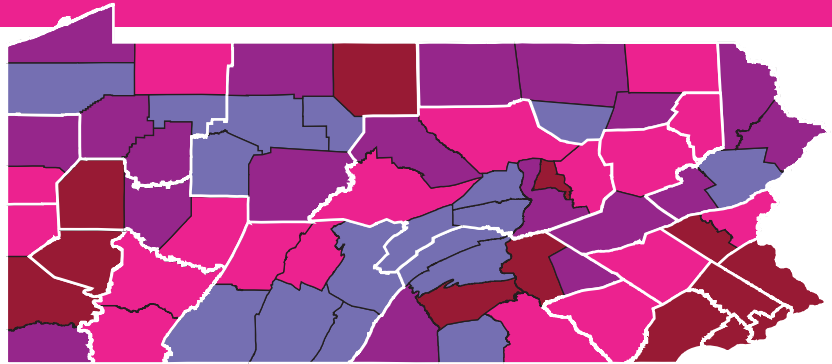
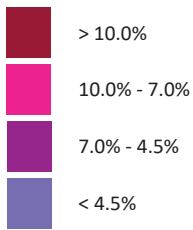
LQs greater than one suggest a competitive advantage.

The BSV cluster is the 2nd largest, with more than 730,000 jobs in Pennsylvania. The state still maintained a Location Quotient (LQ) just under 1.00 in 2017, which means employment is following the national trend. Average wages in the cluster have made a significant gain, increasing 12 percent over the time period.



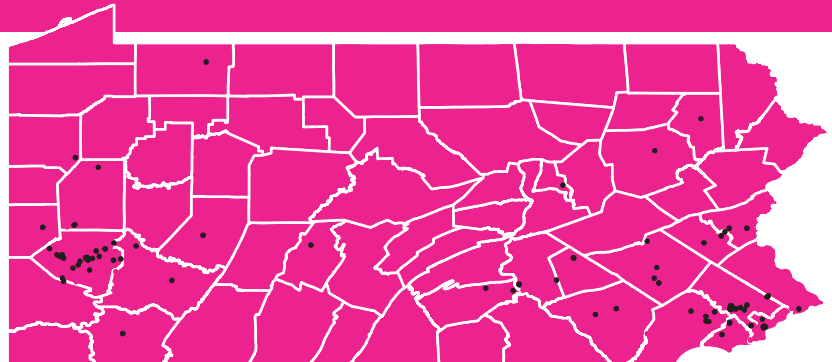
Center for Workforce Information & Analysis
 651 Boas St.
 Harrisburg, PA 17121
www.workstats.dli.pa.gov

Percent Employment by County



Major Employers

- Comcast Cablevision Corporation
- Allied Barton Security Services LLC
- Verizon Pennsylvania LLC
- HCSG East LLC
- QVC Network Inc.
- Westinghouse Electric Company



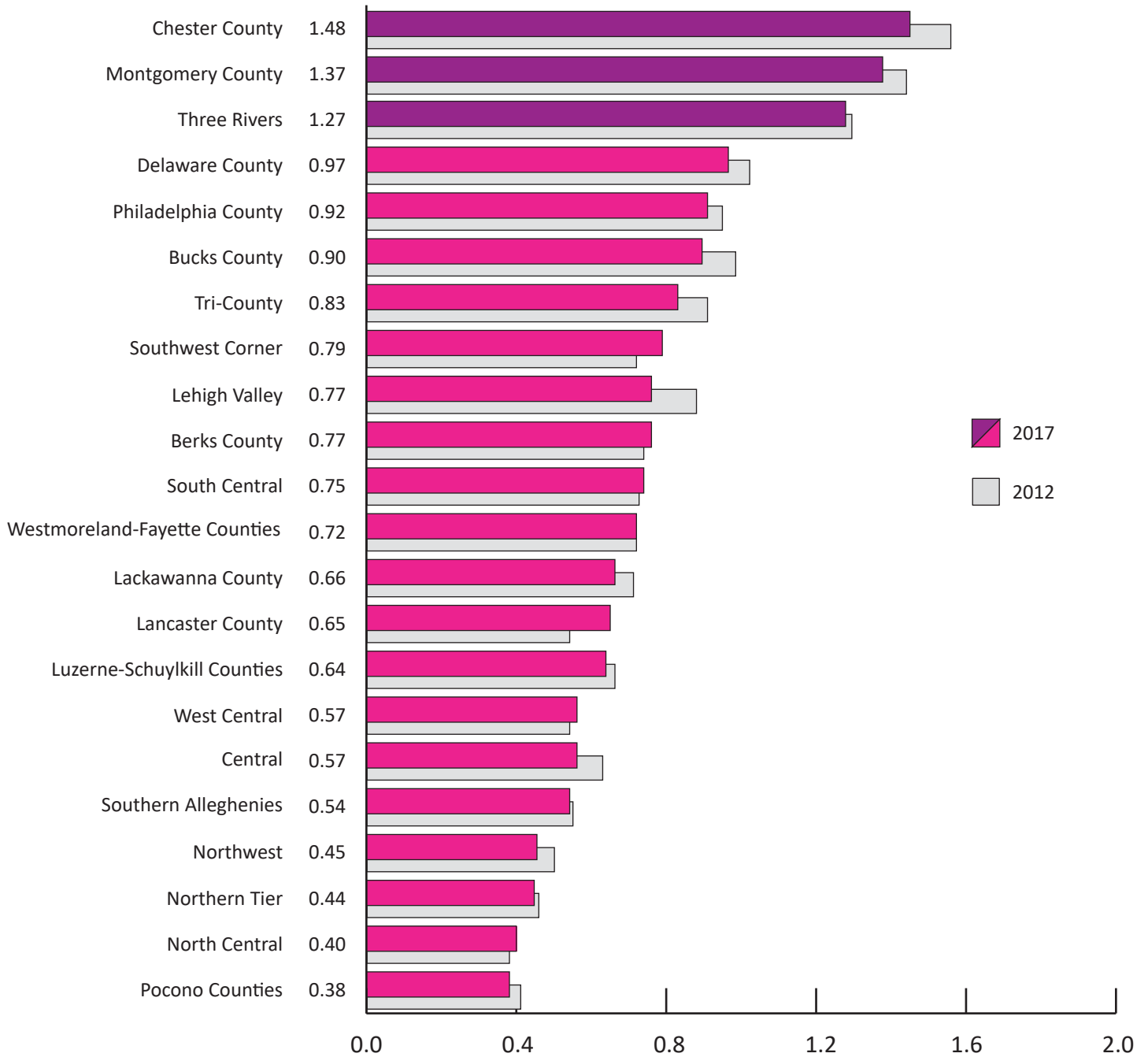
Top Industries Based on Employment

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| <ul style="list-style-type: none"> • Managing Offices • Wholesale Trade Agents & Brokers • Offices of Lawyers • Engineering Services • Janitorial Services • Computer Systems Design Services • Custom Computer Programming Services • Landscaping Services • Security Guards & Patrol Services • Wired Telecommunications Carriers | <ul style="list-style-type: none"> • Administrative Management Consulting Services • Electronic Shopping & Mail-Order Houses • Telemarketing Bureaus • All Other Support Services • Data Processing, Hosting & Related Services • Testing Laboratories • All Other Professional & Technical Services • Commercial Machinery Repair & Maintenance • Marketing Consulting Services • Facilities Support Services |
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Employment Concentration

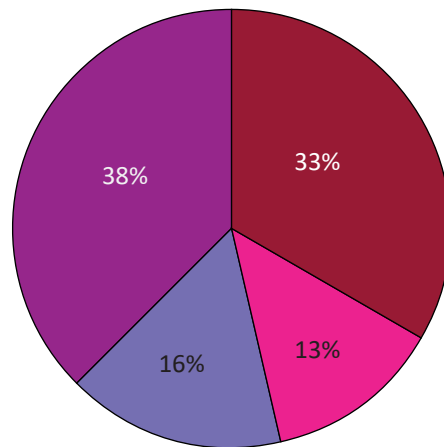
A location quotient, or LQ, compares a cluster's share of local employment to its share of national employment. This value can be used when evaluating the strength of an industry cluster within an area. An LQ greater than one indicates that the cluster has, on average, more employees locally than typically 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 2012.



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. Roughly one-half 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
Postsecondary Training
Associate Degree
Bachelor's Degree
Post-Bachelor's Degree



Occupations with Significant Employment

The following table lists occupations that employ at least 11,500 people in the BSV cluster.

SOC Code	Occupation	Cluster Wage 2017	Job Openings	
			Industry Cluster	All Industries
37-2011	Janitors & Cleaners	\$26,067	877	2,387
33-9032	Security Guards	\$25,223	622	957
41-4012	Sales Representatives	\$79,330	586	1,731
43-4051	Customer Service Representatives	\$37,075	724	3,302
37-3011	Landscaping & Groundskeeping Workers	\$29,381	509	1,080
43-6014	Secretaries	\$37,257	237	1,330
43-9061	Office Clerks, General	\$35,413	467	3,071
23-1011	Lawyers	\$145,353	358	629
13-2011	Accountants & Auditors	\$79,295	565	2,168
43-3031	Bookkeeping, Accounting & Auditing Clerks	\$41,216	150	698
15-1121	Computer Systems Analysts	\$99,912	491	809
11-1021	General & Operations Managers	\$143,467	384	1,993
13-1111	Management Analysts	\$95,454	304	672
15-1151	Computer User Support Specialists	\$51,303	295	629
15-1133	Software Developers, Systems Software	\$102,073	380	511