



Wood, Wood Products & Publishing

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.

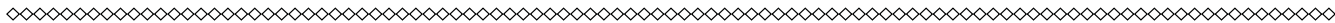
Cluster Summary

The Wood, Wood Products and Publishing (WWP) cluster incorporates a supply line from raw material to finished product. It includes logging and lumber production, through the production of paper, to the publishing of magazines and newspapers. Industries found within the cluster include sawmills, truss manufacturing, stationery product manufacturing, printing machinery & equipment manufacturing, book stores and greeting card publishers.

	2012	2017
Employer Units	4,878	4,563
Number of Jobs	110,045	102,985
Percent of Total Pennsylvania Jobs	2.0%	1.8%
Average Annual Wages	\$47,437	\$52,528
Location Quotient (LQ)	1.22	1.24

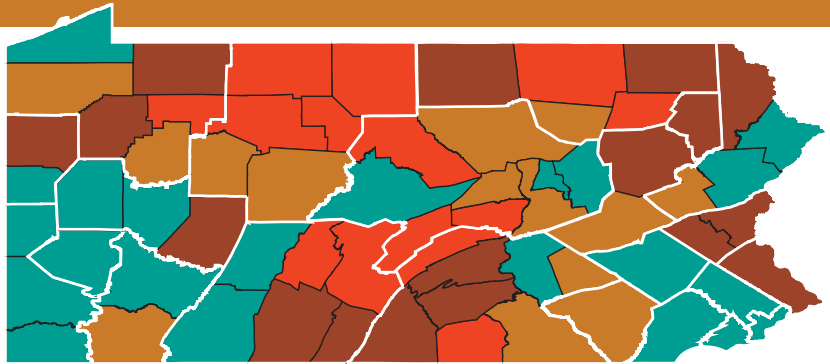
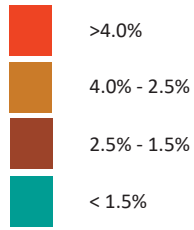
LQs greater than one suggest a competitive advantage.

While WWP cluster employment has declined by approximately six percent in Pennsylvania, the losses are not as great as those experienced nationwide. The state maintains a competitive Location Quotient (LQ) and, at 1.24, it is the highest among industry clusters. The majority of local areas remain competitive (as seen on page 3) regardless of the cluster’s small size. The cluster still pays a reasonable average wage, and is very close to the statewide average for all jobs (\$53,996).



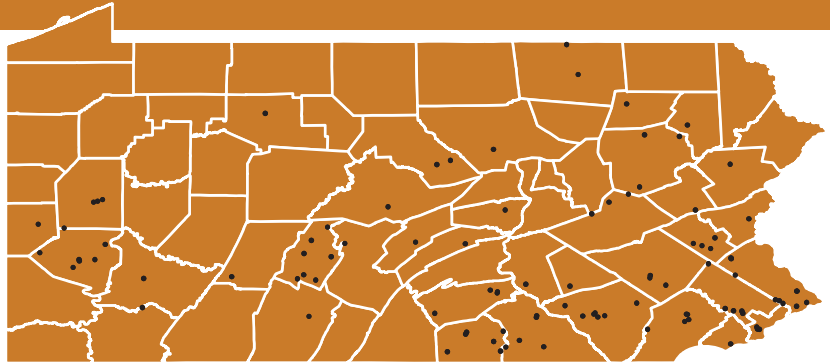
Center for Workforce Information & Analysis
651 Boas St.
Harrisburg, PA 17121
www.workstats.dli.pa.gov

Percent Employment by County



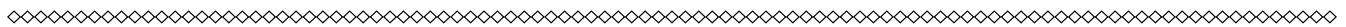
Major Employers

- The Procter & Gamble Paper Products Co.
- Wood Mode Inc
- Barnes & Noble Booksellers USA
- Conestoga Wood Specialties
- AC Products Inc
- Jeld-Wen Inc



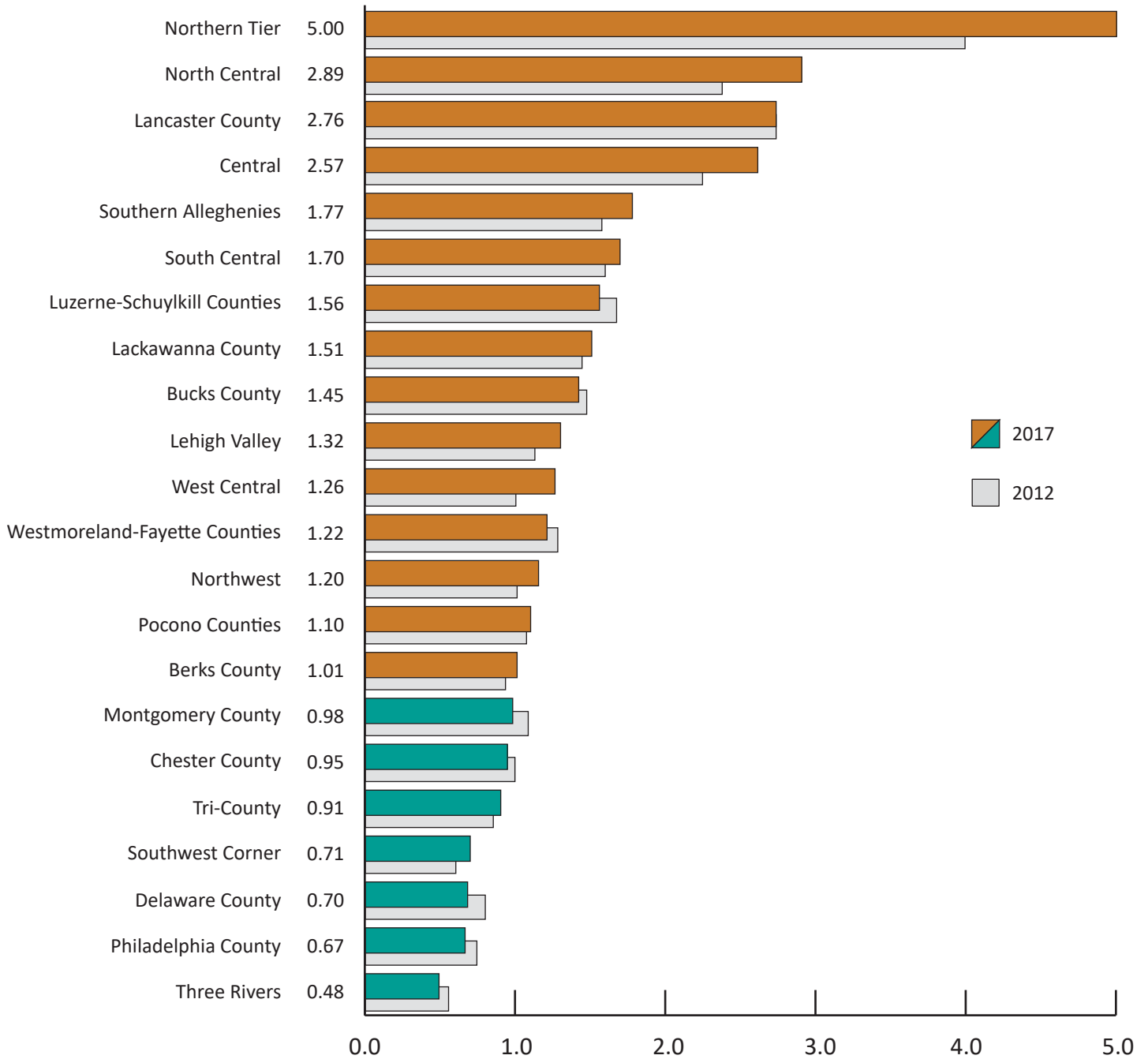
Top Industries Based on Employment

- | | |
|---|---|
| <ul style="list-style-type: none"> • Printing • Newspaper Publishers • Wood Kitchen Cabinet & Countertop Manufacturing • Corrugated & Solid Fiber Box Manufacturing • Lumber & Wood Merchant Wholesalers • Sanitary Paper Product Manufacturing • Periodical Publishers • Sawmills • Wood Container & Pallet Manufacturing • All Other Miscellaneous Wood Product Mfg | <ul style="list-style-type: none"> • Industrial Paper Merchant Wholesalers • Book Stores • Paper, Except Newsprint, Mills • Paper Bag & Coated & Treated Paper Manufacturing • Stationery Product Manufacturing • Book & Periodical Merchant Wholesalers • Book Publishers • Wood Window & Door Manufacturing • Other Paperboard Container Manufacturing • Other Millwork, Including Flooring |
|---|---|



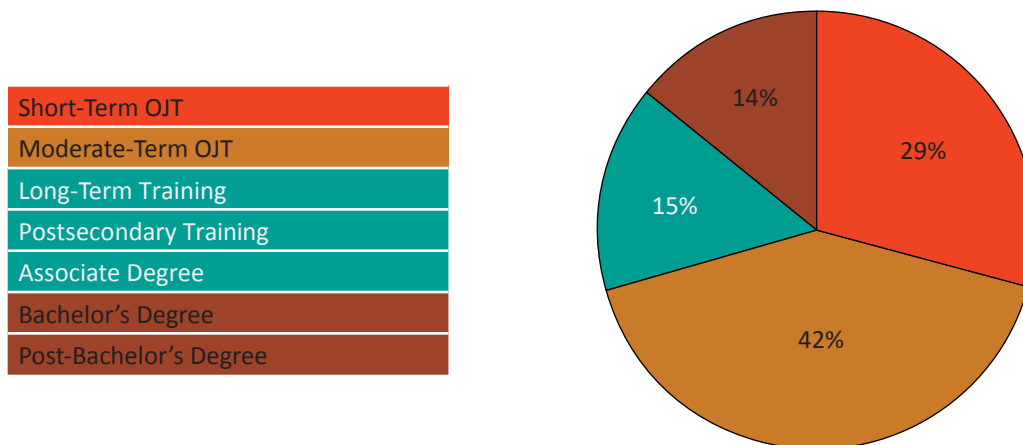
Employment Concentration

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. Fifteen Workforce Development Areas (WDAs) have LQs greater than or equal to one with Northern Tier WDA the highest at 5.00. Eleven of those 15 areas also increased their competitiveness since 2012.



Educational Requirements

This graph illustrates the minimum educational attainment levels for jobs found in this cluster's various industries. About 71 percent of WWP jobs require less than one year of on-the-job training to enter employment. Many of these jobs still fall into the skilled trades category and do not suffer from the high-turnover and low-wages found in the Hospitality, Leisure and Entertainment cluster.



Occupations with Significant Employment

The following table lists occupations that employ at least 1,800 people in the WWP cluster.

SOC Code	Occupation	Cluster Wage 2017	Job Openings	
			Industry Cluster	All Industries
51-9196	Paper Goods Machine Operators	\$41,410	106	108
51-5112	Printing Press Operators	\$38,296	104	145
41-4012	Sales Representatives	\$66,071	122	1,731
53-7062	Laborers & Freight, Stock & Material Movers	\$28,662	139	4,257
51-9198	Helpers--Production Workers	\$27,656	105	757
43-4051	Customer Service Representatives	\$38,375	95	3,302
51-1011	Supervisors - Production & Operating Workers	\$59,237	51	456
51-5113	Print Binding & Finishing Workers	\$32,157	42	46
51-7011	Cabinetmakers & Bench Carpenters	\$36,771	21	41
41-2031	Retail Salespersons	\$22,080	87	7,431
51-7042	Woodworking Machine Operators	\$30,473	42	65
27-1024	Graphic Designers	\$44,822	52	263
53-3032	Heavy & Tractor- Trailer Truck Drivers	\$41,861	57	2,335
11-1021	General & Operations Managers	\$116,723	61	1,993
53-7051	Industrial Truck & Tractor Operators	\$36,006	59	878