



## Industry Spotlight

# Health Care and Social Assistance

Reading, PA MSA



Greater Reading Chamber Alliance  
[www.GreaterReading.org](http://www.GreaterReading.org)

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# Spotlight Summary

Health Care and Social Assistance  
Reading, PA MSA – 2021Q4

## EMPLOYMENT



**29,816**

Regional employment / **22,650,021** in the nation

**1.0%**

Avg Ann % Change Last 10 Years / **+1.6%** in the U.S.



**16.9%**

% of Total Employment / **14.6%** in the U.S.



## WAGES



**\$62,505**

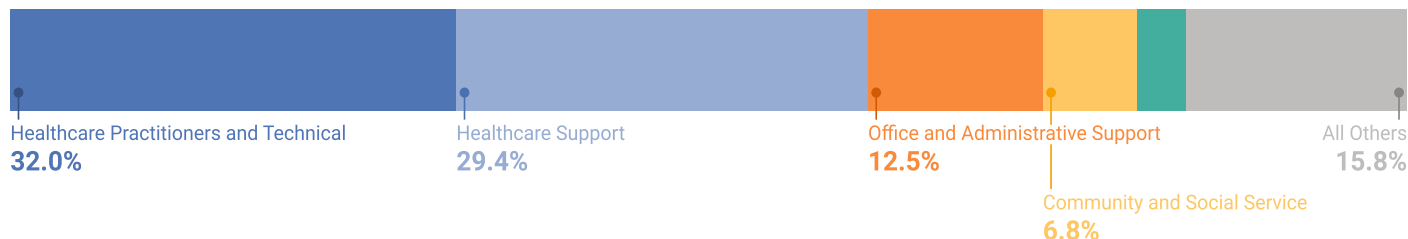
Avg Wages per Worker / **\$58,857** in the nation

**3.9%**

Avg Ann % Change Last 10 Years / **+2.7%** in the U.S.



## TOP OCCUPATION GROUPS



## TOP INDUSTRIES

Avg Ann % Change in Employment, Last 10 Years

**0.4 %**



General Medical and Surgical Hospitals

**1.4 %**



Offices of Physicians (except Mental Health Specialists)

**5.0 %**



Services for the Elderly and Persons with Disabilities

# Industry Snapshot

## EMPLOYMENT



## WAGES



6-Digit Industry	Empl	Avg Ann Wages	LQ	5yr History	Annual Demand	Forecast Ann Growth
General Medical and Surgical Hospitals	6,915	\$79,884	1.02		555	0.1%
Offices of Physicians (except Mental Health Specialists)	3,720	\$142,923	1.17		321	0.4%
Services for the Elderly and Persons with Disabilities	3,034	\$32,885	1.28		466	3.1%
Home Health Care Services	2,164	\$42,470	1.15		274	1.7%
Nursing Care Facilities (Skilled Nursing Facilities)	1,638	\$46,322	1.00		166	-0.7%
Continuing Care Retirement Communities	1,406	\$37,365	2.70		198	1.8%
Offices of Dentists	1,170	\$60,133	1.02		111	0.4%
Psychiatric and Substance Abuse Hospitals	1,162	\$63,301	4.24		95	-0.6%
Child Day Care Services	1,074	\$22,820	0.88		129	0.4%
Residential Intellectual and Developmental Disability Facilities	915	\$48,502	1.73		116	0.5%
Remaining Component Industries	6,615	\$59,133	1.09		733	1.2%
<b>Health Care and Social Assistance</b>	<b>29,816</b>	<b>\$62,505</b>	<b>1.16</b>		<b>3,145</b>	<b>1.0%</b>

💡 Employment is one of the broadest and most timely measures of a region's economy. Fluctuations in the number of jobs shed light on the health of an industry. A growing employment base creates more opportunities for regional residents and helps a region grow its population.

💡 Since wages and salaries generally compose the majority of a household's income, the annual average wages of a region affect its average household income, housing market, quality of life, and other socioeconomic indicators.

# Staffing Pattern



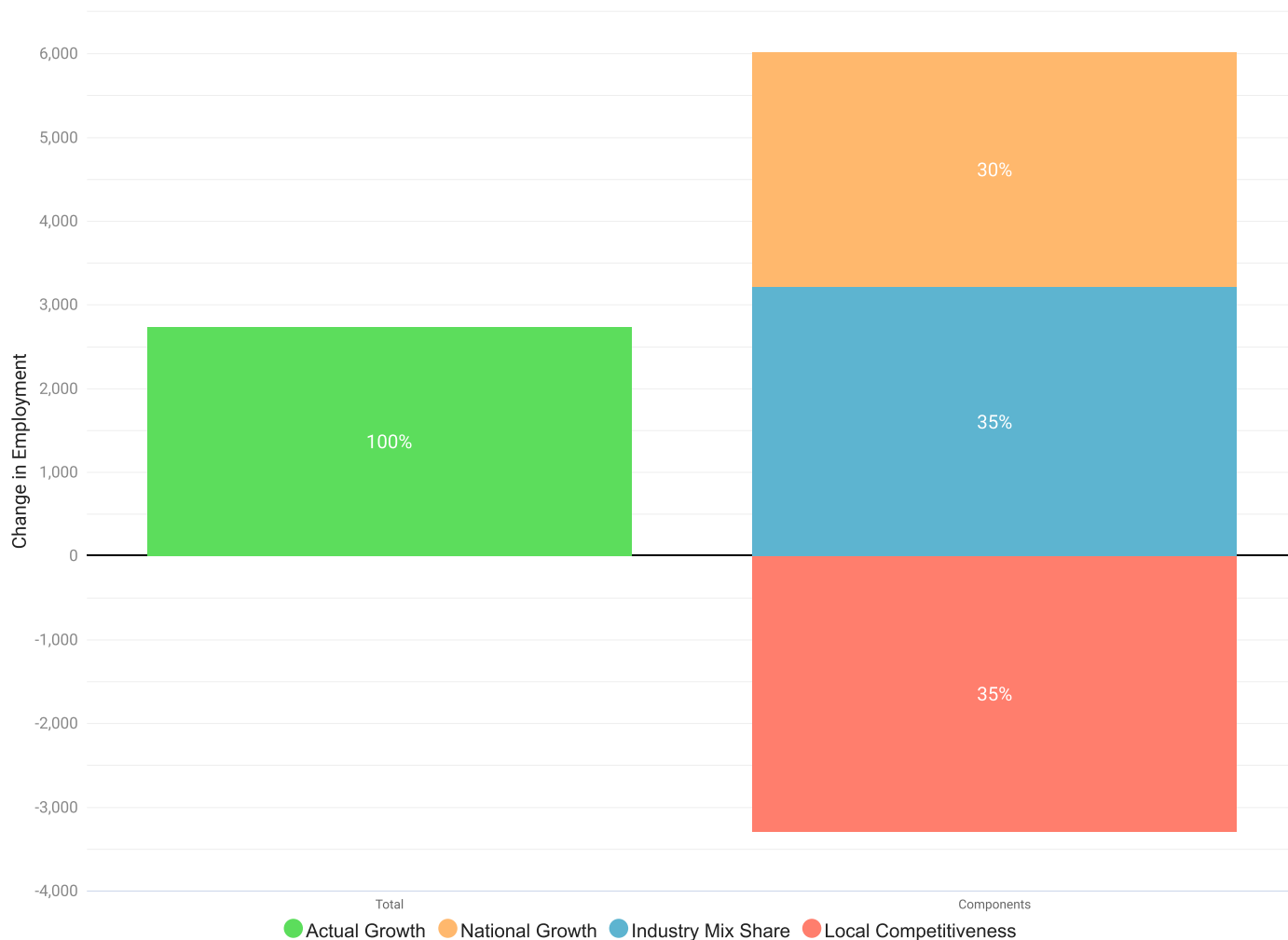
6-digit Occupation	Empl	Avg Ann Wages	Annual Demand
Personal Care Aides	3,682	\$27,400	638
Registered Nurses	3,585	\$81,900	201
Nursing Assistants	1,677	\$30,700	211
Home Health Aides	1,308	\$27,400	189
Medical Assistants	862	\$34,900	115
Licensed Practical and Licensed Vocational Nurses	842	\$51,800	69
Office Clerks, General	639	\$37,300	72
Receptionists and Information Clerks	631	\$29,600	84
Childcare Workers	569	\$23,900	75
Medical Secretaries and Administrative Assistants	545	\$37,700	62
Remaining Component Occupations	15,453	\$64,100	1,544
<b>Total</b>	<b>29,794</b>		

 The mix of occupations points to the ability of a region to support an industry and its flexibility to adapt to future demand. Industry wages are a component of the cost of labor for regional employers.

# Drivers of Employment Growth

Over the ten years ending 2021, employment in Health Care and Social Assistance for the Reading, PA MSA added 2,737 jobs. After adjusting for national growth during this period and industry mix share, the part of this employment change due to local competitiveness was a loss of 3,285 jobs—meaning this industry was less competitive than its national counterpart during this period.

Drivers of Employment Growth for Reading, PA MSA



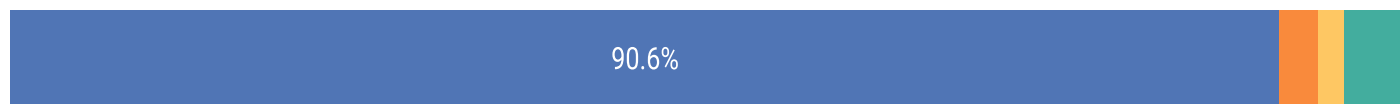
Source: JobsEQ®, Data as of 2021Q4

- Shift-share analysis sheds light on the factors that drive regional employment growth in an industry. A positive change in local competitiveness indicates advantages that may be due to factors such as superior technology, management, and labor pool, etc.
- National growth is due to the overall growth or contraction in the national economy. Industry mix share is the growth attributable to the specific industries examined (based on national industry growth patterns and the industry mix of the region).

# Employment Distribution by Type

The table below shows the employment mix by ownership type for Health Care and Social Assistance for the Reading, PA MSA. Four of these ownership types — federal, state, and local government and the private sector — together constitute “Covered Employment” (employment covered by the Unemployment Insurance programs of the United States and reported via the Quarterly Census of Employment and Wages).

“Self-Employment” refers to unincorporated self-employment and represents workers whose primary job is self-employment (that is, these data do not include workers whose primary job is a wage-and-salary position that is supplemented with self-employment).



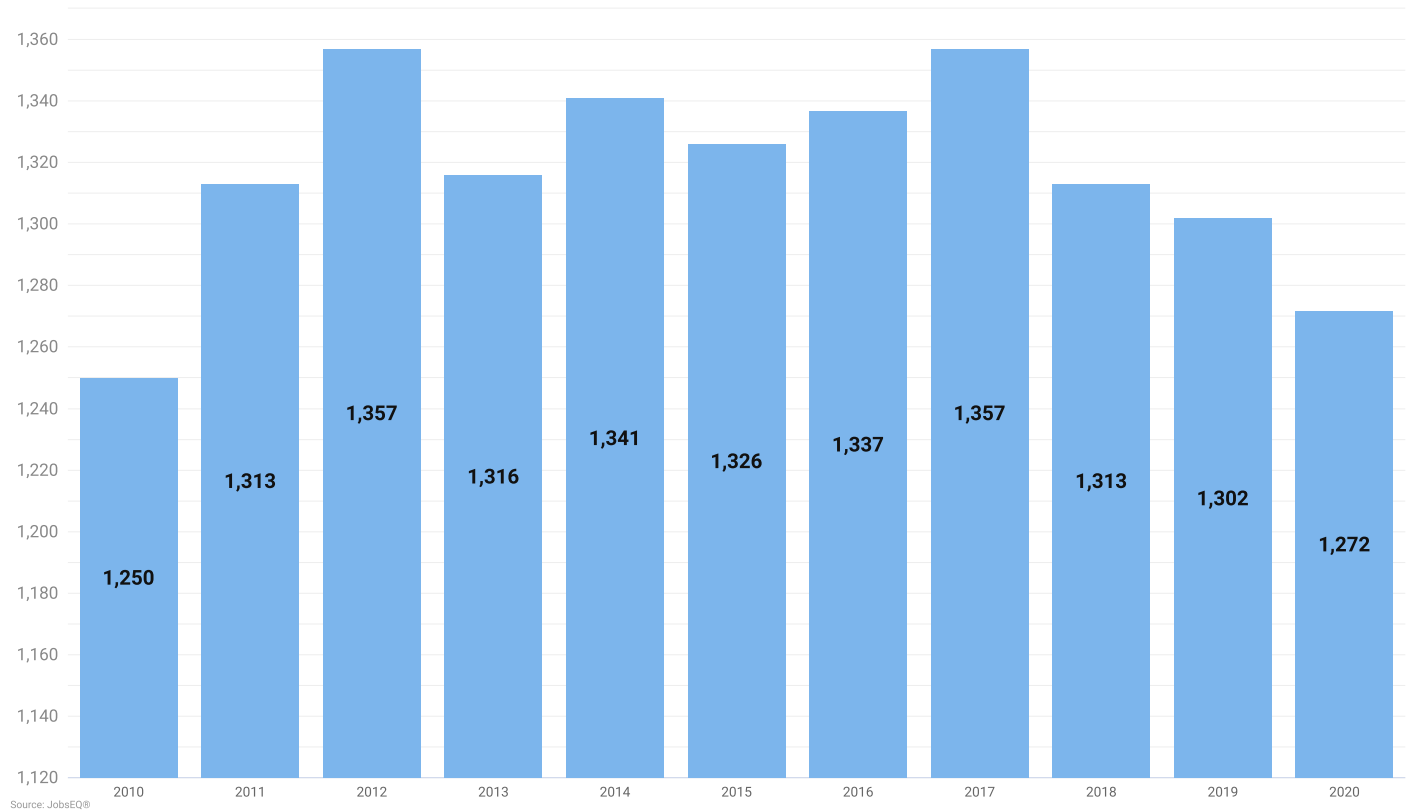
	Empl	%
Private	27,022	90.6%
Self-Employment	818	2.7%
Local Government	555	1.9%
State Government	1,386	4.6%
Federal Government	35	0.1%
Other Non-Covered	0	0.0%

Source: JobsEQ®

 Strong entrepreneurial activity is indicative of growing industries. Using self-employment as a proxy for entrepreneurs, a higher share of self-employed individuals within a regional industry points to future growth.

# Establishments

In 2020, there were 1,272 Health Care and Social Assistance establishments in the Reading, PA MSA (per covered employment establishment counts), an increase from 1,250 establishments ten years earlier in 2010.



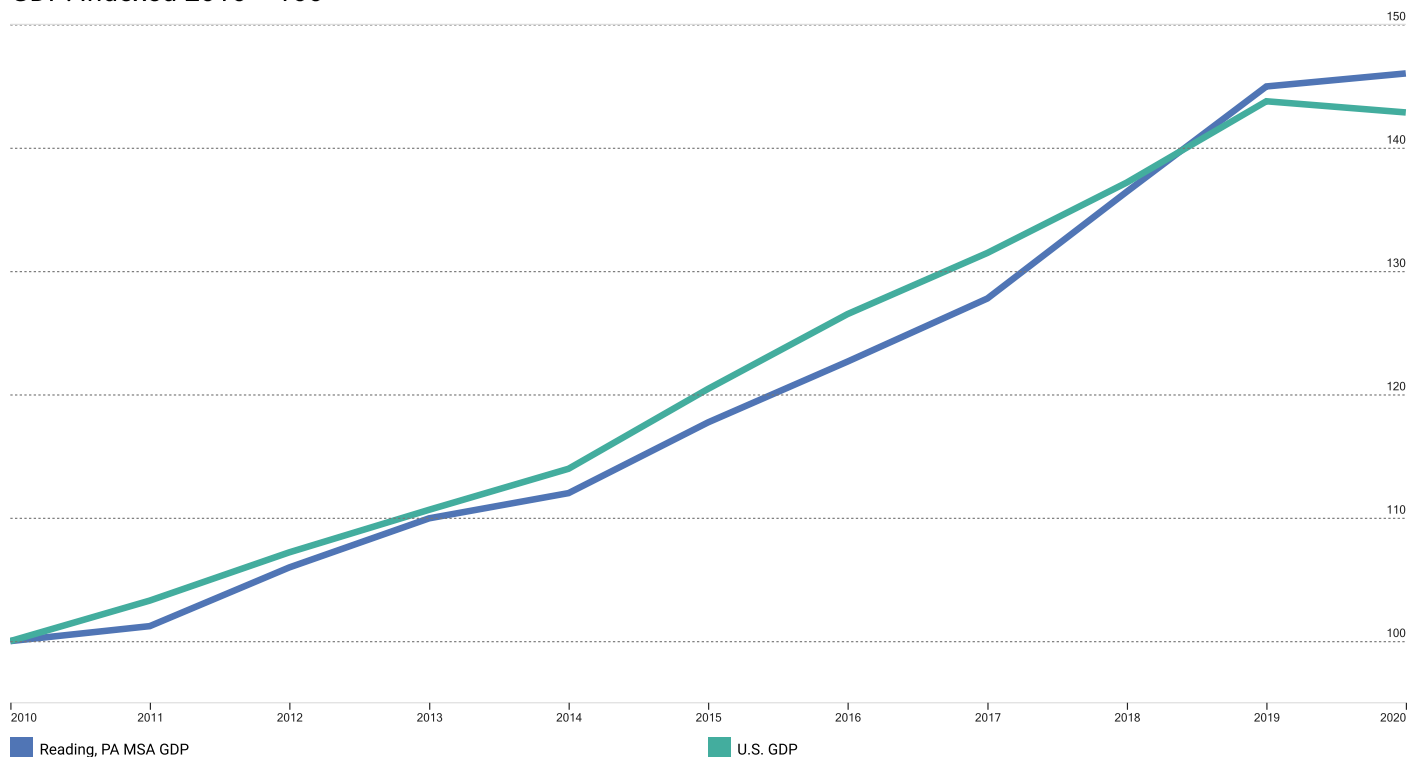
💡 New business formations are an important source of job creation in a regional economy, spurring innovation and competition, and driving productivity growth. Establishment data can provide an indicator of growth in businesses by counting each single location (such as a factory or a store) where business activity takes place, and with at least one employee.



# GDP & Productivity

In 2020, Health Care and Social Assistance produced \$2.5 billion in GDP for the Reading, PA MSA.

GDP: Indexed 2010 = 100



## 12.4 %

Industry Share of Total GDP /  
8.7 % in the nation



## 3.9 %



Avg Ann % Change Last 10 Yrs /  
3.6 % in the nation



## \$123k

Output per Worker /  
\$123k in the nation




Gross domestic product (GDP) is the most comprehensive measure of regional economic activity, and an industry's contribution to GDP is an important indicator of regional industry strength. It is a measure of total value-added to a regional economy in the form of labor income, proprietor's income, and business profits, among others. GDP values shown on this page are nominal GDP data.

Growth in productivity (output per worker) leads to increases in wealth and higher average standards of living in a region.

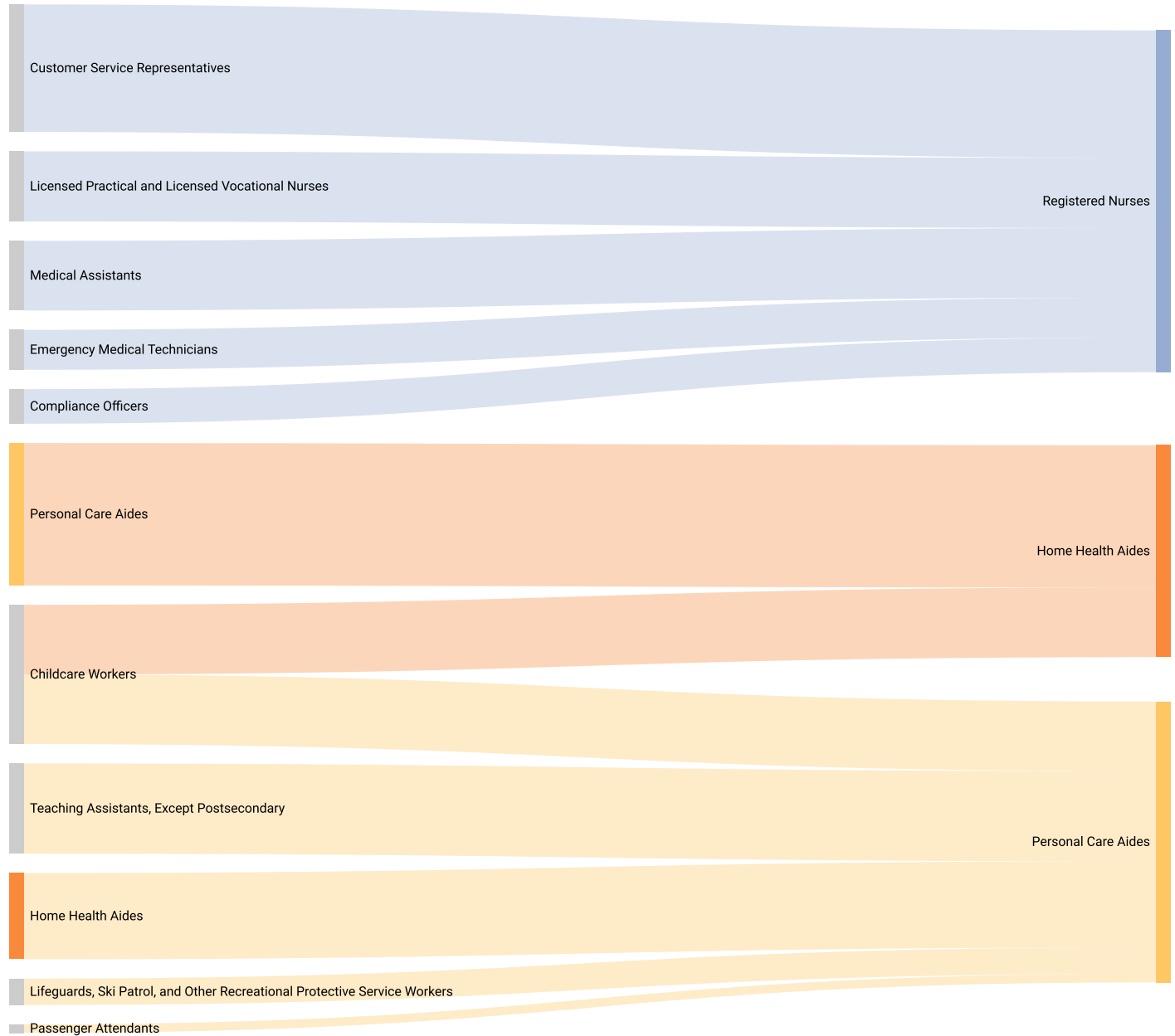
# Supply Chain: Top Suppliers


As of 2021Q4, Health Care and Social Assistance in the Reading, PA MSA are estimated to make \$2.0 billion in annual purchases from suppliers in the United States with about 37% or \$0.7 billion of these purchases being made from businesses located in the Reading, PA MSA.

6-digit Supplier Industries	Purchases from In-Region (\$000s)	Purchases from Out-of-Region (\$000s)
Residential Property Managers	\$32,666.0	\$74,651.0
Offices of Real Estate Agents and Brokers	\$31,656.0	\$51,516.0
Direct Property and Casualty Insurance Carriers	\$54,860.0	\$15,443.0
Corporate, Subsidiary, and Regional Managing Offices	\$57,898.0	\$1,463.0
Direct Health and Medical Insurance Carriers	\$260.0	\$53,690.0
Remaining Supplier Industries	\$553,046.0	\$1,030,008.0
<b>Total</b>	<b>\$730,386.0</b>	<b>\$1,226,771.0</b>

 Supplier-buyer networks can indicate local linkages between industries, regional capacity to support growth in an industry, and potential leakage of sales out of the region.

# Sector Strategy Pathways



 The graphics on this page illustrate relationships and potential movement (from left to right) between occupations that share similar skill sets. Developing career pathways as a strategy promotes industry employment growth and workforce engagement.

# Postsecondary Programs Linked to Health Care and Social Assistance

Program	Awards
<b>Alvernia University</b>	
Occupational Therapy/Therapist	90
Physical Therapy/Therapist	33
Registered Nursing/Registered Nurse	70
<b>Kutztown University of Pennsylvania</b>	
Parks, Recreation, and Leisure Studies	67
<b>Platt College-Berks Technical Institute</b>	
Dental Assisting/Assistant	28
Medical/Clinical Assistant	43
<b>Reading Area Community College</b>	
Licensed Practical/Vocational Nurse Training	22
Registered Nursing/Registered Nurse	38
<b>Reading Hospital School of Health Sciences</b>	
Emergency Medical Technology/Technician (EMT Paramedic)	74
Registered Nursing/Registered Nurse	66

Source: [JobsEQ®](#)

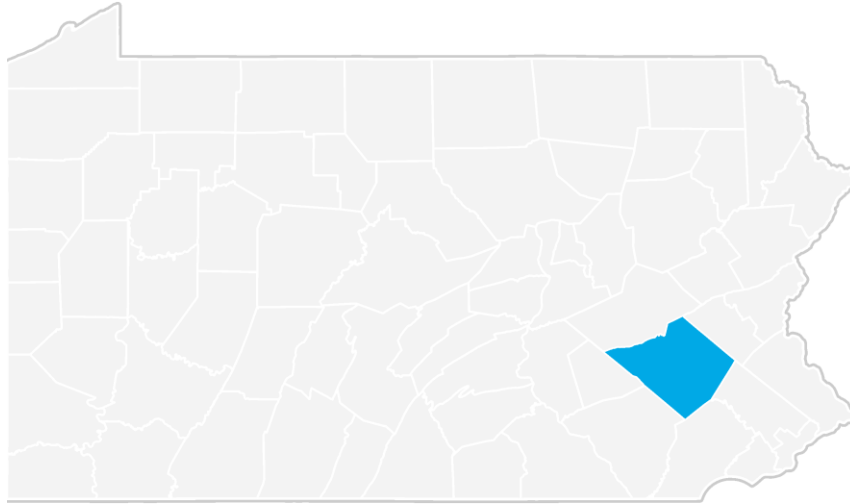


The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.



Among postsecondary programs at schools located in the Reading, PA MSA, the sampling above identifies those most linked to occupations relevant to Health Care and Social Assistance. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>

# Reading, PA MSA Regional Map



# Region Definition

**Reading, PA MSA is defined as the following counties:**

Berks County, Pennsylvania

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# Data Notes

- Industry employment and wages (including total regional employment and wages) are as of 2021Q4 and are based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts.
- Occupation employment is as of 2021Q4 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OES data. Occupation wages are per the BLS OES data and are as of 2020.
- GDP is derived from BEA data and imputations by Chmura. Productivity (output per worker) is calculated by Chmura using industry employment and wages as well as GDP and BLS output data. Supply chain modeling including purchases by industry are developed by Chmura.
- Postsecondary awards are per the NCES and are for the 2019-2020 academic year.
- Establishment counts are per the BLS QCEW data.
- Figures may not sum due to rounding.

## FAQ

### What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

### What is annual demand?

Annual demand is a of the sum of the annual projected growth demand and separation demand. Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.

### What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.