



Industry Spotlight

Health (Chmura Cluster)

Reading, PA MSA



Greater Reading Chamber Alliance
www.GreaterReading.org

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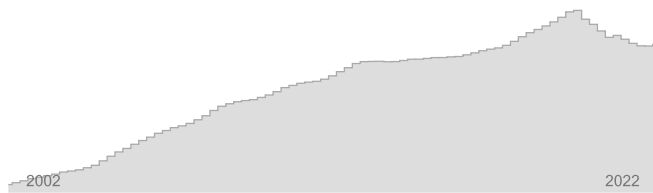
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Spotlight Summary

Health (Chmura Cluster)
Reading, PA MSA – 2022Q3

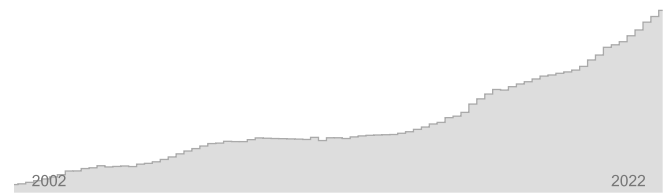
EMPLOYMENT



29,797

Regional employment / **22,981,704** in the nation

WAGES



\$69,249

Avg Wages per Worker / **\$61,774** in the nation

0.7% ↑

Avg Ann % Change Last 10 Years / **+1.7%** in the U.S.



16.5%

% of Total Employment / **14.3%** in the U.S.



4.9% ↑

Avg Ann % Change Last 10 Years / **+3.1%** in the U.S.



TOP OCCUPATION GROUPS



TOP INDUSTRIES

Avg Ann % Change in Employment, Last 10 Years

-0.3% ↓



General Medical and Surgical Hospitals

1.3% ↑



Offices of Physicians (except Mental Health Specialists)

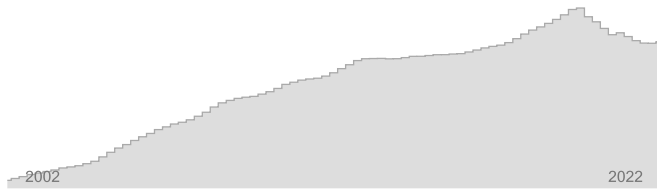
4.1% ↑



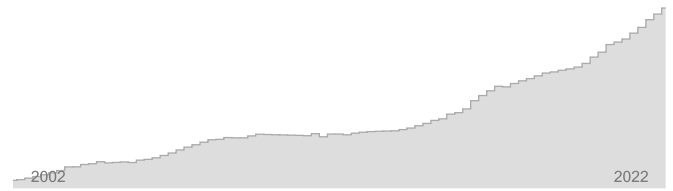
Services for the Elderly and Persons with Disabilities

Industry Snapshot


EMPLOYMENT



WAGES

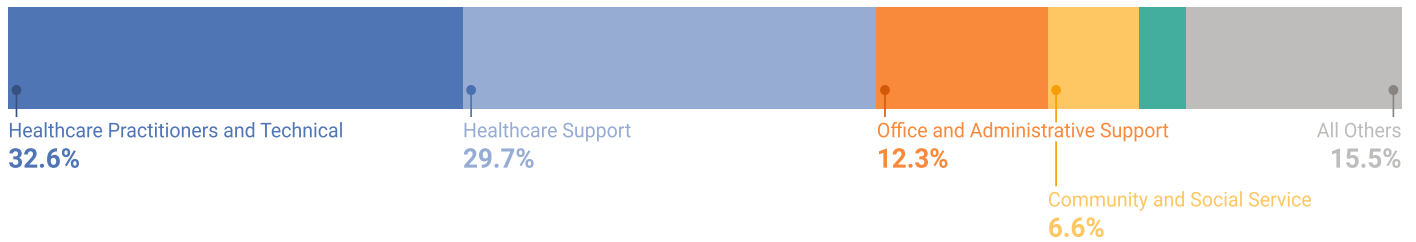


| 6-Digit Industry | Empl | Avg Ann Wages | LQ | 5yr History | Annual Demand | Forecast Ann Growth |
|--|---------------|-----------------|-------------|-------------|---------------|---------------------|
| General Medical and Surgical Hospitals | 6,820 | \$85,008 | 1.01 | | 571 | -0.2% |
| Offices of Physicians (except Mental Health Specialists) | 3,722 | \$149,980 | 1.16 | | 344 | 0.3% |
| Services for the Elderly and Persons with Disabilities | 3,039 | \$35,358 | 1.25 | | 465 | 2.4% |
| Home Health Care Services | 2,238 | \$43,648 | 1.19 | | 282 | 1.3% |
| Nursing Care Facilities (Skilled Nursing Facilities) | 1,578 | \$49,991 | 1.00 | | 176 | -1.1% |
| Continuing Care Retirement Communities | 1,450 | \$39,365 | 2.87 | | 205 | 0.9% |
| Offices of Dentists | 1,194 | \$63,126 | 1.03 | | 125 | 0.1% |
| Child Care Services | 1,135 | \$24,980 | 0.89 | | 152 | 0.0% |
| Psychiatric and Substance Abuse Hospitals | 1,131 | \$69,865 | 4.24 | | 94 | -1.2% |
| Residential Mental Health and Substance Abuse Facilities | 932 | \$55,309 | 3.36 | | 107 | 0.6% |
| Remaining Component Industries | 6,557 | \$62,320 | 1.00 | | 718 | 0.7% |
| Health (Chmura Cluster) | 29,797 | \$69,249 | 1.15 | | 3,220 | 0.5% |


 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



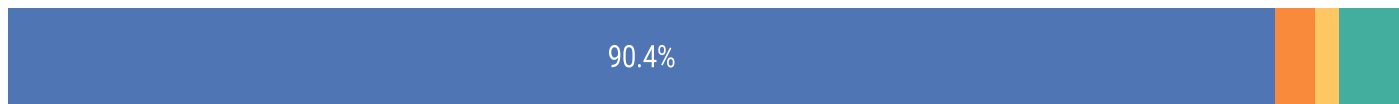
| 6-digit Occupation | Empl | Avg Ann Wages | Annual Demand |
|---|---------------|---------------|---------------|
| Personal Care Aides | 3,871 | \$28,200 | 632 |
| Registered Nurses | 3,670 | \$75,100 | 207 |
| Nursing Assistants | 1,673 | \$33,400 | 247 |
| Home Health Aides | 1,373 | \$28,200 | 185 |
| Licensed Practical and Licensed Vocational Nurses | 875 | \$51,400 | 71 |
| Medical Secretaries and Administrative Assistants | 867 | \$36,600 | 101 |
| Medical Assistants | 815 | \$36,000 | 124 |
| Childcare Workers | 542 | \$25,300 | 84 |
| Office Clerks, General | 511 | \$39,800 | 60 |
| Receptionists and Information Clerks | 491 | \$31,400 | 68 |
| Remaining Component Occupations | 15,083 | \$70,200 | 1,497 |
| Total | 29,772 | | |

 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.

Employment Distribution by Type

The table below shows the employment mix by ownership type for Health (Chmura Cluster) 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).



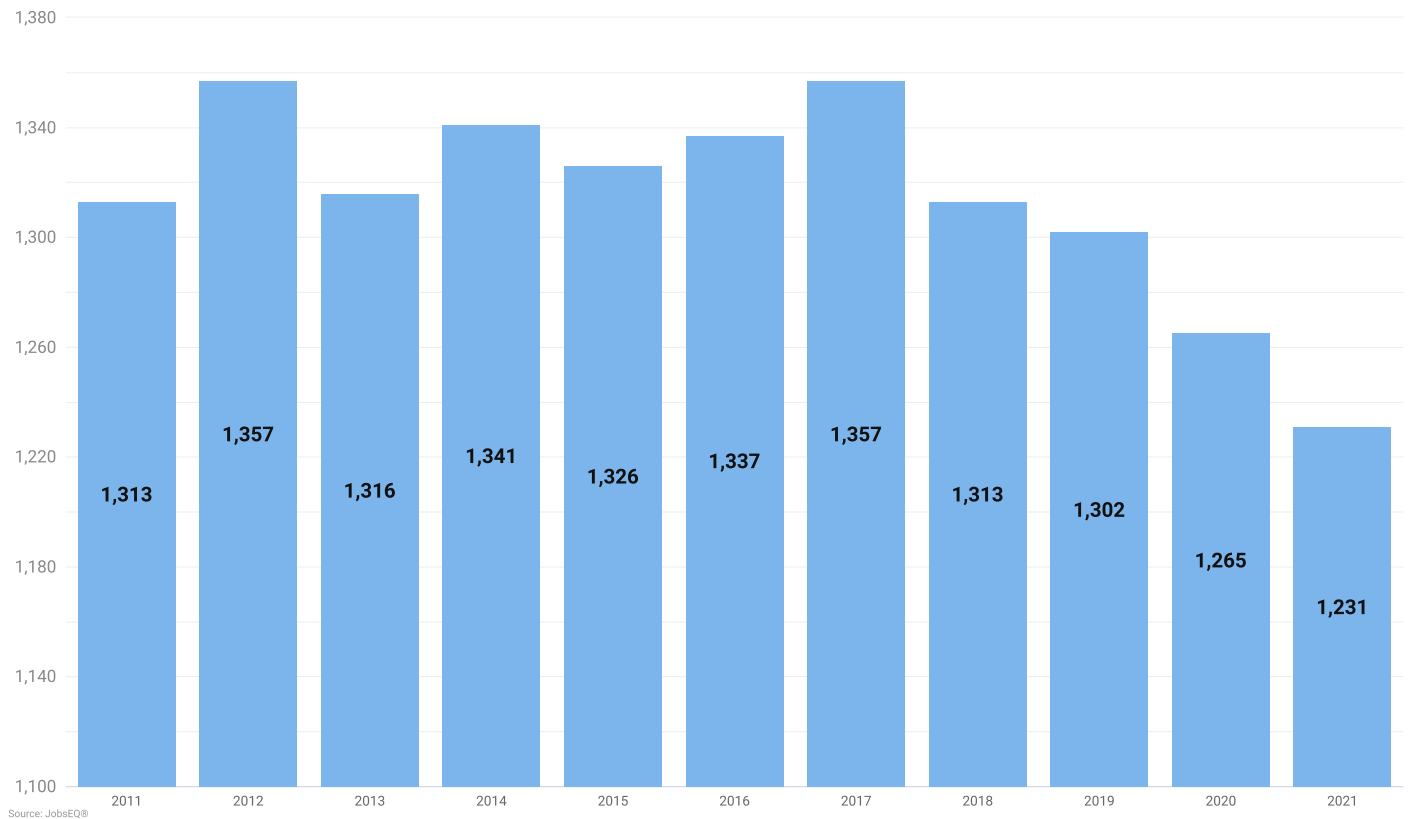
| | Empl | % |
|--------------------|--------|-------|
| Private | 26,949 | 90.4% |
| Self-Employment | 833 | 2.8% |
| Local Government | 519 | 1.7% |
| State Government | 1,456 | 4.9% |
| Federal Government | 40 | 0.1% |


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.

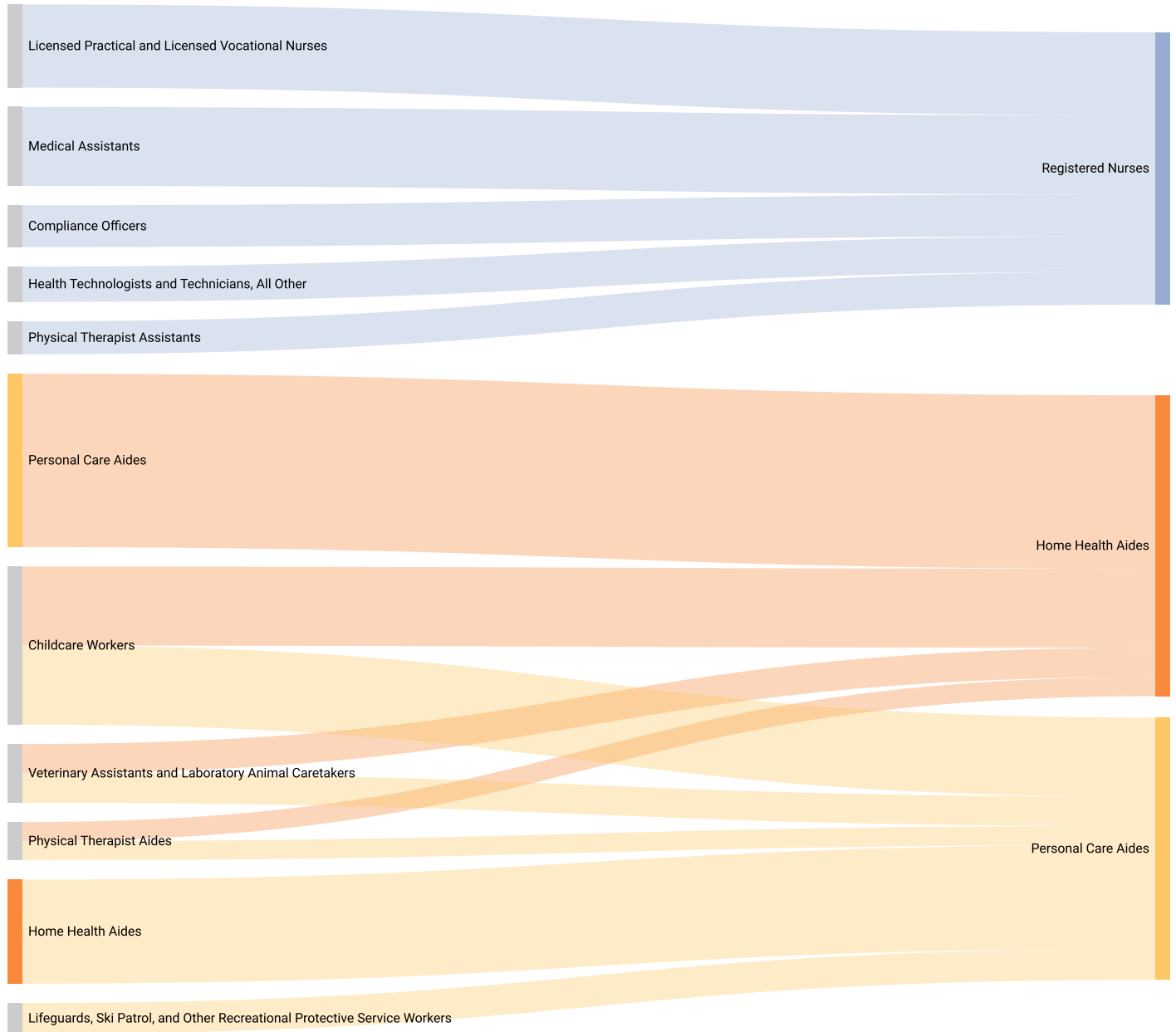
Establishments


In 2021, there were 1,231 Health (Chmura Cluster) establishments in the Reading, PA MSA (per covered employment establishment counts), a decrease from 1,313 establishments ten years earlier in 2011.



 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.

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.

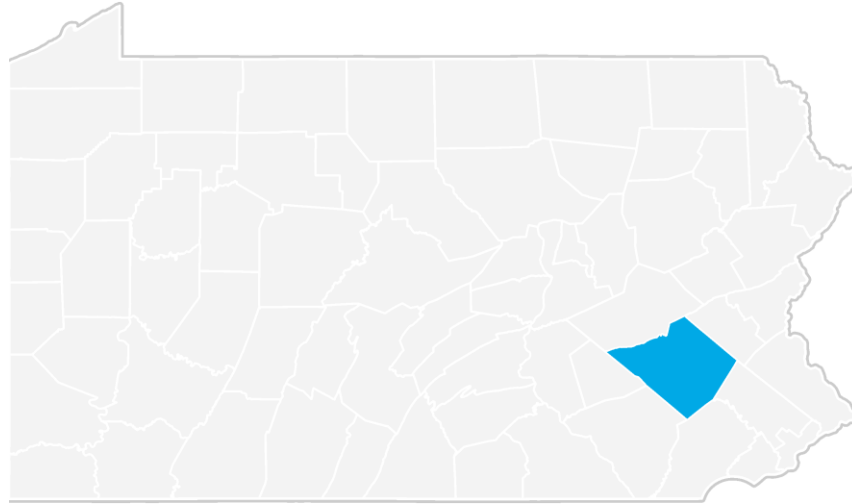
Postsecondary Programs Linked to Health (Chmura Cluster)

| Program | Awards |
|---|--------|
| Alvernia University | |
| Occupational Therapy/Therapist | 29 |
| Physical Therapy/Therapist | 26 |
| Registered Nursing/Registered Nurse | 96 |
| American Barber and Beauty Academy | |
| Aesthetician/Esthetician and Skin Care Specialist | 49 |
| Kutztown University of Pennsylvania | |
| Parks, Recreation, and Leisure Studies | 95 |
| Miller-Motte College-Berks Technical Institute | |
| Dental Assisting/Assistant | 24 |
| Medical/Clinical Assistant | 79 |
| Reading Area Community College | |
| Registered Nursing/Registered Nurse | 19 |
| Reading Hospital School of Health Sciences | |
| Emergency Medical Technology/Technician (EMT Paramedic) | 76 |
| Registered Nursing/Registered Nurse | 63 |

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 (Chmura Cluster). For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>

Reading, PA MSA Regional Map



Industry Definition

Health (Chmura Cluster) is defined as the following NAICS industries:

| Code | Description |
|--------|---|
| 621111 | Offices of Physicians (except Mental Health Specialists) |
| 621112 | Offices of Physicians, Mental Health Specialists |
| 621210 | Offices of Dentists |
| 621310 | Offices of Chiropractors |
| 621320 | Offices of Optometrists |
| 621330 | Offices of Mental Health Practitioners (except Physicians) |
| 621340 | Offices of Physical, Occupational and Speech Therapists, and Audiologists |
| 621391 | Offices of Podiatrists |
| 621399 | Offices of All Other Miscellaneous Health Practitioners |
| 621410 | Family Planning Centers |
| 621420 | Outpatient Mental Health and Substance Abuse Centers |
| 621491 | HMO Medical Centers |
| 621492 | Kidney Dialysis Centers |
| 621493 | Freestanding Ambulatory Surgical and Emergency Centers |
| 621498 | All Other Outpatient Care Centers |
| 621511 | Medical Laboratories |
| 621512 | Diagnostic Imaging Centers |
| 621610 | Home Health Care Services |
| 621910 | Ambulance Services |
| 621991 | Blood and Organ Banks |
| 621999 | All Other Miscellaneous Ambulatory Health Care Services |
| 622110 | General Medical and Surgical Hospitals |
| 622210 | Psychiatric and Substance Abuse Hospitals |
| 622310 | Specialty (except Psychiatric and Substance Abuse) Hospitals |
| 623110 | Nursing Care Facilities (Skilled Nursing Facilities) |
| 623210 | Residential Intellectual and Developmental Disability Facilities |
| 623220 | Residential Mental Health and Substance Abuse Facilities |
| 623311 | Continuing Care Retirement Communities |
| 623312 | Assisted Living Facilities for the Elderly |
| 623990 | Other Residential Care Facilities |
| 624110 | Child and Youth Services |
| 624120 | Services for the Elderly and Persons with Disabilities |
| 624190 | Other Individual and Family Services |
| 624210 | Community Food Services |
| 624221 | Temporary Shelters |
| 624229 | Other Community Housing Services |
| 624230 | Emergency and Other Relief Services |
| 624310 | Vocational Rehabilitation Services |
| 624410 | Child Care Services |

Region Definition

Reading, PA MSA is defined as the following counties:

Berks County, Pennsylvania

Data Notes

- Industry employment and wages (including total regional employment and wages) are as of 2022Q3 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 2022Q3 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Wages by occupation are as of 2022, utilizing BLS OEWS data and imputed by Chmura.
- 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 2020-2021 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.