JOBS**e Q**

Industry Spotlight

Health (Chmura Cluster)

Reading, PA MSA

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Spotlight Summary

Health (Chmura Cluster)
Reading, PA MSA – 2023Q3

EMPLOYMENT

2002   2023

30,851

Regional employment / **23,840,595** in the nation

0.8% ⬆

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

Region
Nation

16.9%

% of Total Employment /
14.5% in the U.S.

Region
Nation

WAGES

2002   2023

$71,409

Avg Wages per Worker / **$64,183** in the nation

5.1% ⬆

Avg Ann % Change Last 10
Years / **+3.4%** in the U.S.

Region
Nation

TOP OCCUPATION GROUPS

Healthcare Practitioners and Technical
31.9%

Healthcare Support
29.8%

Office and Administrative Support
12.3%

Community and Social Service
6.5%

All Others
15.7%

TOP INDUSTRIES

Avg Ann % Change in Employment, Last 10 Years

0.3 % ⬆

Region
Nation

General Medical and Surgical Hospitals

1.6 % ⬆

Region
Nation

Offices of Physicians (except Mental
Health Specialists)

3.6 % ⬆

Region
Nation

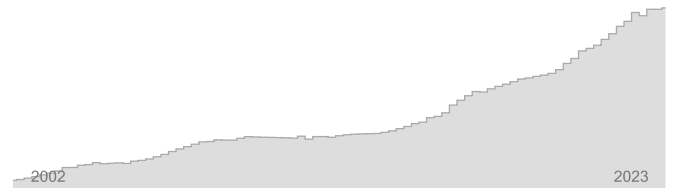Services for the Elderly and Persons with
Disabilities

Industry Snapshot

EMPLOYMENT

2002   2023

WAGES

2002   2023

6-Digit Industry	Empl	Avg Ann Wages	LQ	5yr History	Annual Demand	Forecast Ann Growth
General Medical and Surgical Hospitals	7,340	$86,336	1.07		562	-0.3%
Offices of Physicians (except Mental Health Specialists)	3,731	$152,712	1.14		305	-0.1%
Services for the Elderly and Persons with Disabilities	3,360	$36,961	1.32		492	1.9%
Home Health Care Services	2,365	$49,131	1.21		288	1.1%
Nursing Care Facilities (Skilled Nursing Facilities)	1,675	$52,825	1.03		177	-1.1%
Continuing Care Retirement Communities	1,487	$36,180	2.84		202	0.6%
Psychiatric and Substance Abuse Hospitals	1,202	$74,425	4.49		95	-1.0%
Offices of Dentists	1,196	$63,603	1.03		116	-0.2%
Child Care Services	1,183	$28,936	0.90		140	-1.1%
Residential Mental Health and Substance Abuse Facilities	977	$58,286	3.37		102	0.3%
Remaining Component Industries	6,336	$66,291	0.95		636	0.4%
Health (Chmura Cluster)	**30,851**	**$71,409**	**1.16**		**3,093**	**0.3%**

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.
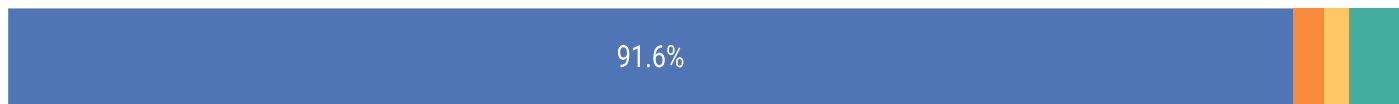
Staffing Pattern

Healthcare Practitioners and Technical **31.9%**	Healthcare Support **29.8%**	Office and Administrative Support **12.3%**

Community and Social Service **6.5%**

All Others **15.7%**

6-digit Occupation	Empl	Avg Ann Wages	Annual Demand
Personal Care Aides	4,055	$30,700	642
Registered Nurses	3,687	$85,000	190
Nursing Assistants	1,794	$38,100	245
Home Health Aides	1,438	$30,700	187
Medical Secretaries and Administrative Assistants	870	$40,300	89
Licensed Practical and Licensed Vocational Nurses	851	$58,300	63
Medical Assistants	720	$42,200	98
Office Clerks, General	549	$43,900	59
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	547	$51,500	53
Childcare Workers	491	$26,600	73
Remaining Component Occupations	15,823	$78,600	1,433
Total	**30,825**		

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).
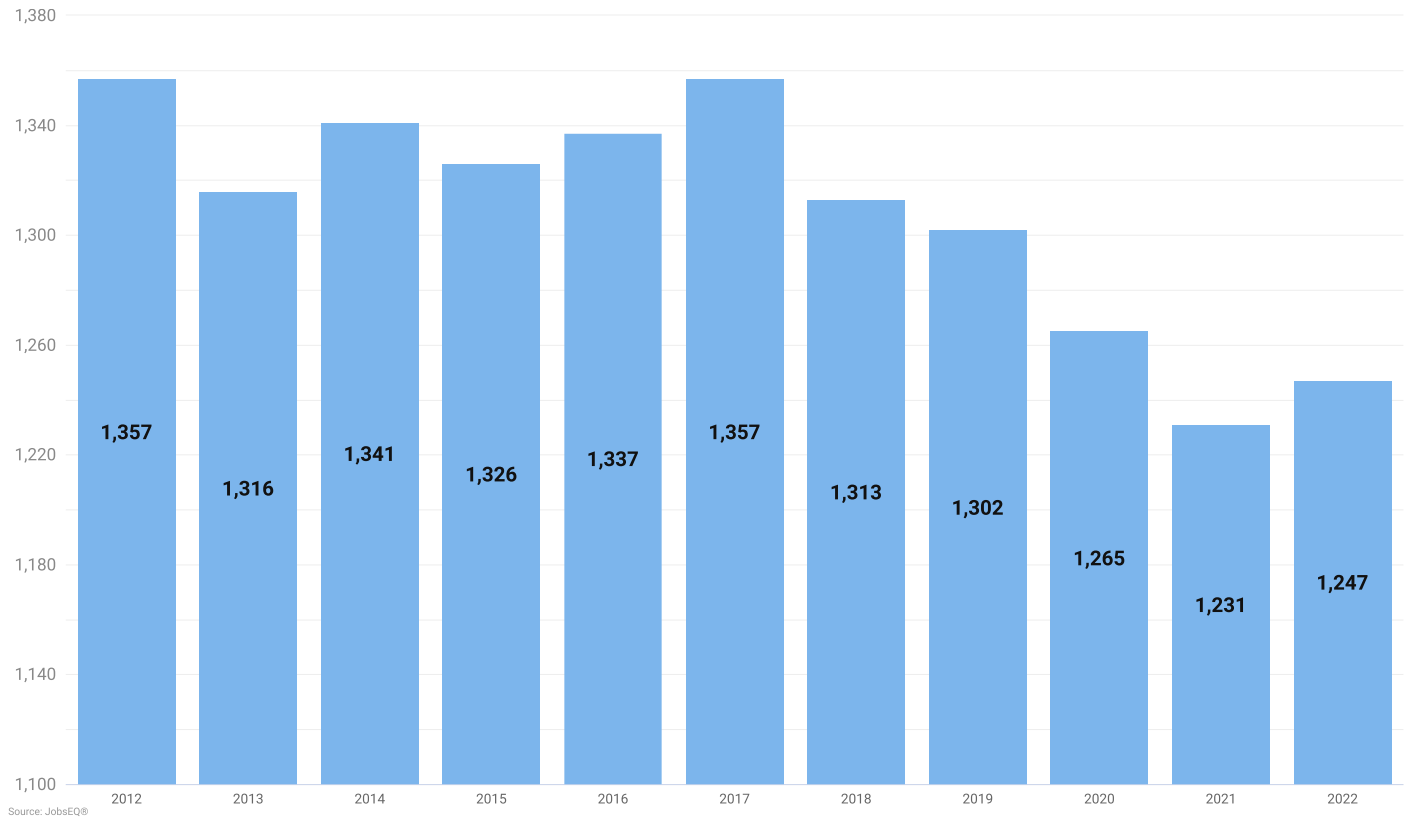
		Empl	%
	91.6%		
■	Private	28,273	91.6%
■	Self-Employment	697	2.3%
■	Local Government	542	1.8%
■	State Government	1,297	4.2%
■	Federal Government	43	0.1%
■	Other Non-Covered	0	0.0%

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.
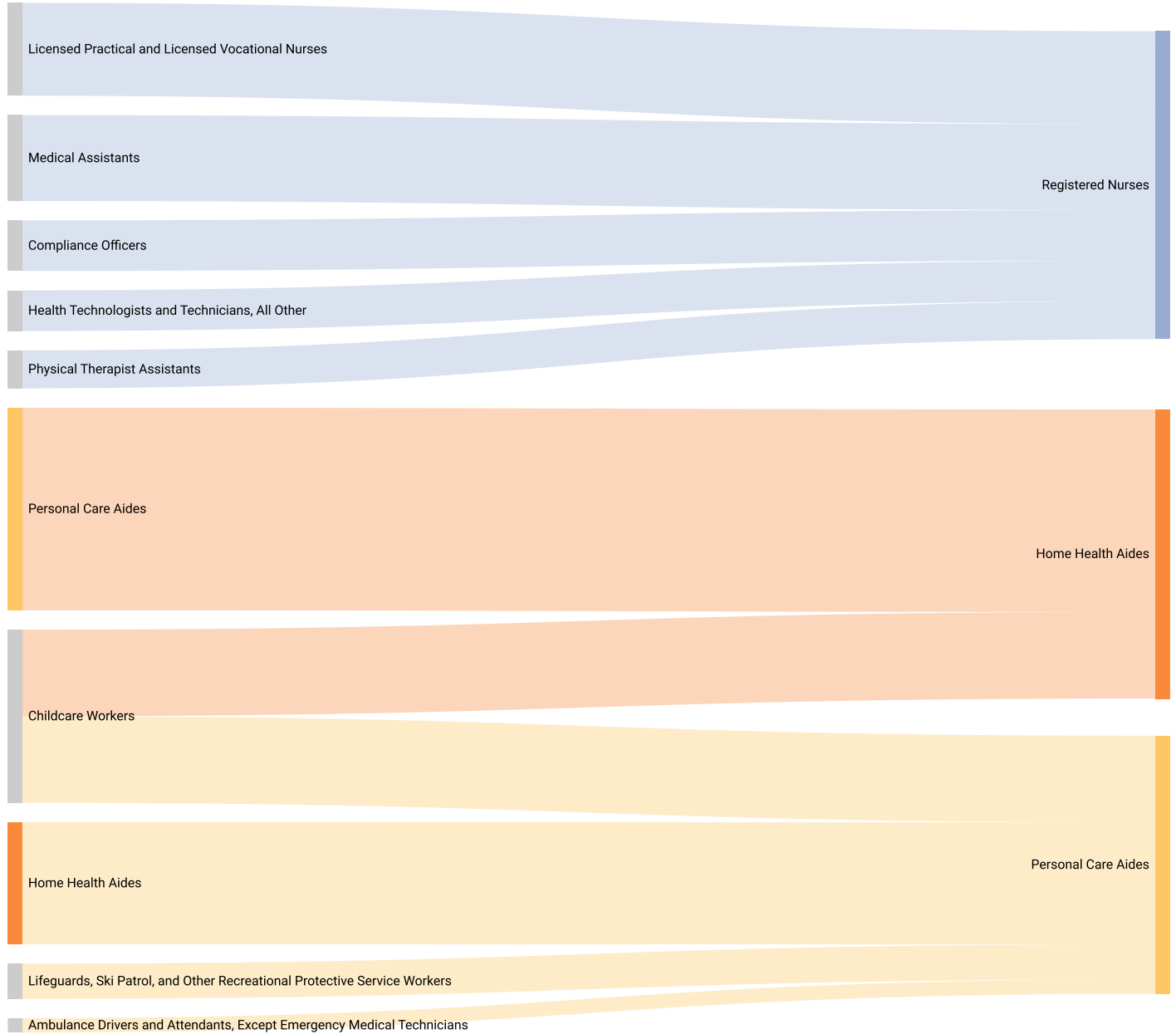
Establishments

In 2022, there were 1,247 Health (Chmura Cluster) establishments in the Reading, PA MSA (per covered employment establishment counts), a decrease from 1,357 establishments ten years earlier in 2012.

Year	Value
2012	1,357
2013	1,316
2014	1,341
2015	1,326
2016	1,337
2017	1,357
2018	1,313
2019	1,302
2020	1,265
2021	1,231
2022	1,247

Source: JobsEQ®

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

Licensed Practical and Licensed Vocational Nurses

Medical Assistants

Registered Nurses

Compliance Officers

Health Technologists and Technicians, All Other

Physical Therapist Assistants

Personal Care Aides

Home Health Aides

Childcare Workers

Home Health Aides

Personal Care Aides

Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers

Ambulance Drivers and Attendants, Except Emergency Medical Technicians

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.

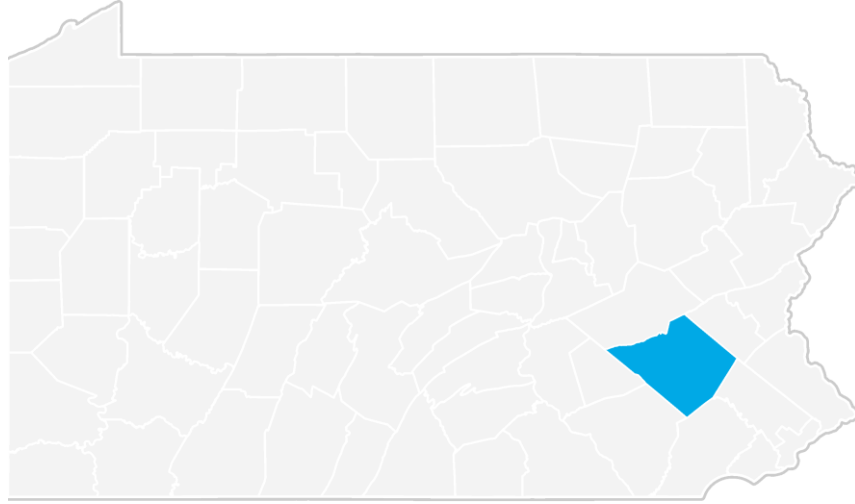# Postsecondary Programs Linked to Health (Chmura Cluster)

Program	Awards
Alvernia University	
Occupational Therapy/Therapist	85
Physical Therapy/Therapist	24
Registered Nursing/Registered Nurse	65
European Medical School of Massage	
Massage Therapy/Therapeutic Massage	44
Kutztown University of Pennsylvania	
Parks, Recreation, and Leisure Studies	60
Miller-Motte College-Berks Technical Institute	
Dental Assisting/Assistant	22
Medical/Clinical Assistant	58
Pennsylvania State University-Penn State Berks	
Occupational Therapist Assistant	34
Reading Area Community College	
Registered Nursing/Registered Nurse	35
Reading Hospital School of Health Sciences	
Registered Nursing/Registered Nurse	68

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

Data Notes

- Industry employment and wages (including total regional employment and wages) are as of 2023Q3 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 2023Q3 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Wages by occupation are as of 2023, 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 2021-2022 academic year.
- Establishment counts are per the BLS QCEW data.
- Figures may not sum due to rounding.

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

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.