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)

|	2015	2019	2020
Employer Units	66,910	71,500	72,930
Number of Jobs	721,190	736,803	703,094
Percent of Total Pennsylvania Jobs	12.7%	12.4%	12.8%
Average Annual Wages	$82,571	$91,332	$96,599
Location Quotient (LQ)	0.99	0.98	0.97

LQs greater than one suggest a competitive advantage.

The BSV cluster is the 2nd largest, with more than 700,000 jobs in Pennsylvania in 2020. The state still maintained a Location Quotient (LQ) just under 1.00 in 2020, which means employment is following the national trend. Average wages in the cluster have made a significant gain, increasing 17 percent over the time period.
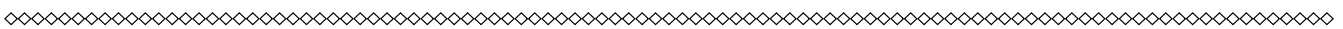
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Note: The 2020 employment and wages data, as presented in this publication, reflect the effects of business and school closures implemented to mitigate the spread of Coronavirus (COVID-19).

Percent Employment by County

|	
■ (dark maroon)	> 10.0%
■ (pink)	10.0% - 7.0%
■ (purple)	7.0% - 4.5%
■ (light purple)	< 4.5%
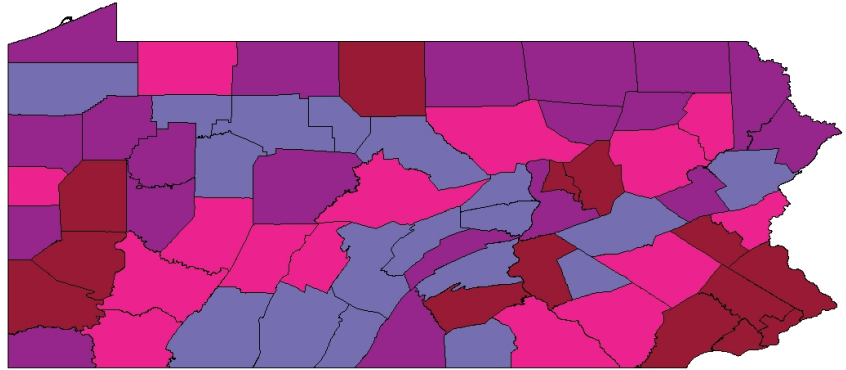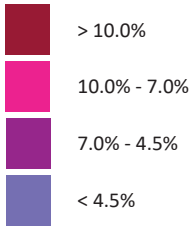
Major Employers

- Comcast Cablevision Corporation
- Allied Universal Protection Service LLC
- Verizon Pennsylvania LLC
- QVC Network Inc
- SAP of America
- Westinghouse Electric Company
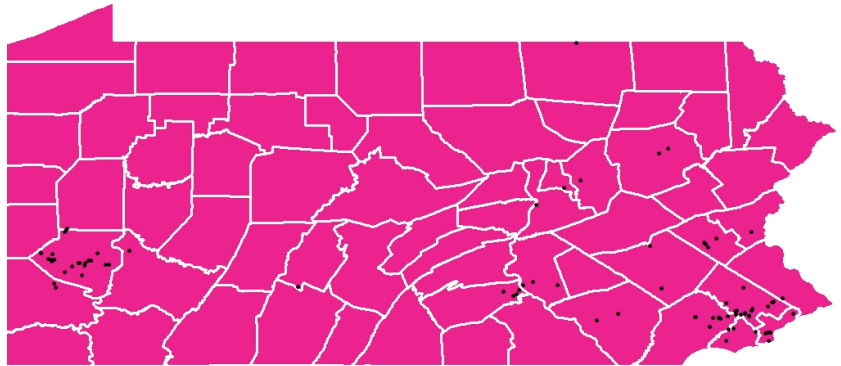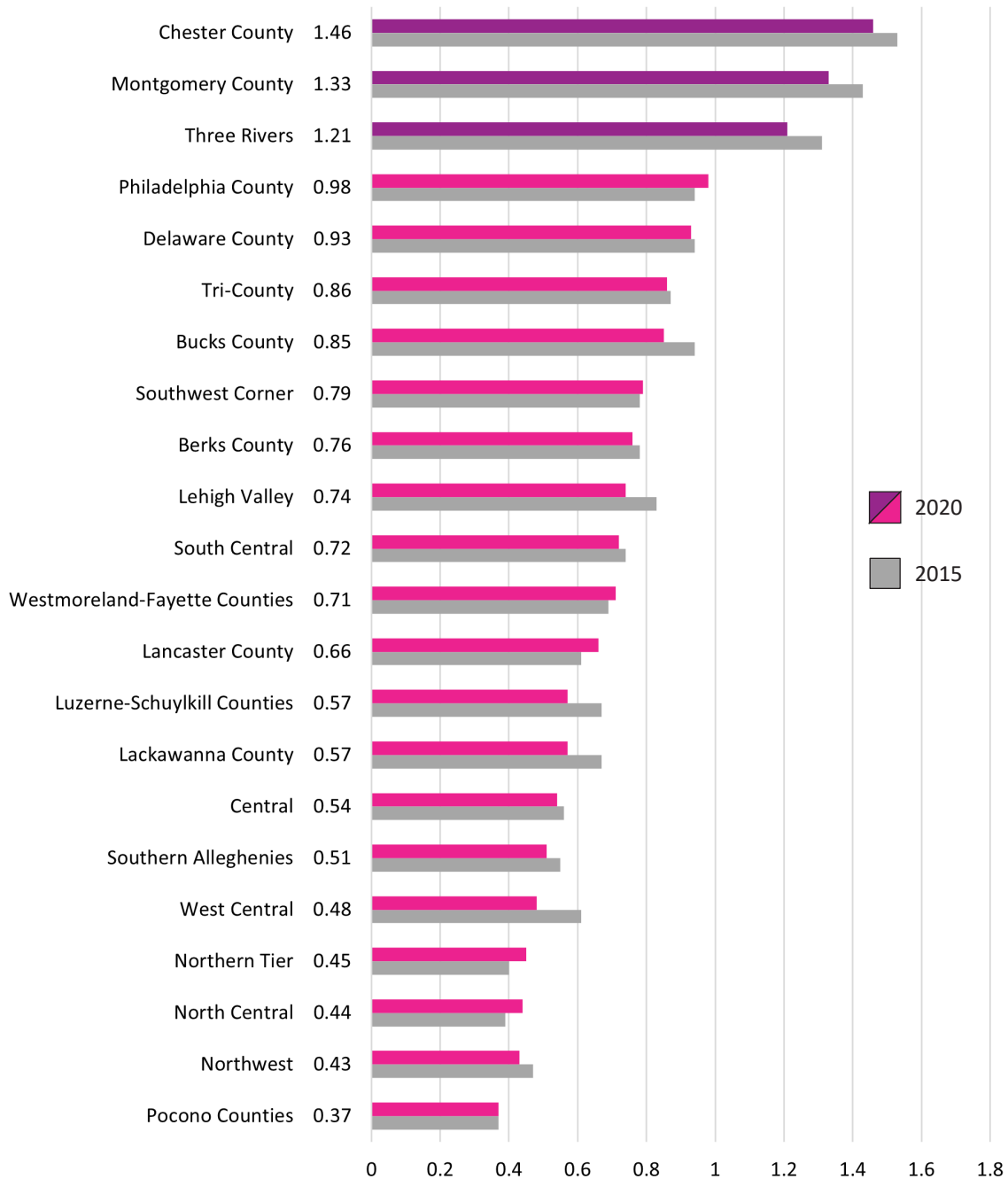

Top Industries Based on Employment

- Managing Offices
- Engineering Services
- Offices of Lawyers
- Wholesale Trade Agents & Brokers
- Janitorial Services
- Computer Systems Design Services
- Landscaping Services
- Custom Computer Programming Services
- Wired/wireless Telecom. Carriers, ex. satellite
- Security Guards & Patrol Services
- Administrative Management Consulting Services
- Electronic Shopping & Mail-Order Houses
- Software Publishers
- Data Processing, Hosting & Related Services
- All Other Support Services
- Telemarketing Bureaus
- All Other Professional & Technical Services
- Commercial Machinery Repair & Maintenance
- Testing Laboratories
- Marketing Consulting Services
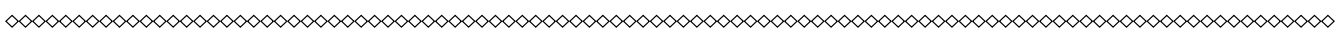
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Center for Workforce Information & Analysis
www.workstats.dli.pa.gov

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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 2015.

| Area	LQ (2020)
Chester County	1.46
Montgomery County	1.33
Three Rivers	1.21
Philadelphia County	0.98
Delaware County	0.93
Tri-County	0.86
Bucks County	0.85
Southwest Corner	0.79
Berks County	0.76
Lehigh Valley	0.74
South Central	0.72
Westmoreland-Fayette Counties	0.71
Lancaster County	0.66
Luzerne-Schuylkill Counties	0.57
Lackawanna County	0.57
Central	0.54
Southern Alleghenies	0.51
West Central	0.48
Northern Tier	0.45
North Central	0.44
Northwest	0.43
Pocono Counties	0.37

Legend: 2020, 2015

Note: The 2020 employment and wages data, as presented in this publication, reflect the effects of business and school closures implemented to mitigate the spread of Coronavirus (COVID-19).

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	
Work Experience/Some PS Training	
Associate Degree	
Bachelor's Degree	
Advanced Degree	
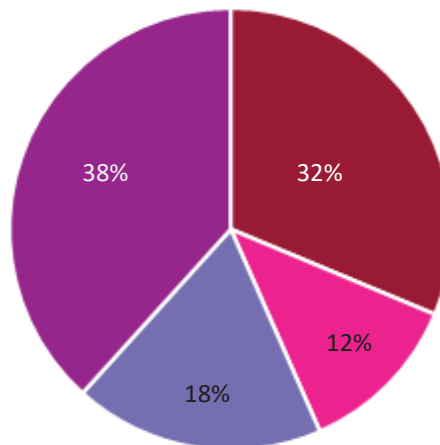
Occupations with Significant Employment

The following table lists occupations that employ at least 12,200 people in the BSV cluster.

			Annual Demand	
SOC Code	Occupation	Average Wage	All Industries	Industry Cluster
37-2011	Janitors & Cleaners	$30,440	13,688	5,139
43-4051	Customer Service Representatives	$38,760	16,186	4,050
33-9032	Security Guards	$31,490	6,007	3,862
43-9061	Office Clerks, General	$38,360	19,111	3,266
37-3011	Landscaping & Groundskeeping Workers	$32,440	5,697	2,843
41-4012	Sales Representatives	$75,360	6,857	2,372
11-1021	General & Operations Managers	$131,060	7,980	2,129
15-1132	Software Developers, Applications	$100,110	2,927	1,817
43-3031	Bookkeeping, Accounting & Auditing Clerks	$42,220	6,664	1,636
13-2011	Accountants & Auditors	$77,810	5,871	1,558
13-1111	Management Analysts	$92,640	3,521	1,484
15-1151	Computer User Support Specialists	$55,600	2,574	1,395
43-6014	Secretaries & Administrative Assistants	$38,940	9,746	1,373
23-1011	Lawyers	$139,120	1,762	1,015
15-1121	Computer Systems Analysts	$96,050	1,866	987

*The 2020 average annual wage reflects wages across all industries and is not specific to the cluster.

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