



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 85 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)

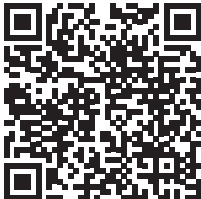
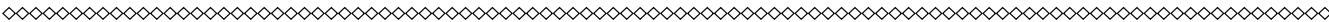
BSV – Operational Services (BSV-OPER)

BSV – Professional & Consulting Services (BSV-P&C)

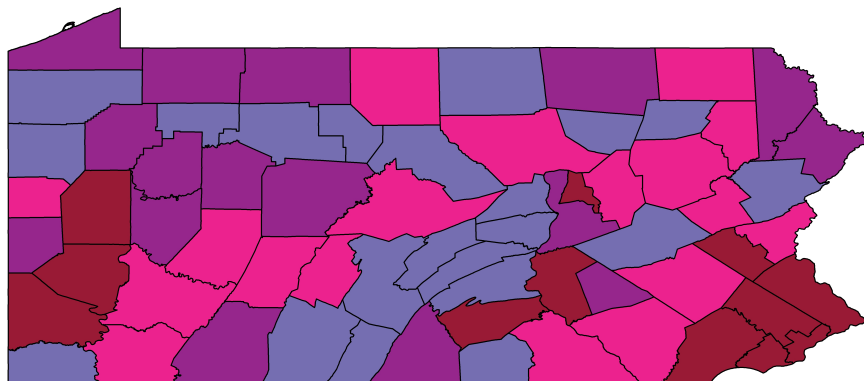
	2018	2023
Employer Units	69,958	85,266
Number of Jobs	734,754	753,576
Percent of Total Pennsylvania Jobs	12.5%	12.6%
Average Annual Wages	\$87,348	\$111,294
Location Quotient (LQ)	0.99	0.98

LQs greater than one suggest a competitive advantage.

The BSV cluster is the 2nd largest, with more than 750,000 jobs in Pennsylvania. The state still maintained a location quotient (LQ) just under 1.00 in 2023, which means employment is following the national trend. Average wages in the cluster have made a significant gain, increasing almost 27 percent over the time period.



## Percent Employment by County



## Major Employers

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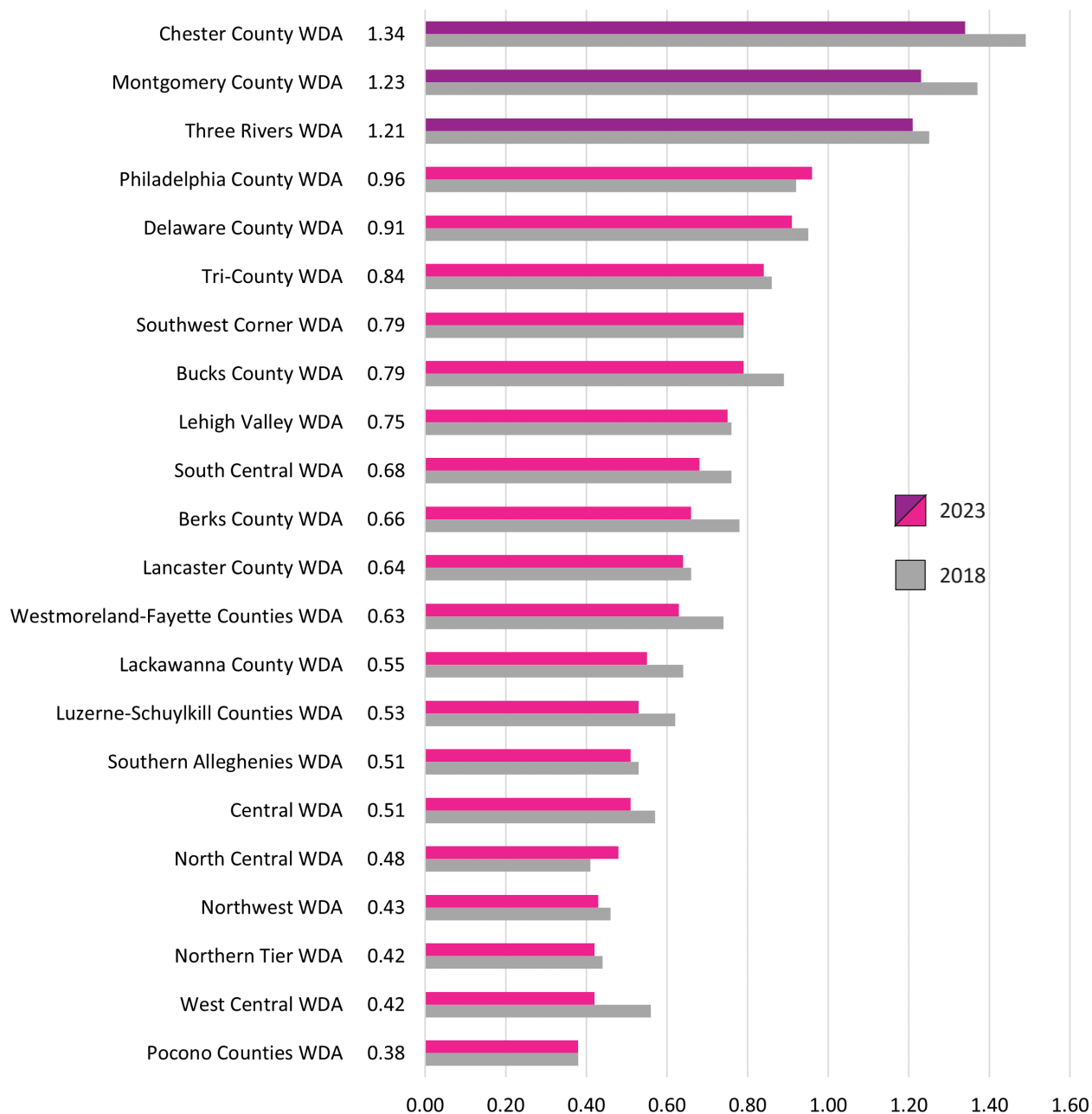
## Top Industries Based on Employment

- Managing Offices
- Engineering Services
- Wholesale Trade Agents & Brokers
- Offices of Lawyers
- Landscaping Services
- Janitorial Services
- Computer Systems Design Services
- Custom Computer Programming Services
- Security Guards & Patrol Services
- Administrative Management Consulting Services
- Wired Telecommunications Carriers
- Software Publishers
- Data Processing, Hosting & Related Services
- All Other Professional & Technical Services
- All Other Support Services
- Commercial Machinery Repair & Maintenance
- Testing Laboratories & Services
- Marketing Consulting Services
- Facilities Support Services
- Other Scientific & Technical Consulting Services



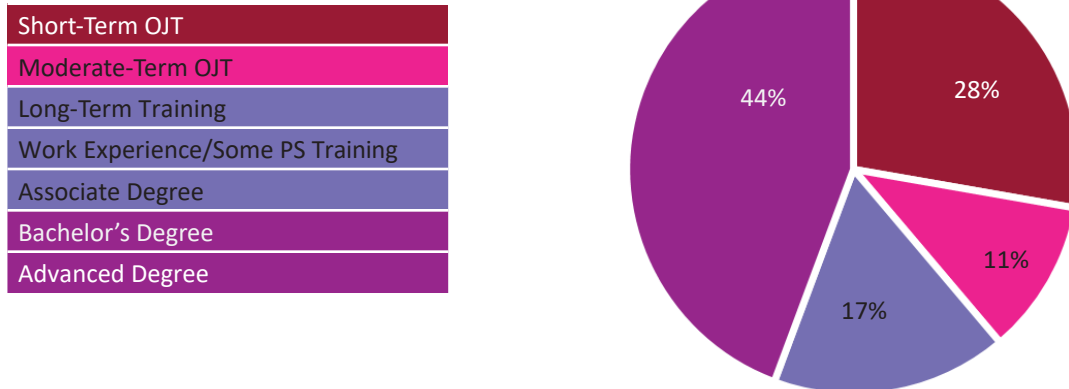
## Employment Concentration

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 2018.



## 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. Thirty-nine percent of all BSV jobs require less than one year of on-the-job training to enter employment.



## Occupations with Significant Employment

The following table lists occupations that employ at least 12,400 people in the BSV cluster.

SOC Code	Occupation	Average Wage	Annual Demand	
			All Industries	Industry Cluster
37-2011	Janitors & Cleaners	\$36,460	13,635	4,852
43-4051	Customer Service Representatives	\$45,870	15,206	3,695
33-9032	Security Guards	\$40,770	5,400	3,660
37-3011	Landscaping & Groundskeeping Workers	\$39,830	5,763	2,689
15-1252	Software Developers	\$122,240	3,488	2,273
41-4012	Sales Representatives	\$80,780	5,344	2,001
43-3031	Bookkeeping, Accounting & Auditing Clerks	\$49,510	6,980	1,652
43-6014	Secretaries & Administrative Assistants	\$44,980	8,735	1,472
13-1161	Market Research Analysts & Marketing Specialists	\$74,340	3,286	1,336
13-2011	Accountants & Auditors	\$85,200	4,836	1,255
15-1232	Computer User Support Specialists	\$60,530	2,156	1,179
13-1111	Management Analysts	\$99,540	2,995	1,178
15-1211	Computer Systems Analysts	\$99,590	1,533	959
13-1082	Project Management Specialists	\$101,640	2,214	947
23-1011	Lawyers	\$155,050	1,471	871

\*The 2024 average annual wage reflects wages across all industries and is not specific to the cluster.