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FRANKLIN/HAMPSHIRE
SERVICE DELIVERY AREA
Industry and Occupational Analysis

COMMONWEALTH OF MASSACHUSETTS

Division of Employment Security

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FRANKLIN/HAMPSHIRE
SERVICE DELIVERY AREA

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Franklin/Hampshire Service Delivery Area

I. Introduction

The Franklin/Hampshire SDA is comprised of the 26 towns of Franklin County, the one city and the 19 towns of Hampshire County and 4 towns in Worcester County, a total of 50 municipalities. The towns of Franklin County are: Ashfield, Bernardston, Buckland, Charlemont, Colrain, Conway, Deerfield, Erving, Gill, Greenfield, Hawley, Heath, Leverett, Leyden, Monroe, Montague, New Salem, Northfield, Orange, Rowe, Shelburne, Shutesbury, Sunderland, Warwick, Wendell and Whately. The one city in Hampshire County is Northampton and the towns are: Amherst, Belchertown, Chesterfield, Cummington, Easthampton, Goshen, Granby, Hadley, Hatfield, Huntington, Middlefield, Pelham, Plainfield, Southampton, South Hadley, Ware, Westhampton, Williamsburg, and Worthington. The towns in Worcester County are: Athol, Petersham, Phillipston, and Royalston.

The April 1984 unemployment rate for the Franklin/Hampshire SDA was 5.7 percent, a large decrease of 1.1 percentage points from the 6.8 percent recorded in March. The two adjoining SDA's had higher April rates, with the Berkshire SDA at 6.3 percent and the Hampden SDA at 6.0 percent. An even greater improvement occurred over the year with a drop of 1.3 percentage points from the 7.0 percent rate of April 1983. The effect of the recession and the subsequent recovery was seen in the annual average unemployment rates for the Franklin/Hampshire SDA, which went from 6.4 percent in 1981 to 8.1 percent in 1982, and then dropped slightly to 7.6 percent in 1983. The Franklin/Hampshire SDA's recovery parallels that of the State. However, the Franklin/Hampshire SDA felt the impact of the national recession more than the State as a whole. The 1981 annual average unemployment rate for both the Franklin/Hampshire SDA and the State was 6.4 percent, while the 1982 unemployment rate for the SDA was only a 0.1 percentage point higher than the State rate. By 1983, the Franklin/Hampshire SDA rate of 7.6 percent was a 0.7 percentage point higher than the State rate. In April 1984, this relationship held true with the Franklin/Hampshire SDA rate still a 0.7 percentage point greater than the State rate of 5.0 percent.

II. Industry Analysis

The Franklin/Hampshire SDA has an expanding nonmanufacturing sector in which the services industry has grown from 14,940 (28.4 percent of private sector employment) in the third quarter of 1981, to 16,520 (31.2 percent of private sector employment) in the third quarter of 1983. This industry division grew despite the prolonged recession and surpassed the manufacturing sector in employment size. Wholesale and retail trade also showed a continuous growth pattern rising from 13,600 (25.9 percent of private sector employment) in 1981 to 14,570 (27.5 percent of private sector employment) in 1983.

As previously mentioned, manufacturing has declined to second in rank. In 1981, manufacturing employment totalled 16,210 or 30.8 percent of private sector employment, but declined to 14,730, or a 29.0 percent share in 1982. Manufacturing employment remained virtually unchanged in 1983, while its share of private sector employment dropped to 27.8 percent.

Overall, private sector employment in 1983 has been restored to its 1981 base. Tourism and travel have emerged in the area as a stimulus to employment, while the machinery and metal fabrication industries have dropped and still appear sluggish.

The following six industries in the Franklin/Hampshire SDA experienced employment growth in the past several years: nonresidential building construction; wholesale machine equipment and supplies; department stores; grocery stores; hotels and motels; and residential care. Each of these industries grew by more than the 4.4 percent private sector employment growth rate between third quarter 1982 and third quarter 1983. Although yearly growth in miscellaneous plastics products was not equal to the growth seen in private sector employment, the industry was included because of its large share of manufacturing employment.

Miscellaneous Plastics Products, a large industry within the SDA, was selected for consideration because of its large size and a projected growth rate of 11 percent through the 1980's. The establishments in this industry are primarily engaged in molding primary plastics for the trade, and fabricating miscellaneous finished plastic products. In the Franklin/Hampshire SDA, firms manufacture polyurethane foam for shipping and packing, polyethylene tubing, and polyethylene bags. Miscellaneous plastics products employs 10 percent of manufacturing workers in the Franklin/Hampshire SDA.

Among the six nonmanufacturing industries selected within the Franklin/Hampshire SDA, the trade sector provided three growth industries, services two, and construction one.

Within the trade industry division, growth industries were grocery stores, wholesale machinery, equipment and supplies, and department stores. Grocery Stores are commonly known as supermarkets, food stores, grocery stores, and delicatessens primarily engaged in retail sales of all sorts of food stuff. Grocery stores grew 16 percent to 2,550 jobs in the third quarter of 1983. Both Franklin and Hampshire Counties had population increases between 1970 and 1980. Franklin County's population grew by 8.6 percent and Hampshire County grew by 12.0 percent during a period when the State population grew by only 0.8 percent and the adjacent Hampden County's population decreased by 3.5 percent. The population of Franklin County is projected to increase 2.1 percent to 65,693 in 1990. The 1990 projected population of Hampshire County is expected to reach 139,333, an increase of 0.4 percent. As the population increases, grocery store employment should follow.

Wholesale Machinery, Equipment and Supplies includes firms engaged in the wholesale distribution of commercial machines and equipment, construction machinery and equipment, and services establishment equipment and supplies.

Within the Franklin/Hampshire SDA, this industry's employment grew to 240, an increase of ten percent.

Department Stores grew almost 10 percent to 780 jobs between the third quarter 1982 and the third quarter 1983. Department stores carry a general line of apparel, home furnishings and housewares. Increased employment in department stores can be expected within the Franklin/Hampshire SDA because of the projected population increase and because of sales to students attending the many area colleges and private boarding college preparatory schools.

Within the service division, two industry groups were selected as growth industries: residential care and hotels and motels. Residential Care establishments primarily engage in the provision of residential social and personal care for children, the aged and infirm, but where medical care is not a major element. Included in this group are: halfway houses and rest homes. Employment in the Franklin/Hampshire SDA reached 360 jobs, a nine percent increase over third quarter 1982 employment levels. The 1980 Census indicated that 9.6 percent of the population of the Franklin/Hampshire SDA resided in group quarters compared to 3.5 percent of the State's population. Of the 21,485 individuals residing in group quarters within the Franklin/Hampshire SDA, 15.3 percent lived in institutions, 81.9 percent in college dormitories, and 2.8 percent in other group quarters.

Hotels and Motels provide lodging or lodging and meals for the general public. Employment in hotels and motels increased almost 10 percent to 780 jobs. Employment is primarily located along Route 91, a major north-south interstate highway and along Route 2, and in the cities and towns near the major area colleges and universities.

Nonresidential Building Construction are contractors primarily engaged in construction and repair of industrial, commercial, institutional and other nonresidential buildings. Employment in this industry grew 12 percent to 250 jobs.

III. Occupational Analysis

From the list of targetted growth industries in the Franklin/Hampshire SDA, eleven occupations that generally require less than a Bachelor's degree were selected for analysis. These occupations should provide good opportunities throughout the 80's. Most occupations such as waiters and waitresses and cooks are related to restaurants and hotels and motels. Cleaning service workers are employed largely in hotels and schools. The promising occupation in manufacturing is assemblers of plastic products. Occupations related to the trade industry are sales representatives and cashiers. With the exception of carpenters, found in construction and nurse aides, found in residential care, the remaining growth occupations are not unique to any specific industry.

Cashiers are responsible for handling the money that comes into an enterprise. In supermarkets and large department stores cashiers spend long periods standing at checkout counters processing customer purchases of store items. Employment of cashiers is expected to grow at a slightly above average rate. The widespread use of automated checkout systems such as those in supermarkets may slow growth, but many more jobs will be created as a result of high job turnover. Nearly half of all cashiers are employed in grocery stores with another 20 percent employed among department stores, drug stores, and eating and drinking places.

Cleaning Service Workers are responsible for keeping buildings in a clean and orderly condition. The category includes janitors, porters and cleaners. Cleaning service workers are employed in many industries, the most prevalent being, services to buildings, schools, hospitals, and hotels and motels. The demand for maintenance personnel will result in employment growth slightly higher than average. High job turnover and the large size of this occupational group will generate numerous openings each year.

Assemblers put together parts of manufactured items. They usually work on items that move past their work stations automatically on conveyors. Although some assemblers perform a single task, others are responsible for completing several related tasks or for making and testing an entire product. Almost all assembling skills are learned on the job, but some positions have special requirements, such as an ability to distinguish colors or above average manual dexterity. Not only is employment of assemblers expected to show above average growth, but the large size of this occupation and high replacement demands due to job turnover, will generate many openings each year. Assembler positions, however, are very dependent upon business conditions and they are among the first affected during periods of economic decline.

Waiters and Waitresses take customer orders, serve food and beverages, make out checks and take payments. The occupation will generate 11,000 new jobs in Massachusetts during the 80's the third highest. People dining out more and opportunities for part-time work should contribute to rising employment levels. Many more positions will become available because of the high turnover nature of the position.

Nurse Aides work under the direction of physicians and nurses caring for sick and injured patients. The increasing demand for health care of a longer living population should accentuate long term demand. Approximately half of all nurse's aides work in nursing homes and other long-term care facilities. Another one-third of nurse aide positions occur in hospitals. Employment is expected to grow by nearly 20 percent but many additional positions will become available due to high job turnover.

Secretaries perform a variety of administrative and clerical duties and are found in virtually all business and industrial settings. Some secretaries such as legal and medical secretaries perform highly specialized work. The occupation is expected to generate 20,000 new jobs during the 1980's, 5,000 more than the next highest occupation. While the projected growth rate in Massachusetts is high, the size of the occupation alone should generate many more job opportunities. Technological improvements in office equipment will continue to change the work environment but will not reduce the demand for skilled personnel. Job prospects are excellent for those with typing experience, word processing skills and organizational abilities.

Bookkeepers ensure that the financial records of a firm are complete, accurate and up-to-date. They work with invoices, ledgers, vouchers, and bank balances and use adding machines and calculators; some also use business or personal computers. Employment of bookkeepers is expected to post an average growth rate, although many additional openings will be created by turnover. The computerization of bookkeeping and accounting procedures and the introduction of programmable calculators and personal computers is changing the nature of the job for a large proportion of these workers.

Sales Representative (technical and non-technical) are responsible for presenting manufacturers' products to buyers in the market. They must be familiar with both the product line and their customers' needs. Sales representatives sell to wholesalers, retailers, government agencies, original equipment manufacturers, hospitals and schools. Technical sales representatives deal with complex products, such as advanced electronic machinery or industrial equipment and supplies. Sales ability and good communication skills are the most important qualities employers look for when hiring representatives, although they prefer individuals trained in a relevant technical field for presenting technically complex products. Although projected to grow at an average pace, most opportunities for sales representatives will arise from the need to replace individuals who find themselves ill suited to the competitive demands of selling.

Carpenters work with wood and other building materials, such as plastic and fiberglass, to do construction and repair. A large proportion of carpenters acquire their skills through informal means, such as working as a carpenter's helper. Ideally, people who plan to work as carpenters should complete a formal apprenticeship program which usually consists of four years of on-the-job training. Over 40 percent of carpenters are employed in residential building construction, non-residential building construction, or special trade contracting, while nearly 30 percent of carpenters are self-employed. Statewide projections indicate a faster than average growth rate for carpenters as a result of the construction of new structures and alteration and maintenance of old ones. While the long-term employment outlook is good, the number of job openings may fluctuate from year to year as the economy expands and contracts

General Office Clerks have varied duties which usually include a combination of bookkeeping, typing, office machine operating, and filing. While employment is expected to grow more slowly than the average for all occupations, the number of annual openings will be substantial due to the large size of this occupational group and because of high turnover and replacement demands. As business expansion creates increases in the volume of paperwork, demand will persist for general office clerks to handle the necessary communications flow. General office clerks are employed in many industries such as schools, government, hospitals, insurance, banking, brokerage services, and grocery stores.

Cooks are in charge of food preparation, though their specific duties vary depending upon the size of the establishment. The demand for cooks and chefs will rise as people dine out more often. Areas exhibiting growing population will likewise generate increased opportunities. Persons who have had courses in food preparation will have an advantage in competing for the more lucrative jobs in large restaurants.

Growth Industries

Nonresidential Building Construction
Miscellaneous Plastic Products
Machinery Equipment and Supplies, Wholesale
Department Stores
Grocery Stores
Hotels and Motels
Residential Care

Growth Occupations

Cashiers
Cleaning Service Workers
Assemblers
Waiters/Waitresses
Nurse Aides
Bookkeepers
Sales Representatives
Carpenters
Secretaries
General Office Clerks
Cooks

TABLE #
 UNEMPLOYMENT RATES FOR THE
 FRANKLIN/HAMPSHIRE
 SERVICE DELIVERY AREA,
 MASSACHUSETTS, and UNITED STATES

PERIOD	SDA	MASSACHUSETTS	UNITED STATES
1981 Annual Average	6.4	6.4	7.6
1982 Annual Average	8.0	7.9	9.7
1983 Annual Average	7.6	6.9	9.6
<u>1982</u>			
JANUARY	7.8	8.0	9.4
FEBRUARY	8.3	8.3	9.6
MARCH	7.6	7.6	9.5
APRIL	8.0	8.0	9.2
MAY	8.8	8.6	9.1
JUNE	9.3	9.0	9.8
JULY	10.1	9.6	9.8
AUGUST	7.8	7.6	9.6
SEPTEMBER	7.5	7.4	9.7
OCTOBER	7.3	7.2	9.9
NOVEMBER	6.5	6.5	10.4
DECEMBER	7.4	7.1	10.5
<u>1983</u>			
JANUARY	9.6	8.7	11.4
FEBRUARY	8.7	8.2	11.3
MARCH	8.6	8.0	10.8
APRIL	7.0	6.7	10.0
MAY	7.1	6.5	9.8
JUNE	8.4	7.5	10.2
JULY	7.0	6.2	9.4
AUGUST	6.9	6.0	9.2
SEPTEMBER	8.1	7.0	8.8
OCTOBER	7.1	6.4	8.4
NOVEMBER	6.1	5.6	8.1
DECEMBER	6.3	5.8	8.0
<u>1984</u>			
JANUARY	8.2	7.3	8.8
FEBRUARY	7.2	6.3	8.4
MARCH	6.8	5.8	8.1
APRIL	5.7	5.0	7.6

SOURCE: Local Area Unemployment Statistics Program
 Figures not adjusted for seasonality.

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