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NEW BEDFORD/CAPE COD AND ISLANDS
SERVICE DELIVERY AREA
Industry and Occupational Analysis

COMMONWEALTH OF MASSACHUSETTS

Division of Employment Security

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NEW BEDFORD/CAPE COD AND ISLANDS
SERVICE DELIVERY AREA

Industry and Occupational Analysis

New Bedford/Cape & Islands SDA

I. Introduction

The New Bedford/Cape & Islands Service Delivery Area (SDA) consists of the city of New Bedford and the towns of Acushnet, Barnstable, Bourne, Brewster, Chatham, Chilmark, Dartmouth, Dennis, Eastham, Edgartown, Fairhaven, Falmouth, Freetown, Gay Head, Gosnold, Harwich, Lakeville, Marion, Mashpee, Mattapoisett, Nantucket, New Bedford, Oak Bluffs, Orleans, Provincetown, Rochester, Sandwich, Tisbury, Truro, Wareham, Wellfleet, West Tisbury and Yarmouth.

In April 1984, the rate of unemployment fell to a level of 7.4 percent for the SDA. This was the highest unemployment rate of the 15 SDA's. However, last year, during the same month, the rate was 9.1 percent. The 1983 annual average rate was 9.1 percent compared to a 1982 annual average rate of 10.8 percent, demonstrating a gradual improvement in the local economy. It is more emphatic to note that in February of 1982 the rate was 14.1 percent or almost twice as large as the April 1984 rate. Between April 1983 and 1984, both the Massachusetts and the New Bedford SDA rates dropped 1.7 percent.

The New Bedford/Cape SDA unemployment rate is no longer higher than the national unemployment rate. In 1981, the New Bedford/Cape SDA unemployment rate was one point higher than the national rate of 7.6 percent and 1.1 points higher in 1982. The 1983 annual average rate for the New Bedford SDA was 0.5 percent below the national average while the April 1984 New Bedford SDA rate remained 0.4 percent below the national April rate of 7.6 percent.

II. Industrial Analysis

An analysis of the New Bedford/Cape and Islands SDA reveals that the following nine industries have very favorable prospects for future job opportunities: residential building construction; engineering and scientific instruments; machinery, equipment and supplies; wholesale trade; eating and drinking places; insurance agents, brokers and services; real estate agents and managers; miscellaneous business services; legal services; individual and family social services. These industries grew faster than the average rate of 5.6 percent between the third quarter of 1982 and third quarter of 1983.

Construction is a significant factor in the New Bedford SDA economy. Strong levels of construction jobs generate considerable spin-off employment in other industries within the New Bedford SDA. Real estate, banking, public utilities, fabrics, furniture, and plumbing supplies are affected by employment levels in the construction industry. From third quarter 1982 to third quarter 1983, general construction increased by 24 percent or 420 jobs. The largest subsection of employment was Residential Building Construction accounting for 75 percent of general construction.

From third quarter '82 to third quarter '83 this sector grew by 322 jobs or 25 percent making it one of the fastest growing areas of employment. General economic factors have considerable impact on this sector of employment, specifically interest rates. The recent downswing in interest rates has spurred considerable activity within the industry. Even with the rising interest rates the demand for housing is so great that the construction activity should continue for some time. In addition, many communities now require larger house lots for single family homes. To counter this, builders have developed cluster housing, several units in one building, to make the maximum use of available land. This trend is noticeable in Barnstable County.

Manufacturing represents 22 percent of private sector employment with the heaviest concentrations found in the New Bedford area. The dominant manufacturing group in the New Bedford area is the apparel and textile industry; while tourist-related manufacturing industries can be found on the Cape and Islands. One sector of manufacturing that is found throughout the New Bedford/Cape SDA is Engineering and Scientific Instruments. These are establishments primarily engaged in manufacturing engineering, laboratory, and scientific instruments, including nautical, navigational, aeronautical, surveying and drafting equipment and instruments for laboratory work and scientific research. While the industry was affected by the recession of 1982, employment since then has rebounded by more than eight percent. Wages in this industry are significant with an annualized average of \$19,612 compared to the SDA annual average wage of \$12,348. The high wages are a reflection of the skill level involved in the manufacturing process.

The wholesale trade sector of the economy is becoming an increasingly influential factor in the New Bedford/Cape SDA. Wages in the wholesale sector tend to be higher than those in manufacturing or the retail sector.

The Machinery, Equipment, and Supplies Wholesale Trade Sector is a significant portion (28 percent) of wholesale trade. With 45 percent employed, it has grown by five percent in one year. The establishments are primarily engaged in wholesaling commercial machines and equipment, such as office, store and business machines and equipment; commercial food service equipment, and store fixtures. A significant portion of employment (23 percent) is comprised of sales representatives whose salaries are tied into commissions.

Eating and Drinking Places account for 44.1 percent of retail employment in the Service Delivery Area. Employment growth from third quarter 1982 to third quarter 1983 was approximately 1,300 jobs or seven percent. These establishments cover a range of firms from fast-food to full service restaurants. They do not include restaurants operated by hotels. Waiters and Waitresses account for a major portion of employment (35.6 percent). Cooks and chefs are important restaurant jobs and may be involved in ordering and inventory in addition to preparing and cooking

Insurance Agents, Brokers and Services is one of the fastest growing industries in the Service Delivery Area. From third quarter 1982 to third quarter 1983, employment grew by seven percent or about 100 jobs. This sector includes agents primarily

representing one or more insurance carriers, but who are not employees of the insurance carriers which they represent. The average wage in this particular industry in the New Bedford SDA is \$17,476 per employee. While sales agents represent 15 percent of employment, almost 25 percent of employment is in clerical support occupations.

Real Estate Agents and Managers is a particularly fast growing industry. This industry had over 1,000 people employed with growth of eleven percent between the third quarters of 1982 and 1983. Although these establishments are engaged in renting, buying, selling and appraising real estate for others, it is actually the managing of real estate that accounts for the bulk of employment. Carpenters, janitors, guards, gardeners, and groundskeepers account for almost 35 percent of employment.

With the nonmanufacturing sector growing, the Miscellaneous Business Services industry is booming. From agricultural research to yacht brokers, this industry provides services to businesses which usually do not need or are too small to provide the services themselves. Employment levels in the New Bedford SDA rose to 1,090 jobs in 1983. Employment growth in this industry is a healthy 12 percent within the SDA. Statewide projections are encouraging. From 1980 to 1990, employment will grow by a projected 20.6 percent.

An industry that includes establishments engaged in offering legal advice is Legal Services whose directors are members of the bar. Employment grew by eight percent in the SDA for a total employment of 620 in third quarter 1983. Secretaries account for 28 percent of employment in this industry, an estimated 230 positions. Total clerical employment accounts for 54 percent or an estimated 332 jobs within the SDA.

While statewide employment for Individual and Family Social Services grew by 20 percent from third quarter 1982 to third quarter 1983, employment for the SDA grew by 42 percent for an addition of 250 jobs. Statewide, employment is projected to increase 27 percent from 1980 to 1990. Other subsectors of social services are projected to make substantial gains in employment. They are job training and vocational rehabilitation services (+52 percent), child day care centers (+34 percent) and residential care (+47 percent). Social workers make up 24 percent of employment with nurses aides (8 percent), secretaries (4 percent), general office clerks (2.5 percent) and child care workers (2.1 percent) accounting for substantial shares.

III. Occupational Analysis

Fifteen occupations were identified as providing good employment opportunities throughout the 1980's. Each of these occupations is projected to grow faster than the 12 percent growth rate for all occupations. In addition, each selected occupation has at least a two percent share of employment within one of the industries identified as having growth potential within the New Bedford/Cape and Islands.

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.

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.

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.

Maintenance Mechanics repair and maintain machinery and mechanical equipment, such as engines, motors, pneumatic tools, conveyor systems, and production machines and equipment. They work in almost every industry where machines are used. Maintenance mechanics generally learn their skills on the job, working first as helpers to experienced mechanics. Mechanical ability and manual dexterity are the qualities employers seek most, but they also prefer to hire high school graduates, particularly those who have had shop related courses. Employment is expected to grow at an average rate, but most opportunities will arise from the need to replace mechanics who leave the occupation.

Electronic Technicians develop, manufacture and service electronic equipment systems. Employment is expected to increase much faster than average, especially in the fields of computer and communication equipment. Opportunities will be best for graduates of post secondary training programs. During times of economic declines, however, inexperienced technicians may find it difficult obtaining jobs. Approximately one-third of employment is concentrated in the office computing machine and electronic component sectors.

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.

Bank Tellers carry out transactions between a bank and its customers. Employment will rise at a rate slightly higher than the average, with the relatively high replacement needs of this occupation providing additional job opportunities. Trends toward automatic banking services will limit overall growth, but the personal contact aspect of the position as well as expansion of duties should stabilize demand.

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.

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.

Restaurant Managers plan, organize, and direct the food service and business operations of their establishments. The larger the restaurant the less involved the manager is likely to be in day-to-day activities. But in smaller concerns, the manager may also do some of the cooking, greet and serve customers, and take an active part in handling accounts and keeping the books. Employment of restaurant managers is expected to grow at a faster than average rate. Opportunities will be best for those with relevant business or management training. Large restaurants and hotels have the most demanding hiring requirements and often seek only experienced personnel for their management positions.

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.

Paralegals, also known as legal assistants or legal technicians, assist lawyers and others in the legal field. They carry out a variety of duties which may include researching in law libraries, searching through public documents, organizing materials for briefs or meetings, or helping to draft legal documents such as wills, deeds or patent applications. Although some lawyers will train assistants on the job, most prefer to hire graduates of post secondary programs or law students. Employment will grow at a rate well above average, however, competition for these positions will be keen, particularly in areas where law schools are located.

Security Guards protect property at commercial, industrial, and government centers, as well as public buildings such as banks, art galleries, and museums. Employment will grow rapidly through the 80's as concern increases over crime and vandalism. Over half of employment is concentrated within miscellaneous business services, namely protective security agencies. Opportunities will be best for those seeking work on night shifts.

Case Workers assist individuals and families whose lives are affected by poverty, alcoholism, drug abuse, behavior problems or illness. They are employed primarily by government and private agencies and organizations which provide famil' .

New Bedford/Cape & Islands SDA

Growth Industries

Residential Building Construction
Engineering and Scientific Instruments
Machinery, Equipment and Supplies
Eating and Drinking Places
Insurance Agents, Brokers and Services
Real Estate Agents and Managers
Miscellaneous Business Services
Legal Services
Individual and Family Social Services

Growth Occupations

Secretaries
Bookkeepers
General Office Clerks
Carpenters
Maintenance Mechanics
Electronic Technicians
Nurses Aides
Bank Teller
Cooks
Waiters/Waitresses
Restaurant Managers
Sales Representatives
Paralegals
Security Guards
Case Workers

TABLE #
 UNEMPLOYMENT RATES FOR THE
 NEW BEDFORD/CAPE & ISLANDS
 SERVICE DELIVERY AREA,
 MASSACHUSETTS, and UNITED STATES

PERIOD	SDA	MASSACHUSETTS	UNITED STATES
1981 Annual Average	8.6	6.4	7.6
1982 Annual Average	10.8	7.9	9.7
1983 Annual Average	9.1	6.9	9.6
<u>1982</u>			
JANUARY	13.7	8.0	9.4
FEBRUARY	14.1	8.3	9.6
MARCH	12.8	7.6	9.5
APRIL	11.8	8.0	9.2
MAY	11.2	8.6	9.1
JUNE	10.5	9.0	9.8
JULY	11.1	9.6	9.8
AUGUST	8.2	7.6	9.6
SEPTEMBER	8.5	7.4	9.7
OCTOBER	8.9	7.2	9.9
NOVEMBER	9.0	6.5	10.4
DECEMBER	11.0	7.1	10.5
<u>1983</u>			
JANUARY	13.3	8.7	11.4
FEBRUARY	13.1	8.2	11.3
MARCH	12.8	8.0	10.8
APRIL	9.1	6.7	10.0
MAY	8.1	6.5	9.8
JUNE	8.0	7.5	10.2
JULY	6.6	6.2	9.4
AUGUST	6.0	6.0	9.2
SEPTEMBER	7.6	7.0	8.8
OCTOBER	8.2	6.4	8.4
NOVEMBER	8.4	5.6	8.1
DECEMBER	9.5	5.8	8.0
<u>1984</u>			
JANUARY	12.1	7.3	8.8
FEBRUARY	10.4	6.3	8.4
MARCH	9.6	5.8	8.1
APRIL	7.4	5.0	7.6

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

