

**Brockton Area Workforce Investment Board**  
**LOCAL LABOR MARKET ANALYSIS**

The Brockton Area Workforce Investment Board has identified specific local labor market conditions and characteristics through federal, state and local labor market information that has formed the basis of our FY 2008 Workforce Development Business Plan.

There are 6,284 Establishments in BAWIB region, 85.6% had fewer than 20 employees, yet represented 25% of jobs and 2.5% have at least 100 employees, yet represented 42.6% of total jobs. Four large sectors, Health Care and Social Assistance (14.2%), Retail Trade (13.2%), Manufacturing (9.2%), and Leisure and Hospitality (8.9%) comprise 45.5% of all jobs in the Brockton Workforce Area. Between the second quarters of 2005 and 2006, Health Care and Social Assistance grew by 258 jobs, while Leisure and Hospitality registered an increase of 111 jobs. The increase in Leisure and Hospitality was comparable to Retail Trade (+107 jobs) with a small gain posted in Manufacturing (-22). The major source of industry decline in Brockton was Professional and Business Services which fell by 358 jobs or -3.5%.

In the Brockton region, the top industries, as identified by the state Department of Workforce Development, are: Health Care & Social Assistance at 14.2%, Retail Trade at 13.2% and Manufacturing at 9%, and Leisure and Hospitality at 8.9%. These industries have been stable over the past few years and demonstrate the employment trends of our region. A 2001 economic analysis of the Brockton area prepared by the UMass Donahue Institute and the UMass Dartmouth Center for Policy Analysis ("Brockton Area Blueprint") projected that job growth from 1998 through 2008 would occur most substantially in various services occupations, including retail sales representatives, cashiers, general managers and executives, registered nurses, nursing aides and orderlies, waiters and waitresses, truck drivers, office clerks, computer support specialists, and physicians and surgeons. More recent data indicate that some of these projected trends have come to fruition: the dramatic growth in business and professional services occupations, and the large numbers employed in health services, leisure and hospitality, and government. Wholesale trade, construction, and manufacturing, while not experienced growth, continue to be very significant employment sectors in the Brockton area, providing jobs for workers lacking associate or bachelor's degrees or other advanced education.

BAWIB has conducted much research recently to identifying the critical industries of our region, with a specific eye toward job opportunities for our residents/job-seekers. Unfortunately, in general, pockets of distress still remain in our region, and there has been a dramatic shift from higher paying manufacturing employment to a more service and retail-based economy. This notwithstanding, our research indicates BAWIB's ***Critical/High Growth Industries*** are:

- Ⓢ Leisure and Hospitality
- Ⓢ Healthcare (including extended care)
- Ⓢ Retail
- Ⓢ Finance and Banking
- Ⓢ Manufacturing
- Ⓢ Non-profits/Social Services
- Ⓢ Management of Companies and Enterprises
- Ⓢ Real Estate

Projected occupational employment opportunities for local job seekers includes;

### **Employment by Firm Size**

Small employers dominate the Brockton Workforce Area. Among the 6,284 establishments reporting employment in March 2006, 85.6% had fewer than 20 employees. These firms, however, accounted for just one quarter (25.2%) or 23,104 of the total number of jobs (91,534) in the Brockton Workforce Area. By contrast, 158 establishments (2.5%) reported having at least 100 employees. These firms were responsible, however, for 42.6% (38,965) of all jobs in the Brockton Workforce Area. The share of employment among large employers is however, below the statewide share (48.7%).

### **Industry Employment and Wage Trends**

Between the second quarters of 2005 and 2006, the number of jobs in the Brockton Workforce Area increased by 1,321 or 1.4%. During the same period, the Massachusetts economy gained 27,263 jobs, an increase of 0.9%.

High growth industries that will be experiencing an increase of employees include the Service Producing Industries:-

- Ⓢ 33% Education & Health
- Ⓢ 19% Government Services
- Ⓢ 9% Trade, Transportation & Utilities
- Ⓢ 4% Information
- Ⓢ 4% Finance
- Ⓢ 31% Professional Business Services
- Ⓢ 10% Administrative support
- Ⓢ 5% Management & Technical Consulting
- Ⓢ 5% Other
- Ⓢ 4% Computer Systems
- Ⓢ 4% Research & Development

These industries are well represented in the Brockton region and will be of benefit to the economy, if we have the labor pool that can meet the skill/education requirement of these industries. An Associate's degree will be required for 22 out of 30 of the fastest growing occupations, a population that Brockton lacks. Educational attainment and an increase of credential and certification programs are going to be necessary if our customers are going to establish and climb the career ladder.

#### **Job Growth by Education and Training**

- Ⓢ 18% Associates Degree
- Ⓢ 14% Bachelor's Degree
- Ⓢ 11% Post- Secondary education
- Ⓢ 5% Short term on the job training (1-4 weeks)
- Ⓢ 5% Related work experience
- Ⓢ 3% Long term on the job training (1 year+)
- Ⓢ 3% Moderate on the job training (1-12 months)

The Labor Force in the BAWIB region is diverse in education, language skills and training, reflecting the community that we serve and presenting significant challenges to service delivery. Priding itself on being a gateway city for new immigrants, and have been part of its heritage for many decades. Currently, there are 41 different primary languages represented in this racially and culturally diverse school district. The 4<sup>th</sup> Quarter unemployment rate for 2006 (5.1%) was slightly higher than the 4<sup>th</sup> Quarter unemployment rate of 2005 (4.8%), with a population of 117,577 employed and 6,323 unemployed. This rate compares with the state 4.4%.

Of the Unemployment Insurance Claimant for the BAWIB region:

- 41% were 45 years old + (MA-44%)
- 11.9% were HS dropouts (MA 12.2%)
- 15.4% had a Bachelor's Degree (MA 22.7%)
- 56.2% Male/ 43.8% Female
- 49.5% were between 25-44 years old (MA 32.6%)
- 35.9% on Unemployment Insurance for 15+ weeks (MA 32.6%)

In the Brockton area, UI Claimants by industry include; Construction - 17%, Manufacturing - 12.3%, Retail Trade - 11.4%, Health Care & Social Assistance - 9.6% and Administration & Support - 9.1%

### **Cultural Demographics-**

Of the BAWIB region's total population of 230,970 people, approx. 80% are white, 8.3% are Black or African American, 4% are Hispanic or Latino, 1.6% are Asian and .2% are American Indian or Alaskan Native. 48.8% of Brockton residents are male and 51.2% are female. Of the total population, 31.8 were under the age of 21, while 48.5% of the population was between the ages of 22-54 and 20.2% were aged 55 and over. As for education, 16.1% of the total population has less than a high school level education, while 33.6% has a high school diploma. Contributing to the underserved characteristics of the Brockton area is the average annual wages.

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Wages (annual)

- Health Care & Social Assistance \$41,330
- Retail Trade \$26,006
- Manufacturing \$45,886
- Leisure and Hospitality \$13,989

Two of the region's largest sectors, Retail Trade and Leisure and Hospitality, had wages that were considerably lower than the Brockton annual average wage of \$39,942. In addition, Transportation and Warehousing (\$36,367) was also lower than the overall average for the Brockton Workforce Area.

BAWIB strives to be inclusive of the 10 communities we serve and are dedicated to an analysis of the labor market to best serve the employers and the job seekers. This chart demonstrates that

while Brockton has the largest labor force, which coincides with the highest unemployment rate, Avon has the smallest labor force yet the second highest unemployment rate.

	Labor Force	Rank in region	Unemployment Rate	Rank in region
Abington	9,317	5	4.7%	5
Avon	2,312	10	5.6%	2
Bridgewater	13,304	4	4.5%	8
Brockton	45,416	1	6.0%	1
East Bridgewater	7,542	7	4.4%	9
Easton	13,315	3	3.9%	10
Hanson	5,500	8	4.6%	6
Stoughton	15,260	2	4.6%	6
West Bridgewater	3,576	9	4.8%	4
Whitman	8,309	6	5.3%	3