

The background of the slide is a close-up photograph of a financial document. It features a bar chart with blue bars and a green line graph. A magnifying glass is positioned over the chart, focusing on a specific bar. A black pen with a gold tip lies diagonally across the chart. Various financial terms and numbers are visible in the background, such as 'Transp', 'Fun', 'W.A.', 'S.A.', 'Contact Lenses', 'Hair Cut', 'Sweets / Can...', '\$40,000.00', '\$20,000.00', '\$0.00', and '(\$20,000.00)'.

Franklin - Hampshire 2024 Job Postings Analysis

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Economy Overview

235,158

Population (2024)

Population grew by 3,286 over the last 5 years and is projected to grow by 5,635 over the next 5 years.

109,034

Total Regional Employment

Jobs decreased by 3,841 over the last 5 years but are projected to grow by 2,488 over the next 5 years.

\$67.6K

Avg. Earnings Per Job (2024)

Regional average earnings per job are \$17.4K below the national average earnings of \$85.0K per job.

Hampshire County, MA

164,152

Population (2024)

Population grew by 2,556 over the last 5 years and is projected to grow by 5,745 over the next 5 years.

79,385

Total Regional Employment

Jobs decreased by 2,629 over the last 5 years but are projected to grow by 2,346 over the next 5 years.

\$84.0K

Median Household Income (2022)

Median household income is \$8.9K above the national median household income of \$75.1K. [?](#)

Franklin County, MA

71,006

Population (2024)

Population grew by 730 over the last 5 years but is projected to decrease by 110 over the next 5 years.

29,649

Total Regional Employment

Jobs decreased by 1,212 over the last 5 years but are projected to grow by 143 over the next 5 years.

\$70.4K

Median Household Income (2022)

Median household income is \$4.8K below the national median household income of \$75.1K. [?](#)

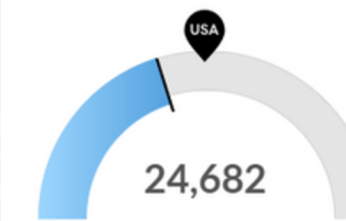
As of 2024 the region's population increased by 1.4% since 2019, growing by 3,286. Population is expected to increase by 2.4% between 2024 and 2029, adding 5,635.

The Counties In Comparison

	Population (2024)	Labor Force (Dec 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region (Hampshire County)	164,152	90,689	79,385	123.0	\$9.5B	\$12.5B	\$11.9B
State	7,019,954	3,859,207	4,069,405	132.2	\$743.5B	\$486.8B	\$610.9B
Berkshire County, MA	127,039	63,641	65,841	123.0	\$9.0B	\$9.7B	\$8.8B
Franklin County, MA	71,006	40,737	29,649	123.9	\$3.6B	\$6.1B	\$4.3B
Hampden County, MA	458,616	226,267	223,592	119.5	\$29.4B	\$31.4B	\$29.5B
Suffolk County, MA	759,388	467,219	770,185	160.8	\$181.1B	\$114.7B	\$236.3B
Worcester County, MA	873,658	458,357	398,446	123.5	\$62.8B	\$61.6B	\$55.7B

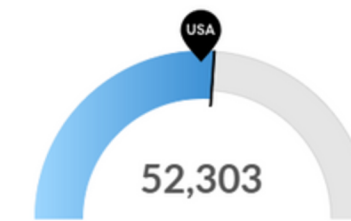
Hampshire County, MA

Population Characteristics



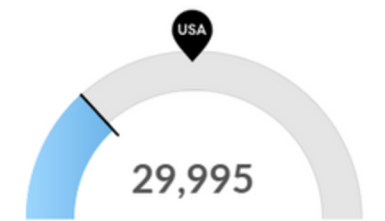
Millennials

Hampshire County, MA has 24,682 millennials (ages 25-39). The national average for an area this size is 33,018.



Retiring Soon

Retirement risk is about average in Hampshire County, MA. The national average for an area this size is 49,055 people 55 or older, while there are 52,303 here.

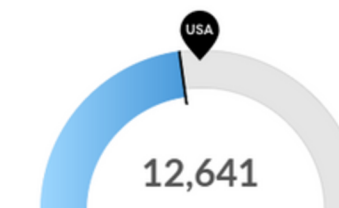


Racial Diversity

Racial diversity is low in Hampshire County, MA. The national average for an area this size is 67,677 racially diverse people, while there are 29,995 here.

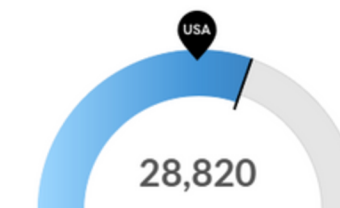
Franklin County, MA

Population Characteristics



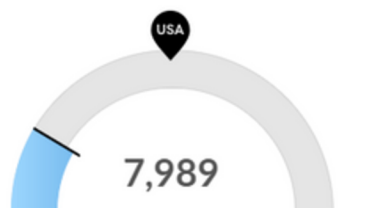
Millennials

Franklin County, MA has 12,641 millennials (ages 25-39). The national average for an area this size is 14,393.



Retiring Soon

Retirement risk is high in Franklin County, MA. The national average for an area this size is 21,384 people 55 or older, while there are 28,820 here.



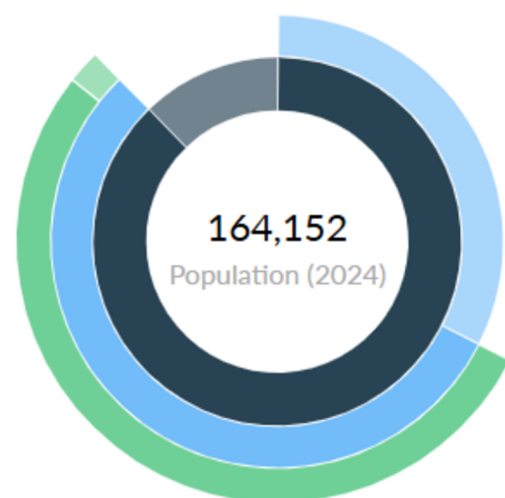
Racial Diversity

Racial diversity is low in Franklin County, MA. The national average for an area this size is 29,501 racially diverse people, while there are 7,989 here.

2024 Labor Force Breakdown

Hampshire County, MA

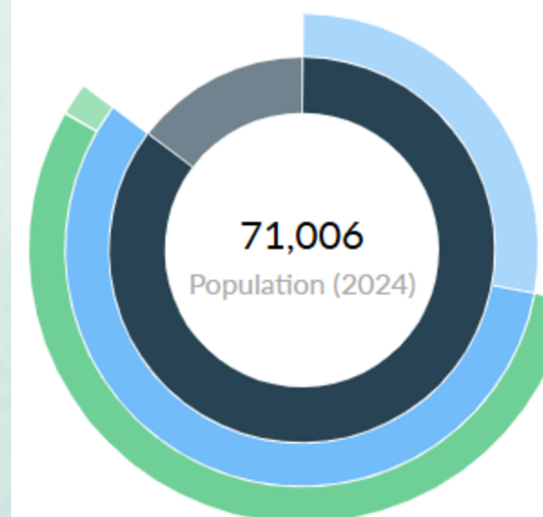
Dec 2024 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population ?	143,914
Not in Labor Force (16+) ?	53,225
Labor Force ?	90,689
Employed ?	87,221
Unemployed ?	3,468
Under 16, Military, and institutionalized Population	20,238

Franklin County, MA

Dec 2024 Labor Force Breakdown

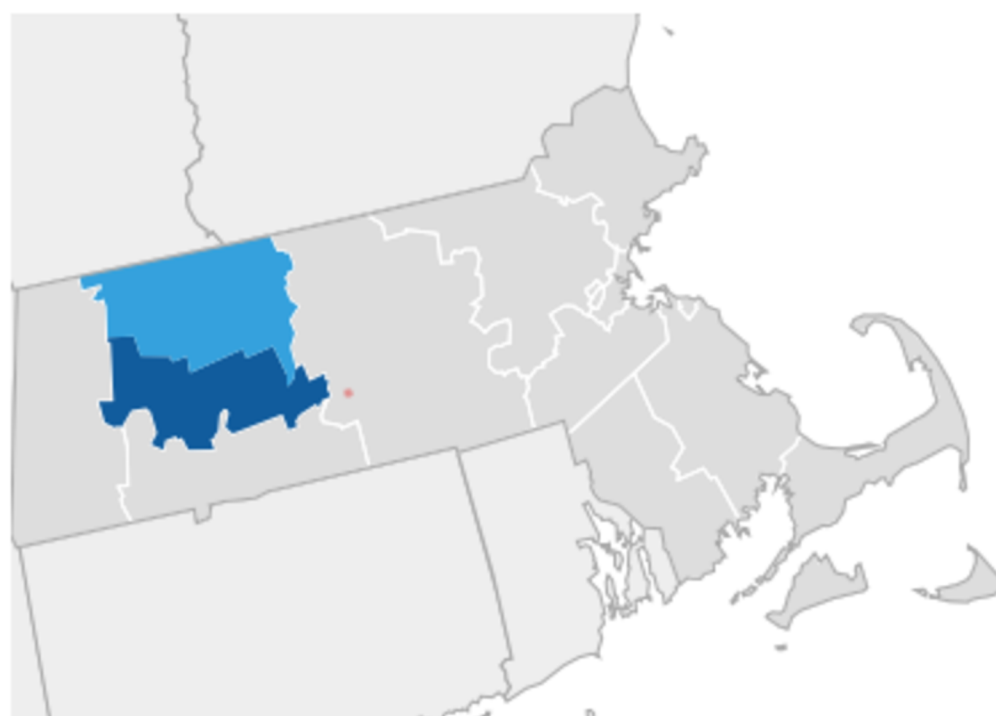


	Population
16+ Civilian Non-Institutionalized Population ?	60,525
Not in Labor Force (16+) ?	19,788
Labor Force ?	40,737
Employed ?	39,341
Unemployed ?	1,396
Under 16, Military, and institutionalized Population	10,481

"Not in the labor force" refers to individuals who are neither employed nor actively looking for work, meaning they are not currently considered part of the workforce; this could include people like retired individuals, students, stay-at-home parents, or those who are not actively seeking employment due to disability or other reasons.

Job Posting Analytics

Job Postings Regional Breakdown



County	Unique Postings (Jan 2024 - Dec 2024)
Hampshire County, MA	18,457
Franklin County, MA	7,904

Job Postings Overview

26,361

Unique Postings
63,169 Total Postings

2,523

Employers Competing
2,523 Total Employers

29 Days

Median Posting Duration
Regional Average: 29 Days

2 : 1

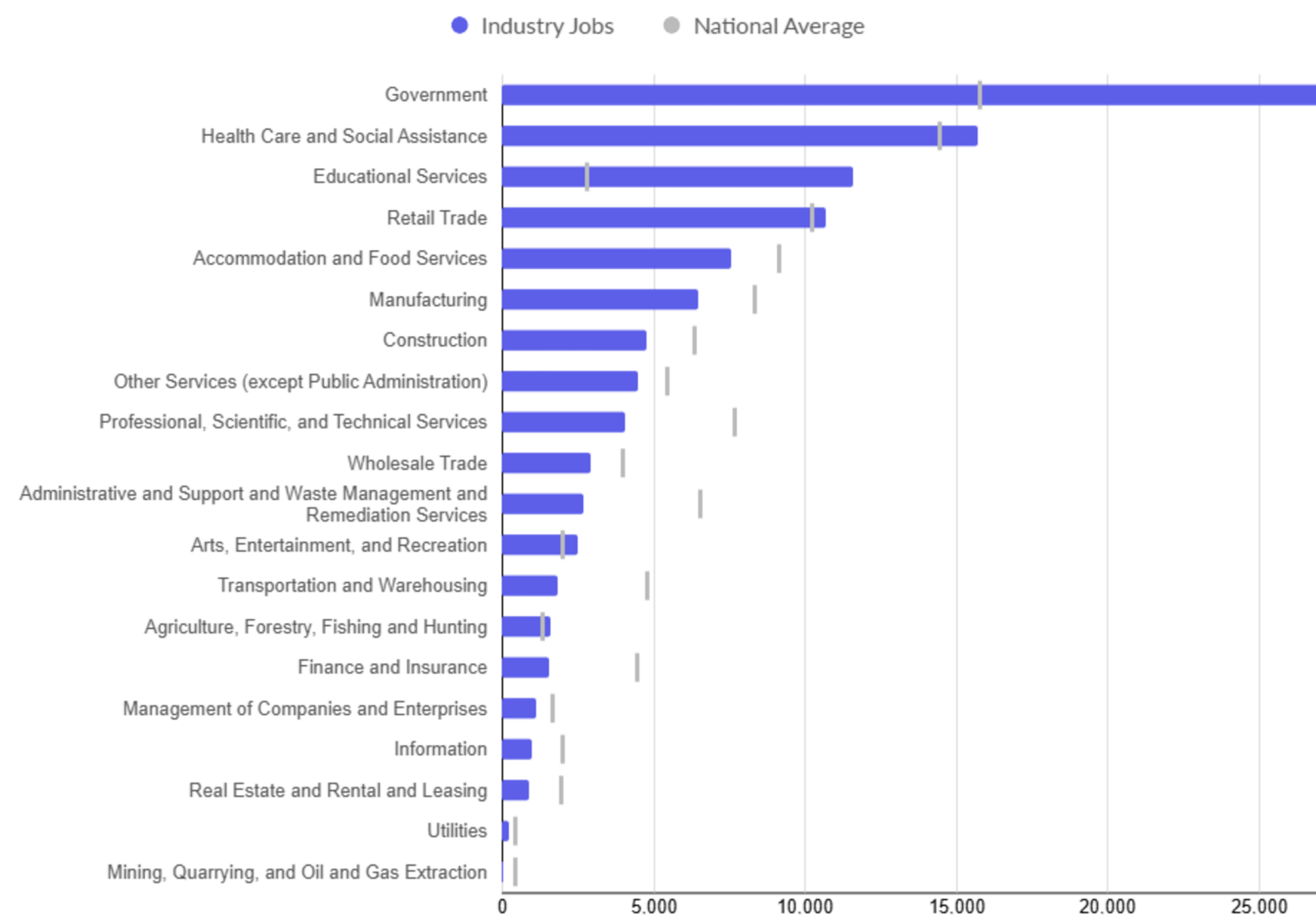
Posting Intensity
Regional Average: 2 : 1



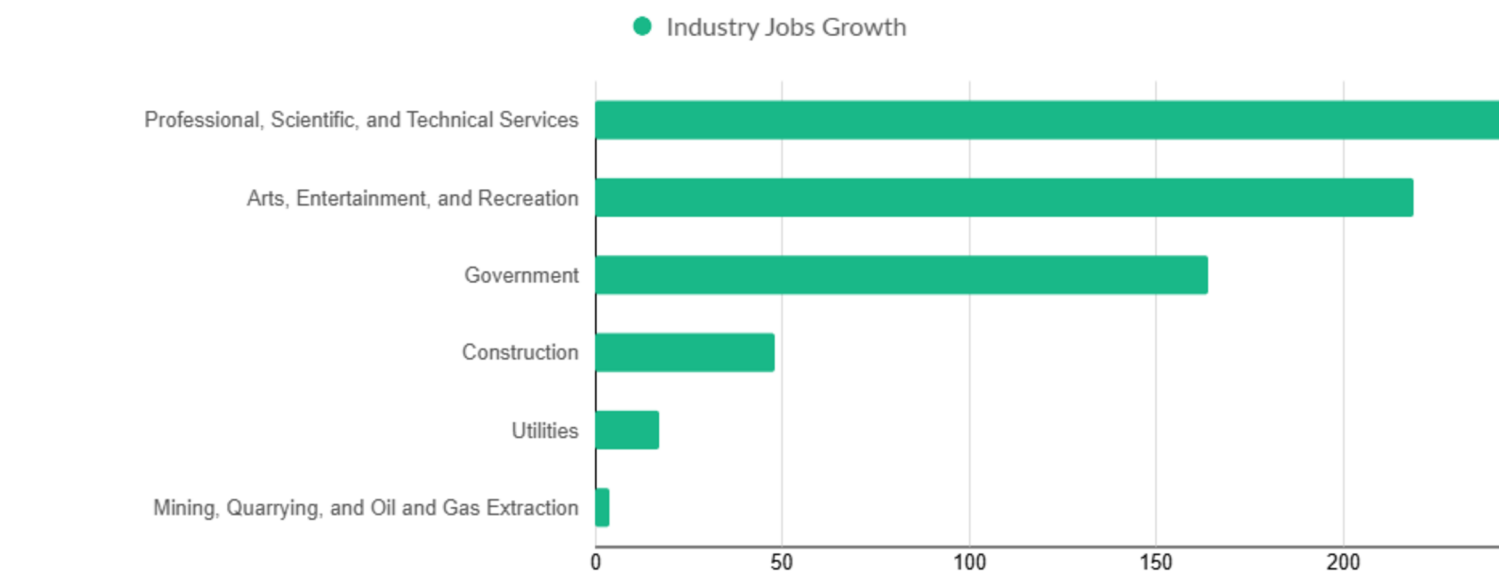
FRANKLIN HAMPSHIRE
WORKFORCE BOARD

Largest & Top Growing Industries

Largest Industries



Top Growing Industries



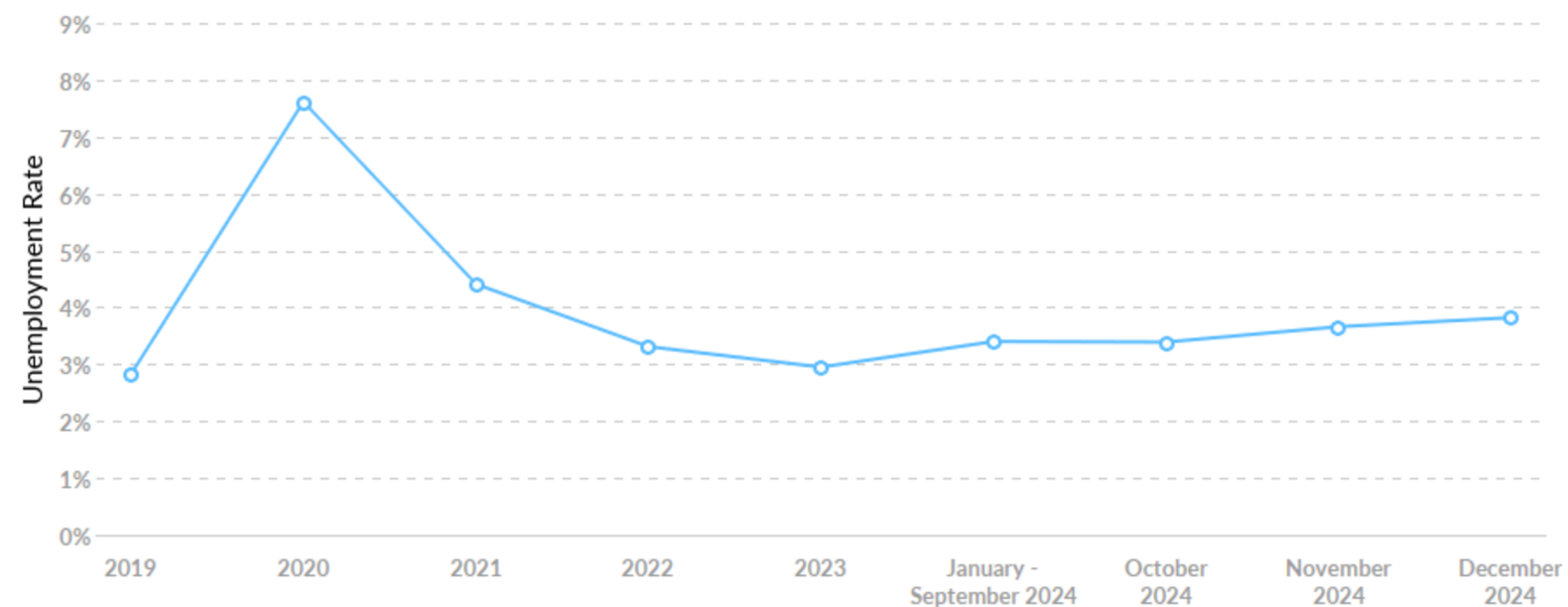
Industry	2019 Jobs	2024 Jobs	Change in Jobs	% Change in Jobs	2024 Employment Concentration	2024 Earnings Per Worker	2024 GRP
Professional, Scientific, and Technical Services	3,834	4,080	246	+6%	0.53	\$90,974	\$607.58M
Arts, Entertainment, and Recreation	2,281	2,500	219	+10%	1.28	\$34,361	\$180.39M
Government	26,983	27,147	164	+1%	1.72	\$79,821	\$2.39B
Construction	4,752	4,800	48	+1%	0.76	\$81,550	\$642.86M
Utilities	198	215	17	+9%	0.57	\$171,865	\$181.90M
Mining, Quarrying, and Oil and Gas Extraction	47	51	4	+9%	0.13	\$71,922	\$11.06M



2024 Unemployment Rate

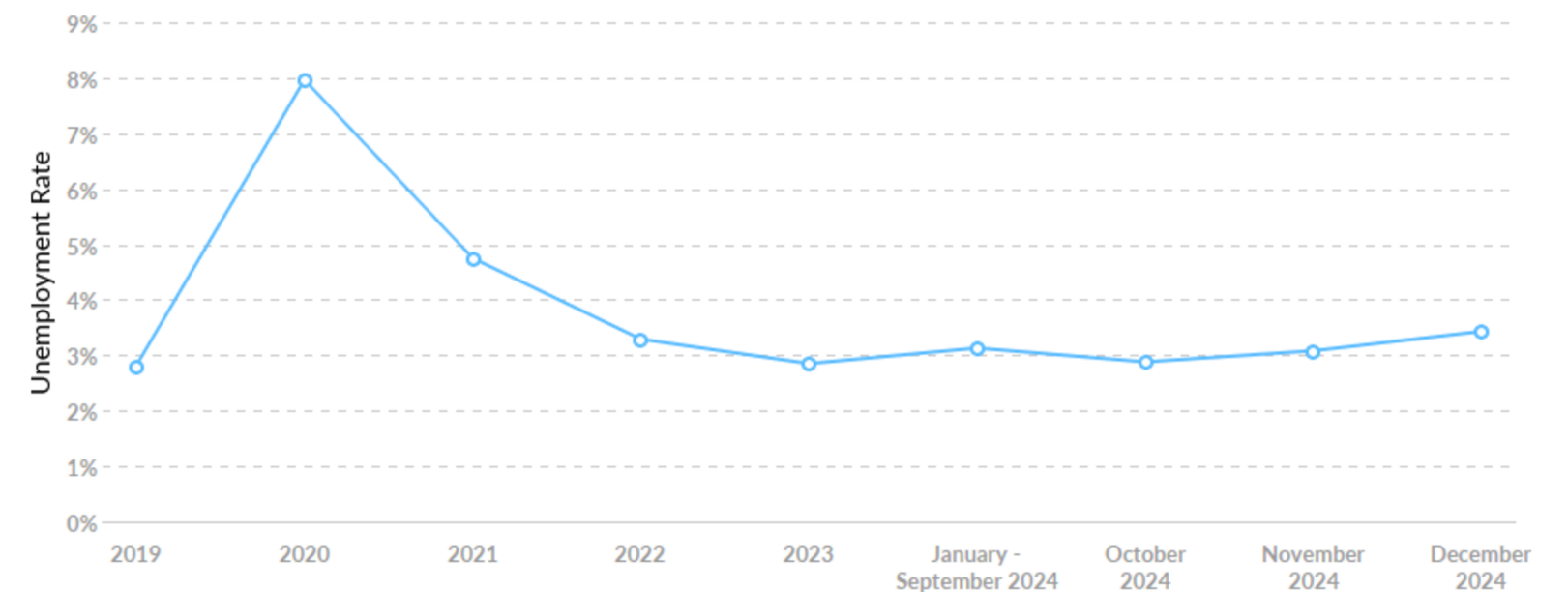
Unemployment Rate Trends

Hampshire County, MA had a December 2024 unemployment rate of 3.82%, increasing from 2.82% 5 years before.



Unemployment Rate Trends

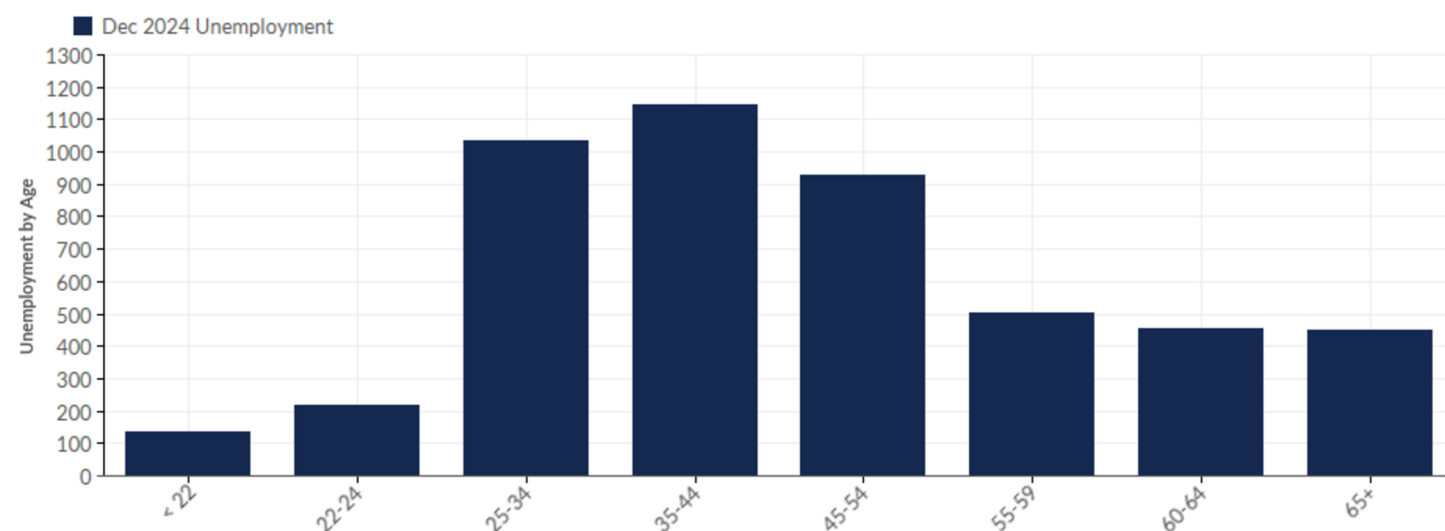
Franklin County, MA had a December 2024 unemployment rate of 3.43%, increasing from 2.81% 5 years before.



Unemployment remained under 4 percent in both counties but still not back to pre-pandemic levels.

Unemployment by Age

Unemployment by Age



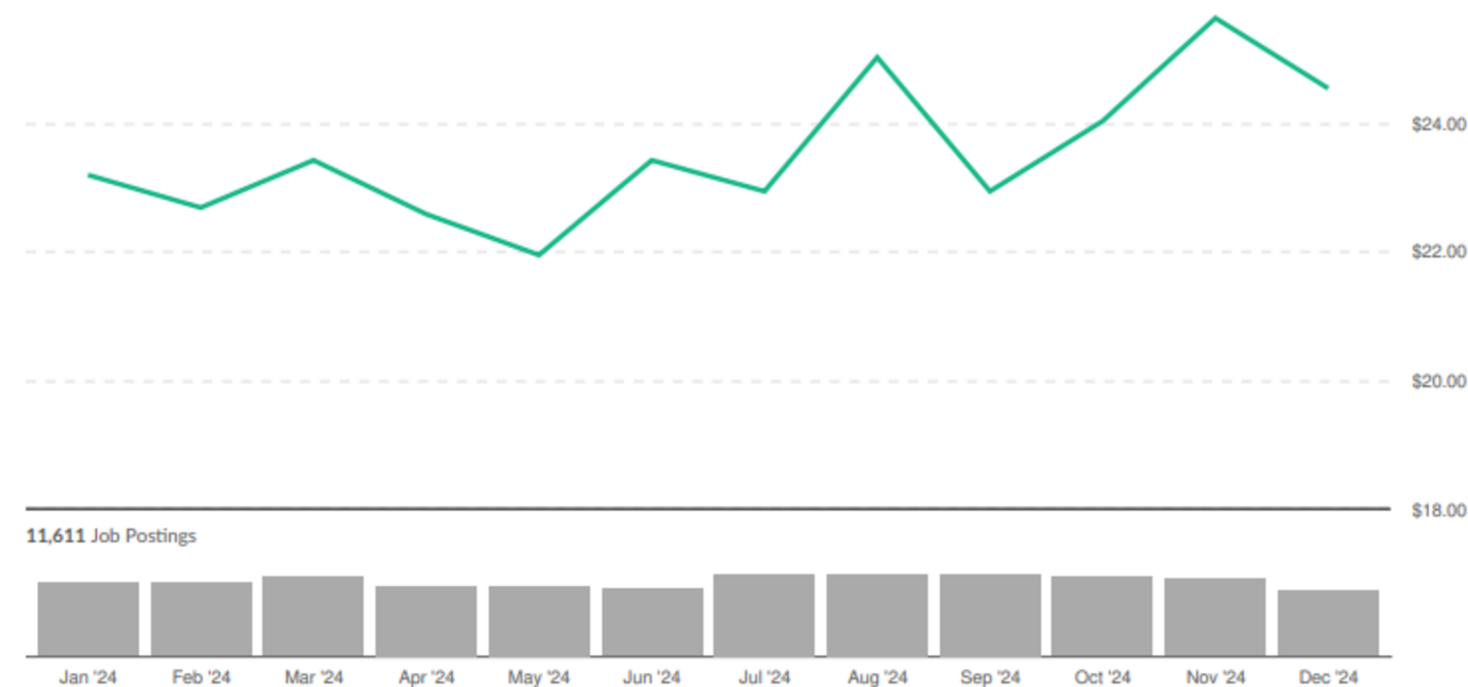
Age	Unemployment (Dec 2024)	% of Unemployed
< 22	134	2.75%
22-24	218	4.48%
25-34	1,035	21.28%
35-44	1,144	23.52%
45-54	929	19.10%
55-59	501	10.30%
60-64	455	9.35%
65+	447	9.19%
Total	4,864	100.00%



2024 Advertised Salary Trends

Advertised Salary Trend

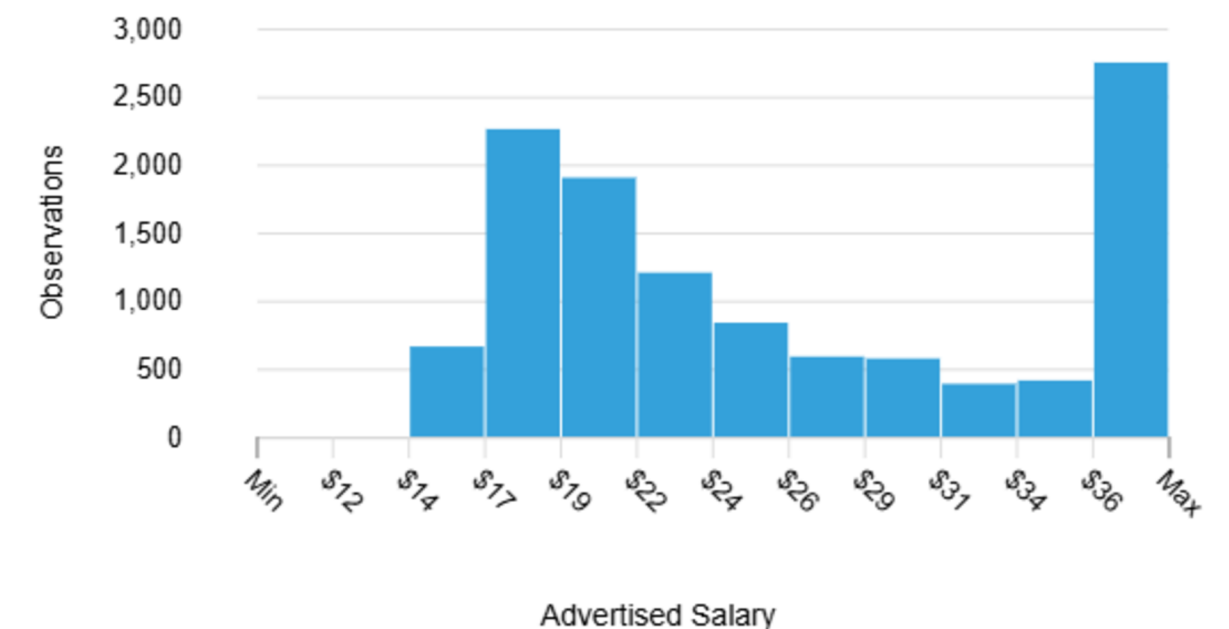
▲ 5.8% Jan 2024 - Dec 2024
\$23.45 Median



Advertised Salary




There are 11,579 advertised salary observations (44% of the 26,180 matching postings).

\$23.45/hr
Median Advertised Salary













2024 Top Industries & Occupations

Top Posted Occupations

	Total/Unique (Jan 2024 - Dec 2024)	Posting Intensity	Median Posting Duration
Registered Nurses	6,992 / 2,250	3 : 1 	25 days
Retail Salespersons	2,307 / 789	3 : 1 	28 days
Home Health and Personal Care Aides	1,699 / 668	3 : 1 	32 days
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	961 / 427	2 : 1 	27 days
First-Line Supervisors of Retail Sales Workers	879 / 391	2 : 1 	29 days
Licensed Practical and Licensed Vocational Nurses	1,149 / 390	3 : 1 	26 days
Production Workers, All Other	853 / 363	2 : 1 	26 days
Heavy and Tractor-Trailer Truck Drivers	796 / 358	2 : 1 	29 days
Postsecondary Teachers	780 / 346	2 : 1 	32 days
Customer Service Representatives	913 / 340	3 : 1 	30 days

Top Cities Posting

City	Total/Unique (Jan 2024 - Dec 2024)	Posting Intensity	Median Posting Duration
Northampton, MA	17,083 / 6,333	3 : 1 	28 days
Amherst, MA	12,811 / 4,463	3 : 1 	28 days
Greenfield, MA	7,217 / 3,654	2 : 1 	31 days
Hadley, MA	5,803 / 2,059	3 : 1 	29 days
Easthampton, MA	2,982 / 1,288	2 : 1 	31 days
South Hadley, MA	2,888 / 1,116	3 : 1 	28 days
Deerfield, MA	2,012 / 1,081	2 : 1 	31 days
Belchertown, MA	1,539 / 662	2 : 1 	27 days
Ware, MA	1,373 / 641	2 : 1 	30 days
Warwick, MA *	1,221 / 596	2 : 1 	25 days

2024 Top Qualifications & Skills In Demand

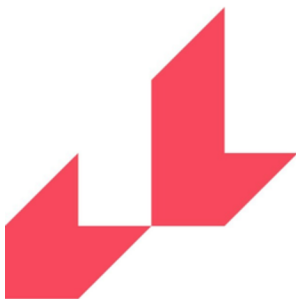
Top Qualifications

	Postings with Qualification
Valid Driver's License	3,702
Registered Nurse (RN)	2,544
Basic Life Support (BLS) Certification	1,482
Cardiopulmonary Resuscitation (CPR) Certification	1,207
Licensed Practical Nurse (LPN)	677
First Aid Certification	474
Certified Nursing Assistant (CNA)	424
Advanced Cardiovascular Life Support (ACLS) Certification	397
ServSafe Certification	357
Commercial Driver's License (CDL)	251

Top Specialized Skills

	Postings	% of Total Postings	Profiles	% of Total Profiles	Projected Skill Growth	Skill Growth Relative to Market
Nursing	2,236	8%	761	1%	+20.1%	Rapidly Growing
Merchandising	1,266	5%	1,043	2%	+15.0%	Growing
Project Management	973	4%	4,314	7%	+19.8%	Rapidly Growing
Marketing	937	4%	4,771	7%	+23.0%	Rapidly Growing
Housekeeping	858	3%	128	0%	+13.3%	Growing
Auditing	816	3%	1,036	2%	+21.8%	Rapidly Growing
Medical Records	814	3%	401	1%	+12.5%	Growing
Medication Administration	793	3%	170	0%	+14.3%	Growing
Accounting	783	3%	1,537	2%	+24.0%	Rapidly Growing
Treatment Planning	772	3%	216	0%	+6.7%	Stable

Source & References



Lightcast

Appendix C - Data Sources and Calculations

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

Appendix A

Top Posting Sources

Website	Postings on Website (Jan 2024 - Dec 2024)
indeed.com	12,732
simplyhired.com	8,771
dejobs.org	4,431
mass-veterans.jobs	2,378
disabledperson.com	1,719
craigslist.org	1,027
taleo.net	919
higheredjobs.com	816
myworkdayjobs.com	574
mass.gov	564
umass.edu	499
chronicle.com	461
latpro.com	366
careerjet.com	365
baystatehealthjobs.com	339
careerarc.com	328
icims.com	272
ultipro.com	226
jobserve.com	220
madison.com	219
arkansasjobboard.com	215
fashionjobs.com	204
hercjobs.org	192
adp.com	188
energyjobline.com	188