

# Arts, Entertainment, and Recreation in Hampden County, MA

MassHire Hampden County Workforce Board



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## What is Emsi Data?

Emsi data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Emsi data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



## Report Parameters

### 1 Industry

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71	Arts, Entertainment, and Recreation
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### 1 County

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25013	Hampden County, MA
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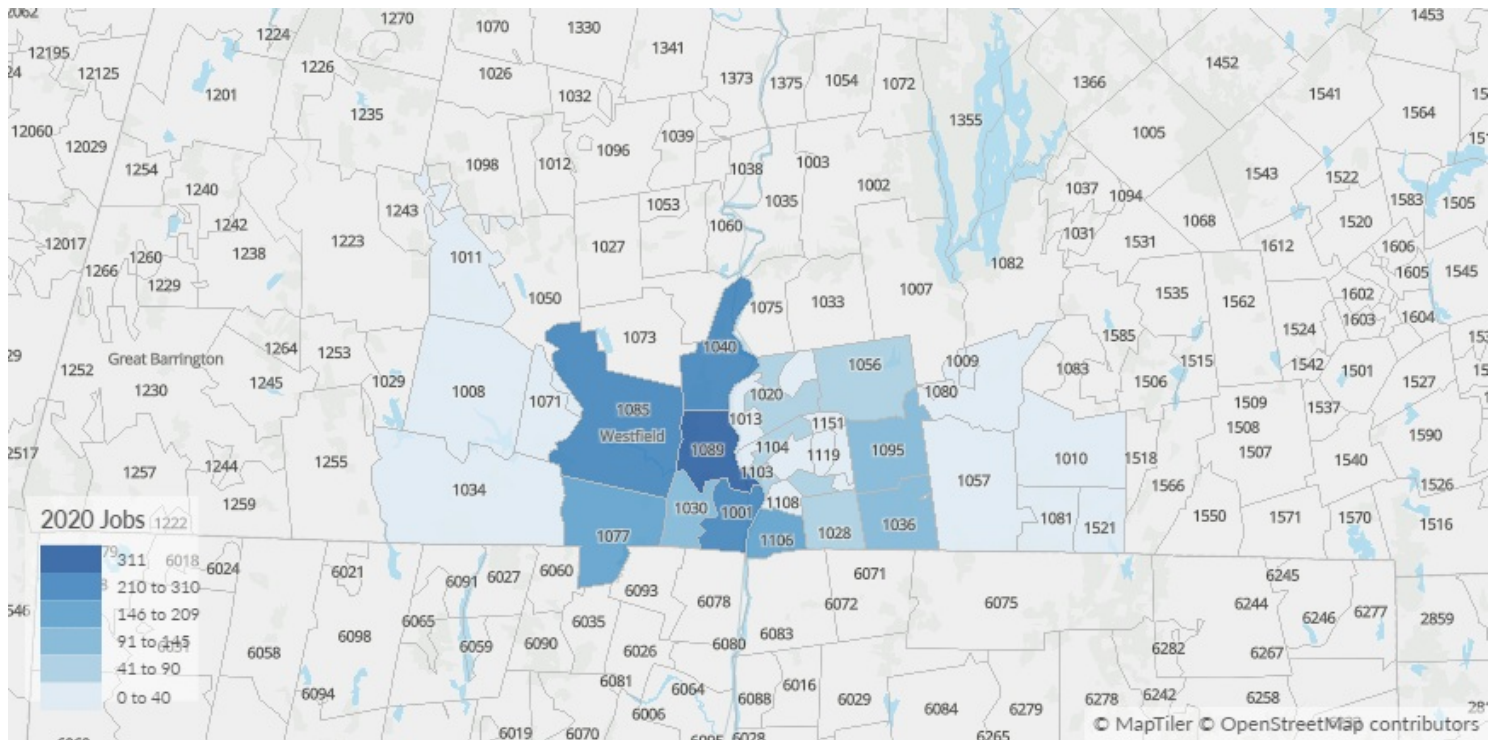
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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

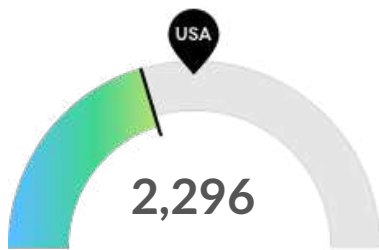
The information in this report pertains to the chosen industry and geographical area.

# Workforce Map



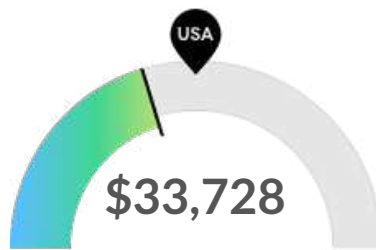
## Executive Summary

### Average Hiring Competition Over a Thin Supply of Regional Talent



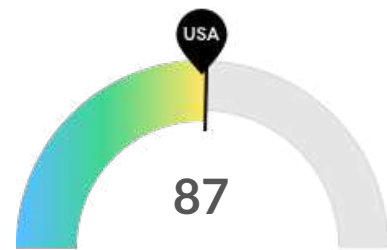
**Supply (Jobs)**

Hampden County, MA is not a hotspot for this kind of talent. The national average for an area this size is 3,044\* employees, while there are 2,296 here.



**Earnings Per Job**

Earnings per job are below the national average. The national average salary for Arts, Entertainment, and Recreation in an area this size is \$50,816, while in Hampden County, MA it is \$33,728. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.



**Demand (Job Postings)**

Competition from online job postings is about average in Hampden County, MA. The national average for an area this size is 85\* job postings/mo, while there are 87 here.

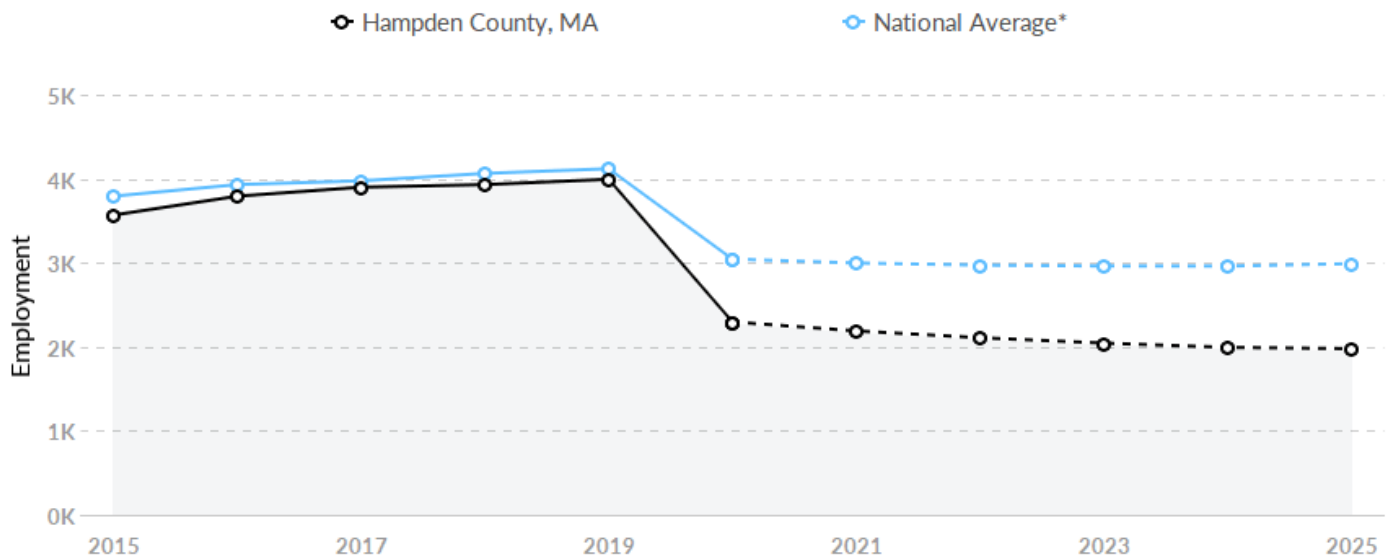
\*National average values are derived by taking the national value for Arts, Entertainment, and Recreation and scaling it down to account for the difference in overall workforce size between the nation and Hampden County, MA. In other words, the values represent the national average adjusted for region size.

# Supply (Jobs)

## Supply Is Lower Than the National Average

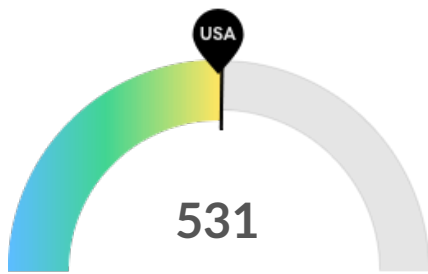
The regional vs. national average employment helps you understand if the supply of Arts, Entertainment, and Recreation is a strength or weakness for Hampden County, MA, and how it is changing relative to the nation. An average area of this size would have 3,044\* employees, while there are 2,296 here. This lower than expected supply may make it more difficult to find candidates. The gap between expected and actual employment is expected to increase over the next 5 years.

**-36% Past Growth (2015 - 2020)**      **-14% Projected Growth (2020 - 2025)**



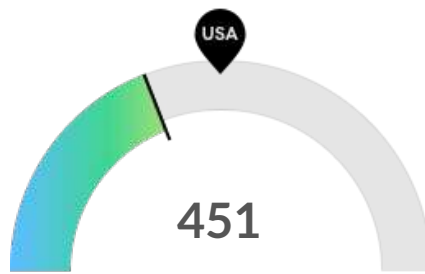
\*National average values are derived by taking the national value for Arts, Entertainment, and Recreation and scaling it down to account for the difference in overall workforce size between the nation and Hampden County, MA. In other words, the values represent the national average adjusted for region size.

## Retirement Risk Is About Average, While Overall Diversity Is Low



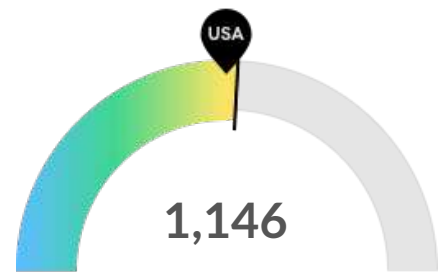
**Retiring Soon**

Retirement risk is about average in Hampden County, MA. The national average for an area this size is 523\* employees 55 or older, while there are 531 here.



**Racial Diversity**

Racial diversity is low in Hampden County, MA. The national average for an area this size is 651\* racially diverse employees, while there are 451 here.



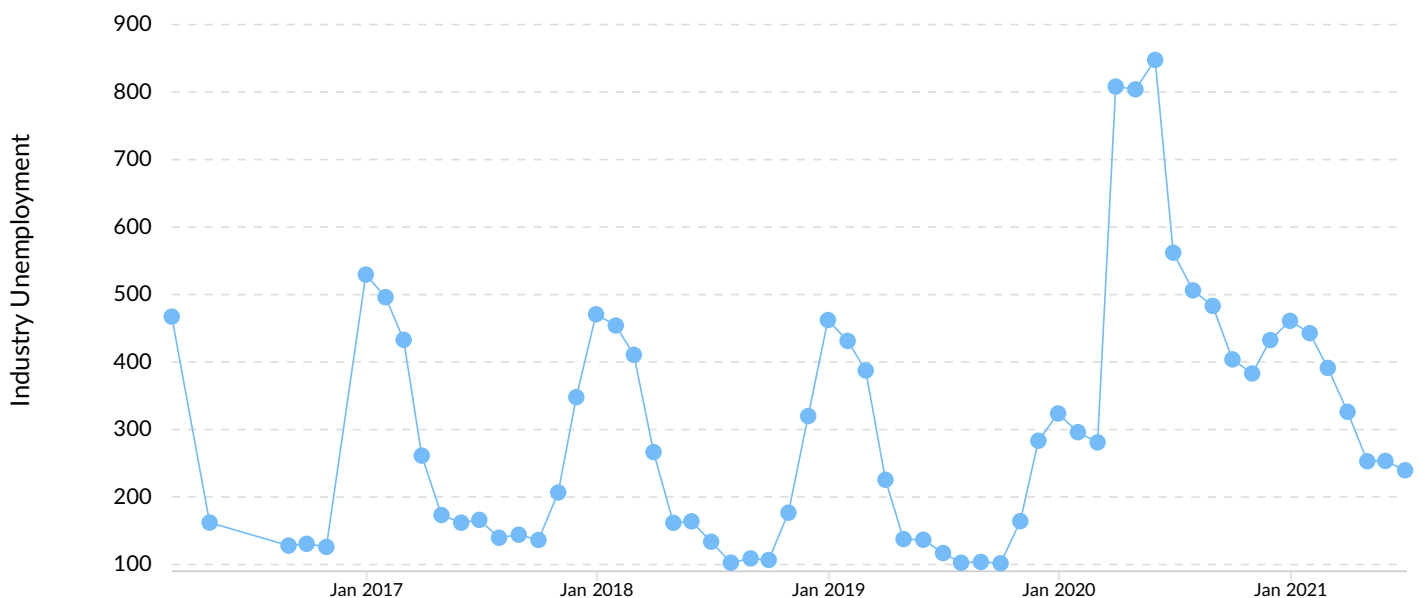
**Gender Diversity**

Gender diversity is about average in Hampden County, MA. The national average for an area this size is 1,091\* female employees, while there are 1,146 here.

\*National average values are derived by taking the national value for Arts, Entertainment, and Recreation and scaling it down to account for the difference in overall workforce size between the nation and Hampden County, MA. In other words, the values represent the national average adjusted for region size.

## Unemployment Rate Trends

Unemployment shown at the 2-digit sector level.





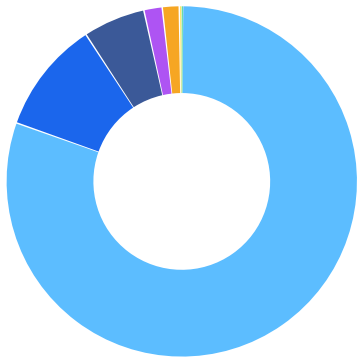
## Demographic Details

### Industry Age Breakdown



	% of Jobs	Jobs
14-18	12.0%	275
19-24	18.4%	423
25-34	19.4%	446
35-44	14.2%	325
45-54	12.9%	295
55-64	13.1%	301
65+	10.0%	230

### Industry Race/Ethnicity Breakdown



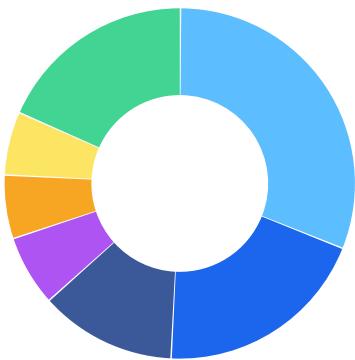
	% of Jobs	Jobs
White	80.3%	1,845
Hispanic or Latino	10.4%	238
Black or African American	5.7%	131
Two or More Races	1.7%	39
Asian	1.6%	36
American Indian or Alaska Native	0.3%	6
Native Hawaiian or Other Pacific Islander	0.0%	1

## Industry Gender Breakdown



	% of Jobs	Jobs
● Males	50.1%	1,149
● Females	49.9%	1,146

## Most Jobs are Found in the Personal Care and Service Occupations Industry Sector



Occupation	% of Industry in Occupation (2020)
● Personal Care and Service Occupations	31.0%
● Arts, Design, Entertainment, Sports, and Media Occupations	19.8%
● Food Preparation and Serving Related Occupations	12.6%
● Office and Administrative Support Occupations	6.5%
● Building and Grounds Cleaning and Maintenance Occupations	5.9%
● Management Occupations	5.9%
● Other	18.4%

# Demand



## 75 Employers Competing

All employers in the region who posted for this job over the last 12 months.



## 401 Unique Job Postings

The number of unique postings for this job over the last 12 months.



## 29 Day Median Duration

Posting duration is the same as what's typical in the region.

Top Companies	Unique Postings
Six Flags Entertainment Corp	59
Okemo Mountain, Inc.	53
Planet Fitness, Inc.	37
Bowlero Limited	35
The Endeavor Agency LLC	22

Top Job Titles	Unique Postings
Member Service Representatives	13
Fitness Trainers	8
Night Custodians	8
Personal Trainers	8
Facility Operators	6

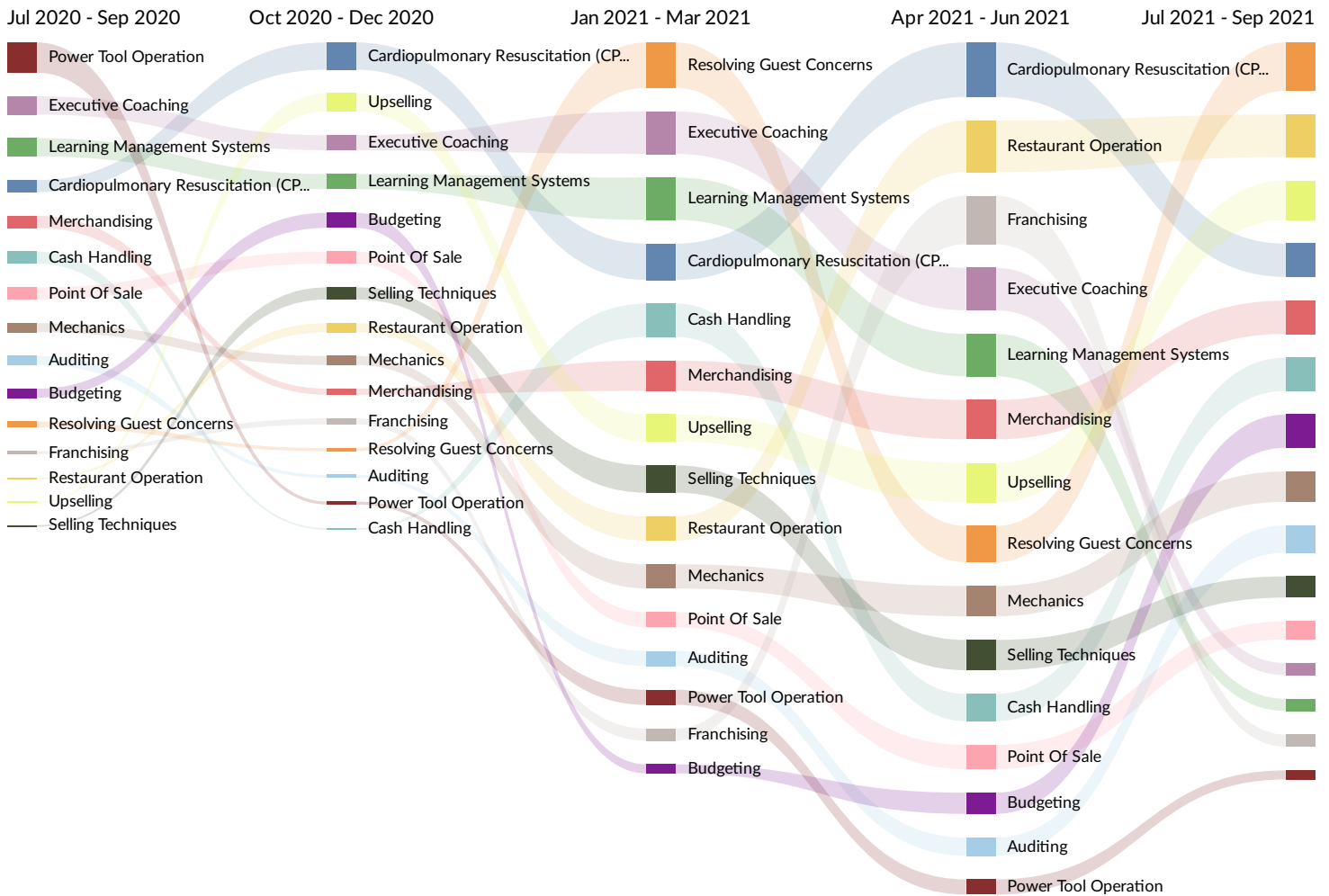
## Industry Gain and Drain

Reliable Gain and Drain information is not available for the currently selected industry.

# What skills are they posting for?

## Top 15 Skills for All Job Types by Quarter

Skills help us understand the direction an industry is headed.



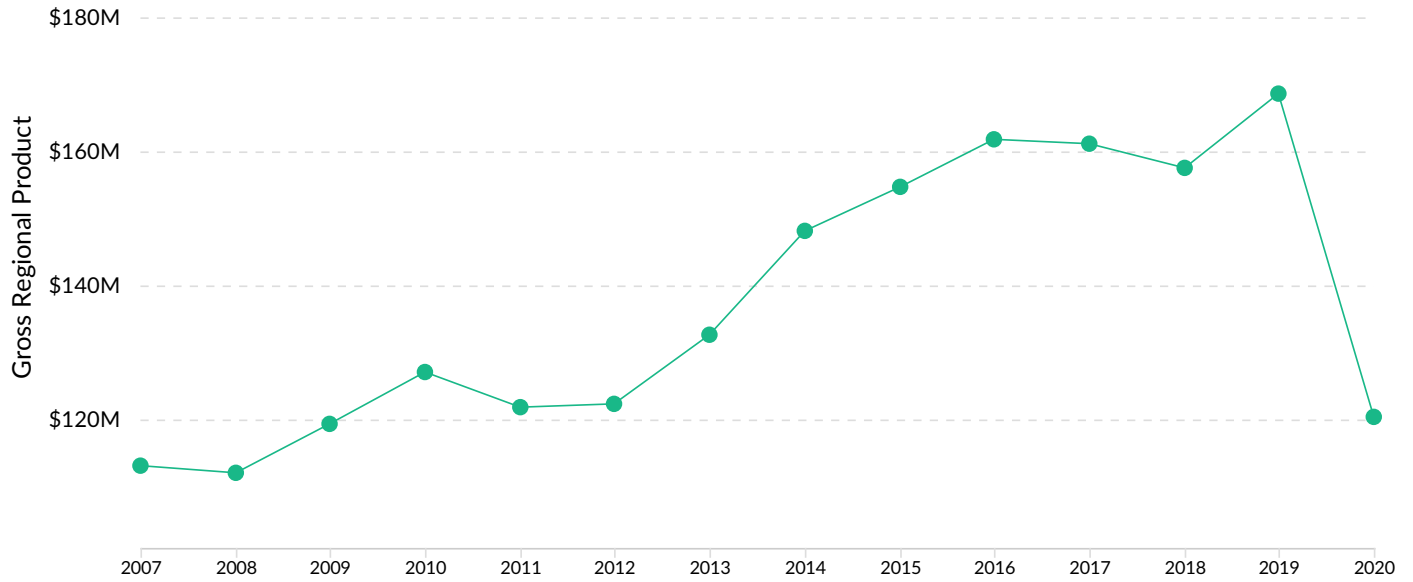
## Gross Regional Product (GRP)

**\$87.2M**  
Earnings (2020)

**\$20.1M**  
Property Income (2020)

**\$13.0M**  
Taxes (2020)

**\$120.4M**  
Total GRP (2020)



## Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Lessors of Residential Buildings and Dwellings	\$3,823,870	\$72,474	\$3,896,344
Offices of Real Estate Agents and Brokers	\$1,580,048	\$1,462,760	\$3,042,808
Corporate, Subsidiary, and Regional Managing Offices	\$1,337,940	\$1,235,028	\$2,572,969
Lessors of Nonresidential Buildings (except Miniwarehouses)	\$2,535,208	\$13,930	\$2,549,138
Other Activities Related to Real Estate	\$1,222,646	\$1,063,401	\$2,286,047