



ADVANCING CHESTER COUNTY'S WORKFORCE

What is the Information and Communication Industry Cluster?

The Information and Communication Industry revolves around the production, refinement and transfer of information and the methods employed in its distribution. This includes the main companies that communicate the information, as well as those providing support to the industry by providing outlets and servicing the transfer of information.

While this cluster accounts for less than 4% of total Pennsylvania jobs, average annual wages were over \$20,000 greater than the statewide average.

High Priority Occupations

Chester County WIB Members:

- Thomas MacNamara – ViroPharma
- Isidoro Gonzalez, Jr. – La Comunidad Hispana
- Jayne Ashenfelter - Health Consultant
- Patrick Bokovitz - Chester County Department of Community Development
- Patricia Burt - Chester County Hospital
- Timothy Brown – Siemens Medical Solutions
- Ethel Carter - Chester County Department of Aging
- Joyce Chester - Chester County OIC
- Dr. Hung M. Chu - West Chester University
- Doug Doerfler - State Farm Insurance
- Bruce Farina - Sartomer Company, Inc.
- Gregory Hee - BFI
- Bill Isakson - Boscov's Exton
- Susan Knoble - WHYY, Inc.
- J. Edward Lavin - Steamfitters Local 420
- Colin Maropis - First Financial Bank
- Scott McIntyre - L.F. Lambert Spawn Co.
- Tom Miller - DNB First
- Mike Nichols - Queen of Hearts Catering
- Dr. Jerome S. Parker - DCCC
- Robert Powelson - Chester County Chamber of Business & Industry
- Dot Rasiul - Pepperidge Farm, Inc.
- Thomas Rhodes - Centerline Design, Graphics and Marketing
- John Rothwell - Rothwell Document Solutions
- Al Santini - Steamfitters Local 420
- Doug Schmidt - PACareerlink of CC
- Alan Slobojan - Chester County Intermediate Unit
- Gary Smith - Chester County Economic Development Council
- Joyce Taylor - Chester County Assistance Office
- Laurie Todd - Wings for Success
- Michael Wakefield - PA Office of Vocational Rehabilitation
- Joan Walsh - FSMI
- Christine Warren - GSI Commerce, Inc

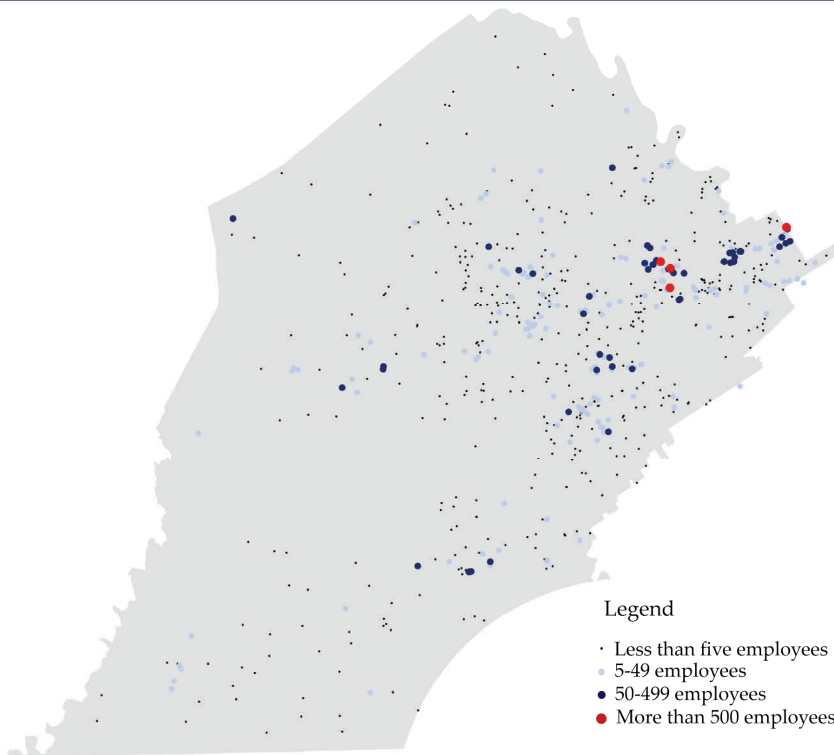
2008 High Priority Occupations in the Information and Communication Industry Cluster

| | Wage 2006 | 2008 Job Openings in Pennsylvania |
|-----------------------------------------------------|-----------|-----------------------------------|
| General and Operations Managers | \$120,716 | 134 |
| IT Managers—Programming, Network and DB | \$116,943 | 92 |
| Management Analysts | \$82,521 | 93 |
| Computer Programmers | \$66,080 | 192 |
| Computer Software Engineers, Applications | \$85,410 | 299 |
| Computer Software Engineers, Systems Software | \$81,314 | 172 |
| Computer Support Specialists | \$39,510 | 163 |
| Computer Systems Analysts | \$69,218 | 167 |
| Network & Computer Systems Administrators | \$66,298 | 116 |
| Network Systems & Data Communications Analysts | \$71,094 | 101 |
| Advertising Sales Agents | \$44,772 | 104 |
| Sales Representatives | \$55,290 | 84 |
| Supervisors—Office and Administrative Workers | \$54,963 | 58 |
| Customer Service Representatives | \$30,592 | 219 |
| Executive Secretaries and Administrative Assistants | \$39,783 | 93 |
| Secretaries | \$28,499 | 56 |
| Office Clerks | \$28,224 | 179 |
| Telecommunications Equipment Installers & Repairers | \$50,852 | 77 |

The Information and Communication Industry encompasses the **following sub industries:**

- NAICS 33429: Other communications equipment manufacturing
- NAICS 334612: Audio and video media reproduction
- NAICS 511: Publishing industries (except internet)
- Part of NAICS 512: Motion pictures and sounds recording studios
- NAICS 515: Broadcasting (except internet)
- NAICS 51611: Internet publishing and Broadcasting
- NAICS 517: Telecommunications
- NAICS 518: Data processing, hosting and related services
- Part of NAICS 519: Other information services
- Part of NAICS 541: Professional, technical and scientific services
- NAICS 92711: Space research and technology

Location of Information and Communication Companies in Chester County



Legend

- Less than five employees
- 5-49 employees
- 50-499 employees
- More than 500 employees

The map shows the 877 Information and Communication Businesses in Chester County, as defined in the State Wide Cluster (STW) Information and Communication. Five of these businesses have 500 employees or more, fifty businesses have 50-499 employees, 245 businesses have 5-49 employees and 577 businesses have less than 5 employees.

Statistical Data

| Industry Cluster Data of the Information and Communication Industry Cluster | | | |
|-----------------------------------------------------------------------------|----------|----------|--------|
| | 2000 | 2006 | Change |
| Local Units | 934 | 1,029 | 10.2% |
| Local Employment | 15,438 | 17,306 | 12.1% |
| Local Average Wage | \$70,282 | \$87,343 | 24.3% |
| Location Quotient | 1.81 | 2.05 | 13.47% |

When comparing 2000 and 2006, the competitiveness for the Information and Communication Cluster is 3,111.

| Information and Communication Industry Cluster & Projected Employment Growth | | | |
|------------------------------------------------------------------------------|--------|--------|--------|
| | 2002 | 2012 | Change |
| NAICS 541: Professional and technical services | 17,014 | 22,137 | 30.11% |
| NAICS 511: Publishing industries, except the internet | 1,432 | 1,853 | 29.40% |
| NAICS 518: ISP's, search portals and data processing | 1,635 | 1,844 | 12.78% |
| NAICS 519: Other information services | 226 | 314 | 38.94% |
| NAICS 516: Internet publishing and broadcasting | 128 | 183 | 42.97% |
| NAICS 517: Telecommunications | 1,716 | 1,794 | 1.87% |

Disclaimer:
Most of the data in this publication has been compiled by other organizations. Please note that the Chester County Department of Community Development does not control and cannot guarantee the accuracy of these materials. Due to the use of multiple sources, data may vary mutually.

Growth in Sub Industries

NAICS 51919: All other information services
Growth in employment between 2000 and 2006: -31.37%
2006 Location Quotient: 11.6

NAICS 541511: Custom computer programming services
Growth in employment between 2000 and 2006: 186.92%
2006 Location Quotient: 5.76

NAICS 541512: Computer systems design services
Growth in employment between 2000 and 2006: 22.84%
2006 Location Quotient: 4.63

NAICS 54169: Other technical consulting services
Growth in employment between 2000 and 2006: 142.5%
2006 Location Quotient: 1.87

A **location quotient** is an industry's share of local employment over the industry's share of state employment. A location quotient greater than 1 means the industry employs a greater share of local workforce than it does statewide.



Chester County Workforce Investment Board

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