

### Fiscal Year 2026 - Q1 (July, August, September)

## Key Figures

### Massachusetts

#### Labor Force

3,914,667

#### Employment

3,740,440

#### Unemployment Rate

4.5%

#### Labor Force Participation Rate

-

### Franklin Hampshire

#### Labor Force

131,159

#### Employment

125,778

#### Unemployment Rate

4.1%

#### Labor Force Participation Rate

-



Total Unique  
Job Postings FH

7,085

## Job Postings by Employer (FH)

University of Massachusetts Amherst	-	327
Mass General Brigham	-	216
Big Y Foods	-	120
ServiceNet	-	90
Baystate Health	-	86
Massachusetts General Hospital	-	80
Walmart	-	69
Smith College	-	66
Amherst College	-	65
Cooley Dickinson Hospital	-	53

## Job Posting Activity

### Most Posted Occupations

Registered Nurse  
Retail Salesperson  
Teaching Assistant  
Home Health Aide  
Licensed Practical Nurse  
Tractor Trailer Truck Drivers  
Janitors  
Special Education Teachers  
Supervisors of Retail Sales  
Coaches and Scouts

Franklin and Hampshire counties continue to see a high need for professionals in the healthcare industry. This can be seen at all levels of employment. Education and Government work continue to see a steady presence in the regions job market. Real Estate and Rental, Finance and Insurance, and Transportation and Warehousing are less prominent industries in the region however, they have been showing strong growth. These three industries have seen the highest percentage growth in total number of jobs.

## Top Skills/Requirements Seen in Job Postings

### Specialized

Nursing  
Talent Pipeling  
Merchandising  
Food Safety/Sanitation  
Inventory Management  
Auditing  
Accounting  
Restaurant Operations  
Medical Records  
Special Education

### Common

Communication  
Customer Service  
Leadership  
Operations  
Management  
Detail Oriented  
Sales  
Writing  
Lifting Ability  
Problem Solving

## Job Search Resources

The most popular source for posting and viewing jobs in the Franklin Hampshire region is Indeed.com. Some other websites that see a significant amount of activity are diversityjobs.com, disabledperson.com, simplyhired.com, myworkdayjobs.com, schoolspring.com, dejobs.org, and craigslist.org. Local job seekers can find listings in their region through MassHire JobQuest These jobs are posted by area career centers in collaboration with area employers. For job seekers interested in trainings and/or career changes, Greenfield Community College and Holyoke Community College. Franklin County Technical School. Your local MassHire office.



New to MassHire? Create a  
MassHire JobQuest account

## Employment by Industry

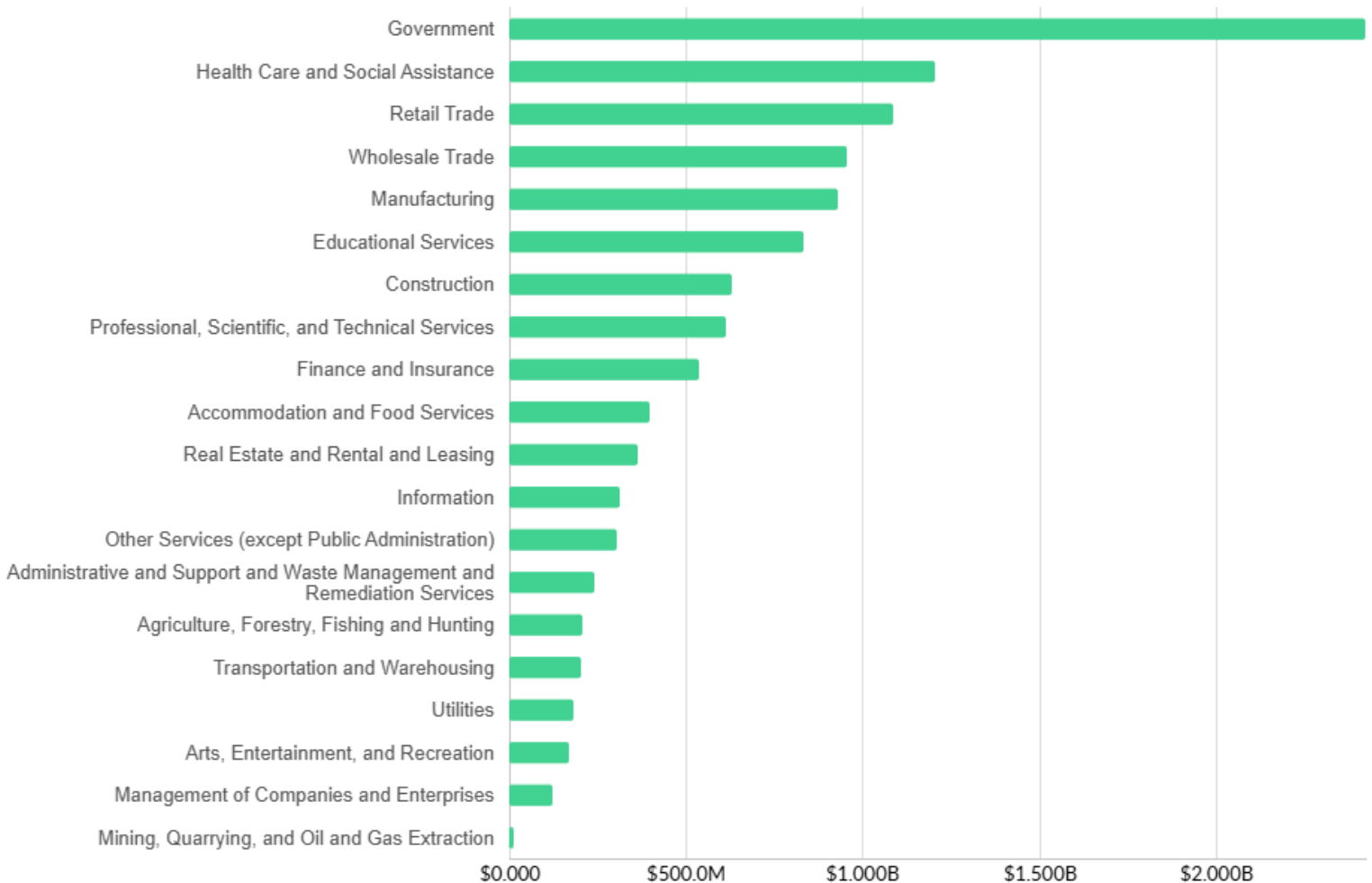
### Largest Industries

- Government
- Health Care/Social Assistance
- Educational Services
- Retail Trade
- Accommodation and Food Services
- Manufacturing
- Construction
- Professional/Scientific/Technical Services
- Wholesale Trade
- Waste Management/Remediation

### Largest Employers

- Yankee Candle
- UMASS Amherst
- Smith College
- Stop & Shop
- Cooley Dickinson
- Baystate
- L3 Harris
- Amherst College
- Northfield Mount Hermon
- C&S Wholesale Grocers

## Franklin Hampshire Gross Regional Product



## Q1 Job Postings

### Total Unique Job Postings

### Total Employers Competing

July '25 - September '25	July '24 - September '24
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July '25 - September '25	July '24 - September '24
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7,085

6,606

1,481

1,246

## Regional Wages

### Average Posted Salary (Job Post)

### Average Earnings (Employed)

Franklin Hampshire	Massachusetts
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Franklin Hampshire	Massachusetts
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\$52.1K

\$71.5K

\$68.1K

\$105.5K

## Area Demographics

The Franklin Hampshire region is geographically the largest workforce development area in Massachusetts covering approximately 1,400 square miles. This leads to unique workforce challenges due to the remote populations, limited public transportation, and low housing availability. An additional issue for the region is the aging workforce, with an above average retirement risk due to an above average amount of workers retiring soon and a below average amount of millennials living in the area. While there are challenges in the region there are also bright spots such as below average property and violent crime rates, a highly educated population relative to national averages, and a lower cost of living when compared to other areas of the state. These factors paired with the regions natural beauty and historic New England charm offer individuals a high quality of life at the crossroads of nature and culture.

Home - EconoVue™ Workforce Development Business Engagement. (2025, September 15). EconoVue™. <https://www.econovue.com/>

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Lightcast - The global leader in labor market analytics. (n.d.). Lightcast. <https://lightcast.io/>

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