

Fiscal Year 2026 - Q3 (January, February, March)

Key Figures

Massachusetts

Labor Force

3,870,629

Employment

3,672,276

Unemployment Rate

5.1%

Labor Force Participation Rate

66.0%

Franklin Hampshire

Labor Force

128,391

Employment

121,980

Unemployment Rate

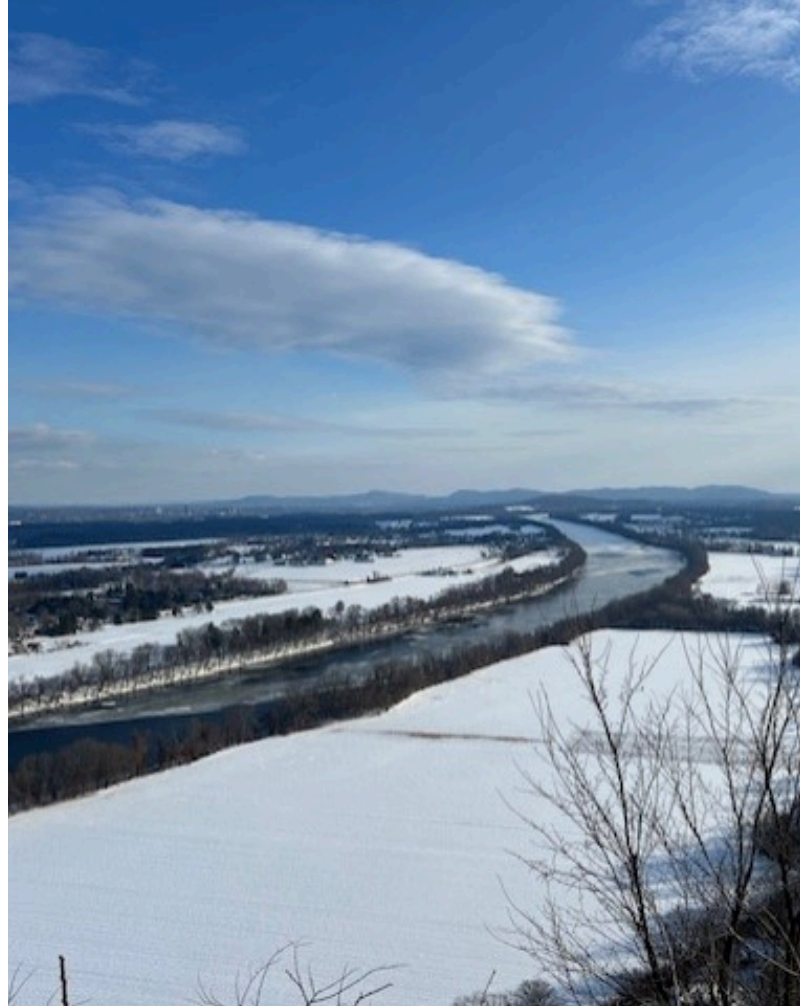
5.0%

Labor Force Participation Rate

56.5%

Total Unique
Job Postings FH

7,279



Job Postings by Employer (FH)

University of Massachusetts Amherst	-	259
Cooley Dickinson/Mass General Brigham	-	136
Big Y Foods	-	112
Amherst College	-	99
ServiceNet	-	70
Smith College	-	63
Baystate Health	-	61
Walmart	-	53
The Home Depot	-	37
Dollar General	-	36

Job Seeker Report



Job Posting Activity

Most Posted Occupations

- Registered Nurse
- Retail Salesperson
- Tractor Trailer Truck Driver
- Retail Supervisor
- Personal Care Aide
- Janitor/Cleaner
- Customer Service Representative
- Maintenance and Repair
- Health Service Manager
- Teaching Assistants

In FY26 Q3 Registered Nurse remained the top posted occupation in the Franklin Hampshire Region with nearly twice as many unique job postings as Retail Salesperson, the second most posted occupation. While Healthcare remains one of the dominant industries in the region based on total employment and GRP, a noticeable downward trend in posting activity can be seen. Almost all healthcare occupations (ONET), besides Medical Assistants, in the Franklin Hampshire Region have seen a 15% to 25% reduction in unique job postings when comparing FY25 Q3 to FY26 Q3. Some other noticeable trends when comparing year over year job postings are a significant increase in job postings for Retail Trade and Transportation and Warehousing occupations. Retail Salespersons and Tractor-Trailer Truck Drivers both saw increased posting activity of about 20% year over year.

Top Skills/Requirements Seen in Job Postings

Specialized

- Lifting Ability
- Merchandising
- Nursing
- Food Safety
- Good Driving Record
- Auditing
- Finance
- Inventory Management
- Ledger/Billing
- Sanitation

Common

- Communication
- Customer Service
- Leadership
- Management
- Sales
- Detail Oriented
- Problem Solving
- Writing
- Planning
- Teaching

Job Search Resources

The most popular job search resource in the Franklin Hampshire region is Indeed. 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. Job seekers interested in developing new skills or changing careers should look into some of the many education providers in the area. Greenfield Community College, Franklin County Technical School, and Smith Vocational and Agricultural High School, partners of MassHire Franklin Hampshire, provide affordable training options for job seekers in a variety of industries such as healthcare and the trades. The MassHire Franklin Hampshire office is a free resource for job seekers interested in learning more about available opportunities.



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
- Waste Management/Remediation
- Arts, Entertainment, and Recreation

Largest Employers

- UMASS Amherst
- Yankee Candle
- Smith College
- Stop & Shop
- Mount Holyoke
- Cooley Dickinson
- Baystate Health
- L3Harris Technologies
- Amherst College
- Northfield Mount Hermon

Franklin Hampshire 5 Year Job Growth



Q3 Job Postings

Total Unique Job Postings

January '25 - March '25	January '26 - March '26
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7,157	7,280
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Total Employers Competing

January '25 - March '25	January '26 - March '26
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1,373	1,368
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Regional Wages

Median Advertised Salary

Franklin Hampshire	Massachusetts
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\$53.1K	\$76.7K
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Average Earnings Per Job

Franklin Hampshire	Massachusetts
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\$68.6K	\$107.5K
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Regional 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. Despite relatively low unemployment, labor force participation is constrained by demographic trends, including an aging workforce and out-migration of younger workers migrating to other areas of the state/region. 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, www.econovue.com/. Accessed 14 Apr. 2026.

“Department of Economic Research.” Mass.Gov, www.mass.gov/orgs/departments-of-economic-research. Accessed 14 Apr. 2026.

Lightcast. “The Standard for Labor Market Intelligence.” Lightcast, lightcast.io/. Accessed 14 Apr. 2026.

U.S. Bureau of Labor Statistics, U.S. Bureau of Labor Statistics, 10 Apr. 2026, www.bls.gov/.

Please contact bizteam@masshirefhcareers.org with any questions related to this report. For additional labor market information, please fill out our Labor Market Information Request form [HERE](#).