



# US Employment Demand for Behavior Analysts: 2010–2025



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## Summary

[Lightcast](#)® is a software company that collects and analyzes labor market data in the United States. These data are aggregated in the [Developer](#)™ database, which includes online job postings collected from over 65,000 sources. This database allows advanced searches of over 70 data fields that are extracted from each posting, including job title, occupation, employer, industry, required skills, credentials, and salary. Duplicate job postings are excluded from Developer search results.

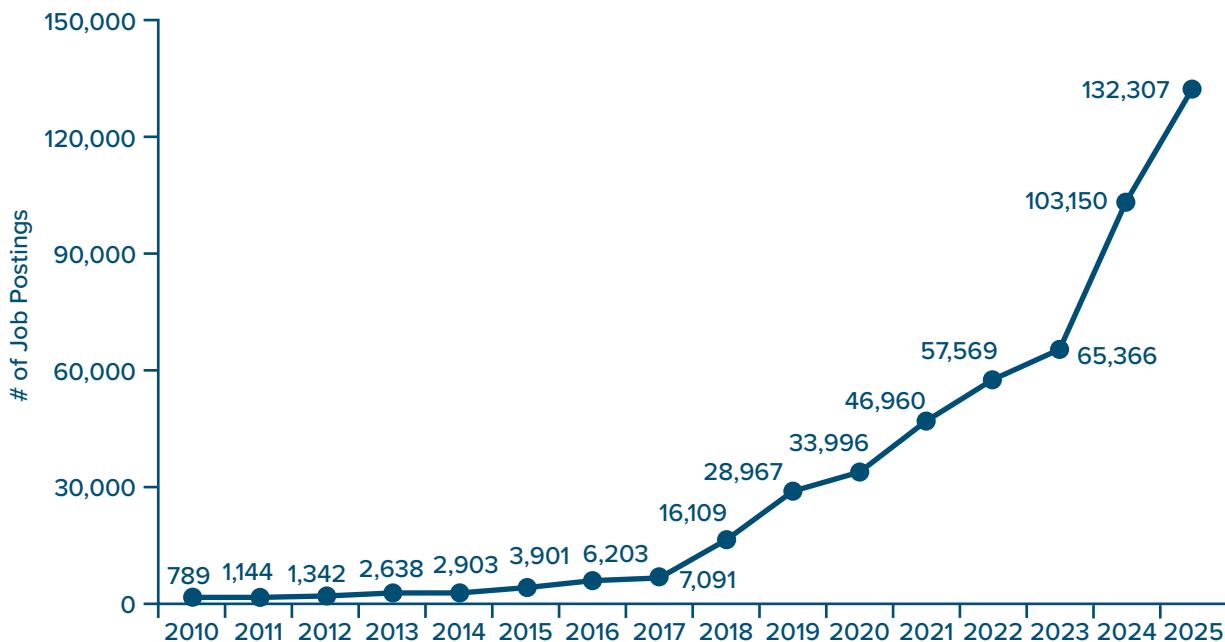
The Developer database was used to assess the national employment demand for behavior analysts from the past 16 years (2010–2025) and the demand by state from the past 12 months.

## Key Findings

- **Demand for behavior analysts continues to grow.** Annual nationwide demand for individuals holding BCBA or BCBA-D certification has increased each year since 2010, with a 28% increase from 2024 to 2025. Demand was highest in five states in 2025 (ordered from most to least): California, New Jersey, Texas, Massachusetts, and North Carolina. These five states account for 38% of the recent demand for behavior analysts, with California alone accounting for 15% of the 2025 demand.
- **The demand for assistant behavior analysts decreased in 2025.** After a significant 131% increase in demand from 2023 to 2024, the demand for BCaBA certification decreased between 2024 and 2025; however, there is still an overall increasing trend for BCaBA certification demand since 2010. Demand was highest in five states in 2025 (ordered from most to least): California, Florida, Michigan, Texas, and Pennsylvania. These five states account for 43% of the recent demand for assistant behavior analysts, with California alone accounting for 15% of the 2025 demand.

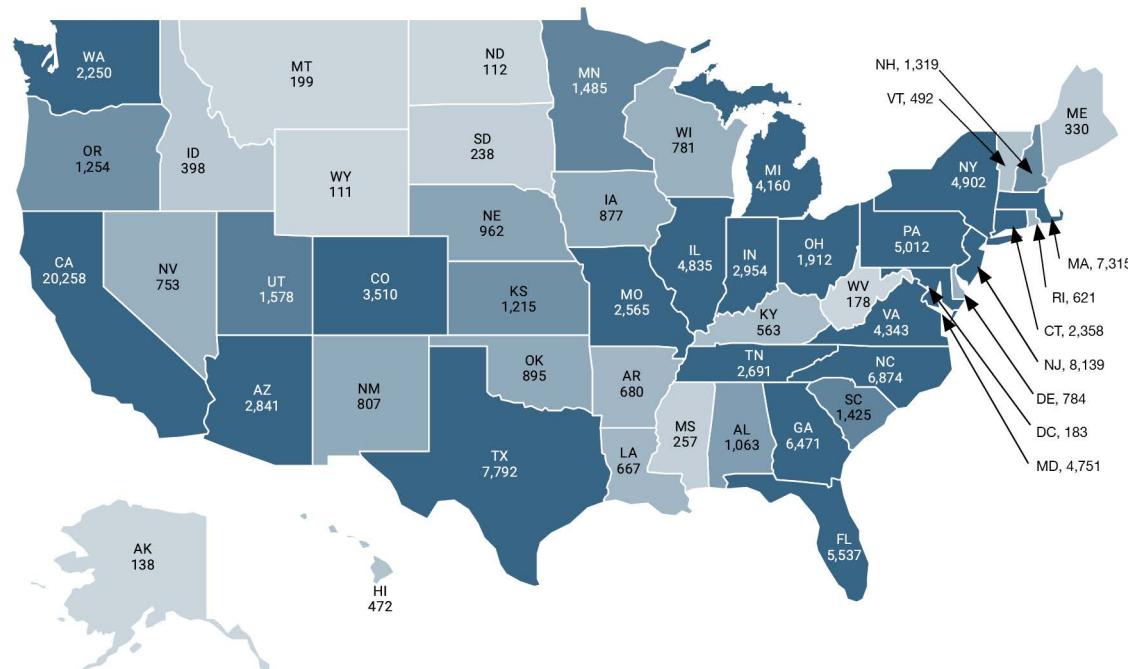
## Annual Demand for BCBA/BCBA-D Certification

The following graph depicts the annual number of job postings nationwide over the past 16 years (2010–2025) that either required or preferred BCBA/BCBA-D certification.



## Demand for BCBA/BCBA-D Certification by State

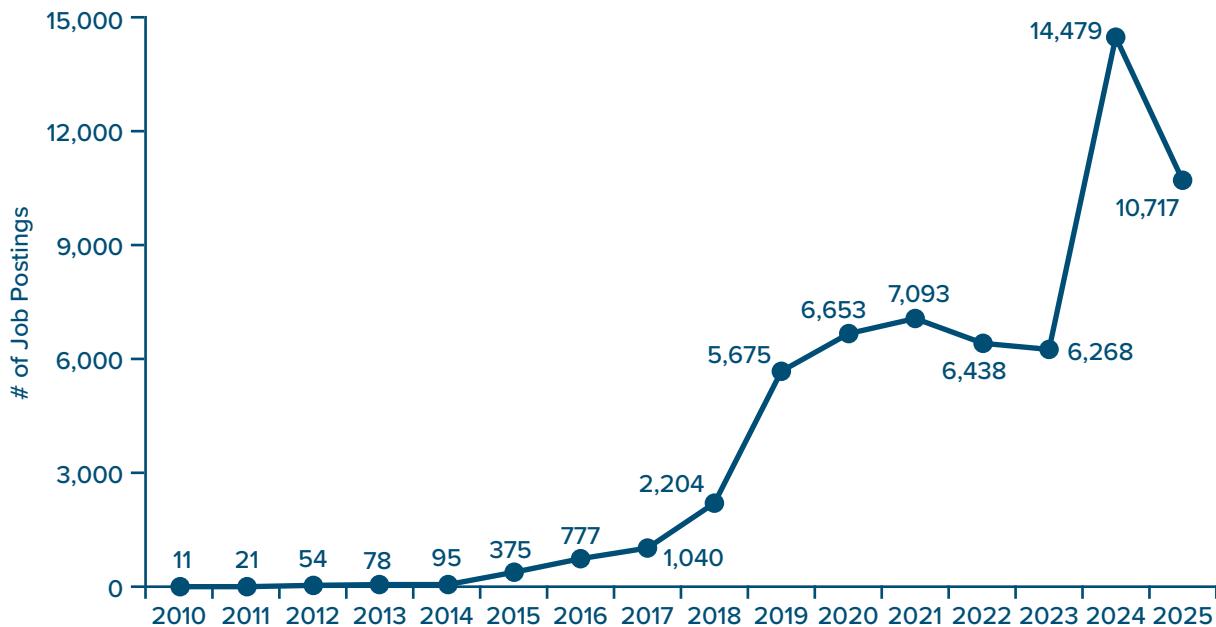
The following heat map depicts the number of job postings per state in 2025. Data from the top 30 states and their respective changes from 2024 to 2025 are depicted in the table on page 3.



BCBA/BCBA-D By State	2024 Postings	2025 Postings	% Change
California	19,578	20,258	3%
New Jersey	5,154	8,139	58%
Texas	5,889	7,792	32%
Massachusetts	6,132	7,315	19%
North Carolina	4,228	6,874	63%
Georgia	4,315	6,471	50%
Florida	4,709	5,537	18%
Pennsylvania	3,828	5,012	31%
New York	3,026	4,902	62%
Illinois	4,680	4,835	3%
Maryland	3,023	4,751	57%
Virginia	3,425	4,343	27%
Michigan	3,424	4,160	21%
Colorado	2,611	3,510	34%
Indiana	2,341	2,954	26%
Arizona	3,025	2,841	-6%
Tennessee	1,933	2,691	39%
Missouri	1,454	2,565	76%
Connecticut	1,793	2,358	32%
Washington	2,487	2,250	-10%
Ohio	1,791	1,912	7%
Utah	814	1,578	94%
Minnesota	916	1,485	62%
South Carolina	706	1,425	102%
New Hampshire	810	1,319	63%
Oregon	1,399	1,254	-10%
Kansas	1,087	1,215	12%
Alabama	687	1,063	55%
Nebraska	532	962	81%
Oklahoma	815	895	10%

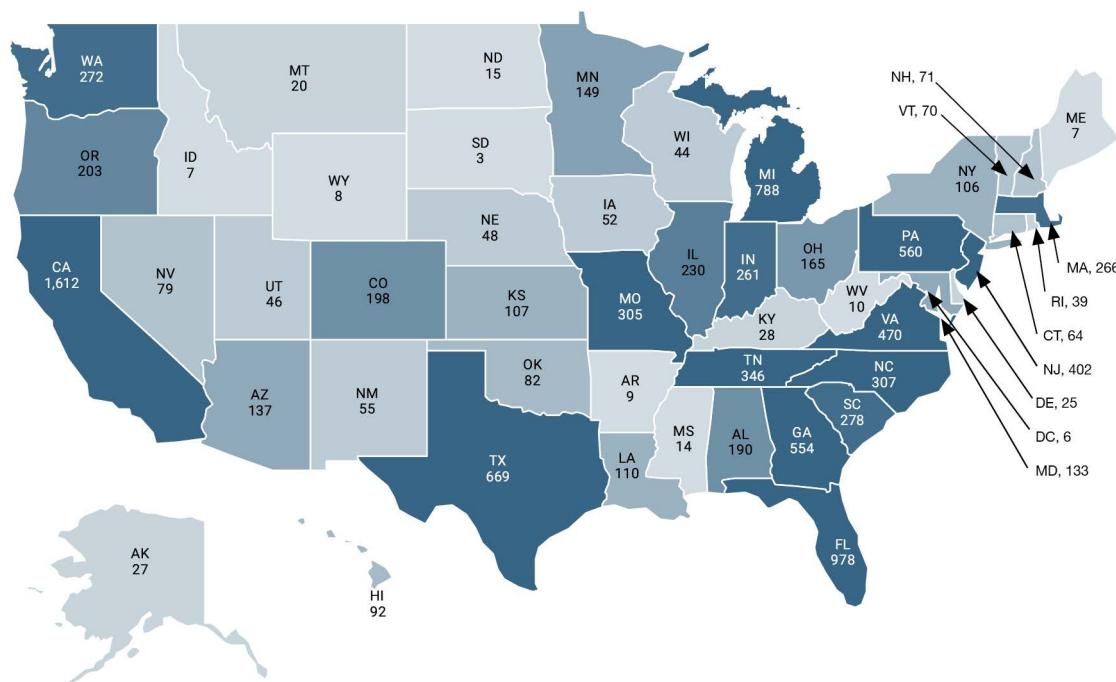
## Annual Demand for BCaBA Certification

The following graph depicts the annual number of job postings over the past 16 years (2010–2025) that either required or preferred BCaBA certification.



## Demand for BCaBA Certification by State

The following heat map depicts the number of job postings per state in 2025. Data from the top 30 states and their respective changes from 2024 to 2025 are depicted in the table on page 5.



BCaBA by State	2024 Postings	2025 Postings	% Change
California	2,610	1,612	-38%
Florida	1,408	978	-31%
Michigan	734	788	7%
Texas	1,341	669	-50%
Pennsylvania	705	560	-21%
Georgia	590	554	-6%
Virginia	920	470	-49%
New Jersey	393	402	2%
Tennessee	405	346	-15%
North Carolina	423	307	-27%
Missouri	253	305	21%
South Carolina	248	278	12%
Washington	324	272	-16%
Massachusetts	374	266	-29%
Indiana	226	261	15%
Illinois	517	230	-56%
Oregon	214	203	-5%
Colorado	254	198	-22%
Alabama	256	190	-26%
Ohio	221	165	-25%
Minnesota	202	149	-26%
Arizona	212	137	-35%
Maryland	120	133	11%
Louisiana	194	110	-43%
Kansas	267	107	-60%
New York	86	106	23%
Hawaii	83	92	11%
Oklahoma	201	82	-59%
Nevada	175	79	-55%
New Hampshire	18	71	294%