



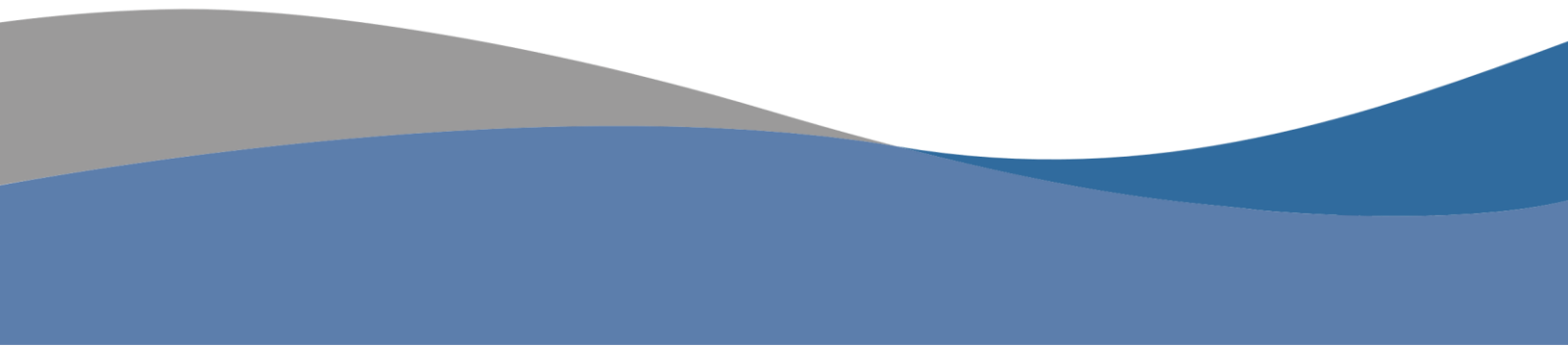
# Occupation Report

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# Personal Service Managers, All Other

California

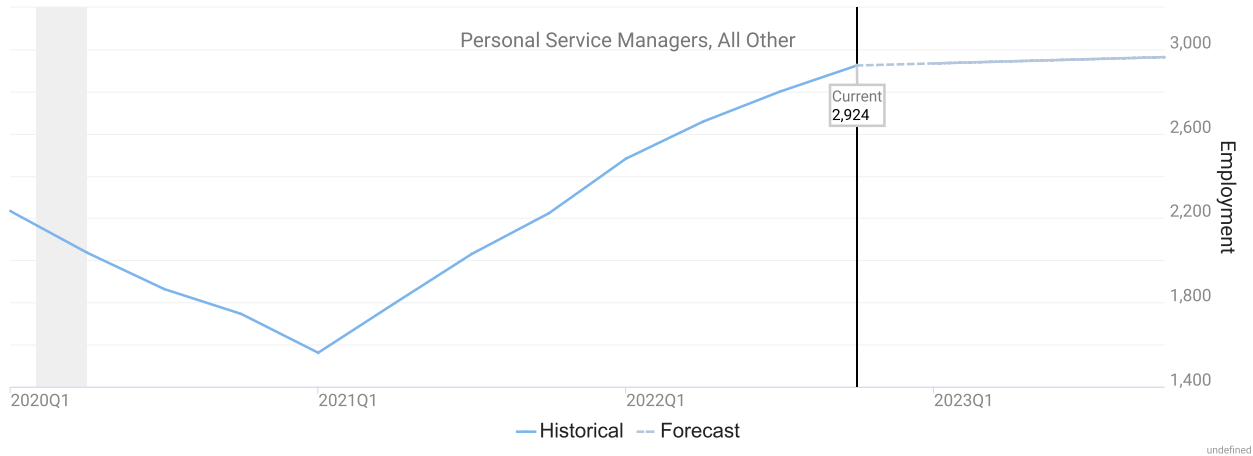
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# Occupation Snapshot


6-Digit Occupation	Empl	Avg Mean Wages	LQ	3-Year Empl Change	Annual Demand	Forecast Ann Growth
Personal Service Managers, All Other	2,924	\$61,200	2.48	795	282	1.4%



- 💡 “Annual Demand” is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.
- 💡 “Forecast Ann Growth” is the expected change in jobs due to national, long-term trend projections (per the BLS) as well as local factors such as industry mix and population growth (as computed and modeled by Chmura).

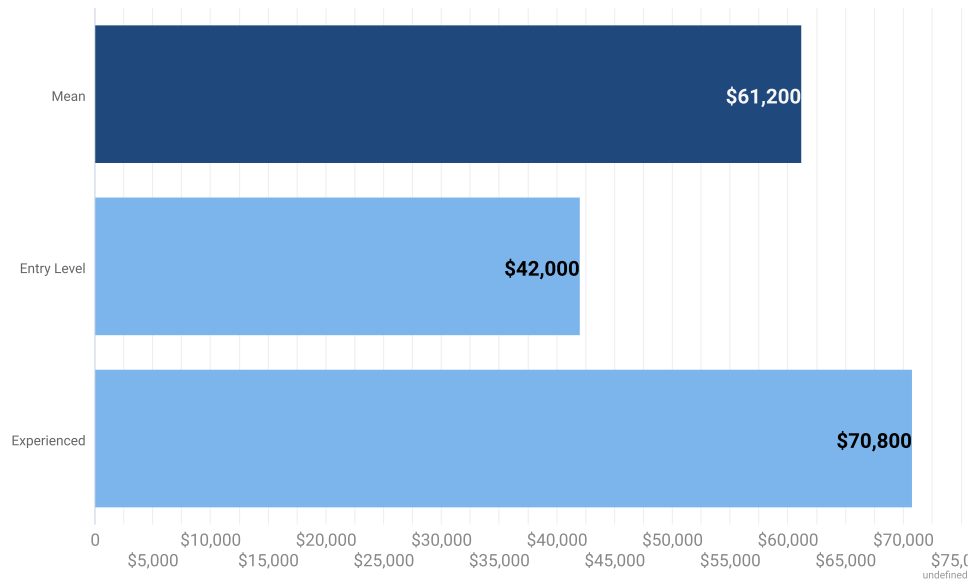
# Employment by Industry

Industry Title	% of Occ Empl	Empl	10-Year Separations	10-Year Empl Growth	10-Year Total Demand
Personal Care Services	53.5%	1,564	1,301	184	1,485
Other Amusement and Recreation Industries	10.7%	313	261	37	298
Individual and Family Services	6.8%	200	177	54	231
Traveler Accommodation	5.0%	147	132	44	175
Other Personal Services	3.4%	101	89	26	116
Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	2.2%	64	54	9	62
Civic and Social Organizations	2.1%	62	56	20	75
Colleges, Universities, and Professional Schools	1.7%	49	40	4	44
Management of Companies and Enterprises	1.6%	48	38	1	39
Travel Arrangement and Reservation Services	1.5%	44	38	10	49
Child Care Services	1.2%	34	27	2	30
General Medical and Surgical Hospitals	0.9%	26	21	1	22
Executive, Legislative, and Other General Government Support	0.9%	25	20	1	21
Justice, Public Order, and Safety Activities	0.9%	25	20	1	21
Offices of Other Health Practitioners	0.9%	25	21	4	26
Restaurants and Other Eating Places	0.5%	16	14	3	17
All Others	6.2%	182	151	23	174

 The industry distribution indicates the industries in which workers in the occupation(s) are primarily found.

 “10-Year Empl Growth” may show industries with positive as well as negative growth; this would indicate that the occupation(s) being examined are expected to expand within some industries while contracting in others.

# Wages

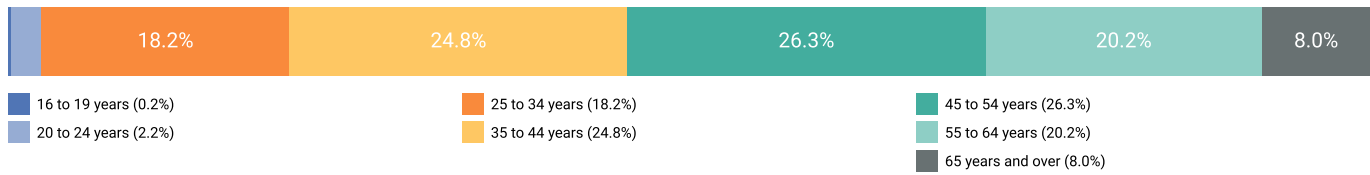


Occupation	Mean	Median	Entry Level	Experienced
Personal Service Managers, All Other	\$61,200	\$63,300	\$42,000	\$70,800

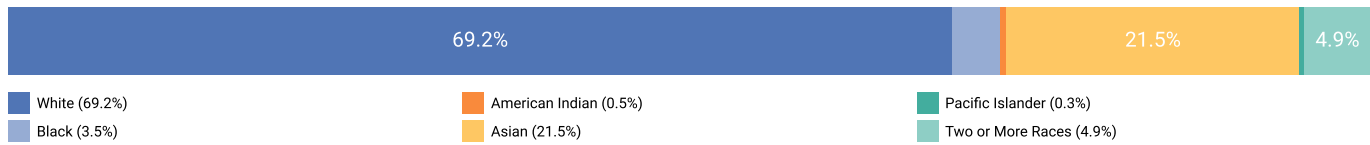
- 💡 Occupation wages here utilize BLS OEWS data, imputed and brought forward by Chmura.
- 💡 When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

# Occupation Demographics

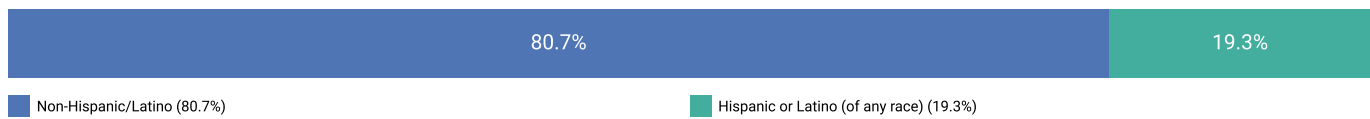
## Age



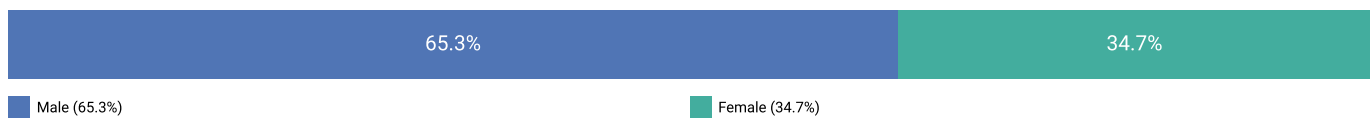
## Race



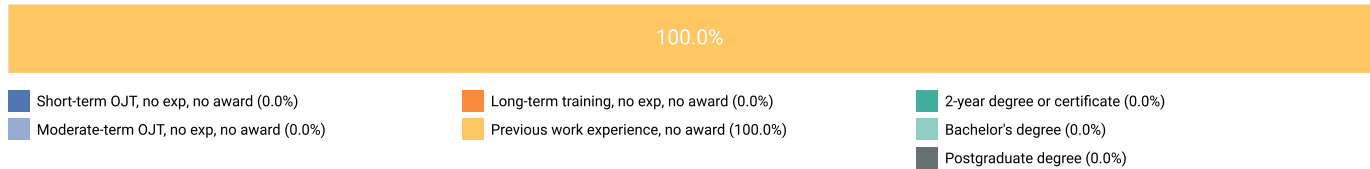
## Ethnicity



## Gender

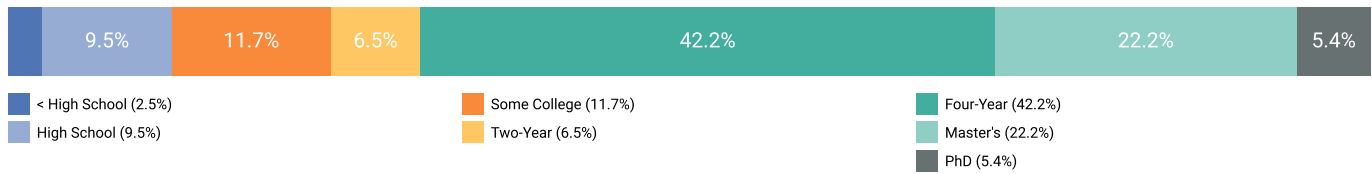


## Education and Training Requirements



# Education Profile

## Educational Attainment



Occupation	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
Personal Service Managers, All Other	High school diploma or equivalent	Less than 5 years	None

 The stacked bar chart here illustrates the estimated mix of educational attainment of the workers in this occupation(s) in aggregate.

 The table indicates typical education and training requirements rather than the mix of attainment of workers in such positions.

# Postsecondary Programs Linked to Personal Service Managers, All Other

Program	Awards
<b>California State Polytechnic University-Pomona</b>	
Business Administration and Management, General	1,690
Hospitality Administration/Management, General	277
<b>California State University-Fullerton</b>	
Business Administration and Management, General	2,588
<b>California State University-Long Beach</b>	
Business Administration and Management, General	1,684
<b>California State University-Sacramento</b>	
Business Administration and Management, General	1,188
<b>Pasadena City College</b>	
Business Administration and Management, General	1,232
<b>San Diego State University</b>	
Business Administration and Management, General	1,903
<b>San Francisco State University</b>	
Business Administration and Management, General	1,599
<b>San Jose State University</b>	
Business Administration and Management, General	1,799
<b>University of Southern California</b>	
Business Administration and Management, General	1,490

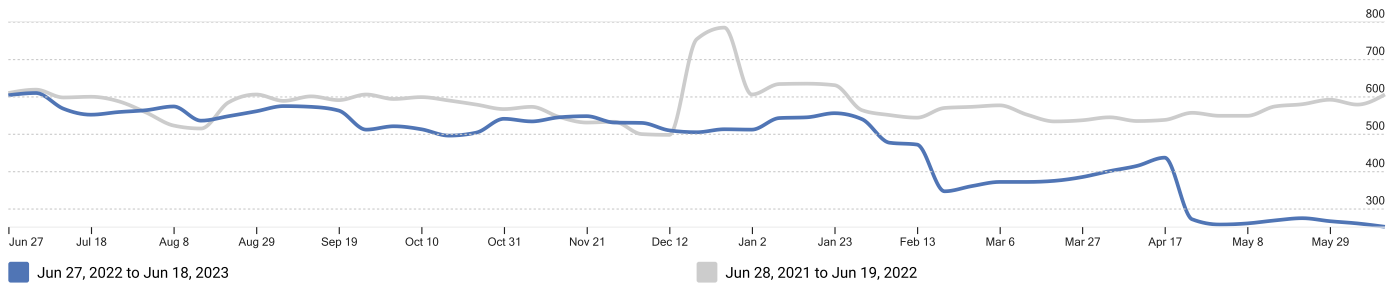
 The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.


 Among postsecondary programs at schools located in California, the sampling above identifies those most linked to Personal Service Managers, All Other. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>



# RTI (Job Postings)

Active Job Ads by Date



 Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

## Occupations

SOC	Occupation	Active Job Ads
11-9179.02	Spa Managers	1,616
11-9179.01	Fitness and Wellness Coordinators	250
11-9179.00	Personal Service Managers, All Other	6

### Locations

Location	Active Job Ads	
Costa Mesa, CA 92627	30	
San Diego, California	30	
San Francisco, California	19	
West Hollywood , CA 90069	17	
Beverly Hills , CA 90211	16	
Los Angeles, California	16	
93101	15	
Chino, CA 91710	15	
Corona, CA 92880	15	
Irvine, CA 92612	15	

### Employers

Employer Name	Active Job Ads	
Great Clips	354	
Palm Beach Tan	325	
Supercuts	160	
Moxie Management Group	112	
JCPenney	87	
California Sun	47	
UFC Gym	43	
THE RITZ-CARLTON	36	
Gold's Gym - SoCal	26	
West Coast Store Support Inc	18	

### Hard Skills

Skill Name	Active Job Ads	
Ability to Lift 21-30 lbs.	372	
Cash Handling (Cashier)	305	
Microsoft Excel	115	
Personal Training	91	
Sales	85	
Microsoft Word	79	
Hospitality	64	
Teaching/Training, Job	63	
Microsoft Office	59	
Employee Relations	43	

### Job Titles

Job Title	Active Job Ads	
Salon Manager	400	
Assistant Salon Manager	199	
Full Time Beauty Consultant Salon Manager	93	
Beauty Consultant Salon Manager Full Time	86	
Full Time Retail Salon Manager	86	
Spa Manager	62	
Spa Coordinator	38	
Fitness Manager	37	
Spa Director	34	
Salon Cleanliness Attendant Full Time	29	

### Education Levels

Minimum Education Level	Active Job Ads	
High school diploma or equivalent	464	
Bachelor's degree	68	
Associate's degree	9	
Master's degree	6	
Unspecified/other	1,325	

### Programs

Program Name	Active Job Ads	
Exercise Science	16	
Kinesiology	15	
Business Administration	5	
Hotel And Restaurant Management	5	
Physiology	5	
Exercise Physiology	3	
Health Promotion	3	
Hospitality Management	3	
Physical Education	3	
Psychology	3	

# Top Skill and Certification Gaps

Top 10 Skill Gaps in California

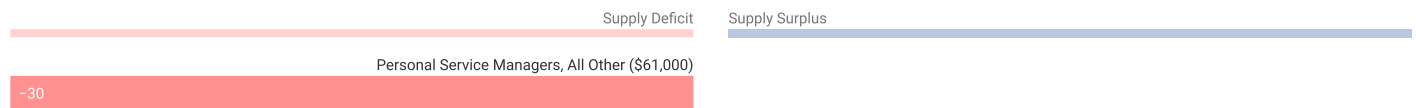
Name	Candidates	Openings	Gap
Spanish	2	11	-9
Cash Handling (Cashier)	3	10	-7
Personal Training	6	12	-6
Microsoft Office	5	9	-4
Consultative Sales	1	4	-4
Payroll Management	1	3	-3
Lead Generation	0	2	-2
Employee Relations	1	2	-1
Inventory Management	2	3	-1
Physiology	3	4	-1



Top 10 Certification Gaps in California

Name	Candidates	Openings	Gap
Certification in Cardiopulmonary Resuscitation (CPR)	6	14	-8
Certified Personal Trainer (CPT)	3	5	-2
Certified Strength and Conditioning Specialist (CSCS)	0	1	-1
Certified Trainer	0	1	-1
Corrective Exercise Specialist (CES)	0	1	-1
Certified Pool/Spa Operator (CPO)	0	1	0
Performance Enhancement Specialist (PES)	0	1	0
First Aid Certification	3	3	0
AFAA Personal Fitness Trainer	1	2	0
AED Essentials	4	3	1

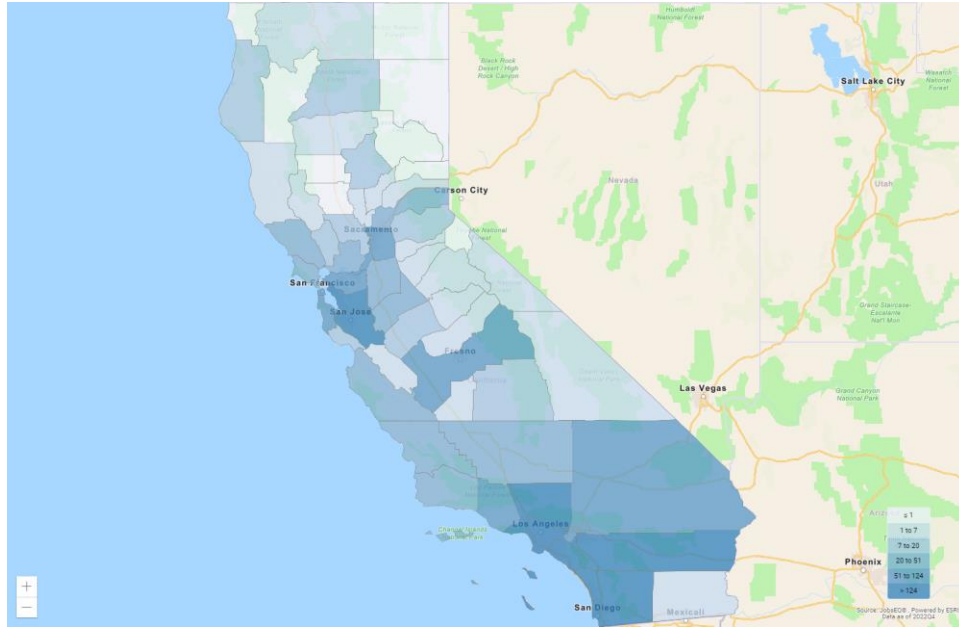
 Skill and certifications gaps can help inform employee development programs, as well as provide a comparison of the needs of regional employers to the supply.

# Occupation Gaps



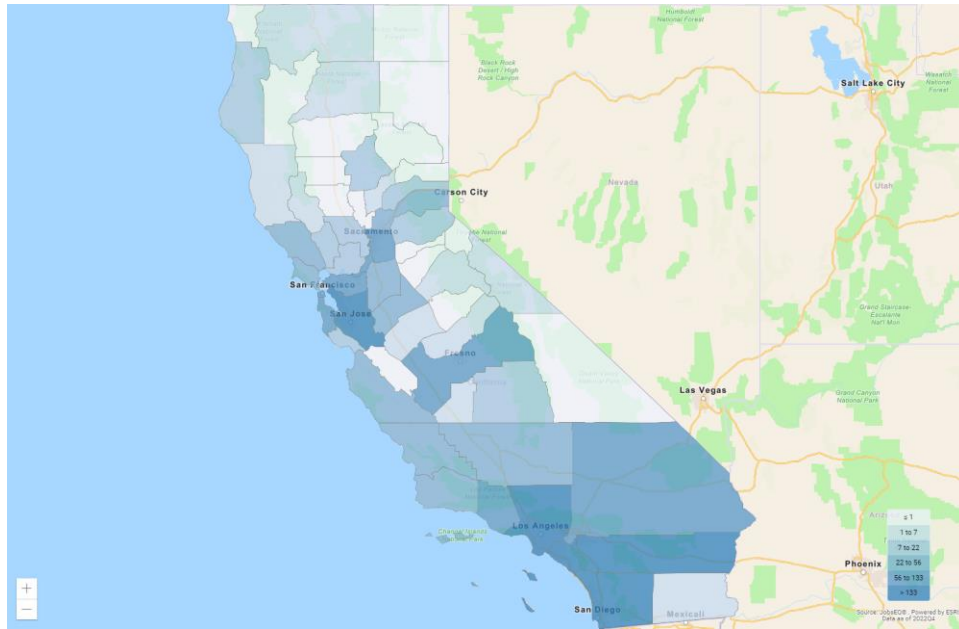
-  The above are the potential average annual gaps over 10 years. Many variables go into this analysis, but at its core it is based on a forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents. When an area, for example, has an occupation expected to grow quickly but the educational requirement for the occupation does not match well with the educational attainment of its residents, there is a high potential for an occupation shortfall in the region. Alternatively, slow-growing or contracting occupations often represent potential supply surpluses.
-  The potential supply shortfall is an underlying force that the market needs to resolve one way or another, such as by employers recruiting from further distances for these occupations, wages going up to attract more candidates, and/or increased demand and wages enticing more local residents to get training for these occupations. While this an important analysis for determining local occupation needs, the occupation gap should be considered along with other regional data including growth and separation forecasts, unemployment rates, wage trends, and award and skill gap analyses.

# Geographic Distribution



**Top Counties by Place of Work for Personal Service Managers, All Other, 2022Q4**

Region	Employment
Los Angeles County, California	814
Orange County, California	318
San Diego County, California	293
Santa Clara County, California	161
Riverside County, California	147
Alameda County, California	124
San Francisco County, California	120
Sacramento County, California	115
San Bernardino County, California	112
Contra Costa County, California	74



**Top Counties by Place of Residence for Personal Service Managers, All Other, 2022Q4**

Region	Employment
Los Angeles County, California	815
Orange County, California	343
San Diego County, California	291
Santa Clara County, California	150
Alameda County, California	139
Riverside County, California	134
Sacramento County, California	115
San Francisco County, California	110
San Bernardino County, California	105
Contra Costa County, California	79

💡 “Place of work” employment is based upon the location of employers for these workers. “Place of residence” data refers to the home locations of the workforce, which is typically the preferred data set to use when calculating labor availability within a drive-time or radius of a potential worksite.



# California Regional Map



# Data Notes

- Occupation employment by default indicates employment by place of work. Occupation employment is as of 2022Q4 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Wages by occupation are as of 2022Q4, utilizing BLS OEWS data, imputed and brought forward by Chmura. Entry-level and experienced wages are derived from these source data, computed by Chmura.
- Industry employment is as of 2022Q4 and is based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data.
- Education and training requirements are from the BLS. Educational attainment mix and other occupation demographics data are modeled by Chmura for 2022Q4 using regional occupation employment from JobsEQ, ZCTA-level demographics data from the Census Bureau, and national occupation-demographics patterns from the BLS.
- Postsecondary awards are per the NCES and are for the 2020-2021 academic year. Any programs shown are linked with the occupation(s) being analyzed via the program-occupation crosswalk, which may not be comprehensive. Any programs shown reflect only data reported to the NCES; reporting is required of all Title IV schools. Training providers that do not report data to the NCES are not reflected.
- Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 06/27/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of August 2021. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Occupation gaps are modeled by Chmura, indicating long-term potential supply and demand mismatches in a region due, in part, to job demand and labor pool dynamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2022Q4 and modeled by Chmura based upon occupation employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendencies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.

# FAQ

## What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is annual demand?

Annual demand is a of the sum of the annual projected growth demand and separation demand. Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.