Occupation Report

Personal Service Managers

Sacramento-Roseville-Folsom, CA MSA

Occupation Snapshot

6-Digit Occupation	Empl	Avg Mean Wages	LQ	3-Year Empl Change	Annual Demand	Forecast Ann Growth
Personal Service Managers, All Other	182	$55,800	2.66	53	19	1.8%
Funeral Home Managers	58	$78,500	0.53	10	5	1.1%
Personal Service Managers	**240**	**$61,300**	**1.34**	**63**	**24**	**1.7%**
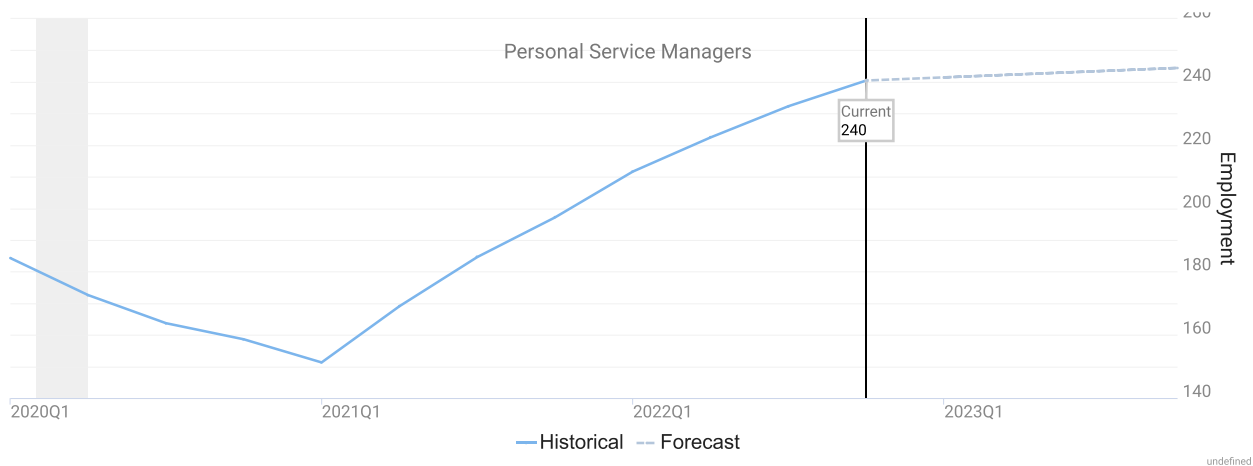
"Annual Demand" is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.

"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	44.5%	107	91	19	111
Death Care Services	23.8%	57	48	7	54
Other Amusement and Recreation Industries	8.7%	21	18	4	22
Individual and Family Services	5.1%	12	11	4	15
Traveler Accommodation	2.8%	7	6	3	9
Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	2.2%	5	4	1	5
Other Personal Services	1.3%	3	3	1	4
Management of Companies and Enterprises	1.1%	3	2	0	2
Colleges, Universities, and Professional Schools	0.9%	2	2	0	2
Child Care Services	0.9%	2	2	0	2
Business, Professional, Labor, Political, and Similar Organizations	0.9%	2	2	0	2
Civic and Social Organizations	0.8%	2	2	1	3
Justice, Public Order, and Safety Activities	0.7%	2	1	0	1
Executive, Legislative, and Other General Government Support	0.7%	2	1	0	1
All Others	5.7%	14	12	2	14

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.
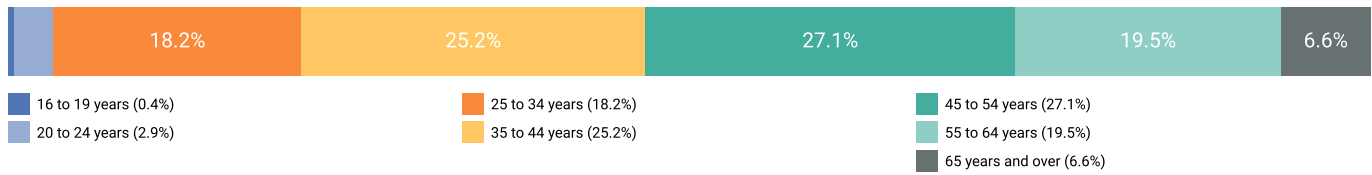
Wages

Mean				$61,300
Entry Level		$39,000		
Experienced				$72,400
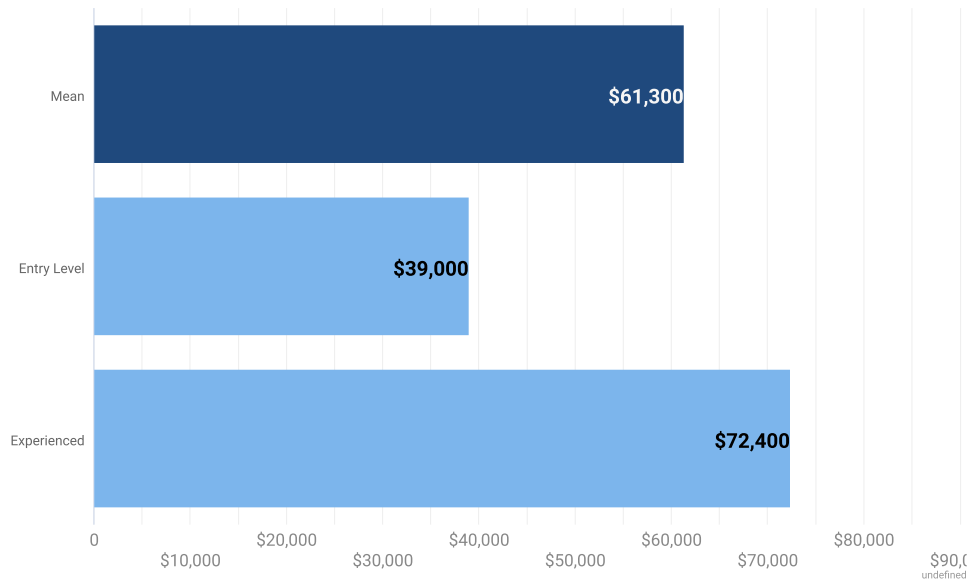
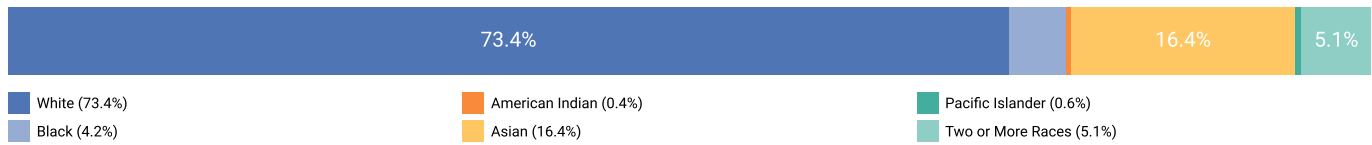| Occupation	Mean	Median	Entry Level	Experienced
Funeral Home Managers	$78,500	$75,100	$50,400	$92,600
Personal Service Managers, All Other	$55,800	$50,300	$37,300	$65,000

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.
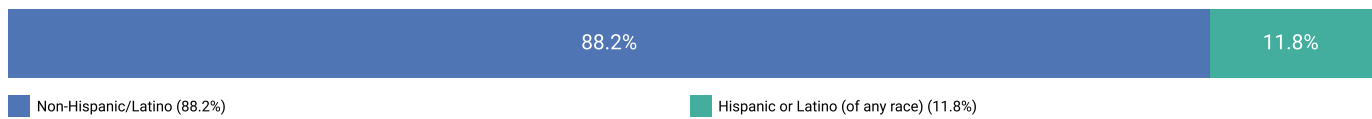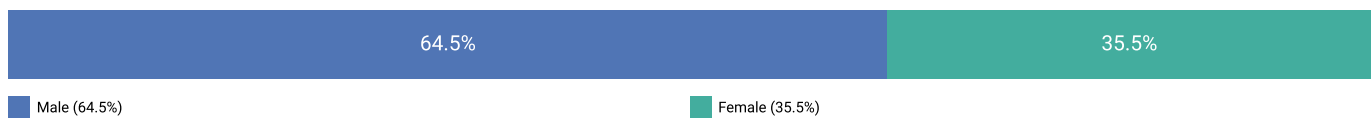
Occupation Demographics

Age

	18.2%	25.2%	27.1%	19.5%	6.6%

- 16 to 19 years (0.4%)
- 20 to 24 years (2.9%)
- 25 to 34 years (18.2%)
- 35 to 44 years (25.2%)
- 45 to 54 years (27.1%)
- 55 to 64 years (19.5%)
- 65 years and over (6.6%)

Race

73.4%		16.4%	5.1%

- White (73.4%)
- Black (4.2%)
- American Indian (0.4%)
- Asian (16.4%)
- Pacific Islander (0.6%)
- Two or More Races (5.1%)

Ethnicity

88.2%	11.8%

- Non-Hispanic/Latino (88.2%)
- Hispanic or Latino (of any race) (11.8%)

Gender

64.5%	35.5%

- Male (64.5%)
- Female (35.5%)

Education and Training Requirements

75.8%	24.2%

- Short-term OJT, no exp, no award (0.0%)
- Moderate-term OJT, no exp, no award (0.0%)
- Long-term training, no exp, no award (0.0%)
- Previous work experience, no award (75.8%)
- 2-year degree or certificate (24.2%)
- Bachelor's degree (0.0%)
- Postgraduate degree (0.0%)

Education Profile

Educational Attainment

10.4%	13.5%	8.3%	42.3%	19.3%	

- < High School (1.9%)
- High School (10.4%)
- Some College (13.5%)
- Two-Year (8.3%)
- Four-Year (42.3%)
- Master's (19.3%)
- PhD (4.3%)
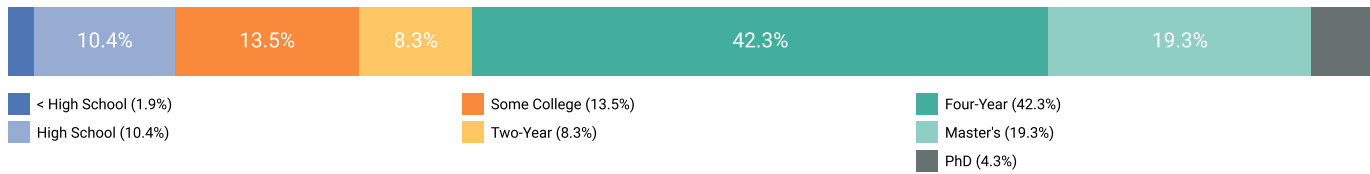
Occupation	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
Personal Service Managers, All Other	High school diploma or equivalent	Less than 5 years	None
Funeral Home Managers	Associate's degree	Less than 5 years	None

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

Program	Awards
American River College	
Business Administration and Management, General	294
Funeral Service and Mortuary Science, General	20
Small Business Administration/Management	18
California State University-Sacramento	
Business Administration and Management, General	1,188
Cosumnes River College	
Business Administration and Management, General	224
Small Business Administration/Management	12
Folsom Lake College	
Business Administration and Management, General	176
Sacramento City College	
Business Administration and Management, General	207
Sierra College	
Business Administration and Management, General	369
Small Business Administration/Management	12

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 the Sacramento-Roseville-Folsom, CA MSA, the sampling above identifies those most linked to Personal Service Managers. For a complete list see JobsEQ®, http://www.chmuraecon.com/jobseq

RTI (Job Postings)

Active Job Ads by Date

■ Jul 11, 2022 to Jul 2, 2023   □ Jul 12, 2021 to Jul 3, 2022
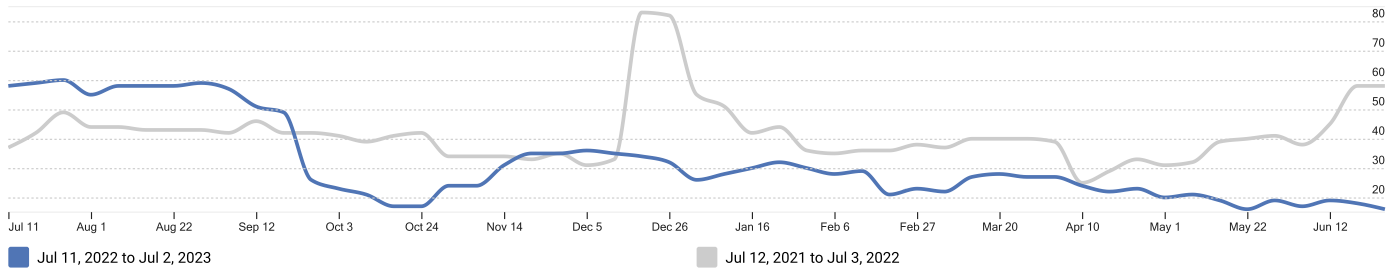
Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

Occupations

SOC	Occupation	Active Job Ads	
11-9179.02	Spa Managers	131	
11-9179.01	Fitness and Wellness Coordinators	24	
11-9171.00	Funeral Home Managers	6	

Locations

Location	Active Job Ads	
96161	10	
Roseville, California	10	
Sacramento, California	8	
Folsom, CA 95630	7	
Sacramento, CA 95825	6	
Rancho Cordova, California	5	
West Sacramento, California	5	
Antelope, CA 95843	4	
Cameron Park, California	4	
Fair Oaks, CA 95628	4	

Employers

Employer Name	Active Job Ads	
Great Clips	51	
California Sun	38	
THE RITZ-CARLTON	7	
9Round	5	
California Family Fitness	5	
JCPenney	4	
Supercuts	4	
Crunch Fitness	3	
Folsom	3	
Kaitlyn Larson	2	

Hard Skills

Skill Name	Active Job Ads	
Teaching/Training, Job	22	
Ability to Lift 21-30 lbs.	20	
Personal Training	8	
Hospitality	7	
Microsoft Excel	7	
Sales	7	
JavaScript	6	
Microsoft Office	6	
Payroll Management	6	
Ability to Lift 41-50 lbs.	5	

Job Titles

Job Title	Active Job Ads	
Assistant Salon Manager	27	
Salon Manager	25	
Spa Consultant	22	
Spa Director	15	
Spa Manager	5	
Spa Support Tech (Sst)	5	
Manager	4	
Regional Personal Training Director - Instant Hire	3	
Salon Coordinator	3	
Spa Curator	3	

Education Levels

Minimum Education Level	Active Job Ads	
High school diploma or equivalent	28	
Bachelor's degree	16	
Associate's degree	2	
Unspecified/other	115	

Programs

Program Name	Active Job Ads	
Exercise Science	2	
Business	1	
Business Administration	1	
Exercise Physiology	1	
Hospitality Management	1	
Hotel And Restaurant Management	1	
Kinesiology	1	
Management	1	

Top Skill and Certification Gaps

Top 10 Skill Gaps in Sacramento-Roseville-Folsom, CA MSA

Name	Candidates	Openings	Gap
Payroll Management	0	1	-1
Hospitality	0	1	-1
Personal Training	1	0	1
Automated External Defibrillators (AED)	1	0	1
Microsoft Word	1	0	1
Spanish	2	0	1
Sales	2	1	1
Microsoft Office	2	1	1
Microsoft Excel	4	1	3

Top 10 Certification Gaps in Sacramento-Roseville-Folsom, CA MSA

| Name	Candidates	Openings	Gap
AFAA Personal Fitness Trainer	1	0	0

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

Supply Deficit | Supply Surplus

Personal Service Managers, All Other ($55,800)

-2
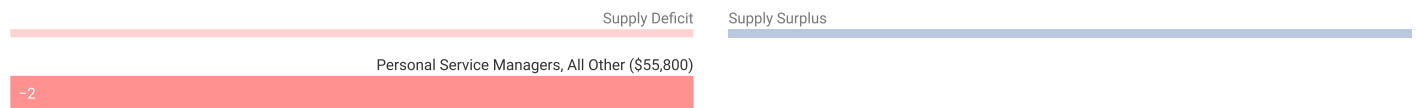
The above are the potential average annual gaps over 10 years. Many variables go into this analysis, but at its core it is based on a forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents. When an area, for example, has 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
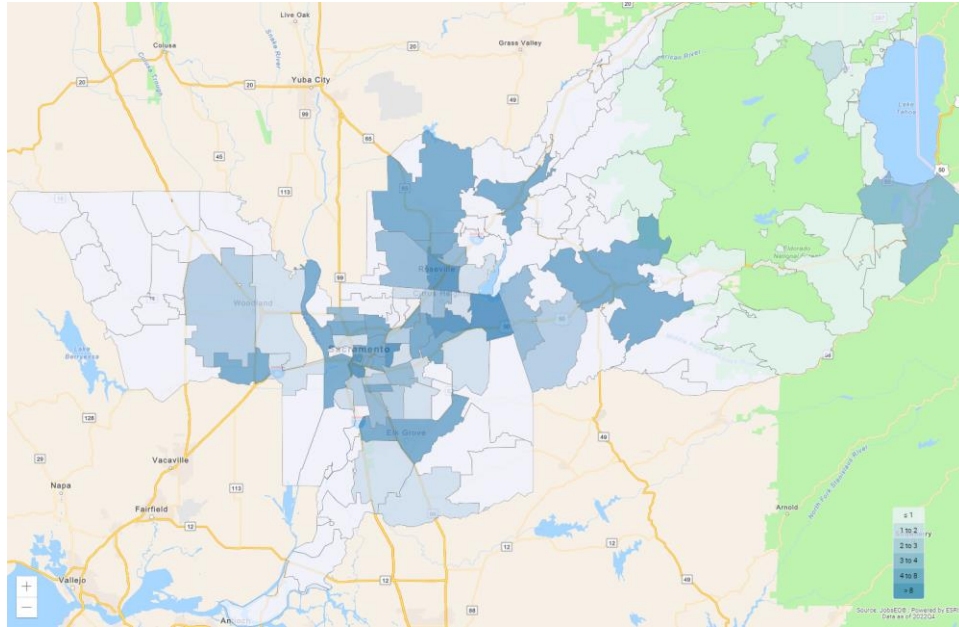
Top ZCTAs by Place of Work for Personal Service Managers, 2022Q4

Region	Employment
ZCTA 95630	12
ZCTA 95818	10
ZCTA 95661	10
ZCTA 95825	10
ZCTA 95678	9
ZCTA 95814	9
ZCTA 95628	8
ZCTA 95819	7
ZCTA 95624	7
ZCTA 95758	6

Top ZCTAs by Place of Residence for Personal Service Managers, 2022Q4

Region	Employment
ZCTA 95630	26
ZCTA 95747	16
ZCTA 95835	16
ZCTA 95762	15
ZCTA 95818	14
ZCTA 95765	14
ZCTA 95816	12
ZCTA 95831	12
ZCTA 95661	11
ZCTA 95628	9

"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.

Sacramento-Roseville-Folsom, CA MSA 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 07/06/2023 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 dyanamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2022Q4 and modeled by Chmura based upon occuaption employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendancies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.

Region Definition

Sacramento-Roseville-Folsom, CA MSA is defined as the following counties:

El Dorado County, California

Sacramento County, California

Placer County, California

Yolo County, California

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.