

Personal and Laundry Services in Hampden County, MA

MassHire Hampden County Workforce Board



1441 Main Street Suite 133
Springfield, Massachusetts 01103

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What is Emsi Data?

Emsi data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Emsi data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Report Parameters

1 Industry

812	Personal and Laundry Services
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1 County

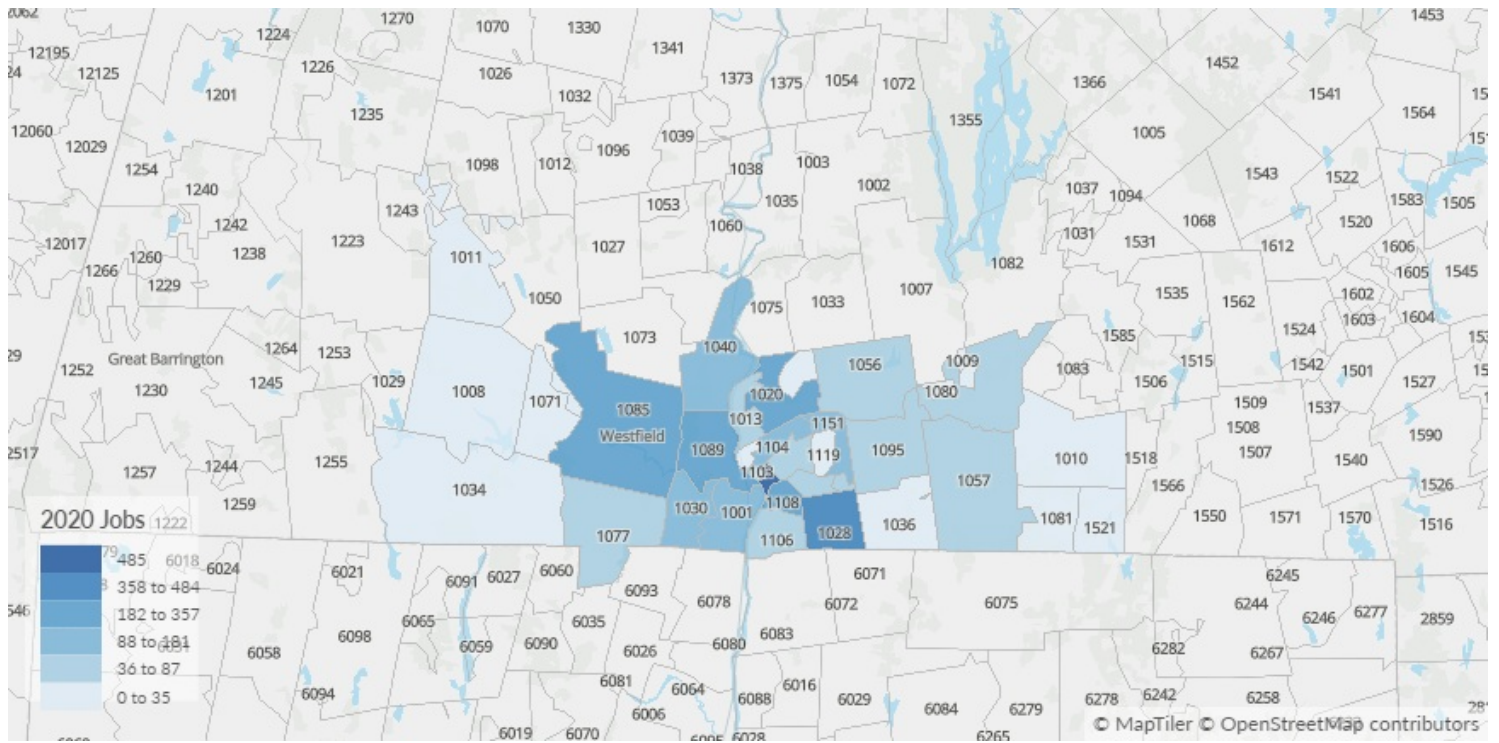
25013	Hampden County, MA
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Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

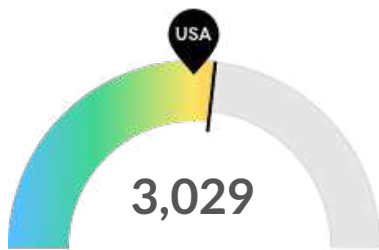
The information in this report pertains to the chosen industry and geographical area.

Workforce Map



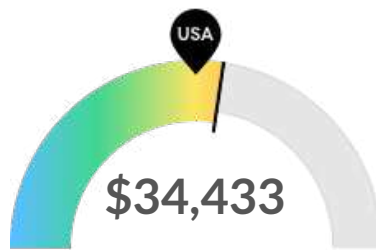
Executive Summary

Aggressive Hiring Competition Over an Average Supply of Regional Talent



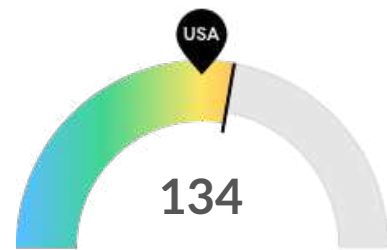
Supply (Jobs)

Hampden County, MA is about average for this kind of talent. The national average for an area this size is 2,731* employees, while there are 3,029 here.



Earnings Per Job

Earnings per job are about the same as the national average. The national average salary for Personal and Laundry Services in an area this size is \$34,064, while in Hampden County, MA it is \$34,433. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.



Demand (Job Postings)

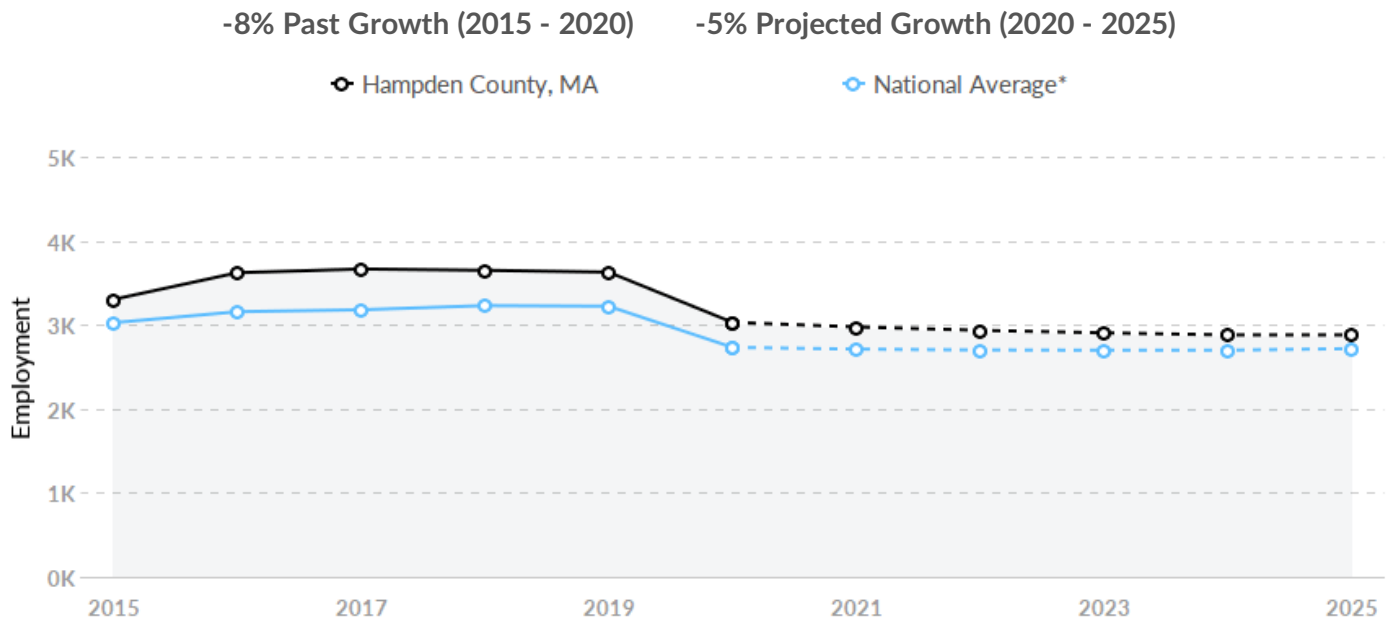
Competition from online job postings is high in Hampden County, MA. The national average for an area this size is 114* job postings/mo, while there are 134 here.

*National average values are derived by taking the national value for Personal and Laundry Services and scaling it down to account for the difference in overall workforce size between the nation and Hampden County, MA. In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

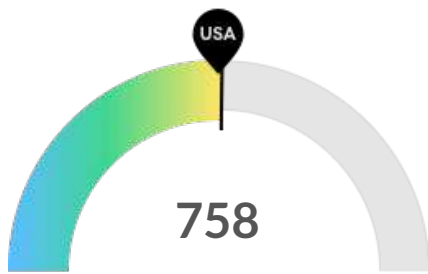
Supply Is Higher Than the National Average

The regional vs. national average employment helps you understand if the supply of Personal and Laundry Services is a strength or weakness for Hampden County, MA, and how it is changing relative to the nation. An average area of this size would have 2,731* employees, while there are 3,029 here. This higher than expected supply may make it easier to find candidates. The gap between expected and actual employment is projected to narrow over the next 5 years.



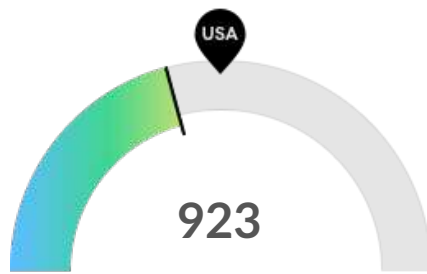
*National average values are derived by taking the national value for Personal and Laundry Services and scaling it down to account for the difference in overall workforce size between the nation and Hampden County, MA. In other words, the values represent the national average adjusted for region size.

Retirement Risk Is About Average, While Overall Diversity Is Low



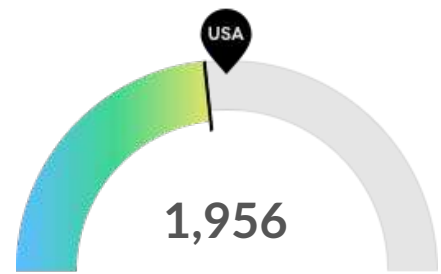
Retiring Soon

Retirement risk is about average in Hampden County, MA. The national average for an area this size is 746* employees 55 or older, while there are 758 here.



Racial Diversity

Racial diversity is low in Hampden County, MA. The national average for an area this size is 1,190* racially diverse employees, while there are 923 here.



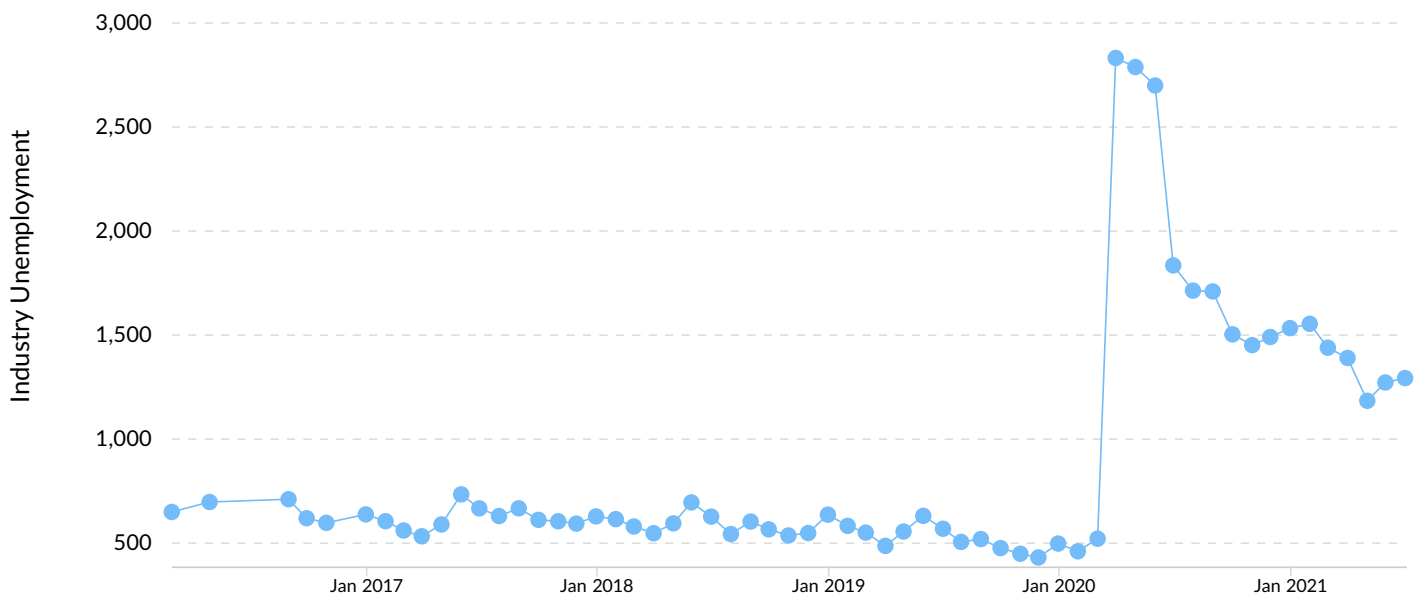
Gender Diversity

Gender diversity is about average in Hampden County, MA. The national average for an area this size is 2,161* female employees, while there are 1,956 here.

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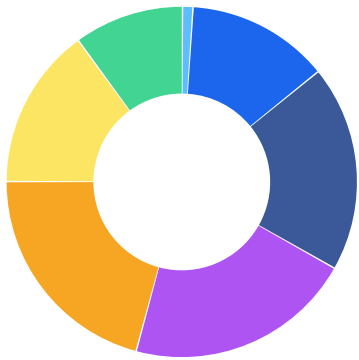
Unemployment Rate Trends

Unemployment shown at the 2-digit sector level.



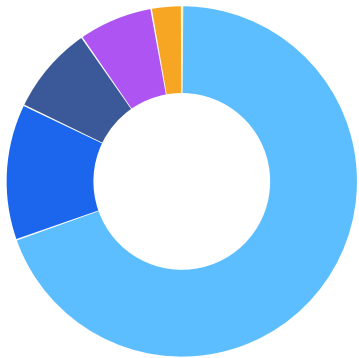
Demographic Details

Industry Age Breakdown



	% of Jobs	Jobs
14-18	1.0%	29
19-24	13.1%	398
25-34	19.0%	576
35-44	21.0%	636
45-54	20.8%	631
55-64	14.9%	452
65+	10.1%	306

Industry Race/Ethnicity Breakdown



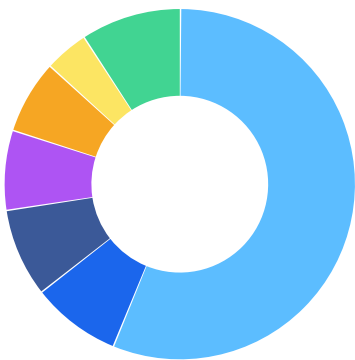
	% of Jobs	Jobs
White	69.5%	2,106
Hispanic or Latino	12.6%	380
Black or African American	8.2%	248
Asian	6.9%	208
Two or More Races	2.8%	84
American Indian or Alaska Native	0.1%	3
Native Hawaiian or Other Pacific Islander	0.0%	0

Industry Gender Breakdown



	% of Jobs	Jobs
Males	35.4%	1,073
Females	64.6%	1,956

Most Jobs are Found in the Personal Care and Service Occupations Industry Sector



Occupation	% of Industry in Occupation (2020)
Personal Care and Service Occupations	56.1%
Transportation and Material Moving Occupations	8.3%
Production Occupations	8.2%
Healthcare Support Occupations	7.4%
Office and Administrative Support Occupations	6.8%
Sales and Related Occupations	4.1%
Other	9.3%

Demand



77 Employers Competing

All employers in the region who posted for this job over the last 12 months.



689 Unique Job Postings

The number of unique postings for this job over the last 12 months.



34 Day Median Duration

Posting duration is 5 days longer than what's typical in the region.

Top Companies	Unique Postings
Pathlight Inc	220
Great Clips, Inc.	129
Massage Envy	71
Unifirst Corporation	47
Valet Park of America	31

Top Job Titles	Unique Postings
Hair Stylists	116
Massage Therapists	51
Individual Support Specialists	39
Direct Support Professionals	28
Direct Support Professionals/Ca...	14

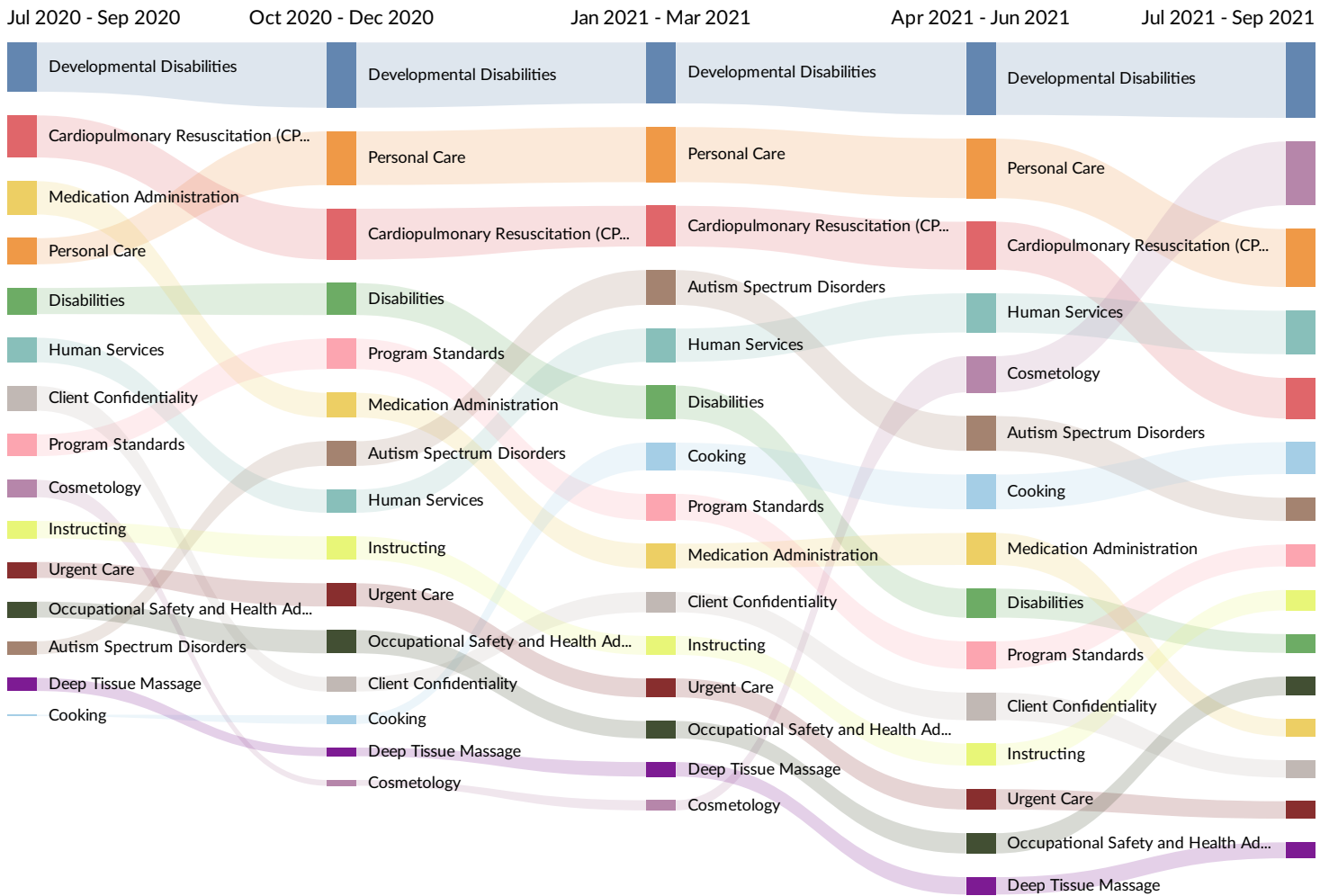
Industry Gain and Drain

Reliable Gain and Drain information is not available for the currently selected industry.

What skills are they posting for?

Top 15 Skills for All Job Types by Quarter

Skills help us understand the direction an industry is headed.



Gross Regional Product (GRP)

\$175.1M

Earnings (2020)

\$9.8M

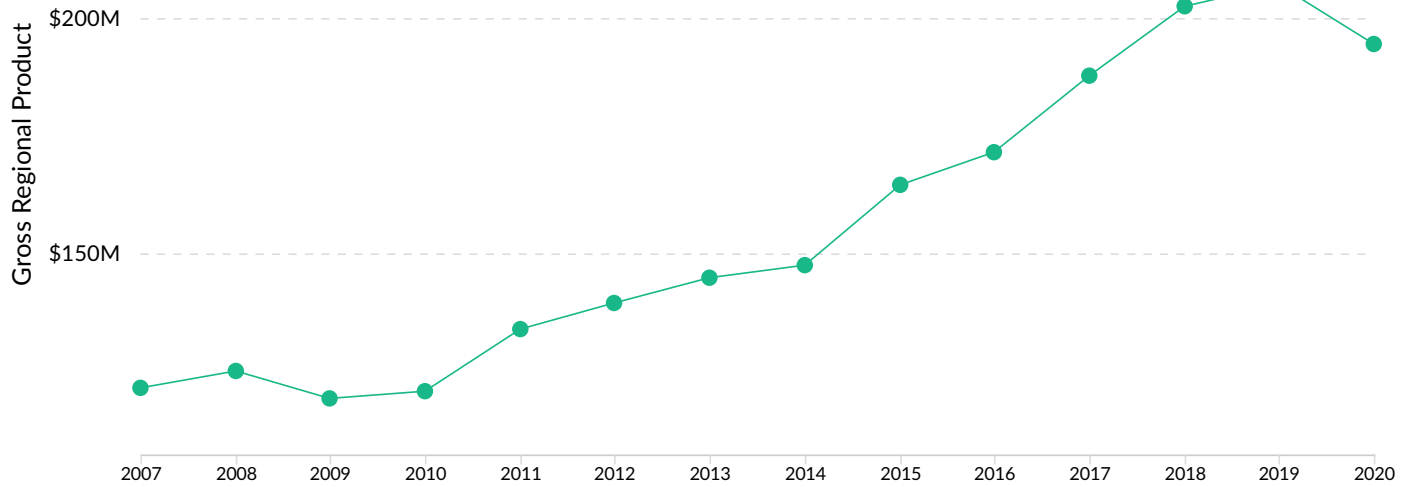
Property Income
(2020)

\$9.5M

Taxes (2020)

\$194.5M

Total GRP (2020)



Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Internet Publishing and Broadcasting and Web Search Portals	\$124,977	\$8,892,772	\$9,017,749
Corporate, Subsidiary, and Regional Managing Offices	\$3,089,313	\$2,851,689	\$5,941,003
Lessors of Residential Buildings and Dwellings	\$3,847,195	\$72,916	\$3,920,111
Offices of Real Estate Agents and Brokers	\$1,590,047	\$1,472,016	\$3,062,063
Lessors of Nonresidential Buildings (except Miniwarehouses)	\$2,553,222	\$14,029	\$2,567,251