




### Personal Services Industry Profile in Southeast Minnesota

There were **299 personal services establishments** providing **1,934 jobs** in the 11 counties of Southeast Minnesota through the 3<sup>rd</sup> quarter of 2019, according to data from DEED’s Quarterly Census of Employment & Wages program. That is about **0.8% of total employment** in the region. In addition to covered employment, there is a significant amount of self-employment in personal services, accounting for **2,994 firms** and over **\$78 million** in total sales receipts, an average of \$25,244 sales per firm (see Table 1).

Table 1. Southeast Employment Statistics		Qtr. 1 – Qtr. 3 2019 Data				Self-Employed		
NAICS Code	NAICS Industry Title	Number of Firms, Q1-Q3	Number of Jobs, Q1-Q3	Total Payroll, Q1-Q3	Avg. Annual Wage, Q1-Q3	Number of Firms, 2017	Total Receipts, (\$1000s)	Average Sales 2017
0	Total, All Industries	12,623	245,829	\$9,631,049,891	\$52,208	32,757	\$1,499,088	\$46,940
<b>812</b>	<b>Personal and Laundry Services</b>	<b>299</b>	<b>1,934</b>	<b>\$37,782,850</b>	<b>\$26,000</b>	<b>2,994</b>	<b>\$78,279</b>	<b>\$25,244</b>
8121	Personal Care Services	180	998	\$18,176,366	\$24,232	1,325	\$37,643	\$27,572
81211	Hair, Nail, and Skin Care Services	152	875	\$16,524,938	\$25,116	1,027	\$31,584	\$30,106
81219	Other Personal Care Services	28	126	\$1,651,428	\$17,957	298	\$6,059	\$18,389

*Source: DEED Quarterly Census of Employment & Wages*

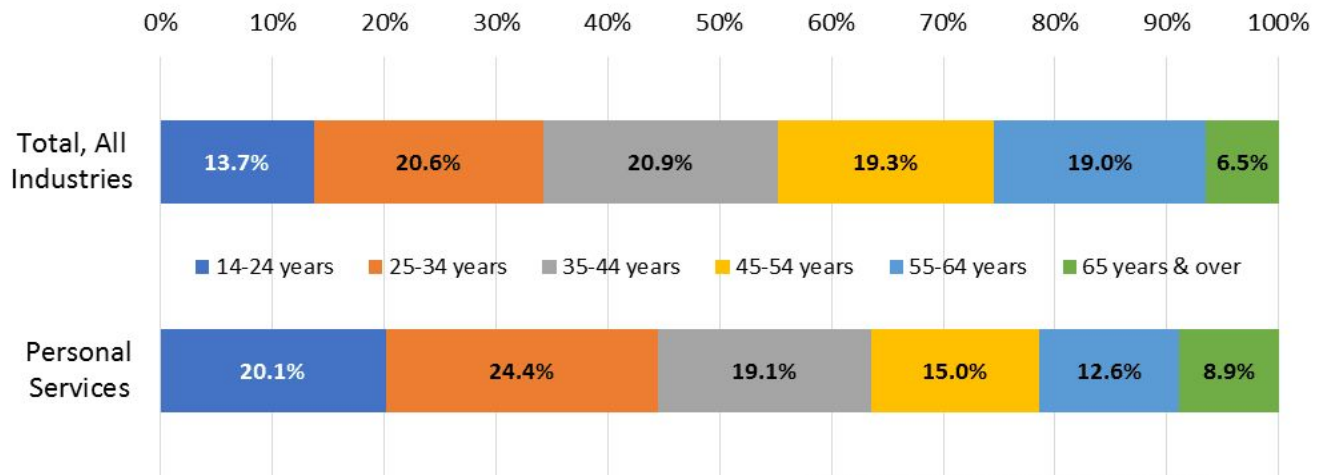
As the largest population and regional employment center, Olmsted County has the largest number of jobs in personal service industries, followed by Rice, Winona, and Steele Counties. Olmsted County also has the largest share of self-employment in personal services, followed by Rice and Goodhue Counties (see Table 2).

Table 2. Southeast Industry Employment Statistics by County, Qtr. 1 - Qtr. 3 2019	 Total, All Industries		 Personal Services			 Self-Employment		
	Number of Firms	Number of Jobs	Number of Firms	Number of Jobs	Avg. Wages	Number of Firms	Receipts (\$1000s)	Avg. Sales
Dodge Co.	460	6,018	7	11	\$20,020	126	\$3,738	\$29,667
Fillmore Co.	696	6,083	7	14	\$23,348	137	\$3,176	\$23,182
Freeborn Co.	815	12,043	20	66	\$21,476	212	\$4,782	\$22,557
Goodhue Co.	1,339	21,700	24	106	\$24,336	300	\$9,946	\$33,153
Houston Co.	433	5,164	9	24	\$12,029	130	\$3,273	\$25,177
Mower Co.	844	16,221	21	139	\$24,509	168	\$3,267	\$19,446
Olmsted Co.	3,689	100,384	105	987	\$28,132	819	\$22,835	\$27,882
Rice Co.	1,603	25,434	36	210	\$20,540	422	\$11,897	\$28,192
Steele Co.	1,000	21,547	31	161	\$29,345	241	\$5,777	\$23,971
Wabasha Co.	566	5,419	14	42	\$15,479	160	\$3,787	\$23,669
Winona Co.	1,179	24,477	25	184	\$16,641	279	\$5,801	\$20,792

*Source: DEED Quarterly Census of Employment & Wages*

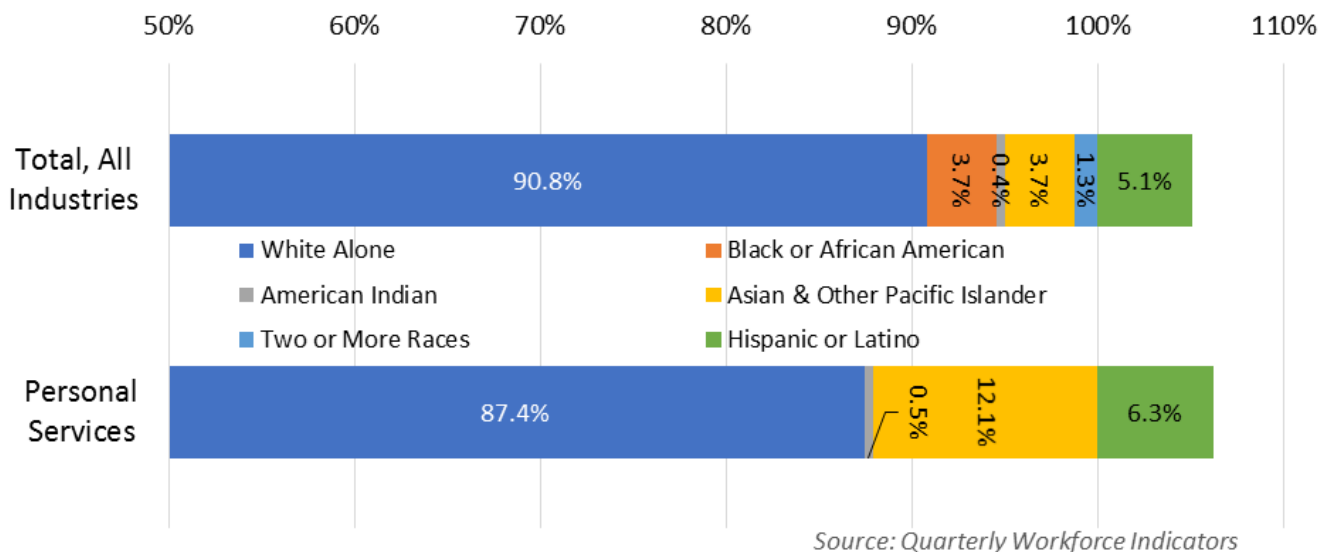
Workers in the personal services industry are slightly younger than in all other industries combined. In the second quarter of 2019, almost 45 percent of the personal service workforce in Southeast Minnesota was 34 years or younger, including almost one-quarter (24.4 percent) that were between the ages of 25 and 34. This means that there was a slightly larger percentage of people in their prime working years, from 25 to 44 years (see Figure 1).

**Figure 1. Southeast Minnesota Workforce by Age Group, Q2 2019**



Personal service workers in Southwest Minnesota were more diverse than the total of all industries combined. In the second quarter of 2019, the share of workers of other race groups and origins was greater among Asian and Other Pacific Islander and those identifying as Hispanic or Latino in the personal service industry than that for the total of all industries (see Figure 2 – please note that the numbers add up to more than 100% because Hispanic or Latino is an ethnicity rather than a race).

**Figure 2. WDB 6 - Southwest Minnesota Workforce by Race or Origin, Q2 2019**



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