

Personal Services Industry Profile in WDB 15 – Ramsey County

There were **239 personal care services establishments** providing **1,508 jobs** in Ramsey County through the 3rd quarter of 2019, according to data from DEED’s Quarterly Census of Employment & Wages program. In addition to covered employment, there is a significant amount of self-employment in personal care services, accounting for **1,267 firms** in Ramsey County and more than \$33.5 million in total sales receipts, for an average of \$26,469 sales per firm (Table 1).

Table 1. WDB 15 - Employment Statistics		Qtr. 3 2019 Data				Self-Employed		
NAICS Code	NAICS Industry Title	Number of Firms	Number of Jobs	Total Payroll	Avg. Annual Wage	Number of Firms, 2017	Total Receipts, (\$1000s)	Avg. Sales, 2017
0	Total, All Industries	14,148	335,821	\$5,219,299,433	\$62,140	38,768	\$1,652,926	\$42,636
8121	Personal Care Services	239	1,508	\$10,397,841	\$27,560	1,267	\$33,536	\$26,469
81211	Hair, Nail, & Skin Care Services	189	1,201	\$8,602,792	\$28,652	966	\$26,644	\$27,582
81219	Other Personal Care Services	50	306	\$1,795,049	\$23,452	301	\$6,892	\$22,897

Source: DEED Quarterly Census of Employment & Wages, U.S. Census Bureau Nonemployer Statistics

Table 2 breaks down covered employment for the total of all industries and personal care services for the Seven-County Metro Area. Specifically, covered employment accounts for all employment at establishments covered under the Unemployment Insurance Program. Self-employment within personal services is also highlighted, as there is a significant amount of such employment within this industry sector.

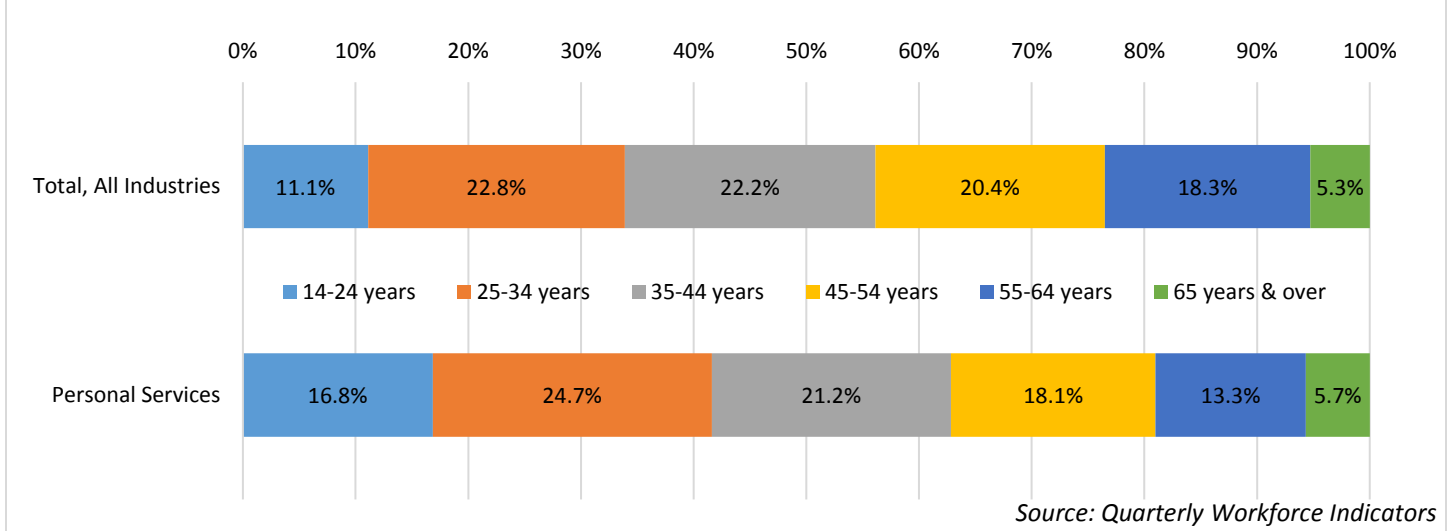
Table 2. Metro Area Industry Employment Statistics by County Qtr. 3 2019	Total, All Industries Covered Employment		Personal Care Services Covered Employment			Personal Care Services Self-Employment		
	Number of Firms	Number of Jobs	Number of Firms	Number of Jobs	Avg. Wages	Number of Firms	Receipts (\$1000s)	Avg. Sales
Anoka Co.	7,771	127,128	144	1,057	\$26,572	809	\$21,727	\$26,857
Carver Co.	2,578	40,918	54	256	\$26,104	274	\$9,020	\$32,920
Dakota Co.	10,690	190,942	221	1,595	\$28,964	955	\$28,367	\$29,704
Hennepin Co.	40,834	938,213	711	5,975	\$33,228	3,252	\$96,084	\$29,546
Ramsey Co.	14,148	335,821	239	1,508	\$27,560	1,267	\$33,536	\$26,469
Scott Co.	3,430	56,199	58	395	\$26,312	400	\$11,911	\$29,778
Washington Co.	6,056	88,590	165	1,257	\$25,636	572	\$19,045	\$33,295
St. Paul	7,289	184,033	111	651	\$29,588	-	-	-
Minneapolis	12,803	336,717	195	1,460	\$43,212	-	-	-
Metro Area	85,507	1,777,813	1,592	12,044	\$30,212	7,529	\$219,690	\$29,795
Minnesota	180,007	2,914,501	2,409	16,335	\$28,340	13,978	\$387,531	\$24,451

Source: DEED Quarterly Census of Employment & Wages, U.S. Census Bureau Nonemployer Statistics

For more information, contact Tim O’Neill, DEED’s Metro Area Regional Analyst at 651-259-7401 or email at timothy.oneill@state.mn.us.

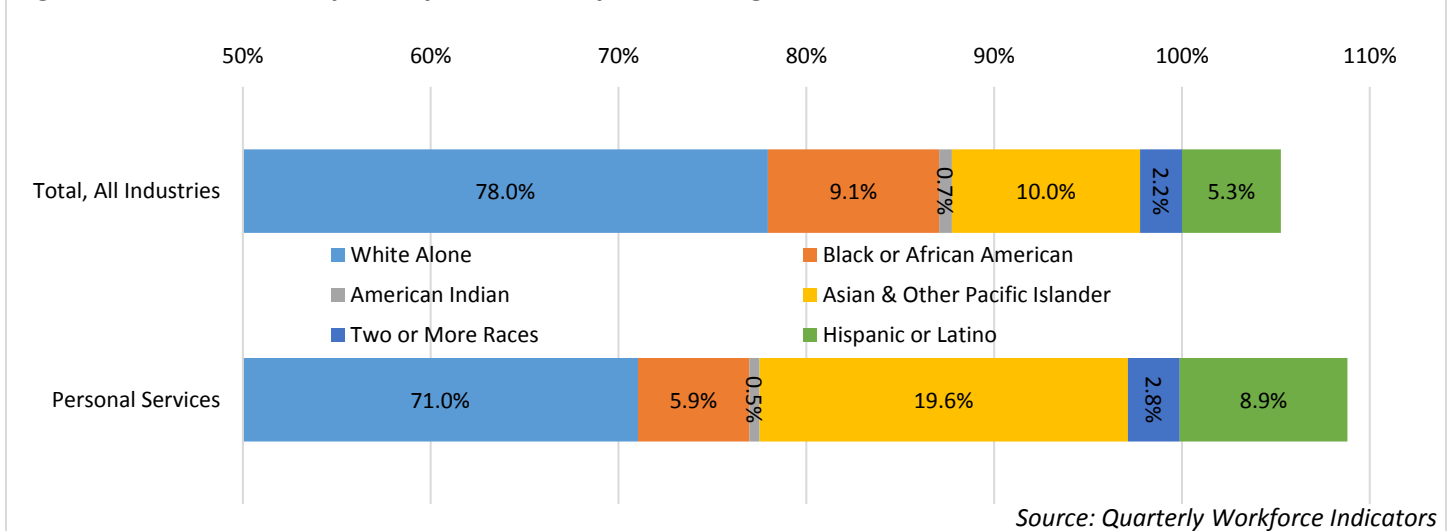
Workers in the personal services industry are slightly younger than in all other industries combined. As of 2019, over two-fifths (41.5%) of the personal service workforce in Ramsey County was younger than 35 years, as compared to about one-third (33.9%) of total workers in the county being younger than 35 years. There was a smaller share of workers in personal services 45 years of age and older (37.1%) than for the total of all workers (44.0%) in the county (Figure 1).

Figure 1. WDB 15 - Ramsey County Workforce by Age Group, 2019



Personal service workers in Ramsey County are more diverse than the total of all workers in the county. As of 2019, 29.0% of personal services workers in the county identified themselves as other than white. This was compared to 22.0% of such workers for all industries combined (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 15 - Ramsey County Workforce by Race or Origin, 2019



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