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# Openings & Expansions

**September**

Kermit Spade, Research Analyst

<table>
<thead>
<tr>
<th>Business Category</th>
<th>Business Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>Music Works Private Lesson Studio (Opening)</td>
<td>Beatrice</td>
</tr>
</tbody>
</table>
| Finance, Insurance, Real Estate, & Rental/Leasing | Edward Jones (Opening)  
                             | Modern Real Estate (Opening)                        | Fremont    
                             |                                                   | Crete      |
| Food Services                         | Buresh Catering & Meats (Expansion)                | Columbus   
                             | Mercy Meals (Expansion)                            | Norfolk    
                             | River Mill Coffee Company (Opening)                | Neligh     
                             | The Chief (Reopening)                              | Hartington  
                             | Thunderhead Brewing Co. (Opening)                  | West Point  
                             | Wildflower Pastries (Opening)                      | Columbus   |
| Health Care & Social Assistance        | Northpoint Recovery (Opening)                      | Omaha      |
| Information                           | Cricket Wireless (Expansion)                       | Columbus   |
| Wholesale & Retail Trade              | Andrew's Trains and Blue Fiddle Fabrics (Opening) | Sidney     
                             | Dollar General (Opening)                           | Sidney     
                             | Repurposed Cottage Boutique (Opening)              | Fairbury   
                             | Titan Machinery (Expansion)                        | Fremont    |
Women’s share of statewide employment in Nebraska’s personal and laundry services industries during the third quarter of 2020. (3)

Overall employment growth projected in Nebraska for personal care and service occupations from 2018 to 2028. Employment of personal care aides is expected to increase 19.6% during this time period, while jobs for fitness trainers and aerobics instructors should increase by 14.7%, nonfarm animal caretakers by 14.1%, and amusement and recreation attendants by 12.8%. (5)
### Employment and Wages in Nebraska for Selected Production Occupations, Q2 2021

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Estimated Employment (May 2020)</th>
<th>Average Hourly Wage (Q2 2021)</th>
<th>Average Annual Wage (Q2 2021)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Personal Care &amp; Service Occupations</strong> (Occupation Group Overall, All Industries)</td>
<td>19,620</td>
<td>$14.99</td>
<td>$31,189</td>
</tr>
<tr>
<td>Childcare Workers</td>
<td>6,940</td>
<td>$12.69</td>
<td>$26,411</td>
</tr>
<tr>
<td>Hairdressers, Hairstylists, &amp; Cosmetologists</td>
<td>2,250</td>
<td>$16.98</td>
<td>$35,321</td>
</tr>
<tr>
<td>Exercise Trainers &amp; Group Fitness Instructors</td>
<td>2,040</td>
<td>$19.83</td>
<td>$41,239</td>
</tr>
<tr>
<td>Recreation Workers</td>
<td>1,630</td>
<td>$15.08</td>
<td>$31,372</td>
</tr>
<tr>
<td>Animal Caretakers</td>
<td>1,530</td>
<td>$14.32</td>
<td>$29,785</td>
</tr>
<tr>
<td>Amusement &amp; Recreation Attendants</td>
<td>1,480</td>
<td>$11.65</td>
<td>$24,234</td>
</tr>
<tr>
<td>First-Line Supervisors of Personal Service &amp; Entertainment &amp; Recreation Workers, Except Gambling Services</td>
<td>920</td>
<td>$19.91</td>
<td>$41,419</td>
</tr>
<tr>
<td>Ushers, Lobby Attendants, &amp; Ticket Takers</td>
<td>440</td>
<td>$12.60</td>
<td>$26,204</td>
</tr>
<tr>
<td>Residential Advisors</td>
<td>420</td>
<td>$18.65</td>
<td>$38,780</td>
</tr>
<tr>
<td>Crematory Operators &amp; Personal Care &amp; Service Workers, All Other</td>
<td>360</td>
<td>$12.91</td>
<td>$26,833</td>
</tr>
</tbody>
</table>

Table Source: Nebraska Department of Labor. Occupational Employment and Wage Statistics (OES) program. Q2 2021.

Nebraskans’ per capita personal consumption expenditures on services in 2019. This figure includes spending on housing and utilities, health care services, transportation services, recreation services, food services and accommodations, financial services and insurance, and other services. (7)

Sources:

The personal care services industry is comprised of barber shops, beauty salons, nail salons, diet and weight reducing centers, and other personal care services. The ‘other personal care services’ category includes services such as day spas, tanning salons, massage parlors, and tattoo parlors. (1)

Nebraska had a higher number of establishments per 100,000 than most of its neighboring states; only Colorado had a higher ranking of #8 (5,773,714 residents; 53.5 establishments per 100,000). Nationwide, there were 41.7 personal care establishments per 100,000 U.S. residents (331,449,281 total), which employed 617,083 workers, as of the first quarter of 2021. (2; 3)
The states with the highest number of establishments per 100,000 residents were mostly found in the Northeast. New Jersey had the most personal and care services businesses per 100,000 (9,288,994 residents; 75.1 establishments per 100,000), with Connecticut coming in second (3,605,944 residents; 67.4 establishments per 100,000). In third place was New York (20,201,249 residents; 63.2 establishments per 100,000). Pennsylvania ranked #4 (13,002,700 residents; 58.5 establishments per 100,000), and Massachusetts came in at #5 (7,029,917 residents; 58.5 establishments per 100,000). (2)

The states with the lowest number of personal care services establishments per 100,000 residents were primarily found in the Southern half of the United States. Mississippi had the fewest (2,961,279 residents; 18.9 establishments per 100,000), followed by West Virginia (1,793,716 residents; 20.1 establishments per 100,000) and Arkansas (3,011,524 residents; 24 establishments per 100,000). Oklahoma (3,959,353 residents; 24.9 establishments per 100,000) and New Mexico (2,117,522 residents; 25.1 establishments per 100,000) rounded out the bottom five. (2)

Sources:
The personal care and service occupational group includes a variety of jobs that provide valuable services to individuals, including those related to childcare; fitness and recreation; hair, skin, and nail care; and funeral arrangements. As of May 2020, there were 19,620 personal care and service workers employed throughout Nebraska.

**Employment Trends**

The state's top personal care and service occupations by total employment were (1):

- childcare workers (6,940 workers statewide)
- hairdressers, hairstylists, and cosmetologists (2,250)
- exercise trainers and group fitness instructors (2,040)
- recreation workers (1,630)
- animal caretakers (1,530)
- amusement and recreation attendants (1,480)
- first-line supervisors of personal service and entertainment and recreation workers, except gambling services (920)
- ushers, lobby attendants, and ticket takers (440)
- residential advisers (420)
Between 2018 and 2028, the Nebraska Department of Labor (NDOL) projects that statewide employment of all personal care and service occupations will grow by 3,337, for a 9.0% increase in total employment over this ten-year period. The specific personal care and service occupations with the highest levels of projected growth from 2018 to 2028 are shown in the table. (2)

Projected Employment Growth for Personal Care and Service Occupations in Nebraska, 2018 - 2028

<table>
<thead>
<tr>
<th>Occupation Title</th>
<th>2018 Est. Employment</th>
<th>2028 Projected Employment</th>
<th># Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Care &amp; Service Occupations (Occupational Group Overall)</td>
<td>37,131</td>
<td>40,468</td>
<td>3,337</td>
<td>+9.0%</td>
</tr>
<tr>
<td>Personal Care Aides</td>
<td>7,133</td>
<td>8,534</td>
<td>1,401</td>
<td>+19.6%</td>
</tr>
<tr>
<td>Fitness Trainers &amp; Aerobics Instructors</td>
<td>2,909</td>
<td>3,337</td>
<td>428</td>
<td>+14.7%</td>
</tr>
<tr>
<td>Nonfarm Animal Caretakers</td>
<td>1,833</td>
<td>2,091</td>
<td>258</td>
<td>+14.1%</td>
</tr>
<tr>
<td>Amusement &amp; Recreation Attendants</td>
<td>918</td>
<td>1,035</td>
<td>117</td>
<td>+12.8%</td>
</tr>
<tr>
<td>Animal Trainers</td>
<td>377</td>
<td>421</td>
<td>44</td>
<td>+11.7%</td>
</tr>
<tr>
<td>Baggage Porters &amp; Bellhops</td>
<td>149</td>
<td>165</td>
<td>16</td>
<td>+10.7%</td>
</tr>
<tr>
<td>Skincare Specialists</td>
<td>409</td>
<td>452</td>
<td>43</td>
<td>+10.5%</td>
</tr>
<tr>
<td>Locker Room, Coatroom, &amp; Dressing Room Attendants</td>
<td>83</td>
<td>91</td>
<td>8</td>
<td>+9.6%</td>
</tr>
<tr>
<td>First-Line Supervisors of Personal Service Workers</td>
<td>1,414</td>
<td>1,545</td>
<td>131</td>
<td>+9.3%</td>
</tr>
<tr>
<td>Personal Care &amp; Service Workers, All Other</td>
<td>261</td>
<td>285</td>
<td>24</td>
<td>+9.2%</td>
</tr>
<tr>
<td>Costume Attendants</td>
<td>11</td>
<td>12</td>
<td>1</td>
<td>+9.1%</td>
</tr>
<tr>
<td>Tour &amp; Travel Guides</td>
<td>275</td>
<td>299</td>
<td>24</td>
<td>+8.7%</td>
</tr>
<tr>
<td>Entertainment Attendants &amp; Related Workers, All Other</td>
<td>12</td>
<td>13</td>
<td>1</td>
<td>+8.3%</td>
</tr>
<tr>
<td>Residential Advisors</td>
<td>354</td>
<td>383</td>
<td>29</td>
<td>+8.2%</td>
</tr>
<tr>
<td>Concierges</td>
<td>162</td>
<td>173</td>
<td>11</td>
<td>+6.8%</td>
</tr>
<tr>
<td>Recreation Workers</td>
<td>1,595</td>
<td>1,701</td>
<td>106</td>
<td>+6.7%</td>
</tr>
<tr>
<td>Manicurists &amp; Pedicurists</td>
<td>460</td>
<td>489</td>
<td>29</td>
<td>+6.3%</td>
</tr>
<tr>
<td>Hairdressers, Hairstylists, &amp; Cosmetologists</td>
<td>3,941</td>
<td>4,138</td>
<td>197</td>
<td>+5.0%</td>
</tr>
<tr>
<td>Childcare Workers</td>
<td>12,720</td>
<td>13,190</td>
<td>470</td>
<td>+3.7%</td>
</tr>
<tr>
<td>Ushers, Lobby Attendants, &amp; Ticket Takers</td>
<td>688</td>
<td>713</td>
<td>25</td>
<td>+3.6%</td>
</tr>
<tr>
<td>Barbers</td>
<td>374</td>
<td>385</td>
<td>11</td>
<td>+2.9%</td>
</tr>
</tbody>
</table>


A few jobs within the personal care and service occupational group are projected to decline in total employment during the decade between 2018 and 2028. These include motion picture projectionists (-6 jobs; -12.2%); gaming and sports book writers and runners (-19 jobs; -4.8%); and morticians, undertakers, and funeral directors (-5 jobs; -1.5%). (2)
Wages

The overall average statewide, all-industries wage for Nebraska workers in the personal care and service occupational group was $31,189 in the second quarter of 2021. Broken down into specific occupations, Nebraska’s highest earners within this occupational group were (1):

- morticians, undertakers, and funeral arrangers (average annual wage of $65,323)
- costume attendants ($49,609)
- barbers ($42,588)
- first-line supervisors of gambling services workers ($42,158)
- first-line supervisors of personal service and entertainment and recreation workers, except gambling services ($41,419)
- exercise trainers and group fitness instructors ($41,239)

H3-High Wage, High Skill, High Demand

As of 2020 calculations, one personal care and service occupation met NDOL’s criteria to be classified as ‘H3’—high wage, high skill, high demand. Occupations are ‘high wage’ when at least half of their wage measures are at or above the regional average for all occupations. Occupations that require some college, no degree or a higher level of educational attainment are ‘high skill,’ as well as occupations that require a high school diploma or equivalent plus long-term on-the-job training, an apprenticeship, or internship/residency. The number of annual openings, net change in employment, and growth rate determine whether an occupation is ‘high demand.’ An occupation must meet all three sets of requirements to be considered an H3 occupation. (3)

The personal care and service occupation that met the H3 criteria in 2020 was skincare technicians, which typically required a postsecondary non-degree award, and exceeded the statewide average in seven out of eight wage metrics. (3) Skincare specialists “provide skincare treatments to face and body to enhance an individual’s appearance,” including electrologists and laser hair removal specialists. (4) In May 2020, there were 220 skincare specialists working in Nebraska, who earned an average hourly wage of $17.26, or $35,910 per year, as of second-quarter 2021 wage data. (1)

Sources:

Americans spent more than $110 billion on personal and clothing care services in 2020, down from a high of $177.8 billion in 2019, according to the United States Bureau of Economic Analysis (BEA). (1) The BEA defines personal consumption expenditures for ‘personal care and clothing services’ as including hairdressing salons and personal grooming establishments; clothing and footwear repair, rental, and alterations; and laundry and dry cleaning.* (2) The U.S. Bureau of Labor Statistics (BLS) groups personal care services, including hair, skin, and nail care, into the category of ‘personal care services and products,’ which also includes purchases of products such as cosmetics, razors, and hair products. (3) Predictably, spending on personal care products and services dropped across all income levels and occupation groups in 2020, according to BLS data, coinciding with COVID-19 and measures enacted in response to the pandemic. However, the Midwest region, which includes Nebraska, saw smaller declines than those observed across the nation as a whole. While nationwide spending on personal care products and services declined from an average of $786 per year in 2019 to $646 in 2020 (a 17.8% drop), the Midwest region experienced only a 6.1% decrease in this category of spending ($717 in 2019 to $673 in 2020). (4)
In Nebraska, consumers spent an annual average of $346.57 per capita on personal care and clothing services in 2019, compared to $233.61 in 2020—a drop of nearly a third. This was a more modest decrease from 2019 to 2020 than what was observed across the U.S. as a whole. Nationwide, spending on personal care and clothing services fell from an annual average of $541.77 in 2019 to $336.36 in 2020—a 37.9% decline. (1; 5)

In most years, across all income levels, consumers nationwide tended to allocate between 1.0% to about 1.5% of their total annual spending to personal care products and services. As shown in the chart below, personal care products and services tended to represent a larger share of total annual spending for consumers with lower incomes, although their amount spent on personal care was lower. This may be in part because some level of personal care expenditures (e.g., on basic toiletries, shaving supplies, etc.) are inevitable regardless of a person's level of income. However, spending on these products and services declined from 2019 to 2020 for consumers of all income levels, with decreases ranging from 11.2% for consumers who made $100,000 to $149,999 ($1,234 in 2019 to $961 in 2020) to 24.9% for consumers who made $50,000 to $69,999 ($718 in 2019 compared to $539 in 2020). (4)

Average Annual Personal Care Products and Services Spending Per Capita for Nebraska Consumers, 2010 - 2020

<table>
<thead>
<tr>
<th>Year</th>
<th>&lt;$15,000</th>
<th>$15,000-$29,999</th>
<th>$30,000-$39,999</th>
<th>$40,000-$49,999</th>
<th>$50,000-$69,999</th>
<th>$70,000-$99,999</th>
<th>$100,000-$149,999</th>
<th>$150,000-$199,999</th>
<th>$200,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$314</td>
<td>$407</td>
<td>$554</td>
<td>$533</td>
<td>$613</td>
<td>$789</td>
<td>$1,058</td>
<td>$1,443</td>
<td>$1,813</td>
</tr>
<tr>
<td>2017</td>
<td>$336</td>
<td>$482</td>
<td>$501</td>
<td>$661</td>
<td>$659</td>
<td>$836</td>
<td>$1,110</td>
<td>$1,361</td>
<td>$1,832</td>
</tr>
<tr>
<td>2018</td>
<td>$340</td>
<td>$393</td>
<td>$571</td>
<td>$603</td>
<td>$668</td>
<td>$837</td>
<td>$1,077</td>
<td>$1,353</td>
<td>$1,867</td>
</tr>
<tr>
<td>2019</td>
<td>$340</td>
<td>$428</td>
<td>$584</td>
<td>$647</td>
<td>$718</td>
<td>$841</td>
<td>$1,052</td>
<td>$1,234</td>
<td>$1,796</td>
</tr>
<tr>
<td>2020</td>
<td>$289</td>
<td>$345</td>
<td>$464</td>
<td>$495</td>
<td>$539</td>
<td>$652</td>
<td>$934</td>
<td>$961</td>
<td>$1,400</td>
</tr>
</tbody>
</table>

Managers and professionals typically spent the most on personal care products and services (a nationwide average of $893 per year in 2020) compared to other occupation groups, followed by the self-employed ($710). Operators, fabricators, and laborers spent the least in this category, at an average of $432 in 2020. The decreases seen across-the-board in 2020 were particularly pronounced among self-employed workers (a 29.6% decrease versus 2019) and those in the ‘all other (including not reporting)’ occupations category (-28.4%). (4)

Average Annual Personal Care Products and Services Spending for U.S. Consumers by Occupation Group, 2019 - 2020

As more data becomes available for 2021 and beyond, personal service workers, business owners, and economists will be watching to see how consumer spending patterns on personal and laundry services continue to evolve.

Sources:
**Economic Indicators: October**

Kermit Spade, Research Analyst

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**Initial Unemployment Claims**

Monthly Avg. Number of Claims per Week (Regular State Benefits)

- **United States Current 2021**: 266,172
- **Nebraska Current 2021**: 15,946 (NE 10-Year High: Apr. 2020)
- **1,208** Nebraska Current 2021 (NE 10-Year Low: Sept. 2019)

**Avg. Weekly Earnings**

All Private Employees Not Seasonally Adjusted

- **United States Current 2021**: $700.06 (NE 10-Year Low: June 2012)
- **$1,200** Avg. (Aug. 2021)
- **$950.90** NE 10-Year High (Aug. 2021)
- **$3,88** NE 10-Year High (Sept. 2012)

**Gas Prices**

Avg. Retail Price per Gallon (Regular-Grade Unleaded Gasoline)

- **United States Current 2021**: $3.02
- **$1,060.21** United States Current 2021
- **$600** (Regular-Grade Unleaded Gasoline)
- **$3.18** NE 10-Year High (Sept. 2012)
- **$798.11** NE 10-Year High (Aug. 2021)
- **$2.74** Nebraska Current 2021 (NE 10-Year Low: Feb. 2016)

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Average weekly earnings represents the mean pay received by workers for services performed over the course of one week. The main components affecting the retail price of gasoline are crude oil prices; costs and profits associated with refining, distribution, and marketing; fluctuations in supply and demand; and federal, state, and local taxes.

**Data Sources:**

- [Retrieved: October 2021.]

---

An initial claim is a request for determination of UI program eligibility filed by an unemployed individual following a separation from an employer. It can serve as an indicator of emerging labor market conditions in the area.

**Data Sources:** [Retrieved: October 2021.]

- [U.S.-Employment & Training Administration. Initial Claims (ICNSA).](https://fred.stlouisfed.org/series/ICNSA)

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This figure represents the average price consumers paid at the pump for a gallon of regular-grade, unleaded gasoline during the specified timeframe. The main components affecting the retail price of gasoline are crude oil prices; costs and profits associated with refining, distribution, and marketing; fluctuations in supply and demand; and federal, state, and local taxes.

**Data Sources:** [Retrieved: October 2021.]

- [NE-Nebraska Energy Office. Average Monthly Retail Motor Gasoline Prices in Nebraska. Regular Unleaded.](http://www.neo.ne.gov/statshtml/97.htm#regular_unleaded)
**Economic Indicators: October**

Kermit Spade, Research Analyst

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**Labor Force Participation Rate**
Seasonally Adjusted

The labor force is comprised of all persons age 16 and over in the civilian, noninstitutional population who are either employed or unemployed but available for work and actively seeking employment. It excludes people doing unpaid homemaking or volunteer work, retired people, and people who are not employed and not actively seeking work. The labor force participation rate measures the labor force as a percentage of the total civilian, noninstitutional population, age 16 and over.1

**Data Sources:** [Retrieved: October 2021.]

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**Consumer Price Index**
12-Month % Change
Not Seasonally Adjusted

The consumer price index (CPI) is a measure of the average change over time in the prices paid by consumers for goods and services. It is used to determine the real purchasing power of consumers’ dollars, and as a measure of inflation.6

**Data Sources:** [Retrieved: October 2021.]

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**Housing Prices**
4-Quarter % Change
Seasonally Adjusted

The housing price index (HPI) measures the movement of single-family house prices, based on purchases involving conventional mortgages purchased or securitized by Fannie Mae or Freddie Mac. "Four-quarter" change is relative to the same quarter one year earlier. HPI data are often considered useful for estimating housing affordability and projecting future changes in mortgage default rates.3

**Data Source:** [Retrieved: October 2021.]
Labor market information is updated continuously. For the latest data, contact us at 800-876-1377 or email lmi_ne@nebraska.gov.

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