



Labor Force Report

45 minute drive time from River Falls, Wisconsin

Total Establishments		
	TOTAL	
Total Establishments	78,615	

Total Employees		
	TOTAL	
Total Employees	978,056	

Total Establishments by # of Employees		
	TOTAL	%
1-4 Employees	51,239	65.18
5-9 Employees	13,007	16.55
10-19 Employees	7,238	9.21
20-49 Employees	3,740	4.76
50-99 Employees	1,942	2.47
100-249 Employees	939	1.19
250-499 Employees	234	0.3
500-999 Employees	142	0.18
1000+ Employees	134	0.17

Total Businesses by Establishment Type

	TOTAL	%
Agriculture, Forestry and Fishing	380	0.48
Agricultural Services	1,000	1.27
Coal and Ore Mining	19	0.02
Oil and Gas	22	0.03
General Construction	1,407	1.79
Heavy Construction	3,688	4.69
Food Manufacturing	202	0.26
Tobacco Manufacturing	26	0.03
Textile Mills	50	0.06
Apparel and Textile Manufacturing	105	0.13
Lumber and Wood Production	107	0.14
Furniture Manufacturing	32	0.04
Paper Manufacturing	91	0.12
Printing and Publishing	615	0.78
Chemicals	175	0.22
Petroleum Refining	8	0.01
Rubber and Plastics	140	0.18
Leather Manufacturing	20	0.03
Stone, Glass, and Concrete	105	0.13
Metals Fabrication	302	0.38
Machinery and Equipment Manufacturing	1,122	1.43
Transportation	2,363	3.01
Travel Services	224	0.28
Transport Services	663	0.84
Communications	788	1
Utilities	334	0.42
Durables Wholesale	1,872	2.38

	TOTAL	%
Non Durables Wholesale	990	1.26
Building Materials, Hardware and Garden	794	1.01
General Merchandise Stores	247	0.31
Food Markets	724	0.92
Convenience Stores	180	0.23
Other Food Stores	692	0.88
Auto Dealers and Gas Stations	1,115	1.42
Clothing Stores	859	1.09
Furniture Stores	213	0.27
Home Furnishings	271	0.34
Electronics and Computer Stores	264	0.34
Music Stores	111	0.14
Restaurants	2,498	3.18
Other Food Service	1,168	1.49
Bars	553	0.7
Drug Stores	198	0.25
Liquor Stores	315	0.4
Specialty Stores	2,229	2.84
Catalog and Direct Sales	261	0.33
Banks and Financial Institutions	2,475	3.15
Insurance Carriers	187	0.24
Insurance Agents and Brokers	1,187	1.51
Real Estate	4,127	5.25
Hotels and Lodging	482	0.61
Dry Cleaning and Laundry	283	0.36
Beauty and Barber Shops	1,405	1.79
Other Personal Service	796	1.01
Advertising	696	0.89

	TOTAL	%
Computer Services	1,482	1.89
Other Business Services	5,065	6.44
Auto Repair/Services	1,382	1.76
Miscellaneous Repair Services	2,386	3.04
Motion Pictures	470	0.6
Entertainment and Recreation Services	1,700	2.16
Health and Medical Services	3,923	4.99
Hospitals	2,912	3.7
Legal Services	2,354	2.99
Primary and Secondary Education	1,092	1.39
Colleges and Universities	414	0.53
Social Services	2,087	2.65
Child Care Services	692	0.88
Museums and Zoos	218	0.28
Membership Organizations	4,833	6.15
Professional Services	5,125	6.52
Government	682	0.87
Unclassified Establishments	0	n/a

Total Businesses by NAICS

	TOTAL	%
Agriculture, Forestry and Fishing	372	0.47
Agricultural Services	0	n/a
Coal and Ore Mining	19	0.02
Oil and Gas	18	0.02
General Construction	4,767	6.06
Heavy Construction	468	0.6
Food Manufacturing	446	0.57
Beverage and Tobacco Products	78	0.1
Textile Mills	33	0.04
Textile Products	61	0.08
Apparel Manufacturing	51	0.06
Leather Manufacturing	20	0.03
Wood Products	69	0.09
Paper Manufacturing	87	0.11
Printing and Publishing	361	0.46
Chemicals	172	0.22
Petroleum and Coal Products	8	0.01
Rubber and Plastics	138	0.18
Stone, Glass, and Concrete	105	0.13
Primary Metal Manufacturing	57	0.07
Metals Fabrication	408	0.52
Machinery and Equipment Manufacturing	108	0.14
Computers and Electronics	281	0.36
Electrical Equipment and Appliances	92	0.12
Transportation Equipment	82	0.1
Furniture Manufacturing	75	0.1
Miscellaneous Manufacturing	464	0.59

	TOTAL	%
Communications	635	0.81
Utilities	177	0.23
Durables Wholesale	1,881	2.39
Non Durables Wholesale	989	1.26
Electronic Markets and Brokers	1	0
Motor Vehicle and Parts Dealers	828	1.05
Furniture and Home Furnishings	434	0.55
Electronics and Appliances	352	0.45
Building Materials, Hardware and Garden	785	1
Food and Beverage Stores	1,491	1.9
Health and Personal Care Stores	519	0.66
Gasoline Stations	289	0.37
Clothing and Clothing Accessories	904	1.15
Sporting Goods/Hobby/Book/Music Stores	604	0.77
General Merchandise Stores	247	0.31
Miscellaneous Store Retailers	1,345	1.71
Nonstore Retailers	259	0.33
Warehousing/Storage, Postal/Courier Service	334	0.42
Publishing	262	0.33
Software Publishers	130	0.17
Motion Pictures and Video	432	0.55
Movie Theaters	49	0.06
Broadcasting	153	0.19
Data Processing/Hosting	144	0.18
Other Information Services	180	0.23
Banking	2,357	3
Insurance Carriers	1,366	1.74
Real Estate	3,857	4.91

	TOTAL	%
Rental and Leasing	411	0.52
Legal Services	2,479	3.15
Accounting	704	0.9
Agricultural and Engineering	957	1.22
Specialized Design	908	1.15
Computer Systems Design	1,121	1.43
Management/Scientific/Technical Consulting	2,809	3.57
Scientific Research and Development	282	0.36
Advertising and Public Relations	866	1.1
Other Professional/Scientific/Technical Services	737	0.94
Company and Enterprise Management	193	0.25
Administrative and Support	6,308	8.02
Waste Management and Remediation	177	0.23
Elementary and Secondary Schools	1,092	1.39
Colleges and Universities	414	0.53
Business Schools, Computer and Management Training	24	0.03
Technical and Trade Schools	68	0.09
Educational Services	643	0.82
Physician Offices	877	1.12
Dental Offices	867	1.1
Other Health Practicioners	1,676	2.13
Outpatient Care	825	1.05
Medical and Diagnostic Laboratories	127	0.16
Home Health Care Services	597	0.76
Ambulatory Services	144	0.18
General Medical and Surgical Hospitals	979	1.25
Psychiatric and Substance Abuse Hospitals	257	0.33
Other Hospitals	335	0.43

	TOTAL	%
Nursing and Residential Care	363	0.46
Individual and Family Services	1,253	1.59
Community Relief Services	50	0.06
Vocational Rehabilitation	87	0.11
Child Care Services	692	0.88
Performing Arts	396	0.5
Spectator Sports	252	0.32
Performing Arts/Sports Promoters	37	0.05
Agents and Managers	3	0
Independent Artists/Writers/Performers	61	0.08
Museums, Zoos, Historical Sites	218	0.28
Amusement, Gambling, and Recreation	375	0.48
Fitness Centers	577	0.73
Accomodations	481	0.61
Food Services and Drinking Places	4,237	5.39
Repair and Maintenance Services	1,850	2.35
Personal Care Services	2,064	2.63
Death Care Services	141	0.18
Religious/Civic/Professional Organizations	5,380	6.84
Public Administration	688	0.88

Total Employees by Occupation

	TOTAL	%
Executive, Managers, and Administrators	128,591	13.15
Protective Services	15,142	1.55
Farming, Forestry, and Fishing	1,000	0.1
Business and Financial Operations	82,770	8.46
Computer and mathematical occupations	42,251	4.32
Architecture and engineering	25,325	2.59
Life/Physical/Social Science occupations	12,697	1.3
Community and Social Services	23,982	2.45
Legal	18,830	1.93
Education/Training/Library	51,239	5.24
Health Diagnosing and Treating Practitioners	37,202	3.8
Health Technologists/Technicians	17,400	1.78
Healthcare support	31,046	3.17
Food Preparation/Serving	48,825	4.99
Building and Grounds maintenance	22,518	2.3
Personal care and service	14,922	1.53
Sales	94,115	9.62
Office and Administrative support	107,555	11
Construction and Extraction	35,513	3.63
Installation/Maintenance and Repair workers	24,141	2.47
Production Workers	51,392	5.25
Transportation Workers	34,625	3.54
Material Moving	27,991	2.86

Total Employees by Major SIC

	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	8,163	0.83
Mining (SIC 10-14)	257	0.03
Construction (SIC 15-17)	52,984	5.42
Manufacturing (SIC 20-39)	106,222	10.86
Transportation and Communications (SIC 40-49)	61,975	6.34
Wholesale Trade (SIC 50-51)	48,951	5
Retail Trade (SIC 52-59)	143,625	14.68
Finance, Insurance And Real Estate (SIC 60-69)	78,146	7.99
Services (SIC 70-89)	438,638	44.85
Public Administration (SIC 90-98)	39,095	4
Unclassified (SIC 99)	0	n/a

Total Employees by Establishment Type

	TOTAL	%
Agriculture, Forestry and Fishing	2,183	0.22
Agricultural Services	5,980	0.61
Coal and Ore Mining	131	0.01
Oil and Gas	126	0.01
General Construction	12,435	1.27
Heavy Construction	40,549	4.15
Food Manufacturing	5,980	0.61
Tobacco Manufacturing	136	0.01
Textile Mills	505	0.05
Apparel and Textile Manufacturing	683	0.07
Lumber and Wood Production	4,260	0.44
Furniture Manufacturing	815	0.08
Paper Manufacturing	3,765	0.38
Printing and Publishing	15,535	1.59
Chemicals	9,305	0.95
Petroleum Refining	147	0.02
Rubber and Plastics	9,519	0.97
Leather Manufacturing	499	0.05
Stone, Glass, and Concrete	2,163	0.22
Metals Fabrication	13,423	1.37
Machinery and Equipment Manufacturing	39,487	4.04
Transportation	37,369	3.82
Travel Services	1,380	0.14
Transport Services	4,200	0.43
Communications	8,497	0.87
Utilities	10,529	1.08
Durables Wholesale	32,237	3.3

	TOTAL	%
Non Durables Wholesale	16,714	1.71
Building Materials, Hardware and Garden	11,071	1.13
General Merchandise Stores	10,670	1.09
Food Markets	13,992	1.43
Convenience Stores	1,493	0.15
Other Food Stores	5,449	0.56
Auto Dealers and Gas Stations	15,048	1.54
Clothing Stores	5,285	0.54
Furniture Stores	1,319	0.13
Home Furnishings	1,430	0.15
Electronics and Computer Stores	3,045	0.31
Music Stores	637	0.07
Restaurants	33,185	3.39
Other Food Service	16,246	1.66
Bars	4,343	0.44
Drug Stores	2,647	0.27
Liquor Stores	2,394	0.24
Specialty Stores	13,378	1.37
Catalog and Direct Sales	1,993	0.2
Banks and Financial Institutions	41,738	4.27
Insurance Carriers	6,534	0.67
Insurance Agents and Brokers	8,358	0.85
Real Estate	21,516	2.2
Hotels and Lodging	9,250	0.95
Dry Cleaning and Laundry	1,831	0.19
Beauty and Barber Shops	4,492	0.46
Other Personal Service	2,394	0.24
Advertising	4,519	0.46

	TOTAL	%
Computer Services	23,673	2.42
Other Business Services	41,209	4.21
Auto Repair/Services	7,705	0.79
Miscellaneous Repair Services	4,717	0.48
Motion Pictures	3,107	0.32
Entertainment and Recreation Services	14,500	1.48
Health and Medical Services	38,545	3.94
Hospitals	60,895	6.23
Legal Services	17,218	1.76
Primary and Secondary Education	46,665	4.77
Colleges and Universities	22,491	2.3
Social Services	31,070	3.18
Child Care Services	5,362	0.55
Museums and Zoos	2,450	0.25
Membership Organizations	40,314	4.12
Professional Services	50,973	5.21
Government	39,095	4
Unclassified Establishments	0	n/a

Total Employees by NAICS

	TOTAL	%
Agriculture, Forestry and Fishing	2,137	0.22
Agricultural Services	0	n/a
Coal and Ore Mining	131	0.01
Oil and Gas	116	0.01
General Construction	49,193	5.03
Heavy Construction	4,781	0.49
Food Manufacturing	6,964	0.71
Beverage and Tobacco Products	1,738	0.18
Textile Mills	233	0.02
Textile Products	546	0.06
Apparel Manufacturing	358	0.04
Leather Manufacturing	498	0.05
Wood Products	1,874	0.19
Paper Manufacturing	3,658	0.37
Printing and Publishing	6,690	0.68
Chemicals	9,274	0.95
Petroleum and Coal Products	147	0.02
Rubber and Plastics	9,521	0.97
Stone, Glass, and Concrete	2,163	0.22
Primary Metal Manufacturing	3,431	0.35
Metals Fabrication	14,453	1.48
Machinery and Equipment Manufacturing	2,514	0.26
Computers and Electronics	16,724	1.71
Electrical Equipment and Appliances	3,983	0.41
Transportation Equipment	1,886	0.19
Furniture Manufacturing	3,295	0.34
Miscellaneous Manufacturing	11,132	1.14

	TOTAL	%
Communications	5,557	0.57
Utilities	3,535	0.36
Durables Wholesale	32,346	3.31
Non Durables Wholesale	16,707	1.71
Electronic Markets and Brokers	7	0
Motor Vehicle and Parts Dealers	11,107	1.14
Furniture and Home Furnishings	2,381	0.24
Electronics and Appliances	3,658	0.37
Building Materials, Hardware and Garden	11,037	1.13
Food and Beverage Stores	19,929	2.04
Health and Personal Care Stores	5,254	0.54
Gasoline Stations	3,961	0.4
Clothing and Clothing Accessories	5,499	0.56
Sporting Goods/Hobby/Book/Music Stores	3,947	0.4
General Merchandise Stores	10,670	1.09
Miscellaneous Store Retailers	7,041	0.72
Nonstore Retailers	1,928	0.2
Warehousing/Storage, Postal/Courier Service	5,706	0.58
Publishing	8,909	0.91
Software Publishers	2,161	0.22
Motion Pictures and Video	1,576	0.16
Movie Theaters	432	0.04
Broadcasting	2,940	0.3
Data Processing/Hosting	6,097	0.62
Other Information Services	1,680	0.17
Banking	41,292	4.22
Insurance Carriers	14,655	1.5
Real Estate	19,453	1.99

	TOTAL	%
Rental and Leasing	2,971	0.3
Legal Services	18,127	1.85
Accounting	5,798	0.59
Agricultural and Engineering	13,836	1.41
Specialized Design	2,884	0.29
Computer Systems Design	14,446	1.48
Management/Scientific/Technical Consulting	22,972	2.35
Scientific Research and Development	2,548	0.26
Advertising and Public Relations	6,670	0.68
Other Professional/Scientific/Technical Services	4,250	0.43
Company and Enterprise Management	1,234	0.13
Administrative and Support	45,705	4.67
Waste Management and Remediation	7,224	0.74
Elementary and Secondary Schools	46,665	4.77
Colleges and Universities	22,491	2.3
Business Schools, Computer and Management Training	268	0.03
Technical and Trade Schools	706	0.07
Educational Services	4,401	0.45
Physician Offices	20,540	2.1
Dental Offices	6,285	0.64
Other Health Practicioners	5,758	0.59
Outpatient Care	9,364	0.96
Medical and Diagnostic Laboratories	1,378	0.14
Home Health Care Services	10,897	1.11
Ambulatory Services	1,436	0.15
General Medical and Surgical Hospitals	6,485	0.66
Psychiatric and Substance Abuse Hospitals	19,767	2.02
Other Hospitals	12,475	1.28

	TOTAL	%
Nursing and Residential Care	12,307	1.26
Individual and Family Services	16,181	1.65
Community Relief Services	566	0.06
Vocational Rehabilitation	2,815	0.29
Child Care Services	5,362	0.55
Performing Arts	2,674	0.27
Spectator Sports	2,190	0.22
Performing Arts/Sports Promoters	787	0.08
Agents and Managers	8	0
Independent Artists/Writers/Performers	294	0.03
Museums, Zoos, Historical Sites	2,450	0.25
Amusement, Gambling, and Recreation	5,252	0.54
Fitness Centers	3,776	0.39
Accomodations	9,164	0.94
Food Services and Drinking Places	53,912	5.51
Repair and Maintenance Services	8,632	0.88
Personal Care Services	8,012	0.82
Death Care Services	722	0.07
Religious/Civic/Professional Organizations	44,197	4.52

Source: Applied Geographic Solutions, August 2024

