

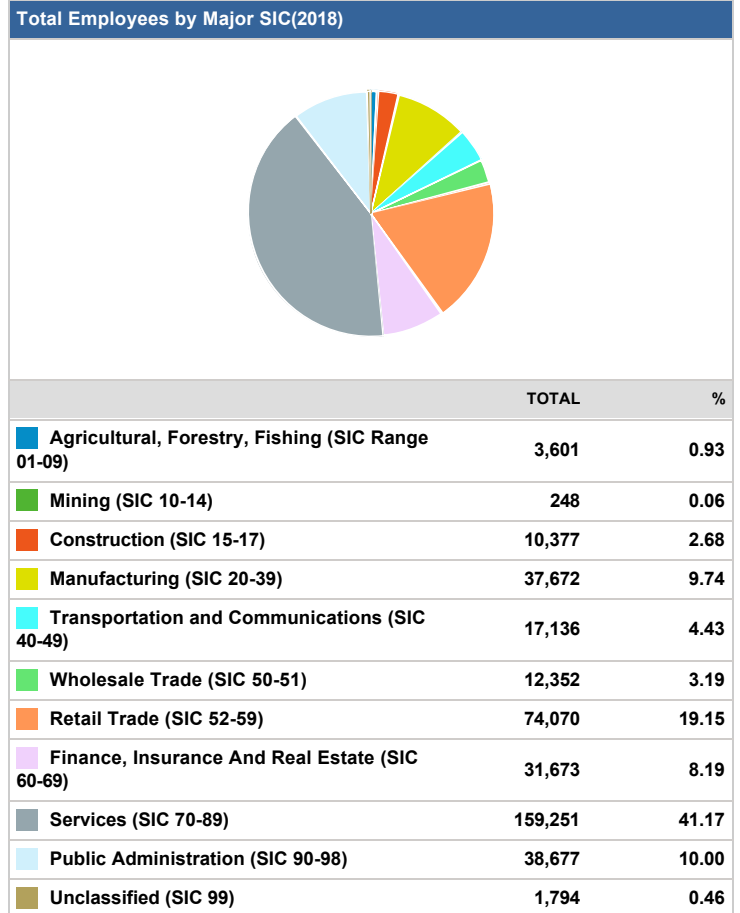
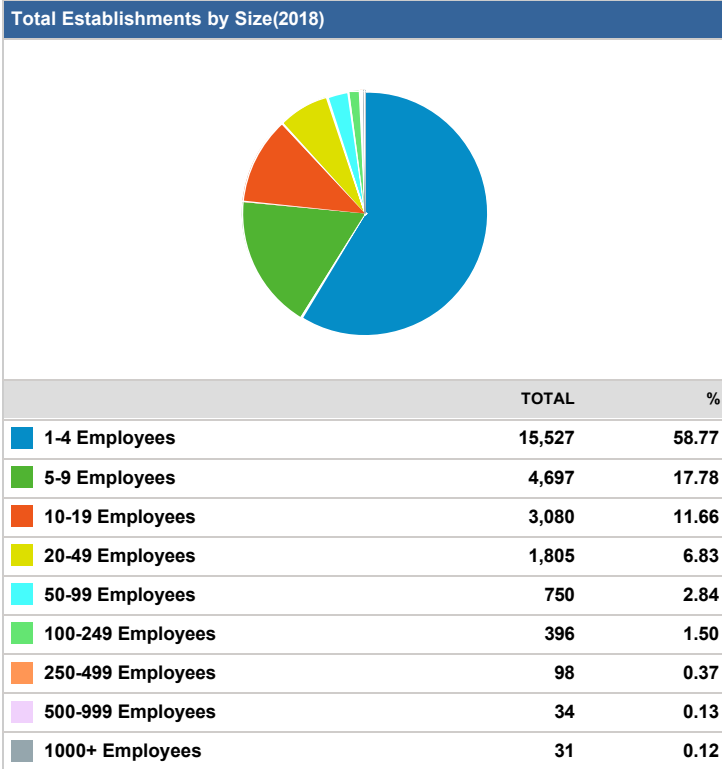


River Falls, Wisconsin

Labor Force Report (River Falls, Wisconsin)

Total Establishments	
	TOTAL
	26,418

Total Employees	
	TOTAL
	386,851



Total Businesses by Establishment Type(2018)

	TOTAL	%
Agriculture, Forestry and Fishing	179	0.68
Agricultural Services	449	1.70
Coal and Ore Mining	9	0.03
Oil and Gas	10	0.04
General Construction	591	2.24
Heavy Construction	995	3.77
Food Manufacturing	63	0.24
Tobacco Manufacturing	1	0.00
Textile Mills	4	0.02
Apparel and Textile Manufacturing	19	0.07
Lumber and Wood Production	34	0.13
Furniture Manufacturing	7	0.03
Paper Manufacturing	11	0.04
Printing and Publishing	152	0.58
Chemicals	34	0.13
Petroleum Refining	6	0.02

Total Employees by Establishment Type(2018)

	TOTAL	%
Agriculture, Forestry and Fishing	641	0.17
Agricultural Services	2,960	0.77
Coal and Ore Mining	57	0.01
Oil and Gas	191	0.05
General Construction	3,005	0.78
Heavy Construction	7,372	1.91
Food Manufacturing	2,520	0.65
Tobacco Manufacturing	2	0.00
Textile Mills	15	0.00
Apparel and Textile Manufacturing	110	0.03
Lumber and Wood Production	561	0.15
Furniture Manufacturing	126	0.03
Paper Manufacturing	786	0.20
Printing and Publishing	2,701	0.70
Chemicals	2,186	0.57
Petroleum Refining	1,719	0.44

Rubber and Plastics	31	0.12
Leather Manufacturing	2	0.01
Stone, Glass, and Concrete	16	0.06
Metals Fabrication	92	0.35
Machinery and Equipment Manufacturing	302	1.14
Transportation	484	1.83
Travel Services	58	0.22
Transport Services	49	0.19
Communications	186	0.70
Utilities	85	0.32
Durables Wholesale	487	1.84
Non Durables Wholesale	173	0.65
Building Materials, Hardware and Garden	253	0.96
General Merchandise Stores	132	0.50
Food Markets	124	0.47
Convenience Stores	156	0.59
Other Food Stores	169	0.64
Auto Dealers and Gas Stations	464	1.76
Clothing Stores	233	0.88
Furniture Stores	103	0.39
Home Furnishings	115	0.44
Electronics and Computer Stores	97	0.37
Music Stores	15	0.06
Restaurants	861	3.26
Other Food Service	324	1.23
Bars	132	0.50
Drug Stores	111	0.42
Liquor Stores	118	0.45
Specialty Stores	777	2.94
Catalog and Direct Sales	70	0.26
Banks and Financial Institutions	1,532	5.80
Insurance Carriers	32	0.12
Insurance Agents and Brokers	783	2.96
Real Estate	896	3.39
Hotels and Lodging	147	0.56
Dry Cleaning and Laundry	113	0.43
Beauty and Barber Shops	514	1.95
Other Personal Service	394	1.49
Advertising	83	0.31
Computer Services	247	0.93
Other Business Services	757	2.87
Auto Repair/Services	593	2.24
Miscellaneous Repair Services	241	0.91
Motion Pictures	181	0.69
Entertainment and Recreation Services	535	2.03
Health and Medical Services	3,603	13.64
Hospitals	415	1.57
Legal Services	607	2.30
Primary and Secondary Education	353	1.34
Colleges and Universities	27	0.10
Social Services	1,007	3.81
Child Care Services	209	0.79
Museums and Zoos	43	0.16
Membership Organizations	916	3.47

Rubber and Plastics	1,855	0.48
Leather Manufacturing	81	0.02
Stone, Glass, and Concrete	276	0.07
Metals Fabrication	4,447	1.15
Machinery and Equipment Manufacturing	20,287	5.24
Transportation	8,519	2.20
Travel Services	179	0.05
Transport Services	514	0.13
Communications	5,318	1.37
Utilities	2,606	0.67
Durables Wholesale	6,491	1.68
Non Durables Wholesale	5,861	1.52
Building Materials, Hardware and Garden	10,385	2.68
General Merchandise Stores	7,629	1.97
Food Markets	5,911	1.53
Convenience Stores	1,755	0.45
Other Food Stores	1,560	0.40
Auto Dealers and Gas Stations	6,731	1.74
Clothing Stores	2,337	0.60
Furniture Stores	788	0.20
Home Furnishings	518	0.13
Electronics and Computer Stores	1,485	0.38
Music Stores	77	0.02
Restaurants	18,001	4.65
Other Food Service	5,388	1.39
Bars	1,445	0.37
Drug Stores	1,663	0.43
Liquor Stores	683	0.18
Specialty Stores	6,892	1.78
Catalog and Direct Sales	822	0.21
Banks and Financial Institutions	14,054	3.63
Insurance Carriers	160	0.04
Insurance Agents and Brokers	12,757	3.30
Real Estate	4,702	1.22
Hotels and Lodging	4,317	1.12
Dry Cleaning and Laundry	1,037	0.27
Beauty and Barber Shops	2,593	0.67
Other Personal Service	1,749	0.45
Advertising	757	0.20
Computer Services	3,044	0.79
Other Business Services	11,750	3.04
Auto Repair/Services	3,495	0.90
Miscellaneous Repair Services	865	0.22
Motion Pictures	886	0.23
Entertainment and Recreation Services	10,139	2.62
Health and Medical Services	21,565	5.57
Hospitals	21,910	5.66
Legal Services	11,821	3.06
Primary and Secondary Education	21,482	5.55
Colleges and Universities	3,964	1.02
Social Services	15,777	4.08
Child Care Services	2,125	0.55
Museums and Zoos	830	0.21
Membership Organizations	7,677	1.98

Professional Services	1,010	3.82
Government	991	3.75
Unclassified Establishments	1,234	4.67

Professional Services	8,886	2.30
Government	38,677	10.00
Unclassified Establishments	1,794	0.46

Total Businesses by NAICS(2018)		
	TOTAL	%
Agriculture, Forestry and Fishing	214	0.81
Agricultural Services	0	0.00
Coal and Ore Mining	12	0.05
Oil and Gas	7	0.03
General Construction	1,574	5.96
Heavy Construction	117	0.44
Food Manufacturing	82	0.31
Beverage and Tobacco Products	25	0.09
Textile Mills	4	0.02
Textile Products	14	0.05
Apparel Manufacturing	6	0.02
Leather Manufacturing	2	0.01
Wood Products	26	0.10
Paper Manufacturing	11	0.04
Printing and Publishing	86	0.33
Chemicals	33	0.12
Petroleum and Coal Products	6	0.02
Rubber and Plastics	31	0.12
Stone, Glass, and Concrete	16	0.06
Primary Metal Manufacturing	9	0.03
Metals Fabrication	131	0.50
Machinery and Equipment Manufacturing	66	0.25
Computers and Electronics	24	0.09
Electrical Equipment and Appliances	10	0.04
Transportation Equipment	24	0.09
Furniture Manufacturing	56	0.21
Miscellaneous Manufacturing	154	0.58
Communications	146	0.55
Utilities	37	0.14
Durables Wholesale	465	1.76
Non Durables Wholesale	159	0.60
Electronic Markets and Brokers	19	0.07
Motor Vehicle and Parts Dealers	328	1.24
Furniture and Home Furnishings	145	0.55
Electronics and Appliances	192	0.73
Building Materials, Hardware and Garden	245	0.93
Food and Beverage Stores	477	1.81
Health and Personal Care Stores	268	1.01
Gasoline Stations	134	0.51
Clothing and Clothing Accessories	297	1.12
Sporting Goods/Hobby/Book/Music Stores	173	0.65
General Merchandise Stores	132	0.50
Miscellaneous Store Retailers	432	1.64
Nonstore Retailers	69	0.26
Warehousing/Storage, Postal/Courier Service	71	0.27
Publishing	66	0.25
Software Publishers	54	0.20
Motion Pictures and Video	29	0.11

Total Employees by NAICS(2018)		
	TOTAL	%
Agriculture, Forestry and Fishing	719	0.19
Agricultural Services	0	0.00
Coal and Ore Mining	213	0.06
Oil and Gas	35	0.01
General Construction	10,238	2.65
Heavy Construction	1,070	0.28
Food Manufacturing	2,369	0.61
Beverage and Tobacco Products	476	0.12
Textile Mills	13	0.00
Textile Products	51	0.01
Apparel Manufacturing	29	0.01
Leather Manufacturing	81	0.02
Wood Products	509	0.13
Paper Manufacturing	786	0.20
Printing and Publishing	1,560	0.40
Chemicals	2,106	0.54
Petroleum and Coal Products	1,719	0.44
Rubber and Plastics	1,846	0.48
Stone, Glass, and Concrete	276	0.07
Primary Metal Manufacturing	585	0.15
Metals Fabrication	4,002	1.03
Machinery and Equipment Manufacturing	2,295	0.59
Computers and Electronics	796	0.21
Electrical Equipment and Appliances	226	0.06
Transportation Equipment	857	0.22
Furniture Manufacturing	489	0.13
Miscellaneous Manufacturing	16,344	4.22
Communications	833	0.22
Utilities	1,464	0.38
Durables Wholesale	6,293	1.63
Non Durables Wholesale	5,555	1.44
Electronic Markets and Brokers	225	0.06
Motor Vehicle and Parts Dealers	5,643	1.46
Furniture and Home Furnishings	855	0.22
Electronics and Appliances	2,472	0.64
Building Materials, Hardware and Garden	10,340	2.67
Food and Beverage Stores	9,333	2.41
Health and Personal Care Stores	2,425	0.63
Gasoline Stations	1,077	0.28
Clothing and Clothing Accessories	2,604	0.67
Sporting Goods/Hobby/Book/Music Stores	2,518	0.65
General Merchandise Stores	7,629	1.97
Miscellaneous Store Retailers	3,530	0.91
Nonstore Retailers	811	0.21
Warehousing/Storage, Postal/Courier Service	938	0.24
Publishing	1,142	0.30
Software Publishers	1,574	0.41
Motion Pictures and Video	412	0.11

Movie Theaters	21	0.08
Broadcasting	42	0.16
Data Processing/Hosting	52	0.20
Other Information Services	78	0.30
Banking	1,506	5.70
Insurance Carriers	811	3.07
Real Estate	888	3.36
Rental and Leasing	232	0.88
Legal Services	650	2.46
Accounting	243	0.92
Agricultural and Engineering	246	0.93
Specialized Design	129	0.49
Computer Systems Design	95	0.36
Management/Scientific/Technical Consulting	350	1.32
Scientific Research and Development	78	0.30
Advertising and Public Relations	108	0.41
Other Professional/Scientific/Technical Services	370	1.40
Company and Enterprise Management	35	0.13
Administrative and Support	751	2.84
Waste Management and Remediation	50	0.19
Elementary and Secondary Schools	350	1.32
Colleges and Universities	27	0.10
Business Schools, Computer and Management Training	15	0.06
Technical and Trade Schools	29	0.11
Educational Services	188	0.71
Physician Offices	1,169	4.43
Dental Offices	387	1.46
Other Health Practicioners	1,994	7.55
Outpatient Care	196	0.74
Medical and Diagnostic Laboratories	20	0.08
Home Health Care Services	96	0.36
Ambulatory Services	125	0.47
General Medical and Surgical Hospitals	25	0.09
Psychiatric and Substance Abuse Hospitals	41	0.16
Other Hospitals	7	0.03
Nursing and Residential Care	203	0.77
Individual and Family Services	495	1.87
Community Relief Services	21	0.08
Vocational Rehabilitation	48	0.18
Child Care Services	209	0.79
Performing Arts	44	0.17
Spectator Sports	6	0.02
Performing Arts/Sports Promoters	30	0.11
Agents and Managers	4	0.02
Indpendent Artists/Writers/Performers	37	0.14
Museums, Zoos, Historical Sites	80	0.30
Amusement, Gambling, and Recreation	160	0.61
Fitness Centers	186	0.70
Accomodations	147	0.56
Food Services and Drinking Places	1,329	5.03
Repair and Maintenance Services	665	2.52
Personal Care Services	871	3.30
Death Care Services	73	0.28

Movie Theaters	518	0.13
Broadcasting	4,489	1.16
Data Processing/Hosting	504	0.13
Other Information Services	6,606	1.71
Banking	13,731	3.55
Insurance Carriers	12,905	3.34
Real Estate	4,380	1.13
Rental and Leasing	710	0.18
Legal Services	12,086	3.12
Accounting	1,281	0.33
Agricultural and Engineering	2,020	0.52
Specialized Design	649	0.17
Computer Systems Design	783	0.20
Management/Scientific/Technical Consulting	3,516	0.91
Scientific Research and Development	1,473	0.38
Advertising and Public Relations	1,172	0.30
Other Professional/Scientific/Technical Services	2,088	0.54
Company and Enterprise Management	361	0.09
Administrative and Support	5,148	1.33
Waste Management and Remediation	542	0.14
Elementary and Secondary Schools	21,376	5.53
Colleges and Universities	3,964	1.02
Business Schools, Computer and Management Training	736	0.19
Technical and Trade Schools	715	0.18
Educational Services	1,560	0.40
Physician Offices	8,749	2.26
Dental Offices	2,936	0.76
Other Health Practicioners	3,993	1.03
Outpatient Care	6,514	1.68
Medical and Diagnostic Laboratories	677	0.18
Home Health Care Services	2,091	0.54
Ambulatory Services	3,414	0.88
General Medical and Surgical Hospitals	10,713	2.77
Psychiatric and Substance Abuse Hospitals	928	0.24
Other Hospitals	178	0.05
Nursing and Residential Care	7,708	1.99
Individual and Family Services	6,157	1.59
Community Relief Services	151	0.04
Vocational Rehabilitation	1,472	0.38
Child Care Services	2,125	0.55
Performing Arts	223	0.06
Spectator Sports	58	0.01
Performing Arts/Sports Promoters	368	0.10
Agents and Managers	10	0.00
Indpendent Artists/Writers/Performers	261	0.07
Museums, Zoos, Historical Sites	1,131	0.29
Amusement, Gambling, and Recreation	6,348	1.64
Fitness Centers	2,221	0.57
Accomodations	4,317	1.12
Food Services and Drinking Places	24,962	6.45
Repair and Maintenance Services	3,394	0.88
Personal Care Services	4,946	1.28
Death Care Services	356	0.09

Religious/Civic/Professional Organizations	1,108	4.19
Public Administration	995	3.77

Religious/Civic/Professional Organizations	11,262	2.91
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Total Employees by Occupation(2018)		
	TOTAL	%
Executive, Managers, and Administrators	32,745	8.46
Protective Services	7,424	1.92
Farming, Forestry, and Fishing	2,493	0.64
Business and Financial Operations	11,299	2.92
Computer and mathematical occupations	4,337	1.12
Architecture and engineering	4,290	1.11
Life/Physical/Social Science occupations	1,804	0.47
Community and Social Services	6,888	1.78
Legal	2,145	0.55
Education/Training/Library	20,405	5.27
Health Diagnosing and Treating Practitioners	17,936	4.64
Health Technologists/Technicians	8,623	2.23
Healthcare support	11,729	3.03
Food Preparation/Serving	21,179	5.47
Building and Grounds maintenance	13,990	3.62
Personal care and service	14,004	3.62
Sales	44,020	11.38
Office and Administrative support	54,915	14.20
Construction and Extraction	19,571	5.06
Installation/Maintenance and Repair workers	16,036	4.15
Production Workers	38,616	9.98
Transportation Workers	15,963	4.13
Material Moving	10,876	2.81

Source: Applied Geographic Solutions, 2018

