



Labor Force Report

55 minute drive time from River Falls, Wisconsin

Total Establishments		
	TOTAL	
Total Establishments	120,068	

Total Employees		
	TOTAL	
Total Employees	1,451,356	

Total Establishments by # of Employees			
	TOTAL	%	
1-4 Employees	78,391	65.29	
5-9 Employees	19,903	16.58	
10-19 Employees	11,018	9.18	
20-49 Employees	5,560	4.63	
50-99 Employees	2,999	2.5	
100-249 Employees	1,449	1.21	
250-499 Employees	353	0.29	
500-999 Employees	203	0.17	
1000+ Employees	192	0.16	

Total Businesses by Establishment Type

	TOTAL	%
Agriculture, Forestry and Fishing	617	0.51
Agricultural Services	1,733	1.44
Coal and Ore Mining	28	0.02
Oil and Gas	37	0.03
General Construction	2,388	1.99
Heavy Construction	6,110	5.09
Food Manufacturing	324	0.27
Tobacco Manufacturing	41	0.03
Textile Mills	72	0.06
Apparel and Textile Manufacturing	168	0.14
Lumber and Wood Production	197	0.16
Furniture Manufacturing	65	0.05
Paper Manufacturing	132	0.11
Printing and Publishing	981	0.82
Chemicals	316	0.26
Petroleum Refining	12	0.01
Rubber and Plastics	226	0.19
Leather Manufacturing	27	0.02
Stone, Glass, and Concrete	148	0.12
Metals Fabrication	495	0.41
Machinery and Equipment Manufacturing	2,012	1.68
Transportation	3,451	2.87
Travel Services	349	0.29
Transport Services	1,034	0.86
Communications	1,212	1.01
Utilities	527	0.44
Durables Wholesale	3,223	2.68

	TOTAL	%
Non Durables Wholesale	1,598	1.33
Building Materials, Hardware and Garden	1,351	1.13
General Merchandise Stores	395	0.33
Food Markets	1,083	0.9
Convenience Stores	264	0.22
Other Food Stores	1,015	0.85
Auto Dealers and Gas Stations	1,780	1.48
Clothing Stores	1,305	1.09
Furniture Stores	344	0.29
Home Furnishings	447	0.37
Electronics and Computer Stores	446	0.37
Music Stores	149	0.12
Restaurants	3,593	2.99
Other Food Service	1,754	1.46
Bars	719	0.6
Drug Stores	334	0.28
Liquor Stores	455	0.38
Specialty Stores	3,463	2.88
Catalog and Direct Sales	415	0.35
Banks and Financial Institutions	3,879	3.23
Insurance Carriers	259	0.22
Insurance Agents and Brokers	1,954	1.63
Real Estate	6,421	5.35
Hotels and Lodging	671	0.56
Dry Cleaning and Laundry	442	0.37
Beauty and Barber Shops	2,125	1.77
Other Personal Service	1,167	0.97
Advertising	1,027	0.86

	TOTAL	%
Computer Services	2,277	1.9
Other Business Services	7,942	6.61
Auto Repair/Services	2,208	1.84
Miscellaneous Repair Services	3,499	2.91
Motion Pictures	647	0.54
Entertainment and Recreation Services	2,674	2.23
Health and Medical Services	5,863	4.88
Hospitals	4,228	3.52
Legal Services	2,939	2.45
Primary and Secondary Education	1,686	1.4
Colleges and Universities	475	0.4
Social Services	2,850	2.37
Child Care Services	1,066	0.89
Museums and Zoos	287	0.24
Membership Organizations	6,944	5.78
Professional Services	7,930	6.6
Government	885	0.74
Unclassified Establishments	0	n/a

Total Businesses by NAICS

	TOTAL	%
Agriculture, Forestry and Fishing	608	0.51
Agricultural Services	0	n/a
Coal and Ore Mining	28	0.02
Oil and Gas	31	0.03
General Construction	7,962	6.63
Heavy Construction	779	0.65
Food Manufacturing	680	0.57
Beverage and Tobacco Products	118	0.1
Textile Mills	46	0.04
Textile Products	105	0.09
Apparel Manufacturing	75	0.06
Leather Manufacturing	26	0.02
Wood Products	119	0.1
Paper Manufacturing	126	0.1
Printing and Publishing	587	0.49
Chemicals	311	0.26
Petroleum and Coal Products	12	0.01
Rubber and Plastics	222	0.18
Stone, Glass, and Concrete	148	0.12
Primary Metal Manufacturing	79	0.07
Metals Fabrication	704	0.59
Machinery and Equipment Manufacturing	203	0.17
Computers and Electronics	532	0.44
Electrical Equipment and Appliances	164	0.14
Transportation Equipment	146	0.12
Furniture Manufacturing	154	0.13
Miscellaneous Manufacturing	772	0.64

	TOTAL	%
Communications	995	0.83
Utilities	277	0.23
Durables Wholesale	3,236	2.7
Non Durables Wholesale	1,596	1.33
Electronic Markets and Brokers	2	0
Motor Vehicle and Parts Dealers	1,344	1.12
Furniture and Home Furnishings	711	0.59
Electronics and Appliances	573	0.48
Building Materials, Hardware and Garden	1,339	1.12
Food and Beverage Stores	2,180	1.82
Health and Personal Care Stores	872	0.73
Gasoline Stations	445	0.37
Clothing and Clothing Accessories	1,367	1.14
Sporting Goods/Hobby/Book/Music Stores	904	0.75
General Merchandise Stores	395	0.33
Miscellaneous Store Retailers	2,077	1.73
Nonstore Retailers	414	0.34
Warehousing/Storage, Postal/Courier Service	537	0.45
Publishing	410	0.34
Software Publishers	203	0.17
Motion Pictures and Video	622	0.52
Movie Theaters	65	0.05
Broadcasting	217	0.18
Data Processing/Hosting	219	0.18
Other Information Services	251	0.21
Banking	3,696	3.08
Insurance Carriers	2,203	1.83
Real Estate	5,993	4.99

	TOTAL	%
Rental and Leasing	621	0.52
Legal Services	3,133	2.61
Accounting	1,085	0.9
Agricultural and Engineering	1,486	1.24
Specialized Design	1,375	1.15
Computer Systems Design	1,714	1.43
Management/Scientific/Technical Consulting	4,412	3.67
Scientific Research and Development	395	0.33
Advertising and Public Relations	1,284	1.07
Other Professional/Scientific/Technical Services	1,144	0.95
Company and Enterprise Management	310	0.26
Administrative and Support	9,810	8.17
Waste Management and Remediation	275	0.23
Elementary and Secondary Schools	1,686	1.4
Colleges and Universities	475	0.4
Business Schools, Computer and Management Training	38	0.03
Technical and Trade Schools	92	0.08
Educational Services	968	0.81
Physician Offices	1,300	1.08
Dental Offices	1,375	1.15
Other Health Practicioners	2,452	2.04
Outpatient Care	1,226	1.02
Medical and Diagnostic Laboratories	198	0.16
Home Health Care Services	848	0.71
Ambulatory Services	215	0.18
General Medical and Surgical Hospitals	1,372	1.14
Psychiatric and Substance Abuse Hospitals	405	0.34
Other Hospitals	492	0.41

	TOTAL	%
Nursing and Residential Care	540	0.45
Individual and Family Services	1,702	1.42
Community Relief Services	56	0.05
Vocational Rehabilitation	119	0.1
Child Care Services	1,066	0.89
Performing Arts	564	0.47
Spectator Sports	398	0.33
Performing Arts/Sports Promoters	50	0.04
Agents and Managers	4	0
Independent Artists/Writers/Performers	89	0.07
Museums, Zoos, Historical Sites	287	0.24
Amusement, Gambling, and Recreation	544	0.45
Fitness Centers	953	0.79
Accomodations	669	0.56
Food Services and Drinking Places	6,090	5.07
Repair and Maintenance Services	3,024	2.52
Personal Care Services	3,128	2.61
Death Care Services	194	0.16
Religious/Civic/Professional Organizations	7,689	6.4
Public Administration	891	0.74

Total Employees by Occupation

	TOTAL	%
Executive, Managers, and Administrators	190,979	13.16
Protective Services	19,331	1.33
Farming, Forestry, and Fishing	1,378	0.09
Business and Financial Operations	119,987	8.27
Computer and mathematical occupations	62,433	4.3
Architecture and engineering	41,326	2.85
Life/Physical/Social Science occupations	18,037	1.24
Community and Social Services	31,716	2.19
Legal	23,017	1.59
Education/Training/Library	76,944	5.3
Health Diagnosing and Treating Practitioners	52,259	3.6
Health Technologists/Technicians	25,343	1.75
Healthcare support	41,898	2.89
Food Preparation/Serving	71,479	4.92
Building and Grounds maintenance	32,503	2.24
Personal care and service	23,407	1.61
Sales	150,568	10.37
Office and Administrative support	157,103	10.82
Construction and Extraction	55,336	3.81
Installation/Maintenance and Repair workers	37,188	2.56
Production Workers	85,788	5.91
Transportation Workers	47,420	3.27
Material Moving	44,488	3.07

Total Employees by Major SIC

	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	13,851	0.95
Mining (SIC 10-14)	3,529	0.24
Construction (SIC 15-17)	82,557	5.69
Manufacturing (SIC 20-39)	186,894	12.88
Transportation and Communications (SIC 40-49)	83,433	5.75
Wholesale Trade (SIC 50-51)	81,076	5.59
Retail Trade (SIC 52-59)	223,675	15.41
Finance, Insurance And Real Estate (SIC 60-69)	112,352	7.74
Services (SIC 70-89)	618,754	42.63
Public Administration (SIC 90-98)	45,235	3.12
Unclassified (SIC 99)	0	n/a

Total Employees by Establishment Type

	TOTAL	%
Agriculture, Forestry and Fishing	3,126	0.22
Agricultural Services	10,725	0.74
Coal and Ore Mining	341	0.02
Oil and Gas	3,188	0.22
General Construction	18,333	1.26
Heavy Construction	64,224	4.43
Food Manufacturing	10,889	0.75
Tobacco Manufacturing	442	0.03
Textile Mills	695	0.05
Apparel and Textile Manufacturing	1,516	0.1
Lumber and Wood Production	5,629	0.39
Furniture Manufacturing	1,959	0.13
Paper Manufacturing	5,292	0.36
Printing and Publishing	21,047	1.45
Chemicals	14,963	1.03
Petroleum Refining	169	0.01
Rubber and Plastics	14,724	1.01
Leather Manufacturing	626	0.04
Stone, Glass, and Concrete	4,037	0.28
Metals Fabrication	19,160	1.32
Machinery and Equipment Manufacturing	85,746	5.91
Transportation	48,437	3.34
Travel Services	2,619	0.18
Transport Services	6,551	0.45
Communications	13,410	0.92
Utilities	12,416	0.86
Durables Wholesale	57,667	3.97

	TOTAL	%
Non Durables Wholesale	23,409	1.61
Building Materials, Hardware and Garden	18,476	1.27
General Merchandise Stores	18,083	1.25
Food Markets	22,269	1.53
Convenience Stores	2,278	0.16
Other Food Stores	7,986	0.55
Auto Dealers and Gas Stations	23,534	1.62
Clothing Stores	8,324	0.57
Furniture Stores	2,458	0.17
Home Furnishings	2,310	0.16
Electronics and Computer Stores	5,389	0.37
Music Stores	813	0.06
Restaurants	47,981	3.31
Other Food Service	25,029	1.72
Bars	5,552	0.38
Drug Stores	4,603	0.32
Liquor Stores	3,438	0.24
Specialty Stores	22,233	1.53
Catalog and Direct Sales	2,919	0.2
Banks and Financial Institutions	56,479	3.89
Insurance Carriers	9,414	0.65
Insurance Agents and Brokers	13,029	0.9
Real Estate	33,430	2.3
Hotels and Lodging	13,195	0.91
Dry Cleaning and Laundry	3,155	0.22
Beauty and Barber Shops	6,875	0.47
Other Personal Service	4,246	0.29
Advertising	6,402	0.44

	TOTAL	%
Computer Services	34,224	2.36
Other Business Services	62,552	4.31
Auto Repair/Services	11,844	0.82
Miscellaneous Repair Services	7,029	0.48
Motion Pictures	4,137	0.29
Entertainment and Recreation Services	24,286	1.67
Health and Medical Services	56,465	3.89
Hospitals	82,710	5.7
Legal Services	20,001	1.38
Primary and Secondary Education	75,156	5.18
Colleges and Universities	24,976	1.72
Social Services	39,859	2.75
Child Care Services	9,849	0.68
Museums and Zoos	2,612	0.18
Membership Organizations	51,756	3.57
Professional Services	70,879	4.88
Government	45,235	3.12
Unclassified Establishments	0	n/a

Total Employees by NAICS

	TOTAL	%
Agriculture, Forestry and Fishing	3,053	0.21
Agricultural Services	0	n/a
Coal and Ore Mining	341	0.02
Oil and Gas	3,173	0.22
General Construction	74,969	5.17
Heavy Construction	9,079	0.63
Food Manufacturing	13,192	0.91
Beverage and Tobacco Products	2,177	0.15
Textile Mills	357	0.02
Textile Products	949	0.07
Apparel Manufacturing	721	0.05
Leather Manufacturing	614	0.04
Wood Products	2,875	0.2
Paper Manufacturing	5,164	0.36
Printing and Publishing	10,521	0.72
Chemicals	14,868	1.02
Petroleum and Coal Products	169	0.01
Rubber and Plastics	14,569	1
Stone, Glass, and Concrete	4,037	0.28
Primary Metal Manufacturing	4,274	0.29
Metals Fabrication	26,058	1.8
Machinery and Equipment Manufacturing	9,012	0.62
Computers and Electronics	36,426	2.51
Electrical Equipment and Appliances	7,041	0.49
Transportation Equipment	5,133	0.35
Furniture Manufacturing	4,807	0.33
Miscellaneous Manufacturing	18,484	1.27

	TOTAL	%
Communications	9,636	0.66
Utilities	4,507	0.31
Durables Wholesale	58,050	4
Non Durables Wholesale	23,400	1.61
Electronic Markets and Brokers	9	0
Motor Vehicle and Parts Dealers	17,639	1.22
Furniture and Home Furnishings	4,265	0.29
Electronics and Appliances	6,215	0.43
Building Materials, Hardware and Garden	18,434	1.27
Food and Beverage Stores	30,644	2.11
Health and Personal Care Stores	9,272	0.64
Gasoline Stations	5,942	0.41
Clothing and Clothing Accessories	8,661	0.6
Sporting Goods/Hobby/Book/Music Stores	6,173	0.43
General Merchandise Stores	18,083	1.25
Miscellaneous Store Retailers	11,584	0.8
Nonstore Retailers	2,857	0.2
Warehousing/Storage, Postal/Courier Service	8,981	0.62
Publishing	10,817	0.75
Software Publishers	4,132	0.28
Motion Pictures and Video	2,222	0.15
Movie Theaters	719	0.05
Broadcasting	3,774	0.26
Data Processing/Hosting	6,928	0.48
Other Information Services	2,038	0.14
Banking	55,881	3.85
Insurance Carriers	22,200	1.53
Real Estate	30,565	2.11

	TOTAL	%
Rental and Leasing	5,198	0.36
Legal Services	21,431	1.48
Accounting	7,590	0.52
Agricultural and Engineering	18,687	1.29
Specialized Design	4,125	0.28
Computer Systems Design	21,627	1.49
Management/Scientific/Technical Consulting	31,790	2.19
Scientific Research and Development	3,968	0.27
Advertising and Public Relations	10,602	0.73
Other Professional/Scientific/Technical Services	7,675	0.53
Company and Enterprise Management	1,946	0.13
Administrative and Support	69,203	4.77
Waste Management and Remediation	8,207	0.57
Elementary and Secondary Schools	75,156	5.18
Colleges and Universities	24,976	1.72
Business Schools, Computer and Management Training	362	0.02
Technical and Trade Schools	849	0.06
Educational Services	5,845	0.4
Physician Offices	31,271	2.15
Dental Offices	9,662	0.67
Other Health Practicioners	8,519	0.59
Outpatient Care	11,868	0.82
Medical and Diagnostic Laboratories	2,030	0.14
Home Health Care Services	13,920	0.96
Ambulatory Services	2,763	0.19
General Medical and Surgical Hospitals	7,983	0.55
Psychiatric and Substance Abuse Hospitals	27,242	1.88
Other Hospitals	16,757	1.15

	TOTAL	%
Nursing and Residential Care	17,139	1.18
Individual and Family Services	19,605	1.35
Community Relief Services	619	0.04
Vocational Rehabilitation	4,407	0.3
Child Care Services	9,849	0.68
Performing Arts	3,590	0.25
Spectator Sports	3,331	0.23
Performing Arts/Sports Promoters	889	0.06
Agents and Managers	11	0
Independent Artists/Writers/Performers	393	0.03
Museums, Zoos, Historical Sites	2,612	0.18
Amusement, Gambling, and Recreation	8,393	0.58
Fitness Centers	8,392	0.58
Accomodations	12,811	0.88
Food Services and Drinking Places	78,473	5.41
Repair and Maintenance Services	13,589	0.94
Personal Care Services	12,394	0.85
Death Care Services	938	0.06
Religious/Civic/Professional Organizations	56,585	3.9

Source: Applied Geographic Solutions, August 2024

