



Labor Force Report

25 minute drive time from River Falls, Wisconsin

Total Establishments		
	TOTAL	
Total Establishments	6,986	

Total Employees		
	TOTAL	
Total Employees	72,780	

Total Establishments by # of Employees		
	TOTAL	%
1-4 Employees	4,516	64.64
5-9 Employees	1,247	17.85
10-19 Employees	704	10.08
20-49 Employees	288	4.12
50-99 Employees	142	2.03
100-249 Employees	56	0.8
250-499 Employees	18	0.26
500-999 Employees	7	0.1
1000+ Employees	8	0.11

Total Businesses by Establishment Type

	TOTAL	%
Agriculture, Forestry and Fishing	58	0.83
Agricultural Services	130	1.86
Coal and Ore Mining	1	0.01
Oil and Gas	2	0.03
General Construction	136	1.95
Heavy Construction	345	4.94
Food Manufacturing	14	0.2
Tobacco Manufacturing	3	0.04
Textile Mills	7	0.1
Apparel and Textile Manufacturing	11	0.16
Lumber and Wood Production	12	0.17
Furniture Manufacturing	3	0.04
Paper Manufacturing	5	0.07
Printing and Publishing	48	0.69
Chemicals	8	0.11
Petroleum Refining	0	n/a
Rubber and Plastics	16	0.23
Leather Manufacturing	0	n/a
Stone, Glass, and Concrete	11	0.16
Metals Fabrication	12	0.17
Machinery and Equipment Manufacturing	94	1.35
Transportation	187	2.68
Travel Services	12	0.17
Transport Services	44	0.63
Communications	79	1.13
Utilities	29	0.42
Durables Wholesale	136	1.95

	TOTAL	%
Non Durables Wholesale	75	1.07
Building Materials, Hardware and Garden	89	1.27
General Merchandise Stores	34	0.49
Food Markets	65	0.93
Convenience Stores	18	0.26
Other Food Stores	71	1.02
Auto Dealers and Gas Stations	136	1.95
Clothing Stores	91	1.3
Furniture Stores	27	0.39
Home Furnishings	25	0.36
Electronics and Computer Stores	22	0.31
Music Stores	7	0.1
Restaurants	231	3.31
Other Food Service	130	1.86
Bars	79	1.13
Drug Stores	25	0.36
Liquor Stores	36	0.52
Specialty Stores	258	3.69
Catalog and Direct Sales	23	0.33
Banks and Financial Institutions	229	3.28
Insurance Carriers	21	0.3
Insurance Agents and Brokers	133	1.9
Real Estate	340	4.87
Hotels and Lodging	63	0.9
Dry Cleaning and Laundry	29	0.42
Beauty and Barber Shops	174	2.49
Other Personal Service	71	1.02
Advertising	58	0.83

	TOTAL	%
Computer Services	82	1.17
Other Business Services	428	6.13
Auto Repair/Services	123	1.76
Miscellaneous Repair Services	164	2.35
Motion Pictures	13	0.19
Entertainment and Recreation Services	168	2.4
Health and Medical Services	426	6.1
Hospitals	202	2.89
Legal Services	165	2.36
Primary and Secondary Education	113	1.62
Colleges and Universities	20	0.29
Social Services	138	1.98
Child Care Services	61	0.87
Museums and Zoos	20	0.29
Membership Organizations	388	5.55
Professional Services	389	5.57
Government	78	1.12
Unclassified Establishments	0	n/a

Total Businesses by NAICS

	TOTAL	%
Agriculture, Forestry and Fishing	55	0.79
Agricultural Services	0	n/a
Coal and Ore Mining	1	0.01
Oil and Gas	1	0.01
General Construction	437	6.26
Heavy Construction	51	0.73
Food Manufacturing	35	0.5
Beverage and Tobacco Products	9	0.13
Textile Mills	6	0.09
Textile Products	10	0.14
Apparel Manufacturing	2	0.03
Leather Manufacturing	0	n/a
Wood Products	6	0.09
Paper Manufacturing	5	0.07
Printing and Publishing	25	0.36
Chemicals	8	0.11
Petroleum and Coal Products	0	n/a
Rubber and Plastics	16	0.23
Stone, Glass, and Concrete	11	0.16
Primary Metal Manufacturing	3	0.04
Metals Fabrication	24	0.34
Machinery and Equipment Manufacturing	15	0.21
Computers and Electronics	20	0.29
Electrical Equipment and Appliances	10	0.14
Transportation Equipment	5	0.07
Furniture Manufacturing	9	0.13
Miscellaneous Manufacturing	32	0.46

	TOTAL	%
Communications	67	0.96
Utilities	21	0.3
Durables Wholesale	136	1.95
Non Durables Wholesale	75	1.07
Electronic Markets and Brokers	0	n/a
Motor Vehicle and Parts Dealers	92	1.32
Furniture and Home Furnishings	49	0.7
Electronics and Appliances	28	0.4
Building Materials, Hardware and Garden	89	1.27
Food and Beverage Stores	147	2.1
Health and Personal Care Stores	61	0.87
Gasoline Stations	44	0.63
Clothing and Clothing Accessories	92	1.32
Sporting Goods/Hobby/Book/Music Stores	57	0.82
General Merchandise Stores	34	0.49
Miscellaneous Store Retailers	169	2.42
Nonstore Retailers	23	0.33
Warehousing/Storage, Postal/Courier Service	34	0.49
Publishing	23	0.33
Software Publishers	7	0.1
Motion Pictures and Video	23	0.33
Movie Theaters	3	0.04
Broadcasting	12	0.17
Data Processing/Hosting	11	0.16
Other Information Services	23	0.33
Banking	225	3.22
Insurance Carriers	153	2.19
Real Estate	316	4.52

	TOTAL	%
Rental and Leasing	42	0.6
Legal Services	183	2.62
Accounting	58	0.83
Agricultural and Engineering	98	1.4
Specialized Design	72	1.03
Computer Systems Design	58	0.83
Management/Scientific/Technical Consulting	188	2.69
Scientific Research and Development	24	0.34
Advertising and Public Relations	63	0.9
Other Professional/Scientific/Technical Services	71	1.02
Company and Enterprise Management	18	0.26
Administrative and Support	511	7.31
Waste Management and Remediation	9	0.13
Elementary and Secondary Schools	113	1.62
Colleges and Universities	20	0.29
Business Schools, Computer and Management Training	0	n/a
Technical and Trade Schools	3	0.04
Educational Services	55	0.79
Physician Offices	67	0.96
Dental Offices	126	1.8
Other Health Practicioners	195	2.79
Outpatient Care	67	0.96
Medical and Diagnostic Laboratories	7	0.1
Home Health Care Services	33	0.47
Ambulatory Services	13	0.19
General Medical and Surgical Hospitals	65	0.93
Psychiatric and Substance Abuse Hospitals	19	0.27
Other Hospitals	24	0.34

	TOTAL	%
Nursing and Residential Care	36	0.52
Individual and Family Services	82	1.17
Community Relief Services	4	0.06
Vocational Rehabilitation	3	0.04
Child Care Services	61	0.87
Performing Arts	20	0.29
Spectator Sports	24	0.34
Performing Arts/Sports Promoters	0	n/a
Agents and Managers	1	0.01
Independent Artists/Writers/Performers	4	0.06
Museums, Zoos, Historical Sites	20	0.29
Amusement, Gambling, and Recreation	45	0.64
Fitness Centers	63	0.9
Accomodations	63	0.9
Food Services and Drinking Places	441	6.31
Repair and Maintenance Services	159	2.28
Personal Care Services	244	3.49
Death Care Services	16	0.23
Religious/Civic/Professional Organizations	415	5.94
Public Administration	79	1.13

Total Employees by Occupation

	TOTAL	%
Executive, Managers, and Administrators	8,425	11.58
Protective Services	1,163	1.6
Farming, Forestry, and Fishing	139	0.19
Business and Financial Operations	4,529	6.22
Computer and mathematical occupations	2,189	3.01
Architecture and engineering	1,423	1.96
Life/Physical/Social Science occupations	848	1.17
Community and Social Services	1,762	2.42
Legal	832	1.14
Education/Training/Library	4,313	5.93
Health Diagnosing and Treating Practitioners	2,800	3.85
Health Technologists/Technicians	1,441	1.98
Healthcare support	1,952	2.68
Food Preparation/Serving	5,021	6.9
Building and Grounds maintenance	2,231	3.07
Personal care and service	1,429	1.96
Sales	8,174	11.23
Office and Administrative support	7,846	10.78
Construction and Extraction	2,556	3.51
Installation/Maintenance and Repair workers	2,013	2.77
Production Workers	4,580	6.29
Transportation Workers	2,816	3.87
Material Moving	2,862	3.93

Total Employees by Major SIC

	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	935	1.28
Mining (SIC 10-14)	29	0.04
Construction (SIC 15-17)	3,679	5.05
Manufacturing (SIC 20-39)	8,062	11.08
Transportation and Communications (SIC 40-49)	4,402	6.05
Wholesale Trade (SIC 50-51)	2,472	3.4
Retail Trade (SIC 52-59)	16,612	22.82
Finance, Insurance And Real Estate (SIC 60-69)	4,474	6.15
Services (SIC 70-89)	28,854	39.65
Public Administration (SIC 90-98)	3,261	4.48
Unclassified (SIC 99)	0	n/a

Total Employees by Establishment Type

	TOTAL	%
Agriculture, Forestry and Fishing	319	0.44
Agricultural Services	616	0.85
Coal and Ore Mining	22	0.03
Oil and Gas	7	0.01
General Construction	1,021	1.4
Heavy Construction	2,658	3.65
Food Manufacturing	307	0.42
Tobacco Manufacturing	6	0.01
Textile Mills	106	0.15
Apparel and Textile Manufacturing	56	0.08
Lumber and Wood Production	690	0.95
Furniture Manufacturing	5	0.01
Paper Manufacturing	47	0.06
Printing and Publishing	369	0.51
Chemicals	278	0.38
Petroleum Refining	0	n/a
Rubber and Plastics	3,233	4.44
Leather Manufacturing	0	n/a
Stone, Glass, and Concrete	554	0.76
Metals Fabrication	109	0.15
Machinery and Equipment Manufacturing	2,302	3.16
Transportation	2,187	3
Travel Services	46	0.06
Transport Services	220	0.3
Communications	425	0.58
Utilities	1,524	2.09
Durables Wholesale	1,392	1.91

	TOTAL	%
Non Durables Wholesale	1,080	1.48
Building Materials, Hardware and Garden	923	1.27
General Merchandise Stores	1,459	2
Food Markets	1,934	2.66
Convenience Stores	183	0.25
Other Food Stores	758	1.04
Auto Dealers and Gas Stations	2,517	3.46
Clothing Stores	503	0.69
Furniture Stores	165	0.23
Home Furnishings	59	0.08
Electronics and Computer Stores	281	0.39
Music Stores	27	0.04
Restaurants	3,217	4.42
Other Food Service	1,900	2.61
Bars	504	0.69
Drug Stores	381	0.52
Liquor Stores	267	0.37
Specialty Stores	1,439	1.98
Catalog and Direct Sales	95	0.13
Banks and Financial Institutions	1,920	2.64
Insurance Carriers	834	1.15
Insurance Agents and Brokers	637	0.88
Real Estate	1,083	1.49
Hotels and Lodging	802	1.1
Dry Cleaning and Laundry	102	0.14
Beauty and Barber Shops	647	0.89
Other Personal Service	186	0.26
Advertising	142	0.2

	TOTAL	%
Computer Services	888	1.22
Other Business Services	2,881	3.96
Auto Repair/Services	579	0.8
Miscellaneous Repair Services	314	0.43
Motion Pictures	78	0.11
Entertainment and Recreation Services	845	1.16
Health and Medical Services	3,419	4.7
Hospitals	3,804	5.23
Legal Services	555	0.76
Primary and Secondary Education	4,498	6.18
Colleges and Universities	1,106	1.52
Social Services	1,304	1.79
Child Care Services	403	0.55
Museums and Zoos	87	0.12
Membership Organizations	4,142	5.69
Professional Services	1,768	2.43
Government	3,261	4.48
Unclassified Establishments	0	n/a

Total Employees by NAICS

	TOTAL	%
Agriculture, Forestry and Fishing	281	0.39
Agricultural Services	0	n/a
Coal and Ore Mining	22	0.03
Oil and Gas	5	0.01
General Construction	2,991	4.11
Heavy Construction	716	0.98
Food Manufacturing	470	0.65
Beverage and Tobacco Products	55	0.08
Textile Mills	43	0.06
Textile Products	98	0.13
Apparel Manufacturing	21	0.03
Leather Manufacturing	0	n/a
Wood Products	666	0.92
Paper Manufacturing	47	0.06
Printing and Publishing	247	0.34
Chemicals	278	0.38
Petroleum and Coal Products	0	n/a
Rubber and Plastics	3,233	4.44
Stone, Glass, and Concrete	554	0.76
Primary Metal Manufacturing	27	0.04
Metals Fabrication	397	0.55
Machinery and Equipment Manufacturing	174	0.24
Computers and Electronics	128	0.18
Electrical Equipment and Appliances	390	0.54
Transportation Equipment	19	0.03
Furniture Manufacturing	17	0.02
Miscellaneous Manufacturing	1,295	1.78

	TOTAL	%
Communications	365	0.5
Utilities	173	0.24
Durables Wholesale	1,392	1.91
Non Durables Wholesale	1,080	1.48
Electronic Markets and Brokers	0	n/a
Motor Vehicle and Parts Dealers	1,228	1.69
Furniture and Home Furnishings	216	0.3
Electronics and Appliances	296	0.41
Building Materials, Hardware and Garden	923	1.27
Food and Beverage Stores	2,837	3.9
Health and Personal Care Stores	563	0.77
Gasoline Stations	1,289	1.77
Clothing and Clothing Accessories	506	0.7
Sporting Goods/Hobby/Book/Music Stores	406	0.56
General Merchandise Stores	1,459	2
Miscellaneous Store Retailers	875	1.2
Nonstore Retailers	99	0.14
Warehousing/Storage, Postal/Courier Service	382	0.52
Publishing	122	0.17
Software Publishers	48	0.07
Motion Pictures and Video	50	0.07
Movie Theaters	20	0.03
Broadcasting	60	0.08
Data Processing/Hosting	259	0.36
Other Information Services	152	0.21
Banking	1,906	2.62
Insurance Carriers	1,469	2.02
Real Estate	965	1.33

	TOTAL	%
Rental and Leasing	232	0.32
Legal Services	638	0.88
Accounting	180	0.25
Agricultural and Engineering	656	0.9
Specialized Design	160	0.22
Computer Systems Design	568	0.78
Management/Scientific/Technical Consulting	768	1.06
Scientific Research and Development	151	0.21
Advertising and Public Relations	204	0.28
Other Professional/Scientific/Technical Services	385	0.53
Company and Enterprise Management	94	0.13
Administrative and Support	2,846	3.91
Waste Management and Remediation	1,356	1.86
Elementary and Secondary Schools	4,498	6.18
Colleges and Universities	1,106	1.52
Business Schools, Computer and Management Training	0	n/a
Technical and Trade Schools	14	0.02
Educational Services	265	0.36
Physician Offices	1,596	2.19
Dental Offices	842	1.16
Other Health Practicioners	668	0.92
Outpatient Care	569	0.78
Medical and Diagnostic Laboratories	94	0.13
Home Health Care Services	357	0.49
Ambulatory Services	101	0.14
General Medical and Surgical Hospitals	365	0.5
Psychiatric and Substance Abuse Hospitals	1,779	2.44
Other Hospitals	740	1.02

	TOTAL	%
Nursing and Residential Care	694	0.95
Individual and Family Services	607	0.83
Community Relief Services	24	0.03
Vocational Rehabilitation	10	0.01
Child Care Services	403	0.55
Performing Arts	86	0.12
Spectator Sports	121	0.17
Performing Arts/Sports Promoters	0	n/a
Agents and Managers	2	0
Independent Artists/Writers/Performers	15	0.02
Museums, Zoos, Historical Sites	87	0.12
Amusement, Gambling, and Recreation	418	0.57
Fitness Centers	299	0.41
Accomodations	802	1.1
Food Services and Drinking Places	5,628	7.73
Repair and Maintenance Services	620	0.85
Personal Care Services	897	1.23
Death Care Services	55	0.08
Religious/Civic/Professional Organizations	4,224	5.8

Source: Applied Geographic Solutions, August 2024

