



# WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

## Labor Force Report

Prosperity Southwest, WI

Total Establishments		
		TOTAL
Total Establishments		7,844

Total Establishments by Size		
	TOTAL	%
1-4 Employees	5,293	67.48
5-9 Employees	1,288	16.42
10-19 Employees	606	7.73
20-49 Employees	418	5.33
50-99 Employees	141	1.8
100-249 Employees	68	0.87
250-499 Employees	17	0.22
500-999 Employees	8	0.1
1000+ Employees	5	0.06

Total Businesses by Establishment Type		
	TOTAL	%
Agriculture, Forestry and Fishing	321	4.09
Agricultural Services	142	1.81
Coal and Ore Mining	3	0.04
Oil and Gas	4	0.05
General Construction	173	2.21
Heavy Construction	371	4.73
Food Manufacturing	56	0.71
Tobacco Manufacturing	0	n/a
Textile Mills	0	n/a
Apparel and Textile Manufacturing	1	0.01
Lumber and Wood Production	19	0.24
Furniture Manufacturing	0	n/a
Paper Manufacturing	2	0.03
Printing and Publishing	49	0.62
Chemicals	3	0.04
Petroleum Refining	3	0.04
Rubber and Plastics	8	0.1
Leather Manufacturing	0	n/a
Stone, Glass, and Concrete	9	0.11
Metals Fabrication	16	0.2
Machinery and Equipment Manufacturing	86	1.1
Transportation	244	3.11
Travel Services	8	0.1
Transport Services	8	0.1
Communications	42	0.54
Utilities	42	0.54
Durables Wholesale	145	1.85
Non Durables Wholesale	139	1.77
Building Materials, Hardware and Garden	110	1.4
General Merchandise Stores	51	0.65
Food Markets	39	0.5
Convenience Stores	47	0.6
Other Food Stores	95	1.21

	TOTAL	%
Auto Dealers and Gas Stations	223	2.84
Clothing Stores	41	0.52
Furniture Stores	28	0.36
Home Furnishings	31	0.4
Electronics and Computer Stores	15	0.19
Music Stores	2	0.03
Restaurants	243	3.1
Other Food Service	55	0.7
Bars	131	1.67
Drug Stores	32	0.41
Liquor Stores	12	0.15
Specialty Stores	230	2.93
Catalog and Direct Sales	69	0.88
Banks and Financial Institutions	487	6.21
Insurance Carriers	11	0.14
Insurance Agents and Brokers	152	1.94
Real Estate	217	2.77
Hotels and Lodging	109	1.39
Dry Cleaning and Laundry	19	0.24
Beauty and Barber Shops	158	2.01
Other Personal Service	120	1.53
Advertising	8	0.1
Computer Services	26	0.33
Other Business Services	149	1.9
Auto Repair/Services	222	2.83
Miscellaneous Repair Services	91	1.16
Motion Pictures	39	0.5
Entertainment and Recreation Services	90	1.15
Health and Medical Services	629	8.02
Hospitals	82	1.05
Legal Services	61	0.78
Primary and Secondary Education	131	1.67
Colleges and Universities	7	0.09
Social Services	193	2.46

	TOTAL	%
Child Care Services	43	0.55
Museums and Zoos	25	0.32
Membership Organizations	354	4.51
Professional Services	140	1.78
Government	506	6.45
Unclassified Establishments	383	4.88

Total Businesses by NAICS		
	TOTAL	%
Agriculture, Forestry and Fishing	353	4.5
Agricultural Services	0	n/a
Coal and Ore Mining	4	0.05
Oil and Gas	4	0.05
General Construction	528	6.73
Heavy Construction	26	0.33
Food Manufacturing	65	0.83
Beverage and Tobacco Products	13	0.17
Textile Mills	0	n/a
Textile Products	1	0.01
Apparel Manufacturing	0	n/a
Leather Manufacturing	0	n/a
Wood Products	15	0.19
Paper Manufacturing	2	0.03
Printing and Publishing	21	0.27
Chemicals	3	0.04
Petroleum and Coal Products	3	0.04
Rubber and Plastics	8	0.1
Stone, Glass, and Concrete	9	0.11
Primary Metal Manufacturing	5	0.06
Metals Fabrication	35	0.45
Machinery and Equipment Manufacturing	25	0.32
Computers and Electronics	3	0.04
Electrical Equipment and Appliances	2	0.03
Transportation Equipment	7	0.09
Furniture Manufacturing	5	0.06
Miscellaneous Manufacturing	28	0.36
Communications	32	0.41
Utilities	31	0.4
Durables Wholesale	142	1.81
Non Durables Wholesale	133	1.7
Electronic Markets and Brokers	0	n/a
Motor Vehicle and Parts Dealers	139	1.77

	TOTAL	%
Furniture and Home Furnishings	40	0.51
Electronics and Appliances	44	0.56
Building Materials, Hardware and Garden	109	1.39
Food and Beverage Stores	165	2.1
Health and Personal Care Stores	65	0.83
Gasoline Stations	84	1.07
Clothing and Clothing Accessories	49	0.62
Sporting Goods/Hobby/Book/Music Stores	56	0.71
General Merchandise Stores	51	0.65
Miscellaneous Store Retailers	143	1.82
Nonstore Retailers	69	0.88
Warehousing/Storage, Postal/Courier Service	60	0.76
Publishing	26	0.33
Software Publishers	4	0.05
Motion Pictures and Video	8	0.1
Movie Theaters	9	0.11
Broadcasting	10	0.13
Data Processing/Hosting	5	0.06
Other Information Services	34	0.43
Banking	475	6.06
Insurance Carriers	163	2.08
Real Estate	208	2.65
Rental and Leasing	45	0.57
Legal Services	82	1.05
Accounting	58	0.74
Agricultural and Engineering	25	0.32
Specialized Design	20	0.25
Computer Systems Design	9	0.11
Management/Scientific/Technical Consulting	39	0.5
Scientific Research and Development	16	0.2
Advertising and Public Relations	12	0.15
Other Professional/Scientific/Technical Services	113	1.44
Company and Enterprise Management	11	0.14
Administrative and Support	156	1.99

	TOTAL	%
Waste Management and Remediation	11	0.14
Elementary and Secondary Schools	129	1.64
Colleges and Universities	7	0.09
Business Schools, Computer and Management Training	2	0.03
Technical and Trade Schools	2	0.03
Educational Services	25	0.32
Physician Offices	176	2.24
Dental Offices	68	0.87
Other Health Practicioners	354	4.51
Outpatient Care	56	0.71
Medical and Diagnostic Laboratories	1	0.01
Home Health Care Services	9	0.11
Ambulatory Services	30	0.38
General Medical and Surgical Hospitals	11	0.14
Psychiatric and Substance Abuse Hospitals	4	0.05
Other Hospitals	0	n/a
Nursing and Residential Care	88	1.12
Individual and Family Services	76	0.97
Community Relief Services	1	0.01
Vocational Rehabilitation	10	0.13
Child Care Services	43	0.55
Performing Arts	10	0.13
Spectator Sports	1	0.01
Performing Arts/Sports Promoters	5	0.06
Agents and Managers	0	n/a
Independent Artists/Writers/Performers	4	0.05
Museums, Zoos, Historical Sites	41	0.52
Amusement, Gambling, and Recreation	29	0.37
Fitness Centers	30	0.38
Accomodations	109	1.39
Food Services and Drinking Places	429	5.47
Repair and Maintenance Services	270	3.44
Personal Care Services	229	2.92
Death Care Services	43	0.55

	TOTAL	%
Religious/Civic/Professional Organizations	390	4.97
Public Administration	500	6.37

## Total Employees by Occupation

	TOTAL	%
Executive, Managers, and Administrators	7,306	9.6
Protective Services	1,002	1.32
Farming, Forestry, and Fishing	1,307	1.72
Business and Financial Operations	2,455	3.23
Computer and mathematical occupations	1,061	1.39
Architecture and engineering	716	0.94
Life/Physical/Social Science occupations	453	0.6
Community and Social Services	916	1.2
Legal	198	0.26
Education/Training/Library	4,029	5.29
Health Diagnosing and Treating Practitioners	3,143	4.13
Health Technologists/Technicians	1,440	1.89
Healthcare support	2,570	3.38
Food Preparation/Serving	3,570	4.69
Building and Grounds maintenance	2,540	3.34
Personal care and service	1,659	2.18
Sales	9,034	11.87
Office and Administrative support	9,950	13.07
Construction and Extraction	3,375	4.43
Installation/Maintenance and Repair workers	2,990	3.93
Production Workers	8,194	10.76
Transportation Workers	2,646	3.48
Material Moving	4,233	5.56

## Total Employees

	TOTAL
Total Employees	76,119



Total Employees by Major SIC		
	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	1,544	2.03
Mining (SIC 10-14)	86	0.11
Construction (SIC 15-17)	2,051	2.69
Manufacturing (SIC 20-39)	8,224	10.8
Transportation and Communications (SIC 40-49)	2,286	3
Wholesale Trade (SIC 50-51)	3,247	4.27
Retail Trade (SIC 52-59)	22,419	29.45
Finance, Insurance And Real Estate (SIC 60-69)	2,901	3.81
Services (SIC 70-89)	28,525	37.47
Public Administration (SIC 90-98)	4,251	5.58
Unclassified (SIC 99)	585	0.77

Total Employees by Establishment Type		
	TOTAL	%
Agriculture, Forestry and Fishing	1,039	1.36
Agricultural Services	505	0.66
Coal and Ore Mining	14	0.02
Oil and Gas	72	0.09
General Construction	557	0.73
Heavy Construction	1,494	1.96
Food Manufacturing	1,943	2.55
Tobacco Manufacturing	0	n/a
Textile Mills	0	n/a
Apparel and Textile Manufacturing	30	0.04
Lumber and Wood Production	643	0.84
Furniture Manufacturing	0	n/a
Paper Manufacturing	11	0.01
Printing and Publishing	665	0.87
Chemicals	79	0.1
Petroleum Refining	8	0.01
Rubber and Plastics	313	0.41
Leather Manufacturing	0	n/a
Stone, Glass, and Concrete	114	0.15
Metals Fabrication	1,039	1.36
Machinery and Equipment Manufacturing	3,379	4.44
Transportation	1,417	1.86
Travel Services	12	0.02
Transport Services	67	0.09
Communications	351	0.46
Utilities	439	0.58
Durables Wholesale	2,191	2.88
Non Durables Wholesale	1,056	1.39
Building Materials, Hardware and Garden	871	1.14
General Merchandise Stores	1,385	1.82
Food Markets	935	1.23
Convenience Stores	577	0.76
Other Food Stores	1,297	1.7

	TOTAL	%
Auto Dealers and Gas Stations	1,739	2.28
Clothing Stores	4,243	5.57
Furniture Stores	164	0.22
Home Furnishings	96	0.13
Electronics and Computer Stores	93	0.12
Music Stores	3	0
Restaurants	3,162	4.15
Other Food Service	864	1.14
Bars	421	0.55
Drug Stores	328	0.43
Liquor Stores	136	0.18
Specialty Stores	2,584	3.39
Catalog and Direct Sales	3,521	4.63
Banks and Financial Institutions	1,697	2.23
Insurance Carriers	37	0.05
Insurance Agents and Brokers	460	0.6
Real Estate	707	0.93
Hotels and Lodging	860	1.13
Dry Cleaning and Laundry	51	0.07
Beauty and Barber Shops	403	0.53
Other Personal Service	373	0.49
Advertising	50	0.07
Computer Services	360	0.47
Other Business Services	2,856	3.75
Auto Repair/Services	859	1.13
Miscellaneous Repair Services	192	0.25
Motion Pictures	287	0.38
Entertainment and Recreation Services	694	0.91
Health and Medical Services	4,637	6.09
Hospitals	4,105	5.39
Legal Services	201	0.26
Primary and Secondary Education	5,218	6.86
Colleges and Universities	419	0.55
Social Services	2,324	3.05

	TOTAL	%
Child Care Services	327	0.43
Museums and Zoos	1,173	1.54
Membership Organizations	1,692	2.22
Professional Services	1,060	1.39
Government	4,251	5.58
Unclassified Establishments	585	0.77

Total Employees by NAICS		
	TOTAL	%
Agriculture, Forestry and Fishing	1,129	1.48
Agricultural Services	0	n/a
Coal and Ore Mining	16	0.02
Oil and Gas	72	0.09
General Construction	1,849	2.43
Heavy Construction	216	0.28
Food Manufacturing	1,886	2.48
Beverage and Tobacco Products	159	0.21
Textile Mills	0	n/a
Textile Products	30	0.04
Apparel Manufacturing	0	n/a
Leather Manufacturing	0	n/a
Wood Products	633	0.83
Paper Manufacturing	11	0.01
Printing and Publishing	482	0.63
Chemicals	79	0.1
Petroleum and Coal Products	8	0.01
Rubber and Plastics	313	0.41
Stone, Glass, and Concrete	114	0.15
Primary Metal Manufacturing	180	0.24
Metals Fabrication	1,178	1.55
Machinery and Equipment Manufacturing	1,137	1.49
Computers and Electronics	71	0.09
Electrical Equipment and Appliances	231	0.3
Transportation Equipment	273	0.36
Furniture Manufacturing	10	0.01
Miscellaneous Manufacturing	1,385	1.82
Communications	216	0.28
Utilities	269	0.35
Durables Wholesale	2,180	2.86
Non Durables Wholesale	1,037	1.36
Electronic Markets and Brokers	0	n/a
Motor Vehicle and Parts Dealers	1,114	1.46

	TOTAL	%
Furniture and Home Furnishings	176	0.23
Electronics and Appliances	235	0.31
Building Materials, Hardware and Garden	861	1.13
Food and Beverage Stores	2,817	3.7
Health and Personal Care Stores	777	1.02
Gasoline Stations	625	0.82
Clothing and Clothing Accessories	4,275	5.62
Sporting Goods/Hobby/Book/Music Stores	1,292	1.7
General Merchandise Stores	1,385	1.82
Miscellaneous Store Retailers	841	1.1
Nonstore Retailers	3,521	4.63
Warehousing/Storage, Postal/Courier Service	400	0.53
Publishing	179	0.24
Software Publishers	123	0.16
Motion Pictures and Video	16	0.02
Movie Theaters	75	0.1
Broadcasting	135	0.18
Data Processing/Hosting	30	0.04
Other Information Services	644	0.85
Banking	1,631	2.14
Insurance Carriers	497	0.65
Real Estate	597	0.78
Rental and Leasing	78	0.1
Legal Services	294	0.39
Accounting	265	0.35
Agricultural and Engineering	92	0.12
Specialized Design	47	0.06
Computer Systems Design	172	0.23
Management/Scientific/Technical Consulting	448	0.59
Scientific Research and Development	56	0.07
Advertising and Public Relations	115	0.15
Other Professional/Scientific/Technical Services	428	0.56
Company and Enterprise Management	64	0.08
Administrative and Support	2,445	3.21

	TOTAL	%
Waste Management and Remediation	159	0.21
Elementary and Secondary Schools	5,214	6.85
Colleges and Universities	419	0.55
Business Schools, Computer and Management Training	14	0.02
Technical and Trade Schools	36	0.05
Educational Services	312	0.41
Physician Offices	1,390	1.83
Dental Offices	404	0.53
Other Health Practicioners	968	1.27
Outpatient Care	2,002	2.63
Medical and Diagnostic Laboratories	28	0.04
Home Health Care Services	255	0.34
Ambulatory Services	238	0.31
General Medical and Surgical Hospitals	2,141	2.81
Psychiatric and Substance Abuse Hospitals	29	0.04
Other Hospitals	0	n/a
Nursing and Residential Care	2,159	2.84
Individual and Family Services	429	0.56
Community Relief Services	2	0
Vocational Rehabilitation	504	0.66
Child Care Services	327	0.43
Performing Arts	192	0.25
Spectator Sports	6	0.01
Performing Arts/Sports Promoters	11	0.01
Agents and Managers	0	n/a
Independent Artists/Writers/Performers	6	0.01
Museums, Zoos, Historical Sites	1,361	1.79
Amusement, Gambling, and Recreation	271	0.36
Fitness Centers	229	0.3
Accomodations	860	1.13
Food Services and Drinking Places	4,457	5.86
Repair and Maintenance Services	967	1.27
Personal Care Services	634	0.83
Death Care Services	94	0.12

	TOTAL	%
Religious/Civic/Professional Organizations	2,373	3.12

Data Source: Applied Geographic Solutions 2020