

Wisconsin	JOBS	
Industry Segments	State %	LQ
<b>Local Trade</b>	41.8%	0.95
Food and Beverage (retail, wholesale, vending)	3.0%	1.02
Personal services & Retail (most retail, services, training, to individuals)	10.0%	0.93
Hospitality & Entertainment (restaurants, recreation, TV, radio, theaters)	9.2%	1.00
Utilities, Transportation & Automotive (various transit, auto dealers, parts)	4.5%	0.98
Financial Services (deposit institutions - banks, credit unions & insurance)	3.2%	1.13
Commercial and Industrial Services (all services to business incl. law & acctg)	4.0%	0.83
Real Estate, Construction, and Development	7.8%	0.87
<b>External Trade</b>	28.2%	1.10
Hospitality & Tourism	2.8%	0.95
Ag, Forestry, Fishing, Wood Products, Food Process (farming, food production)	2.6%	1.70
Light Manufacturing (plastics, apparel, electronics)	2.9%	1.84
Automotive, Aerospace, & Transportation (manuf air, auto, marine, appliance)	1.0%	1.14
Heavy Manufacturing (Construction & Industrial)	3.7%	1.77
Business Services (Printers, Finance, Insurance, Marketing)	7.8%	0.87
Mining, Power, Environmental, Oil & Gas	0.3%	0.51
Computer, Pharma, Chemical, Electronic & Medical (manufacturing)	2.0%	0.79
Distribution, Wholesale, Transportation & Logistics	5.0%	1.13
<b>Non-Trade &amp; Health Care</b>	30.0%	0.99
Education (elementary, secondary, colleges and universities)	7.1%	0.99
Health Care & Services (hospital, providers, labs, residence facilities)	12.4%	0.99
Community, Civic, & Government (social, non-profit, religious, government)	10.5%	1.01
<b>Total</b> - all 1,065 NAICS (2012 definition) have been assigned	100.0%	1.00

## Wisconsin 2016

**Local Trade**  
**41.8%**

**External Trade**  
**28.2%**

**Non-Trade**  
**30%**

# State of Wisconsin Trade Area Sector Influence on Job Creation 2016



# LQ for External Trade Establishment Jobs 2016

