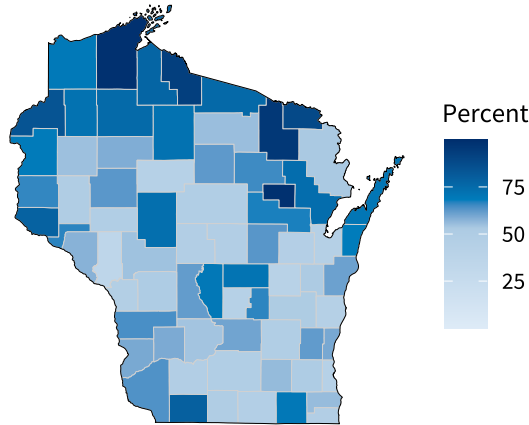


## Wisconsin

**457,769** small businesses  
**99.4 percent** of Wisconsin businesses

**1.3 million** small business employees  
**48.7 percent** of Wisconsin employees



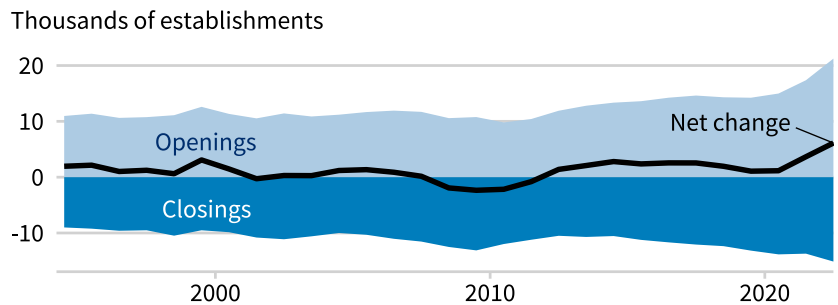
### Share of employees working at small businesses by county

Source of original data: [Statistics of US Businesses](#) (Census)

## Business dynamics

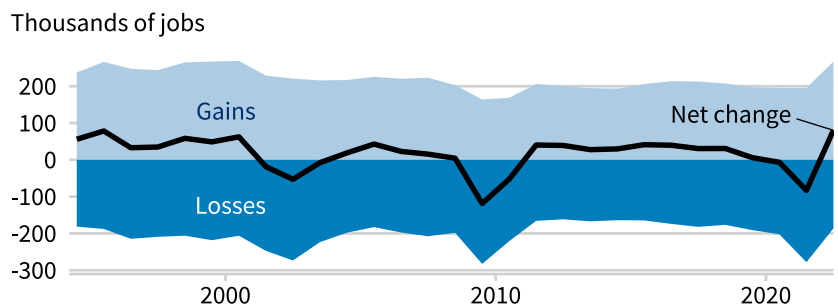
### Establishments

Between March 2021 and March 2022, 21,237 Wisconsin establishments opened and 15,119 closed, for a net increase of 6,118. Employment expanded at 42,648 establishments and contracted at 34,720. Small businesses accounted for 20,404 openings and 14,434 closings.



### Employment

Opening and expanding Wisconsin establishments added 266,651 jobs, while closing and contracting establishments lost 186,411, for a net increase of 80,240 jobs. Small businesses contributed a net increase of 66,394 jobs, or 82.7 percent of that total.



Counts include temporary closures and reopenings

Source: [Business Employment Dynamics](#) (BLS)

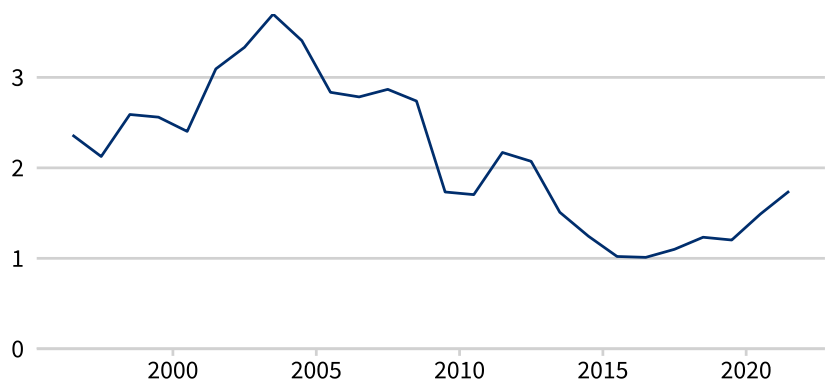
## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2021, reporting banks issued \$1.7 billion in loans to Wisconsin businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$1.5 billion. Total reported new lending to businesses through loans of \$1 million or less was \$5.4 billion.

Source: [CRA Aggregate Data](#) (FFIEC)

### New lending to businesses with revenues under \$1 million

\$Billion



## Small business count by size and industry

Industry	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	45,448	9,066	930	55,444
Construction	40,557	12,708	1,059	54,324
Retail Trade	39,860	9,353	1,420	50,633
Other Services (except Public Administration)	36,691	12,384	981	50,056
Real Estate and Rental and Leasing	43,516	3,914	270	47,700
Transportation and Warehousing	30,198	3,994	630	34,822
Health Care and Social Assistance	22,076	7,903	2,088	32,067
Administrative, Support, and Waste Management	25,068	5,147	658	30,873
Arts, Entertainment, and Recreation	19,093	2,201	407	21,701
Accommodation and Food Services	6,577	9,084	2,530	18,191
Finance and Insurance	10,766	3,741	453	14,960
Manufacturing	6,915	4,415	2,390	13,720
Educational Services	9,566	1,182	357	11,105
Wholesale Trade	5,707	3,610	1,081	10,398
Agriculture, Forestry, Fishing and Hunting	6,483	490	23	6,996
Information	3,770	754	197	4,721
Management of Companies and Enterprises	*	81	312	393
Mining, Quarrying, and Oil and Gas Extraction	123	77	32	232
Utilities	142	25	30	197
Industries not classified	*	180	0	180
<b>Total</b>	<b>352,556</b>	<b>90,189</b>	<b>15,024</b>	<b>457,769</b>

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2020 (Census); [Statistics of US Businesses](#), 2020 (Census)



### Small business exports

A total of 8,885 identified firms exported goods worth \$23.0 billion from Wisconsin in 2021. Of those exporters, 7,659—or 86.2 percent—were small. Exports by small firms reached \$6.6 billion, making up 28.7 percent of exports by identified firms.

Source: [A profile of US importing and exporting companies, 2020-2021](#) (Census)

## Business ownership share by demographic group

### Women



Women made up 47.9 percent of workers and owned 41.7 percent of businesses.

### Veterans



Veterans made up 4.1 percent of workers and owned 7.1 percent of businesses.

### Hispanics



Hispanics made up 6.0 percent of workers and owned 3.3 percent of businesses.

### Racial minorities



Racial minorities made up 12.5 percent of workers and owned 7.4 percent of businesses.

Ownership shares include equal and majority ownership

Sources of original data: [American Community Survey, 2019 5-Year Data \(Census\)](#); [Annual Business Survey, 2019 \(Census\)](#); [Nonemployer Statistics by Demographics, 2019 \(Census\)](#)

## Business count by owner demographic group

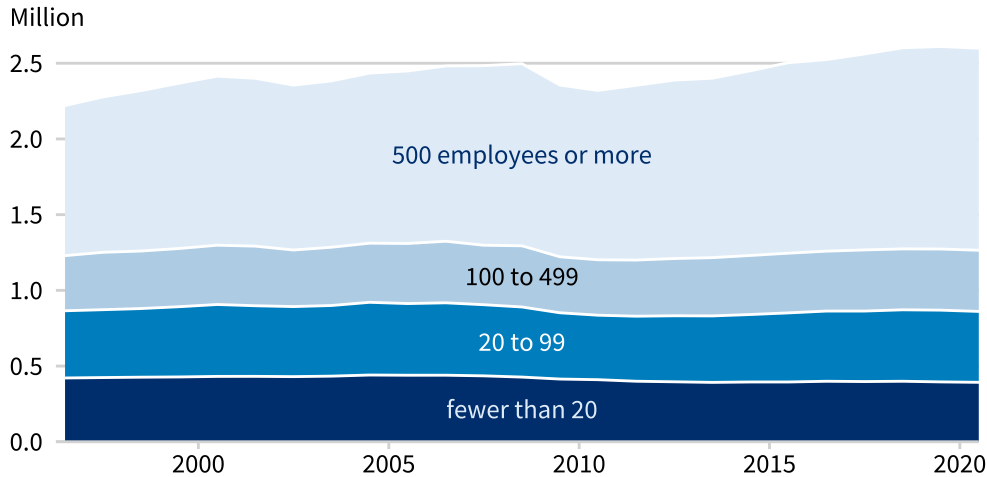
	Without employees	With employees	Total businesses
Ownership			
Female	140,000	17,696	157,696
Male	200,000	60,850	260,850
Owned equally by both groups	9,500	19,189	28,689
Veteran	21,000	6,088	27,088
Not Veteran	327,000	88,836	415,836
Owned equally by both groups	2,000	2,807	4,807
Hispanic	12,500	1,478	13,978
Not Hispanic	337,000	95,885	432,885
Owned equally by both groups	400	370	770
American Indian and Alaska Native	3,400	353	3,753
Asian	10,000	3,180	13,180
Black or African American	18,500	756	19,256
Native Hawaiian and Other Pacific Islander	250	*	*
White	321,000	93,613	414,613
Hispanic or Racial Minority	43,000	5,720	48,720
White and Not Hispanic	306,000	91,169	397,169
Owned equally by both groups	750	*	*

\* Not reported by the Census Bureau; counts include only businesses classifiable by owner demographic group

Sources: [Annual Business Survey, 2019 \(Census\)](#); [Nonemployer Statistics by Demographics, 2019 \(Census\)](#)

## Total Wisconsin employment by business size

Source of original data: [Statistics of US Businesses](#) (Census)



Small businesses accounted for 48.7 percent of Wisconsin employment in 2020, which exceeded the national small business employment share.

### Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	13,767	99.4	100,250	80.8	6,751,663	78.5
Other Services (except Public Administration)	13,365	99.0	92,949	89.7	2,717,855	88.6
Accommodation and Food Services	11,614	98.4	167,450	68.4	2,349,506	66.1
Retail Trade	10,773	96.2	118,659	38.4	3,925,073	43.5
Professional, Scientific, and Technical Services	9,996	96.9	71,757	62.4	4,924,989	56.7
Health Care and Social Assistance	9,991	97.7	183,431	44.1	6,829,307	32.4
Manufacturing	6,805	92.0	202,139	42.9	10,591,206	39.2
Administrative, Support, and Waste Management	5,805	95.6	59,921	41.2	2,220,496	41.5
Wholesale Trade	4,691	90.6	71,413	56.3	4,334,231	50.5
Transportation and Warehousing	4,624	95.1	43,635	39.1	1,964,630	38.7
Finance and Insurance	4,194	93.2	42,756	29.4	3,025,848	23.7
Real Estate and Rental and Leasing	4,184	97.9	22,514	79.9	1,032,845	79.9
Arts, Entertainment, and Recreation	2,608	98.4	33,448	73.9	575,125	48.3
Educational Services	1,539	96.7	27,118	46.9	782,851	34.5
Information	951	85.9	13,244	24.3	796,116	18.5
Agriculture, Forestry, Fishing and Hunting	513	98.8	2,650	70.4	119,831	59.5
Management of Companies and Enterprises	393	58.6	8,240	10.6	610,975	8.7
Industries not classified	180	100.0	205	100.0	4,982	100.0
Mining, Quarrying, and Oil and Gas Extraction	109	87.2	2,000	34.6	132,606	19.2
Utilities	55	73.3	1,017	8.0	82,281	5.7
<b>Total</b>	<b>105,213</b>	<b>97.3</b>	<b>1,264,796</b>	<b>48.7</b>	<b>53,772,416</b>	<b>41.0</b>

Source: [Statistics of US Businesses](#), 2020 (Census)

#### About this profile

Small businesses are generally defined here as firms with fewer than 500 employees. Figures or statistics may involve approximations because of missing or problematic data. Where notes identify the source of “original data,” a value is approximate in at least one profile. The Technical Notes provide details on data, methods, and definitions. Electronic versions of this and other [geographic profiles](#) are available online. Visit [advocacy.sba.gov](http://advocacy.sba.gov) for additional resources.