

2020 Small Business Profile

U.S. SMALL BUSINESS ADMINISTRATION
OFFICE OF ADVOCACY

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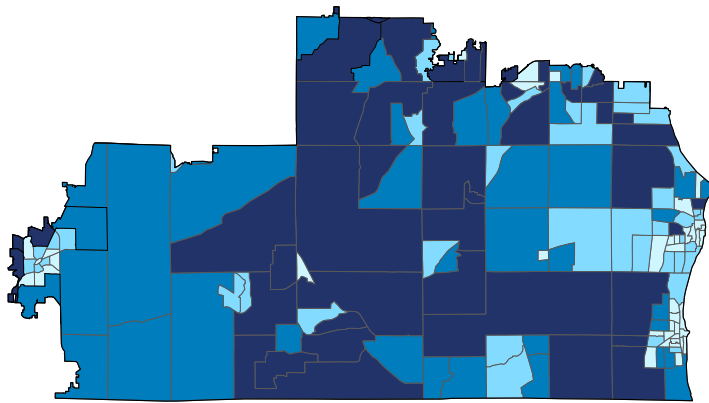
Wisconsin Congressional District 1



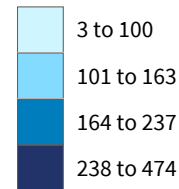
12,134 Small Employer Businesses
94.1% of Employer Businesses

133,498 Small Business Employees
52.4% of Employees

\$5.0 billion Small Business Payroll
46.0% of Payroll



Number of Self-Employed
(Census Bureau ACS, 2018)



District Total: 26,661

Employer Businesses, Employment, and Payroll by Industry (Census Bureau SUBS, 2017)

Industry	Employer Businesses		Employment		Payroll (\$1,000)	
	Small	%	Small	%	Small	%
Construction	1,653	99.7	9,244	81.9	591,481	80.6
Other Services (except Public Administration)	1,516	98.6	10,895	95.7	265,681	94.0
Retail Trade	1,343	86.3	13,297	31.0	426,395	36.7
Accommodation and Food Services	1,242	95.0	19,231	68.6	270,005	66.1
Health Care and Social Assistance	1,172	94.2	17,157	48.9	525,799	33.9
Professional, Scientific, and Technical Services	1,048	97.1	6,561	85.8	340,041	86.3
Manufacturing	884	88.9	25,456	51.2	1,315,486	45.2
Administrative, Support, and Waste Management	748	94.1	6,553	46.6	221,814	44.2
Wholesale Trade	625	88.9	7,956	57.9	458,670	52.4
Transportation and Warehousing	550	89.6	4,466	34.5	190,196	34.6
Real Estate and Rental and Leasing	410	93.4	1,956	80.3	71,321	79.2
Finance and Insurance	409	87.6	2,420	40.5	132,709	34.5
Arts, Entertainment, and Recreation	271	97.1	3,865	91.5	73,761	95.1
Educational Services	180	97.8	2,756	64.9	65,519	69.1
Information	69	72.6	896	31.2	32,208	29.0
Management of Companies and Enterprises	33	52.4	544	7.9	39,021	5.8
Agriculture, Forestry, Fishing and Hunting	27	100.0	128	100.0	3,748	100.0
Industries not classified	10	100.0	19	100.0	114	100.0
Mining, Quarrying, and Oil and Gas Extraction	8	88.9	60	81.1	3,392	78.6
Utilities	4	66.7	-	-	-	-
District Total	12,134	94.1	133,498	52.4	5,029,950	46.0

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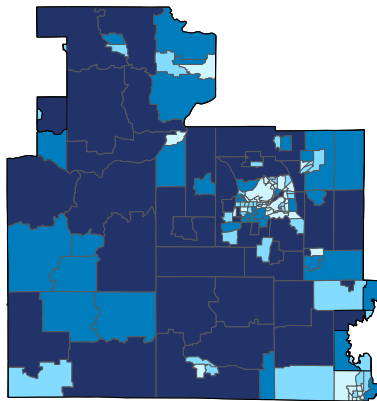
Wisconsin Congressional District 2



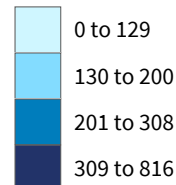
15,013 Small Employer Businesses
93.6% of Employer Businesses

180,764 Small Business Employees
48.7% of Employees

\$7.5 billion Small Business Payroll
39.4% of Payroll



Number of Self-Employed
(Census Bureau ACS, 2018)



District Total: 34,613

Employer Businesses, Employment, and Payroll by Industry (Census Bureau SUBS, 2017)

Industry	Employer Businesses		Employment		Payroll (\$1,000)	
	Small	%	Small	%	Small	%
Professional, Scientific, and Technical Services	2,058	94.9	14,966	59.6	1,029,464	50.6
Other Services (except Public Administration)	1,882	98.0	14,833	85.8	474,186	83.9
Construction	1,795	98.6	14,603	81.8	932,231	77.4
Accommodation and Food Services	1,563	94.8	28,618	71.4	467,416	66.9
Retail Trade	1,457	86.0	16,506	36.8	497,507	38.5
Health Care and Social Assistance	1,223	93.9	22,482	36.1	831,185	25.2
Administrative, Support, and Waste Management	833	92.0	9,179	47.8	282,050	46.2
Real Estate and Rental and Leasing	747	96.1	4,727	87.5	211,982	87.5
Wholesale Trade	710	84.7	10,683	62.0	606,248	60.3
Manufacturing	703	88.3	18,154	42.0	930,332	37.9
Finance and Insurance	662	85.1	7,482	27.6	496,103	23.4
Transportation and Warehousing	470	91.1	5,159	51.0	197,770	46.8
Arts, Entertainment, and Recreation	408	98.6	5,278	96.2	113,799	93.2
Educational Services	275	96.5	2,852	57.4	68,057	53.4
Information	225	78.9	3,131	16.1	203,287	11.5
Management of Companies and Enterprises	59	51.8	1,315	15.6	106,107	14.2
Agriculture, Forestry, Fishing and Hunting	49	96.1	467	44.6	20,499	33.0
Mining, Quarrying, and Oil and Gas Extraction	17	100.0	298	100.0	23,666	100.0
Industries not classified	15	100.0	7	100.0	219	100.0
Utilities	4	36.4	24	1.2	1,490	0.7
District Total	15,013	93.6	180,764	48.7	7,493,598	39.4

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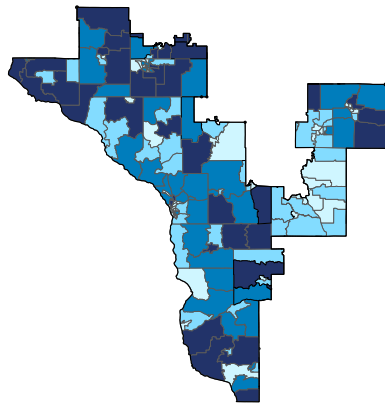
Wisconsin Congressional District 3



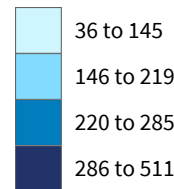
12,949 Small Employer Businesses
94.6% of Employer Businesses

141,763 Small Business Employees
50.7% of Employees

\$5.0 billion Small Business Payroll
41.5% of Payroll



Number of Self-Employed
(Census Bureau ACS, 2018)



District Total: 33,699

Employer Businesses, Employment, and Payroll by Industry (Census Bureau SUBS, 2017)

Industry	Employer Businesses		Employment		Payroll (\$1,000)	
	Small	%	Small	%	Small	%
Other Services (except Public Administration)	1,795	98.8	10,426	92.9	240,631	87.8
Accommodation and Food Services	1,648	96.6	20,328	71.4	268,390	67.8
Construction	1,615	99.1	9,841	84.3	633,019	48.4
Retail Trade	1,495	90.4	16,411	42.1	455,863	48.3
Health Care and Social Assistance	1,164	94.4	22,081	46.4	734,390	32.7
Professional, Scientific, and Technical Services	987	96.0	5,823	80.2	274,161	76.6
Manufacturing	762	87.8	19,673	37.2	831,322	32.8
Transportation and Warehousing	676	91.7	6,256	37.3	254,193	33.9
Administrative, Support, and Waste Management	578	91.6	5,497	45.3	165,716	45.6
Finance and Insurance	576	89.4	6,710	46.3	345,593	42.3
Wholesale Trade	497	84.2	6,909	62.2	367,385	62.0
Real Estate and Rental and Leasing	494	94.5	2,049	70.5	67,334	73.2
Arts, Entertainment, and Recreation	316	98.4	3,646	73.5	52,417	69.8
Educational Services	148	97.4	2,333	71.4	54,645	72.1
Information	122	77.2	1,604	28.2	69,410	19.1
Agriculture, Forestry, Fishing and Hunting	89	98.9	353	91.5	12,923	97.1
Management of Companies and Enterprises	56	65.1	876	12.9	56,433	11.9
Industries not classified	32	100.0	24	100.0	318	100.0
Mining, Quarrying, and Oil and Gas Extraction	18	69.2	503	43.7	38,773	35.3
Utilities	17	73.9	420	23.1	31,465	20.9
District Total	12,949	94.6	141,763	50.7	4,954,381	41.5

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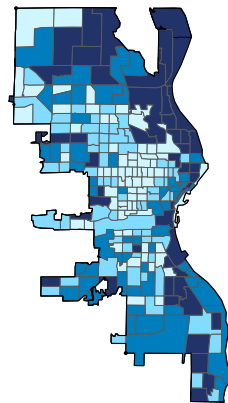
Wisconsin Congressional District 4



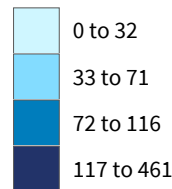
9,962 Small Employer Businesses
92.5% of Employer Businesses

135,535 Small Business Employees
42.5% of Employees

\$5.7 billion Small Business Payroll
32.5% of Payroll



Number of Self-Employed
(Census Bureau ACS, 2018)



District Total: 18,116

Employer Businesses, Employment, and Payroll by Industry (Census Bureau SUSB, 2017)

Industry	Employer Businesses		Employment		Payroll (\$1,000)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	1,507	95.6	27,361	41.7	887,424	29.6
Other Services (except Public Administration)	1,280	96.7	10,815	86.4	358,416	87.9
Professional, Scientific, and Technical Services	1,183	93.1	10,425	58.0	870,394	56.3
Retail Trade	1,122	89.0	9,502	42.4	279,712	48.7
Accommodation and Food Services	1,116	94.4	17,820	60.5	294,192	60.6
Manufacturing	591	89.0	15,736	49.1	809,101	42.2
Construction	578	98.5	5,534	88.6	374,834	85.9
Administrative, Support, and Waste Management	531	86.9	7,399	31.2	224,504	23.9
Wholesale Trade	432	83.7	7,760	53.8	431,831	43.0
Real Estate and Rental and Leasing	419	92.3	3,234	77.4	161,402	72.3
Finance and Insurance	370	81.0	3,155	10.5	308,178	9.9
Transportation and Warehousing	320	82.7	3,709	40.7	147,127	40.2
Educational Services	230	91.3	6,630	40.8	229,180	46.3
Arts, Entertainment, and Recreation	187	94.4	3,751	39.8	92,245	20.4
Information	119	77.8	1,337	17.6	84,804	14.9
Management of Companies and Enterprises	48	43.6	1,319	7.9	104,634	6.1
Industries not classified	8	100.0	12	100.0	299	100.0
District Total	9,962	92.5	135,535	42.5	5,660,680	32.5

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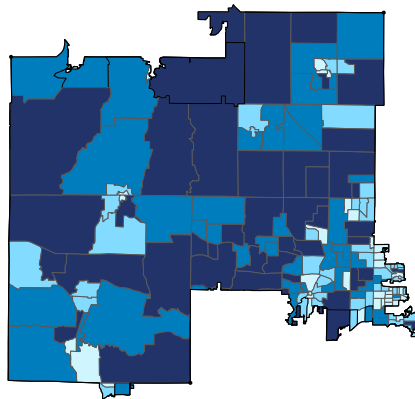
Wisconsin Congressional District 5



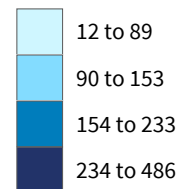
16,261 Small Employer Businesses
93.4% of Employer Businesses

205,892 Small Business Employees
51.0% of Employees

\$9.4 billion Small Business Payroll
45.7% of Payroll



Number of Self-Employed
(Census Bureau ACS, 2018)



District Total: 29,023

Employer Businesses, Employment, and Payroll by Industry (Census Bureau SUBS, 2017)

Industry	Employer Businesses		Employment		Payroll (\$1,000)	
	Small	%	Small	%	Small	%
Construction	2,134	99.0	16,820	87.3	1,135,266	85.1
Professional, Scientific, and Technical Services	1,875	95.8	14,461	75.4	986,631	76.4
Other Services (except Public Administration)	1,822	97.9	15,060	86.3	436,543	82.3
Health Care and Social Assistance	1,756	94.4	24,547	40.1	1,030,706	36.4
Retail Trade	1,443	84.4	17,424	35.8	566,640	43.3
Manufacturing	1,246	91.1	36,163	53.6	1,990,306	47.9
Accommodation and Food Services	1,209	93.9	19,694	61.3	280,709	58.4
Wholesale Trade	1,119	85.6	14,673	57.7	943,265	57.3
Administrative, Support, and Waste Management	971	92.6	15,695	66.5	508,234	63.2
Finance and Insurance	825	84.9	7,208	36.6	514,281	32.5
Real Estate and Rental and Leasing	590	93.8	4,500	87.1	204,575	83.6
Transportation and Warehousing	517	90.9	5,671	43.0	245,498	42.3
Arts, Entertainment, and Recreation	343	96.6	4,463	68.3	83,077	83.1
Educational Services	247	95.0	3,983	28.7	98,748	10.8
Information	163	80.7	4,112	41.2	294,076	32.3
Management of Companies and Enterprises	73	49.3	1,207	6.7	84,041	5.2
Agriculture, Forestry, Fishing and Hunting	24	100.0	69	100.0	2,007	100.0
Mining, Quarrying, and Oil and Gas Extraction	13	86.7	132	13.1	8,925	10.1
Industries not classified	11	100.0	10	100.0	498	100.0
District Total	16,261	93.4	205,892	51.0	9,414,026	45.7

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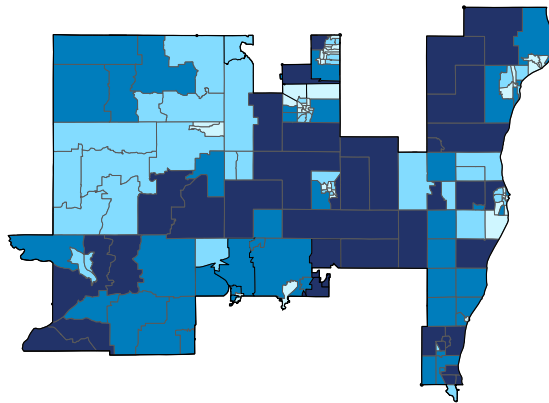
Wisconsin Congressional District 6



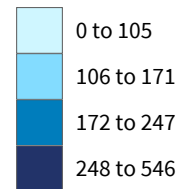
13,056 Small Employer Businesses
95.0% of Employer Businesses

154,601 Small Business Employees
50.0% of Employees

\$5.8 billion Small Business Payroll
40.9% of Payroll



Number of Self-Employed
(Census Bureau ACS, 2018)



District Total: 29,403

Employer Businesses, Employment, and Payroll by Industry (Census Bureau SUBS, 2017)

Industry	Employer Businesses		Employment		Payroll (\$1,000)	
	Small	%	Small	%	Small	%
Other Services (except Public Administration)	1,801	98.9	12,476	96.3	291,451	93.8
Construction	1,680	99.5	10,121	83.1	614,420	78.4
Retail Trade	1,479	91.3	16,120	43.9	455,331	48.9
Accommodation and Food Services	1,392	95.9	19,270	67.5	265,546	64.5
Health Care and Social Assistance	1,193	93.8	20,289	46.8	689,155	35.5
Professional, Scientific, and Technical Services	1,046	95.9	6,552	61.4	347,652	54.6
Manufacturing	1,004	88.0	31,663	38.4	1,542,893	33.3
Administrative, Support, and Waste Management	661	94.0	5,795	46.2	198,177	47.2
Wholesale Trade	630	90.5	8,303	66.8	452,801	68.3
Transportation and Warehousing	582	92.1	5,703	53.7	229,531	50.2
Finance and Insurance	576	90.4	5,924	49.6	367,467	47.9
Real Estate and Rental and Leasing	396	93.0	1,815	64.8	61,538	68.1
Arts, Entertainment, and Recreation	339	98.3	5,021	83.7	85,896	79.8
Educational Services	154	96.9	2,881	47.8	68,448	46.5
Information	107	81.7	1,081	29.0	43,863	26.8
Agriculture, Forestry, Fishing and Hunting	56	96.6	376	94.5	18,183	96.5
Management of Companies and Enterprises	49	55.7	810	7.4	66,305	5.6
Mining, Quarrying, and Oil and Gas Extraction	22	91.7	235	-	14,230	-
Industries not classified	10	100.0	4	100.0	234	100.0
Utilities	6	54.5	162	10.1	11,309	6.2
District Total	13,056	95.0	154,601	50.0	5,824,430	40.9

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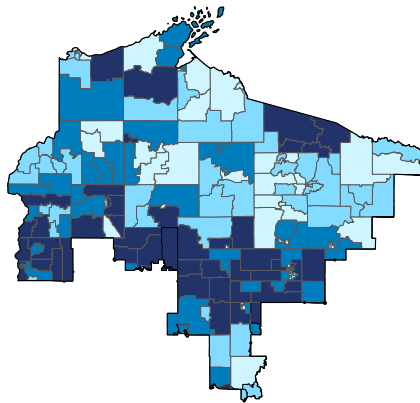
Wisconsin Congressional District 7



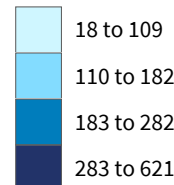
15,597 Small Employer Businesses
96.3% of Employer Businesses

151,897 Small Business Employees
59.5% of Employees

\$5.5 billion Small Business Payroll
53.1% of Payroll



Number of Self-Employed
(Census Bureau ACS, 2018)



District Total: 39,107

Employer Businesses, Employment, and Payroll by Industry (Census Bureau SUSB, 2017)

Industry	Employer Businesses		Employment		Payroll (\$1,000)	
	Small	%	Small	%	Small	%
Construction	2,225	99.6	11,131	94.7	672,458	91.2
Accommodation and Food Services	2,088	97.6	21,203	82.2	312,801	80.4
Other Services (except Public Administration)	1,950	99.5	10,078	99.0	230,140	98.9
Retail Trade	1,876	93.8	18,522	51.1	514,493	54.3
Health Care and Social Assistance	1,203	94.4	21,573	48.8	779,175	37.0
Manufacturing	1,085	91.1	28,225	46.9	1,287,273	44.6
Professional, Scientific, and Technical Services	1,079	97.5	5,248	87.5	241,873	75.6
Transportation and Warehousing	898	95.3	7,347	49.5	281,511	47.9
Administrative, Support, and Waste Management	699	95.0	4,801	55.2	151,828	57.9
Wholesale Trade	600	88.6	7,044	74.0	362,860	75.1
Finance and Insurance	542	90.3	5,533	49.7	265,216	43.7
Real Estate and Rental and Leasing	446	95.5	1,325	76.5	43,997	78.4
Arts, Entertainment, and Recreation	395	98.5	3,122	92.1	57,905	93.1
Agriculture, Forestry, Fishing and Hunting	242	100.0	721	100.0	27,422	100.0
Information	146	86.9	1,813	57.1	63,570	45.2
Educational Services	133	97.8	1,875	97.3	38,817	95.4
Management of Companies and Enterprises	43	65.2	1,287	34.3	66,898	28.4
Mining, Quarrying, and Oil and Gas Extraction	30	88.2	562	75.6	33,279	74.9
Utilities	21	80.8	478	34.9	32,813	27.7
Industries not classified	11	100.0	9	100.0	170	100.0
District Total	15,597	96.3	151,897	59.5	5,464,499	53.1

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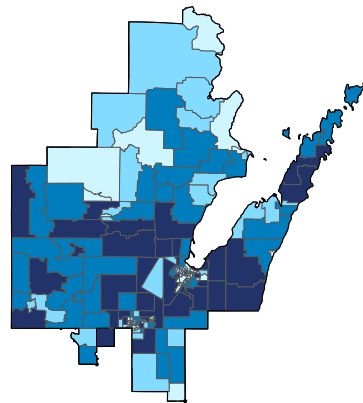
Wisconsin Congressional District 8



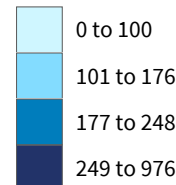
14,042 Small Employer Businesses
94.3% of Employer Businesses

161,419 Small Business Employees
49.2% of Employees

\$6.4 billion Small Business Payroll
43.3% of Payroll



Number of Self-Employed
(Census Bureau ACS, 2018)



District Total: 31,457

Employer Businesses, Employment, and Payroll by Industry (Census Bureau SUSB, 2017)

Industry	Employer Businesses		Employment		Payroll (\$1,000)	
	Small	%	Small	%	Small	%
Construction	1,984	99.0	14,797	86.4	928,710	80.9
Other Services (except Public Administration)	1,712	98.8	11,992	94.8	312,208	93.4
Accommodation and Food Services	1,649	96.3	21,932	69.8	326,656	67.3
Retail Trade	1,608	89.6	16,926	42.1	497,989	48.8
Health Care and Social Assistance	1,137	94.1	20,070	43.6	807,477	36.7
Professional, Scientific, and Technical Services	1,132	95.3	7,772	74.5	460,946	70.6
Manufacturing	1,033	90.3	30,813	43.9	1,472,059	39.0
Administrative, Support, and Waste Management	725	91.0	6,588	34.8	233,271	39.9
Wholesale Trade	679	84.9	9,157	56.9	536,546	55.6
Transportation and Warehousing	643	92.0	6,159	39.2	259,833	33.9
Finance and Insurance	637	88.7	5,065	29.2	250,974	22.7
Real Estate and Rental and Leasing	441	93.2	2,217	82.6	83,505	81.4
Arts, Entertainment, and Recreation	353	97.0	2,793	37.2	56,283	18.5
Educational Services	179	95.7	2,623	50.5	60,910	40.2
Information	110	78.0	1,015	20.9	42,200	18.0
Agriculture, Forestry, Fishing and Hunting	74	98.7	238	37.2	9,652	35.3
Management of Companies and Enterprises	55	50.5	972	10.6	57,517	7.7
Mining, Quarrying, and Oil and Gas Extraction	14	87.5	219	64.4	8,289	47.3
Industries not classified	12	100.0	19	100.0	148	100.0
Utilities	10	66.7	52	3.1	3,118	1.7
District Total	14,042	94.3	161,419	49.2	6,408,291	43.3

This profile incorporates statistics from the 2018 American Community Survey (ACS) and the 2017 Statistics of US Businesses (SUSB). All sources reflect data collected prior to the COVID-19 pandemic. Small businesses are defined for this profile as firms employing fewer than 500 employees. District lines reflect the 116th Congress. For more information, please visit <http://advocacy.sba.gov>.