

2021 Small Business Profile

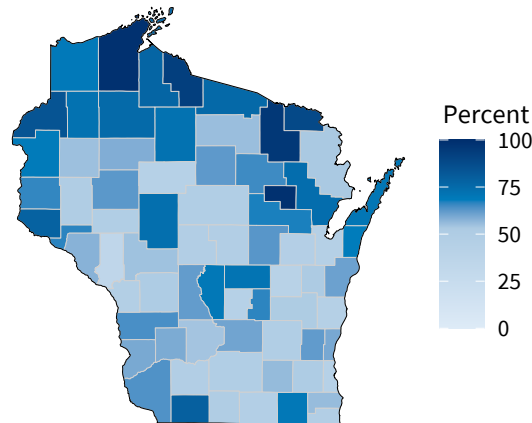
U.S. SMALL BUSINESS ADMINISTRATION
OFFICE OF ADVOCACY

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Wisconsin

461,525 small businesses
99.4 percent of Wisconsin businesses

1.3 million small business employees
49.0 percent of Wisconsin employees



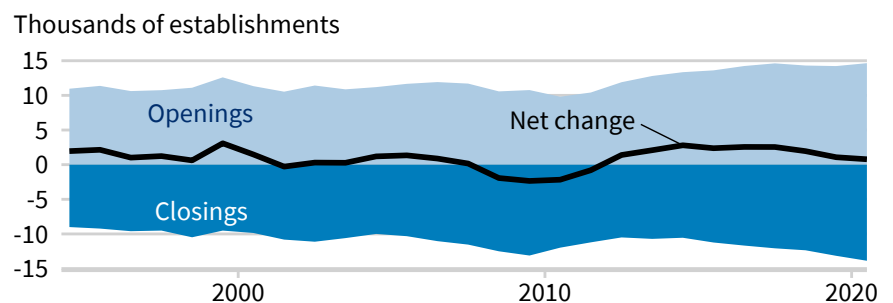
Share of employees working at small businesses by county

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

Business dynamics

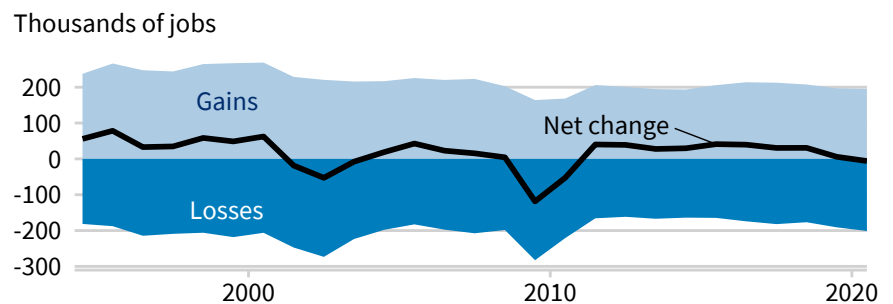
Establishments

Between March 2019 and March 2020, 14,650 Wisconsin establishments opened and 13,871 closed, for a net increase of 779. Employment expanded at 36,982 and contracted at 37,177. Small businesses accounted for 14,479 openings and 13,649 closings.



Employment

Opening and expanding Wisconsin establishments added 195,309 jobs, while closing and contracting establishments lost 201,268, for a net decrease of 5,959 jobs. Small businesses gained 163,423 jobs and lost 164,196, for a net decrease of 773 jobs.



Counts include temporary closures and reopenings

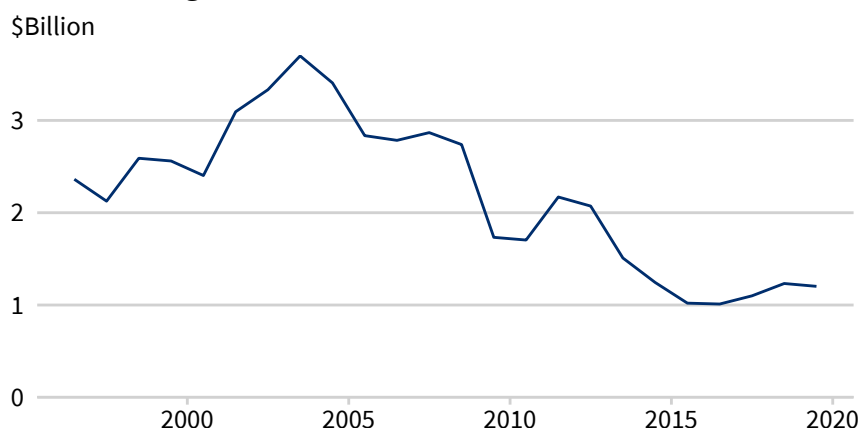
Source: [Business Employment Dynamics](#) (BLS)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2019, reporting banks issued \$1.2 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 \$1.1 billion, and total reported new lending to businesses through loans of \$1 million or less was \$4.0 billion.

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

New lending to businesses with revenues under \$1 million



Small business count by size and industry

Industry	No employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	47,119	9,232	915	57,266
Construction	39,474	12,722	975	53,171
Other Services (except Public Administration)	38,575	12,525	1,004	52,104
Retail Trade	39,493	9,713	1,497	50,703
Real Estate and Rental and Leasing	42,720	3,716	259	46,695
Health Care and Social Assistance	22,865	7,978	2,019	32,862
Administrative, Support, and Waste Management	25,133	5,054	664	30,851
Transportation and Warehousing	24,026	4,018	626	28,670
Arts, Entertainment, and Recreation	22,946	2,228	403	25,577
Accommodation and Food Services	6,511	9,174	2,583	18,268
Finance and Insurance	11,141	3,816	470	15,427
Manufacturing	7,355	4,586	2,455	14,396
Educational Services	10,477	1,161	360	11,998
Wholesale Trade	6,184	3,770	1,141	11,095
Agriculture, Forestry, Fishing and Hunting	6,655	534	24	7,213
Information	4,223	762	221	5,206
Management of Companies and Enterprises	*	71	327	398
Mining, Quarrying, and Oil and Gas Extraction	121	83	35	239
Utilities	148	24	31	203
Industries not classified	*	147	0	147
Total	355,166	91,186	15,173	461,525

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2018 (Census); [Statistics of US Businesses](#), 2018 (Census)



Small business exports

A total of 8,930 identified firms exported goods worth \$19.7 billion from Wisconsin in 2019. Of those exporters, 7,647—or 85.6 percent—were small. Small firms exported goods worth \$5.6 billion, making up 28.3 percent of exports by identified firms.

Source: [A profile of US importing and exporting companies, 2018–2019](#) (Census)

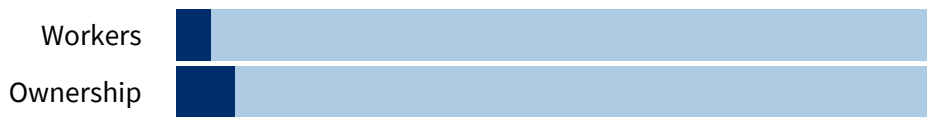
Business ownership share by demographic group

Women



Women made up 47.9 percent of workers and owned 41.1 percent of businesses.

Veterans



Veterans made up 4.5 percent of workers and owned 7.6 percent of businesses.

Hispanics



Hispanics made up 6.3 percent of workers and owned 2.8 percent of businesses.

Racial minorities



Racial minorities made up 11.2 percent of workers and owned 6.8 percent of businesses.

Ownership shares include equal and majority ownership

Sources of data: [American Community Survey](#), 2018 (Census and IPUMS); [Annual Business Survey](#), 2018 (Census); [Nonemployer Statistics by Demographics](#), 2017 (Census)

Business count by owner demographic group

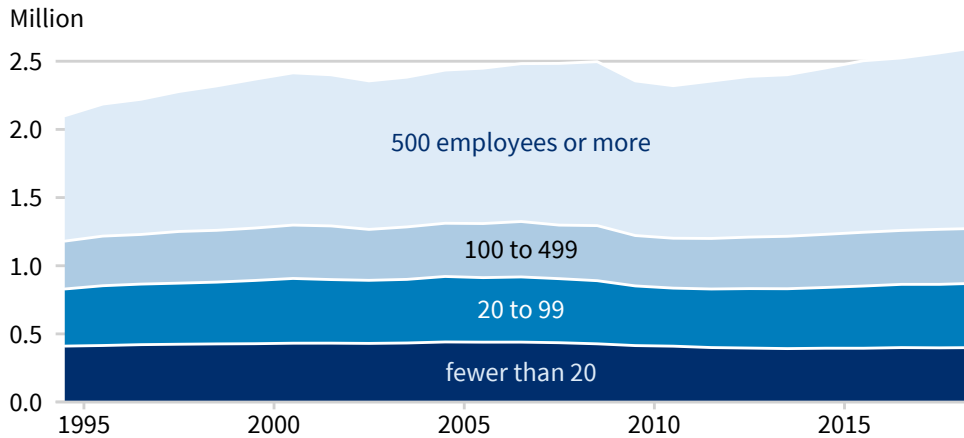
Ownership	Without employees	With employees	Total
Female	136,000	16,951	152,951
Male	198,000	61,071	259,071
Owned equally by both groups	9,500	18,587	28,087
Veteran	22,000	6,408	28,408
Not veteran	320,000	87,008	407,008
Owned equally by both groups	2,000	3,191	5,191
Hispanic	10,000	1,732	11,732
Not Hispanic	334,000	94,486	428,486
Owned equally by both groups	350	*	*
American Indian and Alaska Native	950	467	1,417
Asian	8,100	3,639	11,739
Black or African American	15,500	1,078	16,578
Native Hawaiian and Other Pacific Islander	100	*	*
White	319,000	91,863	410,863
Hispanic or racial minority	34,000	6,773	40,773
White and not Hispanic	310,000	89,156	399,156
Owned equally by both groups	600	*	*

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

Sources: [Annual Business Survey](#), 2018 (Census); [Nonemployer Statistics by Demographics](#), 2017 (Census)

Total Wisconsin employment by business size

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



Small businesses accounted for 49.0 percent of Wisconsin employment in 2018, which exceeded the national share.

Small business employment and payroll by industry

Industry	Employers		Employment		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	13,697	99.5	95,861	82.1	6,241,604	74.9
Other Services (except Public Administration)	13,529	99.1	94,434	91.1	2,651,147	88.2
Accommodation and Food Services	11,757	98.4	168,591	67.2	2,609,139	64.3
Retail Trade	11,210	96.3	123,763	39.4	3,739,333	43.8
Professional, Scientific, and Technical Services	10,147	96.9	72,033	63.2	4,651,723	57.5
Health Care and Social Assistance	9,997	97.7	181,721	44.2	6,577,136	32.8
Manufacturing	7,041	92.5	205,131	43.8	10,578,575	39.4
Administrative, Support, and Waste Management	5,718	95.5	62,907	41.0	2,087,060	41.7
Wholesale Trade	4,911	91.2	71,434	58.4	4,203,384	54.2
Transportation and Warehousing	4,644	95.1	44,249	42.2	1,894,047	40.0
Finance and Insurance	4,286	93.6	43,408	30.0	2,698,575	23.0
Real Estate and Rental and Leasing	3,975	97.6	21,579	76.9	922,459	78.3
Arts, Entertainment, and Recreation	2,631	98.5	32,807	68.5	640,736	45.2
Educational Services	1,521	96.8	25,873	45.4	698,306	32.4
Information	983	87.0	15,118	26.2	869,449	20.1
Agriculture, Forestry, Fishing and Hunting	558	99.1	2,511	72.1	100,175	60.9
Management of Companies and Enterprises	398	58.4	8,667	10.6	642,804	8.4
Industries not classified	147	100.0	161	100.0	3,380	100.0
Mining, Quarrying, and Oil and Gas Extraction	118	86.8	2,654	32.2	167,236	17.6
Utilities	55	72.4	1,038	7.9	77,911	5.6
Total	106,359	97.4	1,273,940	49.0	52,054,179	40.9

Source: [Statistics of US Businesses](#), 2018 (Census)

About this profile

Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate approximations because of missing or otherwise problematic data. Data analyzed here predate the COVID-19 pandemic, the impacts of which have differed by industry, geography, and demographic group. More information about [the impacts of the pandemic](#), electronic versions of these and other [geographic profiles](#), and additional resources are available at <http://advocacy.sba.gov>.