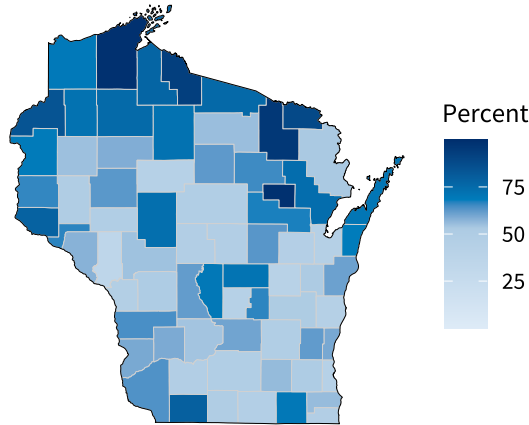


## Wisconsin

**462,292** small businesses  
**99.4 percent** of Wisconsin businesses

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



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

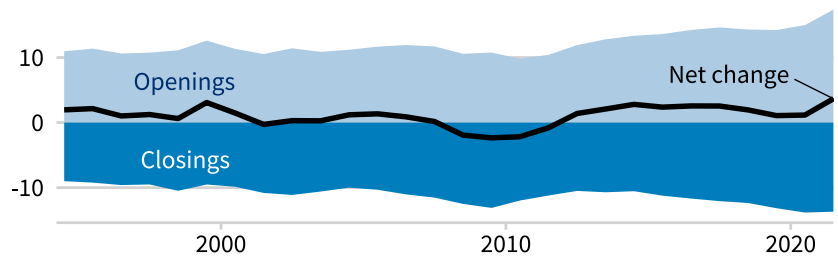
Source of data: [Statistics of US Businesses](#) (Census)

### Business dynamics

#### Establishments

Between March 2020 and March 2021, 17,364 Wisconsin establishments opened and 13,698 closed, for a net increase of 3,666. Employment expanded at 33,539 establishments and contracted at 43,079. Small businesses accounted for 16,649 openings and 12,819 closings.

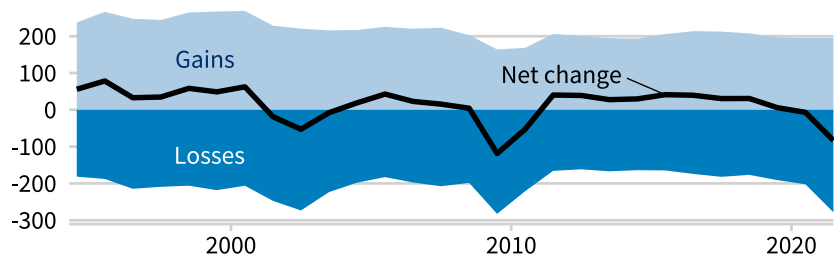
Thousands of establishments



#### Employment

Opening and expanding Wisconsin establishments added 195,097 jobs, while closing and contracting establishments lost 278,320, for a net decrease of 83,223 jobs. Small businesses gained 139,671 jobs and lost 196,096, for a net decrease of 56,425 jobs.

Thousands of jobs



Counts include temporary closures and reopenings

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

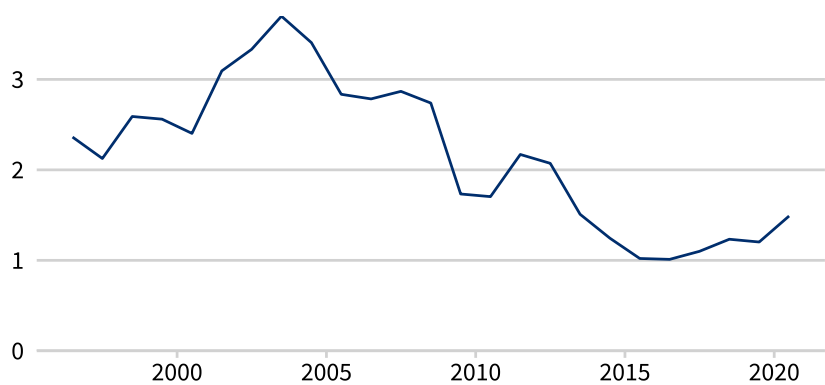
## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2020, reporting banks issued \$1.5 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 \$1.6 billion. Total reported new lending to businesses through loans of \$1 million or less was \$6.7 billion.





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

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

\$Billion



## Small business count by size and industry

Industry				
	No employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	46,887	9,109	918	56,914
Construction	39,678	12,623	1,015	53,316
Other Services (except Public Administration)	37,003	12,440	1,012	50,455
Retail Trade	38,127	9,534	1,436	49,097
Real Estate and Rental and Leasing	43,196	3,780	267	47,243
Health Care and Social Assistance	22,573	7,931	2,094	32,598
Administrative, Support, and Waste Management	25,729	5,072	674	31,475
Transportation and Warehousing	26,635	3,982	634	31,251
Arts, Entertainment, and Recreation	23,546	2,253	430	26,229
Accommodation and Food Services	6,776	9,224	2,560	18,560
Finance and Insurance	10,885	3,769	470	15,124
Manufacturing	7,105	4,510	2,439	14,054
Educational Services	11,563	1,166	363	13,092
Wholesale Trade	5,965	3,682	1,109	10,756
Agriculture, Forestry, Fishing and Hunting	6,447	501	21	6,969
Information	4,187	749	221	5,157
Management of Companies and Enterprises	*	77	321	398
Mining, Quarrying, and Oil and Gas Extraction	121	81	32	234
Utilities	138	27	30	195
Industries not classified	*	142	0	142
<b>Total</b>	<b>356,561</b>	<b>90,530</b>	<b>15,201</b>	<b>462,292</b>

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2019 (Census); [Statistics of US Businesses](#), 2019 (Census)



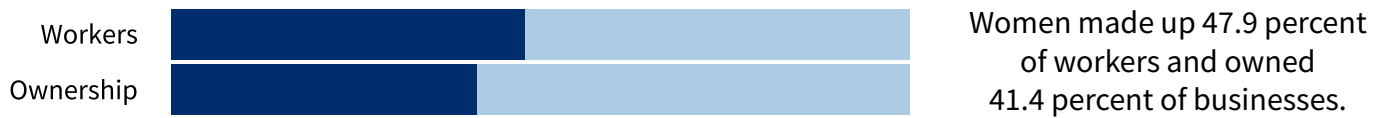
### Small business exports

A total of 8,643 identified firms exported goods worth \$19.1 billion from Wisconsin in 2020. Of those exporters, 7,392—or 85.5 percent—were small. Exports by small firms reached \$5.4 billion, making up 28.3 percent of exports by identified firms.

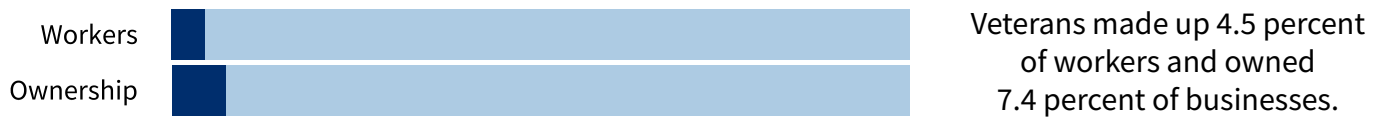
Source: [A profile of US importing and exporting companies, 2019-2020](#) (Census)

## Business ownership share by demographic group

### Women



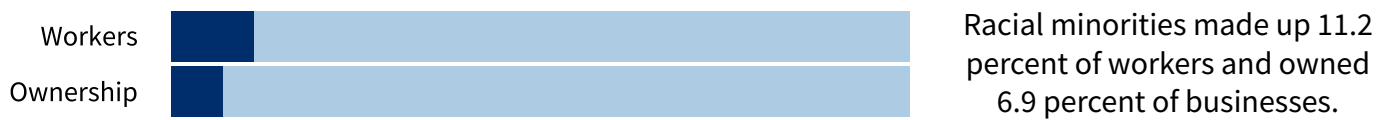
### Veterans



### Hispanics



### Racial minorities



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, 2018](#) (Census)

## Business count by owner demographic group

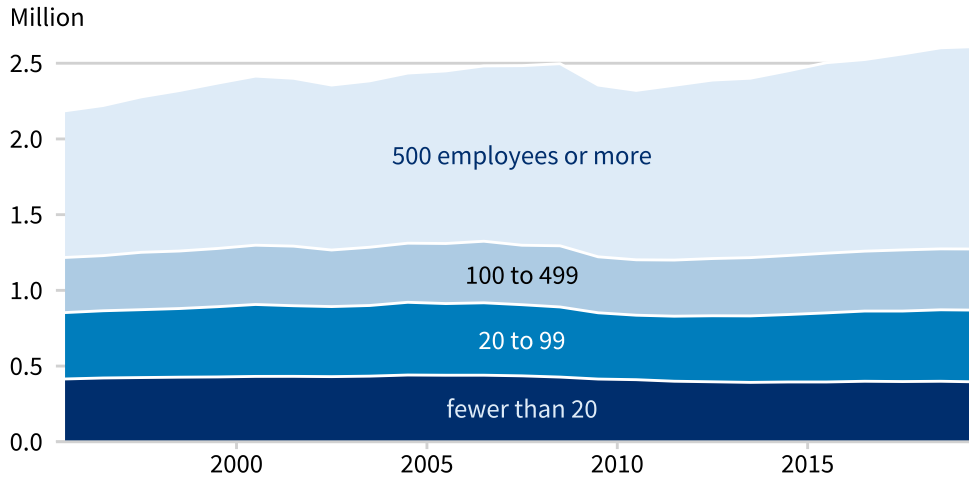
	Without employees	With employees	Total businesses
Ownership			
Female	139,000	16,951	155,951
Male	200,000	61,071	261,071
Owned equally by both groups	9,700	18,587	28,287
Veteran	21,500	6,408	27,908
Not Veteran	325,000	87,008	412,008
Owned equally by both groups	2,000	3,191	5,191
Hispanic	11,000	1,732	12,732
Not Hispanic	337,000	94,486	431,486
Owned equally by both groups	350	*	*
American Indian and Alaska Native	1,000	467	1,467
Asian	8,800	3,639	12,439
Black or African American	16,500	1,078	17,578
Native Hawaiian and Other Pacific Islander	150	*	*
White	322,000	91,863	413,863
Hispanic or Racial Minority	36,500	6,773	43,273
White and Not Hispanic	311,000	89,156	400,156
Owned equally by both groups	650	*	*

\* 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, 2018](#) (Census)

## Total Wisconsin employment by business size

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



Small businesses accounted for 48.8 percent of Wisconsin employment in 2019, which exceeded the national share.

### Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	13,638	99.4	94,969	79.2	6,286,571	73.1
Other Services (except Public Administration)	13,452	99.1	94,138	89.9	2,754,622	87.7
Accommodation and Food Services	11,784	98.4	169,630	67.9	2,736,847	65.3
Retail Trade	10,970	96.3	120,072	38.6	3,802,722	43.4
Professional, Scientific, and Technical Services	10,027	96.8	71,878	62.6	4,814,379	55.2
Health Care and Social Assistance	10,025	97.7	181,960	44.3	6,729,972	32.4
Manufacturing	6,949	92.2	207,822	43.4	10,700,613	39.3
Administrative, Support, and Waste Management	5,746	95.5	63,984	41.7	2,217,576	42.4
Wholesale Trade	4,791	90.7	71,084	56.7	4,250,632	50.5
Transportation and Warehousing	4,616	95.0	44,066	41.1	1,945,881	39.8
Finance and Insurance	4,239	93.3	42,798	29.5	2,799,403	23.2
Real Estate and Rental and Leasing	4,047	97.6	21,929	77.3	981,360	78.7
Arts, Entertainment, and Recreation	2,683	98.5	33,995	73.7	673,039	46.3
Educational Services	1,529	96.7	26,246	45.6	772,747	34.3
Information	970	86.4	14,623	26.0	859,300	19.9
Agriculture, Forestry, Fishing and Hunting	522	99.1	2,374	67.6	100,452	57.1
Management of Companies and Enterprises	398	58.7	7,908	10.3	613,488	8.5
Industries not classified	142	100.0	140	100.0	3,251	100.0
Mining, Quarrying, and Oil and Gas Extraction	113	87.6	2,411	34.2	156,596	19.9
Utilities	57	72.2	1,018	7.7	83,044	5.7
<b>Total</b>	<b>105,731</b>	<b>97.3</b>	<b>1,273,045</b>	<b>48.8</b>	<b>53,282,495</b>	<b>40.7</b>

Source: [Statistics of US Businesses](#), 2019 (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 problematic data. Data analyzed here largely predate the COVID-19 pandemic, which has had [impacts on businesses](#) that have differed by industry, geography, and demographic group. Electronic versions of this and other [geographic profiles](#) are available online. Visit [advocacy.sba.gov](http://advocacy.sba.gov) for additional resources.