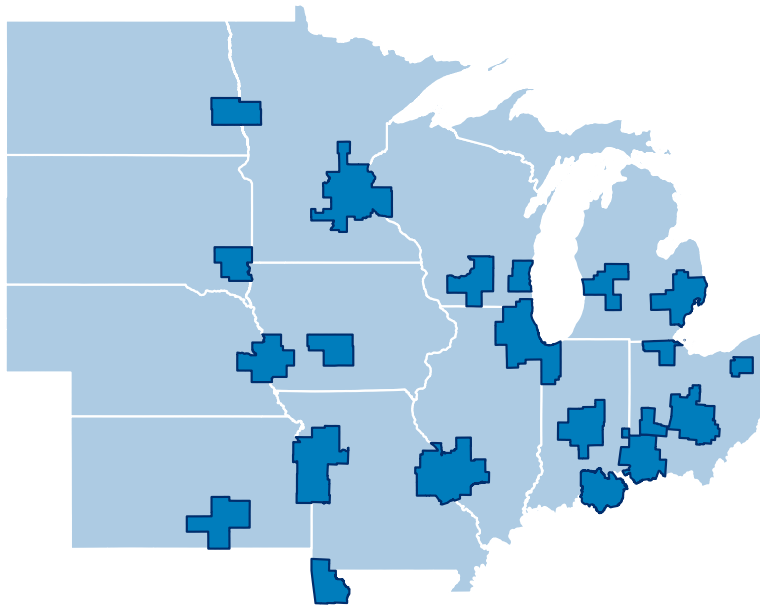


Small Business Profiles for Major Metropolitan Areas of the



Midwest

2024

U.S. SMALL BUSINESS ADMINISTRATION
OFFICE OF ADVOCACY

REGULATION • RESEARCH • OUTREACH

The Office of Advocacy at the Small Business Administration was created by Congress in 1976 and provides an independent voice for small business within the federal government. Appointed by the President and confirmed by the Senate, the Chief Counsel for Advocacy directs the office. The Chief Counsel advances the views, concerns, and interests of small business before Congress, the White House, federal agencies, federal courts, and state policy makers. Regional advocates and an office in Washington, DC, support the Chief Counsel's efforts.

The statutory mission of the Office of Advocacy includes examining the role of small business in the economy. Led by Director Patrick Delehanty, the Office of Economic Research accomplishes this objective by publishing small business research products and sponsoring and disseminating small business data and statistics. This report uses the latest government data to profile the small businesses in large Metropolitan Statistical Areas. It was prepared by Research Economist Daniel Wilmoth with editorial support by Editor Akira Loring, Editor M. B. Humphrey, and Director of the Office of Information David Tokarz.

The Office of Advocacy regularly releases other research products, ranging from short fact sheets that use new data to show emerging trends to lengthy reports that use sophisticated statistical techniques to explore complex issues. To receive notifications about new publications, along with updates about regulatory issues and news about the Office of Advocacy, subscribe at advocacy.sba.gov/subscribe.

October 2024

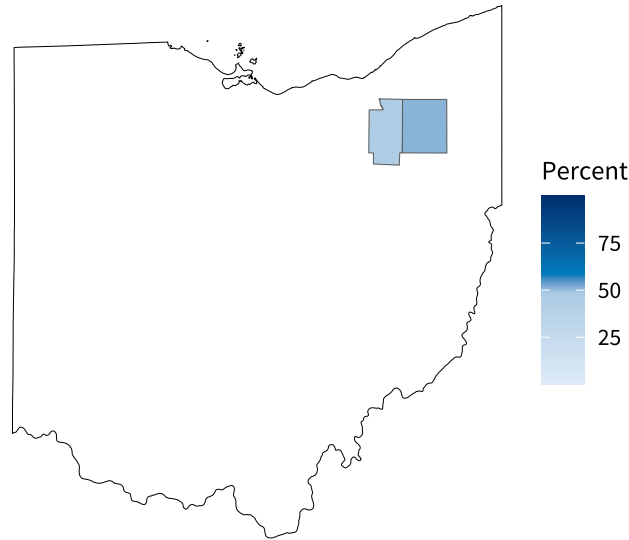
Table of Contents

Akron, Ohio	1
Chicago-Naperville-Elgin.....	5
Cincinnati	9
Columbus, Ohio	13
Dayton, Ohio	17
Des Moines-West Des Moines	21
Detroit-Warren-Dearborn	25
Fargo.....	29
Fayetteville-Springdale-Rogers.....	33
Grand Rapids-Wyoming.....	37
Indianapolis-Carmel-Anderson.....	41
Kansas City.....	45
Louisville/Jefferson County	49
Madison, Wisconsin	53
Milwaukee-Waukesha-West Allis.....	57
Minneapolis-St. Paul-Bloomington.....	61
Omaha-Council Bluffs.....	65
St. Louis	69
Sioux Falls, South Dakota	73
Toledo, Ohio	77
Wichita, Kansas	81
Technical Notes.....	85

Akron, Ohio

66,467 small businesses
98.6 percent of businesses

133,692 small business employees
46.2 percent of employees



Share of metropolitan area employees working at small businesses by county

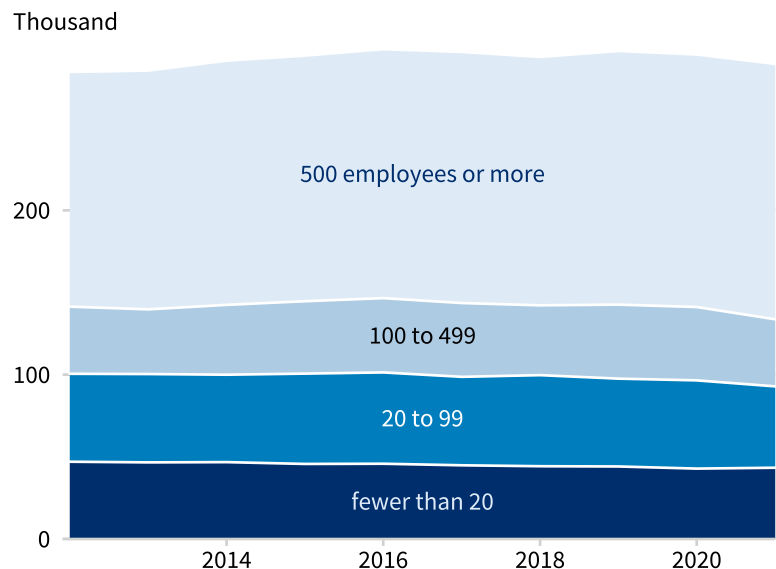
Sources of original data: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 98.6 percent of metropolitan area businesses and 46.2 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses fell from 141,379 to 133,692 workers. The industry with the most small businesses in 2021 was Professional, Scientific, and Technical Services, with 8,740 small businesses, including 8,595 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Manufacturing, which had 20,454 workers with a payroll of \$1.2 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)

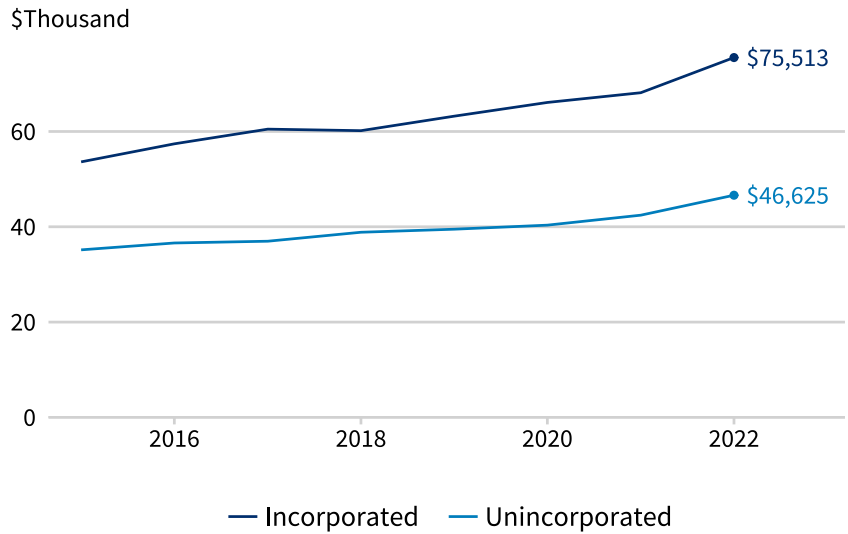


Self-employment





In 2022, 10.9 percent of private workers in the metropolitan area were self-employed, up from 10.1 percent in 2017. The percent self-employed included 4.3 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$75,513 in 2022, up 24.8 percent since 2017. The median income of the unincorporated self-employed was \$46,625 in 2022, up 26.1 percent since 2017. The median income for all private workers was \$54,452 in 2022, up 24.8 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry				
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	7,190	1,405	145	8,740
Transportation and Warehousing	7,255	341	81	7,677
Construction	5,692	1,191	121	7,004
Other Services (except Public Administration)	5,039	1,489	127	6,655
Real Estate and Rental and Leasing	5,381	505	39	5,925
Administrative, Support, and Waste Management	5,040	714	96	5,850
Retail Trade	4,503	910	153	5,566
Health Care and Social Assistance	3,979	897	255	5,131
Arts, Entertainment, and Recreation	3,142	198	33	3,373
Accommodation and Food Services	1,035	839	265	2,139
Educational Services	1,767	131	47	1,945
Finance and Insurance	1,433	455	48	1,936
Wholesale Trade	802	608	216	1,626
Manufacturing	774	545	273	1,592
Information	714	126	26	866
Agriculture, Forestry, Fishing, and Hunting	254	12	0	266
Mining, Quarrying, and Oil and Gas Extraction	155	20	3	178
Management of Companies and Enterprises	*	21	31	52
Utilities	21	*	*	21
Industries not classified	*	10	0	10
All industries	54,176	10,404	1,887	66,467

* Not reported by the Census Bureau

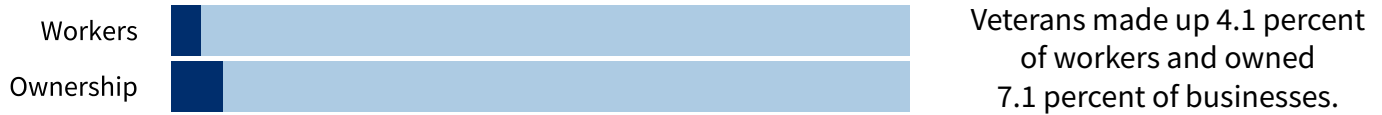
Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Veterans



Hispanics



Racial minorities



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	20,500	2,152	22,652
Male	27,500	7,814	35,314
Owned equally by both groups	1,000	1,132	2,132
Veteran	2,700	*	*
Not Veteran	46,000	9,860	55,860
Owned equally by both groups	150	*	*
Hispanic	800	*	923
Not Hispanic	48,000	10,974	58,974
Owned equally by both groups	20	2	22
American Indian and Alaska Native	250	*	260
Asian	2,000	*	*
Black or African American	6,100	174	6,274
Native Hawaiian and Other Pacific Islander	30	*	*
White	41,500	10,480	51,980
Hispanic or Racial Minority	8,900	791	9,691
White and Not Hispanic	40,000	10,270	50,270
Owned equally by both groups	70	*	*

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

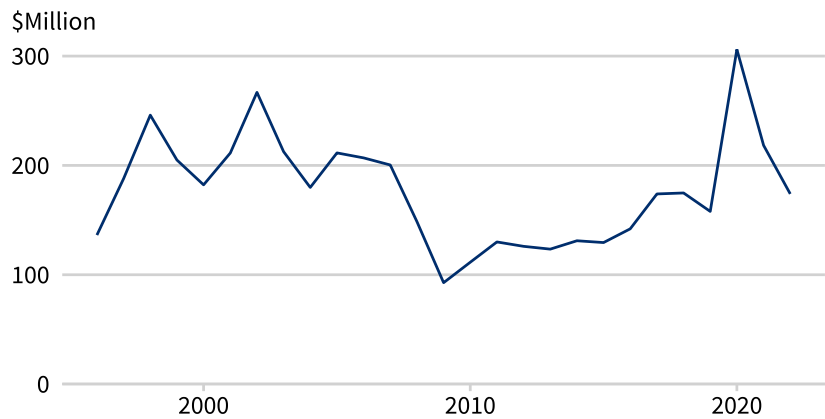
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$173.9 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$181.9 million. Total reported new lending to businesses through loans of \$1 million or less was \$517.4 million.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Manufacturing	20,454	53.2	818	89.5	1,182,807	50.4
Health Care and Social Assistance	19,130	38.0	1,152	91.7	813,210	29.6
Accommodation and Food Services	15,309	59.9	1,104	93.3	299,376	62.8
Professional, Scientific, and Technical Services	11,659	73.7	1,550	95.6	832,539	70.6
Wholesale Trade	11,067	62.8	824	87.4	806,875	58.6
Retail Trade	10,496	27.9	1,063	83.6	499,954	39.2
Other Services (except Public Administration)	10,085	81.5	1,616	97.6	313,886	79.6
Construction	9,937	81.8	1,312	98.9	721,221	77.8
Administrative, Support, and Waste Management	7,391	39.1	810	91.2	283,819	39.3
Transportation and Warehousing	5,120	36.4	422	88.3	227,153	33.3
Educational Services	3,274	72.5	178	94.2	153,078	83.7
Finance and Insurance	2,746	28.6	503	84.3	238,914	29.7
Arts, Entertainment, and Recreation	2,354	61.0	231	96.2	66,192	66.8
Real Estate and Rental and Leasing	2,234	74.5	544	94.0	117,400	76.2
Information	1,651	30.0	152	83.1	127,397	32.4
Management of Companies and Enterprises	520	3.2	52	49.1	57,506	3.8
Mining, Quarrying, and Oil and Gas Extraction	160	100.0	23	100.0	11,696	100.0
Agriculture, Forestry, Fishing, and Hunting	62	92.5	12	92.3	1,802	85.7
Industries not classified	11	100.0	10	100.0	393	100.0
All industries	133,692	46.2	12,291	92.9	6,757,829	43.0

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

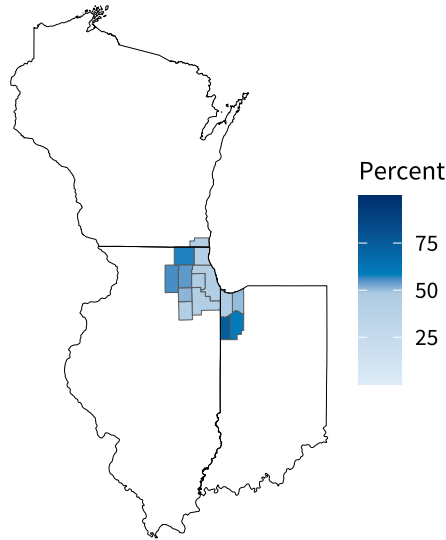
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Chicago-Naperville-Elgin

1.1 million small businesses
99.6 percent of businesses

1.8 million small business employees
44.4 percent of employees



Share of metropolitan area employees working at small businesses by county

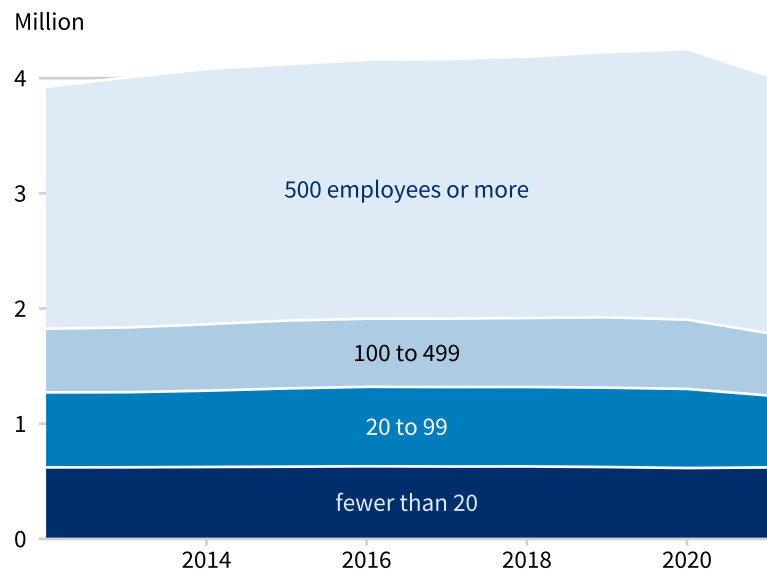
Sources of original data: [Nonemployer Statistics, 2021 \(Census\)](#); [Statistics of U.S. Businesses, 2021 \(Census\)](#)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 99.6 percent of metropolitan area businesses and 44.4 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses remained steady at about 1.8 million workers. The industry with the most small businesses in 2021 was Transportation and Warehousing, with 175,810 small businesses, including 174,788 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 251,557 workers with a payroll of \$12.7 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses \(Census\)](#)

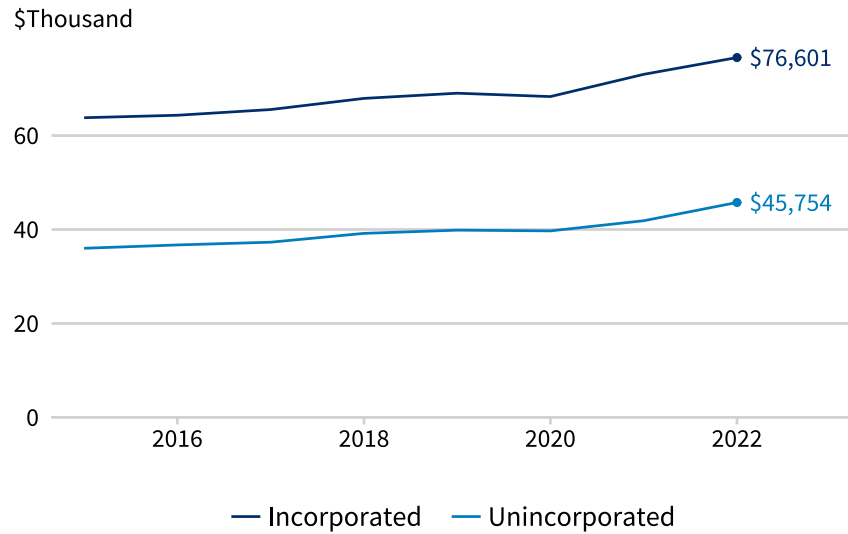


Self-employment





In 2022, 11.7 percent of private workers in the metropolitan area were self-employed, up from 10.6 percent in 2017. The percent self-employed included 5.9 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$76,601 in 2022, up 16.9 percent since 2017. The median income of the unincorporated self-employed was \$45,754 in 2022, up 22.7 percent since 2017. The median income for all private workers was \$63,198 in 2022, up 25.4 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry	   			
	Without employees	1–19 employees	20–499 employees	All small businesses
Transportation and Warehousing	160,451	14,337	1,022	175,810
Professional, Scientific, and Technical Services	114,922	28,789	2,305	146,016
Other Services (except Public Administration)	87,338	19,987	1,503	108,828
Real Estate and Rental and Leasing	86,353	8,605	520	95,478
Construction	72,137	21,276	1,415	94,828
Retail Trade	71,881	14,592	1,510	87,983
Health Care and Social Assistance	66,222	18,832	2,589	87,643
Administrative, Support, and Waste Management	67,900	10,273	1,363	79,536
Arts, Entertainment, and Recreation	44,608	3,138	414	48,160
Accommodation and Food Services	19,930	13,493	2,913	36,336
Finance and Insurance	22,496	7,851	832	31,179
Educational Services	27,167	2,780	685	30,632
Wholesale Trade	11,261	8,708	1,992	21,961
Manufacturing	8,159	5,852	2,366	16,377
Information	10,918	2,087	389	13,394
Agriculture, Forestry, Fishing, and Hunting	1,356	114	7	1,477
Management of Companies and Enterprises	*	155	402	557
Utilities	198	74	17	289
Industries not classified	*	172	1	173
Mining, Quarrying, and Oil and Gas Extraction	97	42	9	148
All industries	873,394	181,023	21,469	1,075,886

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Women made up 47.4 percent of workers and owned 42.0 percent of businesses.

Veterans



Veterans made up 2.6 percent of workers and owned 3.4 percent of businesses.

Hispanics



Hispanics made up 21.3 percent of workers and owned 13.6 percent of businesses.

Racial minorities



Racial minorities made up 34.3 percent of workers and owned 24.2 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	332,000	43,310	375,310
Male	443,000	124,634	567,634
Owned equally by both groups	14,000	21,056	35,056
Veteran	21,000	7,238	28,238
Not Veteran	766,000	178,935	944,935
Owned equally by both groups	1,300	*	*
Hispanic	117,000	14,151	131,151
Not Hispanic	671,000	173,712	844,712
Owned equally by both groups	1,100	1,139	2,239
American Indian and Alaska Native	5,500	1,154	6,654
Asian	82,000	20,015	102,015
Black or African American	133,000	4,838	137,838
Native Hawaiian and Other Pacific Islander	1,000	246	1,246
White	578,000	163,555	741,555
Hispanic or Racial Minority	317,000	39,132	356,132
White and Not Hispanic	470,000	147,705	617,705
Owned equally by both groups	2,200	2,167	4,367

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

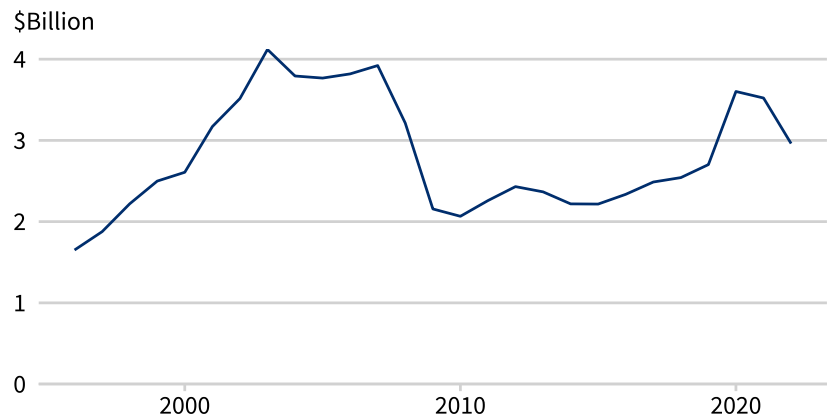
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$3.0 billion in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$3.3 billion. Total reported new lending to businesses through loans of \$1 million or less was \$9.6 billion.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	251,557	41.6	21,421	98.4	12,666,788	37.7
Accommodation and Food Services	197,967	59.5	16,406	98.5	5,561,903	63.2
Professional, Scientific, and Technical Services	191,161	51.9	31,094	98.0	18,697,367	45.4
Manufacturing	179,514	48.7	8,218	93.4	11,435,513	42.4
Other Services (except Public Administration)	145,223	85.3	21,490	99.2	6,541,002	79.0
Construction	133,415	78.5	22,691	99.4	11,016,360	76.1
Retail Trade	132,796	30.8	16,102	97.1	6,090,971	40.5
Wholesale Trade	124,254	49.5	10,700	93.5	10,103,182	42.2
Administrative, Support, and Waste Management	109,398	42.1	11,636	96.5	6,481,123	46.5
Transportation and Warehousing	73,960	30.0	15,359	97.7	3,966,416	28.5
Finance and Insurance	68,836	24.9	8,683	94.8	10,145,433	26.8
Educational Services	55,451	39.6	3,465	97.6	2,354,072	32.0
Real Estate and Rental and Leasing	42,777	63.2	9,125	98.1	3,426,697	64.7
Arts, Entertainment, and Recreation	35,769	66.4	3,552	98.2	2,276,137	80.6
Information	29,887	31.9	2,476	90.7	2,859,110	24.3
Management of Companies and Enterprises	13,353	8.0	557	50.0	1,563,386	7.1
Utilities	762	4.2	91	78.4	70,356	2.9
Agriculture, Forestry, Fishing, and Hunting	484	90.1	121	98.4	22,647	86.9
Mining, Quarrying, and Oil and Gas Extraction	405	38.6	51	79.7	40,375	38.3
Industries not classified	233	100.0	173	100.0	9,474	100.0
All industries	1,787,202	44.4	202,492	98.0	115,328,312	39.8

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

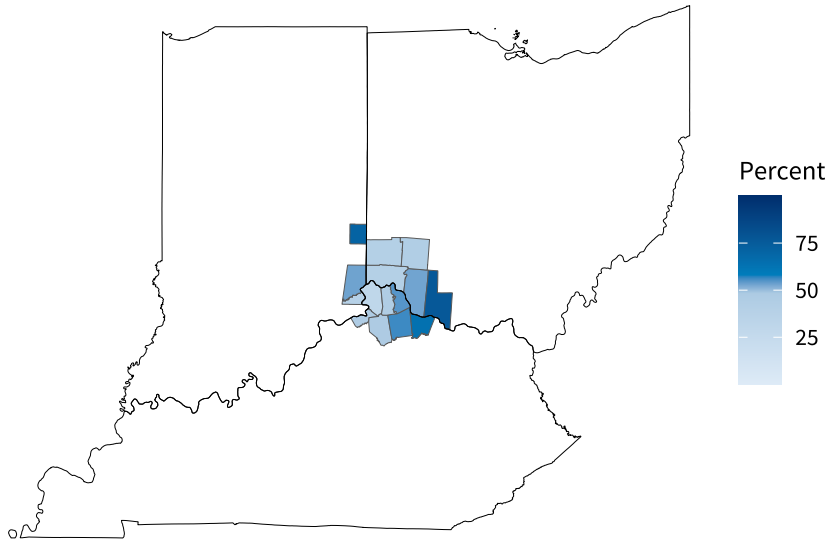
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Cincinnati

195,023 small businesses
99.0 percent of businesses

403,128 small business employees
41.8 percent of employees



Share of metropolitan area employees working at small businesses by county

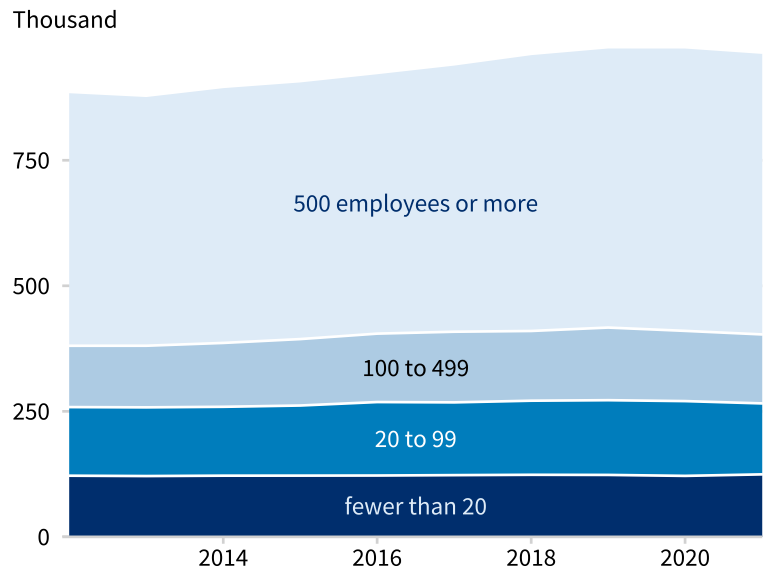
Sources of original data: [Nonemployer Statistics, 2021 \(Census\)](#); [Statistics of U.S. Businesses, 2021 \(Census\)](#)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 99.0 percent of metropolitan area businesses and 41.8 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 380,608 to 403,128 workers. The industry with the most small businesses in 2021 was Professional, Scientific, and Technical Services, with 27,036 small businesses, including 26,553 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 58,006 workers with a payroll of \$2.6 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses \(Census\)](#)

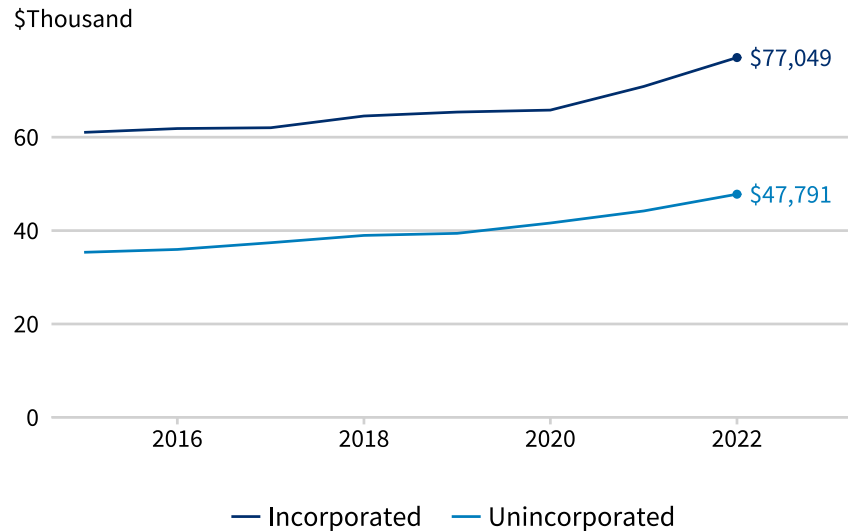


Self-employment





In 2022, 10.0 percent of private workers in the metropolitan area were self-employed, up from 9.5 percent in 2017. The percent self-employed included 3.8 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$77,049 in 2022, up 24.2 percent since 2017. The median income of the unincorporated self-employed was \$47,791 in 2022, up 27.8 percent since 2017. The median income for all private workers was \$58,527 in 2022, up 24.1 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry				
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	22,697	3,856	483	27,036
Transportation and Warehousing	23,034	891	215	24,140
Construction	16,550	3,447	429	20,426
Real Estate and Rental and Leasing	17,749	1,554	149	19,452
Other Services (except Public Administration)	14,662	3,647	392	18,701
Retail Trade	13,123	2,969	390	16,482
Administrative, Support, and Waste Management	13,783	1,745	301	15,829
Health Care and Social Assistance	10,771	2,732	663	14,166
Arts, Entertainment, and Recreation	9,593	544	134	10,271
Accommodation and Food Services	3,016	2,329	802	6,147
Educational Services	5,524	405	154	6,083
Finance and Insurance	4,253	1,303	142	5,698
Wholesale Trade	1,928	1,419	496	3,843
Manufacturing	1,992	1,145	531	3,668
Information	2,002	289	67	2,358
Agriculture, Forestry, Fishing, and Hunting	689	24	0	713
Management of Companies and Enterprises	*	28	118	146
Utilities	47	18	9	74
Mining, Quarrying, and Oil and Gas Extraction	23	9	8	40
Industries not classified	*	37	0	37
All industries	161,436	28,357	5,230	195,023

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Women made up 48.0 percent of workers and owned 42.3 percent of businesses.

Veterans



Veterans made up 4.3 percent of workers and owned 6.4 percent of businesses.

Hispanics



Hispanics made up 2.9 percent of workers and owned 2.8 percent of businesses.

Racial minorities



Racial minorities made up 17.4 percent of workers and owned 14.8 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	62,000	6,459	68,459
Male	82,500	20,319	102,819
Owned equally by both groups	3,300	3,709	7,009
Veteran	8,100	1,944	10,044
Not Veteran	139,000	27,770	166,770
Owned equally by both groups	600	774	1,374
Hispanic	4,400	363	4,763
Not Hispanic	143,000	30,093	173,093
Owned equally by both groups	100	32	132
American Indian and Alaska Native	800	*	854
Asian	6,800	1,502	8,302
Black or African American	17,500	*	18,204
Native Hawaiian and Other Pacific Islander	100	*	100
White	124,000	28,134	152,134
Hispanic or Racial Minority	28,500	2,618	31,118
White and Not Hispanic	119,000	27,563	146,563
Owned equally by both groups	300	*	*

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

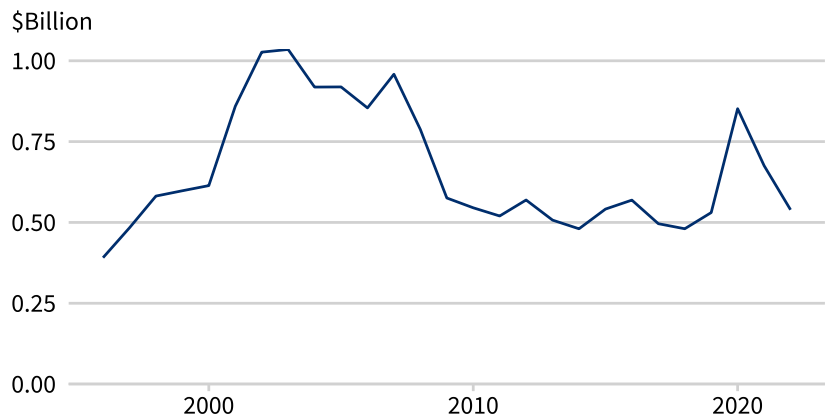
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$539.1 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$580.7 million. Total reported new lending to businesses through loans of \$1 million or less was \$1.7 billion.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	58,006	38.8	3,395	95.1	2,641,088	29.8
Accommodation and Food Services	52,922	57.3	3,131	95.3	1,080,693	57.9
Manufacturing	43,645	40.5	1,676	87.7	2,703,634	35.9
Construction	36,590	81.1	3,876	98.4	2,376,607	76.8
Professional, Scientific, and Technical Services	36,354	60.4	4,339	95.7	2,865,786	53.7
Other Services (except Public Administration)	30,124	82.2	4,039	98.0	1,016,890	77.8
Retail Trade	29,786	29.0	3,359	91.1	1,221,603	36.8
Wholesale Trade	27,793	48.3	1,915	85.3	2,070,250	45.8
Administrative, Support, and Waste Management	26,600	41.8	2,046	91.7	1,221,954	43.0
Transportation and Warehousing	13,020	24.6	1,106	85.0	613,257	20.6
Finance and Insurance	10,731	18.2	1,445	87.7	937,192	15.3
Educational Services	10,213	58.5	559	96.0	384,193	59.6
Arts, Entertainment, and Recreation	9,614	55.0	678	96.2	514,658	58.8
Real Estate and Rental and Leasing	9,433	69.6	1,703	94.9	542,525	64.6
Information	4,761	23.5	356	79.8	386,117	20.2
Management of Companies and Enterprises	2,790	4.3	146	47.1	244,495	4.7
Mining, Quarrying, and Oil and Gas Extraction	337	75.1	17	85.0	24,264	75.8
Utilities	297	11.6	27	75.0	25,133	9.6
Agriculture, Forestry, Fishing, and Hunting	80	100.0	24	100.0	1,987	100.0
Industries not classified	32	100.0	37	100.0	1,878	100.0
All industries	403,128	41.8	33,587	94.3	20,874,204	36.3

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

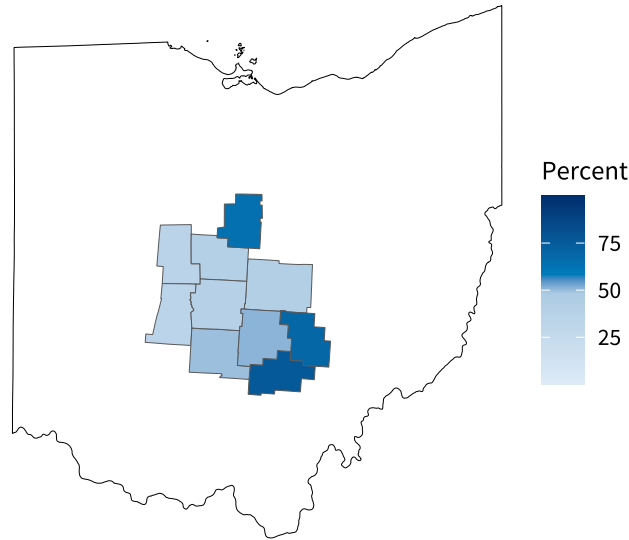
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Columbus, Ohio

213,823 small businesses
99.1 percent of businesses

355,181 small business employees
40.0 percent of employees



Share of metropolitan area employees working at small businesses by county

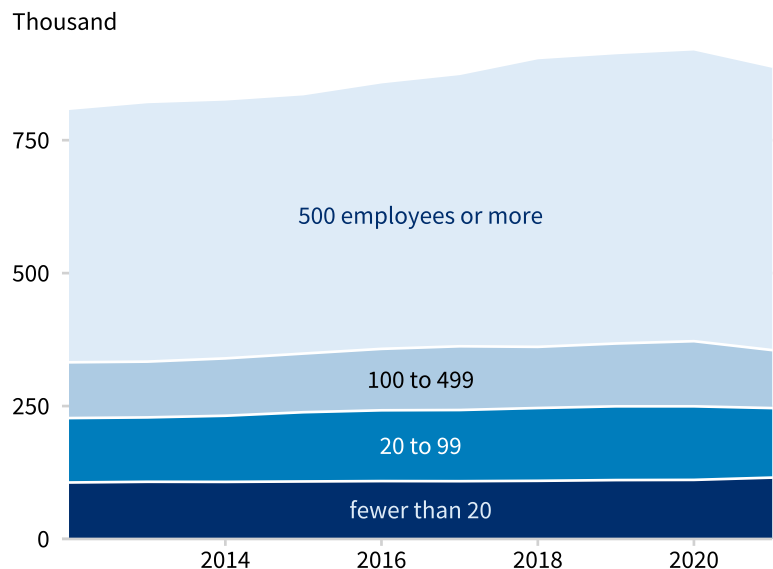
Sources of original data: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 99.1 percent of metropolitan area businesses and 40.0 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 332,214 to 355,181 workers. The industry with the most small businesses in 2021 was Transportation and Warehousing, with 31,525 small businesses, including 31,334 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 67,610 workers with a payroll of \$2.9 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)

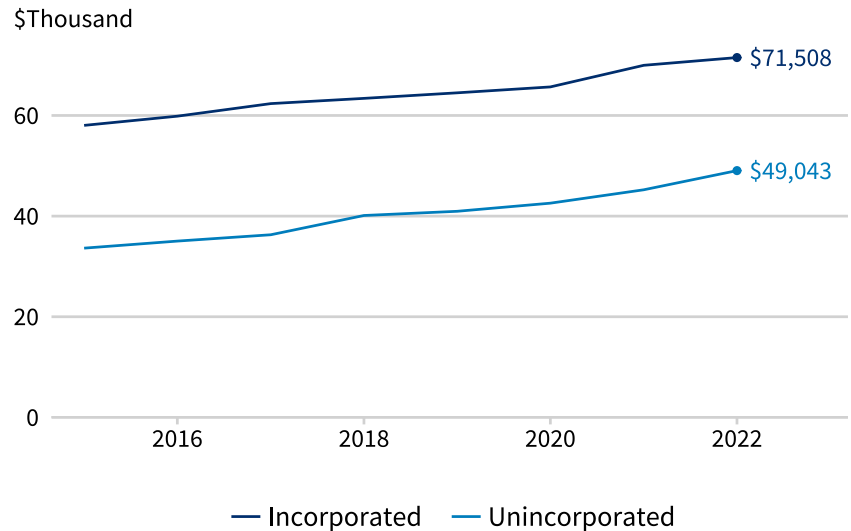


Self-employment





In 2022, 11.1 percent of private workers in the metropolitan area were self-employed, up from 10.2 percent in 2017. The percent self-employed included 4.3 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$71,508 in 2022, up 14.7 percent since 2017. The median income of the unincorporated self-employed was \$49,043 in 2022, up 35.1 percent since 2017. The median income for all private workers was \$57,495 in 2022, up 27.8 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

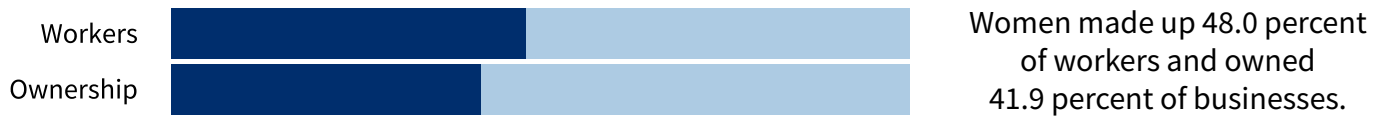
Industry				
	Without employees	1–19 employees	20–499 employees	All small businesses
Transportation and Warehousing	30,374	960	191	31,525
Professional, Scientific, and Technical Services	23,760	4,188	503	28,451
Other Services (except Public Administration)	17,347	3,332	357	21,036
Construction	16,644	2,960	372	19,976
Real Estate and Rental and Leasing	18,001	1,677	154	19,832
Health Care and Social Assistance	15,133	3,040	851	19,024
Administrative, Support, and Waste Management	15,479	1,698	302	17,479
Retail Trade	13,760	2,603	350	16,713
Arts, Entertainment, and Recreation	9,727	553	111	10,391
Accommodation and Food Services	3,728	2,425	678	6,831
Educational Services	5,855	435	137	6,427
Finance and Insurance	4,195	1,236	164	5,595
Wholesale Trade	2,045	1,061	394	3,500
Manufacturing	2,018	821	309	3,148
Information	2,262	303	66	2,631
Agriculture, Forestry, Fishing, and Hunting	882	39	2	923
Mining, Quarrying, and Oil and Gas Extraction	265	49	6	320
Management of Companies and Enterprises	*	34	98	132
Utilities	61	21	15	97
Industries not classified	*	42	0	42
All industries	181,536	27,443	4,844	213,823

* Not reported by the Census Bureau

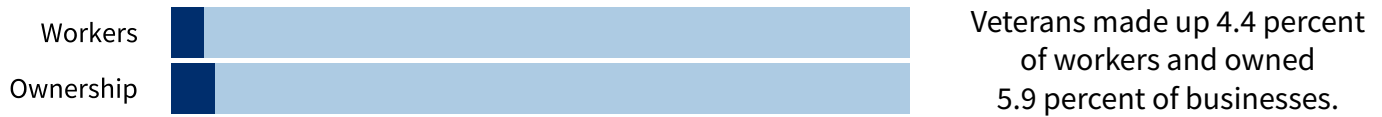
Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Veterans



Hispanics



Racial minorities



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	67,500	5,926	73,426
Male	92,000	18,782	110,782
Owned equally by both groups	3,100	3,382	6,482
Veteran	8,300	1,875	10,175
Not Veteran	154,000	25,799	179,799
Owned equally by both groups	550	*	*
Hispanic	7,600	*	7,970
Not Hispanic	155,000	27,572	182,572
Owned equally by both groups	150	*	*
American Indian and Alaska Native	1,200	*	1,331
Asian	8,200	2,452	10,652
Black or African American	32,500	*	*
Native Hawaiian and Other Pacific Islander	250	*	*
White	123,000	24,442	147,442
Hispanic or Racial Minority	48,000	4,085	52,085
White and Not Hispanic	114,000	23,808	137,808
Owned equally by both groups	400	*	594

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

Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

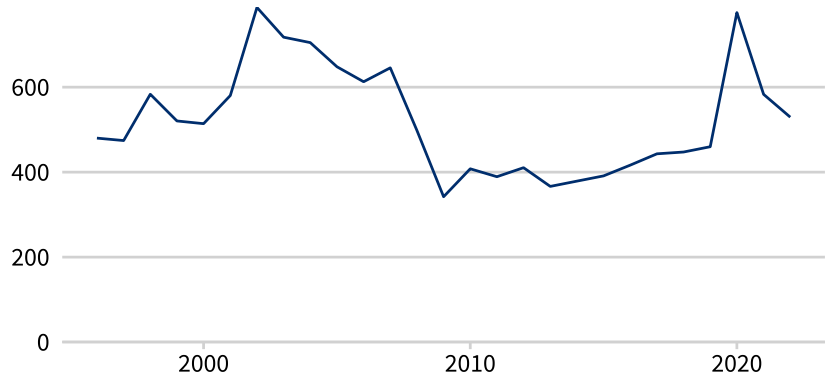
Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$529.4 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$585.8 million. Total reported new lending to businesses through loans of \$1 million or less was \$1.5 billion.

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

New lending to businesses with revenues under \$1 million

\$Million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	67,610	42.5	3,891	95.7	2,851,063	34.1
Accommodation and Food Services	43,963	53.3	3,103	94.9	988,403	56.1
Professional, Scientific, and Technical Services	35,737	60.9	4,691	95.8	2,759,099	54.8
Construction	29,230	74.7	3,332	98.2	1,992,226	69.6
Other Services (except Public Administration)	28,518	81.8	3,689	98.0	1,097,178	74.7
Retail Trade	26,136	26.0	2,953	89.5	1,103,678	30.3
Manufacturing	24,384	33.8	1,130	87.4	1,347,666	30.7
Administrative, Support, and Waste Management	22,187	40.3	2,000	91.0	1,099,903	45.5
Wholesale Trade	18,357	48.0	1,455	83.3	1,267,710	47.8
Transportation and Warehousing	11,729	17.4	1,151	86.4	565,822	13.1
Real Estate and Rental and Leasing	10,289	62.5	1,831	95.4	611,080	60.6
Educational Services	10,058	56.7	572	95.7	356,827	54.1
Finance and Insurance	9,893	13.1	1,400	86.8	898,250	12.1
Arts, Entertainment, and Recreation	8,611	74.8	664	96.8	360,865	80.2
Information	3,985	23.2	369	82.4	334,981	20.1
Management of Companies and Enterprises	2,891	8.4	132	46.5	239,455	6.9
Utilities	1,017	14.4	36	72.0	90,631	9.0
Mining, Quarrying, and Oil and Gas Extraction	384	73.7	55	96.5	24,629	68.2
Agriculture, Forestry, Fishing, and Hunting	168	93.9	41	97.6	4,878	85.2
Industries not classified	34	100.0	42	100.0	1,545	100.0
All industries	355,181	40.0	32,287	94.2	17,995,889	34.2

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

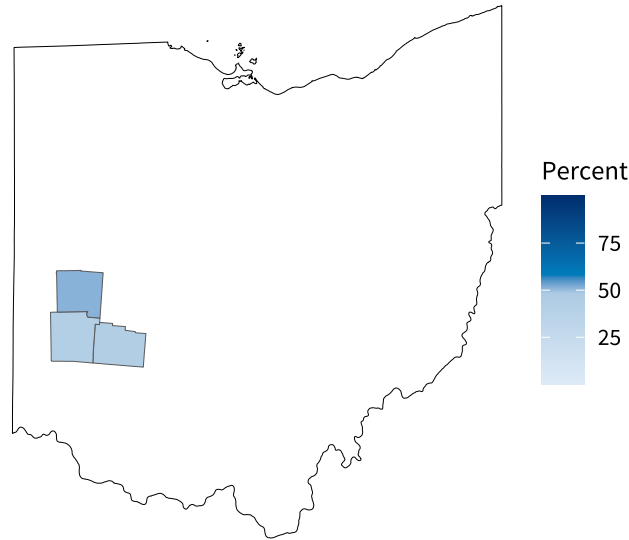
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Dayton, Ohio

66,250 small businesses
98.4 percent of businesses

135,513 small business employees
42.9 percent of employees



Share of metropolitan area employees working at small businesses by county

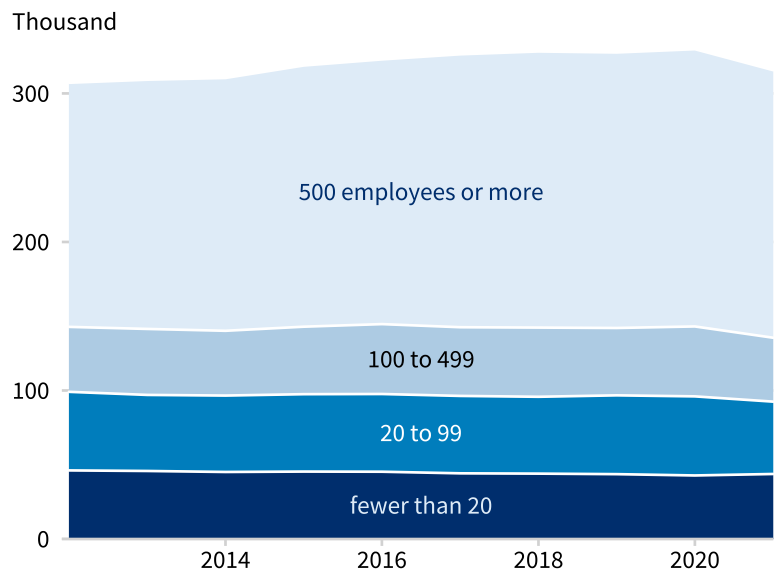
Sources of original data: [Nonemployer Statistics, 2021 \(Census\)](#); [Statistics of U.S. Businesses, 2021 \(Census\)](#)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 98.4 percent of metropolitan area businesses and 42.9 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses fell from 142,847 to 135,513 workers. The industry with the most small businesses in 2021 was Transportation and Warehousing, with 8,928 small businesses, including 8,872 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 23,275 workers with a payroll of \$1.1 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses \(Census\)](#)

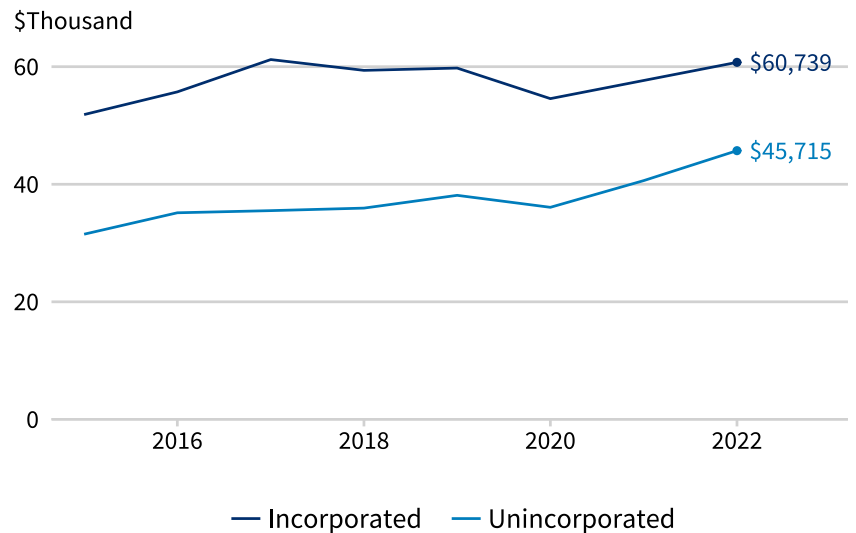


Self-employment

In 2022, 10.6 percent of private workers in the metropolitan area were self-employed, up from 9.9 percent in 2017. The percent self-employed included 3.7 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$60,739 in 2022, down 0.8 percent since 2017. The median income of the unincorporated self-employed was \$45,715 in 2022, up 28.7 percent since 2017. The median income for all private workers was \$51,767 in 2022, up 24.5 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry	Without employees	1–19 employees	20–499 employees	All small businesses
Transportation and Warehousing	8,634	238	56	8,928
Professional, Scientific, and Technical Services	6,289	1,193	199	7,681
Other Services (except Public Administration)	5,631	1,455	124	7,210
Construction	5,492	1,012	130	6,634
Retail Trade	4,817	1,106	166	6,089
Real Estate and Rental and Leasing	5,447	470	60	5,977
Health Care and Social Assistance	4,250	948	325	5,523
Administrative, Support, and Waste Management	4,643	608	103	5,354
Arts, Entertainment, and Recreation	2,961	179	35	3,175
Accommodation and Food Services	1,156	783	230	2,169
Educational Services	1,863	140	58	2,061
Finance and Insurance	1,305	439	55	1,799
Manufacturing	760	524	243	1,527
Wholesale Trade	646	396	132	1,174
Information	627	97	20	744
Agriculture, Forestry, Fishing, and Hunting	205	*	*	208
Management of Companies and Enterprises	*	11	32	43
Utilities	18	*	*	21
Industries not classified	*	12	0	12
Mining, Quarrying, and Oil and Gas Extraction	4	5	0	9
All industries	54,748	9,598	1,904	66,250

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Women made up 48.1 percent of workers and owned 43.5 percent of businesses.

Veterans



Veterans made up 7.3 percent of workers and owned 8.2 percent of businesses.

Hispanics



Hispanics made up 2.9 percent of workers and owned 2.4 percent of businesses.

Racial minorities



Racial minorities made up 21.4 percent of workers and owned 16.5 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	22,000	2,051	24,051
Male	27,000	7,031	34,031
Owned equally by both groups	1,100	1,051	2,151
Veteran	3,700	*	*
Not Veteran	46,500	9,159	55,659
Owned equally by both groups	250	*	*
Hispanic	1,300	134	1,434
Not Hispanic	49,000	9,980	58,980
Owned equally by both groups	30	15	45
American Indian and Alaska Native	400	*	*
Asian	1,900	580	2,480
Black or African American	7,200	*	*
Native Hawaiian and Other Pacific Islander	60	4	64
White	41,500	9,140	50,640
Hispanic or Racial Minority	10,500	1,099	11,599
White and Not Hispanic	39,500	8,903	48,403
Owned equally by both groups	100	*	*

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

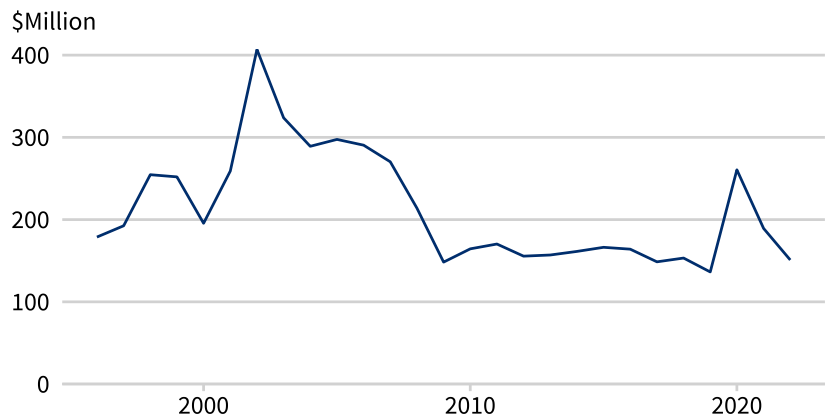
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$151.0 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$169.3 million. Total reported new lending to businesses through loans of \$1 million or less was \$504.4 million.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	23,275	35.1	1,273	91.5	1,149,903	29.4
Manufacturing	18,426	42.2	767	89.4	1,059,675	37.6
Accommodation and Food Services	15,824	49.8	1,013	90.3	322,276	53.1
Professional, Scientific, and Technical Services	14,495	53.8	1,392	93.1	1,179,213	49.6
Retail Trade	11,246	29.0	1,272	85.7	444,590	37.0
Other Services (except Public Administration)	10,429	83.2	1,579	97.2	335,827	76.4
Construction	10,330	90.9	1,142	97.9	663,839	88.4
Administrative, Support, and Waste Management	7,663	58.8	711	90.0	303,411	56.1
Wholesale Trade	5,836	48.0	528	81.2	394,484	45.4
Educational Services	3,679	31.6	198	93.4	116,603	30.4
Transportation and Warehousing	3,470	27.5	294	82.6	140,812	21.9
Finance and Insurance	3,013	25.8	494	87.0	188,601	19.0
Real Estate and Rental and Leasing	2,696	73.7	530	92.2	139,804	77.2
Arts, Entertainment, and Recreation	2,251	65.8	214	97.3	63,000	78.4
Information	1,934	25.6	117	75.0	135,731	21.8
Management of Companies and Enterprises	831	11.1	43	44.3	57,756	10.3
Utilities	53	5.4	3	33.3	4,799	5.9
Mining, Quarrying, and Oil and Gas Extraction	38	35.5	5	62.5	2,870	39.5
Agriculture, Forestry, Fishing, and Hunting	16	100.0	3	100.0	741	100.0
Industries not classified	8	100.0	12	100.0	2,894	100.0
All industries	135,513	42.9	11,502	91.6	6,706,829	39.3

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

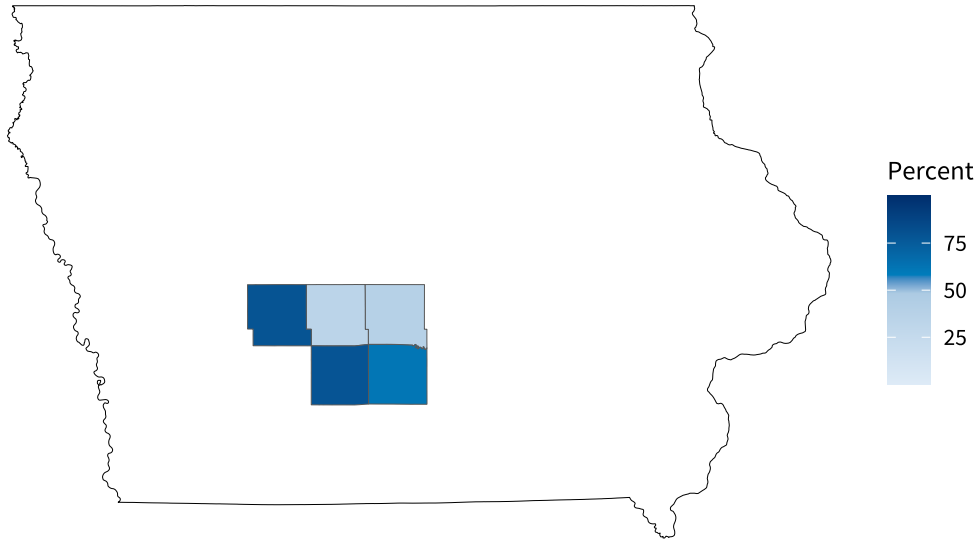
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Des Moines-West Des Moines

64,424 small businesses
98.4 percent of businesses

132,712 small business employees
40.8 percent of employees



Share of metropolitan area employees working at small businesses by county

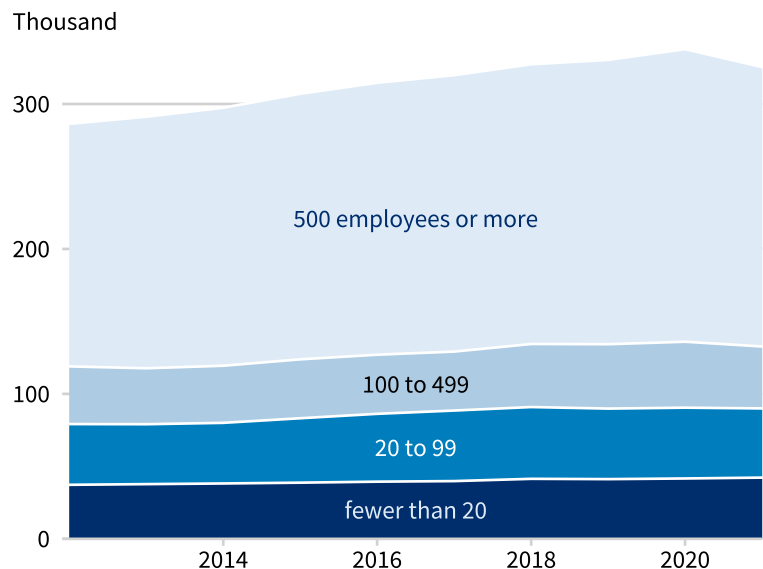
Sources of original data: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 98.4 percent of metropolitan area businesses and 40.8 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 118,976 to 132,712 workers. The industry with the most small businesses in 2021 was Professional, Scientific, and Technical Services, with 8,255 small businesses, including 8,066 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 19,949 workers with a payroll of \$971.5 million (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)

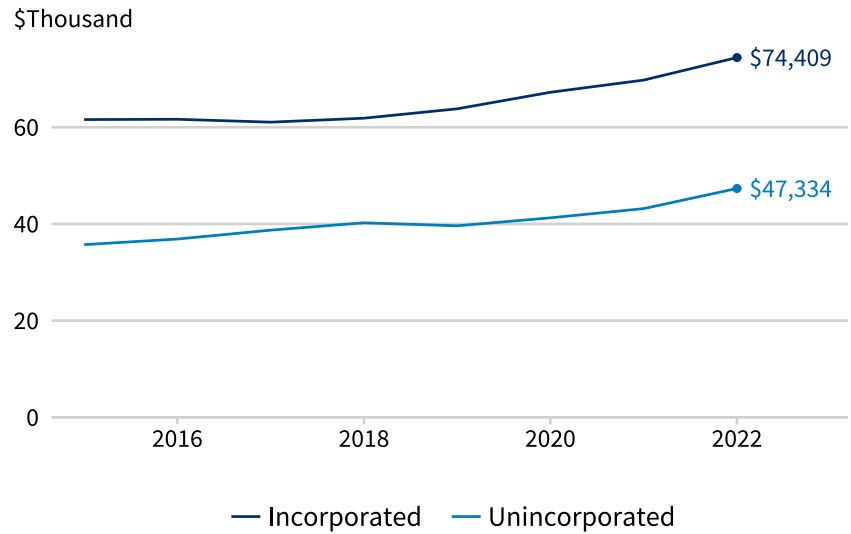


Self-employment





In 2022, 11.4 percent of private workers in the metropolitan area were self-employed, up from 10.5 percent in 2017. The percent self-employed included 4.6 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$74,409 in 2022, up 21.9 percent since 2017. The median income of the unincorporated self-employed was \$47,334 in 2022, up 22.2 percent since 2017. The median income for all private workers was \$59,504 in 2022, up 25.7 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry	   			
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	6,449	1,617	189	8,255
Construction	5,973	1,587	187	7,747
Real Estate and Rental and Leasing	5,828	795	63	6,686
Other Services (except Public Administration)	4,708	1,520	148	6,376
Transportation and Warehousing	5,601	300	74	5,975
Retail Trade	4,914	875	150	5,939
Health Care and Social Assistance	4,125	1,080	246	5,451
Administrative, Support, and Waste Management	3,833	693	111	4,637
Arts, Entertainment, and Recreation	2,962	226	39	3,227
Finance and Insurance	1,975	673	107	2,755
Accommodation and Food Services	913	843	254	2,010
Educational Services	1,500	163	35	1,698
Wholesale Trade	656	399	222	1,277
Manufacturing	610	269	86	965
Information	742	135	36	913
Agriculture, Forestry, Fishing, and Hunting	451	30	3	484
Management of Companies and Enterprises	*	14	51	65
Utilities	53	4	1	58
Mining, Quarrying, and Oil and Gas Extraction	9	3	1	13
Industries not classified	*	8	0	8
All industries	51,302	11,225	1,897	64,424

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Women made up 47.7 percent of workers and owned 43.8 percent of businesses.

Veterans



Veterans made up 4.1 percent of workers and owned 5.8 percent of businesses.

Hispanics



Hispanics made up 6.5 percent of workers and owned 5.9 percent of businesses.

Racial minorities



Racial minorities made up 13.0 percent of workers and owned 9.5 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	20,000	2,448	22,448
Male	25,500	7,182	32,682
Owned equally by both groups	1,300	1,678	2,978
Veteran	2,400	649	3,049
Not Veteran	44,500	10,412	54,912
Owned equally by both groups	200	*	*
Hispanic	3,000	*	3,313
Not Hispanic	44,000	10,939	54,939
Owned equally by both groups	50	*	108
American Indian and Alaska Native	250	67	317
Asian	2,400	392	2,792
Black or African American	2,700	92	2,792
Native Hawaiian and Other Pacific Islander	40	*	*
White	42,000	10,761	52,761
Hispanic or Racial Minority	8,100	890	8,990
White and Not Hispanic	38,500	10,325	48,825
Owned equally by both groups	100	93	193

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

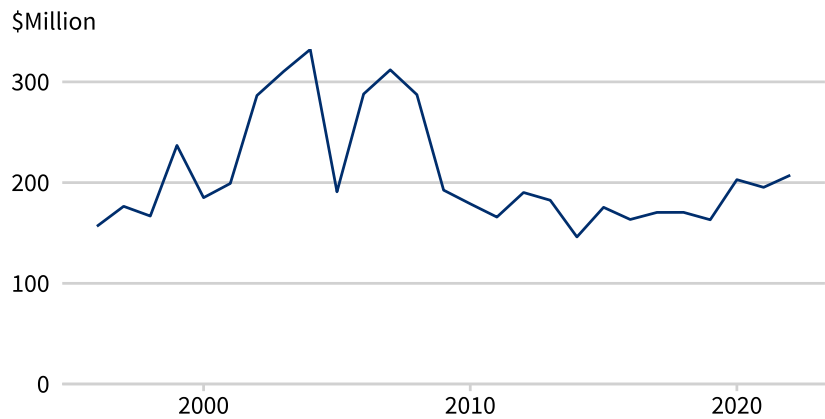
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$207.3 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$171.3 million. Total reported new lending to businesses through loans of \$1 million or less was \$579.7 million.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	19,949	44.5	1,326	94.1	971,497	37.4
Accommodation and Food Services	16,744	64.3	1,097	93.5	366,108	63.1
Construction	14,384	78.7	1,774	98.1	1,013,460	73.8
Professional, Scientific, and Technical Services	13,026	55.6	1,806	94.9	1,062,441	54.8
Other Services (except Public Administration)	10,820	87.6	1,668	97.5	430,153	84.6
Retail Trade	9,605	22.6	1,025	82.5	434,985	34.2
Wholesale Trade	8,113	45.2	621	77.4	579,199	46.2
Finance and Insurance	7,914	16.2	780	84.1	691,134	13.9
Administrative, Support, and Waste Management	7,858	44.1	804	90.2	408,965	44.6
Manufacturing	7,196	35.3	355	87.2	389,556	33.4
Transportation and Warehousing	4,194	27.7	374	84.0	196,645	23.9
Real Estate and Rental and Leasing	3,752	70.8	858	95.0	209,376	64.7
Educational Services	2,911	41.3	198	94.3	68,404	31.8
Arts, Entertainment, and Recreation	2,528	72.1	265	95.3	83,326	85.4
Information	2,175	26.7	171	78.4	204,813	29.6
Management of Companies and Enterprises	1,310	10.9	65	52.4	121,037	10.4
Agriculture, Forestry, Fishing, and Hunting	151	86.8	33	97.1	10,163	82.5
Utilities	43	2.6	5	45.5	4,991	2.1
Mining, Quarrying, and Oil and Gas Extraction	35	30.2	4	66.7	1,903	23.7
Industries not classified	4	100.0	8	100.0	240	100.0
All industries	132,712	40.8	13,122	92.4	7,248,396	36.0

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

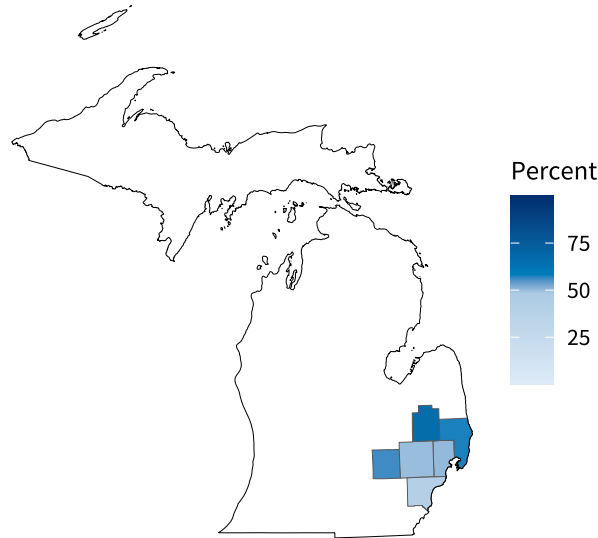
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Detroit-Warren-Dearborn

458,381 small businesses
99.5 percent of businesses

798,535 small business employees
46.7 percent of employees



Share of metropolitan area employees working at small businesses by county

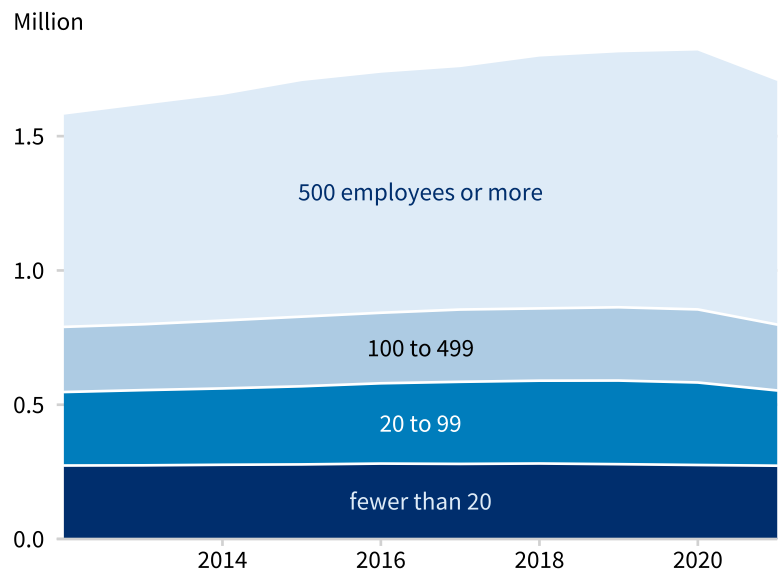
Sources of original data: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 99.5 percent of metropolitan area businesses and 46.7 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 789,986 to 798,535 workers. The industry with the most small businesses in 2021 was Miscellaneous Services, with 57,359 small businesses, including 56,787 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 120,483 workers with a payroll of \$5.7 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)

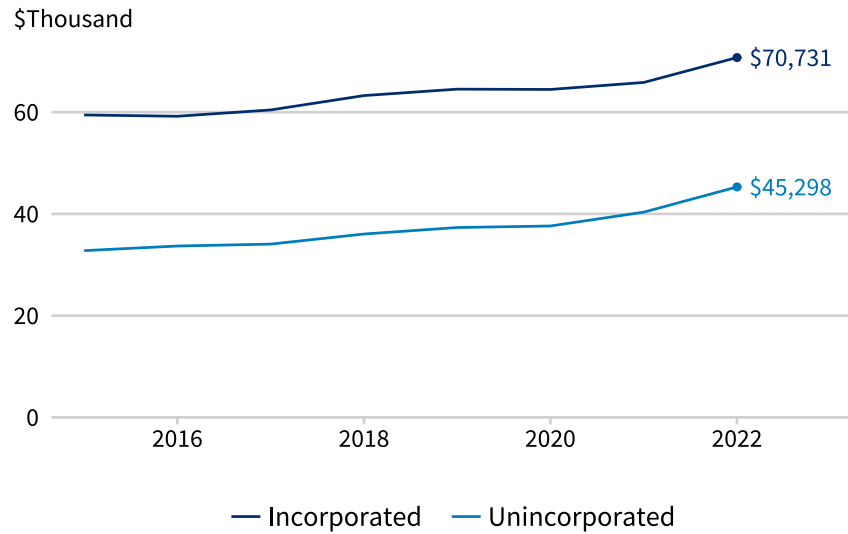


Self-employment





In 2022, 10.5 percent of private workers in the metropolitan area were self-employed, up from 10.1 percent in 2017. The percent self-employed included 4.7 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$70,731 in 2022, up 17.0 percent since 2017. The median income of the unincorporated self-employed was \$45,298 in 2022, up 33.0 percent since 2017. The median income for all private workers was \$60,428 in 2022, up 22.2 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry	   			
	Without employees	1–19 employees	20–499 employees	All small businesses
Other Services (except Public Administration)	48,566	8,221	572	57,359
Professional, Scientific, and Technical Services	45,385	9,307	1,021	55,713
Transportation and Warehousing	49,757	3,184	374	53,315
Real Estate and Rental and Leasing	41,591	2,891	213	44,695
Construction	35,368	7,466	626	43,460
Health Care and Social Assistance	31,419	8,140	1,289	40,848
Administrative, Support, and Waste Management	35,431	4,084	620	40,135
Retail Trade	29,530	9,113	800	39,443
Arts, Entertainment, and Recreation	16,888	1,066	184	18,138
Accommodation and Food Services	9,270	5,307	1,416	15,993
Finance and Insurance	8,824	2,752	288	11,864
Educational Services	10,811	803	199	11,813
Manufacturing	5,039	3,247	1,196	9,482
Wholesale Trade	5,130	3,232	849	9,211
Information	4,477	944	153	5,574
Agriculture, Forestry, Fishing, and Hunting	989	60	5	1,054
Management of Companies and Enterprises	*	78	216	294
Mining, Quarrying, and Oil and Gas Extraction	246	22	2	270
Utilities	76	23	5	104
Industries not classified	*	99	0	99
All industries	378,797	69,978	9,606	458,381

* Not reported by the Census Bureau

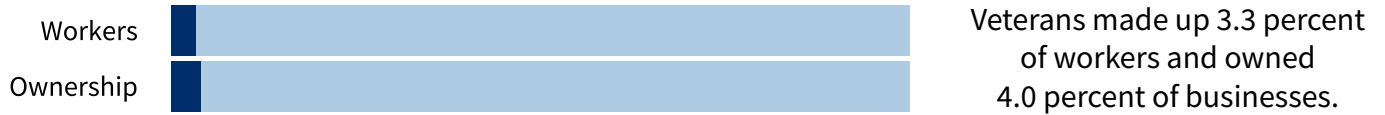
Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Veterans



Hispanics



Racial minorities



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	157,000	15,810	172,810
Male	187,000	52,259	239,259
Owned equally by both groups	7,300	7,249	14,549
Veteran	12,000	3,284	15,284
Not Veteran	339,000	71,177	410,177
Owned equally by both groups	850	855	1,705
Hispanic	12,500	1,478	13,978
Not Hispanic	339,000	73,667	412,667
Owned equally by both groups	250	*	*
American Indian and Alaska Native	2,900	279	3,179
Asian	21,500	5,137	26,637
Black or African American	77,500	2,059	79,559
Native Hawaiian and Other Pacific Islander	400	26	426
White	256,000	67,600	323,600
Hispanic or Racial Minority	111,000	8,855	119,855
White and Not Hispanic	240,000	65,685	305,685
Owned equally by both groups	900	777	1,677

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

Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

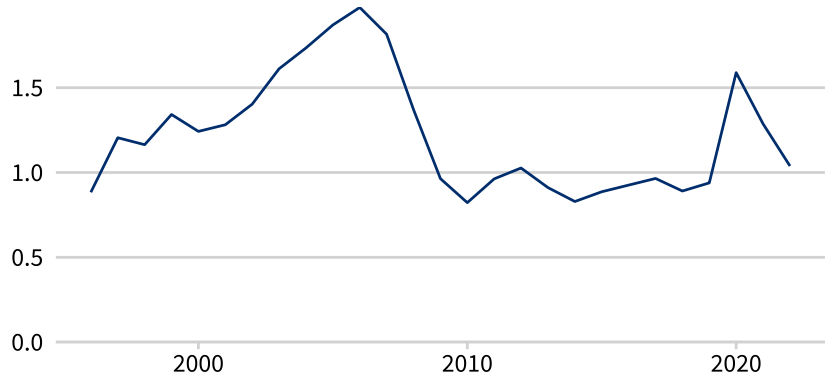
Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$1.0 billion in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$1.2 billion. Total reported new lending to businesses through loans of \$1 million or less was \$3.3 billion.

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

New lending to businesses with revenues under \$1 million

\$Billion



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	120,483	43.4	9,429	98.3	5,680,037	38.1
Manufacturing	96,643	42.2	4,443	94.0	6,113,723	39.7
Accommodation and Food Services	89,118	64.5	6,723	98.0	1,954,616	63.7
Professional, Scientific, and Technical Services	85,029	44.9	10,328	96.8	7,171,833	38.5
Retail Trade	77,152	38.7	9,913	96.6	3,187,942	45.3
Construction	58,495	83.0	8,092	99.2	4,447,602	80.6
Other Services (except Public Administration)	54,363	84.6	8,793	98.9	1,982,290	77.4
Administrative, Support, and Waste Management	52,496	51.0	4,704	95.7	2,755,246	51.6
Wholesale Trade	49,143	55.6	4,081	91.4	3,929,264	54.7
Transportation and Warehousing	24,886	37.0	3,558	95.1	1,239,936	32.4
Finance and Insurance	24,090	22.4	3,040	93.1	2,018,646	19.0
Real Estate and Rental and Leasing	18,254	65.3	3,104	97.0	1,075,572	64.3
Educational Services	15,993	71.7	1,002	96.8	621,304	69.0
Arts, Entertainment, and Recreation	13,115	70.7	1,250	98.3	856,935	77.7
Information	11,723	35.6	1,097	90.4	829,256	24.9
Management of Companies and Enterprises	6,569	10.3	294	53.2	573,484	7.5
Agriculture, Forestry, Fishing, and Hunting	492	100.0	65	100.0	16,574	100.0
Mining, Quarrying, and Oil and Gas Extraction	233	51.7	24	82.8	23,043	54.0
Utilities	147	1.4	28	71.8	13,311	1.0
Industries not classified	111	100.0	99	100.0	3,765	100.0
All industries	798,535	46.7	79,584	97.2	44,494,379	40.4

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

About this profile

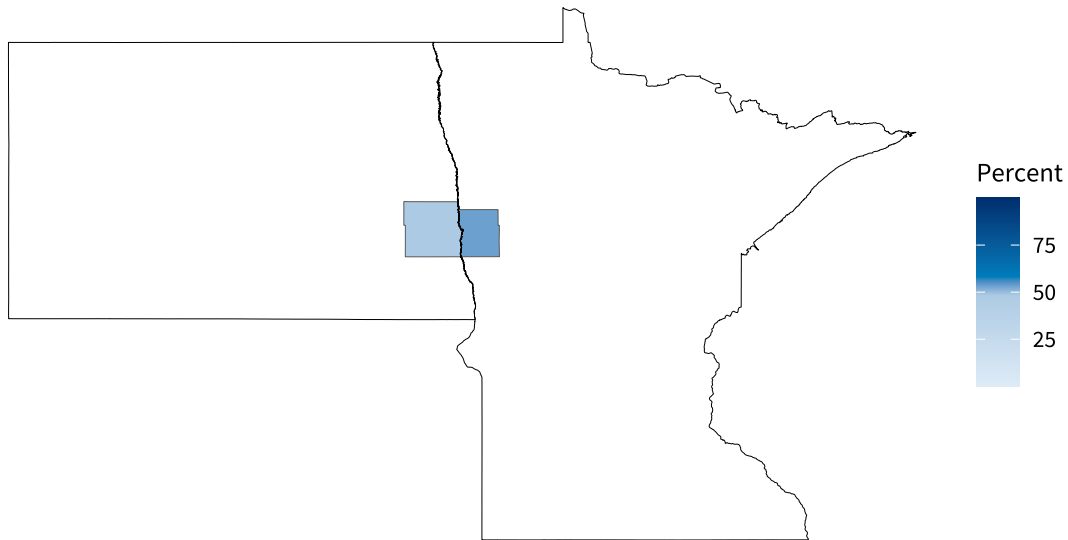
Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

2024 Small Business Profile

Fargo

24,229 small businesses
97.9 percent of businesses

60,152 small business employees
49.0 percent of employees



Share of metropolitan area employees working at small businesses by county

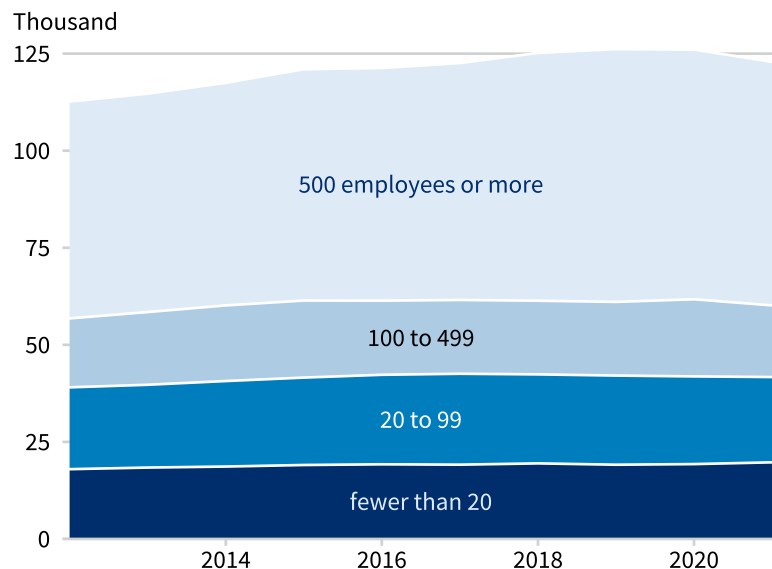
Sources of original data: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 97.9 percent of metropolitan area businesses and 49.0 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 56,806 to 60,152 workers. The industry with the most small businesses in 2021 was Real Estate and Rental and Leasing, with 3,461 small businesses, including 3,438 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 8,405 workers with a payroll of \$333.7 million (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)

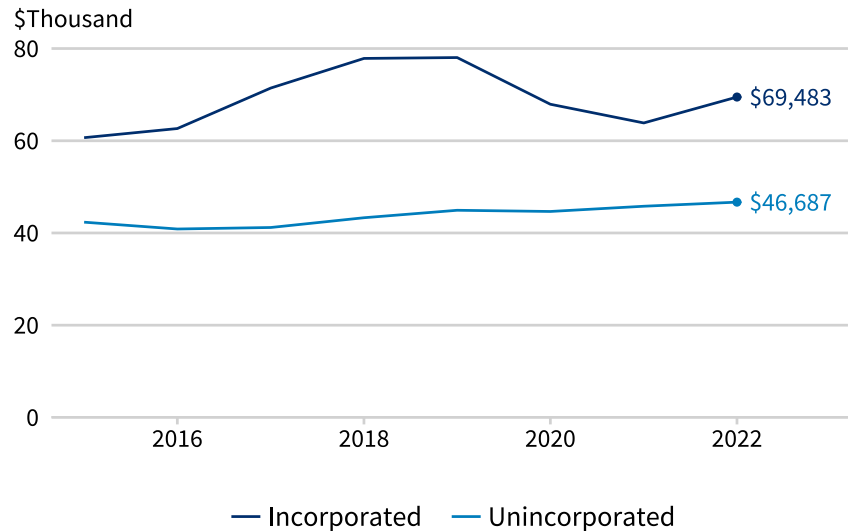


Self-employment





In 2022, 10.4 percent of private workers in the metropolitan area were self-employed, up slightly from 10.3 percent in 2017. The percent self-employed included 4.0 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$69,483 in 2022, down 2.7 percent since 2017. The median income of the unincorporated self-employed was \$46,687 in 2022, up 13.4 percent since 2017. The median income for all private workers was \$55,045 in 2022, up 29.3 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry	   			
	Without employees	1–19 employees	20–499 employees	All small businesses
Real Estate and Rental and Leasing	3,110	328	23	3,461
Transportation and Warehousing	2,409	229	37	2,675
Professional, Scientific, and Technical Services	2,102	487	84	2,673
Retail Trade	1,911	412	89	2,412
Construction	1,393	826	101	2,320
Other Services (except Public Administration)	1,555	603	58	2,216
Health Care and Social Assistance	1,375	420	110	1,905
Administrative, Support, and Waste Management	1,158	281	54	1,493
Arts, Entertainment, and Recreation	1,170	99	24	1,293
Finance and Insurance	712	277	39	1,028
Accommodation and Food Services	269	261	136	666
Educational Services	583	39	13	635
Wholesale Trade	254	194	117	565
Manufacturing	216	120	54	390
Information	224	54	14	292
Agriculture, Forestry, Fishing, and Hunting	191	16	1	208
Management of Companies and Enterprises	*	12	17	29
Mining, Quarrying, and Oil and Gas Extraction	11	3	1	15
Industries not classified	*	8	0	8
Utilities	5	*	*	5
All industries	18,648	4,662	919	24,229

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Women made up 47.6 percent of workers and owned 40.7 percent of businesses.

Veterans



Veterans made up 3.8 percent of workers and owned 6.3 percent of businesses.

Hispanics



Hispanics made up 2.8 percent of workers and owned 2.5 percent of businesses.

Racial minorities



Racial minorities made up 11.3 percent of workers and owned 8.0 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	6,800	*	*
Male	9,700	3,272	12,972
Owned equally by both groups	550	*	*
Veteran	1,000	192	1,192
Not Veteran	16,000	4,500	20,500
Owned equally by both groups	150	*	*
Hispanic	300	*	321
Not Hispanic	16,500	4,826	21,326
Owned equally by both groups	*	*	*
American Indian and Alaska Native	200	14	214
Asian	450	220	670
Black or African American	1,200	23	1,223
Native Hawaiian and Other Pacific Islander	20	*	20
White	15,500	4,630	20,130
Hispanic or Racial Minority	2,200	268	2,468
White and Not Hispanic	15,000	4,568	19,568
Owned equally by both groups	40	*	*

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

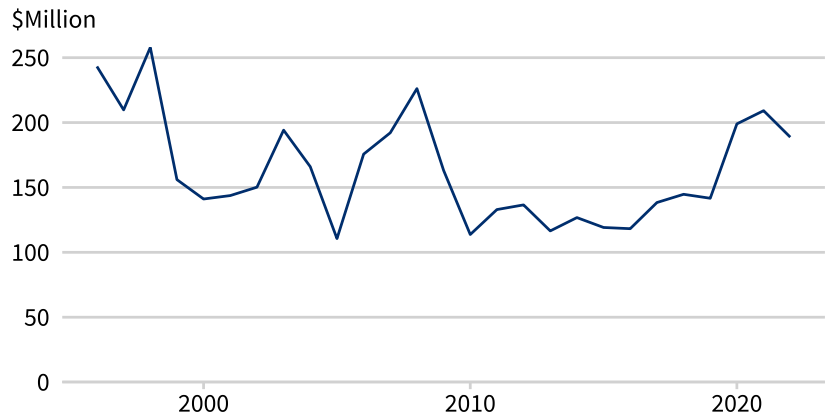
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$188.8 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$101.2 million. Total reported new lending to businesses through loans of \$1 million or less was \$528.2 million.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	8,405	33.3	530	93.5	333,695	21.1
Construction	7,710	90.2	927	98.3	569,992	88.2
Accommodation and Food Services	7,436	74.1	397	92.5	157,160	74.7
Retail Trade	5,682	37.1	501	79.7	245,996	47.9
Professional, Scientific, and Technical Services	5,367	80.1	571	94.7	421,514	82.1
Wholesale Trade	4,681	54.9	311	76.4	342,026	57.9
Other Services (except Public Administration)	4,228	93.7	661	97.5	142,637	90.9
Manufacturing	3,845	39.7	174	85.7	206,404	34.5
Administrative, Support, and Waste Management	3,227	49.6	335	90.8	122,196	47.1
Transportation and Warehousing	2,800	53.7	266	88.1	125,969	51.3
Finance and Insurance	1,749	18.1	316	85.4	128,798	17.4
Real Estate and Rental and Leasing	1,428	69.9	351	94.6	77,696	74.9
Arts, Entertainment, and Recreation	1,281	70.0	123	98.4	31,243	72.0
Educational Services	913	37.8	52	92.9	21,915	36.1
Information	846	28.7	68	78.2	54,682	18.5
Management of Companies and Enterprises	382	11.2	29	52.7	22,386	7.5
Agriculture, Forestry, Fishing, and Hunting	45	100.0	17	100.0	1,861	100.0
Mining, Quarrying, and Oil and Gas Extraction	12	20.7	4	80.0	2,351	54.6
Industries not classified	3	100.0	8	100.0	546	100.0
All industries	60,152	49.0	5,581	91.6	3,019,379	43.9

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

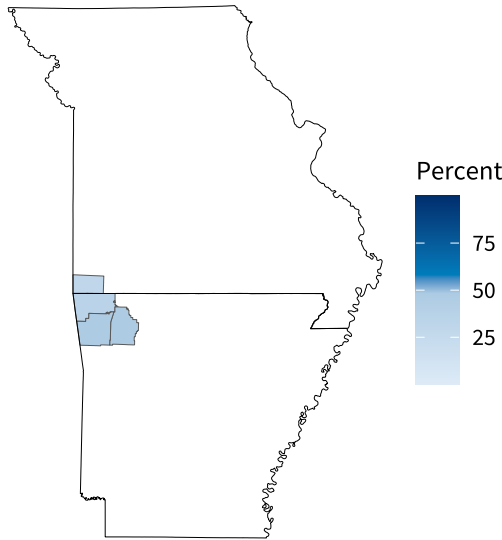
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Fayetteville-Springdale-Rogers

57,513 small businesses
98.7 percent of businesses

91,808 small business employees
40.2 percent of employees



Share of employees working at small businesses by county or independent city

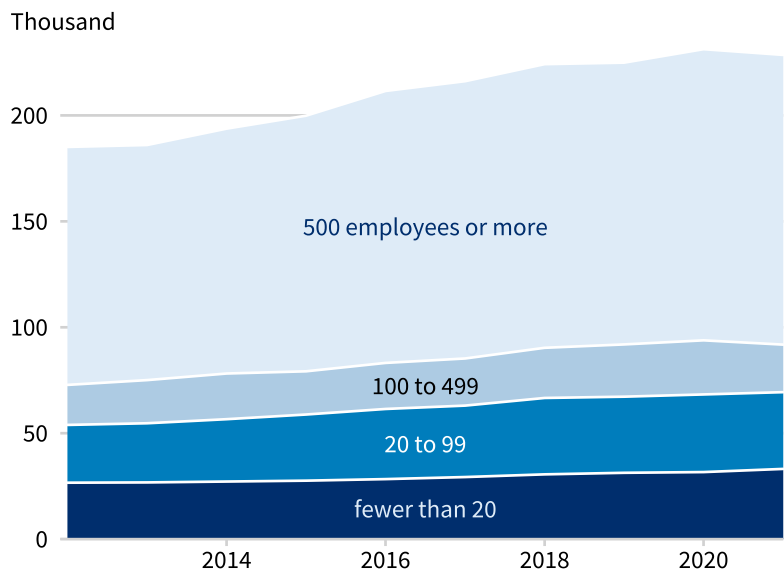
Sources of original data: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 98.7 percent of metropolitan area businesses and 40.2 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 72,804 to 91,808 workers. The industry with the most small businesses in 2021 was Construction, with 8,938 small businesses, including 8,797 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Accommodation and Food Services, which had 14,045 workers with a payroll of \$310.9 million (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)

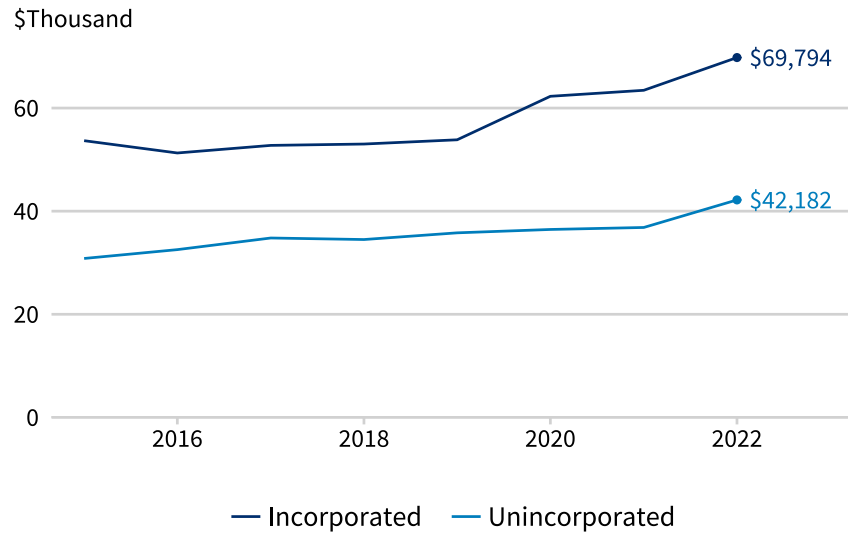


Self-employment





In 2022, 14.5 percent of private workers in the metropolitan area were self-employed, up from 11.3 percent in 2017. The percent self-employed included 4.8 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$69,794 in 2022, up 32.3 percent since 2017. The median income of the unincorporated self-employed was \$42,182 in 2022, up 21.2 percent since 2017. The median income for all private workers was \$51,054 in 2022, up 29.8 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry				
	Without employees	1–19 employees	20–499 employees	All small businesses
Construction	7,556	1,241	141	8,938
Professional, Scientific, and Technical Services	5,847	1,317	134	7,298
Real Estate and Rental and Leasing	5,200	658	31	5,889
Other Services (except Public Administration)	4,786	930	83	5,799
Administrative, Support, and Waste Management	4,824	503	72	5,399
Retail Trade	4,229	829	160	5,218
Transportation and Warehousing	4,235	225	48	4,508
Health Care and Social Assistance	2,808	953	171	3,932
Arts, Entertainment, and Recreation	2,289	141	21	2,451
Accommodation and Food Services	891	603	244	1,738
Educational Services	1,352	132	23	1,507
Finance and Insurance	1,087	373	43	1,503
Wholesale Trade	555	321	139	1,015
Manufacturing	607	265	88	960
Information	523	96	17	636
Agriculture, Forestry, Fishing, and Hunting	543	21	2	566
Mining, Quarrying, and Oil and Gas Extraction	122	6	2	130
Management of Companies and Enterprises	*	12	26	38
Utilities	22	4	4	30
Industries not classified	*	7	0	7
All industries	47,476	8,636	1,401	57,513

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Women made up 45.5 percent of workers and owned 43.4 percent of businesses.

Veterans



Veterans made up 4.6 percent of workers and owned 7.8 percent of businesses.

Hispanics



Hispanics made up 16.2 percent of workers and owned 13.9 percent of businesses.

Racial minorities



Racial minorities made up 19.9 percent of workers and owned 8.6 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	18,000	1,925	19,925
Male	24,500	5,338	29,838
Owned equally by both groups	1,400	1,550	2,950
Veteran	2,500	*	*
Not Veteran	41,000	7,680	48,680
Owned equally by both groups	250	237	487
Hispanic	6,900	310	7,210
Not Hispanic	37,000	8,460	45,460
Owned equally by both groups	70	*	*
American Indian and Alaska Native	1,100	65	1,165
Asian	1,500	*	1,887
Black or African American	1,700	72	1,772
Native Hawaiian and Other Pacific Islander	200	*	207
White	40,000	8,262	48,262
Hispanic or Racial Minority	10,500	821	11,321
White and Not Hispanic	33,000	7,846	40,846
Owned equally by both groups	200	148	348

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

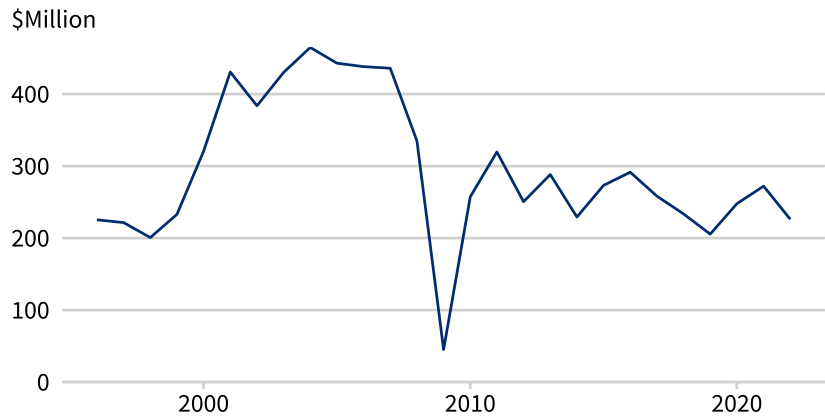
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$226.1 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$190.8 million. Total reported new lending to businesses through loans of \$1 million or less was \$544.2 million.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Accommodation and Food Services	14,045	61.4	847	92.8	310,908	65.7
Health Care and Social Assistance	13,249	49.2	1,124	95.1	598,737	39.2
Construction	10,425	82.6	1,382	98.6	525,055	79.1
Retail Trade	9,031	33.0	989	86.7	387,956	36.2
Professional, Scientific, and Technical Services	8,098	67.4	1,451	95.3	558,959	63.4
Other Services (except Public Administration)	7,444	90.1	1,013	97.5	246,358	83.1
Manufacturing	6,733	21.8	353	88.9	326,345	22.5
Administrative, Support, and Waste Management	5,067	51.0	575	91.3	238,998	52.9
Wholesale Trade	4,871	42.0	460	76.3	322,094	43.0
Transportation and Warehousing	2,405	11.6	273	85.6	122,024	9.4
Finance and Insurance	2,390	39.6	416	86.3	165,237	34.2
Real Estate and Rental and Leasing	2,104	72.0	689	95.7	94,771	70.6
Arts, Entertainment, and Recreation	1,884	78.2	162	96.4	57,831	82.1
Educational Services	1,762	61.6	155	98.1	52,593	70.5
Information	876	27.3	113	71.1	62,500	21.1
Management of Companies and Enterprises	773	2.9	38	52.1	79,672	2.1
Utilities	407	50.4	8	61.5	34,015	48.5
Agriculture, Forestry, Fishing, and Hunting	192	91.0	23	92.0	7,803	86.1
Mining, Quarrying, and Oil and Gas Extraction	50	53.8	8	88.9	2,358	43.6
Industries not classified	2	100.0	7	100.0	133	100.0
All industries	91,808	40.2	10,037	92.9	4,194,347	30.5

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

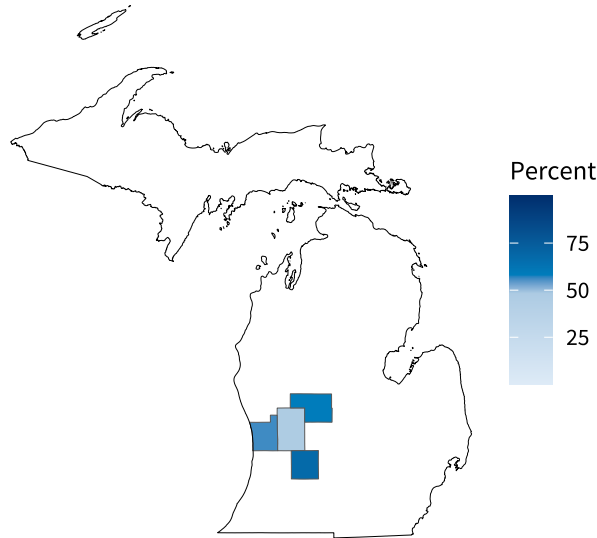
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Grand Rapids-Wyoming

104,280 small businesses
98.9 percent of businesses

247,492 small business employees
50.7 percent of employees



Share of metropolitan area employees working at small businesses by county

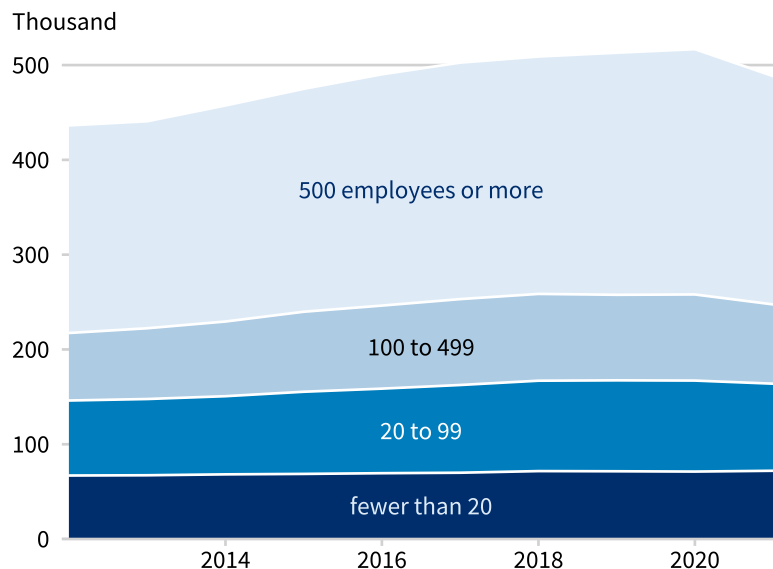
Sources of original data: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 98.9 percent of metropolitan area businesses and 50.7 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 217,367 to 247,492 workers. The industry with the most small businesses in 2021 was Professional, Scientific, and Technical Services, with 13,373 small businesses, including 13,131 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Manufacturing, which had 48,830 workers with a payroll of \$2.8 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)

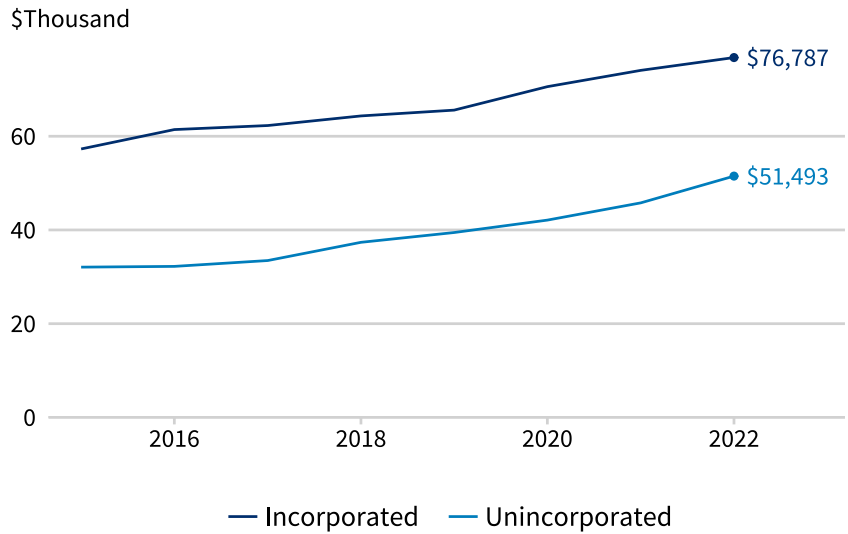


Self-employment





In 2022, 11.3 percent of private workers in the metropolitan area were self-employed, up from 10.8 percent in 2017. The percent self-employed included 4.6 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$76,787 in 2022, up 23.3 percent since 2017. The median income of the unincorporated self-employed was \$51,493 in 2022, up 53.8 percent since 2017. The median income for all private workers was \$54,029 in 2022, up 28.3 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

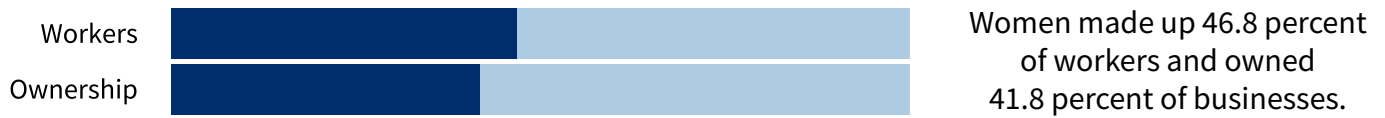
Industry	   			
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	11,043	2,088	242	13,373
Construction	8,916	2,471	272	11,659
Other Services (except Public Administration)	9,022	2,340	216	11,578
Real Estate and Rental and Leasing	10,032	811	57	10,900
Transportation and Warehousing	9,310	523	119	9,952
Retail Trade	7,816	1,607	322	9,745
Administrative, Support, and Waste Management	6,422	1,001	176	7,599
Health Care and Social Assistance	5,754	1,429	338	7,521
Arts, Entertainment, and Recreation	4,940	309	57	5,306
Finance and Insurance	2,281	777	108	3,166
Educational Services	2,872	195	67	3,134
Manufacturing	1,447	958	582	2,987
Accommodation and Food Services	1,363	1,007	393	2,763
Wholesale Trade	1,295	843	345	2,483
Information	1,108	238	34	1,380
Agriculture, Forestry, Fishing, and Hunting	588	43	3	634
Mining, Quarrying, and Oil and Gas Extraction	96	17	3	116
Management of Companies and Enterprises	*	20	62	82
Utilities	29	9	4	42
Industries not classified	*	23	0	23
All industries	84,334	16,694	3,252	104,280

* Not reported by the Census Bureau

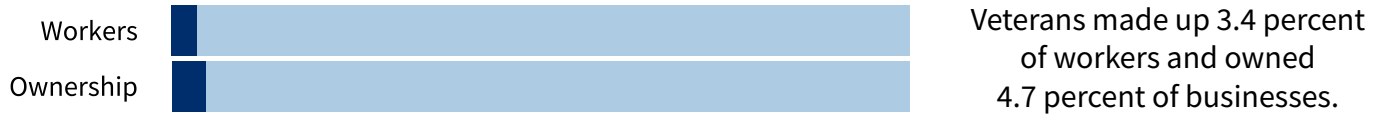
Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Veterans



Hispanics



Racial minorities



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	33,000	3,255	36,255
Male	42,500	12,970	55,470
Owned equally by both groups	1,700	1,888	3,588
Veteran	3,100	814	3,914
Not Veteran	73,500	17,123	90,623
Owned equally by both groups	300	*	*
Hispanic	4,600	281	4,881
Not Hispanic	72,500	17,670	90,170
Owned equally by both groups	70	*	*
American Indian and Alaska Native	650	*	*
Asian	2,900	478	3,378
Black or African American	5,200	*	5,461
Native Hawaiian and Other Pacific Islander	70	1	71
White	69,500	17,404	86,904
Hispanic or Racial Minority	12,500	1,087	13,587
White and Not Hispanic	64,500	16,823	81,323
Owned equally by both groups	150	*	*

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

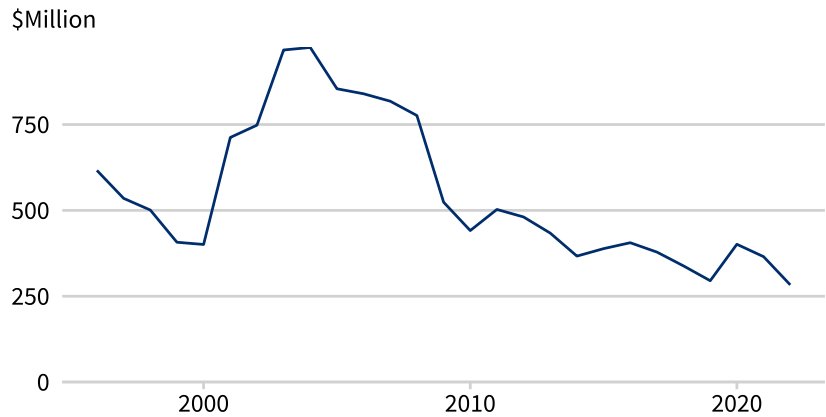
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$283.1 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$259.8 million. Total reported new lending to businesses through loans of \$1 million or less was \$1.2 billion.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Manufacturing	48,830	43.8	1,540	91.9	2,815,263	42.6
Health Care and Social Assistance	27,982	41.4	1,767	94.9	1,523,708	40.1
Construction	22,967	95.2	2,743	99.2	1,572,124	94.1
Accommodation and Food Services	22,797	65.1	1,400	94.8	500,184	66.2
Retail Trade	19,578	38.5	1,929	89.4	818,574	47.7
Other Services (except Public Administration)	19,469	90.1	2,556	98.6	691,256	87.9
Wholesale Trade	19,316	58.7	1,188	86.4	1,320,290	56.4
Professional, Scientific, and Technical Services	17,840	79.6	2,330	96.5	1,339,513	75.5
Administrative, Support, and Waste Management	14,480	48.4	1,177	92.7	630,382	53.1
Transportation and Warehousing	8,619	50.1	642	90.7	442,754	47.9
Finance and Insurance	7,595	39.5	885	88.9	618,671	36.9
Educational Services	5,468	30.4	262	94.6	163,833	25.1
Arts, Entertainment, and Recreation	3,832	77.8	366	97.3	123,946	84.8
Real Estate and Rental and Leasing	3,690	68.2	868	94.6	205,205	72.1
Information	2,576	43.9	272	86.9	182,670	39.5
Management of Companies and Enterprises	1,913	9.8	82	54.7	131,932	7.8
Agriculture, Forestry, Fishing, and Hunting	305	100.0	46	100.0	36,031	100.0
Mining, Quarrying, and Oil and Gas Extraction	102	84.3	20	95.2	7,766	81.8
Utilities	96	6.1	13	68.4	6,808	3.7
Industries not classified	37	100.0	23	100.0	631	100.0
All industries	247,492	50.7	19,946	94.7	13,131,541	49.2

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

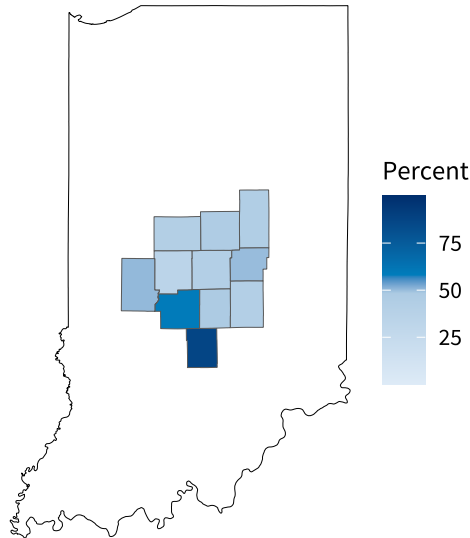
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Indianapolis-Carmel-Anderson

204,642 small businesses
99.0 percent of businesses

393,400 small business employees
43.1 percent of employees



Share of metropolitan area employees working at small businesses by county

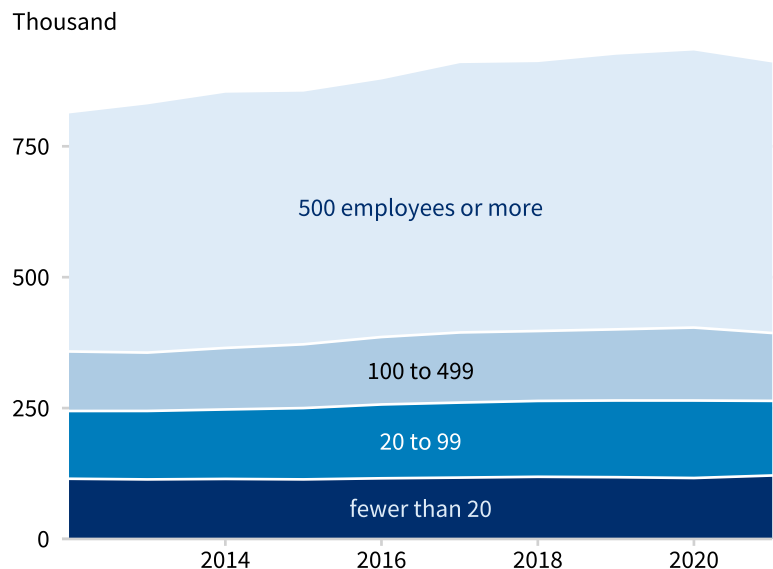
Sources of original data: [Nonemployer Statistics, 2021 \(Census\)](#); [Statistics of U.S. Businesses, 2021 \(Census\)](#)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 99.0 percent of metropolitan area businesses and 43.1 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 358,126 to 393,400 workers. The industry with the most small businesses in 2021 was Transportation and Warehousing, with 29,626 small businesses, including 29,394 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 56,757 workers with a payroll of \$2.5 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses \(Census\)](#)

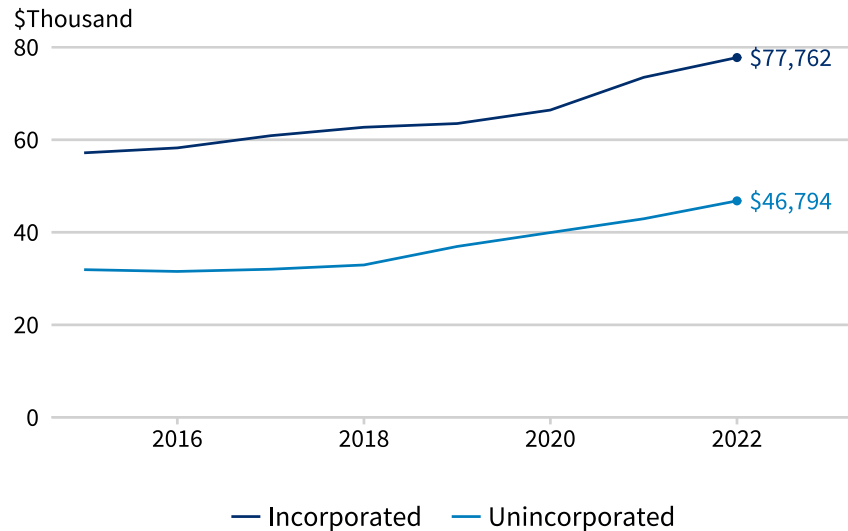


Self-employment





In 2022, 10.4 percent of private workers in the metropolitan area were self-employed, up from 10.1 percent in 2017. The percent self-employed included 4.4 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$77,762 in 2022, up 27.7 percent since 2017. The median income of the unincorporated self-employed was \$46,794 in 2022, up 46.1 percent since 2017. The median income for all private workers was \$56,062 in 2022, up 24.0 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry				
	Without employees	1–19 employees	20–499 employees	All small businesses
Transportation and Warehousing	28,138	1,256	232	29,626
Professional, Scientific, and Technical Services	21,563	4,630	480	26,673
Other Services (except Public Administration)	17,546	3,834	471	21,851
Construction	15,758	3,878	518	20,154
Real Estate and Rental and Leasing	17,282	2,014	158	19,454
Administrative, Support, and Waste Management	14,567	1,984	370	16,921
Retail Trade	13,374	2,730	358	16,462
Health Care and Social Assistance	11,131	2,899	652	14,682
Arts, Entertainment, and Recreation	9,119	646	131	9,896
Finance and Insurance	4,640	1,493	155	6,288
Accommodation and Food Services	3,316	2,191	750	6,257
Educational Services	5,461	510	123	6,094
Wholesale Trade	1,808	1,373	477	3,658
Manufacturing	1,810	952	381	3,143
Information	2,200	352	75	2,627
Agriculture, Forestry, Fishing, and Hunting	756	44	4	804
Management of Companies and Enterprises	*	26	94	120
Utilities	45	18	11	74
Mining, Quarrying, and Oil and Gas Extraction	35	10	6	51
Industries not classified	*	35	0	35
All industries	168,549	30,848	5,245	204,642

* Not reported by the Census Bureau

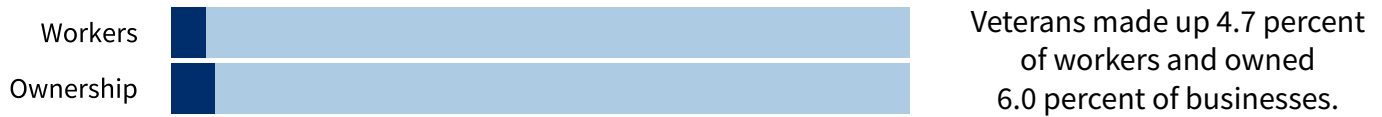
Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Veterans



Hispanics



Racial minorities



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	64,500	6,616	71,116
Male	83,000	20,456	103,456
Owned equally by both groups	3,100	*	*
Veteran	7,900	1,606	9,506
Not Veteran	142,000	28,973	170,973
Owned equally by both groups	500	873	1,373
Hispanic	10,000	*	10,689
Not Hispanic	140,000	30,612	170,612
Owned equally by both groups	100	*	*
American Indian and Alaska Native	950	86	1,036
Asian	10,500	1,638	12,138
Black or African American	23,500	1,113	24,613
Native Hawaiian and Other Pacific Islander	200	*	*
White	118,000	28,594	146,594
Hispanic or Racial Minority	43,500	3,557	47,057
White and Not Hispanic	107,000	27,527	134,527
Owned equally by both groups	300	*	*

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

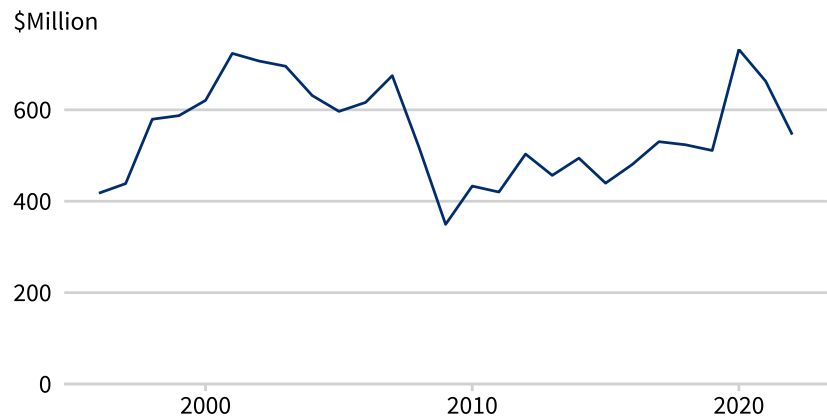
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$545.9 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$561.1 million. Total reported new lending to businesses through loans of \$1 million or less was \$1.8 billion.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	56,757	37.8	3,551	95.4	2,542,883	28.6
Accommodation and Food Services	48,424	55.3	2,941	95.2	1,086,436	56.7
Construction	41,903	74.9	4,396	98.2	2,695,324	69.7
Professional, Scientific, and Technical Services	36,486	54.3	5,110	95.8	2,971,572	50.4
Other Services (except Public Administration)	35,233	84.2	4,305	98.0	1,285,452	81.8
Manufacturing	29,671	38.6	1,333	88.0	1,698,864	32.0
Administrative, Support, and Waste Management	29,314	46.4	2,354	92.9	1,245,124	47.0
Retail Trade	27,478	25.7	3,088	90.6	1,191,450	32.9
Wholesale Trade	20,185	44.6	1,850	85.9	1,415,623	40.4
Transportation and Warehousing	14,691	21.9	1,488	88.8	730,948	22.6
Finance and Insurance	13,242	25.6	1,648	87.1	1,180,978	24.8
Real Estate and Rental and Leasing	11,525	63.6	2,172	96.0	759,894	59.7
Educational Services	10,480	57.9	633	96.5	397,131	57.6
Arts, Entertainment, and Recreation	9,855	69.5	777	97.7	573,032	66.1
Information	4,730	24.9	427	84.7	405,431	16.7
Management of Companies and Enterprises	2,256	9.3	120	47.1	201,344	9.0
Utilities	808	18.5	29	69.0	82,318	16.2
Mining, Quarrying, and Oil and Gas Extraction	180	26.6	16	64.0	11,656	22.5
Agriculture, Forestry, Fishing, and Hunting	153	99.4	48	98.0	7,001	99.9
Industries not classified	29	100.0	35	100.0	1,546	100.0
All industries	393,400	43.1	36,093	94.7	20,484,007	38.4

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

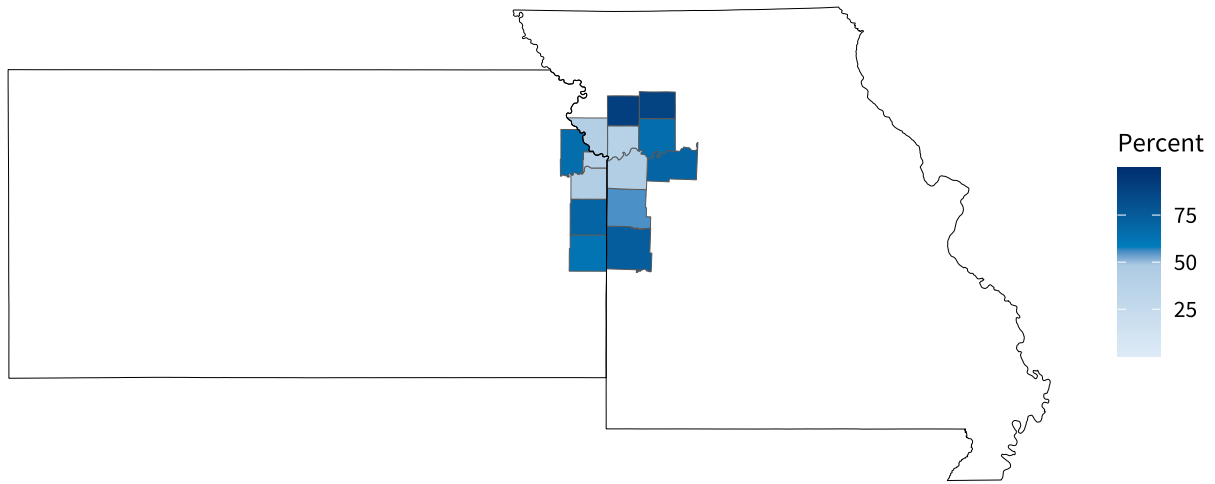
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Kansas City

208,543 small businesses
99.0 percent of businesses

420,806 small business employees
44.0 percent of employees



Share of employees working at small businesses by county or independent city

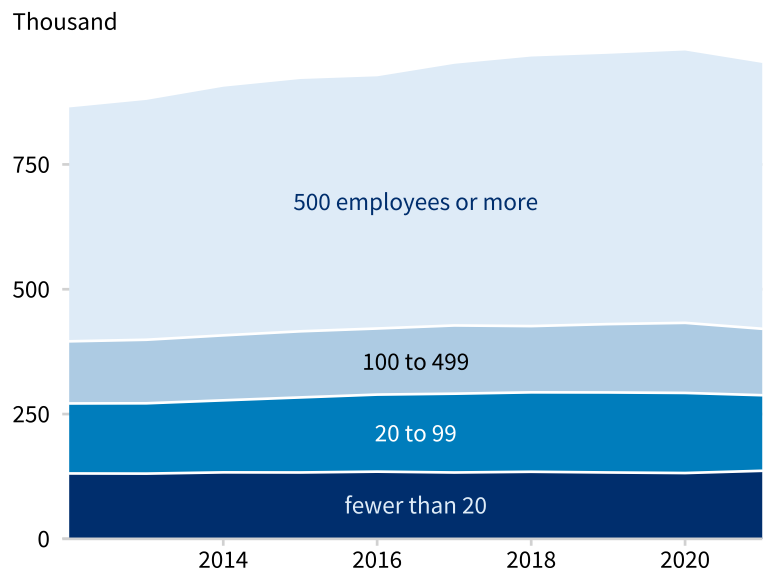
Sources of original data: [Nonemployer Statistics, 2021](#) (Census); [Statistics of U.S. Businesses, 2021](#) (Census)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 99.0 percent of metropolitan area businesses and 44.0 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 395,664 to 420,806 workers. The industry with the most small businesses in 2021 was Professional, Scientific, and Technical Services, with 28,717 small businesses, including 28,189 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 61,128 workers with a payroll of \$3.0 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)

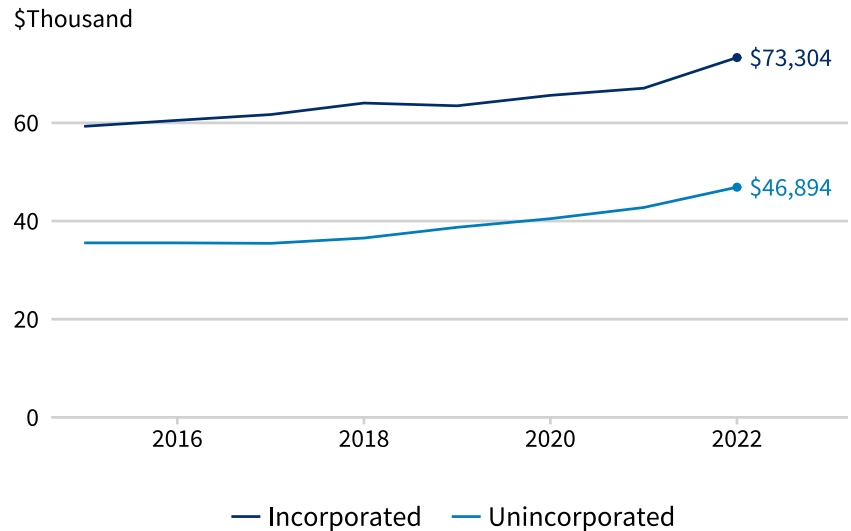


Self-employment





In 2022, 11.4 percent of private workers in the metropolitan area were self-employed, up from 11.2 percent in 2017. The percent self-employed included 4.5 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$73,304 in 2022, up 18.8 percent since 2017. The median income of the unincorporated self-employed was \$46,894 in 2022, up 32.2 percent since 2017. The median income for all private workers was \$58,254 in 2022, up 25.4 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry				
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	22,931	5,258	528	28,717
Real Estate and Rental and Leasing	19,799	2,207	144	22,150
Construction	16,331	4,630	544	21,505
Transportation and Warehousing	19,623	1,033	233	20,889
Other Services (except Public Administration)	16,126	4,278	381	20,785
Retail Trade	16,174	3,171	442	19,787
Administrative, Support, and Waste Management	14,293	2,320	349	16,962
Health Care and Social Assistance	10,800	4,325	704	15,829
Arts, Entertainment, and Recreation	10,034	596	94	10,724
Finance and Insurance	5,483	1,966	221	7,670
Educational Services	5,308	489	149	5,946
Accommodation and Food Services	2,843	2,060	802	5,705
Wholesale Trade	2,230	1,585	543	4,358
Manufacturing	1,947	954	390	3,291
Information	2,255	435	83	2,773
Agriculture, Forestry, Fishing, and Hunting	820	49	3	872
Mining, Quarrying, and Oil and Gas Extraction	473	50	7	530
Management of Companies and Enterprises	*	55	123	178
Industries not classified	*	102	0	102
Utilities	49	5	7	61
All industries	167,519	35,522	5,502	208,543

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Women made up 48.0 percent of workers and owned 44.5 percent of businesses.

Veterans



Veterans made up 4.9 percent of workers and owned 6.9 percent of businesses.

Hispanics



Hispanics made up 8.5 percent of workers and owned 7.0 percent of businesses.

Racial minorities



Racial minorities made up 21.4 percent of workers and owned 13.6 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	66,000	8,303	74,303
Male	83,500	21,156	104,656
Owned equally by both groups	4,200	5,269	9,469
Veteran	8,800	*	*
Not Veteran	144,000	31,679	175,679
Owned equally by both groups	700	*	*
Hispanic	12,000	854	12,854
Not Hispanic	142,000	33,550	175,550
Owned equally by both groups	250	*	*
American Indian and Alaska Native	1,700	229	1,929
Asian	6,100	1,802	7,902
Black or African American	17,000	*	17,978
Native Hawaiian and Other Pacific Islander	250	*	289
White	131,000	31,966	162,966
Hispanic or Racial Minority	35,000	3,891	38,891
White and Not Hispanic	118,000	30,339	148,339
Owned equally by both groups	500	496	996

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

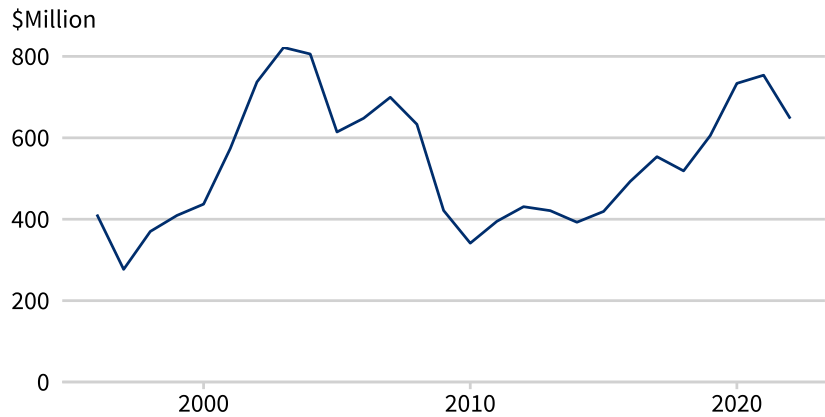
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$647.2 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$604.8 million. Total reported new lending to businesses through loans of \$1 million or less was \$2.0 billion.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	61,128	43.0	5,029	96.3	2,997,894	36.2
Accommodation and Food Services	49,665	59.4	2,862	95.1	1,175,618	61.2
Construction	44,752	71.6	5,174	98.6	3,026,764	65.6
Professional, Scientific, and Technical Services	39,547	42.8	5,786	96.2	3,171,267	36.2
Retail Trade	34,427	30.8	3,613	92.1	1,408,370	39.2
Other Services (except Public Administration)	34,381	82.6	4,659	98.4	1,214,341	81.2
Manufacturing	30,155	35.5	1,344	87.8	1,826,581	30.9
Administrative, Support, and Waste Management	28,736	49.1	2,669	93.5	1,216,744	42.4
Wholesale Trade	25,934	39.2	2,128	86.2	1,905,431	46.0
Finance and Insurance	18,264	27.6	2,187	88.8	1,627,326	24.2
Transportation and Warehousing	13,919	26.4	1,266	87.0	714,957	28.6
Educational Services	12,505	74.7	638	97.0	426,380	64.9
Real Estate and Rental and Leasing	9,984	67.8	2,351	96.0	617,969	66.2
Arts, Entertainment, and Recreation	7,596	56.4	690	96.6	247,366	32.0
Information	5,461	25.0	518	85.8	476,690	22.0
Management of Companies and Enterprises	3,289	15.1	178	53.3	312,886	12.3
Mining, Quarrying, and Oil and Gas Extraction	473	62.6	57	95.0	28,946	54.3
Utilities	255	7.0	12	50.0	26,864	5.9
Agriculture, Forestry, Fishing, and Hunting	212	100.0	52	100.0	9,114	100.0
Industries not classified	123	100.0	102	100.0	3,195	100.0
All industries	420,806	44.0	41,024	95.1	22,434,703	38.4

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

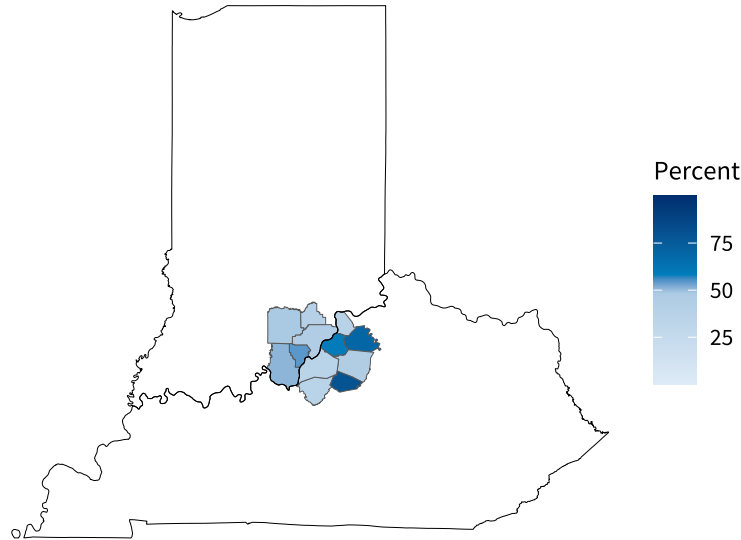
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Louisville/Jefferson County

121,229 small businesses
98.8 percent of businesses

234,838 small business employees
39.1 percent of employees



Share of metropolitan area employees working at small businesses by county

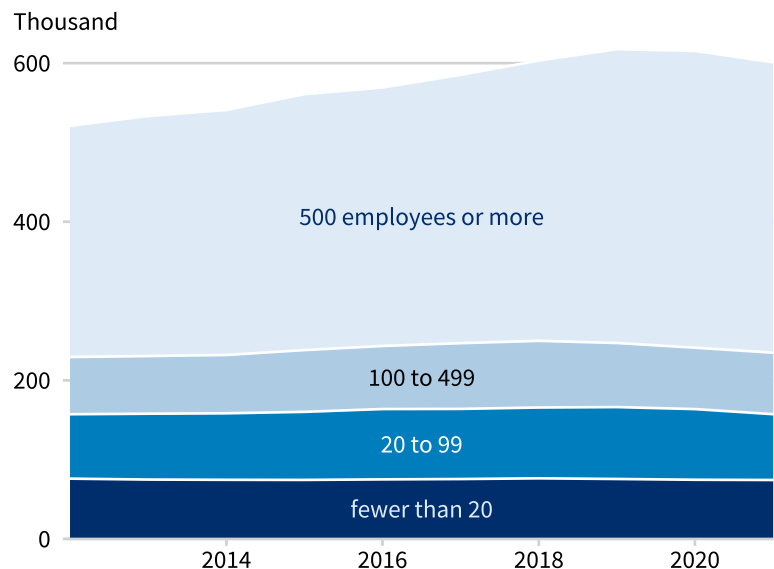
Sources of original data: [Nonemployer Statistics, 2021 \(Census\)](#); [Statistics of U.S. Businesses, 2021 \(Census\)](#)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 98.8 percent of metropolitan area businesses and 39.1 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 229,444 to 234,838 workers. The industry with the most small businesses in 2021 was Transportation and Warehousing, with 14,726 small businesses, including 14,568 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 30,675 workers with a payroll of \$1.4 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses \(Census\)](#)

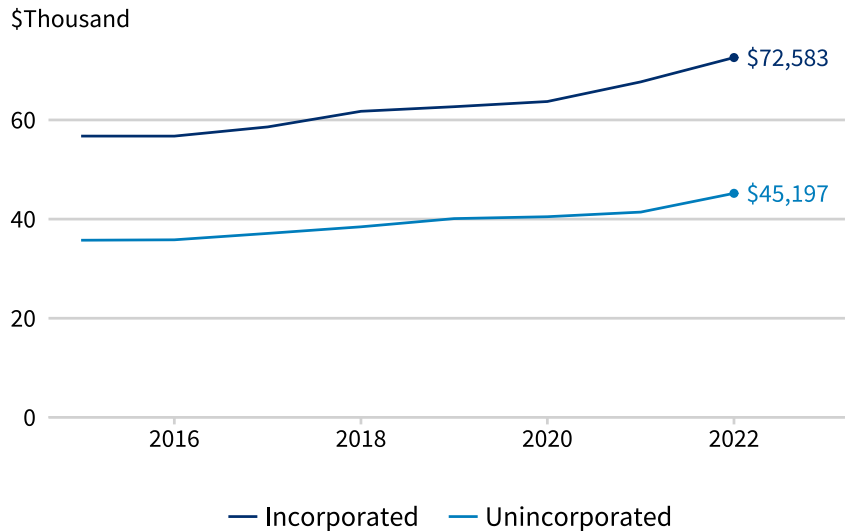


Self-employment





In 2022, 10.6 percent of private workers in the metropolitan area were self-employed, up from 9.8 percent in 2017. The percent self-employed included 4.4 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$72,583 in 2022, up 23.9 percent since 2017. The median income of the unincorporated self-employed was \$45,197 in 2022, up 21.8 percent since 2017. The median income for all private workers was \$53,202 in 2022, up 25.8 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

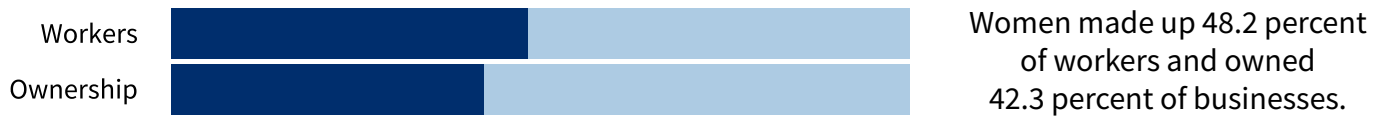
Industry				
	Without employees	1–19 employees	20–499 employees	All small businesses
Transportation and Warehousing	14,064	504	158	14,726
Professional, Scientific, and Technical Services	11,724	2,576	266	14,566
Other Services (except Public Administration)	10,851	2,389	208	13,448
Real Estate and Rental and Leasing	11,754	1,216	89	13,059
Construction	10,012	2,337	303	12,652
Administrative, Support, and Waste Management	9,914	1,139	190	11,243
Retail Trade	7,512	2,013	262	9,787
Health Care and Social Assistance	6,896	1,991	353	9,240
Arts, Entertainment, and Recreation	5,561	345	83	5,989
Finance and Insurance	2,564	1,010	95	3,669
Accommodation and Food Services	1,858	1,247	462	3,567
Educational Services	2,773	230	67	3,070
Wholesale Trade	1,135	724	276	2,135
Manufacturing	1,107	585	340	2,032
Information	1,164	206	37	1,407
Agriculture, Forestry, Fishing, and Hunting	542	52	1	595
Management of Companies and Enterprises	*	20	67	87
Utilities	35	19	5	59
Mining, Quarrying, and Oil and Gas Extraction	19	3	4	26
Industries not classified	*	21	0	21
All industries	99,485	18,614	3,130	121,229

* Not reported by the Census Bureau

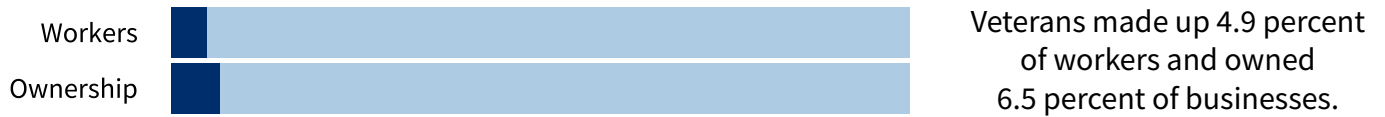
Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Veterans



Hispanics



Racial minorities



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	37,500	3,624	41,124
Male	51,000	12,035	63,035
Owned equally by both groups	2,500	*	*
Veteran	5,300	1,078	6,378
Not Veteran	85,500	16,626	102,126
Owned equally by both groups	450	*	*
Hispanic	7,600	266	7,866
Not Hispanic	83,500	17,979	101,479
Owned equally by both groups	100	*	*
American Indian and Alaska Native	550	55	605
Asian	3,500	810	4,310
Black or African American	11,500	347	11,847
Native Hawaiian and Other Pacific Islander	100	1	101
White	76,500	17,089	93,589
Hispanic or Racial Minority	22,500	1,468	23,968
White and Not Hispanic	68,500	16,639	85,139
Owned equally by both groups	250	*	*

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

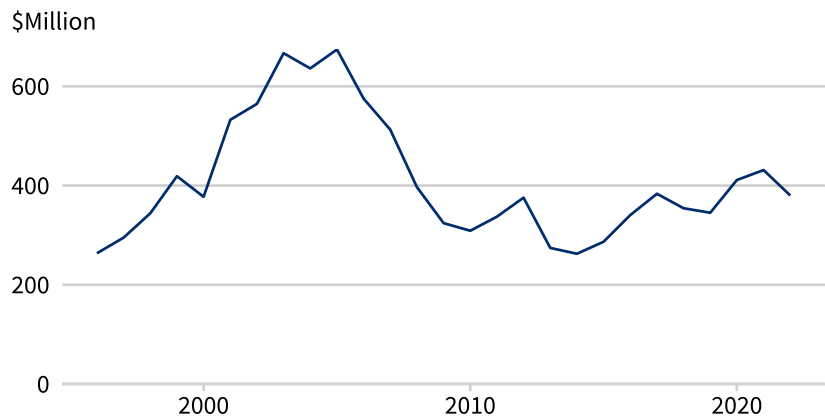
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$380.0 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$338.1 million. Total reported new lending to businesses through loans of \$1 million or less was \$1.2 billion.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	30,675	33.9	2,344	94.1	1,449,853	27.4
Accommodation and Food Services	30,177	57.0	1,709	94.1	662,842	58.7
Manufacturing	25,959	31.5	925	85.1	1,483,884	29.4
Construction	25,818	89.3	2,640	98.4	1,536,711	84.8
Professional, Scientific, and Technical Services	20,039	70.1	2,842	95.6	1,458,718	68.5
Retail Trade	19,569	27.4	2,275	89.1	847,907	35.6
Other Services (except Public Administration)	18,630	76.5	2,597	97.6	672,332	78.3
Administrative, Support, and Waste Management	14,025	41.7	1,329	91.5	551,288	43.3
Wholesale Trade	12,410	49.3	1,000	83.1	834,779	47.3
Transportation and Warehousing	9,237	14.5	662	83.6	426,165	11.4
Finance and Insurance	7,843	21.3	1,105	87.6	566,298	16.7
Educational Services	5,526	55.7	297	94.9	197,760	54.2
Arts, Entertainment, and Recreation	5,092	77.7	428	96.8	152,094	70.3
Real Estate and Rental and Leasing	4,739	69.5	1,305	94.3	266,081	67.3
Information	2,517	26.3	243	81.5	153,315	22.8
Management of Companies and Enterprises	1,820	6.9	87	46.3	155,077	6.4
Utilities	327	11.9	24	64.9	23,097	7.6
Mining, Quarrying, and Oil and Gas Extraction	226	45.1	7	46.7	16,734	38.0
Agriculture, Forestry, Fishing, and Hunting	192	100.0	53	100.0	7,819	100.0
Industries not classified	17	100.0	21	100.0	779	100.0
All industries	234,838	39.1	21,744	93.5	11,463,533	34.5

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

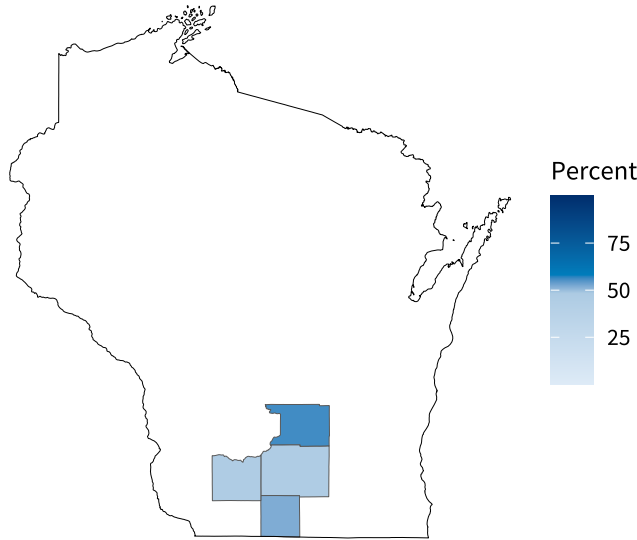
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Madison, Wisconsin

61,634 small businesses
98.4 percent of businesses

149,842 small business employees
45.0 percent of employees



Share of metropolitan area employees working at small businesses by county

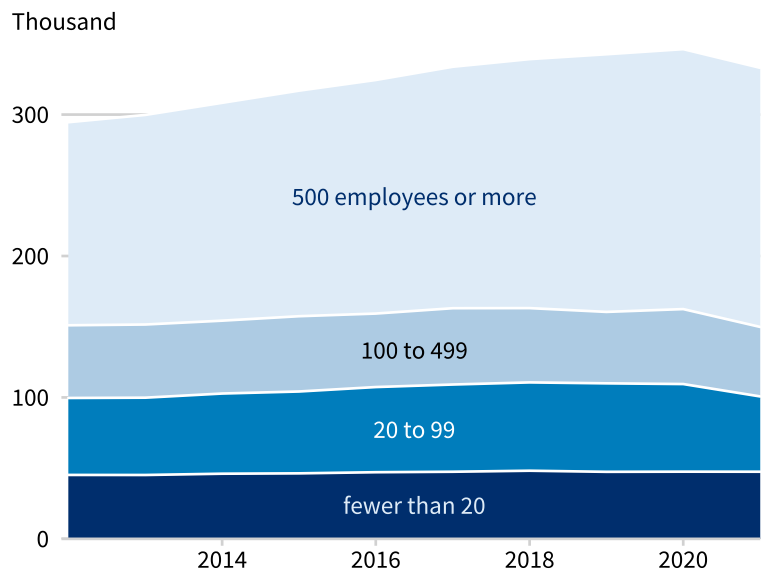
Sources of original data: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 98.4 percent of metropolitan area businesses and 45.0 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses fell from 151,016 to 149,842 workers. The industry with the most small businesses in 2021 was Professional, Scientific, and Technical Services, with 10,654 small businesses, including 10,431 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 21,251 workers with a payroll of \$928.5 million (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)



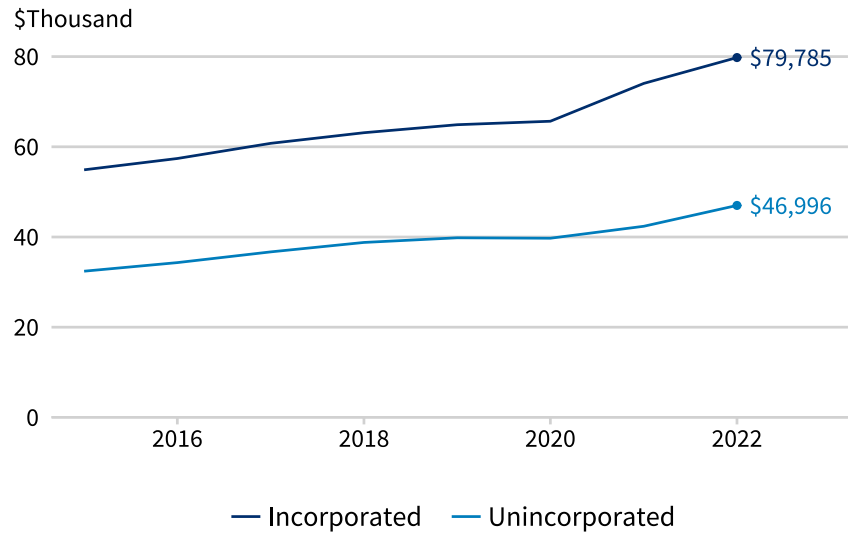
Self-employment

In 2022, 12.0 percent of private workers in the metropolitan area were self-employed, up slightly from 11.9 percent in 2017. The percent self-employed included 4.8 percent of private workers who paid themselves through corporations they owned.





The median income of the incorporated self-employed was \$79,785 in 2022, up 31.3 percent since 2017. The median income of the unincorporated self-employed was \$46,996 in 2022, up 28.0 percent since 2017. The median income for all private workers was \$61,443 in 2022, up 26.1 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry				
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	8,710	1,721	223	10,654
Real Estate and Rental and Leasing	6,148	702	66	6,916
Construction	4,155	1,438	140	5,733
Other Services (except Public Administration)	4,040	1,514	142	5,696
Retail Trade	4,375	991	195	5,561
Transportation and Warehousing	4,168	331	84	4,583
Health Care and Social Assistance	3,382	902	292	4,576
Arts, Entertainment, and Recreation	3,607	302	51	3,960
Administrative, Support, and Waste Management	2,910	681	100	3,691
Educational Services	1,963	232	45	2,240
Accommodation and Food Services	760	1,069	257	2,086
Finance and Insurance	1,415	481	100	1,996
Manufacturing	707	384	181	1,272
Wholesale Trade	575	401	164	1,140
Information	816	156	47	1,019
Agriculture, Forestry, Fishing, and Hunting	474	37	6	517
Management of Companies and Enterprises	*	17	37	54
Mining, Quarrying, and Oil and Gas Extraction	15	10	3	28
Utilities	24	*	*	27
Industries not classified	*	11	0	11
All industries	48,244	11,364	2,026	61,634

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Women made up 48.5 percent of workers and owned 42.6 percent of businesses.

Veterans



Veterans made up 3.1 percent of workers and owned 4.9 percent of businesses.

Hispanics



Hispanics made up 5.2 percent of workers and owned 4.1 percent of businesses.

Racial minorities



Racial minorities made up 13.3 percent of workers and owned 8.3 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	18,500	2,176	20,676
Male	25,000	*	*
Owned equally by both groups	1,100	2,344	3,444
Veteran	1,900	499	2,399
Not Veteran	42,500	11,295	53,795
Owned equally by both groups	200	*	*
Hispanic	1,900	*	2,118
Not Hispanic	42,500	11,783	54,283
Owned equally by both groups	50	*	*
American Indian and Alaska Native	300	*	304
Asian	2,000	*	*
Black or African American	2,200	*	2,347
Native Hawaiian and Other Pacific Islander	40	*	*
White	40,500	11,364	51,864
Hispanic or Racial Minority	6,100	*	7,120
White and Not Hispanic	38,500	10,938	49,438
Owned equally by both groups	100	131	231

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

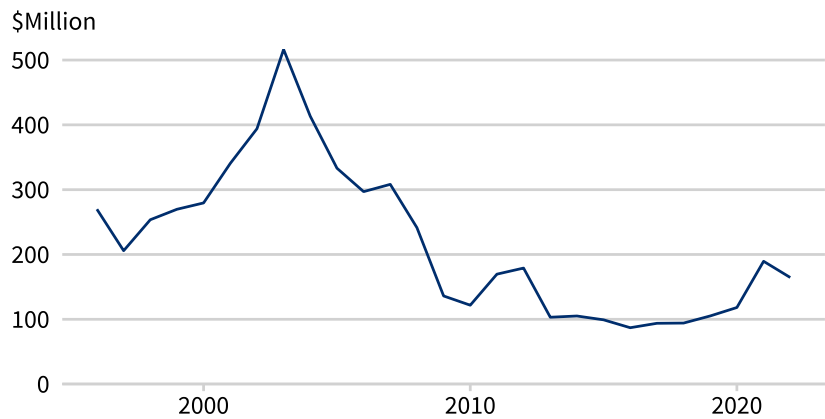
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$164.5 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$139.8 million. Total reported new lending to businesses through loans of \$1 million or less was \$476.4 million.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	21,251	36.1	1,194	93.3	928,505	23.9
Manufacturing	15,939	43.3	565	86.4	957,771	38.8
Accommodation and Food Services	15,880	64.1	1,326	94.6	378,678	67.5
Professional, Scientific, and Technical Services	14,850	45.5	1,944	94.6	1,364,337	43.8
Construction	13,996	82.3	1,578	98.5	1,039,546	77.4
Retail Trade	13,022	32.0	1,186	85.8	498,306	34.7
Other Services (except Public Administration)	11,626	84.0	1,656	97.9	477,627	85.4
Wholesale Trade	8,544	57.7	565	81.5	593,376	57.7
Administrative, Support, and Waste Management	7,978	52.6	781	92.6	346,337	51.6
Finance and Insurance	6,428	24.8	581	82.9	546,662	21.5
Transportation and Warehousing	4,807	42.7	415	89.6	221,282	48.6
Real Estate and Rental and Leasing	4,577	86.6	768	95.6	231,798	87.8
Arts, Entertainment, and Recreation	4,197	95.4	353	97.8	100,445	92.9
Educational Services	2,667	76.2	277	96.9	91,125	78.3
Information	2,412	12.7	203	77.8	191,507	9.2
Management of Companies and Enterprises	1,055	18.8	54	51.4	112,813	18.8
Agriculture, Forestry, Fishing, and Hunting	411	32.2	43	97.7	22,536	23.3
Mining, Quarrying, and Oil and Gas Extraction	174	86.1	13	92.9	14,515	87.3
Utilities	18	1.0	3	23.1	1,822	0.8
Industries not classified	10	100.0	11	100.0	313	100.0
All industries	149,842	45.0	13,390	93.0	8,119,301	37.6

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

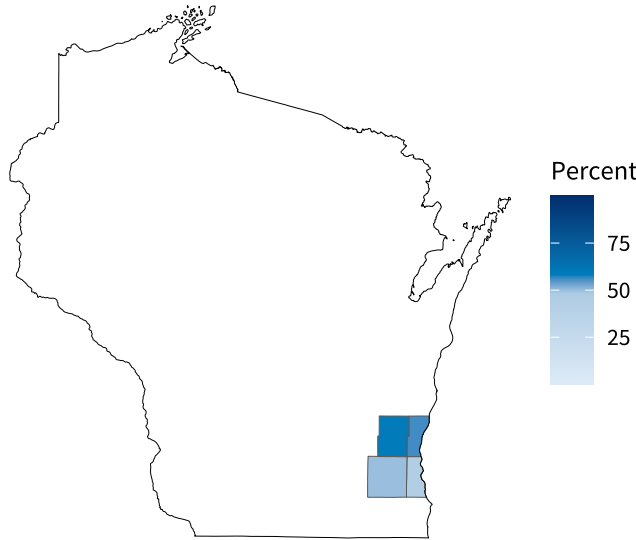
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Milwaukee-Waukesha-West Allis

131,899 small businesses
98.8 percent of businesses

351,911 small business employees
47.0 percent of employees



Share of metropolitan area employees working at small businesses by county

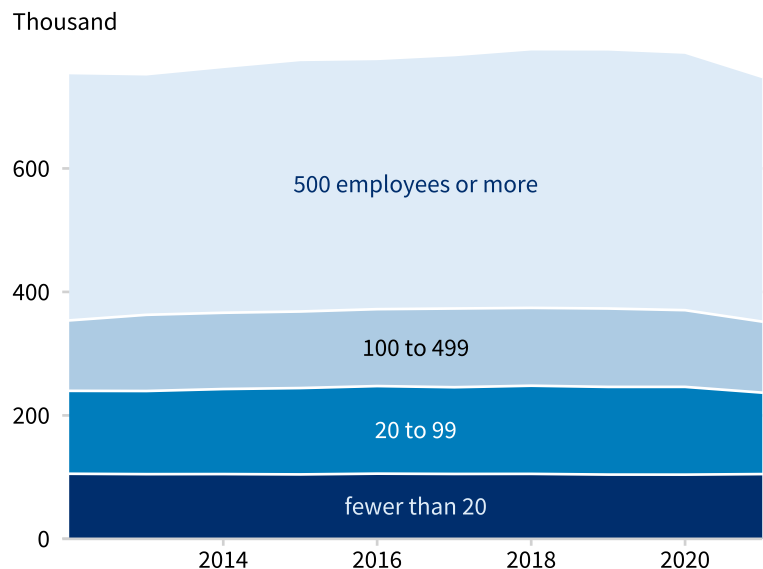
Sources of original data: [Nonemployer Statistics, 2021 \(Census\)](#); [Statistics of U.S. Businesses, 2021 \(Census\)](#)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 98.8 percent of metropolitan area businesses and 47.0 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses fell from 353,855 to 351,911 workers. The industry with the most small businesses in 2021 was Professional, Scientific, and Technical Services, with 18,622 small businesses, including 18,252 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 56,058 workers with a payroll of \$2.4 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses \(Census\)](#)

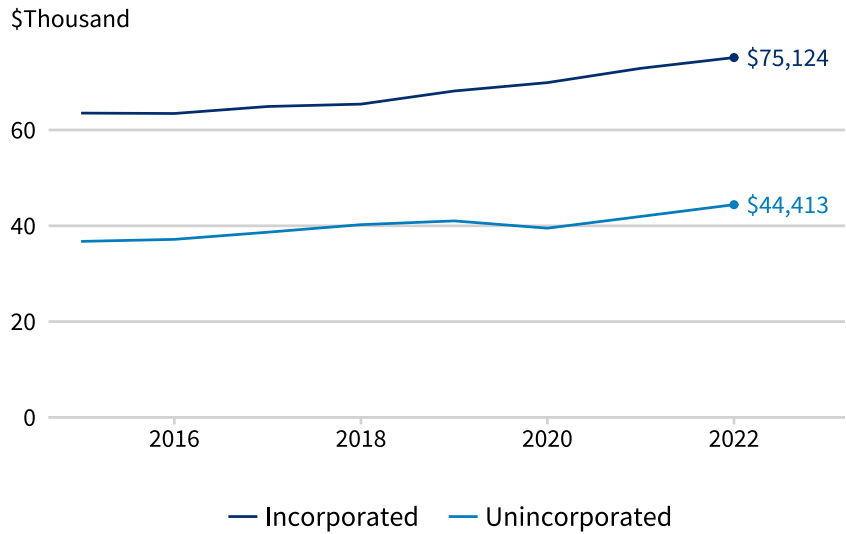


Self-employment





In 2022, 9.7 percent of private workers in the metropolitan area were self-employed, up from 9.0 percent in 2017. The percent self-employed included 4.3 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$75,124 in 2022, up 15.7 percent since 2017. The median income of the unincorporated self-employed was \$44,413 in 2022, up 14.9 percent since 2017. The median income for all private workers was \$58,467 in 2022, up 23.5 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry	   			
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	15,212	3,040	370	18,622
Other Services (except Public Administration)	11,148	3,010	342	14,500
Transportation and Warehousing	13,326	866	160	14,352
Real Estate and Rental and Leasing	12,617	1,124	114	13,855
Retail Trade	9,506	2,368	320	12,194
Construction	7,732	2,843	314	10,889
Health Care and Social Assistance	6,688	2,958	679	10,325
Administrative, Support, and Waste Management	6,636	1,582	254	8,472
Arts, Entertainment, and Recreation	6,767	523	114	7,404
Finance and Insurance	3,202	1,165	149	4,516
Accommodation and Food Services	1,920	1,946	580	4,446
Educational Services	3,217	377	149	3,743
Manufacturing	1,394	1,158	692	3,244
Wholesale Trade	1,532	1,251	422	3,205
Information	1,448	239	58	1,745
Agriculture, Forestry, Fishing, and Hunting	348	26	0	374
Management of Companies and Enterprises	*	33	98	131
Utilities	44	3	1	48
Industries not classified	*	33	0	33
Mining, Quarrying, and Oil and Gas Extraction	13	10	5	28
All industries	102,750	24,527	4,622	131,899

* Not reported by the Census Bureau

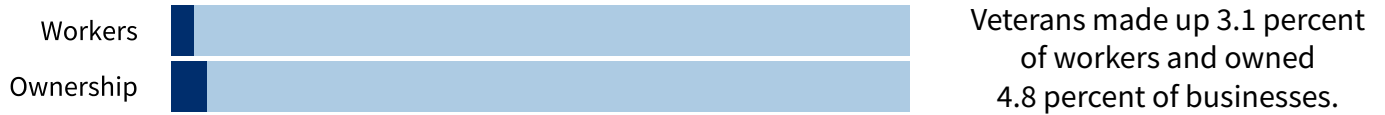
Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Veterans



Hispanics



Racial minorities



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	40,500	5,761	46,261
Male	50,500	16,971	67,471
Owned equally by both groups	2,000	3,563	5,563
Veteran	3,800	1,220	5,020
Not Veteran	89,000	24,517	113,517
Owned equally by both groups	350	*	*
Hispanic	6,200	*	*
Not Hispanic	86,500	25,450	111,950
Owned equally by both groups	150	*	282
American Indian and Alaska Native	800	*	*
Asian	4,600	1,534	6,134
Black or African American	13,500	*	14,305
Native Hawaiian and Other Pacific Islander	80	*	80
White	75,500	23,930	99,430
Hispanic or Racial Minority	24,000	3,197	27,197
White and Not Hispanic	68,500	22,852	91,352
Owned equally by both groups	300	245	545

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

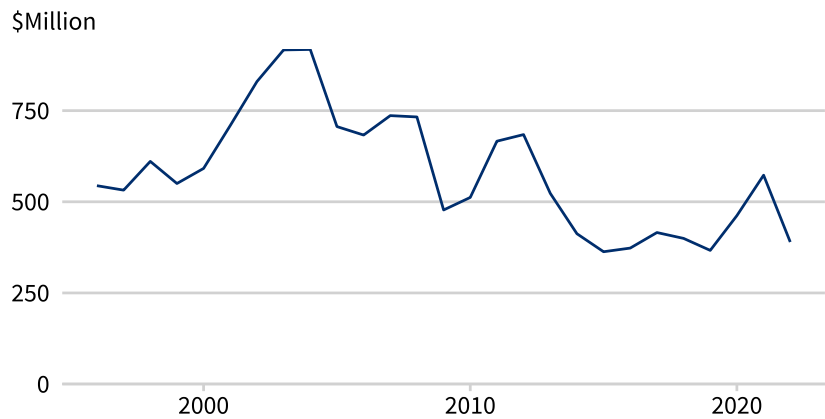
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$389.7 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$403.2 million. Total reported new lending to businesses through loans of \$1 million or less was \$1.4 billion.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	56,058	42.4	3,637	96.3	2,359,355	32.4
Manufacturing	53,530	50.3	1,850	90.3	3,354,413	46.5
Accommodation and Food Services	35,837	61.1	2,526	96.1	760,672	63.1
Retail Trade	26,732	34.4	2,688	90.9	1,106,077	45.0
Other Services (except Public Administration)	26,715	90.6	3,352	98.2	950,843	84.5
Professional, Scientific, and Technical Services	26,114	66.8	3,410	95.6	2,178,805	62.2
Construction	26,022	84.5	3,157	98.7	1,991,858	83.8
Wholesale Trade	23,246	51.7	1,673	86.6	1,710,055	44.3
Administrative, Support, and Waste Management	21,382	47.0	1,836	93.0	934,522	45.0
Finance and Insurance	11,736	20.7	1,314	88.1	1,163,276	18.1
Educational Services	11,477	35.8	526	94.8	440,648	24.8
Transportation and Warehousing	9,452	35.8	1,026	90.2	467,771	35.1
Real Estate and Rental and Leasing	8,255	76.8	1,238	95.2	485,043	76.1
Arts, Entertainment, and Recreation	8,203	76.0	637	97.8	379,122	67.4
Information	3,982	27.6	297	82.3	318,432	25.1
Management of Companies and Enterprises	2,798	9.7	131	53.3	222,154	7.3
Mining, Quarrying, and Oil and Gas Extraction	221	95.3	15	93.8	17,115	95.8
Agriculture, Forestry, Fishing, and Hunting	95	100.0	26	100.0	1,785	100.0
Utilities	36	1.1	4	57.1	3,838	0.8
Industries not classified	20	100.0	33	100.0	997	100.0
All industries	351,911	47.0	29,149	94.8	18,846,781	40.4

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

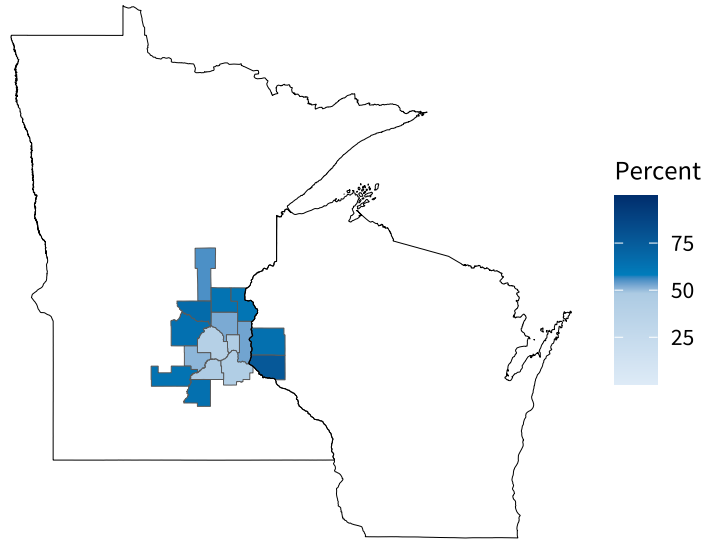
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Minneapolis-St. Paul-Bloomington

369,955 small businesses
99.3 percent of businesses

794,666 small business employees
45.2 percent of employees



Share of metropolitan area employees working at small businesses by county

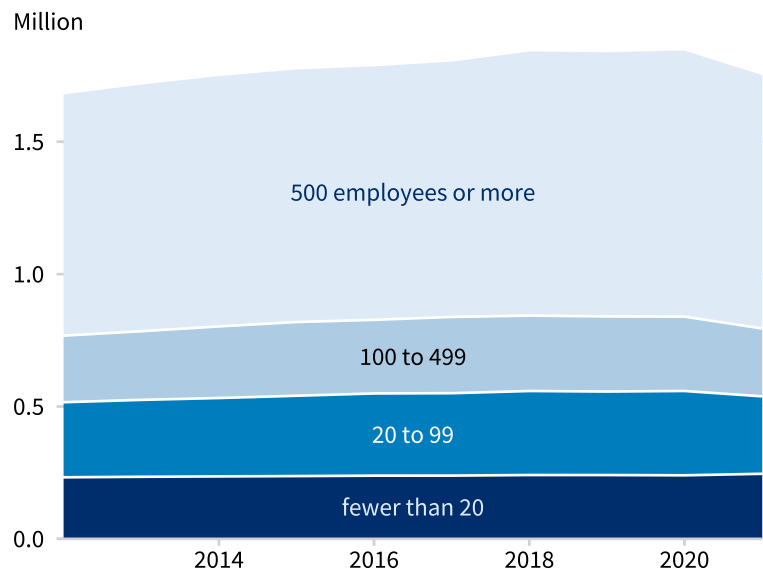
Sources of original data: [Nonemployer Statistics, 2021 \(Census\)](#); [Statistics of U.S. Businesses, 2021 \(Census\)](#)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 99.3 percent of metropolitan area businesses and 45.2 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 767,546 to 794,666 workers. The industry with the most small businesses in 2021 was Professional, Scientific, and Technical Services, with 60,395 small businesses, including 59,477 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 142,243 workers with a payroll of \$6.3 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses \(Census\)](#)

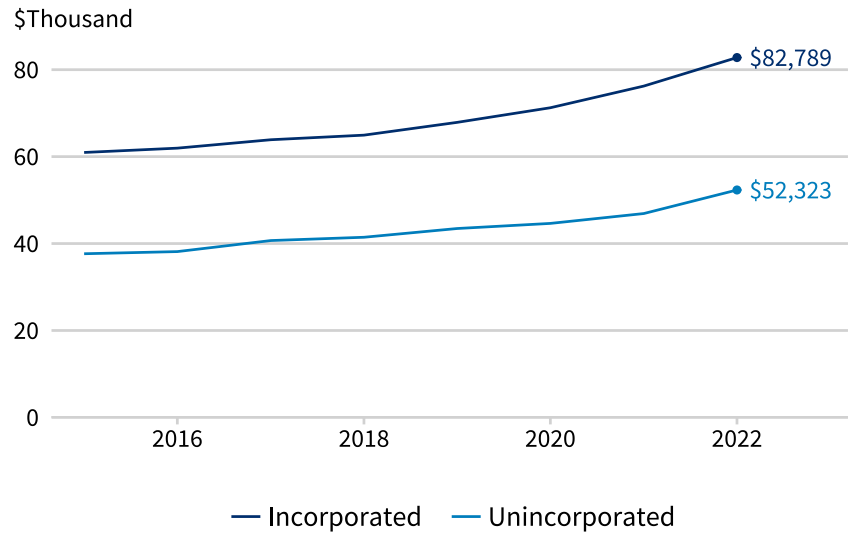


Self-employment





In 2022, 11.6 percent of private workers in the metropolitan area were self-employed, up slightly from 11.5 percent in 2017. The percent self-employed included 5.4 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$82,789 in 2022, up 29.6 percent since 2017. The median income of the unincorporated self-employed was \$52,323 in 2022, up 28.6 percent since 2017. The median income for all private workers was \$68,692 in 2022, up 29.1 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

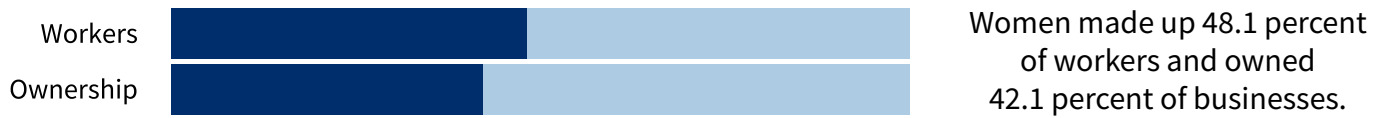
Industry				
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	48,341	11,136	918	60,395
Transportation and Warehousing	45,597	1,893	368	47,858
Real Estate and Rental and Leasing	31,075	4,498	217	35,790
Construction	23,231	9,526	766	33,523
Retail Trade	25,011	5,074	739	30,824
Other Services (except Public Administration)	22,342	7,682	764	30,788
Health Care and Social Assistance	18,529	6,340	1,599	26,468
Arts, Entertainment, and Recreation	22,561	1,530	217	24,308
Administrative, Support, and Waste Management	18,476	4,241	566	23,283
Finance and Insurance	8,562	3,374	339	12,275
Educational Services	10,861	1,069	328	12,258
Accommodation and Food Services	4,112	3,594	1,198	8,904
Manufacturing	4,445	2,673	1,036	8,154
Wholesale Trade	3,816	3,191	819	7,826
Information	4,534	907	161	5,602
Agriculture, Forestry, Fishing, and Hunting	1,439	134	5	1,578
Management of Companies and Enterprises	*	68	245	313
Utilities	111	28	19	158
Mining, Quarrying, and Oil and Gas Extraction	82	27	6	115
Industries not classified	*	71	1	72
All industries	293,125	67,005	9,825	369,955

* Not reported by the Census Bureau

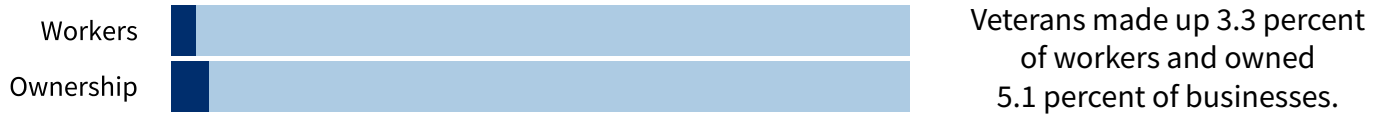
Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Veterans



Hispanics



Racial minorities



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	112,000	*	*
Male	153,000	45,076	198,076
Owned equally by both groups	6,200	9,909	16,109
Veteran	11,500	3,731	15,231
Not Veteran	259,000	65,890	324,890
Owned equally by both groups	950	*	*
Hispanic	12,000	945	12,945
Not Hispanic	259,000	70,220	329,220
Owned equally by both groups	250	*	428
American Indian and Alaska Native	2,500	205	2,705
Asian	15,500	3,126	18,626
Black or African American	33,500	1,440	34,940
Native Hawaiian and Other Pacific Islander	350	*	370
White	224,000	66,397	290,397
Hispanic or Racial Minority	61,000	5,576	66,576
White and Not Hispanic	209,000	65,053	274,053
Owned equally by both groups	700	714	1,414

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

Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

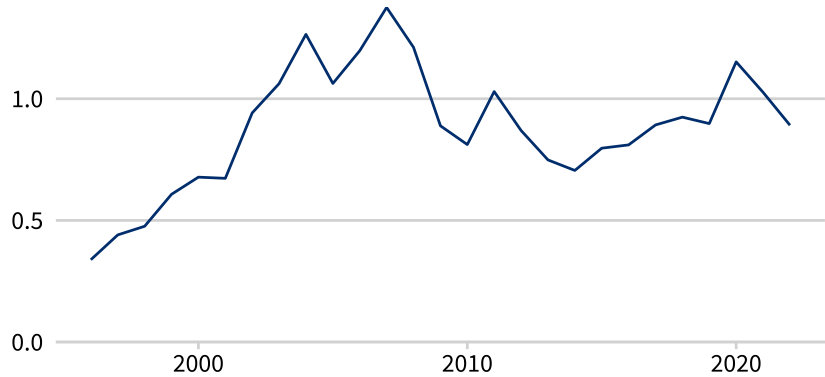
Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$891.3 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$1.0 billion. Total reported new lending to businesses through loans of \$1 million or less was \$2.9 billion.

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

New lending to businesses with revenues under \$1 million

\$Billion



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	142,243	48.0	7,939	97.7	6,295,673	39.1
Manufacturing	84,152	43.5	3,709	92.4	5,569,800	37.9
Professional, Scientific, and Technical Services	74,534	62.4	12,054	97.4	6,534,486	57.3
Accommodation and Food Services	74,398	56.9	4,792	96.9	1,943,979	61.4
Construction	67,782	75.7	10,292	99.2	5,612,486	72.7
Other Services (except Public Administration)	67,414	89.4	8,446	98.9	2,599,183	84.9
Retail Trade	57,925	30.7	5,813	94.3	2,317,074	37.1
Wholesale Trade	48,603	53.2	4,010	90.2	4,034,217	50.3
Administrative, Support, and Waste Management	43,866	51.5	4,807	95.8	2,167,658	50.7
Finance and Insurance	26,797	20.7	3,713	93.1	2,820,219	17.8
Educational Services	25,882	53.8	1,397	97.4	1,012,733	53.4
Transportation and Warehousing	23,744	36.5	2,261	92.7	1,176,722	31.3
Real Estate and Rental and Leasing	19,200	63.7	4,715	97.7	1,197,900	58.4
Arts, Entertainment, and Recreation	16,035	57.8	1,747	98.2	921,112	62.5
Information	12,786	28.2	1,068	87.7	1,285,302	25.2
Management of Companies and Enterprises	7,109	5.4	313	52.7	679,190	4.6
Utilities	1,105	13.7	47	75.8	107,671	10.8
Agriculture, Forestry, Fishing, and Hunting	541	100.0	139	100.0	24,894	100.0
Mining, Quarrying, and Oil and Gas Extraction	444	76.8	33	84.6	51,256	81.9
Industries not classified	106	100.0	72	100.0	3,053	100.0
All industries	794,666	45.2	76,830	96.9	46,354,608	38.4

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

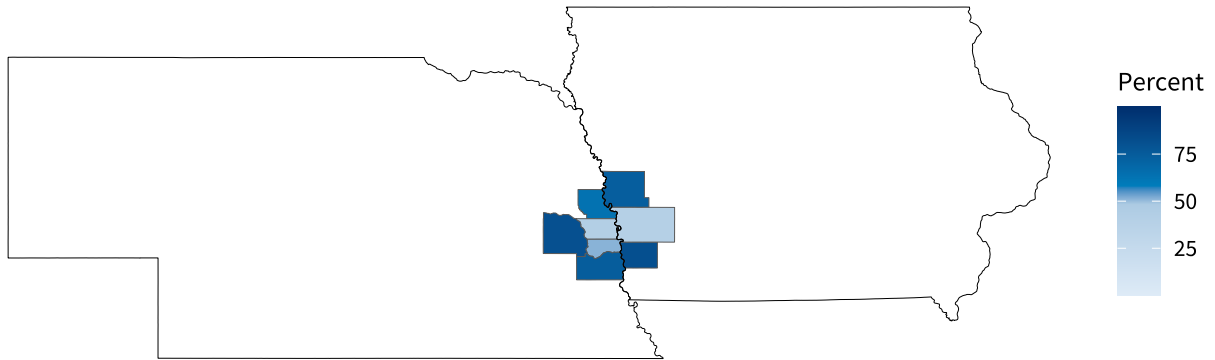
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Omaha-Council Bluffs

87,127 small businesses
98.6 percent of businesses

193,678 small business employees
45.7 percent of employees



Share of metropolitan area employees working at small businesses by county

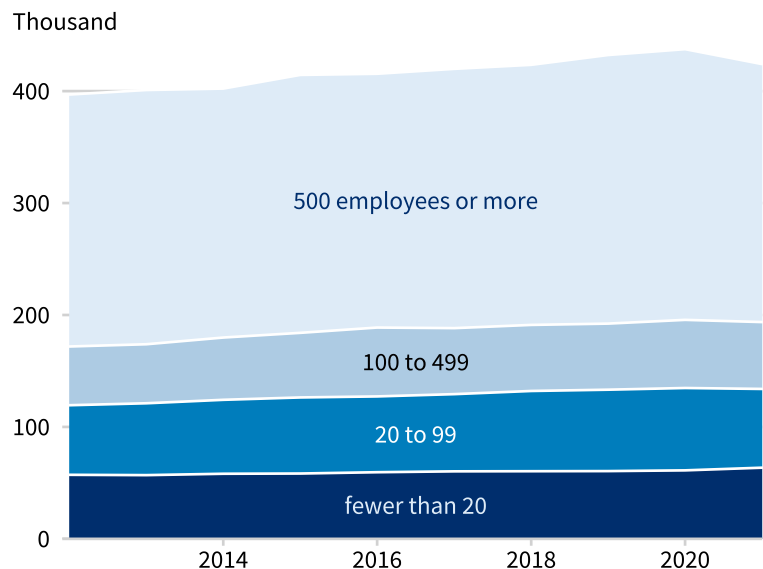
Sources of original data: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 98.6 percent of metropolitan area businesses and 45.7 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 171,844 to 193,678 workers. The industry with the most small businesses in 2021 was Professional, Scientific, and Technical Services, with 10,441 small businesses, including 10,222 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 32,087 workers with a payroll of \$1.5 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)

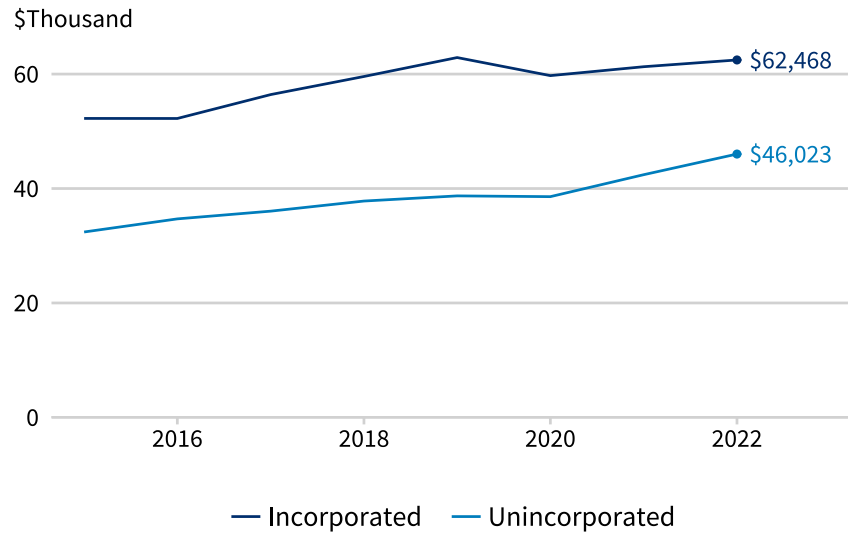


Self-employment





In 2022, 11.7 percent of private workers in the metropolitan area were self-employed, up from 10.6 percent in 2017. The percent self-employed included 5.2 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$62,468 in 2022, up 10.7 percent since 2017. The median income of the unincorporated self-employed was \$46,023 in 2022, up 27.7 percent since 2017. The median income for all private workers was \$57,769 in 2022, up 27.8 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry				
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	8,220	2,002	219	10,441
Construction	7,330	2,784	282	10,396
Real Estate and Rental and Leasing	8,671	1,174	75	9,920
Other Services (except Public Administration)	6,391	1,923	197	8,511
Transportation and Warehousing	7,670	665	98	8,433
Retail Trade	6,090	1,260	204	7,554
Health Care and Social Assistance	5,222	1,776	394	7,392
Administrative, Support, and Waste Management	5,491	1,180	163	6,834
Arts, Entertainment, and Recreation	4,166	352	65	4,583
Finance and Insurance	2,630	979	123	3,732
Educational Services	2,287	230	61	2,578
Accommodation and Food Services	1,018	1,172	347	2,537
Wholesale Trade	691	606	258	1,555
Manufacturing	616	360	141	1,117
Information	787	134	40	961
Agriculture, Forestry, Fishing, and Hunting	548	31	2	581
Management of Companies and Enterprises	*	19	67	86
Utilities	16	5	3	24
Industries not classified	*	24	0	24
Mining, Quarrying, and Oil and Gas Extraction	12	3	3	18
All industries	67,856	16,663	2,608	87,127

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Women made up 47.7 percent of workers and owned 42.7 percent of businesses.

Veterans



Veterans made up 6.2 percent of workers and owned 7.7 percent of businesses.

Hispanics



Hispanics made up 9.2 percent of workers and owned 6.9 percent of businesses.

Racial minorities



Racial minorities made up 16.0 percent of workers and owned 10.1 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	26,000	*	29,085
Male	34,500	10,530	45,030
Owned equally by both groups	2,100	2,361	4,461
Veteran	4,300	1,061	5,361
Not Veteran	58,000	14,394	72,394
Owned equally by both groups	400	*	*
Hispanic	5,000	338	5,338
Not Hispanic	57,500	15,624	73,124
Owned equally by both groups	100	13	113
American Indian and Alaska Native	600	*	644
Asian	2,700	545	3,245
Black or African American	4,600	*	4,807
Native Hawaiian and Other Pacific Islander	90	*	*
White	55,500	15,068	70,568
Hispanic or Racial Minority	12,500	1,148	13,648
White and Not Hispanic	50,000	14,656	64,656
Owned equally by both groups	200	168	368

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

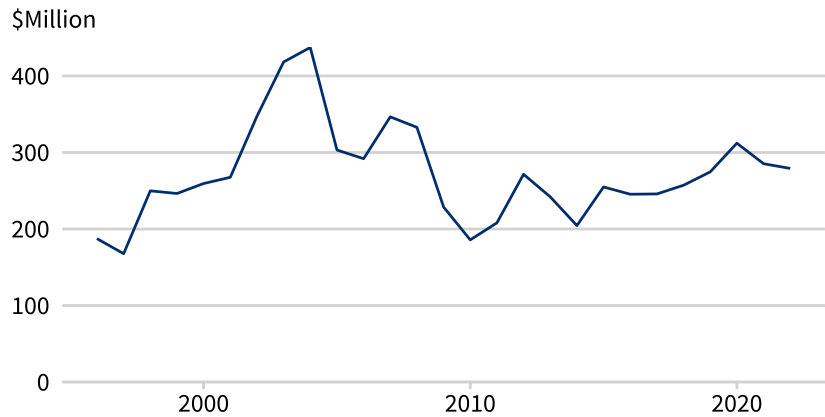
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$279.2 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$267.8 million. Total reported new lending to businesses through loans of \$1 million or less was \$786.7 million.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	32,087	45.9	2,170	95.8	1,501,155	36.1
Accommodation and Food Services	24,095	60.5	1,519	94.4	494,843	59.6
Construction	22,956	81.9	3,066	98.6	1,371,909	77.5
Other Services (except Public Administration)	15,598	92.4	2,120	98.0	548,023	89.1
Professional, Scientific, and Technical Services	15,007	62.1	2,221	95.4	1,139,927	59.8
Retail Trade	14,936	27.5	1,464	86.2	711,461	40.6
Administrative, Support, and Waste Management	13,380	50.4	1,343	92.7	667,737	53.0
Manufacturing	10,997	32.4	501	85.6	585,970	29.2
Wholesale Trade	9,950	49.1	864	81.4	698,740	47.5
Transportation and Warehousing	7,958	50.9	763	90.1	407,738	48.7
Finance and Insurance	7,020	17.0	1,102	88.0	549,068	14.6
Real Estate and Rental and Leasing	5,745	70.4	1,249	95.6	334,108	73.0
Arts, Entertainment, and Recreation	5,048	72.1	417	97.0	144,043	82.4
Educational Services	4,528	41.8	291	97.0	124,745	29.1
Information	2,379	20.5	174	77.0	164,364	16.0
Management of Companies and Enterprises	1,513	10.4	86	50.6	159,654	12.4
Mining, Quarrying, and Oil and Gas Extraction	183	40.0	6	60.0	14,323	39.1
Utilities	137	18.6	8	66.7	11,560	10.8
Agriculture, Forestry, Fishing, and Hunting	136	100.0	33	100.0	7,026	100.0
Industries not classified	25	100.0	24	100.0	837	100.0
All industries	193,678	45.7	19,271	94.1	9,637,231	40.3

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

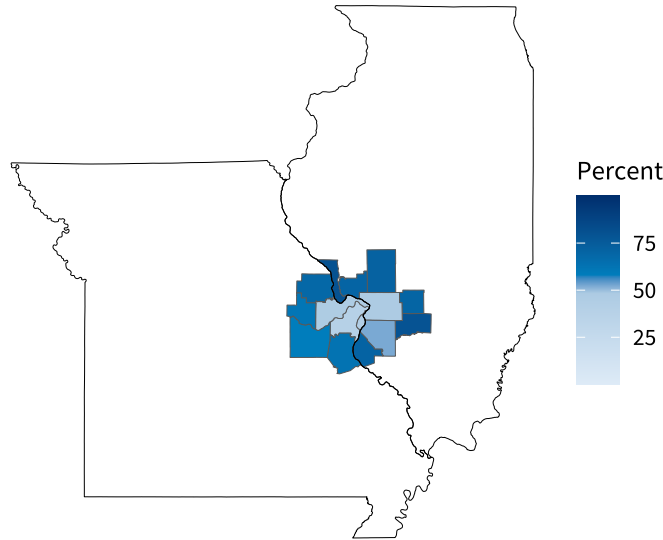
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

St. Louis

263,392 small businesses
99.2 percent of businesses

535,210 small business employees
44.9 percent of employees



Share of employees working at small businesses by county or independent city

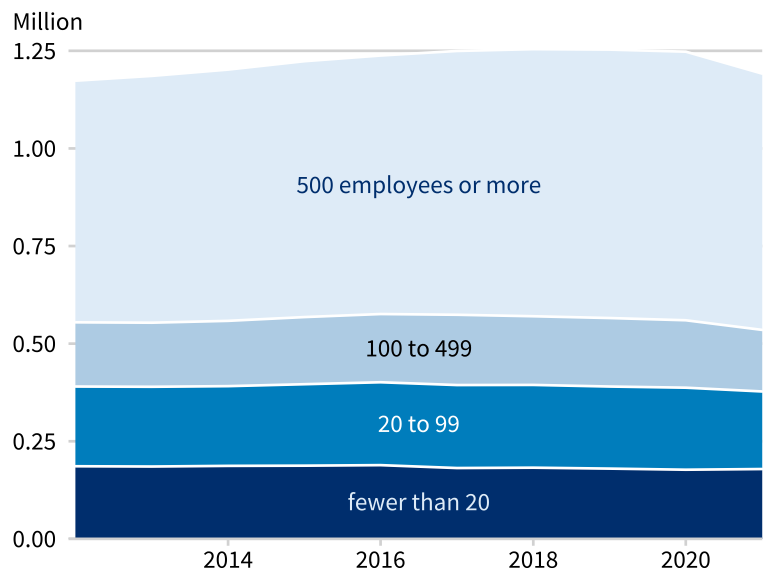
Sources of original data: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 99.2 percent of metropolitan area businesses and 44.9 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses fell from 554,615 to 535,210 workers. The industry with the most small businesses in 2021 was Professional, Scientific, and Technical Services, with 32,702 small businesses, including 32,074 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 82,071 workers with a payroll of \$3.4 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)

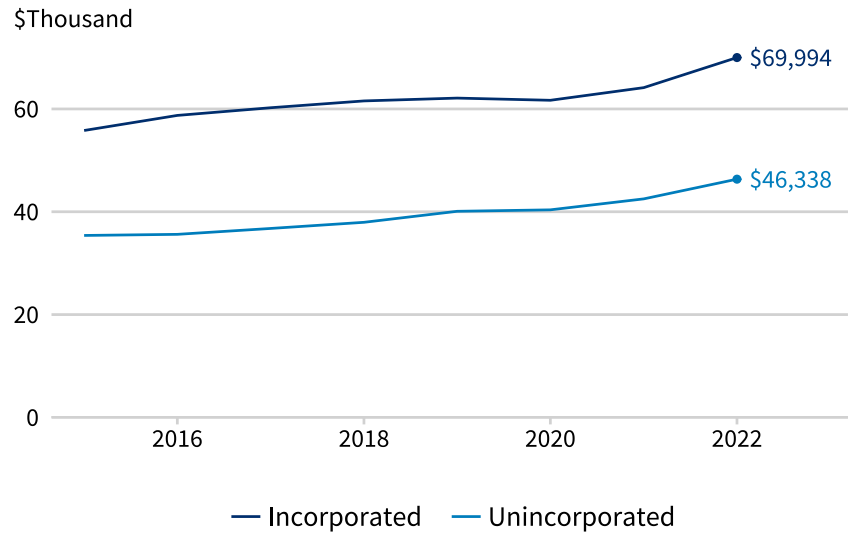


Self-employment





In 2022, 10.5 percent of private workers in the metropolitan area were self-employed, up from 10.0 percent in 2017. The percent self-employed included 4.5 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$69,994 in 2022, up 16.2 percent since 2017. The median income of the unincorporated self-employed was \$46,338 in 2022, up 26.1 percent since 2017. The median income for all private workers was \$58,699 in 2022, up 25.0 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry				
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	26,592	5,482	628	32,702
Other Services (except Public Administration)	24,512	5,597	490	30,599
Retail Trade	22,232	4,062	588	26,882
Transportation and Warehousing	24,809	1,507	278	26,594
Real Estate and Rental and Leasing	24,033	2,288	165	26,486
Health Care and Social Assistance	15,355	8,125	907	24,387
Construction	17,395	5,484	623	23,502
Administrative, Support, and Waste Management	17,314	2,849	403	20,566
Arts, Entertainment, and Recreation	12,227	869	177	13,273
Finance and Insurance	6,801	2,344	246	9,391
Accommodation and Food Services	3,864	3,173	1,041	8,078
Educational Services	6,100	582	172	6,854
Wholesale Trade	2,838	1,920	639	5,397
Manufacturing	2,370	1,315	597	4,282
Information	2,518	433	95	3,046
Agriculture, Forestry, Fishing, and Hunting	976	52	4	1,032
Mining, Quarrying, and Oil and Gas Extraction	177	30	13	220
Industries not classified	*	219	1	220
Management of Companies and Enterprises	*	38	161	199
Utilities	59	12	8	79
All industries	210,172	46,319	6,901	263,392

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Veterans



Hispanics



Racial minorities



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	86,000	12,448	98,448
Male	101,000	27,817	128,817
Owned equally by both groups	4,400	6,377	10,777
Veteran	11,000	3,262	14,262
Not Veteran	179,000	42,160	221,160
Owned equally by both groups	750	1,218	1,968
Hispanic	4,800	1,086	5,886
Not Hispanic	186,000	45,353	231,353
Owned equally by both groups	150	*	*
American Indian and Alaska Native	1,300	*	*
Asian	8,800	2,434	11,234
Black or African American	30,500	*	33,949
Native Hawaiian and Other Pacific Islander	200	13	213
White	153,000	40,808	193,808
Hispanic or Racial Minority	44,500	7,105	51,605
White and Not Hispanic	146,000	39,142	185,142
Owned equally by both groups	400	394	794

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

Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

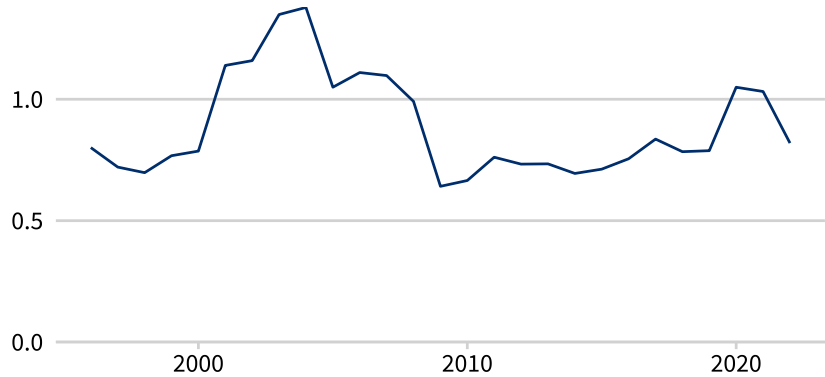
Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$819.5 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$789.6 million. Total reported new lending to businesses through loans of \$1 million or less was \$2.6 billion.

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

New lending to businesses with revenues under \$1 million

\$Billion



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	82,071	43.5	9,032	97.9	3,377,667	34.2
Accommodation and Food Services	64,801	57.4	4,214	96.8	1,459,104	60.1
Construction	55,013	80.1	6,107	99.0	3,788,689	73.2
Professional, Scientific, and Technical Services	46,670	52.7	6,110	96.0	3,757,436	50.3
Manufacturing	45,389	41.5	1,912	90.5	2,668,815	34.5
Retail Trade	44,251	31.9	4,650	93.0	1,998,692	43.3
Other Services (except Public Administration)	42,566	80.9	6,087	98.5	1,518,677	79.6
Wholesale Trade	32,800	57.8	2,559	88.3	2,435,262	53.3
Administrative, Support, and Waste Management	31,240	43.9	3,252	94.2	1,429,391	43.6
Finance and Insurance	19,721	27.4	2,590	91.9	1,603,471	21.4
Transportation and Warehousing	19,344	37.0	1,785	90.7	977,374	38.3
Educational Services	15,023	28.4	754	96.1	523,225	16.7
Arts, Entertainment, and Recreation	12,452	71.6	1,046	97.8	703,333	85.4
Real Estate and Rental and Leasing	10,726	55.0	2,453	96.2	590,420	47.5
Information	6,166	24.2	528	85.2	413,853	16.4
Management of Companies and Enterprises	5,152	9.5	199	50.5	434,175	6.9
Mining, Quarrying, and Oil and Gas Extraction	774	87.8	43	91.5	57,609	89.4
Utilities	471	5.6	20	71.4	39,393	4.1
Agriculture, Forestry, Fishing, and Hunting	329	40.9	56	98.2	10,525	39.8
Industries not classified	251	100.0	220	100.0	4,748	100.0
All industries	535,210	44.9	53,220	96.1	27,791,859	38.5

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

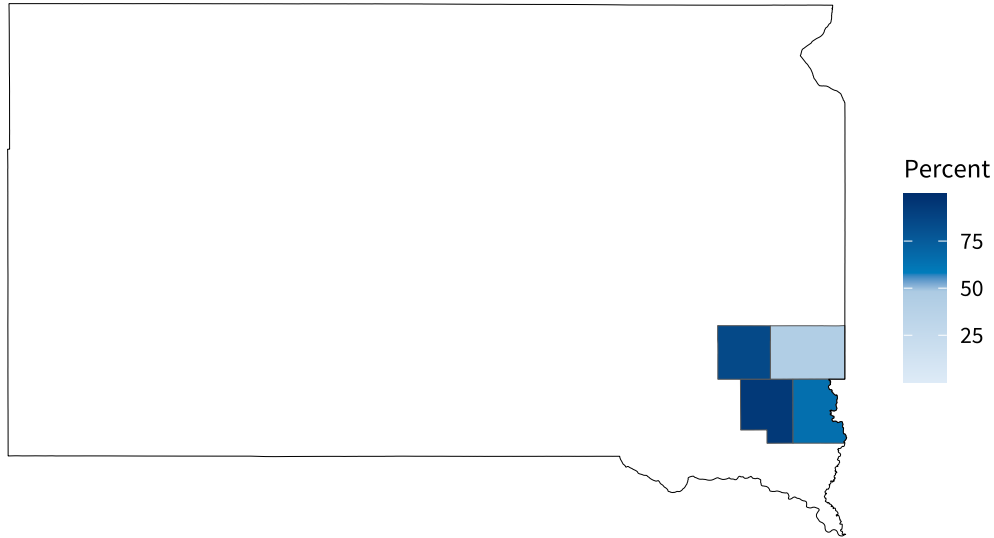
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Sioux Falls, South Dakota

29,650 small businesses
98.1 percent of businesses

70,126 small business employees
47.8 percent of employees



Share of metropolitan area employees working at small businesses by county

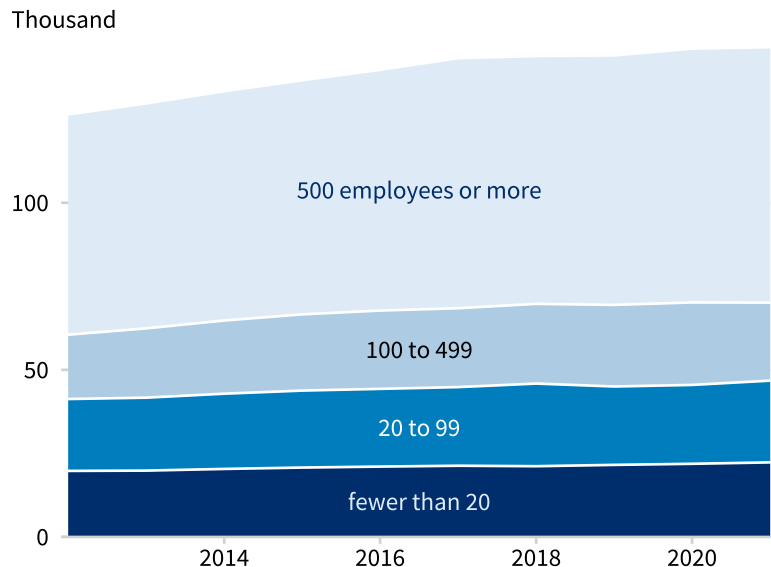
Sources of original data: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 98.1 percent of metropolitan area businesses and 47.8 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 60,531 to 70,126 workers. The industry with the most small businesses in 2021 was Real Estate and Rental and Leasing, with 3,674 small businesses, including 3,644 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 10,076 workers with a payroll of \$463.6 million (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)

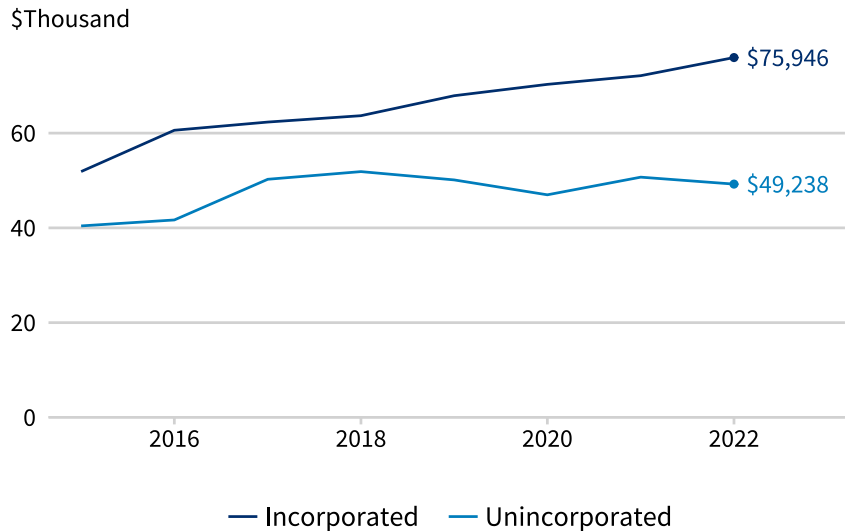


Self-employment





In 2022, 12.2 percent of private workers in the metropolitan area were self-employed, down from 12.3 percent in 2017. The percent self-employed included 5.0 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$75,946 in 2022, up 21.8 percent since 2017. The median income of the unincorporated self-employed was \$49,238 in 2022, down 2.0 percent since 2017. The median income for all private workers was \$53,190 in 2022, up 32.4 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry	   			
	Without employees	1–19 employees	20–499 employees	All small businesses
Real Estate and Rental and Leasing	3,324	320	30	3,674
Professional, Scientific, and Technical Services	2,735	603	62	3,400
Retail Trade	2,726	500	116	3,342
Construction	2,216	976	98	3,290
Transportation and Warehousing	2,424	320	38	2,782
Other Services (except Public Administration)	2,000	680	66	2,746
Health Care and Social Assistance	1,491	456	130	2,077
Administrative, Support, and Waste Management	1,473	356	54	1,883
Arts, Entertainment, and Recreation	1,468	153	26	1,647
Finance and Insurance	1,148	339	61	1,548
Accommodation and Food Services	317	332	140	789
Educational Services	625	59	14	698
Wholesale Trade	264	227	117	608
Manufacturing	228	151	62	441
Information	283	62	18	363
Agriculture, Forestry, Fishing, and Hunting	336	14	0	350
Management of Companies and Enterprises	*	9	28	37
Utilities	11	4	5	20
Mining, Quarrying, and Oil and Gas Extraction	15	*	*	18
Industries not classified	*	5	0	5
All industries	23,084	5,560	1,006	29,650

* Not reported by the Census Bureau

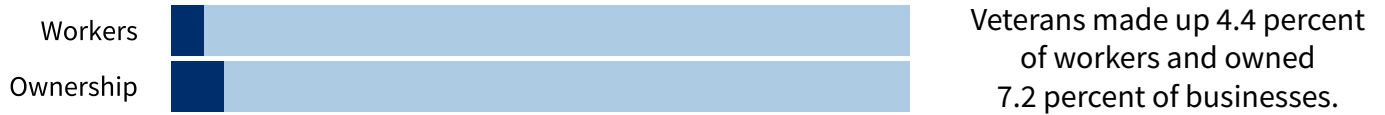
Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Veterans



Hispanics



Racial minorities



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	8,000	*	*
Male	12,000	*	15,793
Owned equally by both groups	800	1,018	1,818
Veteran	1,500	*	*
Not Veteran	19,000	5,565	24,565
Owned equally by both groups	200	101	301
Hispanic	550	*	610
Not Hispanic	20,000	5,877	25,877
Owned equally by both groups	20	*	48
American Indian and Alaska Native	200	20	220
Asian	400	*	480
Black or African American	700	18	718
Native Hawaiian and Other Pacific Islander	20	*	*
White	19,500	5,856	25,356
Hispanic or Racial Minority	1,800	177	1,977
White and Not Hispanic	19,000	5,757	24,757
Owned equally by both groups	50	*	*

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

Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

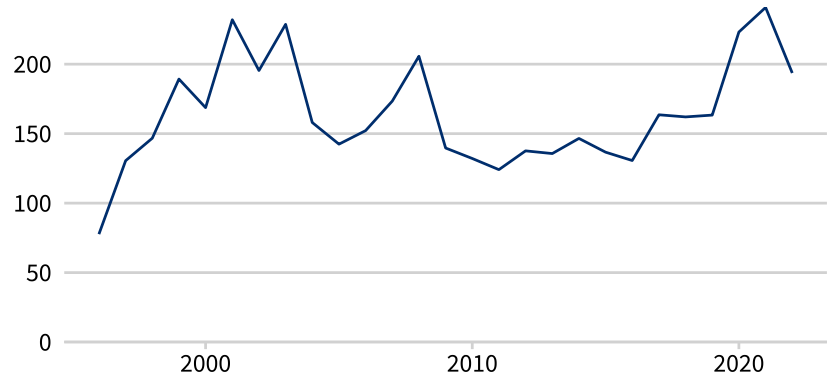
Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$193.6 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$105.4 million. Total reported new lending to businesses through loans of \$1 million or less was \$486.1 million.

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

New lending to businesses with revenues under \$1 million

\$Million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	10,076	30.9	586	94.5	463,570	20.5
Accommodation and Food Services	8,434	72.2	472	92.4	183,149	76.2
Construction	8,151	86.3	1,074	98.7	522,618	86.4
Retail Trade	7,134	37.0	616	81.4	299,812	47.9
Manufacturing	5,808	39.4	213	85.9	309,372	36.4
Other Services (except Public Administration)	5,030	94.4	746	98.3	175,854	92.0
Wholesale Trade	4,810	65.2	344	78.0	296,295	61.0
Administrative, Support, and Waste Management	3,808	61.1	410	91.3	185,843	60.2
Professional, Scientific, and Technical Services	3,489	62.6	665	94.6	230,934	60.8
Finance and Insurance	3,235	23.9	400	85.7	250,575	22.7
Transportation and Warehousing	2,636	55.9	358	89.9	123,444	55.2
Arts, Entertainment, and Recreation	2,086	79.6	179	97.3	46,929	84.1
Educational Services	1,835	64.4	73	97.3	47,707	67.3
Real Estate and Rental and Leasing	1,543	81.9	350	93.3	81,650	82.1
Information	1,233	43.6	80	74.1	79,204	44.7
Management of Companies and Enterprises	562	10.4	37	61.7	35,516	8.6
Utilities	123	41.4	9	75.0	11,061	34.5
Mining, Quarrying, and Oil and Gas Extraction	101	100.0	3	100.0	5,861	100.0
Agriculture, Forestry, Fishing, and Hunting	21	100.0	14	100.0	1,037	100.0
Industries not classified	11	100.0	5	100.0	156	100.0
All industries	70,126	47.8	6,566	92.0	3,350,587	41.2

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

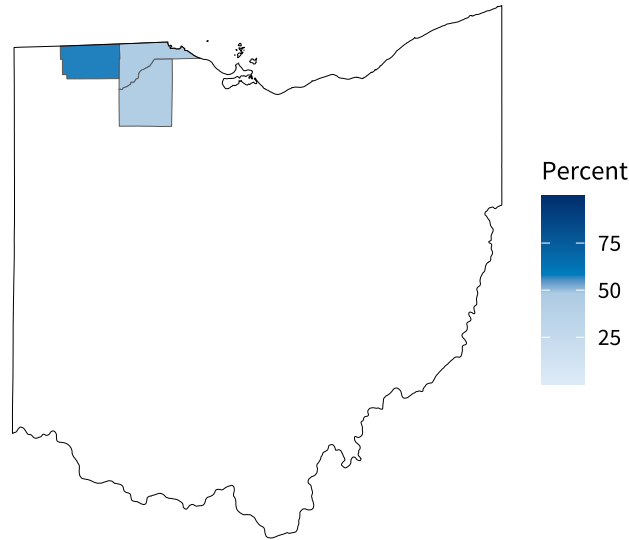
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Toledo, Ohio

47,707 small businesses
98.1 percent of businesses

116,731 small business employees
46.2 percent of employees



Share of metropolitan area employees working at small businesses by county

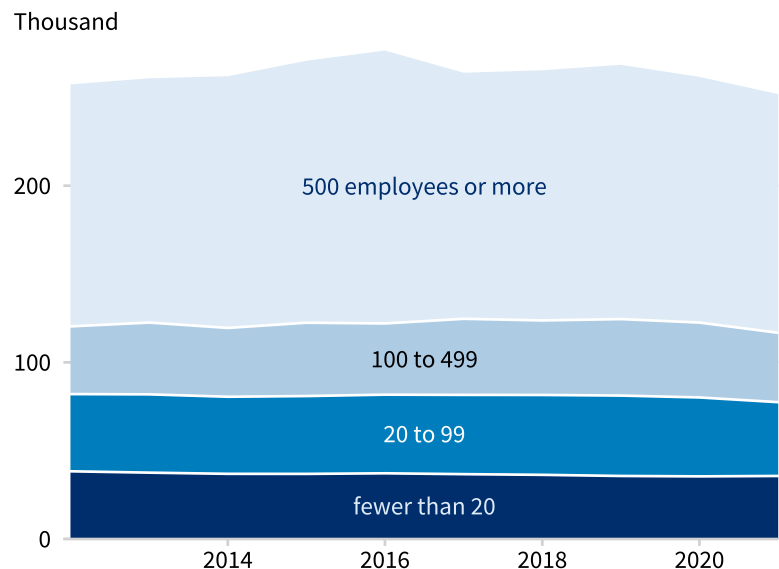
Sources of original data: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 98.1 percent of metropolitan area businesses and 46.2 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses fell from 120,364 to 116,731 workers. The industry with the most small businesses in 2021 was Miscellaneous Services, with 5,725 small businesses, including 5,609 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 18,292 workers with a payroll of \$778.2 million (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)

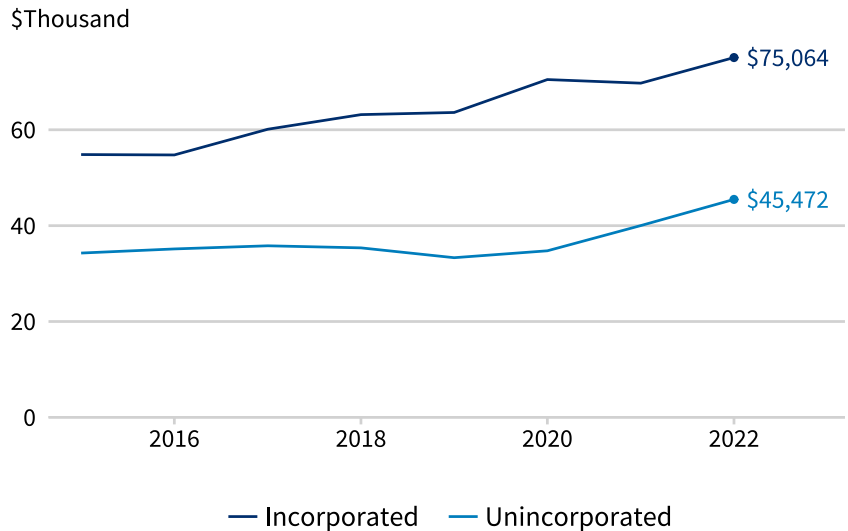


Self-employment

In 2022, 10.1 percent of private workers in the metropolitan area were self-employed, up from 9.3 percent in 2017. The percent self-employed included 4.1 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$75,064 in 2022, up 24.9 percent since 2017. The median income of the unincorporated self-employed was \$45,472 in 2022, up 27.0 percent since 2017. The median income for all private workers was \$50,305 in 2022, up 20.1 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry	Without employees	1–19 employees	20–499 employees	All small businesses
Other Services (except Public Administration)	4,522	1,087	116	5,725
Professional, Scientific, and Technical Services	4,581	841	109	5,531
Transportation and Warehousing	4,354	263	67	4,684
Construction	3,587	816	116	4,519
Retail Trade	3,514	863	141	4,518
Real Estate and Rental and Leasing	4,154	316	47	4,517
Health Care and Social Assistance	3,095	876	216	4,187
Administrative, Support, and Waste Management	3,308	500	86	3,894
Arts, Entertainment, and Recreation	2,346	156	33	2,535
Accommodation and Food Services	799	745	268	1,812
Finance and Insurance	1,091	395	43	1,529
Educational Services	1,236	107	55	1,398
Manufacturing	490	345	191	1,026
Wholesale Trade	529	333	146	1,008
Information	522	68	17	607
Agriculture, Forestry, Fishing, and Hunting	207	5	0	212
Management of Companies and Enterprises	*	6	33	39
Mining, Quarrying, and Oil and Gas Extraction	13	*	*	17
Utilities	4	6	5	15
Industries not classified	*	11	0	11
All industries	38,352	7,733	1,622	47,707

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Women made up 48.4 percent of workers and owned 42.6 percent of businesses.

Veterans



Veterans made up 4.0 percent of workers and owned 6.0 percent of businesses.

Hispanics



Hispanics made up 6.5 percent of workers and owned 3.8 percent of businesses.

Racial minorities



Racial minorities made up 19.9 percent of workers and owned 13.4 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	15,000	1,543	16,543
Male	19,000	5,614	24,614
Owned equally by both groups	850	895	1,745
Veteran	1,800	*	*
Not Veteran	32,500	7,477	39,977
Owned equally by both groups	150	*	*
Hispanic	1,500	*	*
Not Hispanic	33,000	7,922	40,922
Owned equally by both groups	30	*	*
American Indian and Alaska Native	250	*	*
Asian	950	*	*
Black or African American	4,300	241	4,541
Native Hawaiian and Other Pacific Islander	20	*	20
White	29,500	7,327	36,827
Hispanic or Racial Minority	6,700	846	7,546
White and Not Hispanic	28,000	7,197	35,197
Owned equally by both groups	90	*	96

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

Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

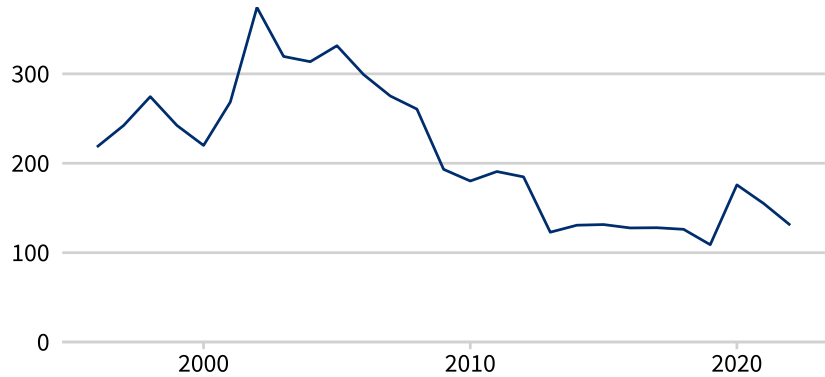
Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$130.8 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$116.4 million. Total reported new lending to businesses through loans of \$1 million or less was \$349.8 million.

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

New lending to businesses with revenues under \$1 million

\$Million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	18,292	39.1	1,092	92.2	778,234	30.3
Accommodation and Food Services	16,852	66.1	1,013	93.4	293,565	64.9
Manufacturing	16,072	34.4	536	85.5	1,004,479	32.3
Retail Trade	11,009	36.8	1,004	84.2	450,947	48.4
Construction	9,155	72.5	932	97.9	672,785	69.0
Other Services (except Public Administration)	7,958	87.7	1,203	97.3	239,937	82.4
Professional, Scientific, and Technical Services	7,323	60.8	950	93.9	480,558	50.7
Administrative, Support, and Waste Management	7,285	48.0	586	89.2	284,246	49.8
Wholesale Trade	6,346	57.7	479	80.0	412,879	55.1
Educational Services	3,748	80.1	162	96.4	119,067	75.5
Transportation and Warehousing	3,309	24.5	330	82.3	188,024	28.4
Finance and Insurance	2,681	39.5	438	85.7	181,250	33.2
Arts, Entertainment, and Recreation	2,645	63.1	189	96.9	67,441	64.3
Real Estate and Rental and Leasing	2,227	67.6	363	89.2	156,177	75.7
Management of Companies and Enterprises	841	11.4	39	49.4	68,929	8.8
Information	747	23.1	85	75.2	39,086	20.0
Utilities	199	30.5	11	64.7	18,255	26.9
Agriculture, Forestry, Fishing, and Hunting	19	32.2	5	71.4	325	6.0
Mining, Quarrying, and Oil and Gas Extraction	18	25.7	4	57.1	1,259	28.1
Industries not classified	5	100.0	11	100.0	162	100.0
All industries	116,731	46.2	9,355	91.2	5,457,605	40.9

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

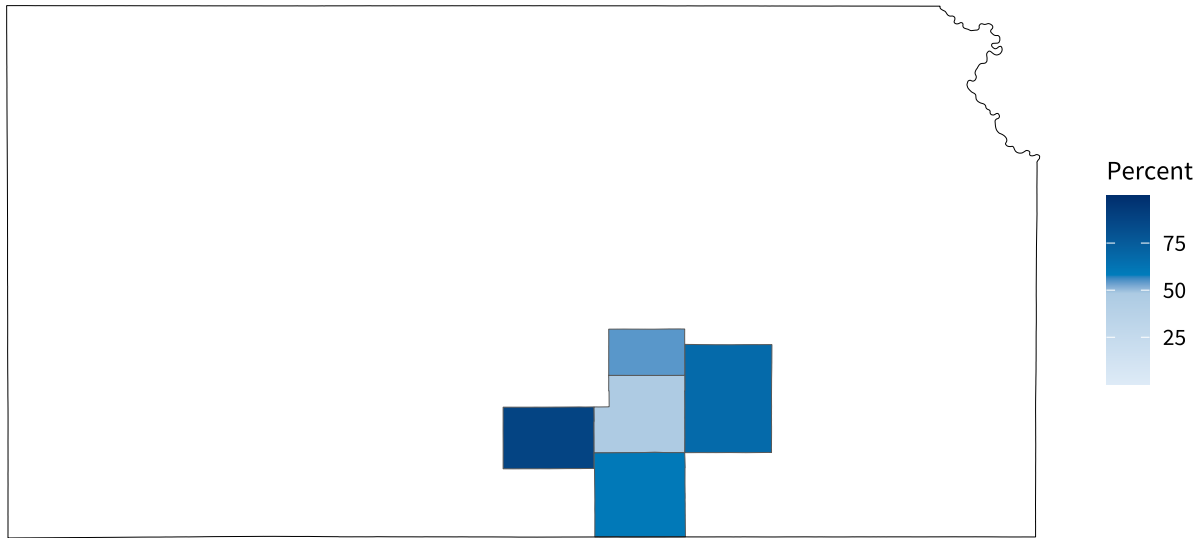
About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Wichita, Kansas

56,826 small businesses
98.5 percent of businesses

127,545 small business employees
49.8 percent of employees



Share of metropolitan area employees working at small businesses by county

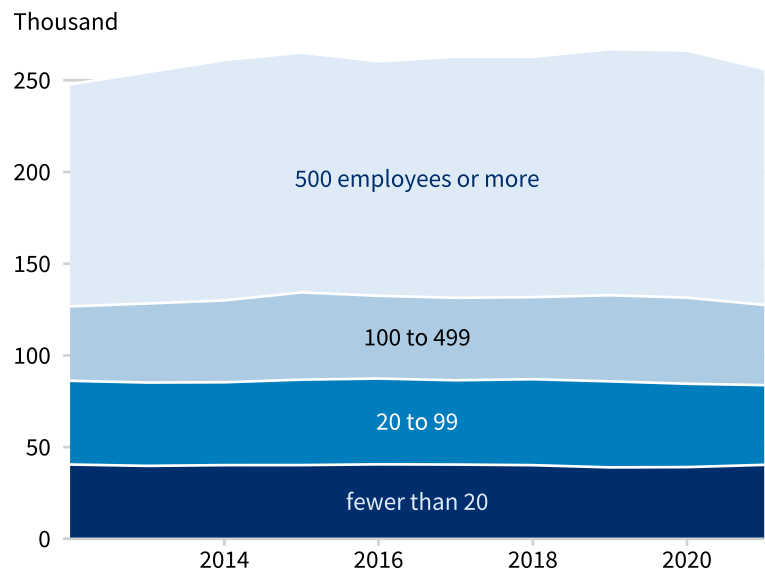
Sources of original data: [Nonemployer Statistics, 2021 \(Census\)](#); [Statistics of U.S. Businesses, 2021 \(Census\)](#)

Metropolitan area small businesses

Businesses with fewer than 500 employees accounted for 98.5 percent of metropolitan area businesses and 49.8 percent of metropolitan area employment in 2021. Between 2012 and 2021, total employment at small businesses rose from 126,739 to 127,545 workers. The industry with the most small businesses in 2021 was Professional, Scientific, and Technical Services, with 6,352 small businesses, including 6,244 businesses with fewer than 20 employees (page 2). The industry with the largest number of workers at small businesses was Health Care and Social Assistance, which had 23,826 workers with a payroll of \$1.1 billion (page 4).

Metropolitan area employment by business size

Source of original data: [Statistics of U.S. Businesses \(Census\)](#)

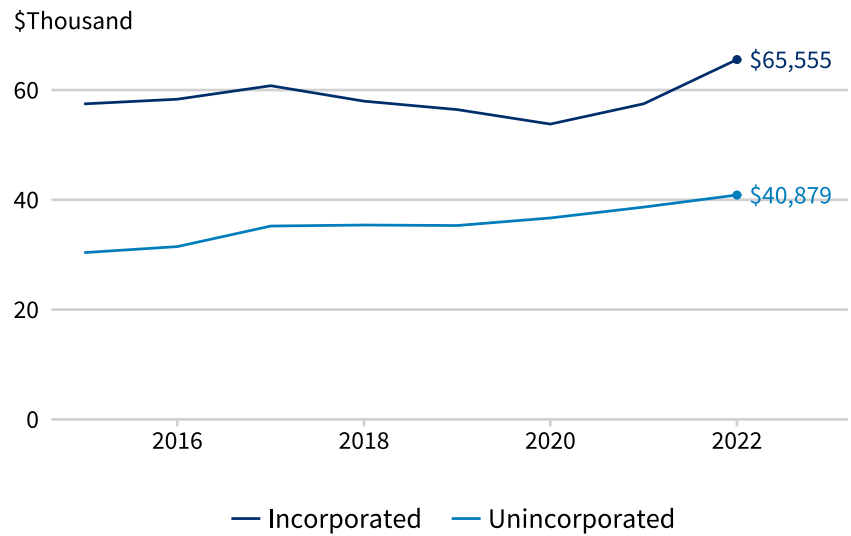


Self-employment





In 2022, 10.9 percent of private workers in the metropolitan area were self-employed, down slightly from 11.0 percent in 2017. The percent self-employed included 4.1 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$65,555 in 2022, up 7.8 percent since 2017. The median income of the unincorporated self-employed was \$40,879 in 2022, up 16.1 percent since 2017. The median income for all private workers was \$50,199 in 2022, up 17.4 percent since 2017.

Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2022 5-Year Data (Census)



Small business count by size and industry

Industry	   			
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	5,239	1,005	108	6,352
Other Services (except Public Administration)	4,911	1,311	114	6,336
Real Estate and Rental and Leasing	5,548	551	38	6,137
Construction	4,404	1,292	174	5,870
Retail Trade	4,416	945	146	5,507
Health Care and Social Assistance	3,637	1,028	269	4,934
Administrative, Support, and Waste Management	3,919	599	104	4,622
Transportation and Warehousing	4,136	300	76	4,512
Arts, Entertainment, and Recreation	2,333	150	31	2,514
Finance and Insurance	1,516	553	64	2,133
Accommodation and Food Services	700	693	214	1,607
Mining, Quarrying, and Oil and Gas Extraction	1,418	133	9	1,560
Educational Services	1,324	105	28	1,457
Manufacturing	688	384	158	1,230
Wholesale Trade	516	314	157	987
Information	487	90	19	596
Agriculture, Forestry, Fishing, and Hunting	462	11	0	473
Management of Companies and Enterprises	*	9	36	45
Utilities	17	6	3	26
Industries not classified	*	13	0	13
All industries	45,671	9,480	1,675	56,826

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)

Business ownership share by demographic group

Women



Women made up 47.1 percent of workers and owned 43.1 percent of businesses.

Veterans



Veterans made up 5.6 percent of workers and owned 7.5 percent of businesses.

Hispanics



Hispanics made up 12.1 percent of workers and owned 8.7 percent of businesses.

Racial minorities



Racial minorities made up 19.6 percent of workers and owned 10.3 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2020 5-Year Data \(Census\)](#); [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Business count by owner demographic group

Ownership	Without employees	With employees	Total businesses
Female	17,500	1,829	19,329
Male	22,500	6,910	29,410
Owned equally by both groups	1,200	1,733	2,933
Veteran	2,500	721	3,221
Not Veteran	38,500	9,576	48,076
Owned equally by both groups	200	*	*
Hispanic	3,500	*	3,900
Not Hispanic	37,500	9,958	47,458
Owned equally by both groups	90	*	*
American Indian and Alaska Native	750	*	*
Asian	1,900	735	2,635
Black or African American	2,700	28	2,728
Native Hawaiian and Other Pacific Islander	60	3	63
White	37,000	9,641	46,641
Hispanic or Racial Minority	8,400	1,198	9,598
White and Not Hispanic	33,000	9,104	42,104
Owned equally by both groups	150	*	*

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

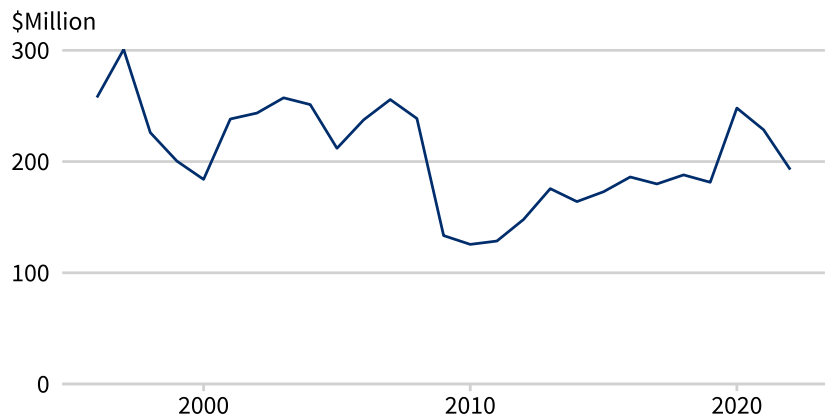
Sources: [Annual Business Survey, 2020 \(Census\)](#); [Nonemployer Statistics by Demographics, 2020 \(Census\)](#)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$192.8 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$149.5 million. Total reported new lending to businesses through loans of \$1 million or less was \$508.8 million.

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

New lending to businesses with revenues under \$1 million



Small business employment and payroll by industry

Industry	Employees		Employers		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	23,826	57.8	1,297	94.3	1,149,843	56.0
Construction	14,892	87.9	1,466	98.5	804,546	85.7
Accommodation and Food Services	14,165	53.4	907	92.3	287,826	56.1
Manufacturing	13,254	28.8	542	88.3	702,122	22.9
Retail Trade	10,778	33.8	1,091	85.2	411,067	42.4
Other Services (except Public Administration)	9,449	89.3	1,425	97.7	294,689	87.3
Professional, Scientific, and Technical Services	8,051	66.5	1,113	94.8	477,076	63.0
Administrative, Support, and Waste Management	7,963	50.3	703	91.4	282,238	51.4
Wholesale Trade	5,812	55.1	471	77.0	359,386	45.2
Finance and Insurance	4,392	54.5	617	88.4	263,132	44.8
Transportation and Warehousing	4,314	42.8	376	85.3	233,713	42.9
Educational Services	3,095	62.9	133	92.4	91,046	57.3
Real Estate and Rental and Leasing	2,835	79.5	589	93.9	122,376	77.6
Arts, Entertainment, and Recreation	1,997	53.3	181	95.8	46,510	55.8
Information	896	19.9	109	76.8	57,316	22.7
Management of Companies and Enterprises	781	10.0	45	45.0	52,138	5.2
Mining, Quarrying, and Oil and Gas Extraction	772	98.5	142	97.9	54,132	98.4
Utilities	233	22.1	9	56.2	17,215	18.2
Agriculture, Forestry, Fishing, and Hunting	27	100.0	11	100.0	597	100.0
Industries not classified	13	100.0	13	100.0	281	100.0
All industries	127,545	49.8	11,155	92.6	5,707,249	44.2

Source: [Statistics of U.S. Businesses](#), 2021 (Census)

About this profile

Definitions of Metropolitan Statistical Areas are those published by the Office of Management and Budget on [July 15, 2015](#), except for statistics from the American Community Survey, for which definitions [vary by year](#). Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate 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](#) for additional resources.

Technical Notes

Definitions of metropolitan areas

Metropolitan Statistical Areas (MSAs) are composed of counties or county equivalents. The Office of Management and Budget periodically revises the group of counties defining each MSA. The most recent releases of Statistics of U.S. Businesses, the Annual Business Survey, and Nonemployer Statistics by Demographics use definitions from [July 15, 2015](#). Those definitions are used throughout these profiles, except for statistics from the American Community Survey (ACS), for which MSA definitions [vary by survey year](#).

Classification of businesses

A single business may encompass multiple establishments if it operates at multiple locations. A business is classified as small in these profiles if it employs fewer than 500 employees across all establishments. Classification by industry is made at the establishment level, so a business encompassing multiple establishments may participate in multiple industries. A business participating in multiple industries would be included in the total for each industry, so the sum of businesses across industries may exceed the total number of businesses.

Data

All data used in these profiles are publicly available and published online. Data and associated technical documentation can be accessed using the hyperlinks in the source notes for each feature. Years indicated in source notes are the years the data describe, which may not match the naming convention used by the data publisher. Where no year is listed, data from multiple years were used.

The populations described by ACS employment statistics vary slightly. Self-employment rates were estimated using values from table B24080 describing the population age 16 years and over. The total numbers of private workers used in the calculations were the numbers of “private for-profit wage and salary workers” in the table. The share of workers who were Hispanic and the share who were racial minorities were estimated using values from table S2301 describing the population age 16 years and over. The share of workers who were women was estimated using values from table S2301 describing the population age 20 to 64. The share of workers who were veterans was estimated using values from table S2101 describing the population age 18 to 64. Median incomes are from table S2419, which describes the population age 16 years and over, and include only income from labor, called “earnings” in the table.

Software

The profiles were created using R with formatting through HTML and CSS. Data visualizations were primarily created using the ggplot2 package in R. Tables were primarily formatted using the knitr and gt packages. Elements were combined into an HTML document using the knitr package. A PDF document was created from the HTML document using Prince XML.

Rounding

Numbers in these profiles have been rounded if they include a decimal point, with the number of digits after the decimal point indicating the precision preserved under rounding. Numbers were rounded using the `round_half_up` command from the `janitor` package in R, which rounds up numbers ending in 5. For example, 1.05 would be rounded to 1.1, while 1.04 would be rounded to 1.0.

Imputation

Values were imputed for some features when published data were missing, obviously erroneous, or otherwise problematic. A source note that begins “Source:” indicates that statistics in a feature are as reported by the source, without imputation. A source note that begins “Source of original data:” indicates that the feature includes imputed values for at least one profile.

The map and time series figure on the first page of each profile may include imputed values. Problematic county values were replaced with values based on some combination of reported values for the county, the other counties in the MSA, and the MSA as a whole. Problematic MSA values were replaced with values based on other reported values for the MSA.

Business ownership shares by demographic group may also involve imputed values. Although counts for some categories were often missing, the ownership shares shown in the visualization could still sometimes be calculated precisely using a combination of reported values. For example, if the number of businesses with equal ownership by men and women was not reported, the number of businesses with equal or majority ownership by women could still be calculated by subtracting the number of businesses with majority ownership by men from the number of businesses with ownership classifiable by sex. Where counts for businesses with employees could not be approximated reliably, ownership shares were approximated using counts for businesses without employees.

In the same feature, the share of businesses owned by racial minorities was approximated by subtracting the number of businesses with majority ownership by Whites from the total number of businesses with ownership classifiable by race. This method was used instead of adding the counts for each separate racial minority group because the racial categories are not mutually exclusive and because counts were often missing for some racial minority groups. The share reported is therefore the share of businesses with half or majority ownership by racial minorities and without simultaneous majority ownership by Whites.

Effects of the COVID-19 pandemic

Data on small businesses are generally only available with a substantial lag relative to the period they describe. Some data analyzed in these profiles predate the COVID-19 pandemic. Research indicates that the effects of the pandemic on small businesses have been substantial and have varied by industry, geography, and demographic group. Research from the Office of Advocacy describing the effects of the pandemic on small businesses can be found at advocacy.sba.gov/tag/covid-19.

Contact

Any additional information that may be helpful for interpreting or reproducing the analysis is available by request. The SBA Office of Advocacy can be contacted at advocacy@sba.gov.