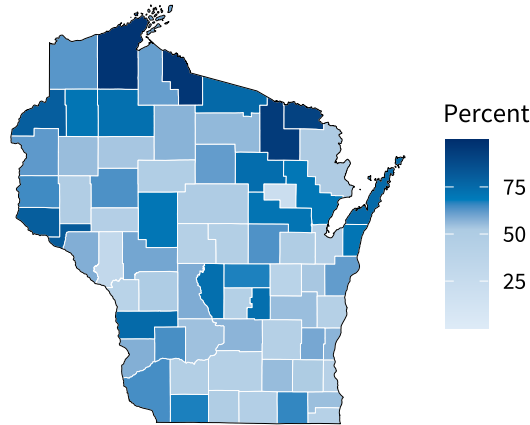


## Wisconsin

**481,444** small businesses  
**99.4 percent** of Wisconsin businesses

**1.2 million** small business employees  
**48.1 percent** of Wisconsin employees



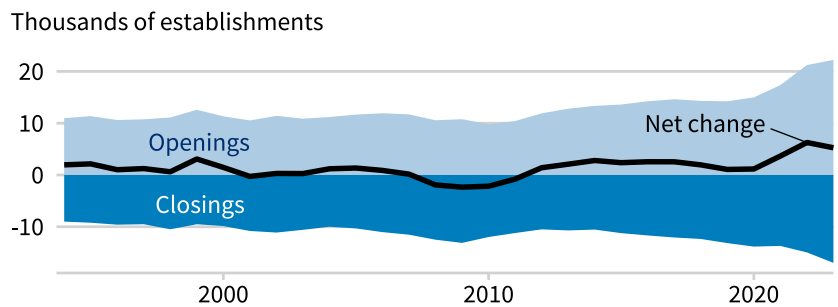
### Share of employees working at small businesses by county

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

## Employer and employment dynamics

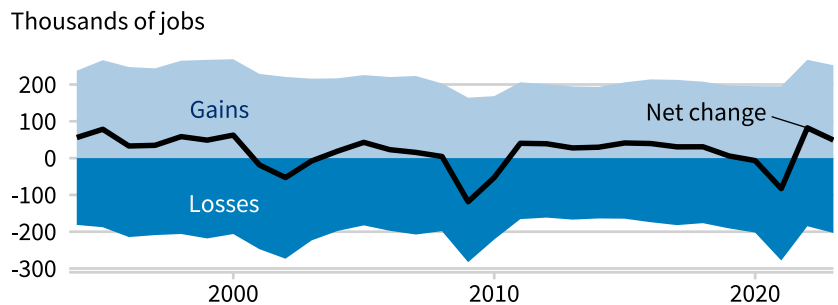
### Establishments

Between March 2022 and March 2023, 22,229 Wisconsin establishments opened and 16,971 closed, for a net increase of 5,258. Employment expanded at 43,077 establishments and contracted at 35,044. Small businesses accounted for 21,154 openings and 16,023 closings.



### Employment

Opening and expanding Wisconsin establishments added 252,229 jobs, while closing and contracting establishments lost 203,253, for a net increase of 48,976 jobs. Small businesses contributed a net increase of 44,224 jobs, or 90.3 percent of that total.



Counts include temporary closures and reopenings.

Source: [Business Employment Dynamics](#) (Bureau of Labor Statistics)

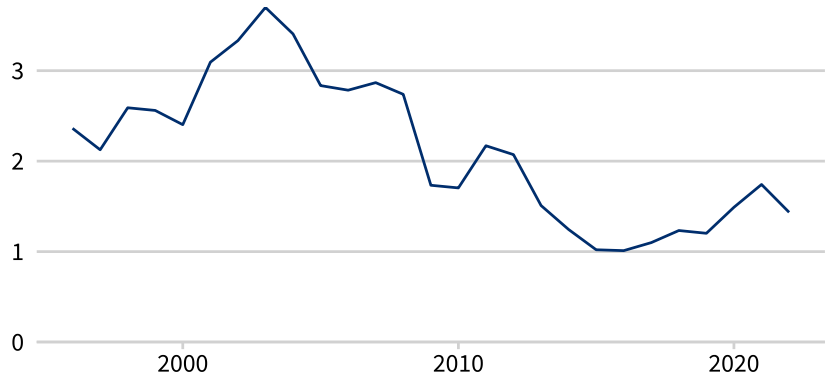
## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$1.4 billion in loans to Wisconsin businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$1.3 billion. Total reported new lending to businesses through loans of \$1 million or less was \$4.4 billion.

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

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

\$Billion



## Small business count by size and industry

Industry	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	47,984	9,150	894	58,028
Construction	40,489	13,009	1,009	54,507
Retail Trade	41,826	9,538	1,394	52,758
Other Services (except Public Administration)	38,509	12,565	901	51,975
Real Estate and Rental and Leasing	44,684	4,084	259	49,027
Transportation and Warehousing	36,102	4,152	648	40,902
Health Care and Social Assistance	23,068	8,088	2,088	33,244
Administrative, Support, and Waste Management	26,014	5,349	659	32,022
Arts, Entertainment, and Recreation	22,968	2,292	341	25,601
Accommodation and Food Services	7,809	9,708	2,092	19,609
Finance and Insurance	10,780	3,773	457	15,010
Manufacturing	7,128	4,356	2,348	13,832
Educational Services	10,548	1,206	328	12,082
Wholesale Trade	5,803	3,610	1,033	10,446
Agriculture, Forestry, Fishing and Hunting	6,502	479	23	7,004
Information	4,485	753	188	5,426
Management of Companies and Enterprises	*	76	296	372
Mining, Quarrying, and Oil and Gas Extraction	124	74	29	227
Utilities	128	24	31	183
Industries not classified	*	122	0	122
<b>All industries</b>	<b>374,951</b>	<b>92,277</b>	<b>14,216</b>	<b>481,444</b>

\* Not reported by the Census Bureau

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



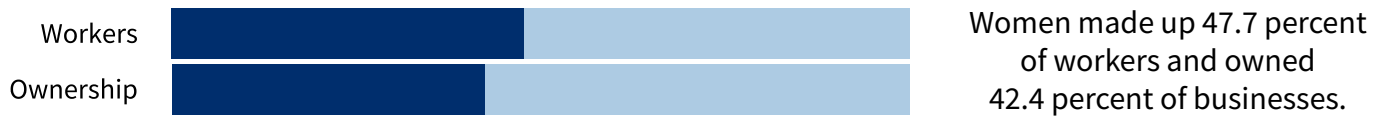
### Small business exports

A total of 8,734 identified firms exported goods worth \$25.3 billion from Wisconsin in 2022. Of those exporters, 7,478—or 85.6 percent—were small. Exports by small firms reached \$6.9 billion, making up 27.2 percent of exports by identified firms.

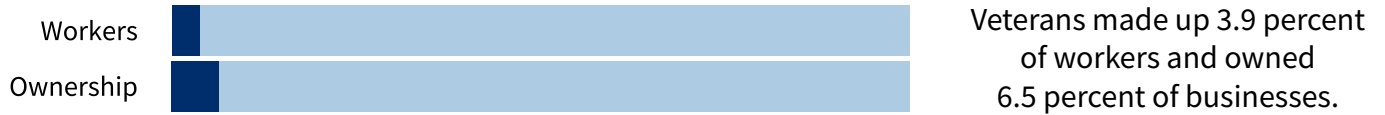
Source: [A profile of U.S. importing and exporting companies, 2021-2022](#) (Census)

## 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, 2021 5-Year Data \(Census\)](#); [Annual Business Survey, 2021 \(Census\)](#); [Nonemployer Statistics by Demographics, 2021 \(Census\)](#)

## Business count by owner demographic group

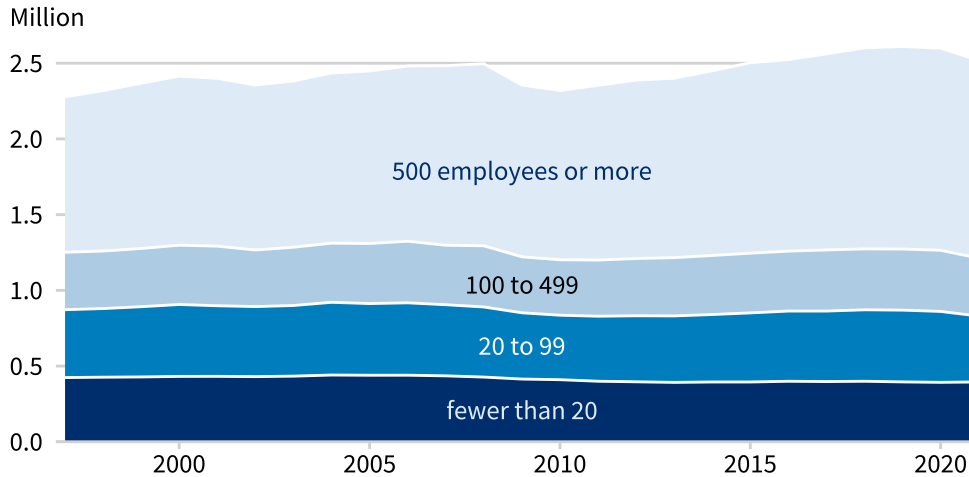
Ownership	Without employees	With employees	Total businesses
Female	153,000	18,331	171,331
Male	206,000	61,449	267,449
Owned equally by both groups	8,700	16,727	25,427
Veteran	20,000	5,434	25,434
Not Veteran	346,000	88,203	434,203
Owned equally by both groups	1,700	2,871	4,571
Hispanic	16,000	1,489	17,489
Not Hispanic	351,000	94,571	445,571
Owned equally by both groups	400	*	*
American Indian and Alaska Native	3,900	369	4,269
Asian	11,500	3,825	15,325
Black or African American	24,000	1,078	25,078
Native Hawaiian and Other Pacific Islander	300	26	326
White	332,000	91,212	423,212
Hispanic or Racial Minority	52,500	6,761	59,261
White and Not Hispanic	314,000	88,929	402,929
Owned equally by both groups	800	820	1,620

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

Sources: [Annual Business Survey, 2021 \(Census\)](#); [Nonemployer Statistics by Demographics, 2021 \(Census\)](#)

## Total Wisconsin employment by business size

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



Small businesses accounted for 48.1 percent of Wisconsin employment in 2021, which exceeded the national small business employment share.

## Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	14,018	99.5	101,580	82.3	7,538,851	77.0
Other Services (except Public Administration)	13,466	99.1	86,962	90.7	2,860,742	87.2
Accommodation and Food Services	11,800	98.5	144,331	68.7	2,900,852	70.0
Retail Trade	10,932	96.4	116,624	38.2	4,354,347	44.8
Health Care and Social Assistance	10,176	97.6	175,716	43.5	7,235,755	32.3
Professional, Scientific, and Technical Services	10,044	96.8	70,033	60.9	5,264,371	55.6
Manufacturing	6,704	91.9	196,309	42.2	11,299,000	38.7
Administrative, Support, and Waste Management	6,008	95.8	61,591	39.3	2,612,747	38.4
Transportation and Warehousing	4,800	95.3	44,779	39.8	2,131,303	38.5
Wholesale Trade	4,643	90.6	69,701	57.1	4,696,083	51.4
Real Estate and Rental and Leasing	4,343	97.7	22,206	79.1	1,121,775	77.9
Finance and Insurance	4,230	93.0	44,396	29.6	3,372,446	24.0
Arts, Entertainment, and Recreation	2,633	98.7	27,747	80.0	852,797	63.2
Educational Services	1,534	96.7	25,515	47.5	835,727	34.9
Information	941	85.1	12,160	24.1	826,658	18.3
Agriculture, Forestry, Fishing and Hunting	502	99.2	2,554	69.5	120,507	58.6
Management of Companies and Enterprises	372	57.1	7,289	9.9	593,921	7.9
Industries not classified	122	100.0	139	100.0	11,154	100.0
Mining, Quarrying, and Oil and Gas Extraction	103	90.4	1,771	78.5	136,158	72.7
Utilities	55	74.3	1,020	8.6	83,567	6.3
All industries	106,493	97.3	1,212,423	48.1	58,848,761	41.3

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

### About this profile

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