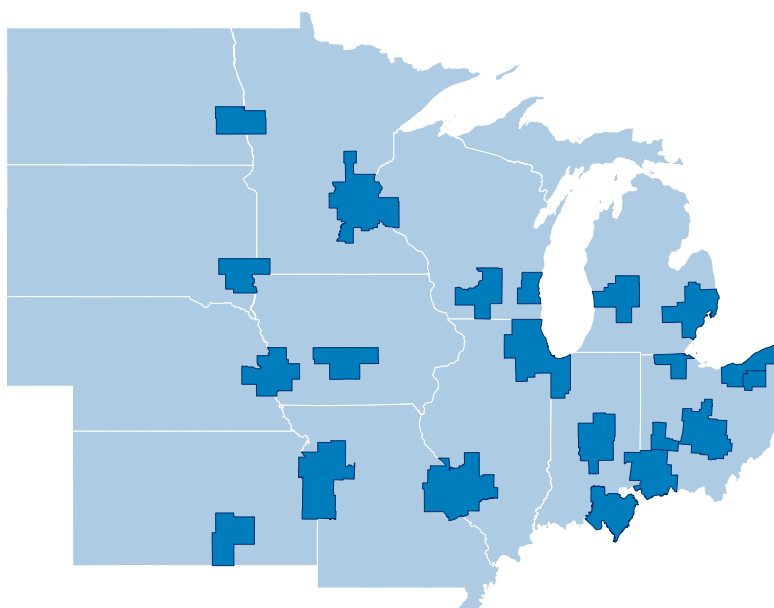


# Small Business Profiles for Major Metropolitan Areas of the



## Midwest 2025

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, Chief Counsel Casey Mulligan 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 and Senior Editor M. B. Humphrey.

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](https://advocacy.sba.gov/subscribe).

October 2025

# Table of Contents

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

# 2025 Small Business Profile

U.S. SMALL BUSINESS ADMINISTRATION

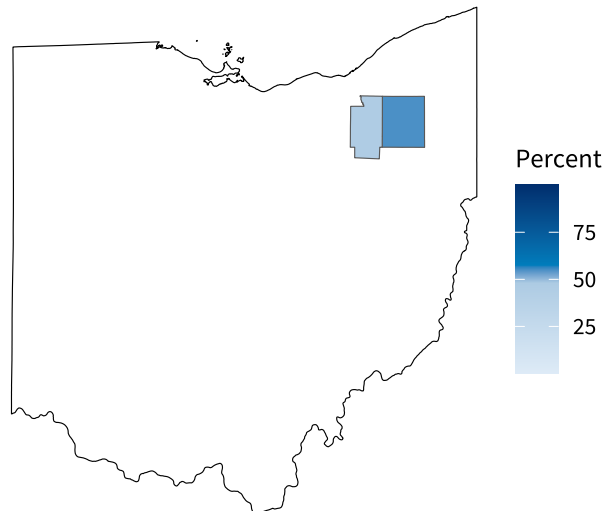
## OFFICE OF ADVOCACY

REGULATION • RESEARCH • OUTREACH

### Akron, Ohio

**67,279** small businesses  
**98.6 percent** of businesses

**141,492** small business employees  
**47.6 percent** of employees



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

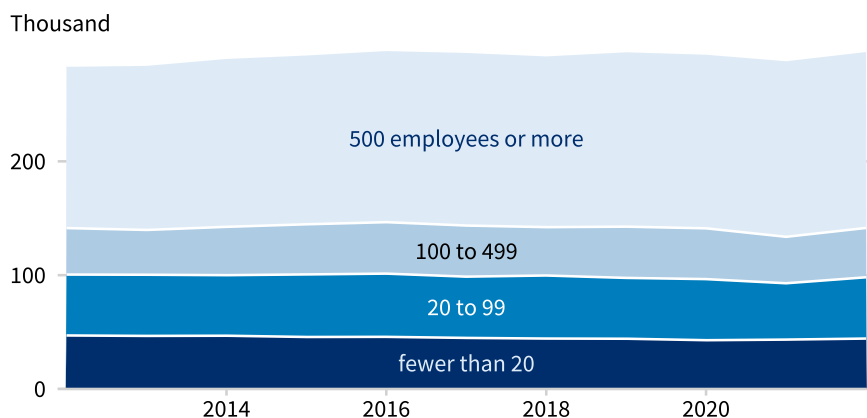
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

#### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 92.8 percent of metropolitan area employers and 47.6 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers fell from 12,603 to 12,365. During that period, total employment at small businesses rose from 141,379 to 141,492 employees.

#### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Professional, Scientific, and Technical Services, with **8,860** small businesses.

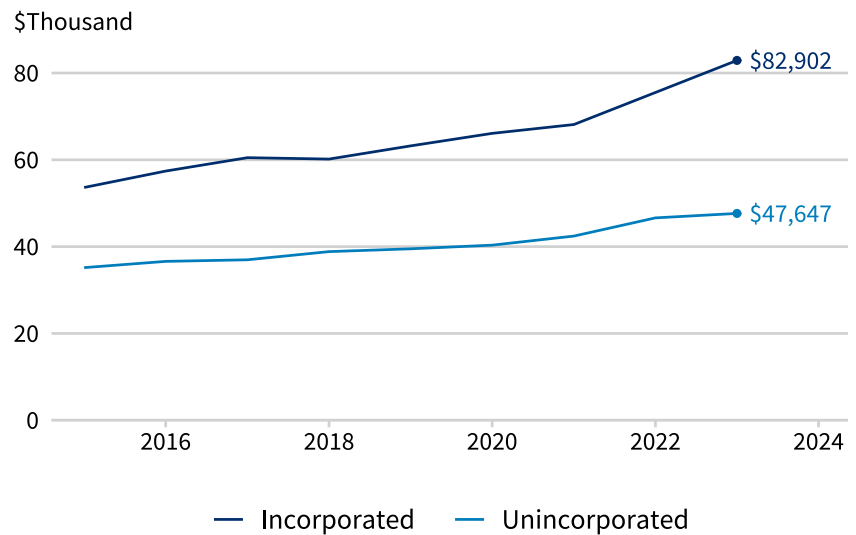
The metropolitan area industry with the most small business employment in 2022 was Manufacturing, with **22,372** employees.

## Self-employment





In 2023, 11.1 percent of private workers in the metropolitan area were self-employed, up from 10.3 percent in 2018. 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 \$82,902 in 2023, up 37.8 percent since 2018. The median income of the unincorporated self-employed was \$47,647 in 2023, up 22.6 percent since 2018. The median income for all private workers was \$56,294 in 2023, up 23.2 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 5-Year Data (Census)



## Small business count by size and industry

Industry	<div>  Without employees  1–19 employees  20–499 employees  All small businesses </div>			
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	7,313	1,395	152	8,860
Transportation and Warehousing	7,039	360	80	7,479
Other Services (except Public Administration)	5,302	1,483	125	6,910
Construction	5,551	1,199	119	6,869
Administrative, Support, and Waste Management	5,301	693	108	6,102
Real Estate and Rental and Leasing	5,399	505	46	5,950
Health Care and Social Assistance	4,322	896	267	5,485
Retail Trade	4,108	928	154	5,190
Arts, Entertainment, and Recreation	3,419	195	33	3,647
Accommodation and Food Services	1,088	829	321	2,238
Finance and Insurance	1,479	442	45	1,966
Educational Services	1,758	148	52	1,958
Wholesale Trade	901	591	214	1,706
Manufacturing	800	535	290	1,625
Information	697	118	25	840
Agriculture, Forestry, Fishing, and Hunting	277	13	0	290
Mining, Quarrying, and Oil and Gas Extraction	142	22	3	167
Utilities	18	*	*	21
Management of Companies and Enterprises	*	24	33	*
Industries not classified	*	8	0	*
All industries	54,914	10,376	1,989	67,279

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 47.9 percent of workers and owned 43.1 percent of businesses.

### Veterans



Veterans made up 3.9 percent of workers and owned 5.7 percent of businesses.

### Hispanics



Hispanics made up 2.2 percent of workers and owned 1.8 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	24,000	91.1	2,339	8.9	26,339
Male	29,000	77.5	8,413	22.5	37,413
Owned equally by both groups	1,100	53.9	940	46.1	2,040
Veteran	2,800	*	*	*	*
Not Veteran	51,000	82.3	10,974	17.7	61,974
Owned equally by both groups	200	*	*	*	*
Hispanic	1,100	88.8	139	11.2	1,239
Not Hispanic	53,000	82.2	11,513	17.8	64,513
Owned equally by both groups	20	*	*	*	*
Rural	6,900	83.8	1,330	16.2	8,230
Urban	46,000	80.2	11,331	19.8	57,331
American Indian and Alaska Native	300	93.2	22	6.8	322
Asian	2,500	82.6	527	17.4	3,027
Black or African American	7,800	94.9	418	5.1	8,218
Native Hawaiian and Other Pacific Islander	40	100.0	0	0.0	40
White	44,000	80.3	10,773	19.7	54,773
Hispanic or Racial Minority	11,500	91.5	1,072	8.5	12,572
White and Not Hispanic	42,500	80.1	10,543	19.9	53,043
Owned equally by both groups	90	54.2	76	45.8	166

\* Not available

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

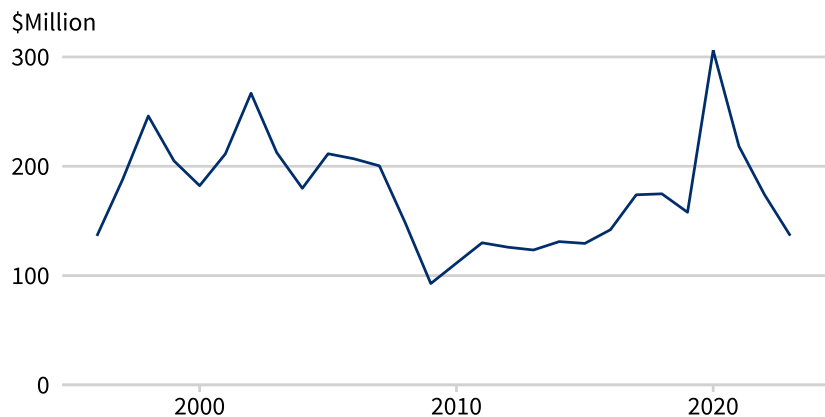
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$136.5 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$461.6 million. Total reported new lending to businesses through loans of \$100,000 or less was \$171.8 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	%
Manufacturing	22,372	57.3	825	89.4	1,318,241	53.8
Health Care and Social Assistance	19,049	37.6	1,163	91.5	810,904	29.0
Accommodation and Food Services	17,467	62.1	1,150	93.7	346,424	63.6
Professional, Scientific, and Technical Services	11,070	67.5	1,547	95.3	806,287	63.6
Retail Trade	10,946	30.3	1,082	83.7	567,852	42.9
Wholesale Trade	10,865	62.3	805	86.6	801,845	57.7
Other Services (except Public Administration)	10,617	84.8	1,608	97.3	346,774	78.3
Construction	10,487	81.8	1,318	98.8	782,918	78.3
Administrative, Support, and Waste Management	8,405	45.8	801	92.2	333,826	43.6
Transportation and Warehousing	5,401	34.5	440	88.4	236,212	31.6
Educational Services	4,673	86.2	200	95.7	204,900	87.2
Finance and Insurance	2,634	29.4	487	83.7	189,250	26.8
Arts, Entertainment, and Recreation	2,607	66.4	228	96.2	71,441	63.8
Real Estate and Rental and Leasing	2,454	76.1	551	94.3	125,381	74.9
Information	1,512	30.5	143	80.8	91,568	25.8
Management of Companies and Enterprises	659	3.3	57	51.8	52,033	3.2
Mining, Quarrying, and Oil and Gas Extraction	169	100.0	25	100.0	11,850	100.0
Agriculture, Forestry, Fishing, and Hunting	56	93.3	13	92.9	1,803	81.5
Utilities	33	1.0	3	42.9	2,573	0.6
Industries not classified	16	100.0	8	100.0	456	100.0
All industries	141,492	47.6	12,365	92.8	7,102,538	43.5

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say “Source of original data,” values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](#) for additional resources.

# 2025 Small Business Profile

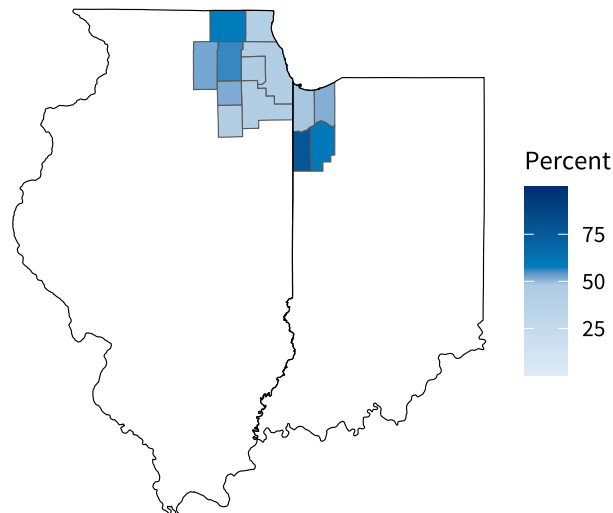
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## Chicago-Naperville-Elgin

**1.1 million** small businesses  
**99.6 percent** of businesses

**1.9 million** small business employees  
**44.6 percent** of employees



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

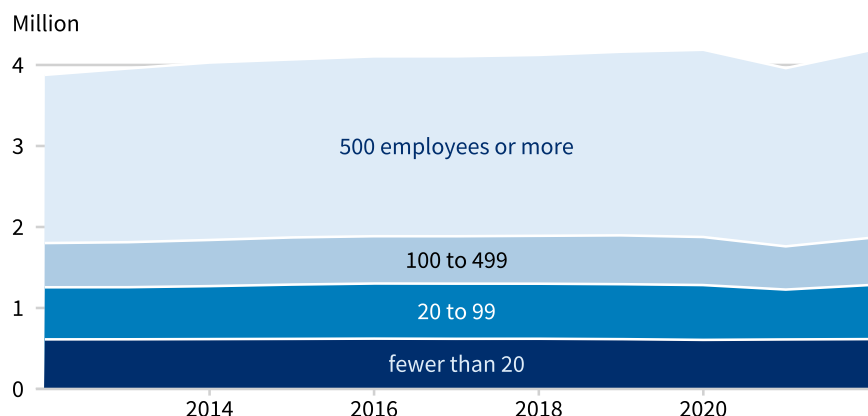
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 97.9 percent of metropolitan area employers and 44.6 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 192,168 to 200,613. During that period, total employment at small businesses rose from 1.8 million to 1.9 million employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Transportation and Warehousing, with **190,641** small businesses.

The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **255,608** employees.

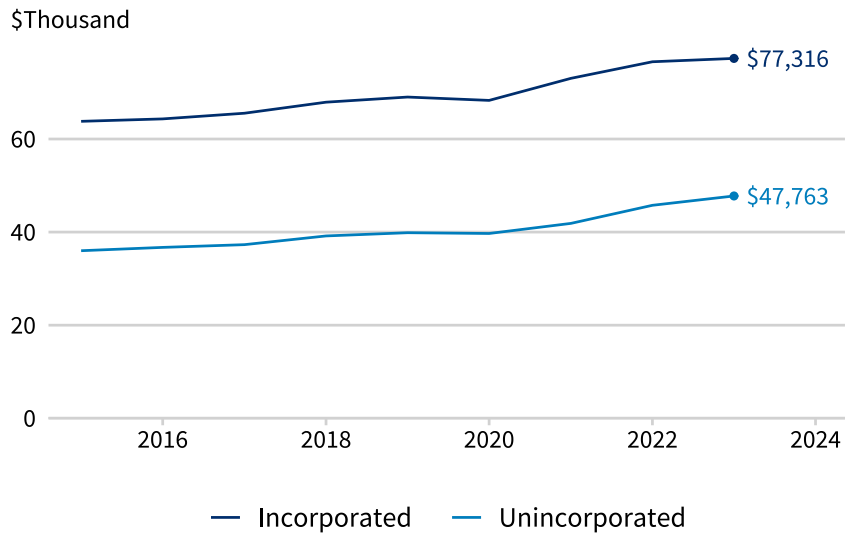


## Self-employment

In 2023, 11.9 percent of private workers in the metropolitan area were self-employed, up from 10.7 percent in 2018. The percent self-employed included 6.0 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$77,316 in 2023, up 13.9 percent since 2018. The median income of the unincorporated self-employed was \$47,763 in 2023, up 21.9 percent since 2018. The median income for all private workers was \$66,397 in 2023, up 28.1 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 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	174,522	15,044	1,075	190,641
Professional, Scientific, and Technical Services	117,711	28,181	2,379	148,271
Other Services (except Public Administration)	89,922	19,731	1,615	111,268
Real Estate and Rental and Leasing	86,117	8,531	553	95,201
Construction	72,743	20,973	1,453	95,169
Health Care and Social Assistance	69,795	18,499	2,709	91,003
Administrative, Support, and Waste Management	73,726	10,104	1,393	85,223
Retail Trade	61,507	14,167	1,538	77,212
Arts, Entertainment, and Recreation	48,701	3,102	474	52,277
Accommodation and Food Services	17,445	12,942	3,558	33,945
Educational Services	28,386	2,694	735	31,815
Finance and Insurance	22,690	7,594	777	31,061
Wholesale Trade	12,660	8,295	2,000	22,955
Manufacturing	8,950	5,685	2,372	17,007
Information	10,786	2,085	375	13,246
Agriculture, Forestry, Fishing, and Hunting	2,097	104	7	2,208
Utilities	216	81	15	312
Mining, Quarrying, and Oil and Gas Extraction	103	46	8	157
Management of Companies and Enterprises	*	122	369	*
Industries not classified	*	135	0	*
All industries	898,077	177,996	22,617	1,098,690

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 47.0 percent of workers and owned 43.0 percent of businesses.

### Veterans



Veterans made up 2.5 percent of workers and owned 2.9 percent of businesses.

### Hispanics



Hispanics made up 22.1 percent of workers and owned 14.3 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	376,000	89.8	42,934	10.2	418,934
Male	475,000	79.2	124,727	20.8	599,727
Owned equally by both groups	17,500	52.3	15,942	47.7	33,442
Veteran	21,500	79.6	5,502	20.4	27,002
Not Veteran	845,000	82.7	176,453	17.3	1,021,453
Owned equally by both groups	1,500	47.7	1,647	52.3	3,147
Hispanic	130,000	88.4	17,128	11.6	147,128
Not Hispanic	736,000	81.7	165,358	18.3	901,358
Owned equally by both groups	1,600	58.9	1,116	41.1	2,716
Rural	20,000	78.5	5,479	21.5	25,479
Urban	851,000	82.4	181,572	17.6	1,032,572
American Indian and Alaska Native	5,900	79.2	1,551	20.8	7,451
Asian	95,500	81.2	22,170	18.8	117,670
Black or African American	165,000	96.7	5,607	3.3	170,607
Native Hawaiian and Other Pacific Islander	1,000	83.7	195	16.3	1,195
White	612,000	79.9	154,236	20.1	766,236
Hispanic or Racial Minority	370,000	89.2	44,983	10.8	414,983
White and Not Hispanic	495,000	78.4	136,575	21.6	631,575
Owned equally by both groups	3,000	59.5	2,044	40.5	5,044

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

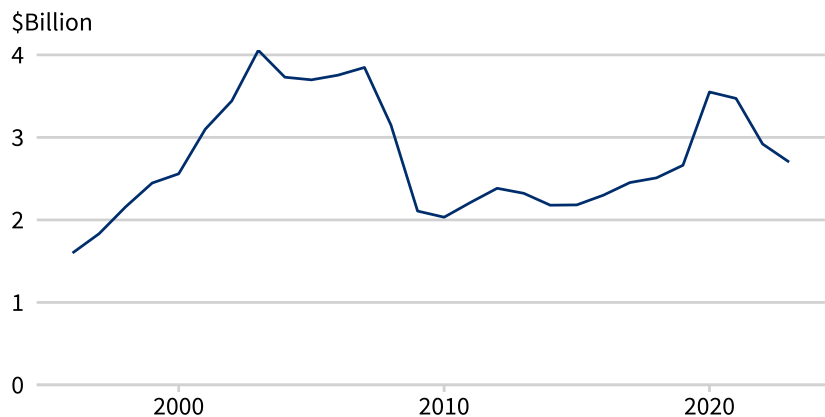
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$2.7 billion in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$8.5 billion. Total reported new lending to businesses through loans of \$100,000 or less was \$3.1 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	255,608	40.7	21,208	98.3	13,356,249	36.5
Accommodation and Food Services	234,937	61.8	16,500	98.5	6,576,673	62.2
Professional, Scientific, and Technical Services	197,972	50.1	30,560	97.9	19,878,261	41.5
Manufacturing	178,624	48.6	8,057	93.1	11,913,794	44.3
Other Services (except Public Administration)	149,986	84.2	21,346	99.1	7,032,018	77.6
Construction	135,661	78.2	22,426	99.4	11,527,780	74.7
Retail Trade	132,519	31.5	15,705	97.0	6,409,207	40.7
Wholesale Trade	126,400	49.9	10,295	93.2	10,814,731	43.8
Administrative, Support, and Waste Management	116,843	42.9	11,497	96.3	6,917,118	44.1
Transportation and Warehousing	78,150	29.9	16,119	97.8	4,409,976	29.4
Finance and Insurance	67,089	24.5	8,371	94.7	9,944,227	26.7
Educational Services	57,472	39.1	3,429	97.5	2,414,572	31.4
Real Estate and Rental and Leasing	44,223	61.8	9,084	98.0	3,568,769	61.8
Arts, Entertainment, and Recreation	40,279	62.7	3,576	97.9	2,093,711	62.0
Information	31,519	32.2	2,460	90.8	3,077,704	25.3
Management of Companies and Enterprises	14,110	8.3	491	46.9	1,547,418	6.7
Utilities	755	4.0	96	78.0	74,686	2.9
Agriculture, Forestry, Fishing, and Hunting	471	100.0	111	100.0	24,983	100.0
Mining, Quarrying, and Oil and Gas Extraction	386	37.0	54	83.1	40,460	38.5
Industries not classified	191	100.0	135	100.0	8,501	100.0
All industries	1,863,195	44.6	200,613	97.9	121,630,838	39.3

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say "Source of original data," values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](https://advocacy.sba.gov) for additional resources.

# 2025 Small Business Profile

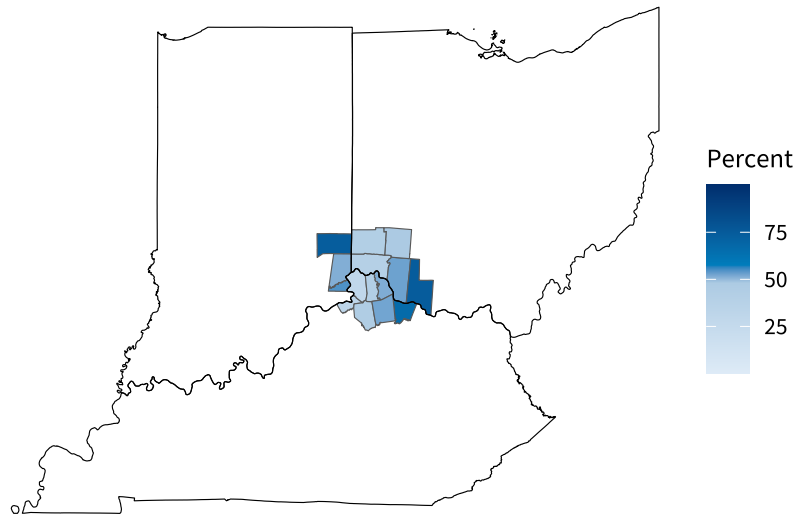
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## Cincinnati

**201,790** small businesses  
**99.0 percent** of businesses

**419,320** small business employees  
**41.8 percent** of employees



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

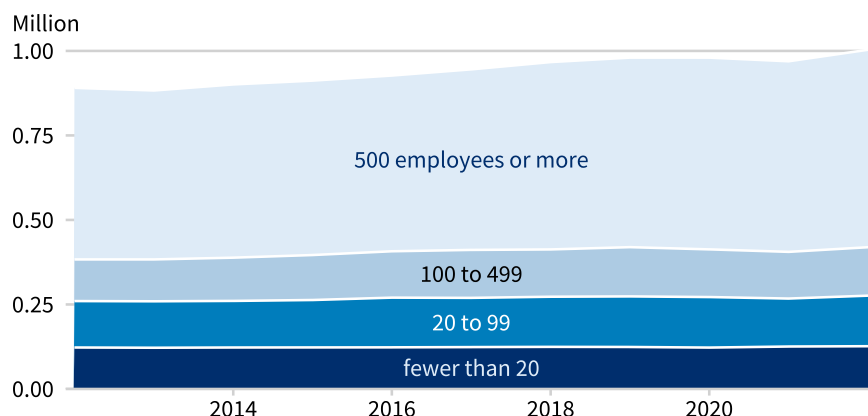
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 94.1 percent of metropolitan area employers and 41.8 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 33,798 to 34,327. During that period, total employment at small businesses rose from 383,185 to 419,320 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Professional, Scientific, and Technical Services, with **28,055** small businesses.

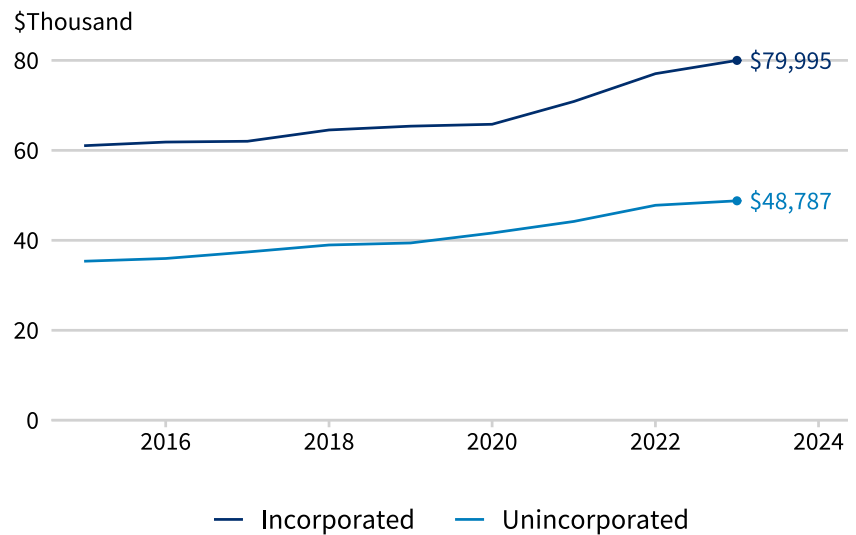
The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **58,822** employees.

## Self-employment





In 2023, 10.2 percent of private workers in the metropolitan area were self-employed, up from 9.4 percent in 2018. The percent self-employed included 3.9 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$79,995 in 2023, up 24.0 percent since 2018. The median income of the unincorporated self-employed was \$48,787 in 2023, up 25.2 percent since 2018. The median income for all private workers was \$61,369 in 2023, up 25.5 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 5-Year Data (Census)



## Small business count by size and industry

Industry	<div>  Without employees  1–19 employees  20–499 employees  All small businesses </div>			
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	23,707	3,863	485	28,055
Transportation and Warehousing	23,941	956	226	25,123
Construction	16,887	3,580	447	20,914
Real Estate and Rental and Leasing	17,936	1,632	145	19,713
Other Services (except Public Administration)	15,535	3,721	416	19,672
Administrative, Support, and Waste Management	14,819	1,764	317	16,900
Retail Trade	11,987	3,013	412	15,412
Health Care and Social Assistance	11,619	2,783	698	15,100
Arts, Entertainment, and Recreation	10,626	564	142	11,332
Accommodation and Food Services	3,162	2,337	919	6,418
Educational Services	5,678	399	164	6,241
Finance and Insurance	4,270	1,298	152	5,720
Wholesale Trade	2,189	1,370	503	4,062
Manufacturing	2,175	1,125	577	3,877
Information	2,082	302	76	2,460
Agriculture, Forestry, Fishing, and Hunting	768	31	0	799
Utilities	51	21	8	80
Mining, Quarrying, and Oil and Gas Extraction	31	10	9	50
Management of Companies and Enterprises	*	22	113	*
Industries not classified	*	24	0	*
All industries	167,463	28,786	5,541	201,790

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 47.4 percent of workers and owned 43.5 percent of businesses.

### Veterans



Veterans made up 4.1 percent of workers and owned 5.6 percent of businesses.

### Hispanics



Hispanics made up 3.1 percent of workers and owned 3.3 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	71,000	91.1	6,969	8.9	77,969
Male	89,500	81.3	20,618	18.7	110,118
Owned equally by both groups	3,800	56.8	2,896	43.2	6,696
Veteran	8,400	*	*	*	*
Not Veteran	155,000	84.4	28,633	15.6	183,633
Owned equally by both groups	600	53.2	528	46.8	1,128
Hispanic	5,700	91.0	563	9.0	6,263
Not Hispanic	159,000	84.2	29,842	15.8	188,842
Owned equally by both groups	150	65.5	79	34.5	229
Rural	24,000	85.1	4,214	14.9	28,214
Urban	135,000	82.7	28,193	17.3	163,193
American Indian and Alaska Native	950	94.3	57	5.7	1,007
Asian	8,900	79.2	2,339	20.8	11,239
Black or African American	21,500	95.6	984	4.4	22,484
Native Hawaiian and Other Pacific Islander	150	91.5	14	8.5	164
White	135,000	83.2	27,205	16.8	162,205
Hispanic or Racial Minority	36,000	90.3	3,871	9.7	39,871
White and Not Hispanic	128,000	82.9	26,456	17.1	154,456
Owned equally by both groups	400	71.8	157	28.2	557

\* Not available

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

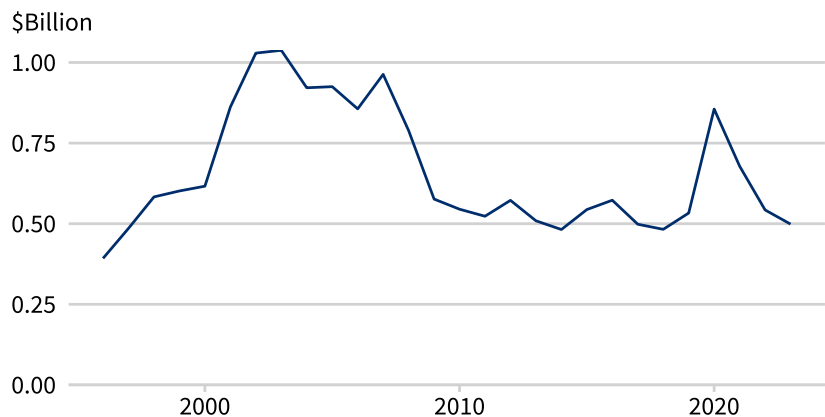
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$498.7 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$1.6 billion. Total reported new lending to businesses through loans of \$100,000 or less was \$554.4 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	58,822	38.2	3,481	94.6	2,887,153	30.0
Accommodation and Food Services	58,398	57.2	3,256	95.4	1,204,334	56.7
Manufacturing	44,776	39.1	1,702	87.6	2,906,702	33.6
Construction	38,076	83.9	4,027	98.3	2,583,220	79.4
Professional, Scientific, and Technical Services	36,205	60.1	4,348	95.3	3,004,986	51.2
Other Services (except Public Administration)	32,242	81.8	4,137	97.8	1,130,082	77.3
Retail Trade	30,468	29.7	3,425	90.9	1,256,043	35.4
Administrative, Support, and Waste Management	27,587	40.9	2,081	91.7	1,284,795	40.6
Wholesale Trade	26,747	45.4	1,873	85.0	2,099,148	44.5
Transportation and Warehousing	13,332	23.5	1,182	85.9	687,640	21.2
Finance and Insurance	11,642	20.5	1,450	87.4	1,033,422	17.4
Educational Services	11,044	58.9	563	95.7	420,125	56.5
Arts, Entertainment, and Recreation	11,029	51.0	706	96.1	608,643	57.9
Real Estate and Rental and Leasing	9,812	69.0	1,777	94.9	606,816	64.4
Information	5,520	31.7	378	80.8	440,759	28.2
Management of Companies and Enterprises	2,857	4.1	135	45.5	259,420	4.2
Mining, Quarrying, and Oil and Gas Extraction	358	75.2	19	86.4	25,190	75.3
Utilities	297	12.9	29	74.4	25,004	9.8
Agriculture, Forestry, Fishing, and Hunting	93	100.0	31	100.0	2,460	100.0
Industries not classified	15	100.0	24	100.0	635	100.0
All industries	419,320	41.8	34,327	94.1	22,466,577	36.0

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say “Source of original data,” values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](#) for additional resources.



# 2025 Small Business Profile

U.S. SMALL BUSINESS ADMINISTRATION

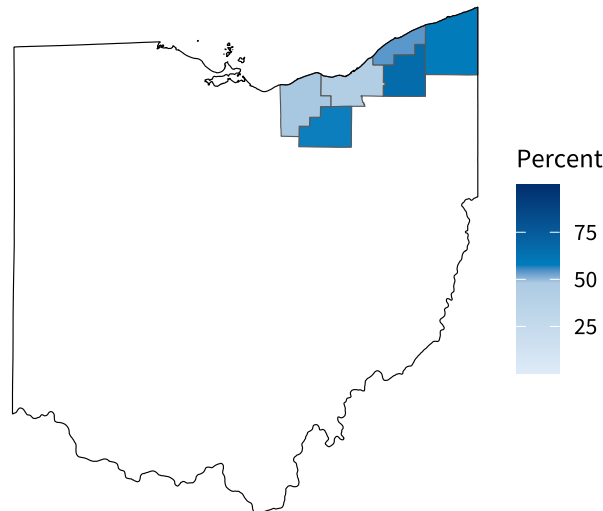
## OFFICE OF ADVOCACY

REGULATION • RESEARCH • OUTREACH

### Cleveland, Ohio

**222,838** small businesses  
**99.2 percent** of businesses

**438,464** small business employees  
**46.3 percent** of employees



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

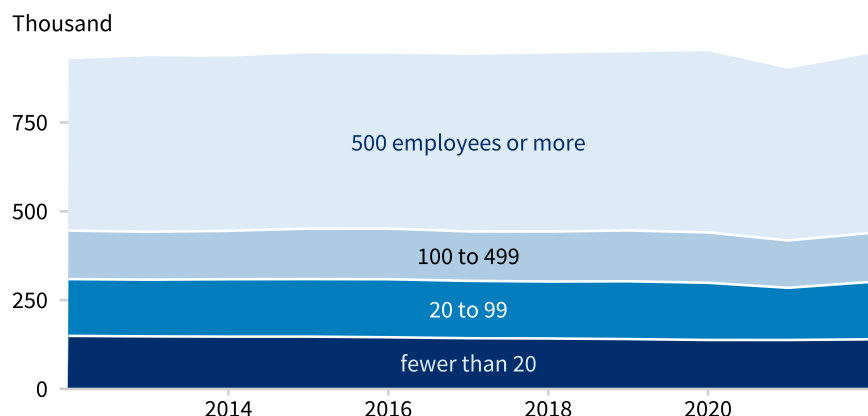
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

#### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 95.5 percent of metropolitan area employers and 46.3 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers fell from 41,378 to 39,451. During that period, total employment at small businesses fell from 445,720 to 438,464 employees.

#### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Professional, Scientific, and Technical Services, with **29,280** small businesses.

The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **63,218** employees.

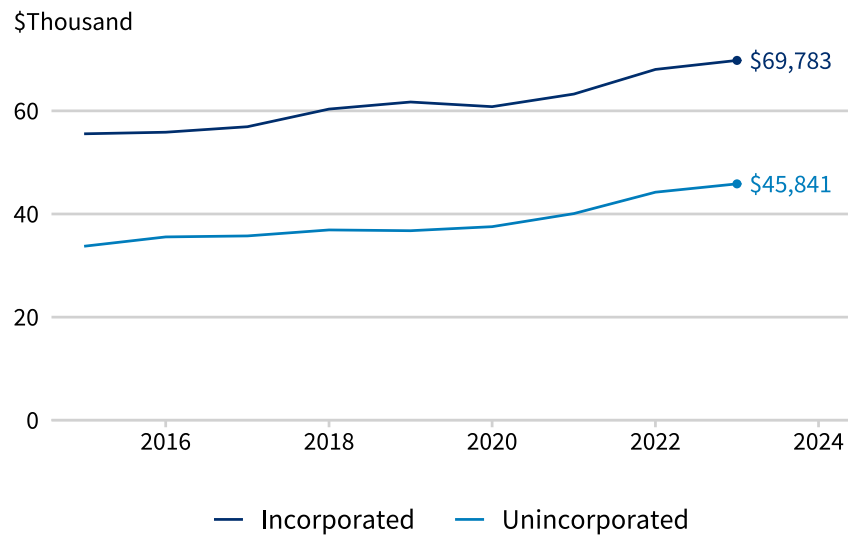


## Self-employment

In 2023, 11.4 percent of private workers in the metropolitan area were self-employed, up from 10.6 percent in 2018. 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 \$69,783 in 2023, up 15.6 percent since 2018. The median income of the unincorporated self-employed was \$45,841 in 2023, up 24.2 percent since 2018. The median income for all private workers was \$57,362 in 2023, up 23.5 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 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	24,252	4,568	460	29,280
Transportation and Warehousing	24,390	1,149	197	25,736
Construction	18,959	3,749	371	23,079
Other Services (except Public Administration)	17,871	4,281	383	22,535
Real Estate and Rental and Leasing	18,952	1,714	128	20,794
Administrative, Support, and Waste Management	17,647	2,350	334	20,331
Health Care and Social Assistance	14,611	3,182	712	18,505
Retail Trade	12,195	3,420	390	16,005
Arts, Entertainment, and Recreation	10,756	625	114	11,495
Accommodation and Food Services	4,018	2,798	909	7,725
Finance and Insurance	4,991	1,521	144	6,656
Educational Services	5,867	439	197	6,503
Manufacturing	2,829	1,700	851	5,380
Wholesale Trade	2,685	1,847	514	5,046
Information	2,101	343	66	2,510
Agriculture, Forestry, Fishing, and Hunting	1,004	47	1	1,052
Mining, Quarrying, and Oil and Gas Extraction	204	26	1	231
Utilities	55	12	7	74
Management of Companies and Enterprises	*	48	112	*
Industries not classified	*	26	0	*
All industries	183,387	33,805	5,646	222,838

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 48.8 percent of workers and owned 43.6 percent of businesses.

### Veterans



Veterans made up 3.7 percent of workers and owned 5.1 percent of businesses.

### Hispanics



Hispanics made up 5.8 percent of workers and owned 4.3 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	79,500	91.0	7,871	9.0	87,371
Male	96,500	79.4	25,080	20.6	121,580
Owned equally by both groups	3,600	54.5	3,001	45.5	6,601
Veteran	8,000	80.7	1,919	19.3	9,919
Not Veteran	171,000	83.6	33,526	16.4	204,526
Owned equally by both groups	500	49.7	506	50.3	1,006
Hispanic	8,400	92.6	671	7.4	9,071
Not Hispanic	171,000	82.9	35,222	17.1	206,222
Owned equally by both groups	150	71.8	59	28.2	209
Rural	24,500	85.2	4,251	14.8	28,751
Urban	153,000	81.8	34,011	18.2	187,011
American Indian and Alaska Native	1,100	92.9	84	7.1	1,184
Asian	6,100	77.3	1,790	22.7	7,890
Black or African American	33,000	96.1	1,329	3.9	34,329
Native Hawaiian and Other Pacific Islander	150	*	*	*	*
White	142,000	81.3	32,742	18.7	174,742
Hispanic or Racial Minority	46,500	92.5	3,780	7.5	50,280
White and Not Hispanic	132,000	80.5	31,939	19.5	163,939
Owned equally by both groups	400	63.3	232	36.7	632

\* Not available

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

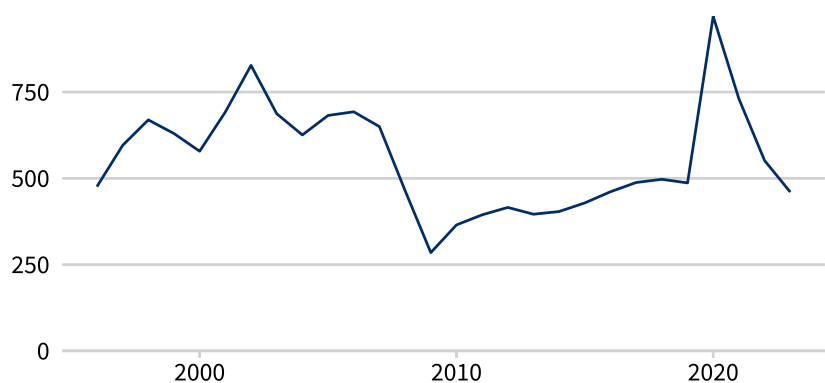
## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$460.4 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$1.5 billion. Total reported new lending to businesses through loans of \$100,000 or less was \$585.1 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	63,218	33.5	3,894	95.5	2,513,489	20.8
Manufacturing	61,737	50.1	2,551	92.5	3,888,749	46.5
Accommodation and Food Services	53,945	63.2	3,707	96.4	1,162,323	62.8
Professional, Scientific, and Technical Services	34,982	59.6	5,028	95.9	2,917,663	57.5
Construction	32,801	85.5	4,120	98.7	2,300,985	79.4
Other Services (except Public Administration)	32,650	88.4	4,664	98.5	1,141,413	84.8
Retail Trade	32,264	30.1	3,810	92.6	1,444,443	37.6
Administrative, Support, and Waste Management	31,113	54.3	2,684	94.8	1,479,040	46.7
Wholesale Trade	28,453	57.4	2,361	90.0	2,168,541	52.9
Educational Services	15,528	54.2	636	97.1	545,396	49.2
Transportation and Warehousing	12,133	45.7	1,346	90.9	637,456	38.9
Finance and Insurance	11,020	21.1	1,665	89.5	1,067,139	19.4
Real Estate and Rental and Leasing	10,783	71.9	1,842	95.9	680,434	69.3
Arts, Entertainment, and Recreation	9,327	57.4	739	95.8	331,195	25.9
Information	5,053	19.5	409	83.5	447,319	28.0
Management of Companies and Enterprises	2,806	8.7	160	52.8	351,872	9.4
Utilities	301	9.7	19	67.9	21,351	6.8
Agriculture, Forestry, Fishing, and Hunting	226	100.0	48	100.0	8,205	100.0
Mining, Quarrying, and Oil and Gas Extraction	92	19.9	27	81.8	6,667	26.8
Industries not classified	32	100.0	26	100.0	885	100.0
All industries	438,464	46.3	39,451	95.5	23,114,565	39.2

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say “Source of original data,” values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](#) for additional resources.

# 2025 Small Business Profile

U.S. SMALL BUSINESS ADMINISTRATION

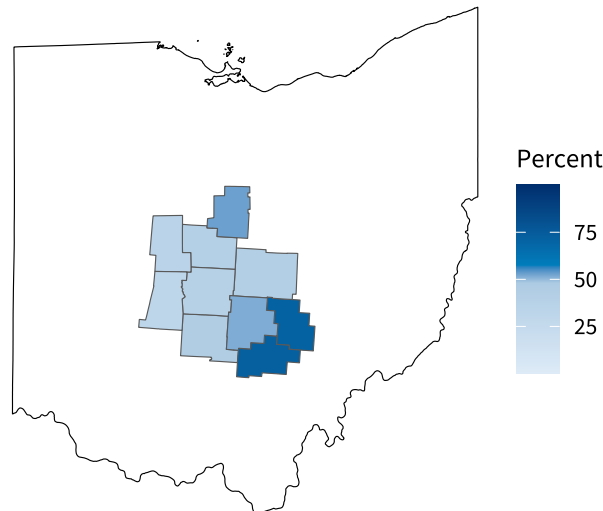
## OFFICE OF ADVOCACY

REGULATION • RESEARCH • OUTREACH

### Columbus, Ohio

**220,943** small businesses  
**99.1 percent** of businesses

**378,100** small business employees  
**40.5 percent** of employees



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

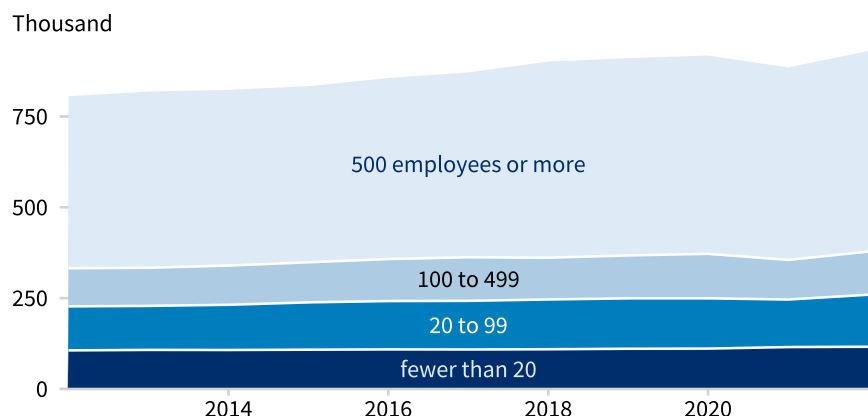
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

#### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 93.9 percent of metropolitan area employers and 40.5 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 28,817 to 32,709. During that period, total employment at small businesses rose from 332,214 to 378,100 employees.

#### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Transportation and Warehousing, with **34,077** small businesses.

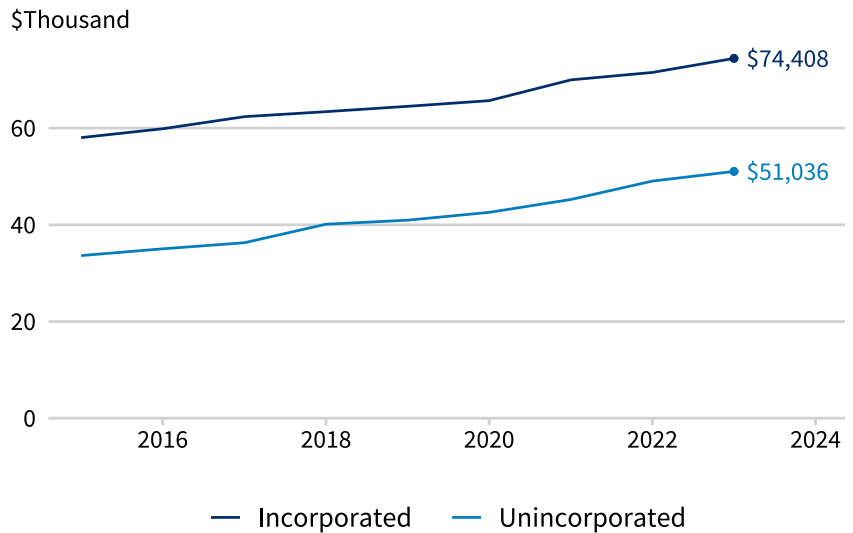
The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **69,221** employees.

## Self-employment

In 2023, 11.1 percent of private workers in the metropolitan area were self-employed, up from 10.3 percent in 2018. 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 \$74,408 in 2023, up 17.4 percent since 2018. The median income of the unincorporated self-employed was \$51,036 in 2023, up 27.2 percent since 2018. The median income for all private workers was \$60,044 in 2023, up 29.0 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 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	32,876	1,003	198	34,077
Professional, Scientific, and Technical Services	24,417	4,256	507	29,180
Other Services (except Public Administration)	18,408	3,321	401	22,130
Construction	17,117	3,052	404	20,573
Real Estate and Rental and Leasing	18,260	1,742	154	20,156
Health Care and Social Assistance	15,628	3,055	889	19,572
Administrative, Support, and Waste Management	16,258	1,670	319	18,247
Retail Trade	12,666	2,588	370	15,624
Arts, Entertainment, and Recreation	10,602	552	127	11,281
Accommodation and Food Services	3,818	2,352	863	7,033
Educational Services	5,964	426	146	6,536
Finance and Insurance	4,110	1,217	161	5,488
Wholesale Trade	2,247	1,037	383	3,667
Manufacturing	2,238	791	321	3,350
Information	2,285	313	63	2,661
Agriculture, Forestry, Fishing, and Hunting	890	41	3	934
Mining, Quarrying, and Oil and Gas Extraction	385	47	6	438
Utilities	65	21	15	101
Management of Companies and Enterprises	*	26	101	*
Industries not classified	*	35	0	*
All industries	188,234	27,521	5,188	220,943

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 47.4 percent of workers and owned 42.9 percent of businesses.

### Veterans



Veterans made up 4.2 percent of workers and owned 5.7 percent of businesses.

### Hispanics



Hispanics made up 4.1 percent of workers and owned 4.9 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	79,000	92.7	6,229	7.3	85,229
Male	102,000	84.0	19,407	16.0	121,407
Owned equally by both groups	3,600	58.7	2,529	41.3	6,129
Veteran	8,700	83.6	1,703	16.4	10,403
Not Veteran	175,000	87.0	26,111	13.0	201,111
Owned equally by both groups	600	*	*	*	*
Hispanic	9,500	93.0	718	7.0	10,218
Not Hispanic	175,000	86.5	27,398	13.5	202,398
Owned equally by both groups	150	75.4	49	24.6	199
Rural	28,000	88.8	3,517	11.2	31,517
Urban	147,000	84.6	26,852	15.4	173,852
American Indian and Alaska Native	1,300	*	*	*	*
Asian	10,500	81.2	2,428	18.8	12,928
Black or African American	42,000	96.4	1,558	3.6	43,558
Native Hawaiian and Other Pacific Islander	300	98.7	4	1.3	304
White	134,000	84.7	24,159	15.3	158,159
Hispanic or Racial Minority	60,500	92.7	4,734	7.3	65,234
White and Not Hispanic	123,000	84.2	23,167	15.8	146,167
Owned equally by both groups	550	67.7	262	32.3	812

\* Not available

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

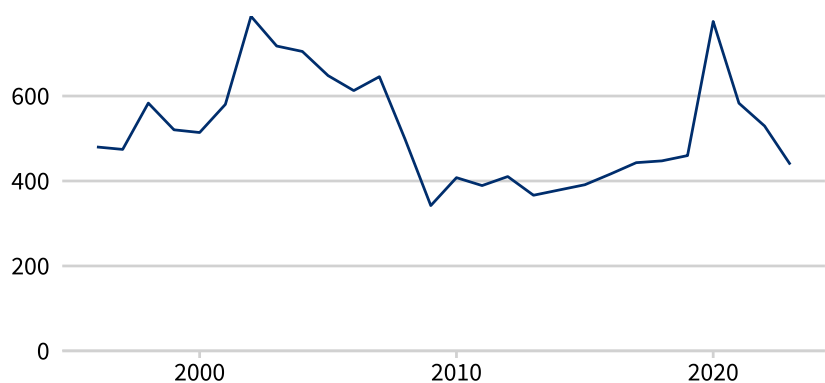
## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$438.7 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$1.2 billion. Total reported new lending to businesses through loans of \$100,000 or less was \$554.8 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	69,221	41.6	3,944	95.3	2,920,266	31.5
Accommodation and Food Services	52,867	56.1	3,215	94.8	1,189,456	57.1
Professional, Scientific, and Technical Services	36,071	56.0	4,763	95.5	2,927,526	50.0
Other Services (except Public Administration)	31,085	80.5	3,722	97.8	1,172,265	73.4
Construction	30,680	70.2	3,456	97.8	2,218,232	65.6
Retail Trade	26,784	26.2	2,958	89.2	1,166,375	30.0
Administrative, Support, and Waste Management	24,561	42.2	1,989	90.9	1,233,583	44.1
Manufacturing	24,196	33.6	1,112	86.5	1,381,618	30.5
Wholesale Trade	18,450	46.1	1,420	82.9	1,389,499	47.0
Transportation and Warehousing	13,023	18.5	1,201	86.3	653,184	15.1
Educational Services	10,935	57.2	572	95.3	388,504	53.7
Real Estate and Rental and Leasing	10,886	60.2	1,896	95.5	675,921	56.2
Arts, Entertainment, and Recreation	10,201	71.2	679	96.3	392,678	77.2
Finance and Insurance	9,981	13.7	1,378	86.4	910,672	12.0
Information	4,800	28.3	376	82.6	439,773	28.0
Management of Companies and Enterprises	2,820	8.1	127	44.7	218,982	6.1
Utilities	985	15.3	36	72.0	92,847	10.0
Mining, Quarrying, and Oil and Gas Extraction	349	73.5	53	96.4	22,312	68.5
Agriculture, Forestry, Fishing, and Hunting	174	100.0	44	100.0	5,518	100.0
Industries not classified	31	100.0	35	100.0	1,823	100.0
All industries	378,100	40.5	32,709	93.9	19,401,034	34.2

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say "Source of original data," values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](https://advocacy.sba.gov) for additional resources.



# 2025 Small Business Profile

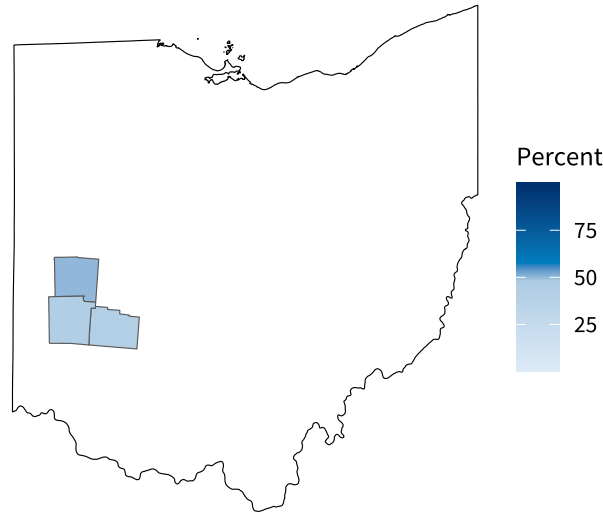
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## Dayton-Kettering-Beavercreek

**68,049** small businesses  
**98.4 percent** of businesses

**140,308** small business employees  
**43.8 percent** of employees



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

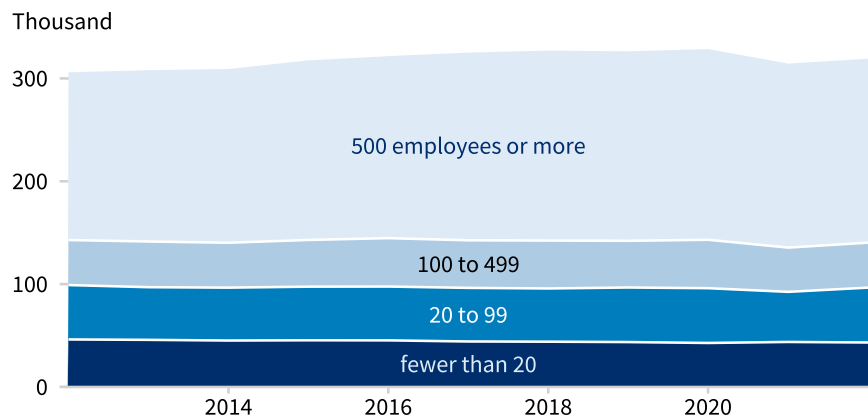
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 91.4 percent of metropolitan area employers and 43.8 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers fell from 11,955 to 11,573. During that period, total employment at small businesses fell from 142,847 to 140,308 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Transportation and Warehousing, with **9,185** small businesses.

The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **23,349** employees.

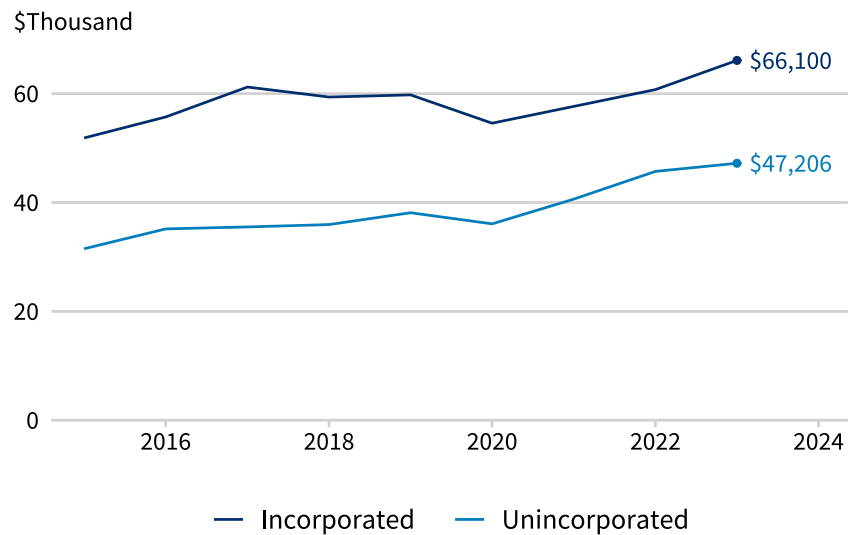


## Self-employment

In 2023, 10.4 percent of private workers in the metropolitan area were self-employed, up from 9.9 percent in 2018. The percent self-employed included 3.6 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$66,100 in 2023, up 11.3 percent since 2018. The median income of the unincorporated self-employed was \$47,206 in 2023, up 31.3 percent since 2018. The median income for all private workers was \$54,170 in 2023, up 27.6 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 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	8,869	256	60	9,185
Professional, Scientific, and Technical Services	6,585	1,141	209	7,935
Other Services (except Public Administration)	6,147	1,445	140	7,732
Construction	5,543	1,013	134	6,690
Real Estate and Rental and Leasing	5,539	481	66	6,086
Health Care and Social Assistance	4,598	964	346	5,908
Retail Trade	4,310	1,107	177	5,594
Administrative, Support, and Waste Management	4,867	600	115	5,582
Arts, Entertainment, and Recreation	3,194	169	43	3,406
Accommodation and Food Services	1,129	764	286	2,179
Educational Services	1,836	150	56	2,042
Finance and Insurance	1,343	436	57	1,836
Manufacturing	802	500	252	1,554
Wholesale Trade	745	376	141	1,262
Information	679	105	17	801
Agriculture, Forestry, Fishing, and Hunting	263	3	1	267
Mining, Quarrying, and Oil and Gas Extraction	9	7	2	18
Management of Companies and Enterprises	*	8	31	*
Industries not classified	*	9	0	*
Utilities	18	*	*	*
All industries	56,476	9,520	2,053	68,049

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 47.5 percent of workers and owned 45.3 percent of businesses.

### Veterans



Veterans made up 6.9 percent of workers and owned 7.6 percent of businesses.

### Hispanics



Hispanics made up 3.1 percent of workers and owned 2.8 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	25,500	91.9	2,256	8.1	27,756
Male	29,000	80.5	7,025	19.5	36,025
Owned equally by both groups	1,300	61.5	813	38.5	2,113
Veteran	4,000	86.8	607	13.2	4,607
Not Veteran	51,500	84.6	9,351	15.4	60,851
Owned equally by both groups	250	64.8	136	35.2	386
Hispanic	1,600	89.8	182	10.2	1,782
Not Hispanic	54,000	84.5	9,880	15.5	63,880
Owned equally by both groups	30	48.4	32	51.6	62
Rural	8,000	86.9	1,202	13.1	9,202
Urban	46,000	82.3	9,911	17.7	55,911
American Indian and Alaska Native	450	93.2	33	6.8	483
Asian	2,300	76.7	700	23.3	3,000
Black or African American	9,300	94.4	547	5.6	9,847
Native Hawaiian and Other Pacific Islander	70	92.1	6	7.9	76
White	44,500	83.4	8,879	16.6	53,379
Hispanic or Racial Minority	13,000	90.0	1,452	10.0	14,452
White and Not Hispanic	42,500	83.2	8,597	16.8	51,097
Owned equally by both groups	150	76.9	45	23.1	195

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

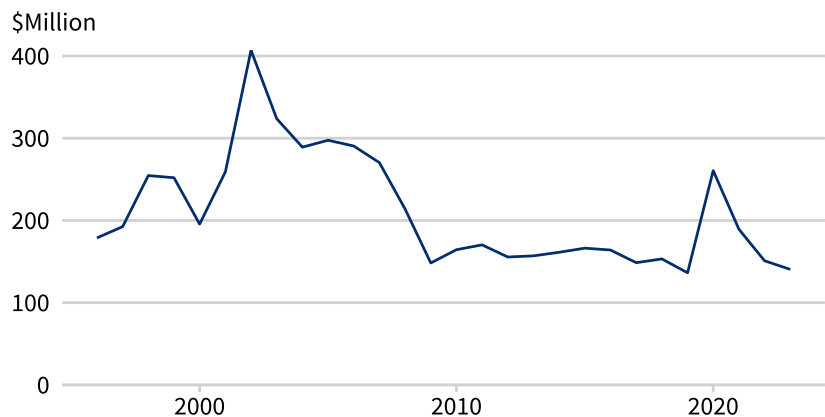
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$140.5 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$467.3 million. Total reported new lending to businesses through loans of \$100,000 or less was \$158.6 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	23,349	35.5	1,310	91.0	1,161,656	28.6
Manufacturing	19,222	43.4	752	89.3	1,159,852	37.8
Accommodation and Food Services	18,108	51.7	1,050	91.0	362,968	52.8
Professional, Scientific, and Technical Services	14,151	56.7	1,350	92.8	1,122,476	52.2
Retail Trade	11,468	29.7	1,284	85.1	460,954	36.1
Construction	11,118	89.2	1,147	97.9	730,698	87.4
Other Services (except Public Administration)	11,060	84.1	1,585	97.0	360,808	76.5
Administrative, Support, and Waste Management	8,066	58.9	715	89.5	319,677	56.9
Wholesale Trade	6,098	48.8	517	81.0	422,385	45.7
Educational Services	3,928	31.0	206	93.6	129,226	31.4
Transportation and Warehousing	2,997	23.0	316	82.7	144,433	20.9
Finance and Insurance	2,888	27.1	493	86.3	202,830	20.9
Arts, Entertainment, and Recreation	2,738	72.5	212	98.1	77,203	81.7
Real Estate and Rental and Leasing	2,609	68.3	547	92.4	139,757	67.7
Information	1,560	24.0	122	75.8	106,213	18.6
Management of Companies and Enterprises	702	8.7	39	42.9	51,572	8.5
Mining, Quarrying, and Oil and Gas Extraction	176	69.8	9	75.0	12,312	72.7
Agriculture, Forestry, Fishing, and Hunting	12	100.0	4	100.0	734	100.0
Industries not classified	11	100.0	9	100.0	414	100.0
All industries	140,308	43.8	11,573	91.4	6,970,590	39.4

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

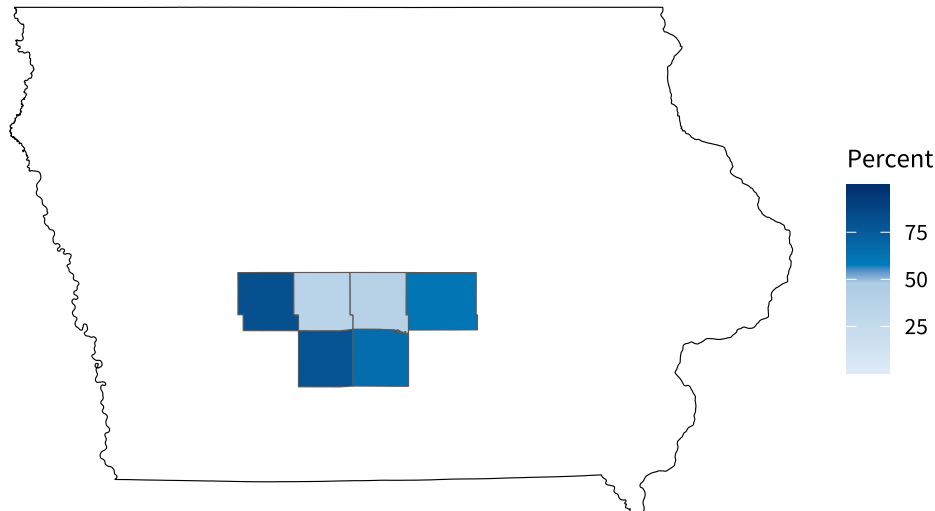
### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say "Source of original data," values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](https://advocacy.sba.gov) for additional resources.

## Des Moines-West Des Moines

**69,828** small businesses  
**98.4 percent** of businesses

**143,483** small business employees  
**40.9 percent** of employees



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

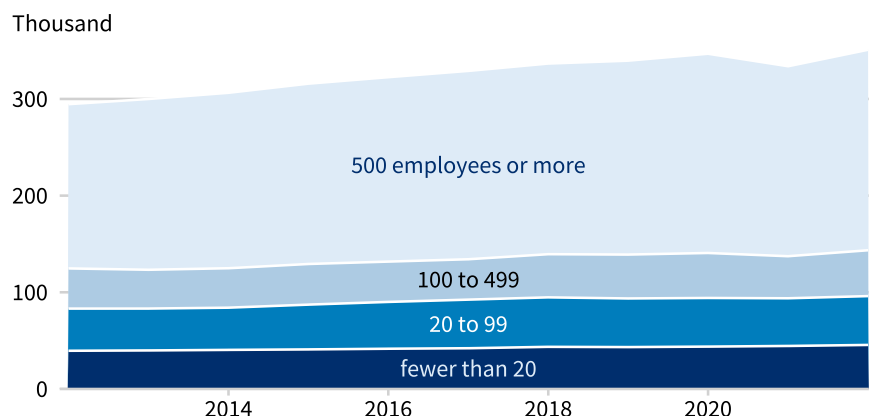
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 92.5 percent of metropolitan area employers and 40.9 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 11,694 to 13,966. During that period, total employment at small businesses rose from 124,712 to 143,483 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Professional, Scientific, and Technical Services, with **8,911** small businesses.

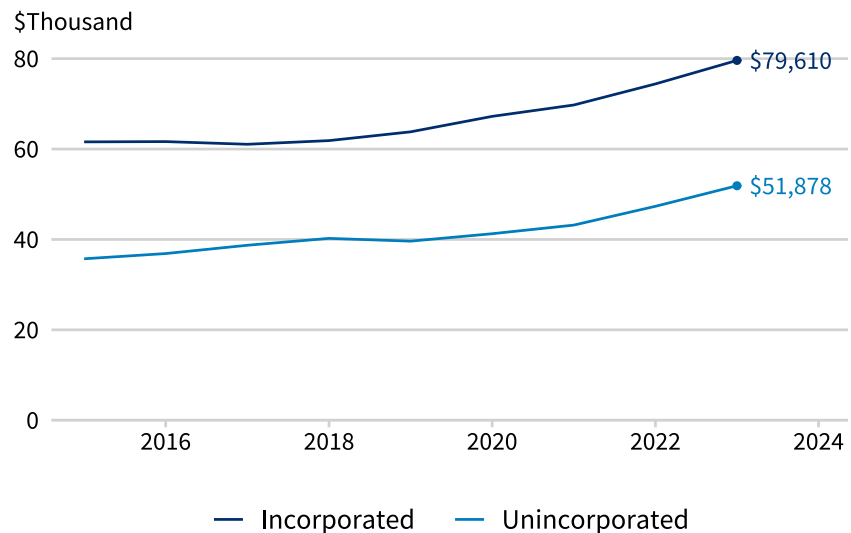
The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **21,391** employees.

## Self-employment





In 2023, 11.5 percent of private workers in the metropolitan area were self-employed, up from 10.4 percent in 2018. 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 \$79,610 in 2023, up 28.7 percent since 2018. The median income of the unincorporated self-employed was \$51,878 in 2023, up 28.9 percent since 2018. The median income for all private workers was \$61,934 in 2023, up 22.8 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 5-Year Data (Census)



## Small business count by size and industry

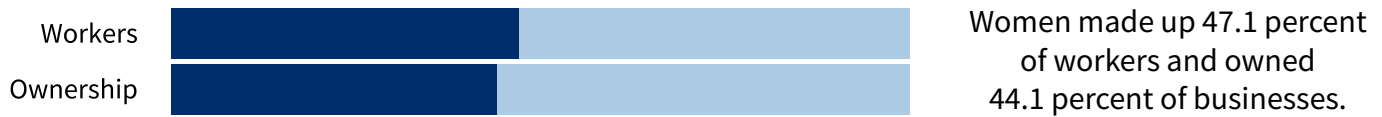
Industry	<div>  Without employees  1–19 employees  20–499 employees  All small businesses </div>			
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	7,066	1,659	186	8,911
Construction	6,306	1,706	205	8,217
Real Estate and Rental and Leasing	6,209	826	66	7,101
Other Services (except Public Administration)	5,283	1,636	155	7,074
Transportation and Warehousing	6,497	344	85	6,926
Health Care and Social Assistance	4,552	1,145	263	5,960
Retail Trade	4,556	930	168	5,654
Administrative, Support, and Waste Management	4,359	750	113	5,222
Arts, Entertainment, and Recreation	3,446	252	43	3,741
Finance and Insurance	1,995	698	112	2,805
Accommodation and Food Services	1,057	892	293	2,242
Educational Services	1,715	173	38	1,926
Wholesale Trade	778	433	226	1,437
Manufacturing	679	282	94	1,055
Information	740	150	35	925
Agriculture, Forestry, Fishing, and Hunting	549	37	4	590
Utilities	66	5	2	73
Mining, Quarrying, and Oil and Gas Extraction	9	3	1	13
Management of Companies and Enterprises	*	20	52	*
Industries not classified	*	7	0	*
All industries	55,862	11,933	2,033	69,828

\* Not reported by the Census Bureau

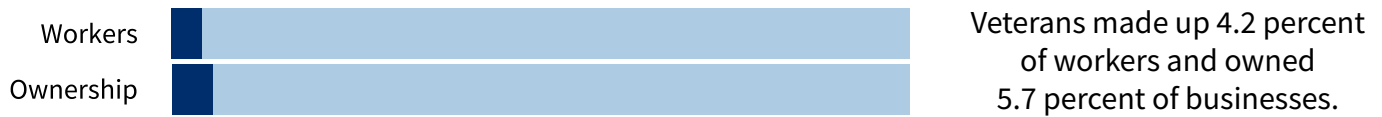
Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



### Veterans



### Hispanics



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	23,500	89.6	2,739	10.4	26,239
Male	29,500	78.8	7,950	21.2	37,450
Owned equally by both groups	1,700	51.3	1,615	48.7	3,315
Veteran	2,800	84.2	527	15.8	3,327
Not Veteran	51,500	81.7	11,559	18.3	63,059
Owned equally by both groups	250	53.5	217	46.5	467
Hispanic	3,600	87.9	496	12.1	4,096
Not Hispanic	51,000	81.4	11,689	18.6	62,689
Owned equally by both groups	80	*	*	*	*
Rural	8,800	83.4	1,749	16.6	10,549
Urban	42,500	78.9	11,396	21.1	53,896
American Indian and Alaska Native	350	89.5	41	10.5	391
Asian	2,900	84.4	538	15.6	3,438
Black or African American	3,900	96.9	123	3.1	4,023
Native Hawaiian and Other Pacific Islander	60	98.4	1	1.6	61
White	48,000	80.6	11,587	19.4	59,587
Hispanic or Racial Minority	10,500	89.9	1,176	10.1	11,676
White and Not Hispanic	44,000	80.1	10,956	19.9	54,956
Owned equally by both groups	200	53.8	172	46.2	372

\* Not available

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

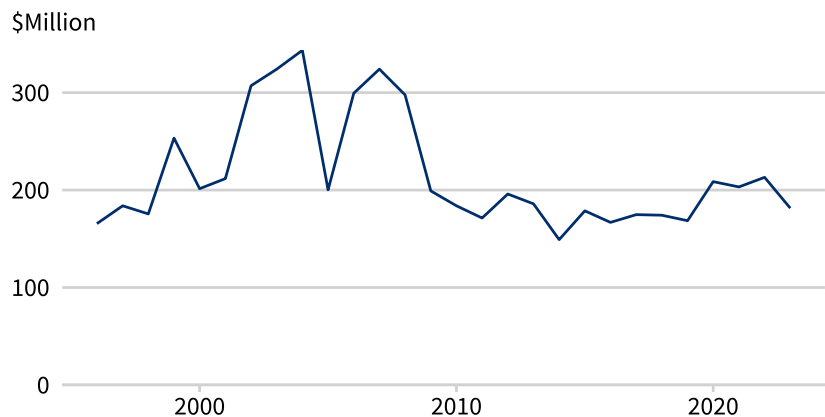
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$181.5 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$529.3 million. Total reported new lending to businesses through loans of \$100,000 or less was \$164.9 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	21,391	45.5	1,408	93.7	1,066,510	39.0
Accommodation and Food Services	19,603	65.9	1,185	93.7	435,475	63.8
Construction	15,544	76.0	1,911	98.1	1,137,430	71.0
Professional, Scientific, and Technical Services	13,093	52.5	1,845	94.5	1,104,252	52.8
Other Services (except Public Administration)	11,752	88.3	1,791	97.8	478,107	84.9
Retail Trade	10,542	24.7	1,098	82.8	480,259	34.1
Administrative, Support, and Waste Management	8,681	43.4	863	90.4	422,943	39.7
Manufacturing	8,316	35.9	376	86.6	472,828	31.7
Wholesale Trade	8,298	44.0	659	77.9	600,799	44.9
Finance and Insurance	7,937	14.2	810	85.2	764,686	13.3
Transportation and Warehousing	4,405	27.8	429	85.3	241,494	26.4
Real Estate and Rental and Leasing	3,898	69.5	892	95.1	238,439	65.6
Arts, Entertainment, and Recreation	3,096	71.1	295	95.2	76,849	79.7
Educational Services	2,895	40.0	211	94.6	78,530	35.0
Information	2,147	25.9	185	78.7	166,921	25.2
Management of Companies and Enterprises	1,515	13.0	72	55.4	123,835	11.3
Agriculture, Forestry, Fishing, and Hunting	211	87.2	41	97.6	14,303	86.3
Utilities	109	6.7	7	53.8	7,071	3.3
Mining, Quarrying, and Oil and Gas Extraction	49	30.8	4	66.7	2,921	26.5
Industries not classified	1	100.0	7	100.0	108	100.0
All industries	143,483	40.9	13,966	92.5	7,913,760	35.4

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say "Source of original data," values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](https://advocacy.sba.gov) for additional resources.



# 2025 Small Business Profile

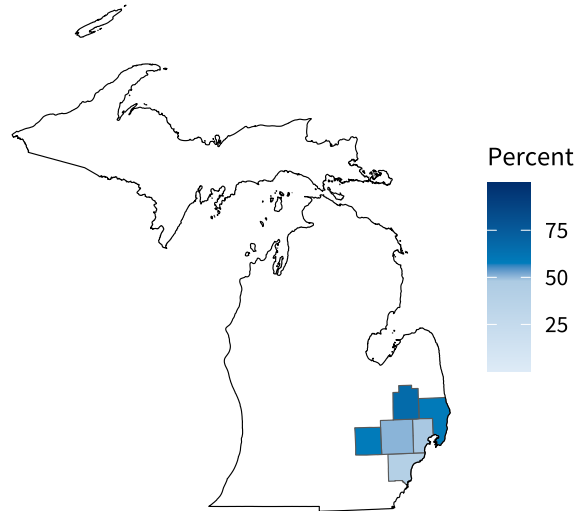
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## Detroit-Warren-Dearborn

**480,449** small businesses  
**99.5 percent** of businesses

**840,230** small business employees  
**47.2 percent** of employees



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

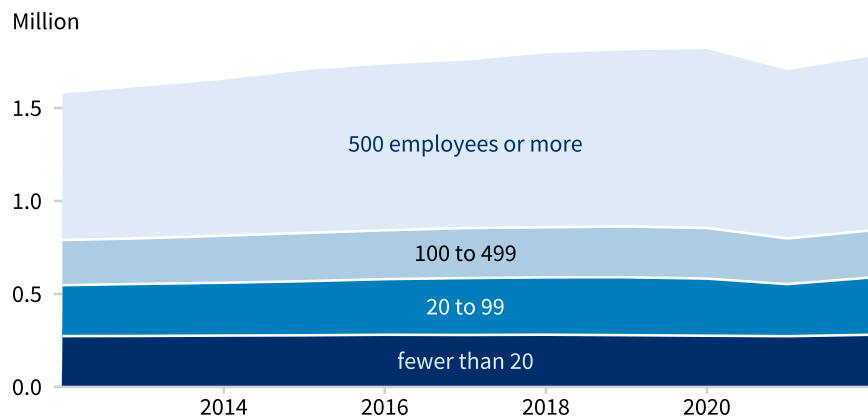
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 97.2 percent of metropolitan area employers and 47.2 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 76,870 to 80,656. During that period, total employment at small businesses rose from 789,986 to 840,230 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Miscellaneous Services, with **62,018** small businesses.

The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **125,090** employees.

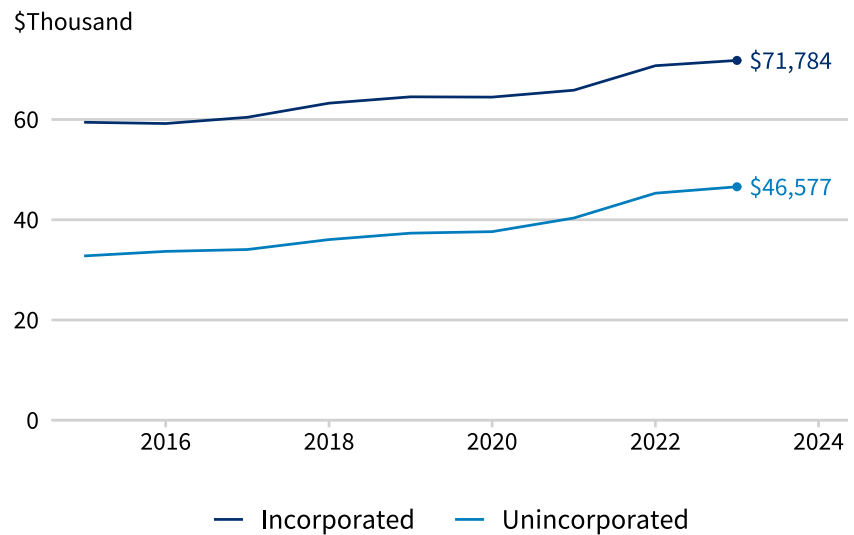


## Self-employment

In 2023, 10.7 percent of private workers in the metropolitan area were self-employed, up from 9.9 percent in 2018. 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 \$71,784 in 2023, up 13.5 percent since 2018. The median income of the unincorporated self-employed was \$46,577 in 2023, up 29.2 percent since 2018. The median income for all private workers was \$63,035 in 2023, up 24.2 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 5-Year Data (Census)



## Small business count by size and industry

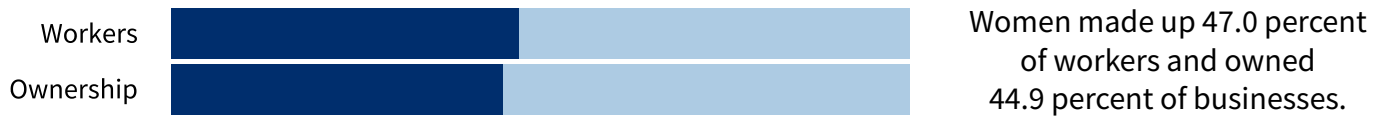
Industry	Without employees	1–19 employees	20–499 employees	All small businesses
Other Services (except Public Administration)	53,136	8,247	635	62,018
Professional, Scientific, and Technical Services	47,291	9,352	1,057	57,700
Transportation and Warehousing	52,871	3,363	385	56,619
Real Estate and Rental and Leasing	42,389	2,881	236	45,506
Construction	36,664	7,616	669	44,949
Administrative, Support, and Waste Management	38,967	4,205	626	43,798
Health Care and Social Assistance	34,202	8,180	1,398	43,780
Retail Trade	27,223	8,957	844	37,024
Arts, Entertainment, and Recreation	18,922	1,063	210	20,195
Accommodation and Food Services	10,166	5,337	1,675	17,178
Educational Services	11,273	808	211	12,292
Finance and Insurance	9,083	2,846	294	12,223
Wholesale Trade	6,033	3,172	858	10,063
Manufacturing	5,614	3,204	1,241	10,059
Information	4,467	931	139	5,537
Agriculture, Forestry, Fishing, and Hunting	1,110	58	5	1,173
Mining, Quarrying, and Oil and Gas Extraction	278	24	5	307
Utilities	104	25	4	133
Management of Companies and Enterprises	*	70	216	*
Industries not classified	*	90	0	*
All industries	399,793	70,379	10,277	480,449

\* Not reported by the Census Bureau

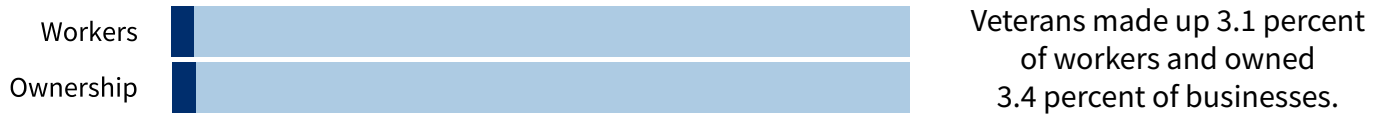
Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



### Veterans



### Hispanics



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	180,000	92.6	14,361	7.4	194,361
Male	203,000	79.3	53,082	20.7	256,082
Owned equally by both groups	8,100	57.9	5,898	42.1	13,998
Veteran	12,000	84.7	2,168	15.3	14,168
Not Veteran	379,000	84.3	70,524	15.7	449,524
Owned equally by both groups	850	56.7	650	43.3	1,500
Hispanic	14,500	91.3	1,380	8.7	15,880
Not Hispanic	376,000	84.0	71,770	16.0	447,770
Owned equally by both groups	300	61.0	192	39.0	492
Rural	27,000	84.9	4,806	15.1	31,806
Urban	361,000	83.6	70,770	16.4	431,770
American Indian and Alaska Native	3,400	91.6	313	8.4	3,713
Asian	24,500	81.6	5,530	18.4	30,030
Black or African American	95,500	97.2	2,797	2.8	98,297
Native Hawaiian and Other Pacific Islander	450	92.0	39	8.0	489
White	275,000	80.9	64,997	19.1	339,997
Hispanic or Racial Minority	134,000	93.1	9,944	6.9	143,944
White and Not Hispanic	256,000	80.3	62,750	19.7	318,750
Owned equally by both groups	1,100	63.0	647	37.0	1,747

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

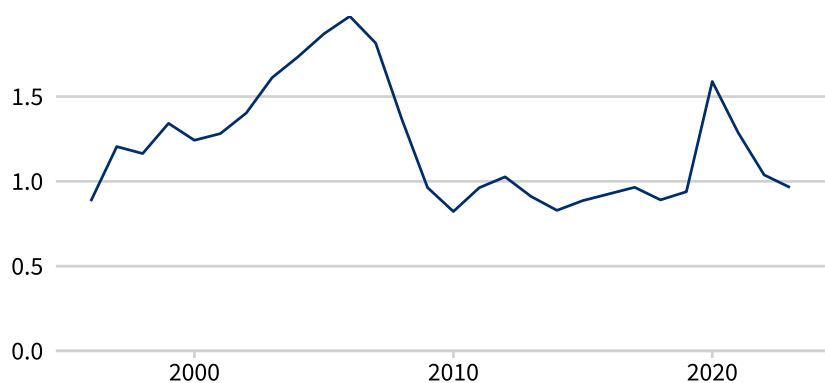
## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$963.9 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$3.0 billion. Total reported new lending to businesses through loans of \$100,000 or less was \$1.3 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	125,090	45.2	9,578	98.2	6,153,450	39.8
Accommodation and Food Services	103,505	64.6	7,012	97.9	2,282,343	62.0
Manufacturing	99,338	42.7	4,445	93.9	6,498,808	39.0
Professional, Scientific, and Technical Services	88,778	42.3	10,409	96.7	7,622,166	35.8
Retail Trade	79,137	39.0	9,801	96.4	3,381,970	44.4
Construction	61,938	82.0	8,285	99.2	4,866,988	79.3
Other Services (except Public Administration)	58,243	83.6	8,882	98.8	2,168,579	76.6
Administrative, Support, and Waste Management	54,684	51.8	4,831	95.7	2,828,463	49.2
Wholesale Trade	47,769	50.8	4,030	91.3	4,074,352	49.8
Transportation and Warehousing	26,663	36.9	3,748	95.2	1,442,149	34.4
Finance and Insurance	24,756	25.0	3,140	93.4	1,972,800	21.7
Real Estate and Rental and Leasing	18,400	63.2	3,117	97.0	1,115,102	60.5
Educational Services	17,244	71.6	1,019	96.7	663,103	68.5
Arts, Entertainment, and Recreation	16,162	70.5	1,273	98.0	1,049,445	74.5
Information	11,380	33.9	1,070	89.8	837,850	26.2
Management of Companies and Enterprises	6,141	9.9	286	52.0	595,749	8.0
Agriculture, Forestry, Fishing, and Hunting	462	100.0	63	100.0	19,659	100.0
Mining, Quarrying, and Oil and Gas Extraction	324	59.4	29	85.3	25,936	55.4
Industries not classified	115	100.0	90	100.0	5,959	100.0
Utilities	101	1.0	29	70.7	8,449	0.6
All industries	840,230	47.2	80,656	97.2	47,613,320	40.6

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say "Source of original data," values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](https://advocacy.sba.gov) for additional resources.

# 2025 Small Business Profile

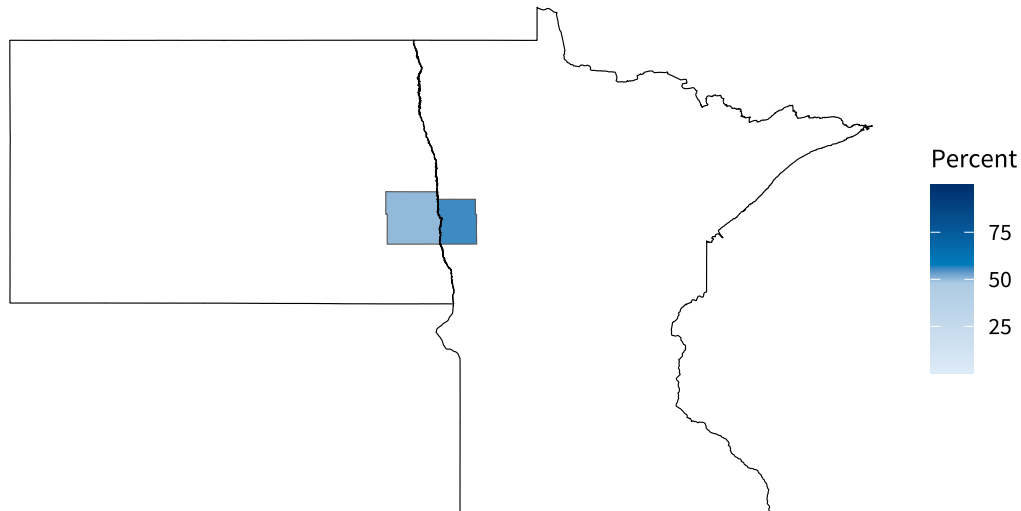
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## Fargo

**24,952** small businesses  
**97.9 percent** of businesses

**63,143** small business employees  
**50.7 percent** of employees



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

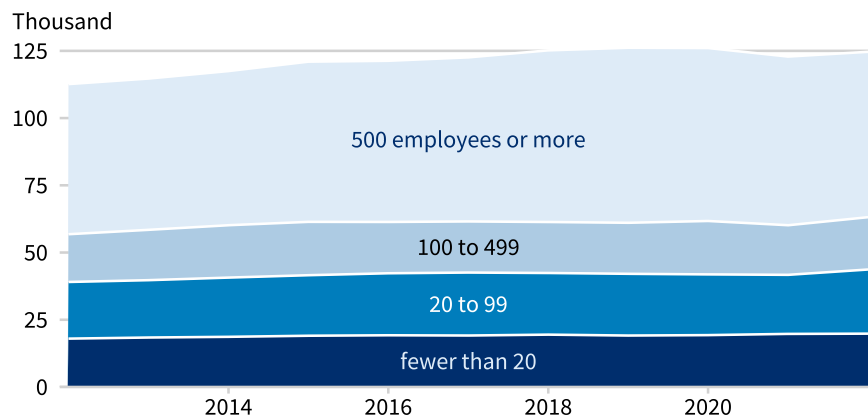
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 91.3 percent of metropolitan area employers and 50.7 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 5,013 to 5,630. During that period, total employment at small businesses rose from 56,806 to 63,143 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Real Estate and Rental and Leasing, with **3,511** small businesses.

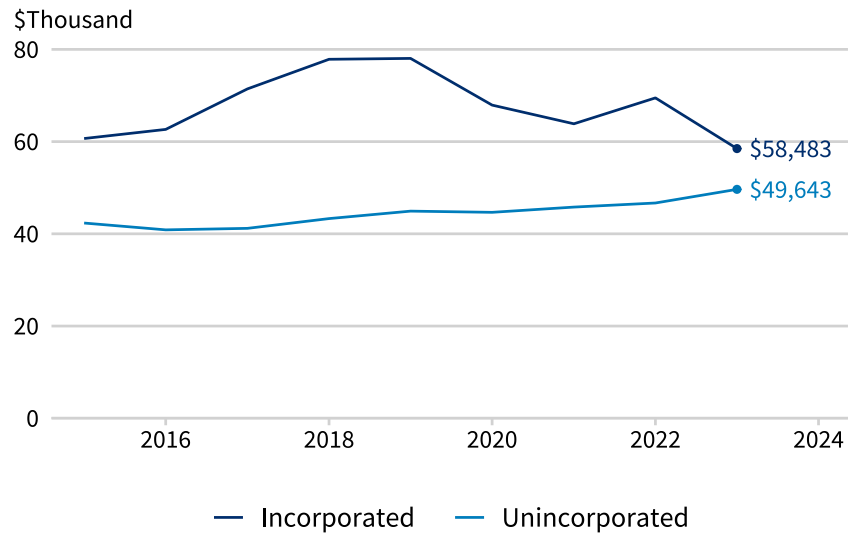
The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **8,620** employees.

## Self-employment





In 2023, 11.1 percent of private workers in the metropolitan area were self-employed, up from 10.0 percent in 2018. 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 \$58,483 in 2023, down 24.9 percent since 2018. The median income of the unincorporated self-employed was \$49,643 in 2023, up 14.6 percent since 2018. The median income for all private workers was \$56,757 in 2023, up 25.0 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 5-Year Data (Census)



## Small business count by size and industry

Industry	<div>  Without employees  1–19 employees  20–499 employees  All small businesses </div>			
	Without employees	1–19 employees	20–499 employees	All small businesses
Real Estate and Rental and Leasing	3,147	333	31	3,511
Transportation and Warehousing	2,626	208	39	2,873
Professional, Scientific, and Technical Services	2,173	487	88	2,748
Construction	1,420	813	104	2,337
Other Services (except Public Administration)	1,660	608	60	2,328
Retail Trade	1,639	397	109	2,145
Health Care and Social Assistance	1,512	440	123	2,075
Administrative, Support, and Waste Management	1,270	291	45	1,606
Arts, Entertainment, and Recreation	1,328	104	24	1,456
Finance and Insurance	711	270	41	1,022
Educational Services	634	42	15	691
Accommodation and Food Services	277	266	141	684
Wholesale Trade	285	183	123	591
Manufacturing	227	127	58	412
Information	189	54	16	259
Agriculture, Forestry, Fishing, and Hunting	205	15	1	221
Mining, Quarrying, and Oil and Gas Extraction	15	*	*	18
Management of Companies and Enterprises	*	11	14	*
Industries not classified	*	5	1	*
Utilities	4	*	*	*
All industries	19,322	4,651	979	24,952

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 47.1 percent of workers and owned 40.1 percent of businesses.

### Veterans



Veterans made up 3.5 percent of workers and owned 6.3 percent of businesses.

### Hispanics



Hispanics made up 3.0 percent of workers and owned NA percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	7,500	88.2	1,007	11.8	8,507
Male	11,000	75.5	3,568	24.5	14,568
Owned equally by both groups	600	47.6	660	52.4	1,260
Veteran	1,000	81.0	234	19.0	1,234
Not Veteran	17,500	78.2	4,869	21.8	22,369
Owned equally by both groups	150	53.2	132	46.8	282
Hispanic	400	92.4	33	7.6	433
Not Hispanic	18,500	78.1	5,179	21.9	23,679
Rural	2,500	74.9	838	25.1	3,338
Urban	14,500	75.4	4,720	24.6	19,220
American Indian and Alaska Native	250	85.3	43	14.7	293
Asian	450	77.7	129	22.3	579
Black or African American	1,800	97.5	46	2.5	1,846
White	16,500	76.5	5,055	23.5	21,555
Hispanic or Racial Minority	2,900	92.2	246	7.8	3,146
White and Not Hispanic	16,000	76.4	4,953	23.6	20,953
Owned equally by both groups	50	*	*	*	*

\* Not available

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

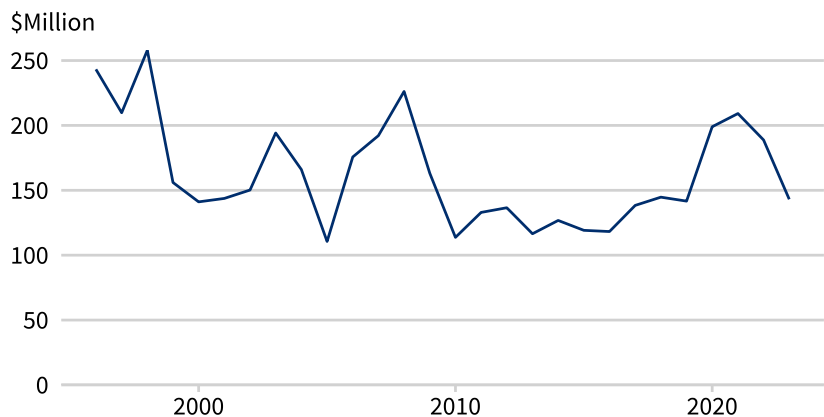
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$143.1 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$399.1 million. Total reported new lending to businesses through loans of \$100,000 or less was \$95.1 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	8,620	34.7	563	93.4	364,102	21.6
Construction	7,582	90.0	917	98.0	609,418	87.1
Accommodation and Food Services	7,346	67.3	407	91.9	161,576	68.0
Retail Trade	6,363	41.8	506	80.2	292,479	53.2
Professional, Scientific, and Technical Services	5,978	80.3	575	95.0	462,337	80.3
Wholesale Trade	4,752	54.8	306	75.9	368,499	57.9
Other Services (except Public Administration)	4,549	93.9	668	97.2	157,165	91.1
Manufacturing	4,166	38.7	185	84.9	233,145	31.6
Administrative, Support, and Waste Management	3,083	52.5	336	90.8	130,208	51.5
Transportation and Warehousing	2,857	53.3	247	86.1	136,540	51.0
Real Estate and Rental and Leasing	2,175	91.8	364	94.8	116,196	90.1
Finance and Insurance	1,896	22.0	311	84.5	143,303	20.1
Arts, Entertainment, and Recreation	1,583	71.1	128	97.7	34,238	68.1
Educational Services	956	37.3	57	93.4	25,016	38.9
Information	803	28.2	70	76.1	58,039	22.1
Management of Companies and Enterprises	242	7.3	25	48.1	18,815	6.8
Agriculture, Forestry, Fishing, and Hunting	43	100.0	16	100.0	1,826	100.0
Industries not classified	28	100.0	6	100.0	866	100.0
Mining, Quarrying, and Oil and Gas Extraction	6	11.5	3	75.0	944	32.9
All industries	63,143	50.7	5,630	91.3	3,326,525	45.3

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say "Source of original data," values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](https://advocacy.sba.gov) for additional resources.



# 2025 Small Business Profile

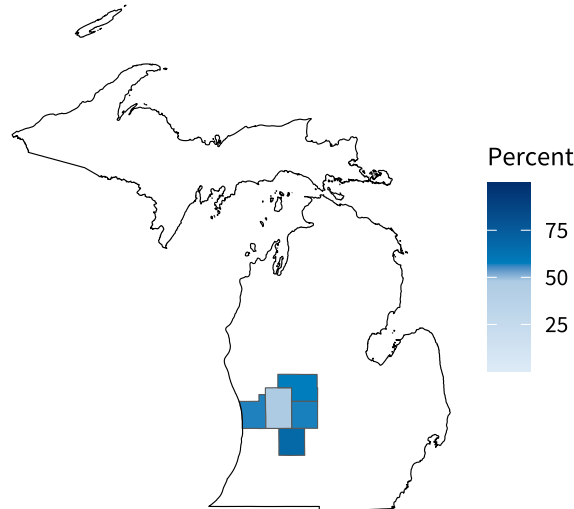
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## Grand Rapids-Wyoming-Kentwood

**111,194** small businesses  
**98.9 percent** of businesses

**267,255** small business employees  
**50.6 percent** of employees



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

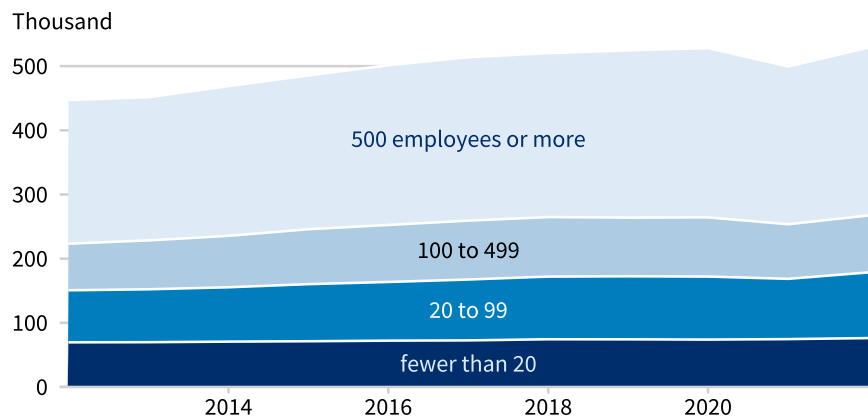
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 94.5 percent of metropolitan area employers and 50.6 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 18,907 to 20,935. During that period, total employment at small businesses rose from 223,331 to 267,255 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Professional, Scientific, and Technical Services, with **14,317** small businesses.

The metropolitan area industry with the most small business employment in 2022 was Manufacturing, with **49,065** employees.

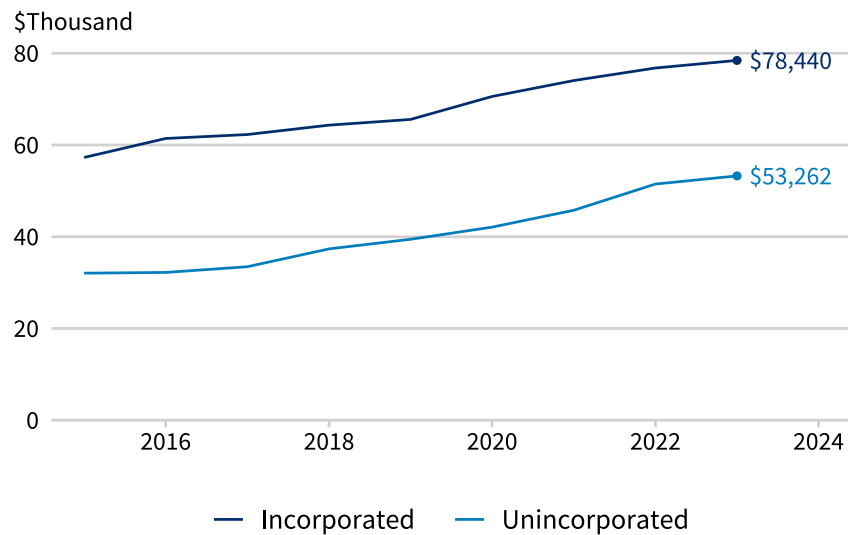


## Self-employment





In 2023, 11.3 percent of private workers in the metropolitan area were self-employed, up from 10.9 percent in 2018. 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 \$78,440 in 2023, up 21.9 percent since 2018. The median income of the unincorporated self-employed was \$53,262 in 2023, up 42.6 percent since 2018. The median income for all private workers was \$57,291 in 2023, up 32.7 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 5-Year Data (Census)



## Small business count by size and industry

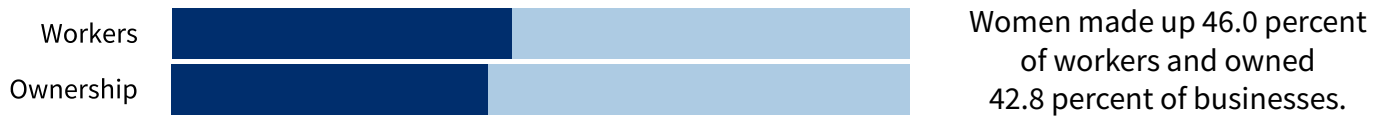
Industry	<div>  Without employees  1–19 employees  20–499 employees  All small businesses </div>			
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	11,882	2,168	267	14,317
Construction	9,669	2,615	300	12,584
Other Services (except Public Administration)	9,873	2,435	248	12,556
Real Estate and Rental and Leasing	10,391	860	70	11,321
Transportation and Warehousing	9,495	543	136	10,174
Retail Trade	7,563	1,640	337	9,540
Administrative, Support, and Waste Management	7,180	1,045	196	8,421
Health Care and Social Assistance	6,379	1,545	368	8,292
Arts, Entertainment, and Recreation	5,791	334	57	6,182
Educational Services	3,043	219	75	3,337
Manufacturing	1,641	973	617	3,231
Finance and Insurance	2,316	804	110	3,230
Accommodation and Food Services	1,465	1,038	463	2,966
Wholesale Trade	1,494	832	355	2,681
Information	1,215	230	42	1,487
Agriculture, Forestry, Fishing, and Hunting	732	43	6	781
Mining, Quarrying, and Oil and Gas Extraction	103	19	3	125
Utilities	27	13	6	46
Management of Companies and Enterprises	*	13	57	*
Industries not classified	*	21	0	*
All industries	90,259	17,376	3,559	111,194

\* Not reported by the Census Bureau

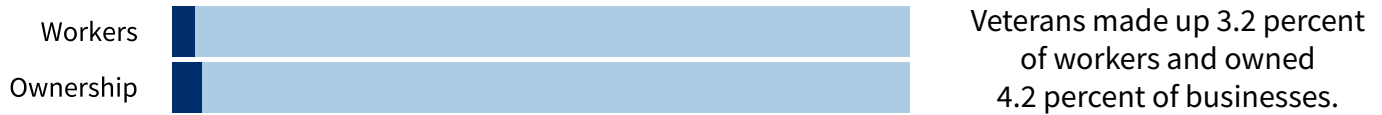
Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



### Veterans



### Hispanics



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	38,500	91.8	3,437	8.2	41,937
Male	48,000	78.1	13,477	21.9	61,477
Owned equally by both groups	2,100	51.1	2,006	48.9	4,106
Veteran	3,400	86.1	551	13.9	3,951
Not Veteran	85,000	82.4	18,153	17.6	103,153
Owned equally by both groups	350	61.8	216	38.2	566
Hispanic	5,600	91.4	530	8.6	6,130
Not Hispanic	83,000	81.9	18,300	18.1	101,300
Owned equally by both groups	90	50.0	90	50.0	180
Rural	23,000	84.4	4,249	15.6	27,249
Urban	62,500	79.5	16,092	20.5	78,592
American Indian and Alaska Native	750	89.3	90	10.7	840
Asian	3,500	*	*	*	*
Black or African American	7,600	97.2	219	2.8	7,819
Native Hawaiian and Other Pacific Islander	90	87.4	13	12.6	103
White	78,000	81.3	17,983	18.7	95,983
Hispanic or Racial Minority	16,500	91.9	1,458	8.1	17,958
White and Not Hispanic	72,500	80.8	17,274	19.2	89,774
Owned equally by both groups	200	51.5	188	48.5	388

\* Not available

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

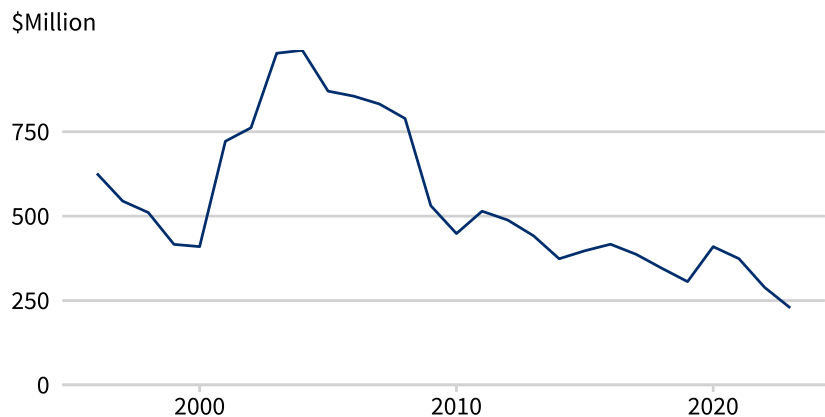
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$228.2 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$970.3 million. Total reported new lending to businesses through loans of \$100,000 or less was \$247.0 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	49,065	42.7	1,590	90.9	2,909,649	40.9
Health Care and Social Assistance	29,316	40.7	1,913	94.8	1,616,039	38.1
Accommodation and Food Services	27,995	64.3	1,501	94.4	596,137	62.9
Construction	24,988	94.5	2,915	99.0	1,786,893	93.3
Other Services (except Public Administration)	21,485	90.2	2,683	98.6	774,428	88.1
Retail Trade	20,969	38.6	1,977	89.2	895,308	46.9
Wholesale Trade	19,338	55.4	1,187	85.6	1,446,911	55.2
Professional, Scientific, and Technical Services	18,673	76.6	2,435	96.4	1,446,948	72.5
Administrative, Support, and Waste Management	16,567	48.2	1,241	92.5	731,392	49.7
Transportation and Warehousing	10,045	52.6	679	89.9	548,556	49.6
Finance and Insurance	7,647	39.6	914	88.1	607,428	36.3
Educational Services	6,266	32.7	294	95.1	181,038	24.9
Arts, Entertainment, and Recreation	4,915	72.5	391	96.8	152,148	81.3
Real Estate and Rental and Leasing	4,161	71.4	930	95.1	248,065	72.9
Information	2,916	43.6	272	85.5	197,472	42.1
Management of Companies and Enterprises	2,176	10.5	70	48.3	135,387	6.9
Agriculture, Forestry, Fishing, and Hunting	335	100.0	49	100.0	41,075	100.0
Utilities	274	14.9	19	73.1	20,321	9.8
Mining, Quarrying, and Oil and Gas Extraction	96	93.2	22	91.7	9,033	94.0
Industries not classified	28	100.0	21	100.0	1,329	100.0
All industries	267,255	50.6	20,935	94.5	14,345,557	48.1

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

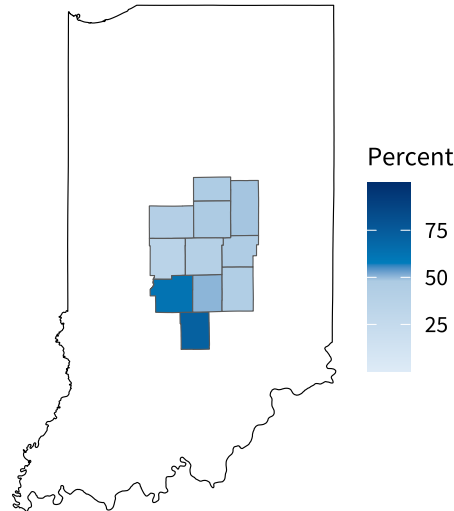
### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say “Source of original data,” values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](#) for additional resources.

## Indianapolis-Carmel-Greenwood

**212,455** small businesses  
**99.0 percent** of businesses

**406,659** small business employees  
**42.7 percent** of employees



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

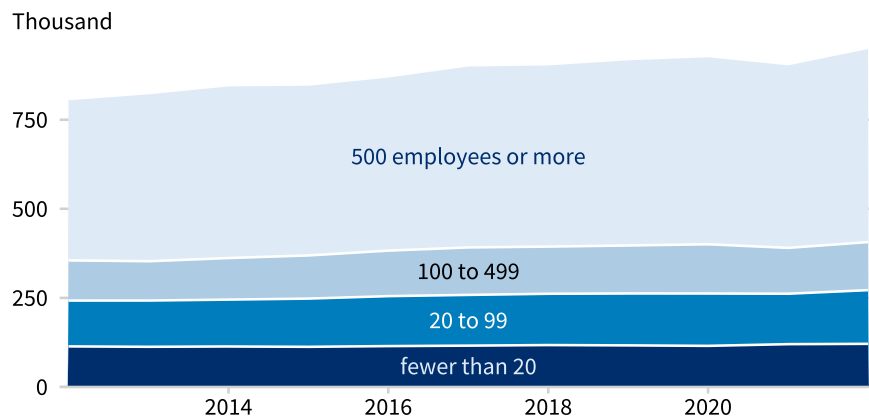
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 94.6 percent of metropolitan area employers and 42.7 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 32,994 to 36,493. During that period, total employment at small businesses rose from 355,199 to 406,659 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Transportation and Warehousing, with **32,431** small businesses.

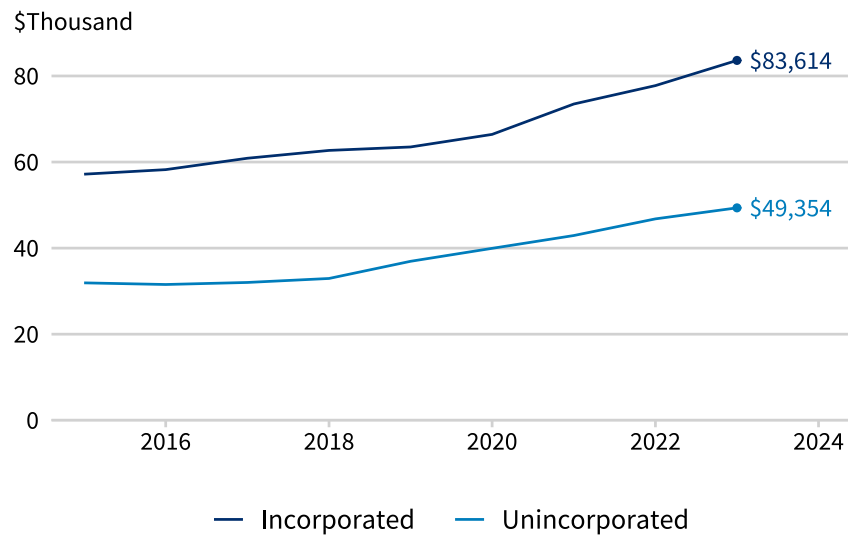
The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **56,278** employees.

## Self-employment

In 2023, 10.6 percent of private workers in the metropolitan area were self-employed, up from 9.9 percent in 2018. 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 \$83,614 in 2023, up 33.4 percent since 2018. The median income of the unincorporated self-employed was \$49,354 in 2023, up 49.8 percent since 2018. The median income for all private workers was \$58,820 in 2023, up 26.5 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 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	30,810	1,373	248	32,431
Professional, Scientific, and Technical Services	22,353	4,623	511	27,487
Other Services (except Public Administration)	18,577	3,827	506	22,910
Construction	15,841	3,854	528	20,223
Real Estate and Rental and Leasing	17,526	2,023	161	19,710
Administrative, Support, and Waste Management	15,562	2,016	383	17,961
Health Care and Social Assistance	11,965	3,025	674	15,664
Retail Trade	12,349	2,677	380	15,406
Arts, Entertainment, and Recreation	9,852	645	150	10,647
Accommodation and Food Services	3,564	2,203	828	6,595
Educational Services	5,748	525	134	6,407
Finance and Insurance	4,707	1,484	155	6,346
Wholesale Trade	2,000	1,319	493	3,812
Manufacturing	1,947	933	396	3,276
Information	2,222	352	65	2,639
Agriculture, Forestry, Fishing, and Hunting	849	39	4	892
Utilities	51	17	9	77
Mining, Quarrying, and Oil and Gas Extraction	39	10	4	53
Management of Companies and Enterprises	*	30	88	*
Industries not classified	*	37	0	*
All industries	175,962	30,986	5,507	212,455

\* Not reported by the Census Bureau

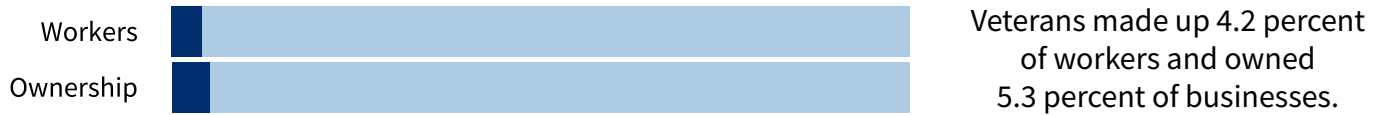
Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



### Veterans



### Hispanics



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	76,500	90.7	7,843	9.3	84,343
Male	92,000	81.1	21,510	18.9	113,510
Owned equally by both groups	3,700	51.8	3,439	48.2	7,139
Veteran	8,300	83.5	1,635	16.5	9,935
Not Veteran	164,000	84.2	30,817	15.8	194,817
Owned equally by both groups	550	61.8	340	38.2	890
Hispanic	12,500	91.2	1,206	8.8	13,706
Not Hispanic	160,000	83.6	31,498	16.4	191,498
Owned equally by both groups	150	63.0	88	37.0	238
Rural	18,500	84.4	3,419	15.6	21,919
Urban	144,000	82.3	30,996	17.7	174,996
American Indian and Alaska Native	1,100	86.2	176	13.8	1,276
Asian	13,500	83.2	2,728	16.8	16,228
Black or African American	32,500	96.0	1,343	4.0	33,843
Native Hawaiian and Other Pacific Islander	200	89.3	24	10.7	224
White	127,000	81.6	28,605	18.4	155,605
Hispanic or Racial Minority	57,500	91.5	5,360	8.5	62,860
White and Not Hispanic	115,000	80.9	27,158	19.1	142,158
Owned equally by both groups	450	62.2	274	37.8	724

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

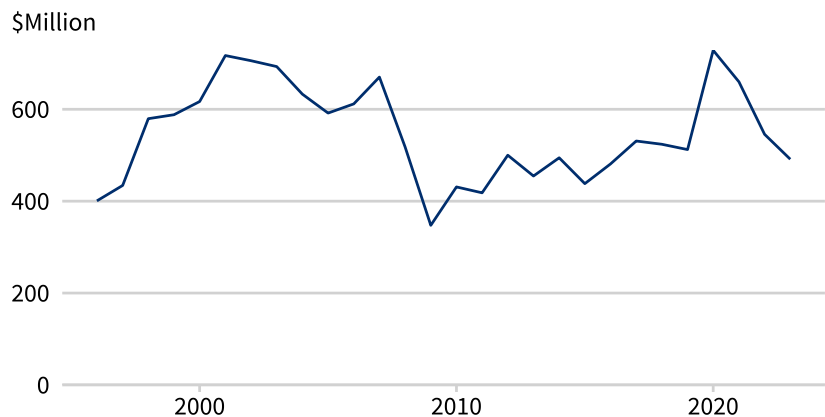
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$491.4 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$1.6 billion. Total reported new lending to businesses through loans of \$100,000 or less was \$543.8 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	56,278	36.3	3,699	95.0	2,696,219	27.4
Accommodation and Food Services	52,920	55.9	3,031	95.0	1,173,030	55.2
Construction	42,140	77.1	4,382	98.1	2,951,615	70.9
Professional, Scientific, and Technical Services	37,666	49.1	5,134	95.7	3,117,816	45.4
Other Services (except Public Administration)	36,969	84.9	4,333	98.1	1,449,495	86.3
Administrative, Support, and Waste Management	31,124	46.5	2,399	92.4	1,375,727	46.7
Manufacturing	30,101	39.8	1,329	88.2	1,742,545	32.1
Retail Trade	28,088	26.4	3,057	90.5	1,336,827	34.1
Wholesale Trade	21,390	44.3	1,812	85.4	1,617,564	42.0
Transportation and Warehousing	15,992	21.4	1,621	89.1	856,166	22.7
Finance and Insurance	13,220	24.8	1,639	87.5	1,216,071	24.5
Educational Services	12,094	63.4	659	96.3	460,839	64.1
Real Estate and Rental and Leasing	10,544	61.3	2,184	95.9	655,054	53.3
Arts, Entertainment, and Recreation	10,466	67.2	795	97.3	352,671	34.0
Information	3,962	22.9	417	83.6	314,720	15.0
Management of Companies and Enterprises	2,557	9.2	118	46.1	215,720	7.7
Utilities	776	18.2	26	65.0	78,065	15.2
Mining, Quarrying, and Oil and Gas Extraction	184	29.9	14	63.6	12,172	25.2
Agriculture, Forestry, Fishing, and Hunting	143	97.9	43	97.7	6,746	96.6
Industries not classified	45	100.0	37	100.0	1,633	100.0
All industries	406,659	42.7	36,493	94.6	21,630,695	37.3

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say “Source of original data,” values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](#) for additional resources.



# 2025 Small Business Profile

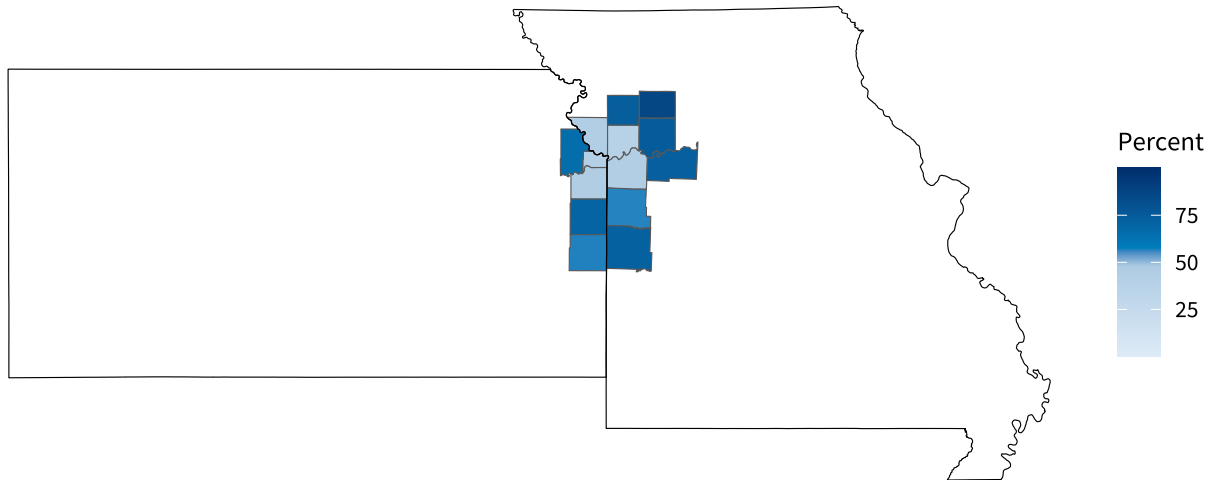
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## Kansas City

**213,890** small businesses  
**99.0 percent** of businesses

**437,233** small business employees  
**44.1 percent** of employees



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

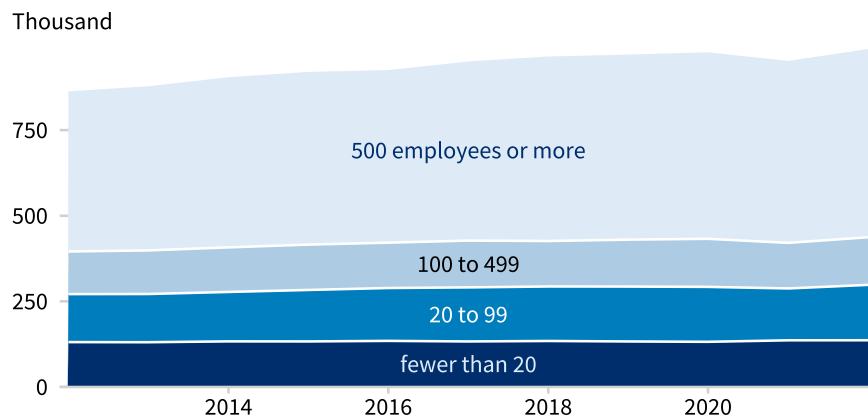
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 95.0 percent of metropolitan area employers and 44.1 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 37,622 to 41,492. During that period, total employment at small businesses rose from 395,664 to 437,233 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Professional, Scientific, and Technical Services, with **29,475** small businesses.

The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **60,160** employees.

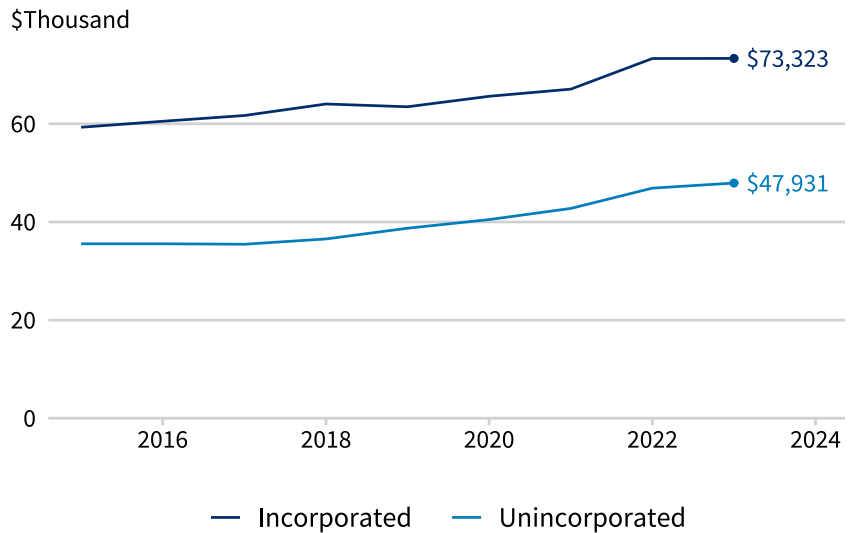


## Self-employment

In 2023, 11.7 percent of private workers in the metropolitan area were self-employed, up from 11.1 percent in 2018. 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 \$73,323 in 2023, up 14.5 percent since 2018. The median income of the unincorporated self-employed was \$47,931 in 2023, up 31.2 percent since 2018. The median income for all private workers was \$60,887 in 2023, up 26.3 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 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	23,685	5,241	549	29,475
Real Estate and Rental and Leasing	19,986	2,283	162	22,431
Transportation and Warehousing	20,668	1,082	258	22,008
Construction	16,449	4,644	580	21,673
Other Services (except Public Administration)	16,787	4,288	412	21,487
Administrative, Support, and Waste Management	15,212	2,313	368	17,893
Retail Trade	14,132	3,152	458	17,742
Health Care and Social Assistance	11,674	4,456	718	16,848
Arts, Entertainment, and Recreation	11,179	632	114	11,925
Finance and Insurance	5,525	1,945	236	7,706
Educational Services	5,624	504	156	6,284
Accommodation and Food Services	3,061	2,042	902	6,005
Wholesale Trade	2,485	1,535	523	4,543
Manufacturing	2,165	951	401	3,517
Information	2,317	427	92	2,836
Agriculture, Forestry, Fishing, and Hunting	905	50	3	958
Mining, Quarrying, and Oil and Gas Extraction	486	48	7	541
Utilities	58	7	8	73
Management of Companies and Enterprises	*	45	123	*
Industries not classified	*	60	2	*
All industries	172,398	35,662	5,830	213,890

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 47.3 percent of workers and owned 45.3 percent of businesses.

### Veterans



Veterans made up 4.7 percent of workers and owned 6.0 percent of businesses.

### Hispanics



Hispanics made up 8.8 percent of workers and owned 7.8 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	74,500	89.8	8,472	10.2	82,972
Male	89,500	80.0	22,326	20.0	111,826
Owned equally by both groups	4,900	51.1	4,684	48.9	9,584
Veteran	9,100	83.5	1,799	16.5	10,899
Not Veteran	159,000	82.8	33,035	17.2	192,035
Owned equally by both groups	800	55.2	649	44.8	1,449
Hispanic	14,000	91.2	1,355	8.8	15,355
Not Hispanic	155,000	82.1	33,878	17.9	188,878
Owned equally by both groups	300	54.5	250	45.5	550
Rural	21,000	83.4	4,178	16.6	25,178
Urban	142,000	81.2	32,957	18.8	174,957
American Indian and Alaska Native	1,900	86.2	303	13.8	2,203
Asian	7,500	77.5	2,180	22.5	9,680
Black or African American	20,500	93.4	1,451	6.6	21,951
Native Hawaiian and Other Pacific Islander	400	*	*	*	*
White	142,000	81.8	31,610	18.2	173,610
Hispanic or Racial Minority	42,500	89.0	5,260	11.0	47,760
White and Not Hispanic	126,000	80.9	29,715	19.1	155,715
Owned equally by both groups	750	59.7	507	40.3	1,257

\* Not available

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

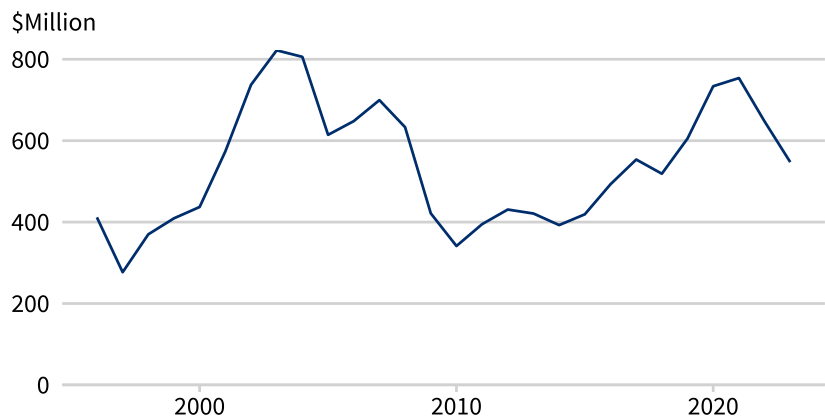
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$547.4 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$1.8 billion. Total reported new lending to businesses through loans of \$100,000 or less was \$570.0 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	60,160	42.1	5,174	96.2	3,062,154	35.0
Accommodation and Food Services	54,709	58.6	2,944	95.1	1,293,531	58.9
Construction	44,856	69.7	5,224	98.5	3,109,952	62.8
Professional, Scientific, and Technical Services	40,315	41.5	5,790	96.1	3,358,434	36.0
Other Services (except Public Administration)	36,774	82.3	4,700	98.3	1,347,228	82.1
Retail Trade	34,484	30.9	3,610	92.0	1,467,470	38.1
Manufacturing	31,127	36.1	1,352	87.5	1,864,751	28.8
Administrative, Support, and Waste Management	30,120	50.8	2,681	93.8	1,378,552	47.4
Wholesale Trade	26,119	39.4	2,058	85.0	2,029,148	45.1
Finance and Insurance	18,347	27.9	2,181	89.2	1,582,249	25.3
Transportation and Warehousing	15,276	26.4	1,340	87.1	804,013	28.7
Educational Services	13,658	80.6	660	96.8	464,798	71.5
Real Estate and Rental and Leasing	11,125	69.8	2,445	96.3	677,548	66.7
Arts, Entertainment, and Recreation	9,556	57.7	746	96.5	287,753	31.7
Information	6,115	26.9	519	85.2	558,734	22.6
Management of Companies and Enterprises	3,429	14.3	168	51.9	334,541	11.6
Mining, Quarrying, and Oil and Gas Extraction	437	63.2	55	94.8	25,254	52.7
Utilities	294	7.1	15	55.6	27,716	5.3
Agriculture, Forestry, Fishing, and Hunting	215	100.0	53	100.0	9,565	100.0
Industries not classified	117	100.0	62	100.0	5,835	100.0
All industries	437,233	44.1	41,492	95.0	23,689,226	38.1

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say "Source of original data," values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](https://advocacy.sba.gov) for additional resources.

# 2025 Small Business Profile

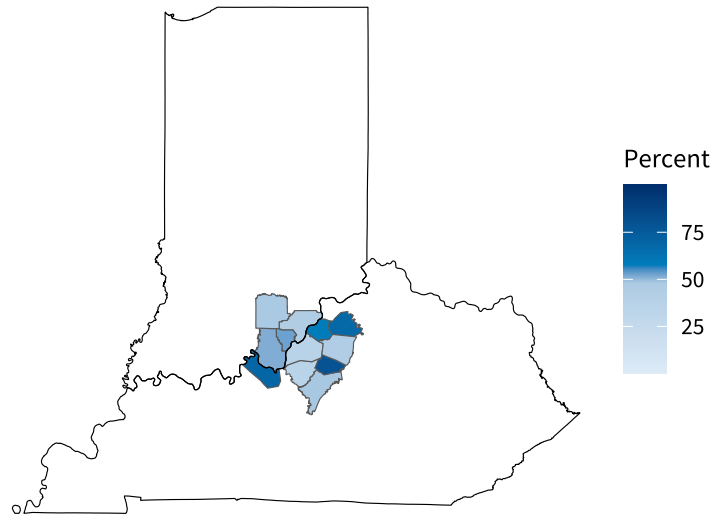
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## Louisville/Jefferson County

**131,185** small businesses  
**98.8 percent** of businesses

**251,128** small business employees  
**39.8 percent** of employees



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

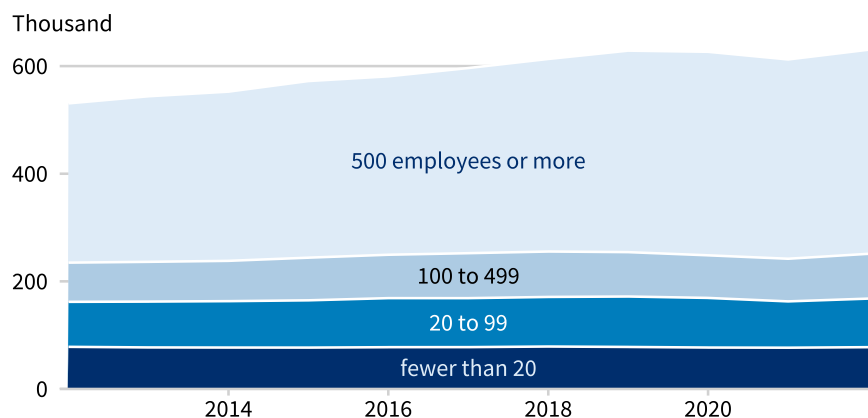
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 93.5 percent of metropolitan area employers and 39.8 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 22,030 to 22,664. During that period, total employment at small businesses rose from 234,780 to 251,128 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Transportation and Warehousing, with **16,177** small businesses.

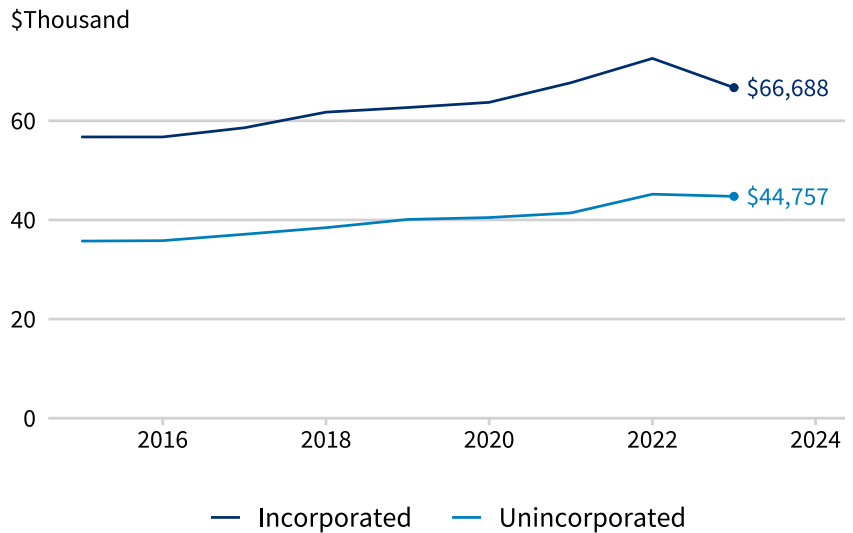
The metropolitan area industry with the most small business employment in 2022 was Accommodation and Food Services, with **35,127** employees.

## Self-employment

In 2023, 11.0 percent of private workers in the metropolitan area were self-employed, up from 9.9 percent in 2018. 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 \$66,688 in 2023, up 8.0 percent since 2018. The median income of the unincorporated self-employed was \$44,757 in 2023, up 16.4 percent since 2018. The median income for all private workers was \$55,382 in 2023, up 27.2 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 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	15,420	590	167	16,177
Professional, Scientific, and Technical Services	12,491	2,610	279	15,380
Other Services (except Public Administration)	11,894	2,434	231	14,559
Construction	11,048	2,512	324	13,884
Real Estate and Rental and Leasing	12,385	1,264	101	13,750
Administrative, Support, and Waste Management	11,316	1,173	193	12,682
Health Care and Social Assistance	7,603	2,004	393	10,000
Retail Trade	7,329	2,117	283	9,729
Arts, Entertainment, and Recreation	6,413	356	93	6,862
Accommodation and Food Services	2,301	1,295	511	4,107
Finance and Insurance	2,746	1,041	105	3,892
Educational Services	3,064	249	67	3,380
Wholesale Trade	1,279	719	292	2,290
Manufacturing	1,285	608	366	2,259
Information	1,280	210	44	1,534
Agriculture, Forestry, Fishing, and Hunting	601	51	2	654
Utilities	45	21	5	71
Mining, Quarrying, and Oil and Gas Extraction	21	6	6	33
Management of Companies and Enterprises	*	14	65	*
Industries not classified	*	18	0	*
All industries	108,521	19,280	3,384	131,185

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 47.7 percent of workers and owned 43.7 percent of businesses.

### Veterans



Veterans made up 4.6 percent of workers and owned 5.9 percent of businesses.

### Hispanics



Hispanics made up 5.5 percent of workers and owned 9.2 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	45,500	91.5	4,202	8.5	49,702
Male	58,000	81.5	13,189	18.5	71,189
Owned equally by both groups	3,100	55.9	2,447	44.1	5,547
Veteran	5,800	84.3	1,079	15.7	6,879
Not Veteran	101,000	84.6	18,330	15.4	119,330
Owned equally by both groups	500	*	*	*	*
Hispanic	11,000	95.5	520	4.5	11,520
Not Hispanic	96,000	83.3	19,268	16.7	115,268
Owned equally by both groups	100	66.7	50	33.3	150
Rural	20,000	87.4	2,872	12.6	22,872
Urban	81,500	81.5	18,481	18.5	99,981
American Indian and Alaska Native	700	*	*	*	*
Asian	4,400	77.4	1,287	22.6	5,687
Black or African American	15,000	95.6	696	4.4	15,696
Native Hawaiian and Other Pacific Islander	150	98.7	2	1.3	152
White	88,000	83.2	17,782	16.8	105,782
Hispanic or Racial Minority	29,500	92.0	2,562	8.0	32,062
White and Not Hispanic	77,000	81.9	17,055	18.1	94,055
Owned equally by both groups	350	61.2	222	38.8	572

\* Not available

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

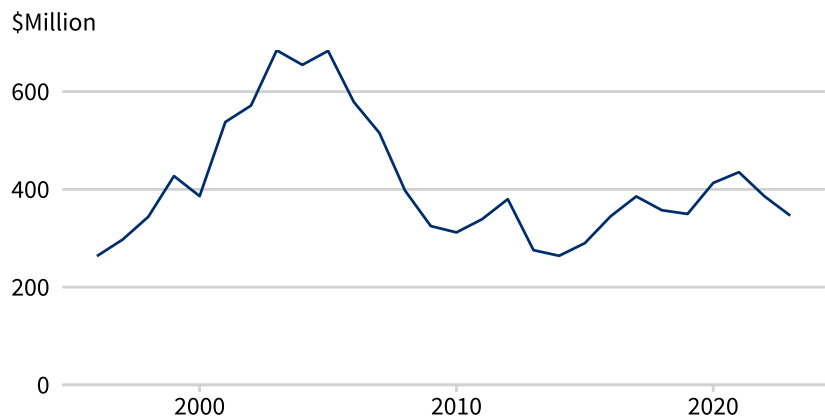
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$346.3 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$1.1 billion. Total reported new lending to businesses through loans of \$100,000 or less was \$325.3 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	35,127	59.1	1,806	93.8	789,184	60.1
Health Care and Social Assistance	30,639	33.9	2,397	93.9	1,528,457	27.3
Manufacturing	29,011	32.8	974	85.5	1,714,287	29.6
Construction	26,560	83.7	2,836	98.3	1,661,660	78.2
Professional, Scientific, and Technical Services	20,392	67.8	2,889	95.4	1,398,615	63.8
Retail Trade	20,272	27.6	2,400	89.4	912,635	33.9
Other Services (except Public Administration)	19,796	76.0	2,665	97.5	735,348	77.1
Administrative, Support, and Waste Management	14,857	40.6	1,366	90.9	597,451	40.6
Wholesale Trade	12,993	44.0	1,011	82.9	925,703	47.7
Transportation and Warehousing	10,312	15.5	757	84.4	520,495	13.7
Finance and Insurance	8,009	26.3	1,146	88.0	567,276	20.1
Educational Services	5,724	56.1	316	94.3	209,097	56.2
Real Estate and Rental and Leasing	5,656	72.1	1,365	94.7	299,070	65.8
Arts, Entertainment, and Recreation	5,629	71.4	449	96.4	173,816	66.6
Information	2,911	28.8	254	82.2	191,536	27.6
Management of Companies and Enterprises	2,276	8.1	79	44.9	180,777	6.8
Utilities	459	16.8	26	66.7	34,793	11.8
Mining, Quarrying, and Oil and Gas Extraction	297	47.6	12	57.1	20,535	43.6
Agriculture, Forestry, Fishing, and Hunting	185	100.0	53	100.0	6,887	100.0
Industries not classified	23	100.0	18	100.0	1,128	100.0
All industries	251,128	39.8	22,664	93.5	12,468,750	35.1

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say "Source of original data," values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](https://advocacy.sba.gov) for additional resources.



# 2025 Small Business Profile

U.S. SMALL BUSINESS ADMINISTRATION

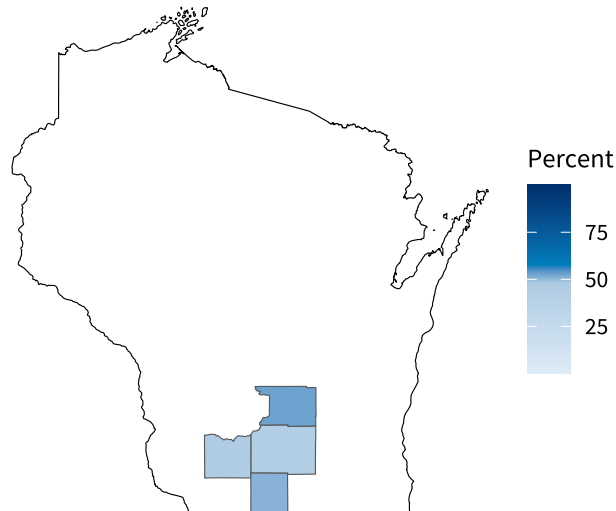
## OFFICE OF ADVOCACY

REGULATION • RESEARCH • OUTREACH

### Madison, Wisconsin

**63,783** small businesses  
**98.4 percent** of businesses

**155,888** small business employees  
**44.7 percent** of employees



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

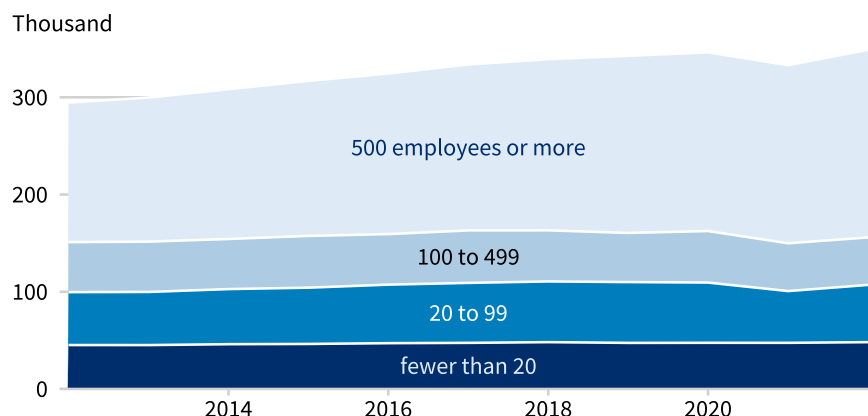
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

#### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 92.9 percent of metropolitan area employers and 44.7 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 12,664 to 13,568. During that period, total employment at small businesses rose from 151,016 to 155,888 employees.

#### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Professional, Scientific, and Technical Services, with **11,023** small businesses.

The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **22,104** employees.

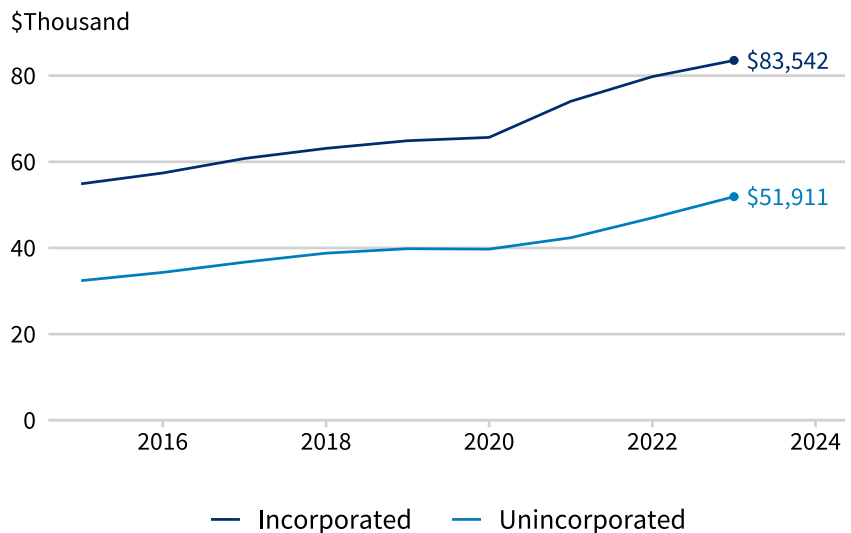


## Self-employment

In 2023, 11.8 percent of private workers in the metropolitan area were self-employed, down from 12.1 percent in 2018. 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 \$83,542 in 2023, up 32.4 percent since 2018. The median income of the unincorporated self-employed was \$51,911 in 2023, up 33.8 percent since 2018. The median income for all private workers was \$65,621 in 2023, up 30.5 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 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	9,102	1,686	235	11,023
Real Estate and Rental and Leasing	6,159	696	72	6,927
Other Services (except Public Administration)	4,338	1,520	149	6,007
Construction	4,203	1,463	154	5,820
Retail Trade	3,939	1,000	203	5,142
Transportation and Warehousing	4,612	335	79	5,026
Health Care and Social Assistance	3,539	954	309	4,802
Arts, Entertainment, and Recreation	4,089	293	68	4,450
Administrative, Support, and Waste Management	3,054	707	111	3,872
Educational Services	2,163	234	52	2,449
Accommodation and Food Services	777	1,041	343	2,161
Finance and Insurance	1,437	468	96	2,001
Manufacturing	754	378	187	1,319
Wholesale Trade	667	381	168	1,216
Information	831	156	43	1,030
Agriculture, Forestry, Fishing, and Hunting	511	40	5	556
Utilities	27	*	*	30
Mining, Quarrying, and Oil and Gas Extraction	13	9	4	26
Management of Companies and Enterprises	*	15	41	*
Industries not classified	*	10	0	*
All industries	50,215	11,371	2,197	63,783

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 47.7 percent of workers and owned 43.5 percent of businesses.

### Veterans



Veterans made up 3.0 percent of workers and owned 4.7 percent of businesses.

### Hispanics



Hispanics made up 5.7 percent of workers and owned 4.5 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	21,000	88.1	2,847	11.9	23,847
Male	27,000	78.0	7,602	22.0	34,602
Owned equally by both groups	1,200	43.1	1,583	56.9	2,783
Veteran	2,000	80.8	475	19.2	2,475
Not Veteran	47,000	80.6	11,337	19.4	58,337
Owned equally by both groups	200	47.6	220	52.4	420
Hispanic	2,400	89.3	288	10.7	2,688
Not Hispanic	47,000	80.1	11,698	19.9	58,698
Owned equally by both groups	60	56.6	46	43.4	106
Rural	12,500	81.1	2,916	18.9	15,416
Urban	34,500	77.8	9,870	22.2	44,370
American Indian and Alaska Native	400	92.4	33	7.6	433
Asian	2,400	78.2	670	21.8	3,070
Black or African American	2,900	95.1	151	4.9	3,051
Native Hawaiian and Other Pacific Islander	60	88.2	8	11.8	68
White	44,000	79.7	11,185	20.3	55,185
Hispanic or Racial Minority	7,700	87.2	1,128	12.8	8,828
White and Not Hispanic	41,500	79.4	10,781	20.6	52,281
Owned equally by both groups	150	55.1	122	44.9	272

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

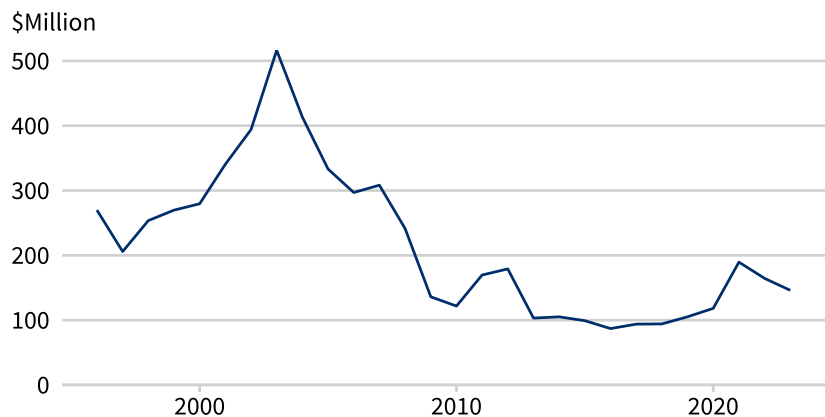
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$146.0 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$462.2 million. Total reported new lending to businesses through loans of \$100,000 or less was \$141.2 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	22,104	35.0	1,263	93.6	1,028,911	23.2
Accommodation and Food Services	19,979	65.2	1,384	94.7	447,562	65.7
Manufacturing	16,356	42.2	565	85.5	1,037,711	38.5
Professional, Scientific, and Technical Services	14,863	41.0	1,921	94.4	1,293,377	36.0
Construction	13,656	73.6	1,617	98.1	1,023,833	69.8
Retail Trade	12,841	31.7	1,203	85.6	518,179	31.9
Other Services (except Public Administration)	12,086	83.9	1,669	97.9	523,408	85.6
Wholesale Trade	8,338	56.6	549	81.1	597,106	55.5
Administrative, Support, and Waste Management	8,320	53.1	818	92.7	393,112	53.1
Finance and Insurance	5,584	24.3	564	81.9	490,777	21.2
Arts, Entertainment, and Recreation	5,182	95.8	361	97.8	121,711	93.3
Transportation and Warehousing	4,889	43.5	414	87.9	240,034	47.7
Real Estate and Rental and Leasing	4,246	84.8	768	95.5	232,043	84.9
Educational Services	3,318	79.0	286	96.6	101,284	77.0
Information	2,251	11.8	199	77.7	178,361	6.9
Management of Companies and Enterprises	1,398	28.4	56	53.3	161,669	27.7
Agriculture, Forestry, Fishing, and Hunting	264	18.2	45	95.7	11,713	12.6
Mining, Quarrying, and Oil and Gas Extraction	182	88.3	13	92.9	15,354	89.3
Utilities	21	1.2	3	20.0	2,394	1.1
Industries not classified	10	100.0	10	100.0	399	100.0
All industries	155,888	44.7	13,568	92.9	8,418,938	35.4

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say “Source of original data,” values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](#) for additional resources.

# 2025 Small Business Profile

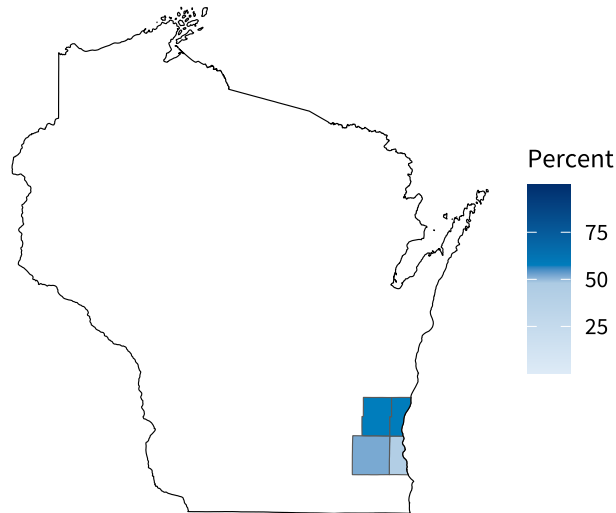
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## Milwaukee-Waukesha

**137,108** small businesses  
**98.8 percent** of businesses

**364,387** small business employees  
**47.7 percent** of employees



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

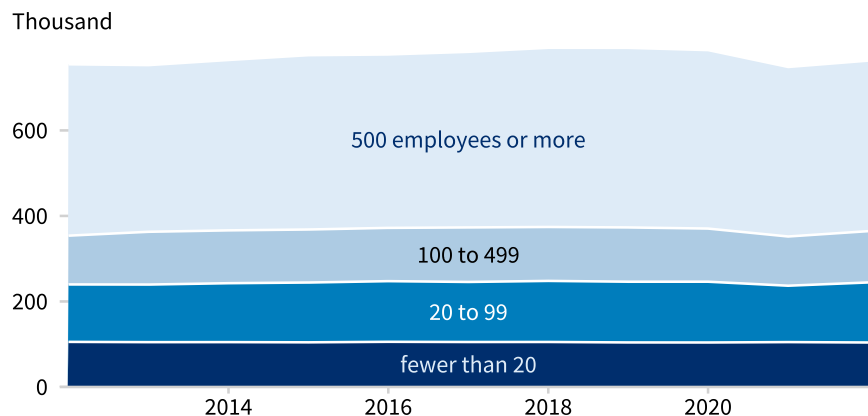
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 94.7 percent of metropolitan area employers and 47.7 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 28,611 to 29,320. During that period, total employment at small businesses rose from 353,855 to 364,387 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Professional, Scientific, and Technical Services, with **18,928** small businesses.

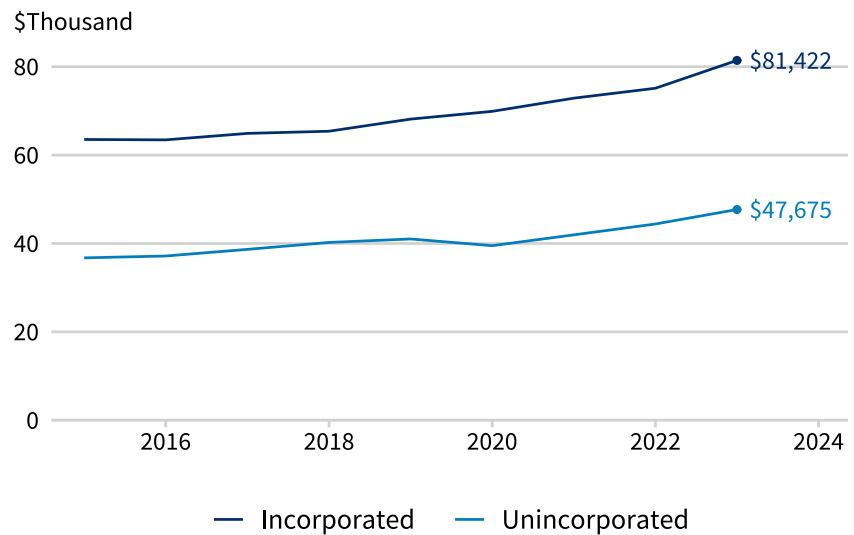
The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **56,336** employees.

## Self-employment

In 2023, 9.9 percent of private workers in the metropolitan area were self-employed, up from 9.0 percent in 2018. 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 \$81,422 in 2023, up 24.5 percent since 2018. The median income of the unincorporated self-employed was \$47,675 in 2023, up 18.5 percent since 2018. The median income for all private workers was \$60,832 in 2023, up 23.3 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 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	15,531	3,028	369	18,928
Transportation and Warehousing	15,228	899	175	16,302
Other Services (except Public Administration)	11,627	3,041	359	15,027
Real Estate and Rental and Leasing	12,647	1,178	120	13,945
Retail Trade	8,839	2,346	335	11,520
Health Care and Social Assistance	7,397	3,004	677	11,078
Construction	7,853	2,863	334	11,050
Administrative, Support, and Waste Management	7,154	1,561	255	8,970
Arts, Entertainment, and Recreation	7,593	504	134	8,231
Finance and Insurance	3,221	1,175	147	4,543
Accommodation and Food Services	1,951	1,882	700	4,533
Educational Services	3,385	389	159	3,933
Manufacturing	1,562	1,120	701	3,383
Wholesale Trade	1,755	1,166	418	3,339
Information	1,458	245	49	1,752
Agriculture, Forestry, Fishing, and Hunting	522	31	0	553
Utilities	52	3	1	56
Mining, Quarrying, and Oil and Gas Extraction	13	9	4	26
Management of Companies and Enterprises	*	26	108	*
Industries not classified	*	26	1	*
All industries	107,788	24,471	4,849	137,108

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 48.5 percent of workers and owned 44.3 percent of businesses.

### Veterans



Veterans made up 3.0 percent of workers and owned 4.7 percent of businesses.

### Hispanics



Hispanics made up 10.5 percent of workers and owned 7.2 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	47,500	90.0	5,266	10.0	52,766
Male	56,000	76.5	17,184	23.5	73,184
Owned equally by both groups	2,200	40.8	3,191	59.2	5,391
Veteran	4,000	76.2	1,246	23.8	5,246
Not Veteran	101,000	81.0	23,731	19.0	124,731
Owned equally by both groups	300	31.2	663	68.8	963
Hispanic	8,000	87.8	1,112	12.2	9,112
Not Hispanic	97,500	80.0	24,371	20.0	121,871
Owned equally by both groups	150	48.7	158	51.3	308
Rural	10,500	82.5	2,234	17.5	12,734
Urban	92,500	78.5	25,407	21.5	117,907
American Indian and Alaska Native	1,000	87.3	145	12.7	1,145
Asian	6,000	77.2	1,772	22.8	7,772
Black or African American	16,500	91.6	1,516	8.4	18,016
Native Hawaiian and Other Pacific Islander	100	96.2	4	3.8	104
White	83,500	79.0	22,245	21.0	105,745
Hispanic or Racial Minority	30,000	87.2	4,419	12.8	34,419
White and Not Hispanic	75,000	78.2	20,878	21.8	95,878
Owned equally by both groups	350	50.4	344	49.6	694

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

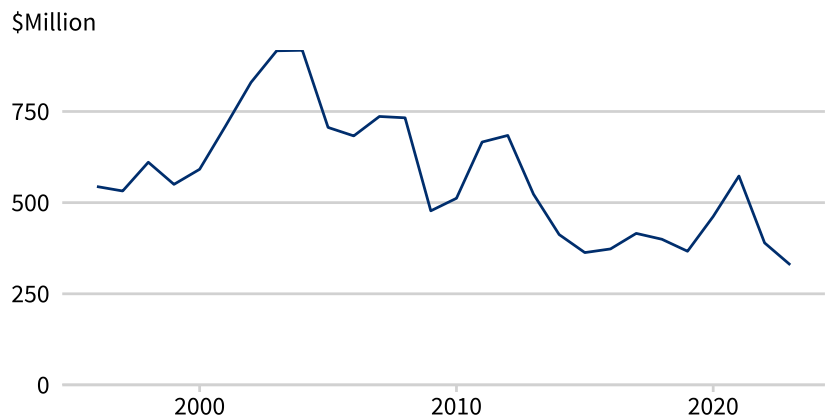
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$329.3 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$1.2 billion. Total reported new lending to businesses through loans of \$100,000 or less was \$382.9 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	56,336	42.4	3,681	96.2	2,508,010	32.4
Manufacturing	54,519	50.5	1,821	89.9	3,581,687	46.6
Accommodation and Food Services	40,774	62.1	2,582	96.2	867,401	60.7
Construction	27,904	85.2	3,197	98.6	2,205,319	84.4
Other Services (except Public Administration)	27,653	90.0	3,400	98.0	1,023,737	84.7
Retail Trade	27,035	34.7	2,681	90.9	1,191,516	44.6
Professional, Scientific, and Technical Services	25,797	63.6	3,397	95.5	2,223,413	59.2
Administrative, Support, and Waste Management	22,305	45.2	1,816	93.0	1,032,283	43.2
Wholesale Trade	21,934	49.3	1,584	86.1	1,710,146	42.9
Educational Services	12,454	36.9	548	95.0	470,679	25.0
Finance and Insurance	10,687	24.1	1,322	87.5	1,069,352	16.3
Arts, Entertainment, and Recreation	10,438	74.0	638	97.7	441,811	63.5
Transportation and Warehousing	10,338	37.7	1,074	90.7	540,829	38.1
Real Estate and Rental and Leasing	8,697	76.3	1,298	95.2	521,357	74.8
Information	3,602	23.8	294	82.1	319,801	19.8
Management of Companies and Enterprises	3,463	11.2	134	55.1	313,901	10.7
Mining, Quarrying, and Oil and Gas Extraction	203	94.9	13	92.9	15,450	95.4
Agriculture, Forestry, Fishing, and Hunting	111	100.0	31	100.0	2,529	100.0
Industries not classified	96	100.0	27	100.0	1,873	100.0
Utilities	41	1.3	4	57.1	4,372	1.0
All industries	364,387	47.7	29,320	94.7	20,045,466	40.3

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say “Source of original data,” values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](#) for additional resources.



# 2025 Small Business Profile

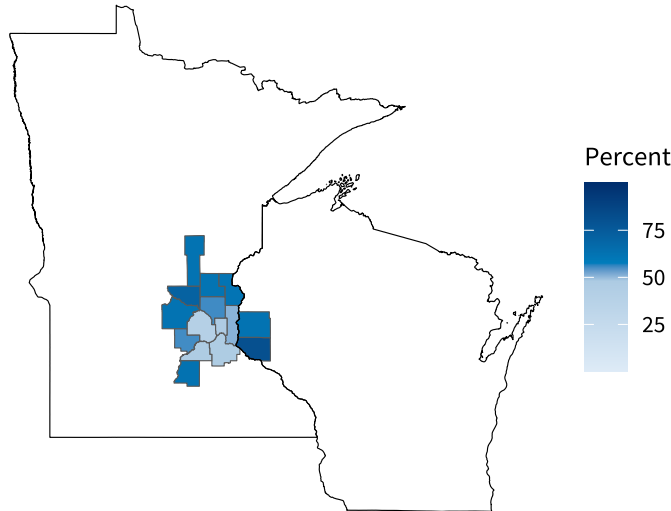
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## Minneapolis-St. Paul-Bloomington

**377,176** small businesses  
**99.3 percent** of businesses

**843,368** small business employees  
**45.8 percent** of employees



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

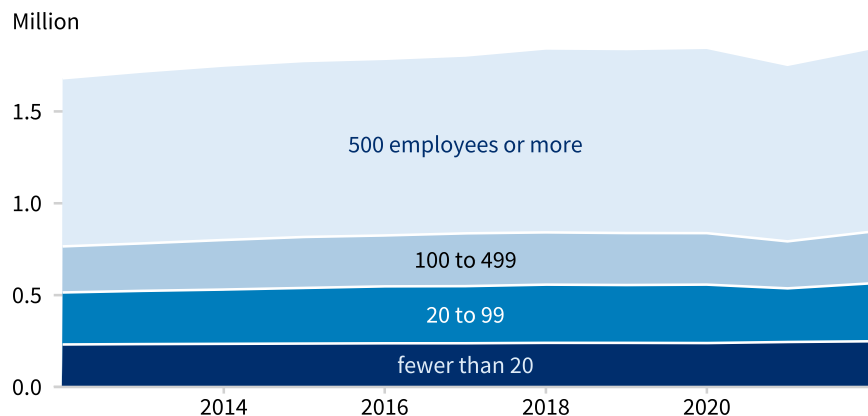
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 96.8 percent of metropolitan area employers and 45.8 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 73,497 to 76,695. During that period, total employment at small businesses rose from 765,227 to 843,368 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Professional, Scientific, and Technical Services, with **61,549** small businesses.

The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **149,031** employees.

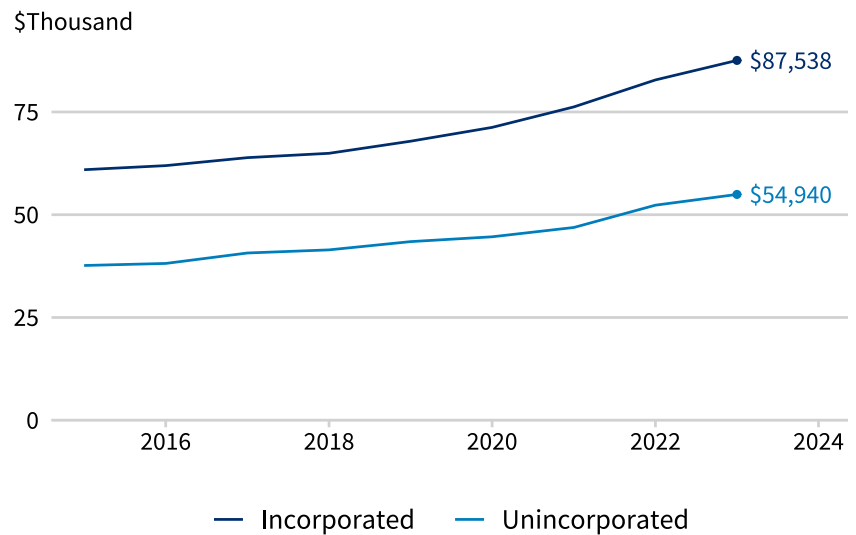


## Self-employment

In 2023, 11.8 percent of private workers in the metropolitan area were self-employed, up from 11.4 percent in 2018. 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 \$87,538 in 2023, up 34.8 percent since 2018. The median income of the unincorporated self-employed was \$54,940 in 2023, up 32.6 percent since 2018. The median income for all private workers was \$71,829 in 2023, up 30.5 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 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	49,674	10,913	962	61,549
Transportation and Warehousing	47,399	1,856	386	49,641
Real Estate and Rental and Leasing	30,897	4,413	241	35,551
Construction	23,753	9,504	800	34,057
Other Services (except Public Administration)	23,317	7,642	826	31,785
Health Care and Social Assistance	19,552	6,568	1,680	27,800
Retail Trade	21,900	4,931	760	27,591
Arts, Entertainment, and Recreation	25,463	1,529	269	27,261
Administrative, Support, and Waste Management	19,282	4,148	605	24,035
Educational Services	11,356	1,062	366	12,784
Finance and Insurance	8,541	3,360	342	12,243
Accommodation and Food Services	4,015	3,456	1,472	8,943
Wholesale Trade	4,395	3,059	792	8,246
Manufacturing	4,562	2,578	1,075	8,215
Information	4,662	893	158	5,713
Agriculture, Forestry, Fishing, and Hunting	1,501	139	4	1,644
Utilities	143	35	14	192
Mining, Quarrying, and Oil and Gas Extraction	69	26	7	102
Management of Companies and Enterprises	*	66	242	*
Industries not classified	*	55	2	*
All industries	300,481	66,182	10,513	377,176

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 47.6 percent of workers and owned 42.3 percent of businesses.

### Veterans



Veterans made up 3.2 percent of workers and owned 4.7 percent of businesses.

### Hispanics



Hispanics made up 5.8 percent of workers and owned 4.6 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	124,000	88.6	15,969	11.4	139,969
Male	165,000	78.7	44,758	21.3	209,758
Owned equally by both groups	7,000	49.7	7,087	50.3	14,087
Veteran	11,500	76.4	3,544	23.6	15,044
Not Veteran	283,000	81.7	63,189	18.3	346,189
Owned equally by both groups	1,000	48.0	1,082	52.0	2,082
Hispanic	14,000	87.6	1,973	12.4	15,973
Not Hispanic	281,000	81.1	65,538	18.9	346,538
Owned equally by both groups	350	53.5	304	46.5	654
Rural	39,500	79.6	10,142	20.4	49,642
Urban	245,000	80.4	59,699	19.6	304,699
American Indian and Alaska Native	2,800	85.8	462	14.2	3,262
Asian	18,500	81.5	4,186	18.5	22,686
Black or African American	42,500	94.6	2,427	5.4	44,927
Native Hawaiian and Other Pacific Islander	450	91.1	44	8.9	494
White	236,000	79.5	60,910	20.5	296,910
Hispanic or Racial Minority	75,000	89.5	8,798	10.5	83,798
White and Not Hispanic	220,000	79.1	58,284	20.9	278,284
Owned equally by both groups	900	55.1	732	44.9	1,632

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

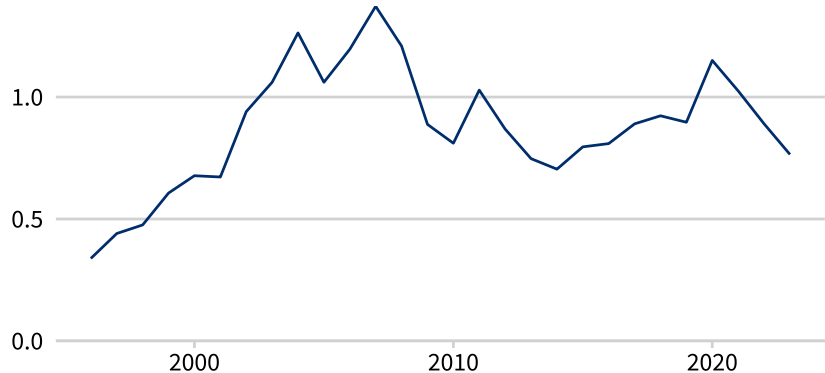
## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$764.6 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$2.6 billion. Total reported new lending to businesses through loans of \$100,000 or less was \$933.9 million.

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	149,031	49.7	8,248	97.8	6,930,787	41.1
Accommodation and Food Services	90,714	60.0	4,928	96.9	2,312,589	61.5
Manufacturing	88,614	44.1	3,653	91.7	6,079,286	39.2
Professional, Scientific, and Technical Services	75,212	59.6	11,875	97.2	6,817,855	54.5
Construction	72,061	72.3	10,304	99.2	6,091,467	70.4
Other Services (except Public Administration)	69,805	87.5	8,468	98.8	2,795,106	83.3
Retail Trade	58,649	30.8	5,691	94.0	2,431,271	36.3
Administrative, Support, and Waste Management	47,667	51.7	4,753	95.7	2,414,997	48.4
Wholesale Trade	47,113	50.6	3,851	89.7	4,126,180	47.5
Educational Services	28,359	55.2	1,428	97.1	1,117,777	56.7
Finance and Insurance	27,594	22.4	3,702	92.9	3,018,732	20.2
Transportation and Warehousing	25,527	37.3	2,242	92.4	1,341,411	32.7
Arts, Entertainment, and Recreation	20,485	59.6	1,798	98.0	795,636	44.2
Real Estate and Rental and Leasing	19,983	59.5	4,654	97.6	1,294,956	55.0
Information	13,361	29.7	1,051	87.7	1,190,872	23.6
Management of Companies and Enterprises	7,154	5.1	308	52.8	591,597	3.8
Utilities	974	11.1	49	75.4	105,967	9.7
Agriculture, Forestry, Fishing, and Hunting	544	100.0	143	100.0	26,807	100.0
Mining, Quarrying, and Oil and Gas Extraction	396	69.1	33	82.5	47,669	71.5
Industries not classified	125	100.0	57	100.0	3,318	100.0
All industries	843,368	45.8	76,695	96.8	49,534,280	38.6

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say "Source of original data," values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](https://advocacy.sba.gov) for additional resources.

# 2025 Small Business Profile

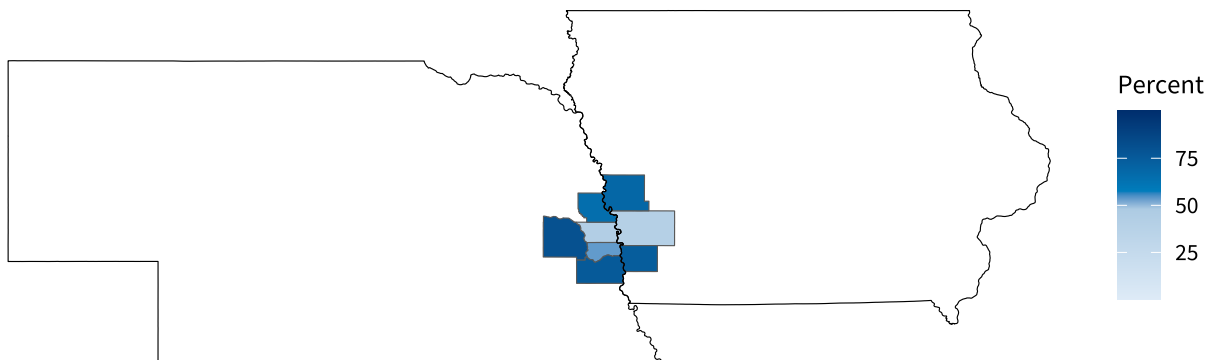
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## Omaha

**90,000** small businesses  
**98.6 percent** of businesses

**198,193** small business employees  
**45.4 percent** of employees



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

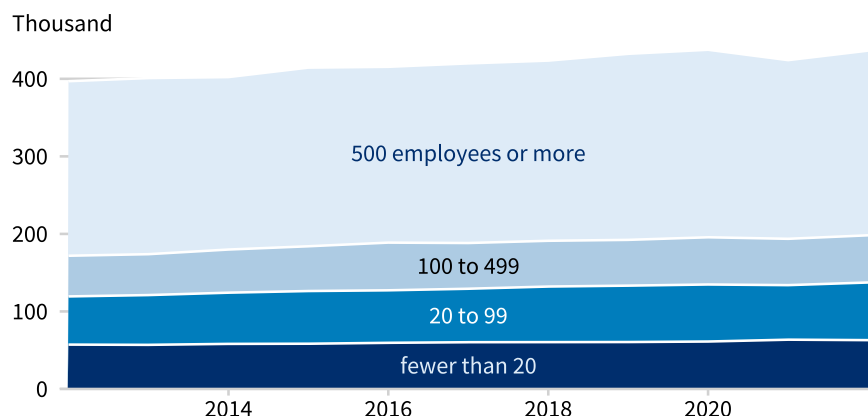
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 94.1 percent of metropolitan area employers and 45.4 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 17,082 to 19,603. During that period, total employment at small businesses rose from 171,844 to 198,193 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Professional, Scientific, and Technical Services, with **10,815** small businesses.

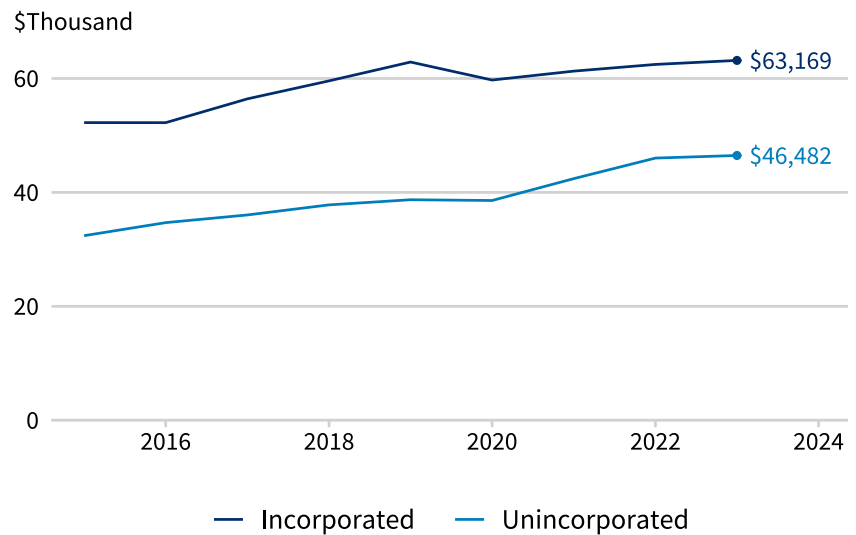
The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **32,937** employees.

## Self-employment





In 2023, 12.1 percent of private workers in the metropolitan area were self-employed, up from 10.7 percent in 2018. 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 \$63,169 in 2023, up 6.0 percent since 2018. The median income of the unincorporated self-employed was \$46,482 in 2023, up 22.9 percent since 2018. The median income for all private workers was \$60,882 in 2023, up 29.6 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 5-Year Data (Census)



## Small business count by size and industry

Industry	<div>     </div>			
	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	8,564	2,025	226	10,815
Construction	7,482	2,803	304	10,589
Real Estate and Rental and Leasing	9,006	1,192	84	10,282
Other Services (except Public Administration)	6,892	1,955	212	9,059
Transportation and Warehousing	7,946	702	101	8,749
Health Care and Social Assistance	5,590	1,847	415	7,852
Administrative, Support, and Waste Management	5,794	1,178	168	7,140
Retail Trade	5,437	1,254	216	6,907
Arts, Entertainment, and Recreation	4,467	349	66	4,882
Finance and Insurance	2,739	972	132	3,843
Educational Services	2,490	245	60	2,795
Accommodation and Food Services	1,114	1,137	421	2,672
Wholesale Trade	774	599	257	1,630
Manufacturing	687	357	147	1,191
Information	819	129	46	994
Agriculture, Forestry, Fishing, and Hunting	570	29	3	602
Utilities	16	8	2	26
Mining, Quarrying, and Oil and Gas Extraction	10	3	3	16
Management of Companies and Enterprises	*	19	70	*
Industries not classified	*	22	0	*
All industries	70,397	16,805	2,798	90,000

\* Not reported by the Census Bureau

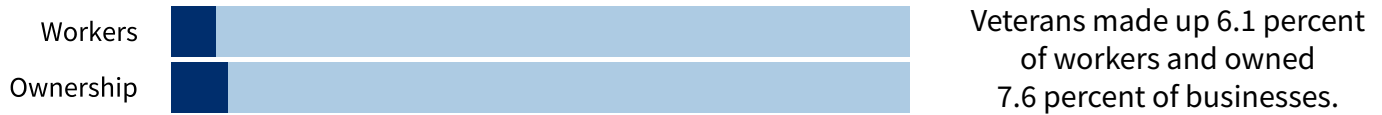
Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



### Veterans



### Hispanics



Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	29,500	88.4	3,868	11.6	33,368
Male	37,000	77.1	11,014	22.9	48,014
Owned equally by both groups	2,600	53.3	2,277	46.7	4,877
Veteran	4,600	79.4	1,196	20.6	5,796
Not Veteran	64,000	80.4	15,627	19.6	79,627
Owned equally by both groups	450	57.2	337	42.8	787
Hispanic	5,900	87.8	823	12.2	6,723
Not Hispanic	63,000	79.5	16,247	20.5	79,247
Owned equally by both groups	150	*	*	*	*
Rural	10,000	80.6	2,408	19.4	12,408
Urban	56,000	78.0	15,764	22.0	71,764
American Indian and Alaska Native	650	86.4	102	13.6	752
Asian	3,500	85.4	599	14.6	4,099
Black or African American	5,800	94.0	373	6.0	6,173
Native Hawaiian and Other Pacific Islander	100	96.2	4	3.8	104
White	60,000	78.9	16,037	21.1	76,037
Hispanic or Racial Minority	15,000	89.1	1,843	10.9	16,843
White and Not Hispanic	53,500	78.0	15,084	22.0	68,584
Owned equally by both groups	300	56.3	233	43.7	533

\* Not available

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

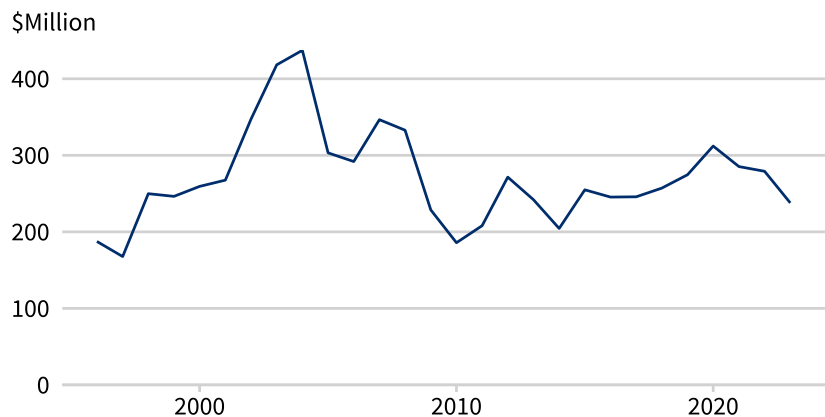
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$237.8 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$722.7 million. Total reported new lending to businesses through loans of \$100,000 or less was \$248.9 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	32,937	45.7	2,262	95.8	1,653,641	36.2
Accommodation and Food Services	26,068	60.3	1,558	94.3	544,133	57.2
Construction	23,109	81.8	3,107	98.7	1,515,624	78.3
Other Services (except Public Administration)	16,042	91.3	2,167	98.1	587,338	87.8
Retail Trade	14,804	27.3	1,470	86.1	649,682	33.2
Professional, Scientific, and Technical Services	14,549	60.0	2,251	95.3	1,160,662	58.5
Administrative, Support, and Waste Management	13,097	48.8	1,346	92.6	710,982	50.5
Manufacturing	11,680	33.3	504	86.4	658,276	30.2
Wholesale Trade	10,057	49.9	856	81.1	774,845	49.5
Finance and Insurance	7,627	19.9	1,104	87.7	636,006	17.9
Transportation and Warehousing	7,247	47.3	803	90.1	429,539	48.9
Real Estate and Rental and Leasing	6,038	70.3	1,276	95.4	327,398	63.8
Arts, Entertainment, and Recreation	5,124	66.5	415	97.0	138,326	69.7
Educational Services	4,772	41.7	305	96.5	140,757	30.7
Information	2,677	18.5	175	75.8	207,017	16.1
Management of Companies and Enterprises	1,889	10.7	89	52.7	188,513	11.7
Mining, Quarrying, and Oil and Gas Extraction	179	39.5	6	60.0	14,889	40.5
Agriculture, Forestry, Fishing, and Hunting	144	100.0	32	100.0	7,680	100.0
Utilities	130	17.7	10	71.4	12,315	6.9
Industries not classified	23	100.0	22	100.0	1,275	100.0
All industries	198,193	45.4	19,603	94.1	10,358,898	39.9

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say “Source of original data,” values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](#) for additional resources.



# 2025 Small Business Profile

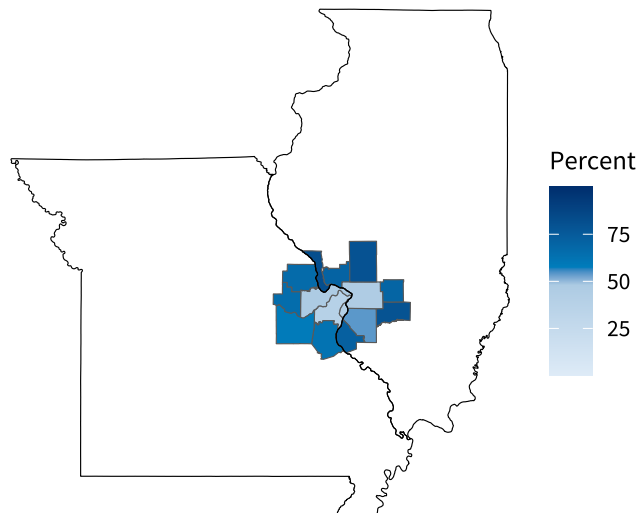
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## St. Louis

**268,541** small businesses  
**99.2 percent** of businesses

**552,276** small business employees  
**44.4 percent** of employees



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

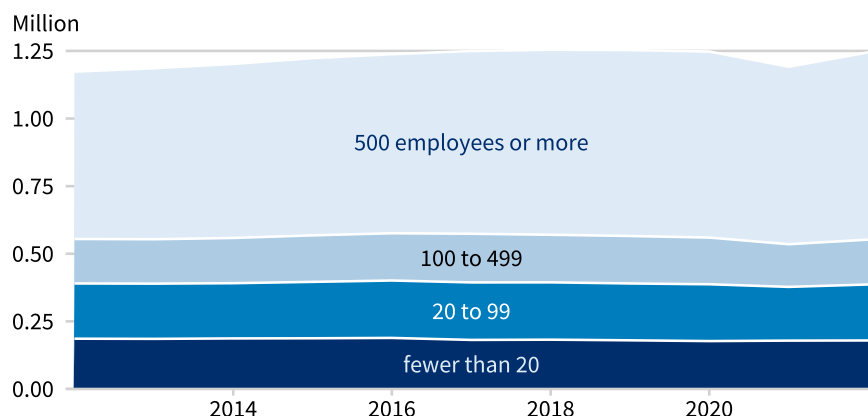
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 96.0 percent of metropolitan area employers and 44.4 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 52,510 to 53,232. During that period, total employment at small businesses fell from 554,615 to 552,276 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Professional, Scientific, and Technical Services, with **33,611** small businesses.

The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **82,233** employees.

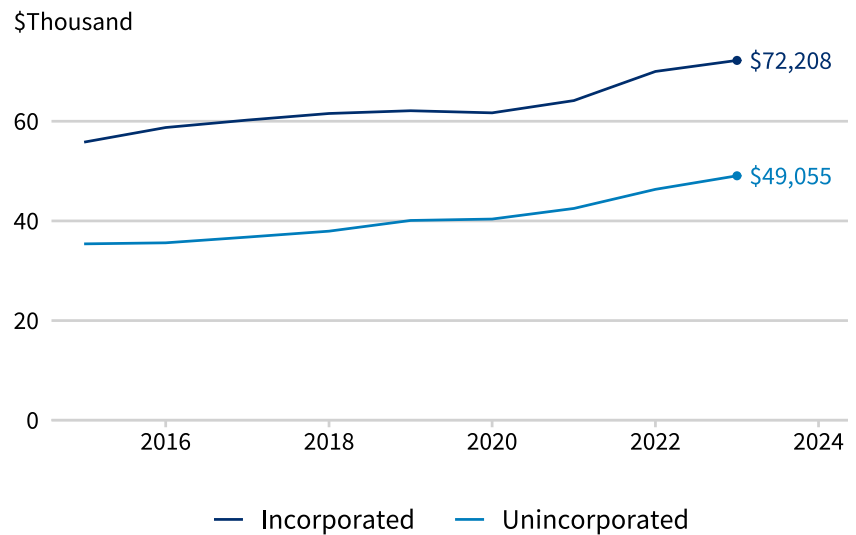


## Self-employment

In 2023, 10.8 percent of private workers in the metropolitan area were self-employed, up from 10.0 percent in 2018. 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 \$72,208 in 2023, up 17.3 percent since 2018. The median income of the unincorporated self-employed was \$49,055 in 2023, up 29.3 percent since 2018. The median income for all private workers was \$61,420 in 2023, up 25.9 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 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	27,552	5,443	616	33,611
Other Services (except Public Administration)	25,341	5,594	514	31,449
Transportation and Warehousing	27,032	1,574	280	28,886
Real Estate and Rental and Leasing	23,897	2,315	172	26,384
Health Care and Social Assistance	16,658	8,214	906	25,778
Construction	17,489	5,477	654	23,620
Retail Trade	18,531	3,972	628	23,131
Administrative, Support, and Waste Management	18,311	2,838	413	21,562
Arts, Entertainment, and Recreation	13,274	872	200	14,346
Finance and Insurance	6,914	2,291	237	9,442
Accommodation and Food Services	4,093	3,134	1,169	8,396
Educational Services	6,460	585	193	7,238
Wholesale Trade	3,050	1,837	629	5,516
Manufacturing	2,513	1,261	614	4,388
Information	2,499	421	88	3,008
Agriculture, Forestry, Fishing, and Hunting	1,417	51	2	1,470
Mining, Quarrying, and Oil and Gas Extraction	211	27	11	249
Utilities	67	14	9	90
Management of Companies and Enterprises	*	39	148	*
Industries not classified	*	180	0	*
All industries	215,309	46,080	7,152	268,541

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 48.5 percent of workers and owned 46.7 percent of businesses.

### Veterans



Veterans made up 4.7 percent of workers and owned 6.1 percent of businesses.

### Hispanics



Hispanics made up 3.2 percent of workers and owned 2.7 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	98,500	89.3	11,765	10.7	110,265
Male	108,000	78.5	29,570	21.5	137,570
Owned equally by both groups	5,200	50.6	5,071	49.4	10,271
Veteran	11,500	82.2	2,494	17.8	13,994
Not Veteran	199,000	82.2	43,065	17.8	242,065
Owned equally by both groups	800	48.5	848	51.5	1,648
Hispanic	6,000	88.6	771	11.4	6,771
Not Hispanic	205,000	81.8	45,546	18.2	250,546
Owned equally by both groups	200	69.0	90	31.0	290
Rural	29,000	83.7	5,645	16.3	34,645
Urban	177,000	80.7	42,219	19.3	219,219
American Indian and Alaska Native	1,500	87.7	211	12.3	1,711
Asian	10,500	78.8	2,832	21.2	13,332
Black or African American	37,500	91.1	3,659	8.9	41,159
Native Hawaiian and Other Pacific Islander	250	84.5	46	15.5	296
White	164,000	80.5	39,747	19.5	203,747
Hispanic or Racial Minority	54,500	88.0	7,410	12.0	61,910
White and Not Hispanic	156,000	80.1	38,674	19.9	194,674
Owned equally by both groups	550	63.1	322	36.9	872

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

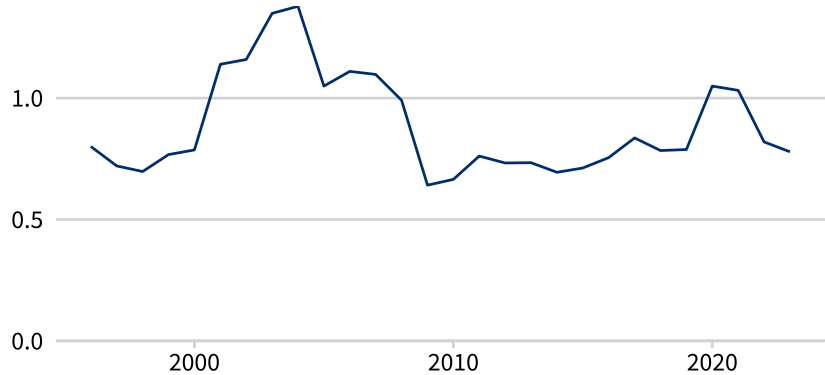
## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$778.9 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$2.5 billion. Total reported new lending to businesses through loans of \$100,000 or less was \$746.4 million.

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	82,233	43.2	9,120	97.7	3,572,768	33.2
Accommodation and Food Services	72,620	60.3	4,303	96.8	1,640,316	59.8
Construction	58,980	78.5	6,131	98.9	4,203,810	73.2
Manufacturing	45,777	40.5	1,875	90.1	2,806,211	34.3
Professional, Scientific, and Technical Services	45,465	52.4	6,059	95.8	3,692,052	46.9
Retail Trade	44,568	32.7	4,600	92.9	2,083,468	42.6
Other Services (except Public Administration)	44,468	81.2	6,108	98.4	1,633,190	79.6
Wholesale Trade	32,971	52.5	2,466	87.9	2,606,703	50.5
Administrative, Support, and Waste Management	31,491	41.3	3,251	93.9	1,438,361	41.3
Transportation and Warehousing	19,419	34.7	1,854	90.4	1,064,654	37.5
Finance and Insurance	19,095	25.7	2,528	91.2	1,539,385	19.9
Educational Services	16,409	28.1	778	96.3	587,726	17.6
Arts, Entertainment, and Recreation	14,888	65.8	1,072	97.6	655,931	71.2
Real Estate and Rental and Leasing	11,249	56.9	2,487	96.1	647,167	48.1
Information	6,218	23.2	509	85.3	431,221	15.1
Management of Companies and Enterprises	4,962	8.1	187	47.9	608,848	7.9
Mining, Quarrying, and Oil and Gas Extraction	588	70.9	38	88.4	38,873	69.9
Utilities	517	6.1	23	69.7	47,089	4.7
Agriculture, Forestry, Fishing, and Hunting	210	100.0	53	100.0	7,726	100.0
Industries not classified	148	100.0	180	100.0	2,947	100.0
All industries	552,276	44.4	53,232	96.0	29,308,446	37.3

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say “Source of original data,” values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](#) for additional resources.

# 2025 Small Business Profile

U.S. SMALL BUSINESS ADMINISTRATION

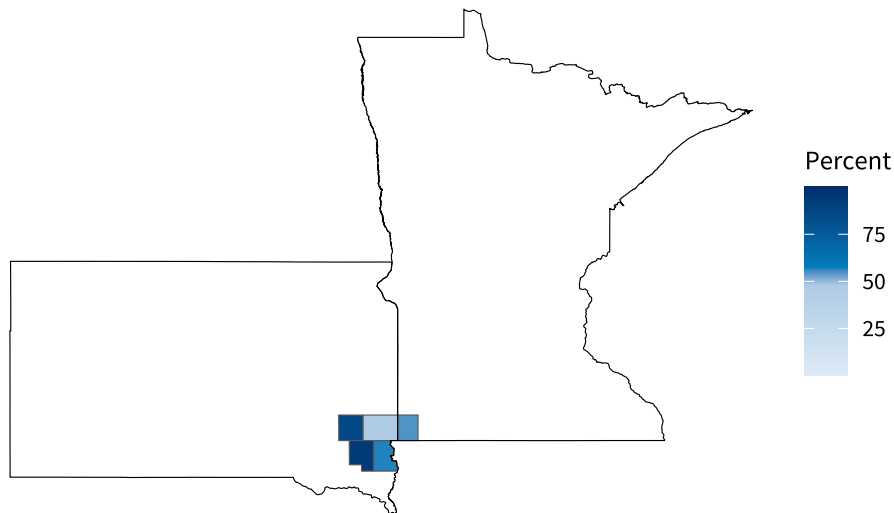
## OFFICE OF ADVOCACY

REGULATION • RESEARCH • OUTREACH

### Sioux Falls

**31,817** small businesses  
**98.2 percent** of businesses

**75,540** small business employees  
**48.8 percent** of employees



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

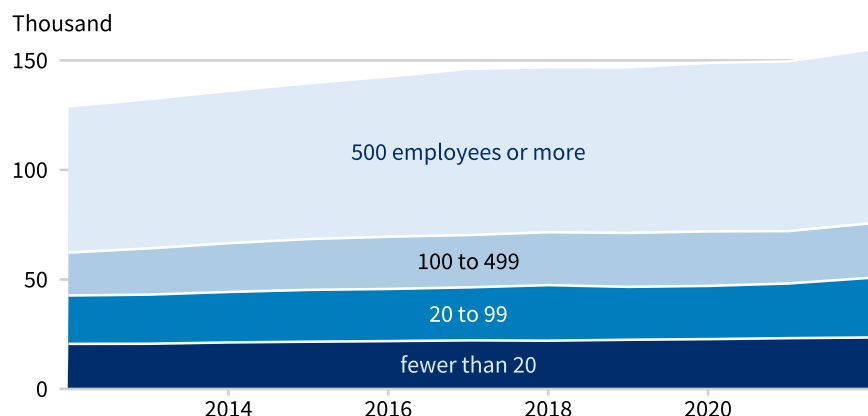
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

#### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 92.2 percent of metropolitan area employers and 48.8 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 5,902 to 7,052. During that period, total employment at small businesses rose from 62,266 to 75,540 employees.

#### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Real Estate and Rental and Leasing, with **3,930** small businesses.

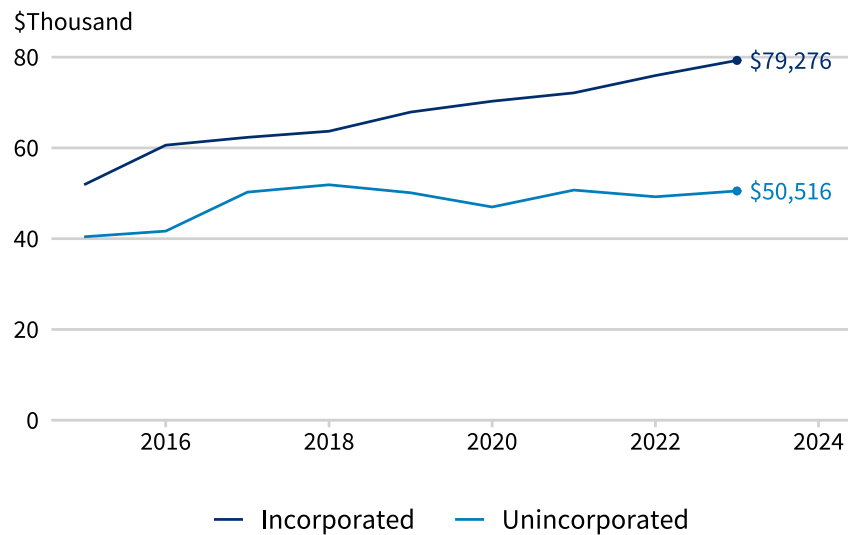
The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **10,311** employees.

## Self-employment





In 2023, 12.5 percent of private workers in the metropolitan area were self-employed, up from 12.0 percent in 2018. 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 \$79,276 in 2023, up 24.5 percent since 2018. The median income of the unincorporated self-employed was \$50,516 in 2023, down 2.6 percent since 2018. The median income for all private workers was \$55,804 in 2023, up 35.0 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 5-Year Data (Census)



## Small business count by size and industry

Industry	<div>  Without employees  1–19 employees  20–499 employees  All small businesses </div>			
	Without employees	1–19 employees	20–499 employees	All small businesses
Real Estate and Rental and Leasing	3,541	361	28	3,930
Professional, Scientific, and Technical Services	3,015	660	70	3,745
Construction	2,445	1,063	112	3,620
Retail Trade	2,413	516	137	3,066
Transportation and Warehousing	2,602	344	39	2,985
Other Services (except Public Administration)	2,135	724	72	2,931
Health Care and Social Assistance	1,617	479	140	2,236
Administrative, Support, and Waste Management	1,625	388	53	2,066
Arts, Entertainment, and Recreation	1,637	159	41	1,837
Finance and Insurance	1,335	358	70	1,763
Accommodation and Food Services	347	335	157	839
Educational Services	702	62	13	777
Wholesale Trade	344	237	122	703
Manufacturing	275	166	66	507
Information	325	59	17	401
Agriculture, Forestry, Fishing, and Hunting	378	19	0	397
Utilities	14	4	4	22
Mining, Quarrying, and Oil and Gas Extraction	15	5	1	21
Management of Companies and Enterprises	*	10	32	*
Industries not classified	*	7	0	*
All industries	24,765	5,950	1,102	31,817

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 47.1 percent of workers and owned 39.5 percent of businesses.

### Veterans



Veterans made up 4.3 percent of workers and owned 8.4 percent of businesses.

### Hispanics



Hispanics made up 3.9 percent of workers and owned 3.7 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	9,200	91.1	901	8.9	10,101
Male	14,000	76.6	4,280	23.4	18,280
Owned equally by both groups	1,000	54.3	841	45.7	1,841
Veteran	1,700	81.1	397	18.9	2,097
Not Veteran	22,000	80.3	5,400	19.7	27,400
Owned equally by both groups	200	47.1	225	52.9	425
Hispanic	750	88.7	96	11.3	846
Not Hispanic	23,000	79.6	5,908	20.4	28,908
Owned equally by both groups	30	*	*	*	*
Rural	5,300	78.1	1,486	21.9	6,786
Urban	17,500	77.5	5,079	22.5	22,579
American Indian and Alaska Native	300	95.2	15	4.8	315
Asian	500	72.4	191	27.6	691
Black or African American	1,200	96.8	40	3.2	1,240
Native Hawaiian and Other Pacific Islander	30	83.3	6	16.7	36
White	22,000	79.2	5,772	20.8	27,772
Hispanic or Racial Minority	2,700	88.6	346	11.4	3,046
White and Not Hispanic	21,000	78.9	5,628	21.1	26,628
Owned equally by both groups	70	59.8	47	40.2	117

\* Not available

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

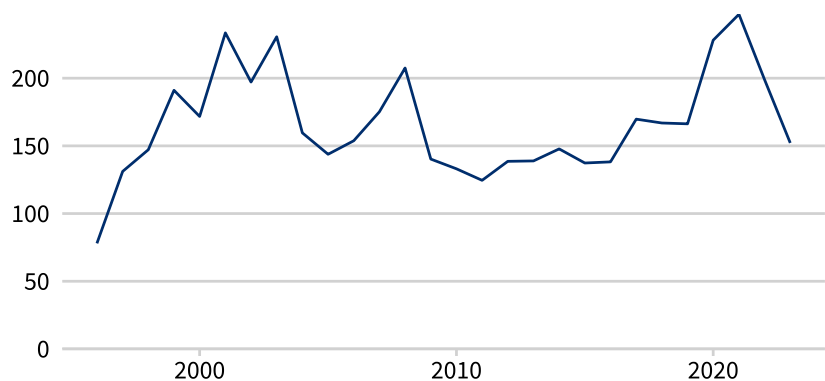
## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$152.2 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$434.0 million. Total reported new lending to businesses through loans of \$100,000 or less was \$107.1 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	10,311	30.5	619	94.2	518,385	21.3
Accommodation and Food Services	9,707	71.1	492	91.4	209,219	72.3
Construction	8,875	86.3	1,175	98.8	617,478	87.9
Retail Trade	8,185	41.4	653	82.0	346,224	49.6
Manufacturing	6,022	40.2	232	86.9	348,425	36.8
Other Services (except Public Administration)	5,278	95.2	796	98.0	201,023	92.7
Wholesale Trade	4,645	62.8	359	78.2	330,536	58.1
Professional, Scientific, and Technical Services	3,913	66.2	730	95.3	279,965	62.9
Finance and Insurance	3,904	28.7	428	86.3	333,215	28.5
Administrative, Support, and Waste Management	3,633	52.4	441	92.3	163,784	52.0
Transportation and Warehousing	2,886	58.1	383	90.1	140,859	56.9
Arts, Entertainment, and Recreation	2,779	75.0	200	97.1	58,517	80.6
Educational Services	1,854	63.9	75	97.4	50,022	66.1
Real Estate and Rental and Leasing	1,579	73.3	389	93.5	82,708	72.4
Information	1,209	41.0	76	68.5	80,536	39.7
Management of Companies and Enterprises	485	8.5	42	65.6	37,338	8.2
Utilities	130	32.9	8	57.1	12,078	29.0
Mining, Quarrying, and Oil and Gas Extraction	113	100.0	6	100.0	7,665	100.0
Agriculture, Forestry, Fishing, and Hunting	28	100.0	19	100.0	1,681	100.0
Industries not classified	4	100.0	7	100.0	154	100.0
All industries	75,540	48.8	7,052	92.2	3,819,812	42.4

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say "Source of original data," values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](https://advocacy.sba.gov) for additional resources.



# 2025 Small Business Profile

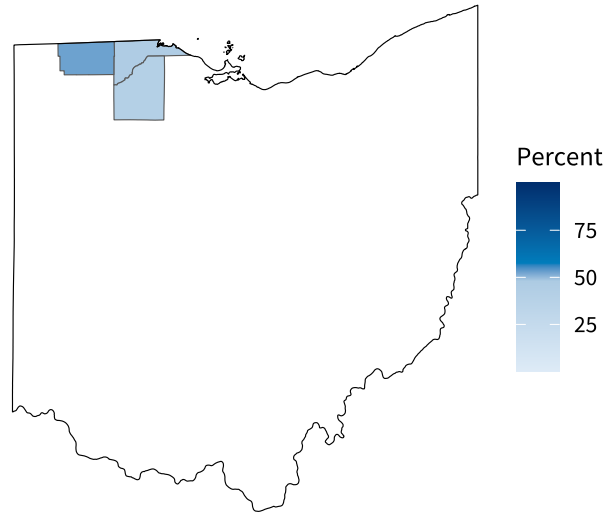
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

REGULATION • RESEARCH • OUTREACH

## Toledo, Ohio

**50,322** small businesses  
**98.2 percent** of businesses

**118,277** small business employees  
**45.2 percent** of employees



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

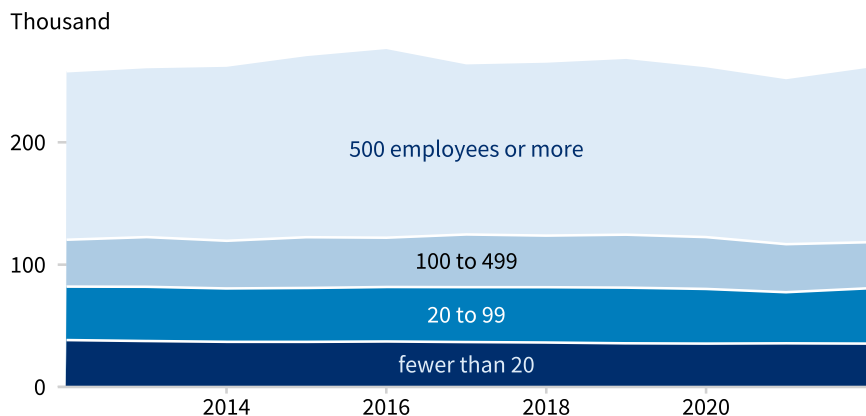
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 91.0 percent of metropolitan area employers and 45.2 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers fell from 9,810 to 9,381. During that period, total employment at small businesses fell from 120,364 to 118,277 employees.

### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Transportation and Warehousing, with **6,039** small businesses.

The metropolitan area industry with the most small business employment in 2022 was Accommodation and Food Services, with **18,261** employees.

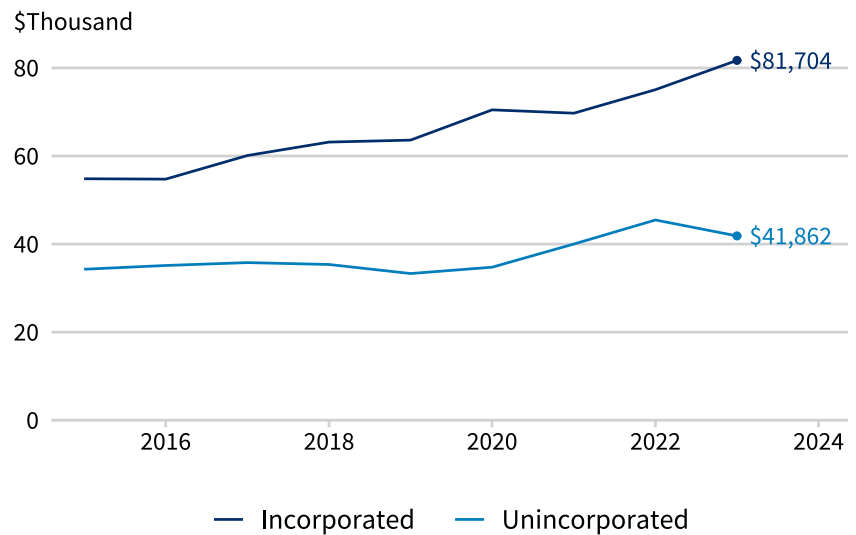


## Self-employment

In 2023, 10.1 percent of private workers in the metropolitan area were self-employed, up from 9.1 percent in 2018. 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 \$81,704 in 2023, up 29.4 percent since 2018. The median income of the unincorporated self-employed was \$41,862 in 2023, up 18.4 percent since 2018. The median income for all private workers was \$52,540 in 2023, up 23.7 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 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	5,682	280	77	6,039
Other Services (except Public Administration)	4,704	1,063	127	5,894
Professional, Scientific, and Technical Services	4,817	822	105	5,744
Real Estate and Rental and Leasing	4,221	320	49	4,590
Construction	3,585	831	117	4,533
Health Care and Social Assistance	3,350	868	223	4,441
Administrative, Support, and Waste Management	3,625	505	99	4,229
Retail Trade	3,156	854	138	4,148
Arts, Entertainment, and Recreation	2,610	161	36	2,807
Accommodation and Food Services	792	754	286	1,832
Finance and Insurance	1,131	391	43	1,565
Educational Services	1,269	107	57	1,433
Manufacturing	617	337	194	1,148
Wholesale Trade	580	313	157	1,050
Information	536	66	15	617
Agriculture, Forestry, Fishing, and Hunting	247	5	0	252
Mining, Quarrying, and Oil and Gas Extraction	16	*	*	20
Utilities	3	6	5	14
Management of Companies and Enterprises	*	7	30	*
Industries not classified	*	7	0	*
All industries	40,941	7,692	1,689	50,322

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 48.0 percent of workers and owned 44.8 percent of businesses.

### Veterans



Veterans made up 3.9 percent of workers and owned 5.7 percent of businesses.

### Hispanics



Hispanics made up 6.8 percent of workers and owned 4.6 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	18,000	91.3	1,721	8.7	19,721
Male	21,000	79.9	5,290	20.1	26,290
Owned equally by both groups	950	57.8	693	42.2	1,643
Veteran	1,900	76.6	580	23.4	2,480
Not Veteran	38,500	84.7	6,971	15.3	45,471
Owned equally by both groups	150	*	*	*	*
Hispanic	1,900	91.0	189	9.0	2,089
Not Hispanic	38,500	83.8	7,461	16.2	45,961
Owned equally by both groups	50	48.5	53	51.5	103
Rural	6,400	82.9	1,320	17.1	7,720
Urban	33,000	81.5	7,475	18.5	40,475
American Indian and Alaska Native	300	96.5	11	3.5	311
Asian	1,100	72.3	422	27.7	1,522
Black or African American	6,900	95.6	315	4.4	7,215
Native Hawaiian and Other Pacific Islander	30	*	*	*	*
White	32,500	82.3	7,011	17.7	39,511
Hispanic or Racial Minority	9,800	91.2	946	8.8	10,746
White and Not Hispanic	30,500	82.0	6,695	18.0	37,195
Owned equally by both groups	100	61.3	63	38.7	163

\* Not available

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

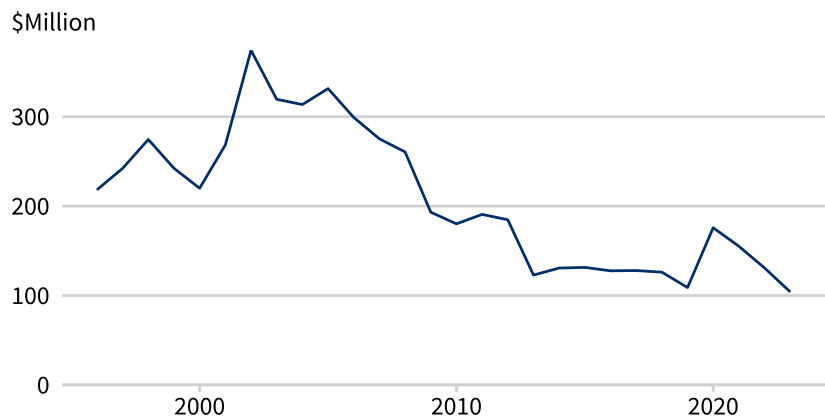
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$104.0 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$311.1 million. Total reported new lending to businesses through loans of \$100,000 or less was \$106.9 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	18,261	66.6	1,040	93.6	328,601	64.4
Health Care and Social Assistance	18,080	39.4	1,091	91.6	839,711	31.1
Manufacturing	15,352	31.9	531	85.2	964,582	29.9
Retail Trade	10,906	35.8	992	83.9	459,416	44.9
Construction	9,335	63.6	948	97.7	684,228	60.0
Other Services (except Public Administration)	8,208	86.9	1,190	96.8	255,513	79.9
Administrative, Support, and Waste Management	7,198	43.4	604	89.2	271,869	41.5
Professional, Scientific, and Technical Services	7,017	63.1	927	93.4	475,759	54.3
Wholesale Trade	6,534	59.7	470	78.7	455,335	56.4
Transportation and Warehousing	4,302	27.7	357	83.6	209,501	29.7
Educational Services	3,967	79.4	164	95.9	135,069	75.0
Finance and Insurance	2,695	40.0	434	86.1	269,645	42.0
Arts, Entertainment, and Recreation	2,550	52.0	197	96.1	62,162	50.3
Real Estate and Rental and Leasing	2,291	70.3	369	89.3	185,113	78.9
Information	714	21.3	81	74.3	41,431	20.4
Management of Companies and Enterprises	625	8.4	37	47.4	44,088	5.0
Utilities	200	27.4	11	64.7	19,352	25.1
Mining, Quarrying, and Oil and Gas Extraction	17	22.1	4	57.1	1,541	25.0
Agriculture, Forestry, Fishing, and Hunting	16	19.3	5	83.3	464	8.5
Industries not classified	9	100.0	7	100.0	295	100.0
All industries	118,277	45.2	9,381	91.0	5,703,675	39.8

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say “Source of original data,” values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](#) for additional resources.

# 2025 Small Business Profile

U.S. SMALL BUSINESS ADMINISTRATION

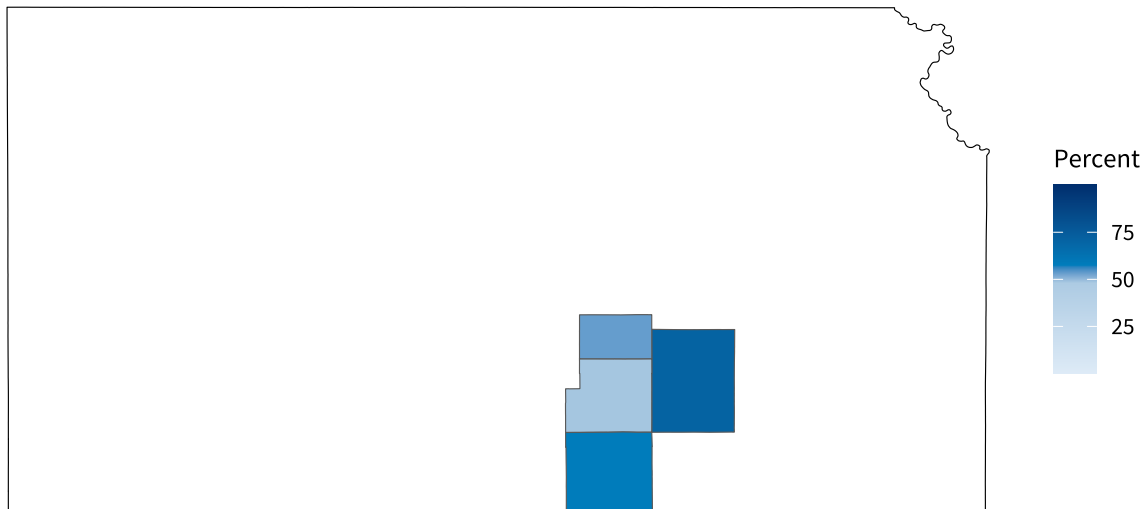
## OFFICE OF ADVOCACY

REGULATION • RESEARCH • OUTREACH

### Wichita, Kansas

**57,923** small businesses  
**98.5 percent** of businesses

**130,156** small business employees  
**49.9 percent** of employees



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

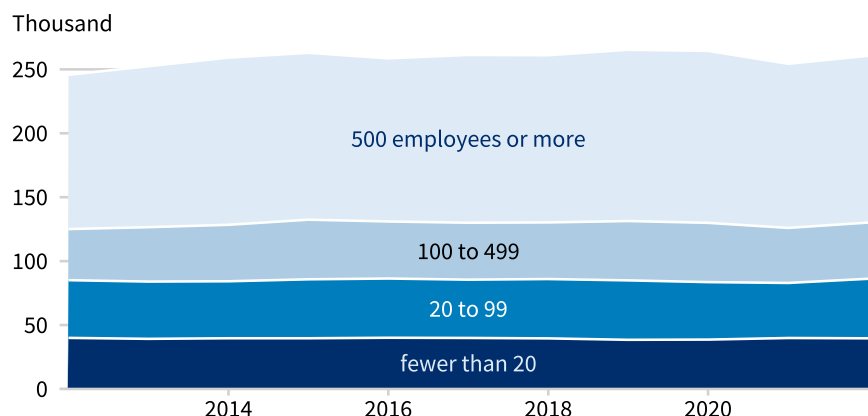
Sources of original data: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

#### Small business employment

Businesses are classified as small in this profile if they employ fewer than 500 people. In 2022, small businesses accounted for 92.5 percent of metropolitan area employers and 49.9 percent of metropolitan area employment. Between 2012 and 2022, the number of small employers rose from 10,924 to 11,137. During that period, total employment at small businesses rose from 125,073 to 130,156 employees.

#### Metropolitan area employment by business size

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



The metropolitan area industry with the most small businesses in 2022 was Professional, Scientific, and Technical Services, with **6,521** small businesses.

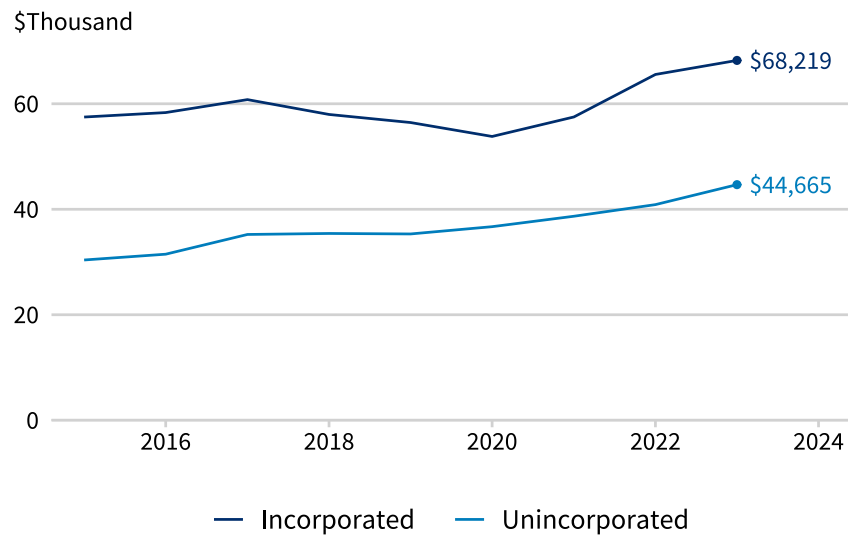
The metropolitan area industry with the most small business employment in 2022 was Health Care and Social Assistance, with **22,988** employees.

## Self-employment

In 2023, 11.2 percent of private workers in the metropolitan area were self-employed, up from 10.9 percent in 2018. 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 \$68,219 in 2023, up 17.7 percent since 2018. The median income of the unincorporated self-employed was \$44,665 in 2023, up 26.1 percent since 2018. The median income for all private workers was \$51,784 in 2023, up 17.1 percent since 2018.

### Median income of the self-employed by incorporation

Source: [American Community Survey](#), 2023 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	5,402	1,007	112	6,521
Other Services (except Public Administration)	5,067	1,317	115	6,499
Real Estate and Rental and Leasing	5,682	572	38	6,292
Construction	4,510	1,287	179	5,976
Health Care and Social Assistance	4,036	1,070	263	5,369
Retail Trade	3,885	917	162	4,964
Transportation and Warehousing	4,414	299	86	4,799
Administrative, Support, and Waste Management	4,083	608	101	4,792
Arts, Entertainment, and Recreation	2,599	132	35	2,766
Finance and Insurance	1,425	511	76	2,012
Accommodation and Food Services	708	657	241	1,606
Educational Services	1,360	103	35	1,498
Mining, Quarrying, and Oil and Gas Extraction	1,373	113	8	1,494
Manufacturing	696	363	167	1,226
Wholesale Trade	571	313	149	1,033
Information	552	81	21	654
Agriculture, Forestry, Fishing, and Hunting	402	14	0	416
Utilities	21	5	4	30
Management of Companies and Enterprises	*	8	36	*
Industries not classified	*	20	0	*
All industries	46,786	9,388	1,749	57,923

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)

## Business ownership share by demographic group

### Women



Women made up 46.7 percent of workers and owned 44.7 percent of businesses.

### Veterans



Veterans made up 5.0 percent of workers and owned 6.5 percent of businesses.

### Hispanics



Hispanics made up 12.6 percent of workers and owned 9.3 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Business count by owner demographic group or location type

Group	Without employees	%	With employees	%	Total businesses
Female	20,000	89.9	2,251	10.1	22,251
Male	24,500	79.4	6,365	20.6	30,865
Owned equally by both groups	1,400	51.0	1,343	49.0	2,743
Veteran	2,700	85.3	466	14.7	3,166
Not Veteran	43,000	82.2	9,285	17.8	52,285
Owned equally by both groups	250	54.6	208	45.4	458
Hispanic	4,500	89.6	520	10.4	5,020
Not Hispanic	41,500	81.6	9,364	18.4	50,864
Owned equally by both groups	100	57.1	75	42.9	175
Rural	7,500	83.7	1,465	16.3	8,965
Urban	35,500	78.5	9,703	21.5	45,203
American Indian and Alaska Native	850	86.6	132	13.4	982
Asian	2,200	75.5	712	24.5	2,912
Black or African American	3,300	92.3	277	7.7	3,577
Native Hawaiian and Other Pacific Islander	70	80.5	17	19.5	87
White	40,500	82.0	8,886	18.0	49,386
Hispanic or Racial Minority	10,500	86.5	1,640	13.5	12,140
White and Not Hispanic	35,500	81.3	8,188	18.7	43,688
Owned equally by both groups	200	60.4	131	39.6	331

As described in the [technical notes](#), counts include only businesses for which location type or owner demographics could be determined. Percentages represent shares of row totals.

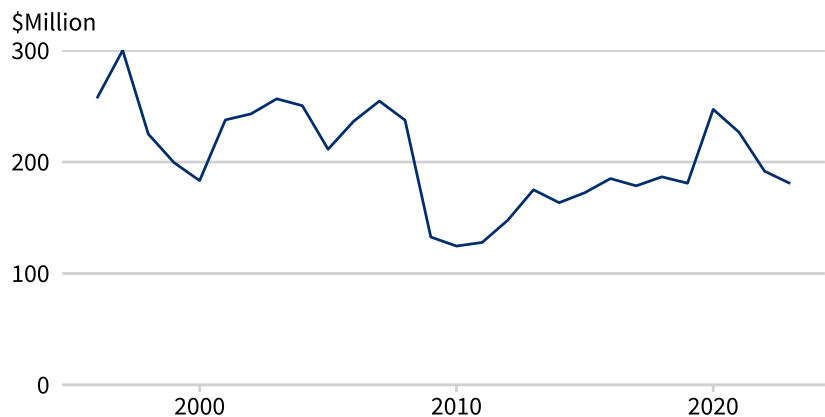
Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$180.7 million in loans to metropolitan area businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$483.0 million. Total reported new lending to businesses through loans of \$100,000 or less was \$133.8 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	22,988	55.2	1,333	94.0	1,134,664	52.1
Accommodation and Food Services	15,408	53.4	898	91.5	306,653	53.9
Construction	14,637	87.7	1,466	98.4	863,841	84.6
Manufacturing	14,113	30.4	530	88.2	791,392	22.4
Retail Trade	10,866	34.4	1,079	85.1	461,736	43.1
Other Services (except Public Administration)	9,752	87.3	1,432	97.5	291,242	83.7
Professional, Scientific, and Technical Services	8,308	67.5	1,119	94.8	540,964	63.2
Administrative, Support, and Waste Management	7,177	49.1	709	91.5	280,402	51.5
Wholesale Trade	5,899	56.2	462	76.5	370,497	44.3
Transportation and Warehousing	4,631	42.0	385	84.6	280,277	44.0
Finance and Insurance	4,494	55.2	587	87.9	266,787	44.5
Educational Services	3,672	66.4	138	92.6	109,402	57.0
Real Estate and Rental and Leasing	2,701	77.7	610	94.4	125,684	75.8
Arts, Entertainment, and Recreation	2,240	54.3	167	95.4	51,641	56.3
Information	1,342	27.2	102	75.6	73,293	26.9
Management of Companies and Enterprises	773	10.3	44	44.4	70,809	6.7
Mining, Quarrying, and Oil and Gas Extraction	767	99.2	121	98.4	61,452	99.6
Utilities	334	26.5	9	60.0	21,350	19.7
Agriculture, Forestry, Fishing, and Hunting	30	100.0	14	100.0	848	100.0
Industries not classified	24	100.0	20	100.0	418	100.0
All industries	130,156	49.9	11,137	92.5	6,103,352	43.2

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Definitions of Metropolitan Statistical Areas are generally those published by the Office of Management and Budget on [July 21, 2023](#). Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say "Source of original data," values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit [advocacy.sba.gov](https://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 (SUSB), the Annual Business Survey (ABS), and Nonemployer Statistics by Demographics (NESD) use definitions from [July 21, 2023](#). Those definitions are generally used throughout these profiles, except for statistics from the American Community Survey (ACS), for which definitions [vary by year](#).

The geographic definitions of county equivalents for the state of Connecticut have recently changed. Changes in county definitions make using SUSB to create times series values with consistent definitions for Connecticut MSAs impossible. These profiles therefore incorporate historical Connecticut MSA values as reported in SUSB without adjustment for changes in definitions. Because SUSB MSA definitions are updated every five years, values for 2022 use the 2023 definitions, values for 2017–2021 use the definitions from [July 15, 2015](#), and values for 2012–2016 use the definitions from [February 28, 2013](#). The most recent small business lending data still correspond to the previous Connecticut county definitions, so the 2015 Connecticut MSA definitions are also used for calculating lending statistics.

## 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.

Business counts by owner demographic group or location type exclude some businesses because owner demographic group or location type could not be determined. Businesses organized as C corporations are not included in the demographic totals, because administrative records do not reliably identify all owners. Other kinds of businesses, which “pass through” income to owners for tax purposes, are included. Businesses that could not be associated with a Census block are not included in either the rural or urban totals. Census blocks are small geographic areas corresponding roughly to city blocks. Census blocks with at least 2,500 inhabitants are classified as urban.



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 was 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.

## **Imputation**

Values were imputed for some features when published data were missing or obviously erroneous. 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 calculated using other current values for the county, values for the county in previous years, or values for neighboring counties.

Features showing business ownership by demographic group may also involve imputed values. Missing counts could often 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. In the demographics feature that includes data visualizations, where counts for businesses with employees could not be approximated reliably, ownership shares were approximated using counts for businesses without employees.

## **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.

## **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](mailto:advocacy@sba.gov).