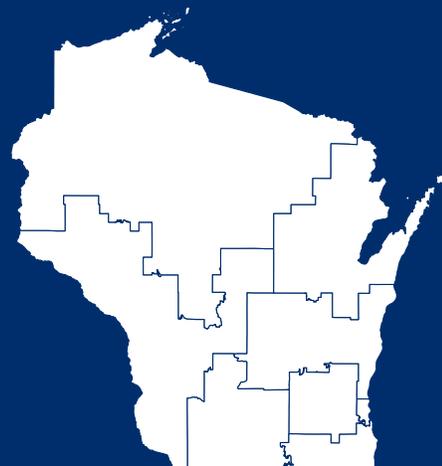




Congressional District Small Business Profiles

2026

WISCONSIN



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 executive branch. Appointed by the President and confirmed by the Senate, Chief Counsel Casey Mulligan directs the office. Chief Counsel Mulligan 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 his efforts.

The statutory mission of the Office of Advocacy includes examining the role of small business in the economy. 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 the congressional districts of Wisconsin. It was prepared by Research Economist Daniel Wilmoth with editorial support by Editor Akira Loring, Senior Editor M. B. Humphrey, and Director of the Office of Information David Tokarz.

This report is part of a series that shows the important roles that small businesses play in congressional districts across the nation. District 1 of Montana, located in the western part of the state, led the nation in small business share of employment, at 70.4 percent. District 12 of New York, located in Manhattan, had the most small businesses with employees, at 51,317. District 32 of California, which includes Malibu and parts of Los Angeles, had the highest self-employment rate, at 19.2 percent. Readers are invited to compare congressional districts to the [nation](#), [states](#), [rural areas](#), and [metropolitan areas](#).

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 learn more about small businesses, regulatory issues, and the Office of Advocacy, visit advocacy.sba.gov.

February 2026

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2026 Small Business Profile

U.S. SMALL BUSINESS ADMINISTRATION
OFFICE OF ADVOCACY

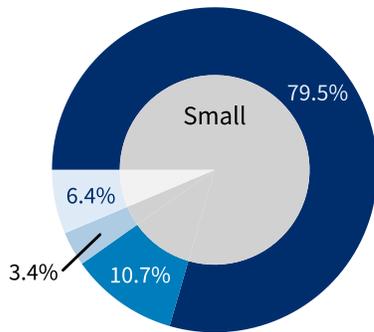
REGULATION • RESEARCH • OUTREACH

Wisconsin Congressional District 1

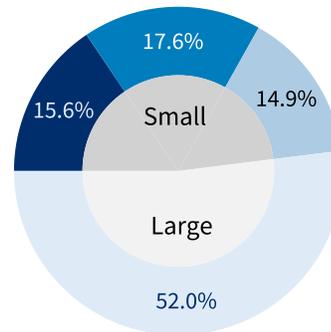


12,148 small businesses with employees
93.6 percent of district employers

133,486 employees of small businesses
48.0 percent of district employees



Employers by size



Employment by size

Employer size

■ Less than 20
 ■ 20 to 99
 ■ 100 to 499
 ■ 500 or more employees

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

Employer count by size and industry

Industry	1-19 employees	20-99 employees	100-499 employees	500+ employees
Construction	1,462	87	12	7
Other Services (except Public Administration)	1,386	105	19	28
Accommodation and Food Services	1,083	262	42	64
Retail Trade	1,150	141	37	199
Health Care and Social Assistance	886	215	55	89
Professional, Scientific, and Technical Services	904	68	21	35
Manufacturing	505	199	104	137
Administrative, Support, and Waste Management	669	50	28	46
Transportation and Warehousing	614	64	30	78
Wholesale Trade	413	67	47	88
Real Estate and Rental and Leasing	458	24	18	32
Finance and Insurance	334	23	25	64
Arts, Entertainment, and Recreation	208	44	9	9
Educational Services	137	35	6	7
Information	68	16	4	25
Management of Companies and Enterprises	5	18	12	33
Agriculture, Forestry, Fishing and Hunting	20	0	0	0
Industries not classified	9	0	0	0
Mining, Quarrying, and Oil and Gas Extraction	5	*	*	1
Utilities	*	*	*	3
All industries	10,311	1,392	445	827

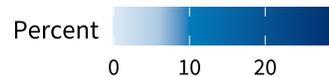
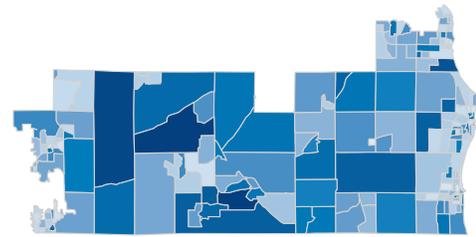
* Not available; Source of original data: [Statistics of U.S. Businesses](#), 2022 (Census)

Self-employment

In 2024, 7.4 percent of private workers in the congressional district were self-employed, below the national rate of 9.9 percent. The percent of district workers who were self-employed included 3.7 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$68,943, while the median income of the unincorporated self-employed was \$66,616. The median income for all workers in the district was \$60,643.

Share of workers self-employed by Census tract

Source: [American Community Survey](#) (Census)



Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	1,561	99.6	9,814	89.5	746,151	88.9
Other Services (except Public Administration)	1,510	98.2	9,873	92.7	303,379	90.1
Accommodation and Food Services	1,387	95.6	19,743	67.0	390,001	65.7
Retail Trade	1,328	87.0	13,158	29.5	582,675	34.0
Health Care and Social Assistance	1,156	92.9	17,808	47.7	683,009	32.0
Professional, Scientific, and Technical Services	993	96.6	5,414	78.8	310,035	73.8
Manufacturing	808	85.5	25,505	43.0	1,593,908	40.0
Administrative, Support, and Waste Management	747	94.2	7,352	44.9	308,046	44.0
Transportation and Warehousing	708	90.1	5,507	30.0	285,978	32.8
Wholesale Trade	527	85.7	6,734	44.9	433,110	40.6
Real Estate and Rental and Leasing	500	94.0	2,593	80.2	136,310	79.6
Finance and Insurance	382	85.7	2,365	47.1	159,358	40.8
Arts, Entertainment, and Recreation	261	96.7	3,544	84.3	93,923	91.4
Educational Services	178	96.2	2,499	57.9	79,091	61.4
Information	88	77.9	907	36.6	51,861	37.9
Management of Companies and Enterprises	35	51.5	412	4.8	31,433	2.9
Agriculture, Forestry, Fishing and Hunting	20	100.0	58	100.0	2,079	100.0
Industries not classified	9	100.0	13	100.0	270	100.0
Mining, Quarrying, and Oil and Gas Extraction	7	87.5	149	90.3	13,922	91.5
Utilities	4	57.1	38	3.7	3,410	2.8
All industries	12,148	93.6	133,486	48.0	6,207,949	41.9

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

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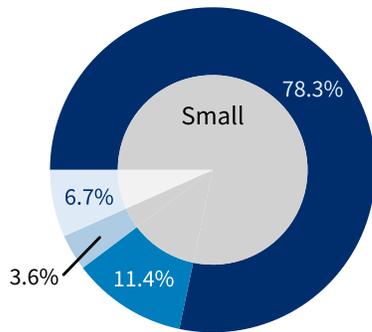
2026 Small Business Profile

Wisconsin Congressional District 2

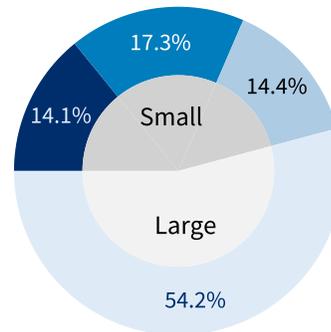


14,652 small businesses with employees
93.3 percent of district employers

169,266 employees of small businesses
45.8 percent of district employees



Employers by size



Employment by size

Employer size

■ Less than 20
 ■ 20 to 99
 ■ 100 to 499
 ■ 500 or more employees

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

Employer count by size and industry

Industry	1-19 employees	20-99 employees	100-499 employees	500+ employees
Professional, Scientific, and Technical Services	1,753	164	75	117
Other Services (except Public Administration)	1,649	129	24	36
Construction	1,613	132	31	33
Accommodation and Food Services	1,120	359	39	82
Health Care and Social Assistance	1,019	262	67	90
Retail Trade	1,116	174	52	213
Administrative, Support, and Waste Management	763	74	37	69
Real Estate and Rental and Leasing	751	40	33	36
Manufacturing	403	132	71	99
Wholesale Trade	422	109	73	129
Finance and Insurance	493	57	45	127
Transportation and Warehousing	392	51	31	57
Arts, Entertainment, and Recreation	326	61	11	10
Educational Services	239	48	5	10
Information	167	30	14	55
Management of Companies and Enterprises	16	13	30	51
Agriculture, Forestry, Fishing and Hunting	42	3	2	2
Mining, Quarrying, and Oil and Gas Extraction	13	5	0	0
Industries not classified	12	0	0	0
Utilities	*	*	*	12
All industries	12,294	1,792	566	1,050

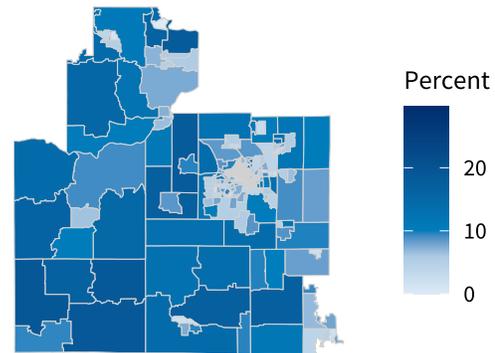
* Not available; Source of original data: [Statistics of U.S. Businesses](#), 2022 (Census)

Self-employment

In 2024, 7.7 percent of private workers in the congressional district were self-employed, below the national rate of 9.9 percent. The percent of district workers who were self-employed included 3.5 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$81,129, while the median income of the unincorporated self-employed was \$45,971. The median income for all workers in the district was \$67,964.

Share of workers self-employed by Census tract

Source: [American Community Survey](#) (Census)



Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Professional, Scientific, and Technical Services	1,992	94.5	15,594	42.0	1,340,806	36.7
Other Services (except Public Administration)	1,802	98.0	12,860	84.2	553,682	85.7
Construction	1,776	98.2	14,728	75.1	1,096,098	71.1
Accommodation and Food Services	1,518	94.9	24,156	67.2	547,807	67.0
Health Care and Social Assistance	1,348	93.7	23,430	35.7	1,097,056	23.9
Retail Trade	1,342	86.3	14,428	33.7	577,773	34.0
Administrative, Support, and Waste Management	874	92.7	8,690	51.1	412,988	51.7
Real Estate and Rental and Leasing	824	95.8	4,426	80.8	239,339	81.3
Manufacturing	606	86.0	17,258	41.5	1,053,165	37.3
Wholesale Trade	604	82.4	9,527	57.5	680,968	56.3
Finance and Insurance	595	82.4	5,969	25.4	513,428	21.8
Transportation and Warehousing	474	89.3	5,288	47.5	257,910	53.6
Arts, Entertainment, and Recreation	398	97.5	5,264	92.8	133,232	89.1
Educational Services	292	96.7	3,364	79.2	102,683	77.2
Information	211	79.3	2,351	12.3	187,707	7.3
Management of Companies and Enterprises	59	53.6	1,416	27.4	161,550	26.8
Agriculture, Forestry, Fishing and Hunting	47	95.9	269	18.5	11,813	12.7
Mining, Quarrying, and Oil and Gas Extraction	18	100.0	223	100.0	18,153	100.0
Industries not classified	12	100.0	11	100.0	436	100.0
Utilities	3	20.0	14	0.8	1,494	0.7
All industries	14,652	93.3	169,266	45.8	8,988,088	36.4

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

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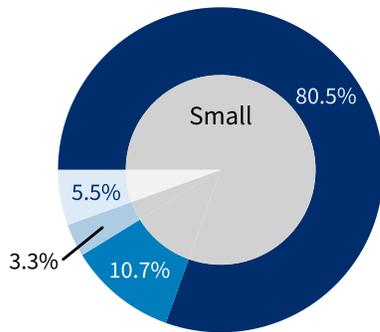
2026 Small Business Profile

Wisconsin Congressional District 3

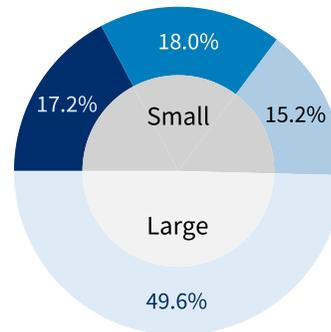


13,060 small businesses with employees
94.5 percent of district employers

139,912 employees of small businesses
50.4 percent of district employees



Employers by size



Employment by size

Employer size

- Less than 20
- 20 to 99
- 100 to 499
- 500 or more employees

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

Employer count by size and industry

Industry	1-19 employees	20-99 employees	100-499 employees	500+ employees
Other Services (except Public Administration)	1,657	101	19	23
Construction	1,619	111	15	19
Accommodation and Food Services	1,354	270	35	60
Retail Trade	1,208	190	46	149
Health Care and Social Assistance	953	211	84	74
Professional, Scientific, and Technical Services	865	77	26	44
Manufacturing	466	170	90	114
Transportation and Warehousing	607	68	21	70
Administrative, Support, and Waste Management	538	64	18	49
Finance and Insurance	452	61	36	76
Real Estate and Rental and Leasing	502	17	16	26
Wholesale Trade	341	73	63	106
Arts, Entertainment, and Recreation	288	35	7	6
Educational Services	121	22	8	5
Information	71	22	10	29
Agriculture, Forestry, Fishing and Hunting	66	4	0	0
Management of Companies and Enterprises	6	16	19	26
Utilities	8	12	2	4
Mining, Quarrying, and Oil and Gas Extraction	9	4	3	6
Industries not classified	9	*	*	0
All industries	11,123	1,485	452	762

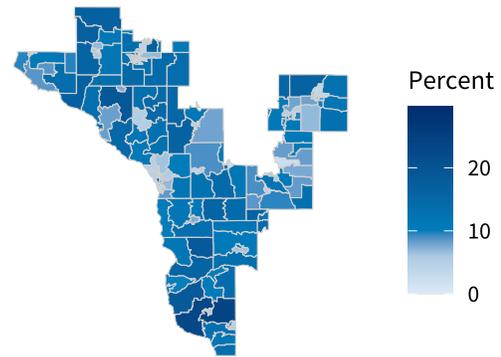
* Not available; Source of original data: [Statistics of U.S. Businesses](#), 2022 (Census)

Self-employment

In 2024, 9.3 percent of private workers in the congressional district were self-employed, below the national rate of 9.9 percent. The percent of district workers who were self-employed included 3.2 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$53,008, while the median income of the unincorporated self-employed was \$42,861. The median income for all workers in the district was \$56,408.

Share of workers self-employed by Census tract

Source: [American Community Survey](#) (Census)



Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Other Services (except Public Administration)	1,777	98.7	9,862	92.6	292,468	87.7
Construction	1,745	98.9	10,921	86.0	759,242	79.8
Accommodation and Food Services	1,659	96.5	19,385	72.6	345,833	72.4
Retail Trade	1,444	90.6	15,132	38.5	547,624	45.4
Health Care and Social Assistance	1,248	94.4	21,866	47.3	909,330	33.7
Professional, Scientific, and Technical Services	968	95.7	5,972	80.6	348,438	77.9
Manufacturing	726	86.4	20,557	38.6	1,051,532	34.2
Transportation and Warehousing	696	90.9	5,929	28.5	267,359	23.5
Administrative, Support, and Waste Management	620	92.7	6,007	51.9	223,480	45.9
Finance and Insurance	549	87.8	6,499	47.0	410,852	39.5
Real Estate and Rental and Leasing	535	95.4	2,303	89.8	99,556	86.2
Wholesale Trade	477	81.8	6,332	55.6	397,531	53.7
Arts, Entertainment, and Recreation	330	98.2	3,326	75.4	70,607	70.6
Educational Services	151	96.8	2,336	72.2	71,532	73.8
Information	103	78.0	1,376	30.8	81,288	21.4
Agriculture, Forestry, Fishing and Hunting	70	100.0	277	100.0	14,426	100.0
Management of Companies and Enterprises	41	61.2	581	9.8	38,015	7.4
Utilities	22	84.6	748	41.2	75,668	44.5
Mining, Quarrying, and Oil and Gas Extraction	16	72.7	458	47.5	45,330	52.4
Industries not classified	10	100.0	45	100.0	486	100.0
All industries	13,060	94.5	139,912	50.4	6,050,597	43.0

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

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

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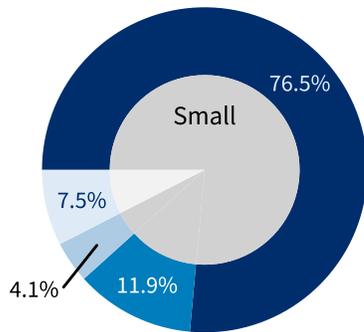
2026 Small Business Profile

Wisconsin Congressional District 4

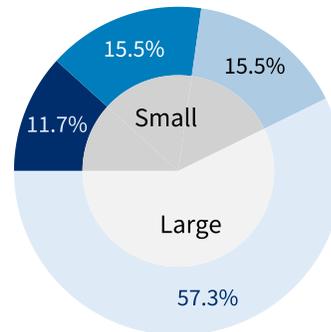


11,539 small businesses with employees
92.5 percent of district employers

147,920 employees of small businesses
42.7 percent of district employees



Employers by size



Employment by size

Employer size

■ Less than 20
 ■ 20 to 99
 ■ 100 to 499
 ■ 500 or more employees

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

Employer count by size and industry

Industry	1-19 employees	20-99 employees	100-499 employees	500+ employees
Health Care and Social Assistance	1,504	295	90	84
Other Services (except Public Administration)	1,259	124	33	42
Professional, Scientific, and Technical Services	1,187	109	60	101
Accommodation and Food Services	926	315	31	76
Retail Trade	1,112	89	38	170
Construction	712	54	13	15
Administrative, Support, and Waste Management	499	79	30	97
Real Estate and Rental and Leasing	480	38	23	45
Manufacturing	339	124	75	70
Finance and Insurance	388	29	33	120
Wholesale Trade	311	72	44	85
Transportation and Warehousing	346	45	19	70
Educational Services	155	68	23	25
Arts, Entertainment, and Recreation	172	41	14	10
Information	134	13	8	43
Management of Companies and Enterprises	6	18	24	60
Industries not classified	13	0	0	0
Mining, Quarrying, and Oil and Gas Extraction	3	0	0	0
Utilities	*	*	*	*
All industries	9,542	1,480	517	942

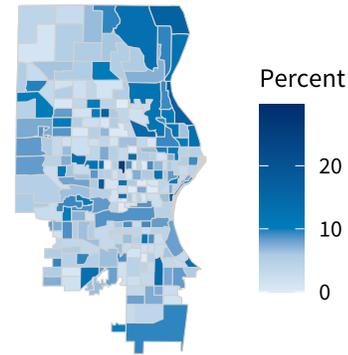
* Not available; Source of original data: [Statistics of U.S. Businesses](#), 2022 (Census)

Self-employment

In 2024, 5.4 percent of private workers in the congressional district were self-employed, below the national rate of 9.9 percent. The percent of district workers who were self-employed included 2.0 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$61,106, while the median income of the unincorporated self-employed was \$44,946. The median income for all workers in the district was \$56,007.

Share of workers self-employed by Census tract

Source: [American Community Survey](#) (Census)



Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	1,889	95.7	32,085	40.5	1,276,930	27.5
Other Services (except Public Administration)	1,416	97.1	11,210	89.5	451,934	80.9
Professional, Scientific, and Technical Services	1,356	93.1	11,767	57.7	1,160,377	54.7
Accommodation and Food Services	1,272	94.4	19,001	59.7	429,310	57.3
Retail Trade	1,239	87.9	9,738	38.0	402,197	47.8
Construction	779	98.1	6,404	83.4	497,562	79.8
Administrative, Support, and Waste Management	608	86.2	8,557	31.3	378,692	27.5
Real Estate and Rental and Leasing	541	92.3	3,568	76.4	235,106	76.4
Manufacturing	538	88.5	16,271	54.2	1,082,291	48.9
Finance and Insurance	450	78.9	3,534	14.5	443,797	9.9
Wholesale Trade	427	83.4	6,889	43.0	483,362	30.6
Transportation and Warehousing	410	85.4	3,692	42.9	190,521	45.3
Educational Services	246	90.8	7,459	30.0	322,497	19.8
Arts, Entertainment, and Recreation	227	95.8	4,561	70.5	307,015	56.6
Information	155	78.3	1,460	14.8	115,157	11.1
Management of Companies and Enterprises	48	44.4	1,650	10.8	149,769	9.9
Industries not classified	13	100.0	33	100.0	1,436	100.0
Mining, Quarrying, and Oil and Gas Extraction	3	100.0	5	100.0	338	100.0
All industries	11,539	92.5	147,920	42.7	7,932,717	31.9

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

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

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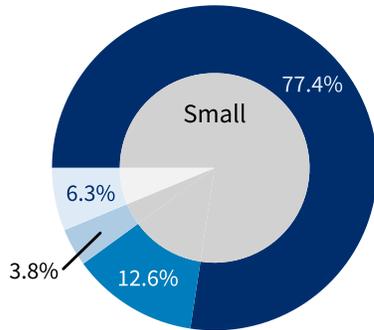
2026 Small Business Profile

Wisconsin Congressional District 5

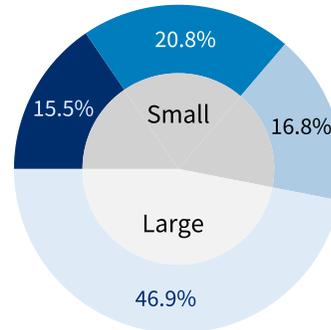


16,087 small businesses with employees
93.7 percent of district employers

194,103 employees of small businesses
53.1 percent of district employees



Employers by size



Employment by size

Employer size

■ Less than 20 ■ 20 to 99 ■ 100 to 499 ■ 500 or more employees

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

Employer count by size and industry

Industry	1-19 employees	20-99 employees	100-499 employees	500+ employees
Construction	2,099	224	39	28
Other Services (except Public Administration)	1,610	170	24	38
Professional, Scientific, and Technical Services	1,571	145	43	68
Health Care and Social Assistance	1,297	247	58	110
Retail Trade	1,074	177	58	205
Manufacturing	724	332	127	132
Accommodation and Food Services	843	293	40	74
Administrative, Support, and Waste Management	930	75	57	68
Wholesale Trade	744	194	102	196
Finance and Insurance	677	50	51	130
Real Estate and Rental and Leasing	592	35	26	39
Transportation and Warehousing	483	86	21	47
Arts, Entertainment, and Recreation	293	62	10	9
Educational Services	197	58	10	7
Information	95	21	11	38
Management of Companies and Enterprises	15	17	31	56
Agriculture, Forestry, Fishing and Hunting	30	0	0	1
Industries not classified	12	*	*	0
Mining, Quarrying, and Oil and Gas Extraction	5	5	1	1
Utilities	*	*	*	4
All industries	13,282	2,157	648	1,074

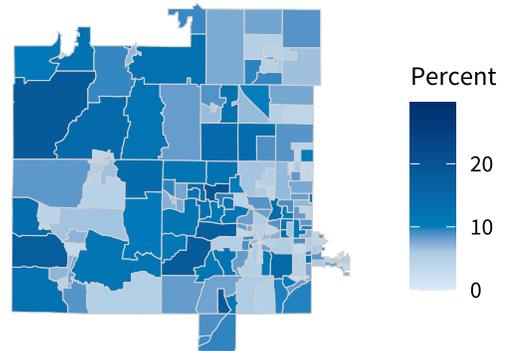
* Not available; Source of original data: [Statistics of U.S. Businesses](#), 2022 (Census)

Self-employment

In 2024, 8.9 percent of private workers in the congressional district were self-employed, below the national rate of 9.9 percent. The percent of district workers who were 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 \$70,326, while the median income of the unincorporated self-employed was \$51,695. The median income for all workers in the district was \$69,249.

Share of workers self-employed by Census tract

Source: [American Community Survey](#) (Census)



Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	2,362	98.8	21,126	87.4	1,668,775	86.4
Other Services (except Public Administration)	1,804	97.9	13,903	89.2	491,504	83.9
Professional, Scientific, and Technical Services	1,759	96.3	12,562	73.1	965,987	68.7
Health Care and Social Assistance	1,602	93.6	20,480	44.4	1,026,775	40.6
Retail Trade	1,309	86.5	15,319	34.9	690,695	44.4
Manufacturing	1,183	90.0	35,065	51.2	2,297,869	47.2
Accommodation and Food Services	1,176	94.1	17,968	64.6	359,353	64.8
Administrative, Support, and Waste Management	1,062	94.0	12,223	60.9	586,861	64.5
Wholesale Trade	1,040	84.1	13,970	53.6	1,116,529	50.0
Finance and Insurance	778	85.7	6,860	36.1	571,728	29.4
Real Estate and Rental and Leasing	653	94.4	4,157	74.4	223,526	69.6
Transportation and Warehousing	590	92.6	6,211	41.3	333,688	41.5
Arts, Entertainment, and Recreation	365	97.6	5,145	75.1	116,323	86.7
Educational Services	265	97.4	4,828	69.5	136,716	70.5
Information	127	77.0	2,367	44.4	219,581	37.8
Management of Companies and Enterprises	63	52.9	1,522	9.8	145,606	10.5
Agriculture, Forestry, Fishing and Hunting	30	96.8	100	36.6	3,078	28.4
Industries not classified	13	100.0	69	100.0	473	100.0
Mining, Quarrying, and Oil and Gas Extraction	11	91.7	219	95.2	18,419	96.2
All industries	16,087	93.7	194,103	53.1	10,973,526	49.6

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

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

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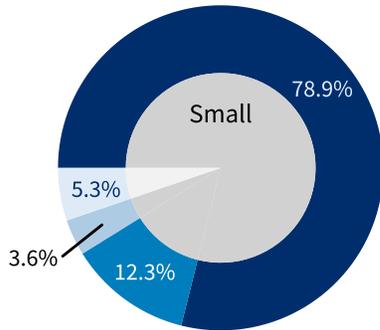
2026 Small Business Profile

Wisconsin Congressional District 6

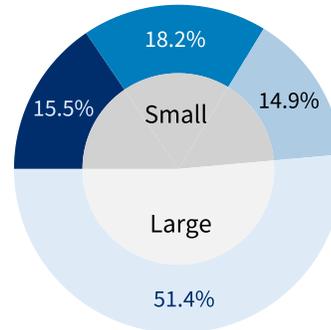


13,031 small businesses with employees
94.7 percent of district employers

150,489 employees of small businesses
48.6 percent of district employees



Employers by size



Employment by size

Employer size

■ Less than 20
 ■ 20 to 99
 ■ 100 to 499
 ■ 500 or more employees

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

Employer count by size and industry

Industry	1-19 employees	20-99 employees	100-499 employees	500+ employees
Other Services (except Public Administration)	1,613	136	18	26
Construction	1,563	129	15	15
Accommodation and Food Services	1,161	271	36	57
Retail Trade	1,145	201	42	129
Health Care and Social Assistance	888	247	78	80
Professional, Scientific, and Technical Services	914	73	24	42
Manufacturing	557	261	131	153
Administrative, Support, and Waste Management	675	55	21	39
Transportation and Warehousing	492	72	23	55
Wholesale Trade	414	105	49	73
Finance and Insurance	478	41	39	72
Real Estate and Rental and Leasing	423	24	15	31
Arts, Entertainment, and Recreation	281	49	13	3
Educational Services	120	25	4	5
Information	55	17	7	24
Agriculture, Forestry, Fishing and Hunting	54	*	*	0
Management of Companies and Enterprises	6	18	21	40
Mining, Quarrying, and Oil and Gas Extraction	17	4	3	1
Industries not classified	11	0	0	0
Utilities	*	*	*	6
All industries	10,853	1,685	493	723

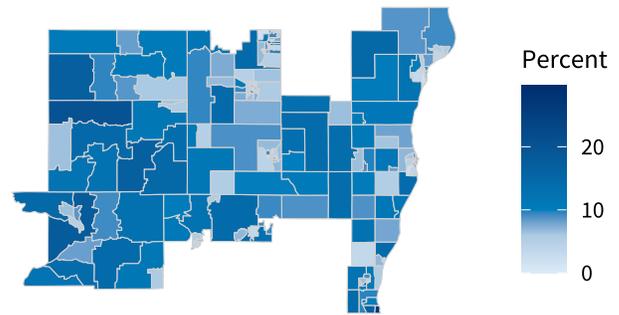
* Not available; Source of original data: [Statistics of U.S. Businesses](#), 2022 (Census)

Self-employment

In 2024, 8.4 percent of private workers in the congressional district were self-employed, below the national rate of 9.9 percent. The percent of district workers who were 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 \$60,064, while the median income of the unincorporated self-employed was \$52,383. The median income for all workers in the district was \$60,186.

Share of workers self-employed by Census tract

Source: [American Community Survey](#) (Census)



Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Other Services (except Public Administration)	1,767	98.5	11,564	93.2	347,413	94.0
Construction	1,707	99.1	11,411	62.8	791,824	48.4
Accommodation and Food Services	1,468	96.3	18,562	68.4	337,220	65.5
Retail Trade	1,388	91.5	14,282	40.0	502,137	45.1
Health Care and Social Assistance	1,213	93.8	19,579	47.1	873,637	37.6
Professional, Scientific, and Technical Services	1,011	96.0	6,517	54.3	416,118	49.7
Manufacturing	949	86.1	31,150	34.7	1,808,138	31.5
Administrative, Support, and Waste Management	751	95.1	6,201	51.8	280,174	55.4
Transportation and Warehousing	587	91.4	5,879	47.5	302,783	45.2
Wholesale Trade	568	88.6	7,783	70.1	512,945	67.0
Finance and Insurance	558	88.6	5,809	54.6	455,751	49.8
Real Estate and Rental and Leasing	462	93.7	2,108	81.4	92,271	79.6
Arts, Entertainment, and Recreation	343	99.1	4,838	87.9	107,481	94.0
Educational Services	149	96.8	2,671	46.9	67,432	47.7
Information	79	76.7	741	33.3	36,973	30.6
Agriculture, Forestry, Fishing and Hunting	57	100.0	310	100.0	16,363	100.0
Management of Companies and Enterprises	45	52.9	677	7.5	75,836	7.7
Mining, Quarrying, and Oil and Gas Extraction	24	96.0	333	93.3	21,335	92.0
Industries not classified	11	100.0	24	100.0	317	100.0
Utilities	5	45.5	50	4.2	4,475	2.9
All industries	13,031	94.7	150,489	48.6	7,050,623	41.3

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

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

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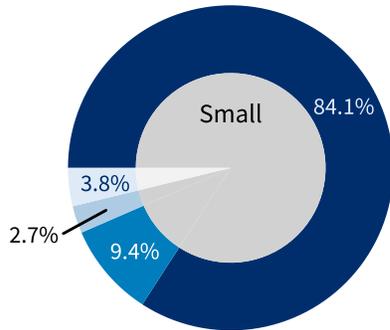
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Wisconsin Congressional District 7

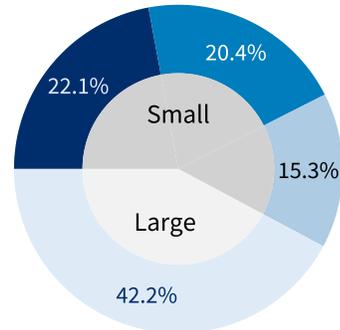


15,761 small businesses with employees
96.2 percent of district employers



Employers by size

147,286 employees of small businesses
57.8 percent of district employees



Employment by size

Employer size

■ Less than 20 ■ 20 to 99 ■ 100 to 499 ■ 500 or more employees

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

Employer count by size and industry

Industry	1-19 employees	20-99 employees	100-499 employees	500+ employees
Construction	2,267	106	13	14
Accommodation and Food Services	1,907	256	40	48
Other Services (except Public Administration)	1,896	69	16	14
Retail Trade	1,525	234	43	108
Health Care and Social Assistance	936	200	76	75
Manufacturing	686	252	115	118
Professional, Scientific, and Technical Services	953	62	20	30
Transportation and Warehousing	759	78	21	49
Administrative, Support, and Waste Management	714	49	13	31
Wholesale Trade	421	84	57	84
Real Estate and Rental and Leasing	504	9	9	20
Finance and Insurance	404	60	29	70
Arts, Entertainment, and Recreation	360	32	4	8
Agriculture, Forestry, Fishing and Hunting	210	3	4	0
Educational Services	125	16	6	2
Information	85	35	7	19
Management of Companies and Enterprises	5	15	15	16
Mining, Quarrying, and Oil and Gas Extraction	19	*	*	3
Utilities	6	14	2	5
Industries not classified	21	0	0	0
All industries	13,784	1,532	445	623

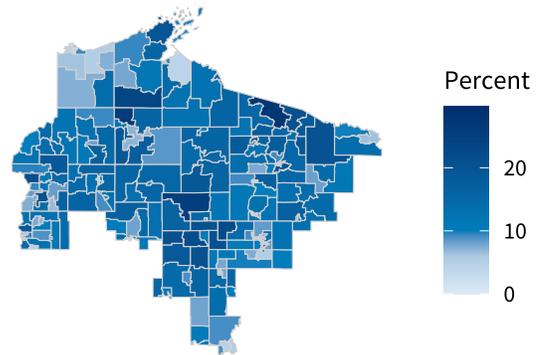
* Not available; Source of original data: [Statistics of U.S. Businesses](#), 2022 (Census)

Self-employment

In 2024, 10.9 percent of private workers in the congressional district were self-employed, above the national rate of 9.9 percent. The percent of district workers who were self-employed included 3.8 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was \$61,747, while the median income of the unincorporated self-employed was \$44,166. The median income for all workers in the district was \$56,447.

Share of workers self-employed by Census tract

Source: [American Community Survey](#) (Census)



Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	2,386	99.4	11,928	88.0	826,911	84.6
Accommodation and Food Services	2,203	97.9	21,037	84.3	423,685	85.5
Other Services (except Public Administration)	1,981	99.3	9,552	98.8	280,646	98.3
Retail Trade	1,802	94.3	17,776	48.0	635,570	51.4
Health Care and Social Assistance	1,212	94.2	19,254	44.0	881,312	34.5
Manufacturing	1,053	89.9	28,737	45.5	1,592,092	42.2
Professional, Scientific, and Technical Services	1,035	97.2	5,060	84.3	277,643	81.1
Transportation and Warehousing	858	94.6	7,003	51.0	336,002	50.5
Administrative, Support, and Waste Management	776	96.2	4,268	53.9	170,017	53.0
Wholesale Trade	562	87.0	6,855	71.4	451,975	70.9
Real Estate and Rental and Leasing	522	96.3	1,571	83.6	61,771	78.3
Finance and Insurance	493	87.6	5,184	52.1	320,140	44.9
Arts, Entertainment, and Recreation	396	98.0	3,143	83.7	73,607	88.7
Agriculture, Forestry, Fishing and Hunting	217	100.0	744	100.0	35,170	100.0
Educational Services	147	98.7	1,880	98.6	43,409	97.4
Information	127	87.0	1,595	68.1	84,800	70.2
Management of Companies and Enterprises	35	68.6	861	27.5	57,300	24.3
Mining, Quarrying, and Oil and Gas Extraction	22	88.0	318	82.0	29,042	83.5
Utilities	22	81.5	489	36.5	36,258	29.1
Industries not classified	21	100.0	31	100.0	748	100.0
All industries	15,761	96.2	147,286	57.8	6,618,098	51.9

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

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

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2026 Small Business Profile

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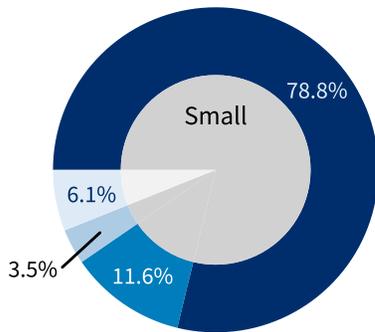
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Wisconsin Congressional District 8

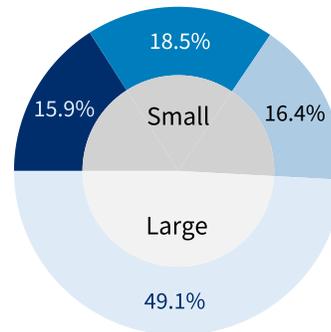


13,903 small businesses with employees
93.9 percent of district employers

162,422 employees of small businesses
50.9 percent of district employees



Employers by size



Employment by size

Employer size

■ Less than 20
 ■ 20 to 99
 ■ 100 to 499
 ■ 500 or more employees

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

Employer count by size and industry

Industry	1-19 employees	20-99 employees	100-499 employees	500+ employees
Construction	1,812	137	25	30
Other Services (except Public Administration)	1,526	127	17	23
Accommodation and Food Services	1,292	314	39	66
Retail Trade	1,307	193	43	191
Professional, Scientific, and Technical Services	985	94	33	67
Health Care and Social Assistance	813	224	74	78
Manufacturing	610	239	117	126
Administrative, Support, and Waste Management	703	59	38	66
Wholesale Trade	437	122	73	126
Transportation and Warehousing	521	73	25	51
Finance and Insurance	539	42	36	97
Real Estate and Rental and Leasing	489	21	18	32
Arts, Entertainment, and Recreation	324	51	6	12
Educational Services	144	39	4	10
Information	79	14	8	29
Agriculture, Forestry, Fishing and Hunting	66	*	*	2
Management of Companies and Enterprises	12	10	27	49
Mining, Quarrying, and Oil and Gas Extraction	10	3	1	2
Industries not classified	9	0	0	0
Utilities	4	*	*	7
All industries	11,663	1,719	521	899

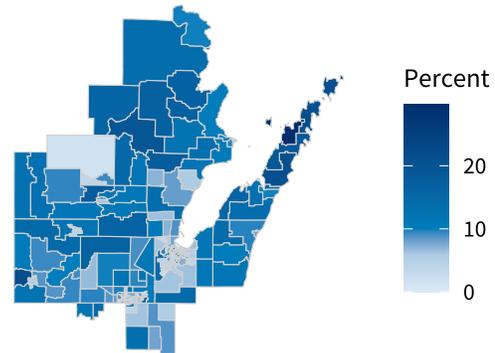
* Not available; Source of original data: [Statistics of U.S. Businesses](#), 2022 (Census)

Self-employment

In 2024, 8.5 percent of private workers in the congressional district were self-employed, below the national rate of 9.9 percent. The percent of district workers who were 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 \$65,488, while the median income of the unincorporated self-employed was \$45,669. The median income for all workers in the district was \$59,077.

Share of workers self-employed by Census tract

Source: [American Community Survey](#) (Census)



Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	1,974	98.5	15,032	73.6	1,092,308	70.1
Other Services (except Public Administration)	1,670	98.6	11,228	89.6	378,137	91.4
Accommodation and Food Services	1,645	96.1	21,418	74.4	451,709	76.6
Retail Trade	1,543	89.0	15,897	40.3	618,812	48.7
Professional, Scientific, and Technical Services	1,112	94.3	7,722	67.8	508,097	61.6
Health Care and Social Assistance	1,111	93.4	20,259	45.2	962,907	38.3
Manufacturing	966	88.5	31,688	44.1	1,848,268	40.3
Administrative, Support, and Waste Management	800	92.4	6,624	48.8	291,990	52.8
Wholesale Trade	632	83.4	9,380	62.3	656,813	59.8
Transportation and Warehousing	619	92.4	6,757	43.2	350,017	37.6
Finance and Insurance	617	86.4	5,050	34.3	326,842	26.8
Real Estate and Rental and Leasing	528	94.3	2,086	75.0	98,806	71.3
Arts, Entertainment, and Recreation	381	96.9	3,974	74.0	90,934	19.1
Educational Services	187	94.9	2,866	48.4	78,210	44.1
Information	101	77.7	909	22.4	52,527	22.6
Agriculture, Forestry, Fishing and Hunting	69	97.2	311	76.6	15,746	76.7
Management of Companies and Enterprises	49	50.0	1,048	9.9	72,918	8.4
Mining, Quarrying, and Oil and Gas Extraction	14	87.5	122	46.4	9,133	38.1
Industries not classified	9	100.0	9	100.0	122	100.0
Utilities	6	46.2	42	2.6	3,206	2.2
All industries	13,903	93.9	162,422	50.9	7,907,502	44.8

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

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

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Technical Notes

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. Boundaries for congressional districts correspond to the 119th Congress, which began on January 3, 2025.

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.

Statistics from the American Community Survey describing self-employment represent the population age 16 years and over. Self-employment rates were estimated using values from Table B24080. The total numbers of private workers used in the calculations were the numbers of “private for-profit wage and salary workers” in the table. Median incomes are from Table S2419 and include only income from labor, called “earnings” in the table. Statistics in the text are from 2024 one-year data while values shown in the maps are from 2023 five-year data.

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, with no imputation. A source note that begins “Source of original data:” indicates that the feature includes an imputed value for at least one profile.

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 created 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 ending in 5 were rounded up. 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.