

Minority-owned Firms Exceed 43 Thousand and Employ 76 Thousand in 2018

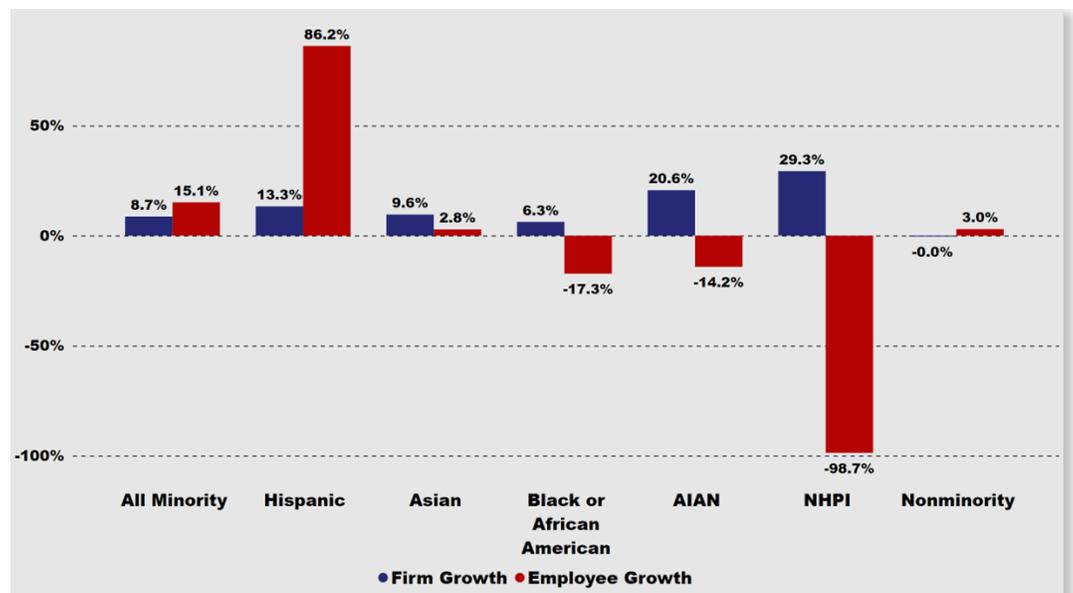
	Number of Firms	Firms with Paid Employees	Number of Employees
ALL MINORITY TOTAL*	43,273	6,773	76,401
-- Hispanic	12,732	1,732	26,081
-- Asian	12,439	3,639	35,843
-- Black or African American	17,578	1,078	12,682
-- American Indian and Alaska Native (AIAN)	1,467	467	2,324
-- Native Hawaiian and Other Pacific Islander (NHPI)	150	0	10
NONMINORITY TOTAL	400,156	89,156	1,280,076
TOTAL	458,744	103,744	2,595,886

*The sum, All MINORITY TOTAL, represents an estimate and not an exact count of the number of distinct minority categories in the state. Ethnicity and race are treated as separate concepts in the federal statistical system. Based on self-identification, respondents select one ethnicity from a list of ethnicity categories which are consistent with those mandated by the Office of Management and Budget. With regard to race, respondents select all that apply from a list of race categories which are consistent with those mandated by the Office of Management and Budget.

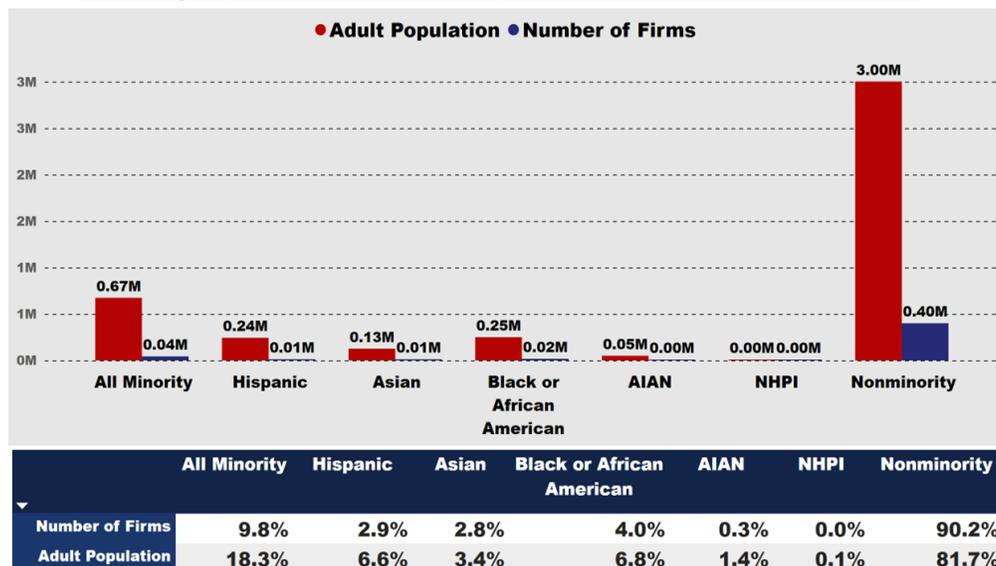
Quick Facts:

- In 2018, there were over 458 thousand businesses in Wisconsin, of which more than 43 thousand were minority-owned firms.
- Minority-owned firms in Wisconsin employed over 76 thousand people in 2018.
- Minority-owned firms represented 9.8% of all firms located in the state.
- The number of minority-owned firms in Wisconsin increased 8.7% between 2017 and 2018.

Estimated Change in Number of Firms and Employees 2017 - 2018



Demographics of Adult Population and Firms in 2018



*Decimal values are rounded to one decimal point, the sum of their percentages may not add to 100%

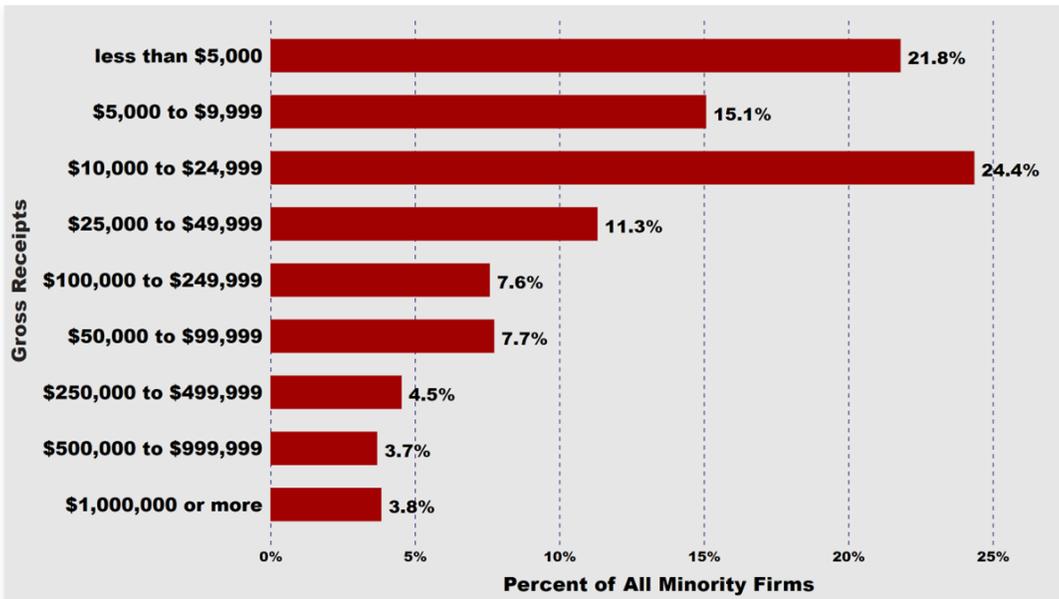
Population Stats:

- Adult population describes adults 18 - 65 years old in 2018.
- In 2018, 18.3% of Wisconsin adults identified as minority.
- Black or African Americans made up 6.8% of the state's total adult population and 4.0% of all firm owners in 2018.
- Native Hawaiian and Other Pacific Islanders made up the smallest minority adult population in Wisconsin in 2018.

Minority-owned Firms by Gender in 2018

	Equally male/female	Female	Male
ALL MINORITY TOTAL *	3.5%	45.6%	50.9%
-- Hispanic	0.7%	37.7%	61.6%
-- Asian	9.1%	34.7%	56.1%
-- Black or African American	0.4%	57.9%	41.7%
-- AIAN	0.0%	31.3%	68.7%
-- NHPI	--	46.2%	53.8%
NONMINORITY TOTAL	6.5%	34.0%	59.6%

Minority-owned Firms by Gross Receipts in 2018



Minority-owned Firms by Industry in 2018

	All Minority	Hispanic	Asian	Black or African American	AIAN	NHPI	Nonminority
Other services (except public administration)	7,300	1,300	2,242	4,400	100	0	37,770
Transportation and warehousing	5,799	1,416	1,239	3,145	100	20	22,472
Health care and social assistance	4,747	800	700	2,940	70	0	26,259
Professional, scientific, and technical services	4,269	1,354	1,542	1,144	150	20	52,157
Retail trade	3,414	900	1,451	800	100	0	45,859
Administrative and support and waste management and remediation services	3,200	1,600	350	1,200	100	0	26,769
Construction	3,092	1,967	200	650	150	0	50,291
Accommodation and food services	2,834	300	1,672	400	30	0	14,689
Arts, entertainment, and recreation	1,900	650	300	950	80	20	22,849
Real estate and rental and leasing	1,900	500	800	550	40	0	37,500
Educational services	1,000	300	300	400	40	0	9,400
Finance and insurance	785	150	300	200	20	0	13,761
Wholesale trade	613	150	232	100	20	0	10,604
Manufacturing	530	111	231	100	36	0	13,647
Information	444	100	185	150	0	0	4,432
Agriculture, forestry, fishing and hunting	150	60	40	20	30	0	6,400
Management of companies and enterprises	0	0	0	0	0	0	802
Mining, quarrying, and oil and gas extraction	0	0	0	0	0	0	100
Utilities	0	0	0	0	0	0	179
	41,977	11,658	11,784	17,149	1,066	60	395,940

Revenue Facts:

- In 2018, minority women owned 45.6% of all minority-owned firms in the state.
- In 2018, minority-owned firms in Wisconsin with annual receipts of \$500,000 or more represented only 7.5% of all minority-owned firms in the state.
- More than half of all minority-owned firms in Wisconsin are concentrated in four industry sectors: Other services; Transportation and warehousing; Health care and social assistance; and Professional, scientific and technical services.

- **SOURCES:** AB1800CSA01 - Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas: 2018 (Release Date: 2021-03-11), AB18SOURCES00NESD01 Non-employer Statistics by Demographics series (NES-D): Statistics for Non-employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas: 2018 (Release Date: 2021-12-16), AB1700CSA01 - Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, Metro Areas, Counties, and Places: 2017, AB1800CSA03 Annual Business Survey: Receipts Size of Firm Statistics for Employer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States and Metro Areas: 2018, U.S. Census Bureau, Population Division, Annual Estimates of the Resident Population by Sex, Age, Race, and Hispanic Origin for the United States: April 1, 2010 to July 1, 2019 (NC-EST2019-ASRSH and NC-EST2019-ASR6H) Release Date: June 2020