

# 2025 Small Business Profile

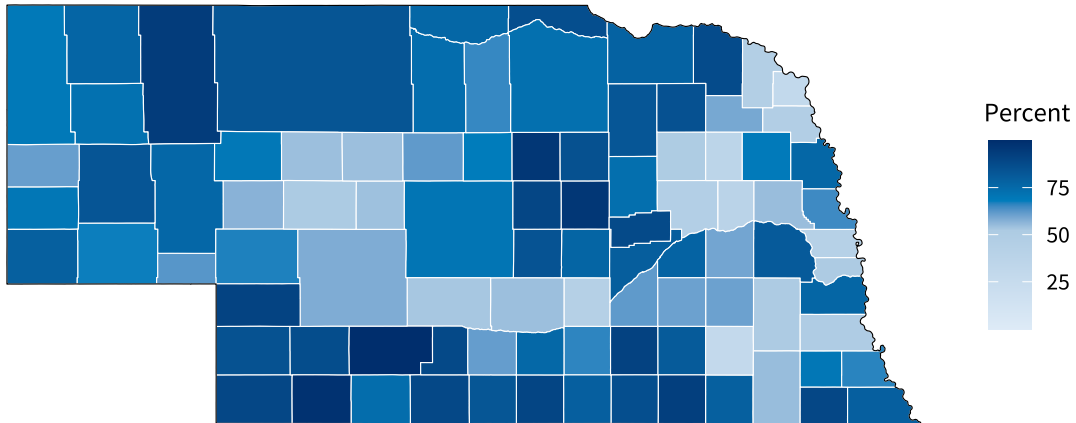
U.S. SMALL BUSINESS ADMINISTRATION  
**OFFICE OF ADVOCACY**

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## Nebraska

**193,495** small businesses  
**99.1 percent** of Nebraska businesses

**422,756** small business employees  
**47.5 percent** of Nebraska employees



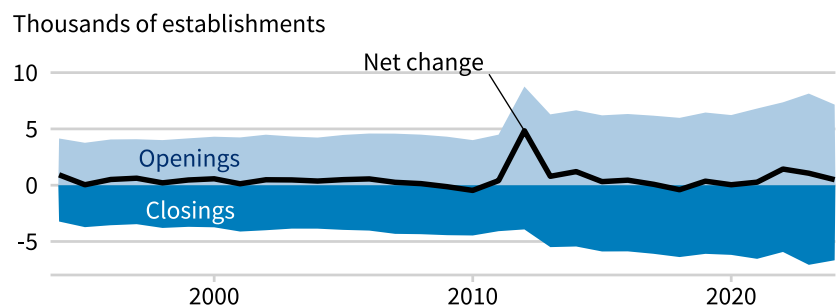
### Share of employees working at small businesses by county

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

## Employer and employment dynamics

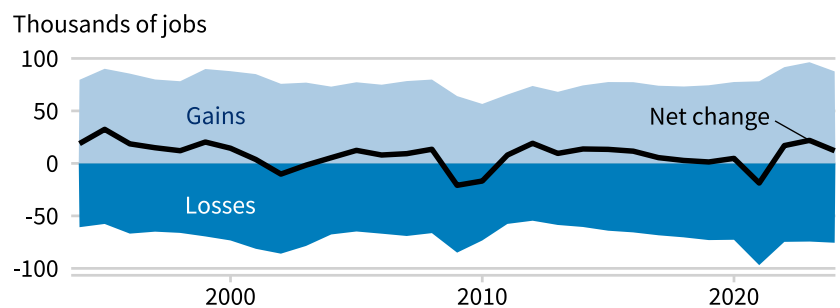
### Establishments

Between March 2023 and March 2024, 7,158 establishments opened and 6,668 closed, for a net increase of 490. Employment expanded at 15,398 establishments and contracted at 14,097. Small businesses accounted for 6,767 establishment openings and 6,329 closings.



### Employment

Opening and expanding Nebraska establishments added 87,647 jobs, while closing and contracting establishments lost 75,595, for a net increase of 12,052 jobs. Small businesses gained 64,882 jobs and lost 52,143, for a net increase of 12,739 jobs.



Counts include temporary closures and reopenings.

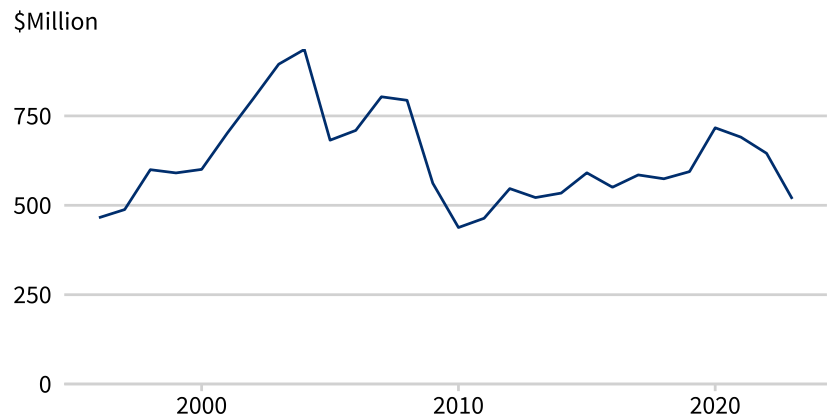
Source: [Business Employment Dynamics](#) (Bureau of Labor Statistics)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$517.9 million in loans to Nebraska 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 \$496.3 million.

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

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



## Small business count by size and industry

Industry	Without employees	1–19 employees	20–499 employees	All small businesses
Construction	16,686	6,103	504	23,293
Other Services (except Public Administration)	16,222	5,144	380	21,746
Real Estate and Rental and Leasing	18,858	2,147	119	21,124
Professional, Scientific, and Technical Services	15,603	3,849	371	19,823
Transportation and Warehousing	15,899	2,035	195	18,129
Retail Trade	13,005	3,721	519	17,245
Health Care and Social Assistance	11,963	3,853	875	16,691
Administrative, Support, and Waste Management	12,301	2,198	265	14,764
Arts, Entertainment, and Recreation	8,131	810	114	9,055
Finance and Insurance	5,417	2,130	216	7,763
Accommodation and Food Services	2,583	2,688	816	6,087
Educational Services	4,303	442	124	4,869
Agriculture, Forestry, Fishing and Hunting	3,790	174	13	3,977
Wholesale Trade	1,921	1,360	441	3,722
Manufacturing	1,767	981	394	3,142
Information	1,495	334	108	1,937
Mining, Quarrying, and Oil and Gas Extraction	130	76	10	216
Management of Companies and Enterprises	*	36	126	162
Utilities	46	19	7	72
Industries not classified	*	54	0	54
All industries	150,120	38,099	5,276	193,495

\* Not reported by the Census Bureau

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



### Small business exports

A total of 1,753 identified firms exported goods worth \$7.7 billion from Nebraska in 2023. Of those exporters, 1,415—or 80.7 percent—were small. At \$1.5 billion, exports by small firms made up 19.7 percent of exports by identified firms.

Source: [A profile of U.S. importing and exporting companies, 2022-2023](#) (Census)

## Business ownership share by demographic group

### Women



Women made up 46.7 percent of workers and owned 44.0 percent of businesses.

### Veterans



Veterans made up 4.9 percent of workers and owned 7.2 percent of businesses.

### Hispanics



Hispanics made up 10.4 percent of workers and owned 7.4 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	60,500	89.0	7,494	11.0	67,994
Male	80,500	77.5	23,363	22.5	103,863
Owned equally by both groups	6,400	47.4	7,103	52.6	13,503
Veteran	9,000	80.2	2,224	19.8	11,224
Not Veteran	137,000	79.7	34,800	20.3	171,800
Owned equally by both groups	1,100	54.0	936	46.0	2,036
Hispanic	11,500	89.0	1,425	11.0	12,925
Not Hispanic	135,000	78.8	36,306	21.2	171,306
Owned equally by both groups	300	*	*	*	*
Rural	38,500	78.8	10,362	21.2	48,862
Urban	95,000	77.6	27,351	22.4	122,351
American Indian and Alaska Native	1,400	87.9	193	12.1	1,593
Asian	5,700	84.6	1,036	15.4	6,736
Black or African American	8,100	94.8	440	5.2	8,540
Native Hawaiian and Other Pacific Islander	150	95.5	7	4.5	157
White	134,000	78.7	36,198	21.3	170,198
Hispanic or Racial Minority	25,500	89.4	3,032	10.6	28,532
White and Not Hispanic	121,000	77.8	34,445	22.2	155,445
Owned equally by both groups	500	50.9	483	49.1	983

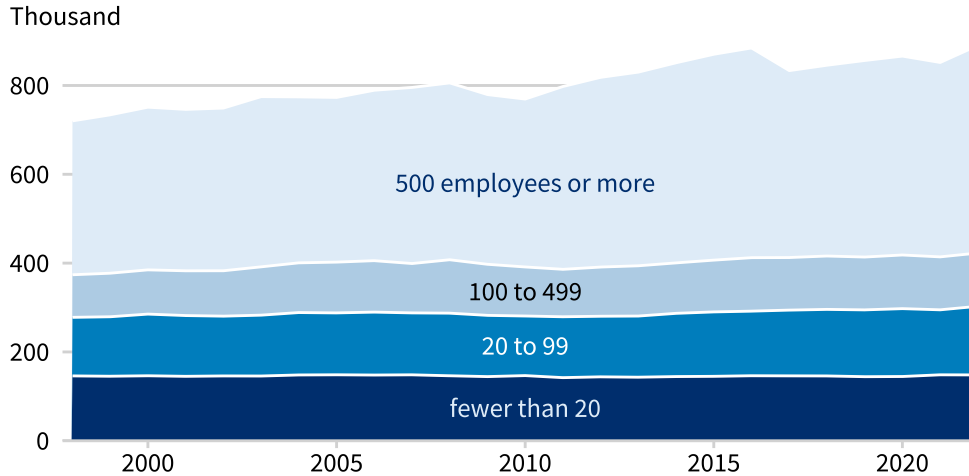
\* Not available

Counts include only businesses classifiable by owner demographic group or location type.

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

## Total Nebraska employment by business size

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



Small businesses accounted for 47.5 percent of Nebraska employment in 2022, which exceeded the national small business employment share.

## Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	6,607	99.1	45,585	86.5	2,819,270	83.2
Other Services (except Public Administration)	5,524	98.9	34,206	93.9	1,160,500	90.7
Health Care and Social Assistance	4,728	97.4	73,932	52.7	3,692,695	44.9
Retail Trade	4,240	94.0	40,454	37.3	1,529,641	41.4
Professional, Scientific, and Technical Services	4,220	95.6	26,779	63.1	1,886,169	59.6
Accommodation and Food Services	3,504	96.8	53,637	68.9	1,045,226	67.5
Administrative, Support, and Waste Management	2,463	93.9	21,394	22.1	1,059,339	15.9
Finance and Insurance	2,346	91.1	18,186	27.7	1,341,290	24.0
Real Estate and Rental and Leasing	2,266	96.9	9,357	73.7	480,055	67.1
Transportation and Warehousing	2,230	94.2	15,368	46.2	848,648	46.2
Wholesale Trade	1,801	85.8	22,278	54.1	1,485,563	50.1
Manufacturing	1,375	88.5	29,987	29.4	1,675,396	26.7
Arts, Entertainment, and Recreation	924	97.9	10,414	75.4	239,728	76.5
Educational Services	566	95.8	10,113	52.2	280,766	42.3
Information	442	79.9	6,360	27.4	444,435	23.8
Agriculture, Forestry, Fishing and Hunting	187	97.4	884	69.6	52,209	62.6
Management of Companies and Enterprises	162	58.3	2,905	14.0	261,604	13.6
Mining, Quarrying, and Oil and Gas Extraction	86	91.5	639	60.5	42,775	57.9
Industries not classified	54	100.0	72	100.0	2,259	100.0
Utilities	26	66.7	206	22.2	17,997	9.3
All industries	43,375	96.1	422,756	47.5	20,365,565	40.4

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 generally defined here as firms with fewer than 500 employees. 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.