

Wisconsin

Small businesses significantly impact Wisconsin's economy. They represent 97.8 percent of all employers and employ 51.8 percent of the private-sector labor force. Small businesses are crucial to the fiscal condition of the state and numbered 439,699 in 2010.

This profile uses the latest available data to illustrate the status of Wisconsin's small businesses. (Note that a small business is defined as one with fewer than 500 employees.)

- Wisconsin's economy was strong in 2011, with real gross state product increasing 3.7 percent and private-sector employment increasing 0.8 percent (Bureau of Economic Analysis, Bureau of Labor Statistics).
- Small businesses employed 1.2 million workers in 2010 (Table 1) with most of the employment coming from firms with 20-499 employees.
- The employment situation from 2007-2010 was weak, and small businesses in Wisconsin had a net job loss (Table 2). The unemployment rate in 2010-2011 decreased by 1.0 percent.
- Most of Wisconsin's small businesses are very small as 75.0 percent of all businesses have no employees, and most employers have fewer than 20 employees.
- In 2011, the number of opening establishments was lower than closing establishments, and the net employment change from this turnover was negative (Table 3).
- Self-employment in Wisconsin declined over the last decade. Female self-employment fared the best compared with other demographic groups.

For Further Information

- Data on all states and territories are available at www.sba.gov/advocacy/848.
- For other small business data and analysis, visit www.sba.gov/advocacy/847, call (202) 205-6533, or email advocacy@sba.gov.
- Visit www.sba.gov/updates to subscribe to Advocacy's Listservs.

Wisconsin Small Business Facts

	2010*	2009	2000
Number of Businesses			
Small employers (<500 employees)	108,007	109,347	113,218
Large employers (500+ employees)	2,428	2,411	2,391
Nonemployers	331,692	328,093	268,268
Level in 2007* (000)			
	Firms		Employment Receipts(\$M)
Business Owner Demographics			
Male-owned	212	867	161,871
Woman-owned	112	152	18,863
Equally male/female-owned	93	229	27,421
African American-owned	11	13	806
Asian-owned	7	16	2,102
Hispanic-owned	6	11	2,260
Native American/Alaskan-owned	3	2	293
Hawaiian/Pacific Islander-owned	-	-	-
Veteran-owned	66	165	28,851
Publicly held, unclassified	16	1,201	341,784
	Level in	% Change from	
	2011*	2010	2000
Workforce (Thousands)			
Private-sector employment	2,328	0.8	-4.1
Government employment	413	-1.6	1.8
Self-employed (incorp. & uninc.)	301	6.0	-7.3
Female self-employment	107	12.4	7.5
Male self-employment	193	2.7	-13.9
Minority self-employment	17	14.7	-16.9
Veteran self-employment	28	3.9	-22.6
Unemployment Rate (Percent)	7.5	-1†	4.1‡
Business Turnover			
Quarterly establishment openings	21,713	0.9	3.5
Quarterly establishment closings	22,707	-3.1	6.9
Business bankruptcies	796	-14.4	16.2
	2011*	2010	2000
Income and Finance			
Proprietors' income (\$billion)	16.9	15.3	11.1
Number of bank branches	2,320	2,351	2,116
No. of bus. loans under \$100,000‡	51,734	58,848	60,261
Total value of business loans under \$100,000 (\$million)‡	794	920	1,084

Source: U.S. Dept. of Commerce, Census Bureau, Bureau of Economic Analysis; U.S. Dept. of Labor, Bureau of Labor Statistics; Admin. Office of the U.S. Courts; Federal Deposit Insurance Corporation; and U.S. Small Business Admin., Office of Advocacy.

* Latest available data. †Percentage point change. ‡Data are for CRA loans.

Table 1: Firms and Employment in Wisconsin by Industry and Firm Size, 2010 (Nonfarm, Thousands)

Industry	Nonemployer Firms	Employer Firms			Employment		
		All Firms Total	1-19 Employees	1-499 Employees	All Firms Total	1-19 Employees	1-499 Employees
Total	331.7	110.4	94.0	108.0	2,320.7	410.0	1,201.8
Forestry, etc. and agriculture support	6.3	0.5	0.5	0.5	2.8	1.3	2.3
Mining	0.1	0.1	0.1	0.1	2.3	0.4	1.3
Utilities	0.2	0.1	0.0	0.1	13.5	0.1	1.1
Construction	39.9	14.1	13.4	14.1	88.8	43.2	78.4
Manufacturing	6.9	8.1	5.3	7.6	409.2	31.4	193.9
Wholesale trade	6.5	5.7	4.2	5.3	105.6	19.6	71.1
Retail trade	37.0	12.9	10.9	12.5	293.5	53.6	131.8
Transportation and warehousing	13.2	4.5	3.7	4.3	93.6	14.8	43.1
Information	4.0	1.1	0.7	1.0	53.3	3.7	14.2
Finance and insurance	12.0	4.8	4.0	4.6	142.3	13.1	45.7
Real estate and rental and leasing	37.8	3.7	3.4	3.6	23.5	10.1	18.9
Professional, scientific, and technical svcs.	42.1	10.5	9.4	10.2	101.9	33.5	71.0
Management of companies and enterprises	0.0	0.7	0.1	0.4	62.3	0.3	8.6
Admin., support, waste mgt., remed. svcs.	20.5	5.8	4.9	5.5	123.3	17.6	55.0
Educational services	7.9	1.4	1.0	1.3	54.1	5.3	21.8
Health care and social assistance	23.9	9.9	8.1	9.7	382.9	43.3	163.6
Arts, entertainment, and recreation	18.9	2.6	2.2	2.6	40.4	9.0	29.4
Accommodation and food services	6.0	11.7	9.3	11.6	218.3	53.0	154.2
Other services (except public admin.)	48.5	13.8	12.7	13.7	108.7	56.2	96.0
Unclassified	0.0	0.3	0.3	0.3	D	D	D

Source: U.S. Dept. of Commerce, Bureau of the Census, Statistics of U.S. Businesses. (See www.sba.gov/advocacy/849/12162 for data from other years, and for starts, closures, job creation and destruction by industry and by size category.)

(D) Data suppressed to protect the confidentiality of individual firms.

Table 2: Net Job Change by Firm Size, 2007–2010 (Nonfarm)

	Total Net New Jobs	Employment Size of Firm						
		1-4	5-9	10-19	20-99	100-499	<500	500+
2010	-31,633	10,723	-290	-3,994	-9,466	-10,094	-13,121	-18,512
2009	-114,568	6,345	-8,233	-10,799	-26,649	-29,262	-68,598	-45,970
2008	18,845	10,315	-2,137	-4,017	-3,384	8,487	9,264	9,581
2007	15,797	13,029	-1,646	-3,686	-6,238	-907	552	15,245

Note: Data source differs from previous publications.

Source: U.S. Dept. of Commerce, Bureau of the Census, Business Dynamic Statistics. (For more detailed data see www.sba.gov/advocacy/849/12162.)

Table 3: Establishment and Employment Turnover by Quarter, 2011 (Nonfarm, Thousands)

	Establishments				Employment			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Openings	5.3	5.7	5.4	5.3	20.7	21.3	20.2	19.3
Expansions	27.6	28.5	29.3	28.1	106.0	112.6	111.8	106.4
Contractions	29.1	28.1	27.9	28.8	104.5	103.0	102.5	107.0
Closings	5.9	5.3	5.5	5.9	19.3	19.5	20.7	23.7

Source: U.S. Dept. of Labor, Bureau of Labor Statistics, Business Employment Dynamics. (For more detailed data see www.bls.gov/bdm/.)

Note: These figures contain all firm sizes; Census data from 2010 show that 87 percent of establishment births and deaths were in firms with fewer than 500 employees.