

## Wisconsin

**441,093** Small Businesses

**106,436** Small Businesses with Employees

**334,657** Small Businesses without Employees (Nonemployers)

**1,200,082** Workers Employed by Small Businesses

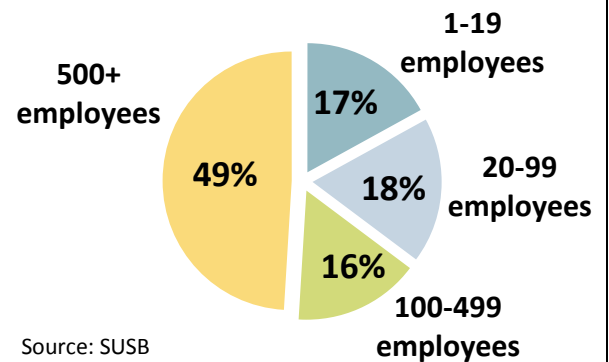
### State Economy Overall

- Wisconsin's economy grew at a slower rate than the United States in 2012. Wisconsin's real gross state product increased by **1.5 percent** compared to **2.5 percent** for U.S. gross domestic product. (Source: BEA)
- The employment situation in Wisconsin has improved. The unemployment rate in Wisconsin declined from **6.6 percent** in December 2012 to **6.2 percent** in December 2013. This is below the national average of **6.7 percent**. (Source: BLS)

### Employment

- Wisconsin's small businesses employed over half or **1.2 million** of the state's private workforce in 2011.
- Almost all firms with employees are small. They make up **97.7 percent** of all employers in the state. **Table 3** offers further industry detail on small firms.
- Firms with fewer than 100 employees have the largest share of small business employment. **Figure 1** offers further detail.
- The three industries with the most small business employment were: manufacturing, health care & social assistance, and accommodation & food services (**Table 4**).
- In Wisconsin, small businesses created **20,312** net new jobs in 2011. The biggest gain was in the smallest firm size category of 100-499 employees. (Source: BDS)
- The number of people who were primarily self-employed decreased in 2012. For demographic detail on the state's self-employment, see **Figure 2**.
- The state's private-sector employment increased in 2013 by **1.2 percent**, which was below the national average growth rate of **2.1 percent**. (Source: BEA, BLS)

**Figure 1: Wisconsin Employment by Size of Firm, 2011**



The *Small Business State and Territory Profiles* report on the economic status of small business from 2010 to 2013. They include information on the number of firms, employment, demographics and other topics using the most recently available government data. They are a reference tool for researchers, policymakers, and small entities who are interested in how small firms are performing regionally or nationally. *Note that this report defines small businesses as firms with fewer than 500 employees.*

## Income and Finance

- Most small businesses are sole proprietors. Annual income from sole proprietorships increased **7.4 percent** in the 3<sup>rd</sup> quarter of 2013 and totaled **\$16.5 billion**. (Source: BEA)
- The Federal Deposit Insurance Corporation tracks banks and bank branches and publishes annual data for each state. For more detailed information see [www2.fdic.gov/sod/sodSummary.asp?barItem=3](http://www2.fdic.gov/sod/sodSummary.asp?barItem=3).
- In 2012, **118,517** loans under \$100,000 (and valued at **\$1.4 billion**) were issued by Community Reinvestment Act lending institutions in Wisconsin. (Source: FFIEC)

## Business Owner Demographics

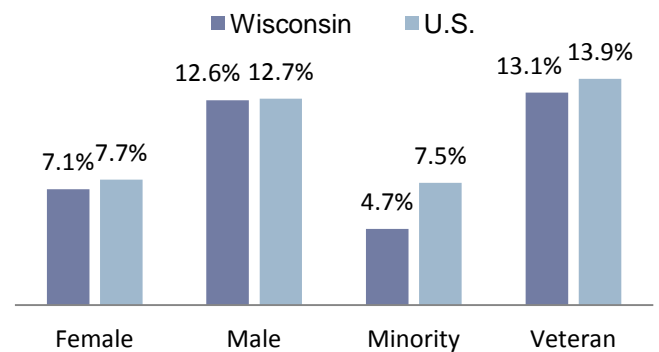
- In 2011, there were an estimated **115,000** woman-owned businesses and **27,000** minority-owned businesses. For additional business demographic information, see **Table 1** and **Figure 2**.

**Table 1. Demographics of All Wisconsin Businesses, 2011**

	Number of All Businesses <sup>e</sup>	Share of All Businesses (%) <sup>*</sup>
Male Owned	217,000	49.0
Woman Owned	115,000	25.9
Equally Male and Female Owned	95,000	21.4
Minority Owned	27,000	6.0
Veteran Owned	40,000	9.1

e = Advocacy estimate. \*2007 SBO. Note: This estimate is based on the share of business owners in the 2007 SBO. This share is multiplied by the total number of businesses in 2011 (employer + nonemployer firms). These shares will not be updated to 2012 until fall 2015. Thus, the 2011 estimates assume the 2011 shares are the same as 2007. For more information, visit [www.sba.gov/sites/default/files/files/wi10.pdf](http://www.sba.gov/sites/default/files/files/wi10.pdf).

**Figure 2: Wisconsin Self-Employment Demographics, 2012**



Source: CPS

Note: Share of self-employed workers within a demographic group.

## Business Turnover

- **Table 2** gives Wisconsin's establishment survival rates over an eight-year period, 2002-2010.
- In the 2<sup>nd</sup> quarter of 2013, **6,327** establishments opened and **5,595** closed in the state of Wisconsin. (Source: BED)
- Business bankruptcies declined in net from 2010 to 2013, signaling a stronger state economy. (Source: U.S. Courts)

**Table 2. Survival Rates of Establishments in Wisconsin**

	Establishments Opened*	Share Surviving Until 2012 (%)
2002	8,528	40.9
2007	8,471	51.4
2010	6,426	71.3

Source: BLS, BED. \*Data year ending in March.

## International Trade

- A total of **8,581** companies exported goods from the state in 2012. Of these, **7,479** or **87.2 percent** were small firms; they generated over a quarter (**27.7 percent**) of the state's total known export value. (Source: ITA)

**Table 3: Number of Wisconsin Small Firms by Industry, 2011  
(ranked by number of small employer firms)**

Industry	Employer Firms With 1-499 Employees	Employer Firms With 1-19 Employees	Nonemployer Firms	Total Small Firms
Other services (except public admin.)	13,600	12,588	50,457	64,057
Construction	13,580	12,869	39,527	53,107
Retail trade	12,223	10,643	36,885	49,108
Accommodation & food services	11,443	9,207	6,007	17,450
Professional, scientific, & tech. svcs.	10,176	9,306	42,624	52,800
Health care & social assistance	9,634	8,008	23,962	33,596
Manufacturing	7,486	5,106	6,937	14,423
Admin., supp., waste mgt., remed. svcs.	5,479	4,859	20,749	26,228
Wholesale trade	5,300	4,138	6,463	11,763
Finance & insurance	4,433	3,905	12,002	16,435
Transportation & warehousing	4,316	3,719	13,307	17,623
Real estate & rental & leasing	3,506	3,266	37,920	41,426
Arts, entertainment, & recreation	2,544	2,193	19,045	21,589
Educational services	1,329	1,012	7,973	9,302
Information	948	738	4,065	5,013
Forestry, etc. & agriculture support	489	470	6,400	6,889
Management of comp. & enterprises	428	88	0	428
Unclassified	342	342	0	342
Mining	119	97	140	259
Utilities	55	28	194	249
<b>Total</b>	<b>106,436</b>	<b>92,457</b>	<b>334,657</b>	<b>441,093</b>

**Table 4: Employment in Wisconsin by Industry and Firm Size, 2011  
(ranked by small firm employment)**

Industry	Employment		Small Firm Share of Industry Employment (%)
	Small Firms	Total Firms	
Manufacturing	199,981	424,211	47
Health care & social assistance	164,473	383,665	43
Accommodation & food services	152,618	216,515	70
Retail trade	128,283	295,401	43
Other services (except public admin.)	94,028	106,376	88
Construction	73,887	86,205	86
Professional, scientific, & tech. svcs.	71,308	106,554	67
Wholesale trade	71,274	108,847	65
Admin., supp., waste mgt., remed. svcs.	59,555	133,637	45
Finance & insurance	44,610	140,381	32
Transportation & warehousing	42,913	94,808	45
Arts, entertainment, & recreation	29,495	40,548	73
Educational services	21,775	54,659	40
Real estate & rental & leasing	18,969	23,556	81
Information	14,050	53,964	26
Management of comp. & enterprises	7,620	66,105	12
Forestry, etc. & agriculture support	2,342	2,881	81
Mining	1,387	2,330	60
Utilities	1,138	13,265	9
Unclassified	D	D	D
<b>Total</b>	<b>1,200,082</b>	<b>2,354,284</b>	<b>51</b>

Source, Tables 3 and 4: SUSB

See [www.sba.gov/advocacy/847/841921](http://www.sba.gov/advocacy/847/841921) for more detailed data.

Note: Small firms are defined as nonfarm firms having fewer than 500 employees.

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

## Abbreviations and Resources

<b>BEA</b>	Bureau of Economic Analysis, U.S. Department of Commerce, <a href="http://www.bea.gov">www.bea.gov</a> .
<b>BED</b>	Business Employment Dynamics, U.S. Department of Labor, Bureau of Labor Statistics, <a href="http://www.bls.gov/bdm">www.bls.gov/bdm</a> .
<b>BDS</b>	Business Dynamics Statistics, U.S. Census Bureau, <a href="http://www.census.gov/ces/dataproducts/bds">www.census.gov/ces/dataproducts/bds</a> .
<b>BLS</b>	Bureau of Labor Statistics, U.S. Department of Labor, <a href="http://www.bls.gov">www.bls.gov</a> .
<b>CPS</b>	Current Population Survey, U.S. Census Bureau, and U.S. Department of Labor, Bureau of Labor Statistics, <a href="http://www.census.gov/cps">www.census.gov/cps</a> .
<b>FDIC</b>	Federal Deposit Insurance Corporation, <a href="http://www.fdic.gov">www.fdic.gov</a> .
<b>FFIEC</b>	Federal Financial Institutions Examination Council, <a href="http://www.ffiec.gov">www.ffiec.gov</a> .
<b>ITA</b>	International Trade Administration, U.S. Department of Commerce, <a href="http://www.trade.gov">www.trade.gov</a> .
<b>SBO</b>	Survey of Business Owners, U.S. Census Bureau, <a href="http://www.census.gov/econ/sbo">www.census.gov/econ/sbo</a> .
<b>SUSB</b>	Statistics of U.S. Businesses, U.S. Census Bureau, <a href="http://www.census.gov/econ/susb">www.census.gov/econ/susb</a> .
<b>U.S. Courts</b>	Administrative Office of the U.S. Courts, <a href="http://www.uscourts.gov">www.uscourts.gov</a> .