

## Wisconsin

**441,954** Small Businesses

**105,895** Small Businesses with Employees

**336,059** Small Businesses without Employees (Nonemployers)

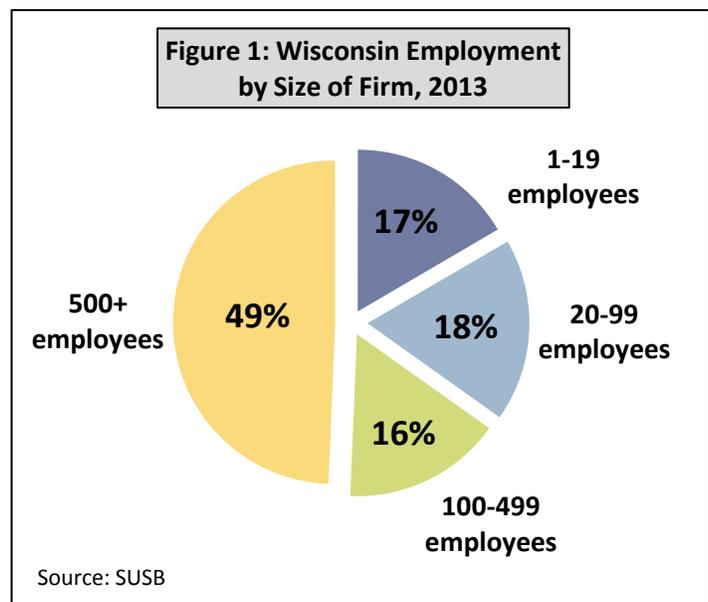
**1,210,146** Workers Employed by Small Businesses

### State Economy Overall

- Wisconsin's economy grew at a slower rate than the United States in 2013. Wisconsin's real gross state product increased by **1.7 percent** compared to **2.2 percent** for U.S. gross domestic product. (Source: BEA)
- The employment picture in Wisconsin has improved. The unemployment rate in Wisconsin declined from **6.5 percent** in October 2013 to **5.4 percent** in October 2014. This is below the national average of **5.8 percent** for the same time period. (Source: BLS)

### Employment

- Wisconsin's small businesses employed over half or **1.2 million** of the state's private workforce in 2012. (Source: SUSB)
- Almost all firms with employees are small. They make up **97.7 percent** of all employers in the state. (Source: SUSB)
- Firms with fewer than 100 employees have the largest share of small business employment. **Figure 1** offers further detail.
- In Wisconsin, small businesses created **27,642** net new jobs in 2012. The biggest gain was in the smallest firm size category of 1-4 employees. (Source: BDS)
- The number of people who were primarily self-employed in 2013 increased by **1.1 percent** relative to the previous year.
- The state's private-sector employment growth increased by **1.8 percent** over the 12-month period ending in October 2014; this was below the national average growth rate of **2.3 percent**. (Source: BLS)



The *Small Business State and Territory Profiles* report on the economic status of small business from 2007 to 2014. 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

- The number of banks reported in the Call Reports between June 2013 and June 2014 declined. (Source: FDIC)
- 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)
- The median income for individuals who are self-employed at their own incorporated businesses for the past 12 months was **\$41,500** in 2013. For individuals self-employed at their own unincorporated firms, this figure was **\$21,819**. (Source: ACS)

Note: Median income represents earnings from all sources. Unincorporated self-employment income includes unpaid family workers, a very small percent of the unincorporated self-employed.

## Business Owner Demographics

- **Table 1** shows the top industry for nine business owner demographics. For example, **37.1 percent** of female-owned businesses were in the retail trade industry, and female-owned firms made up **18.3 percent** of this industry.

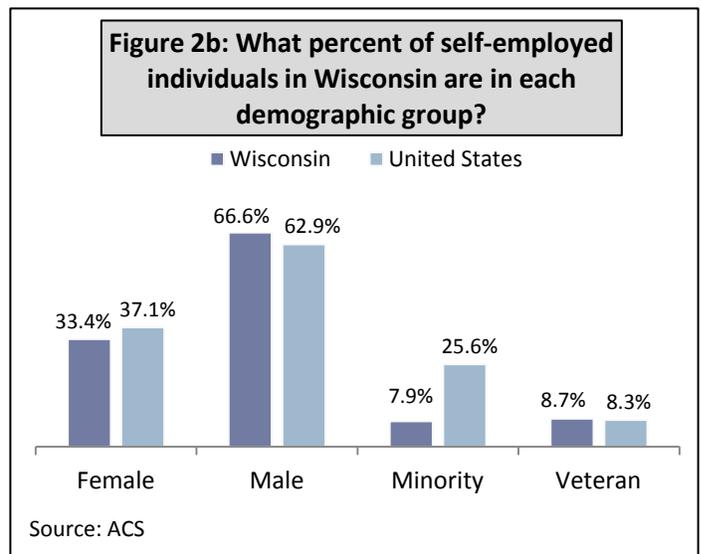
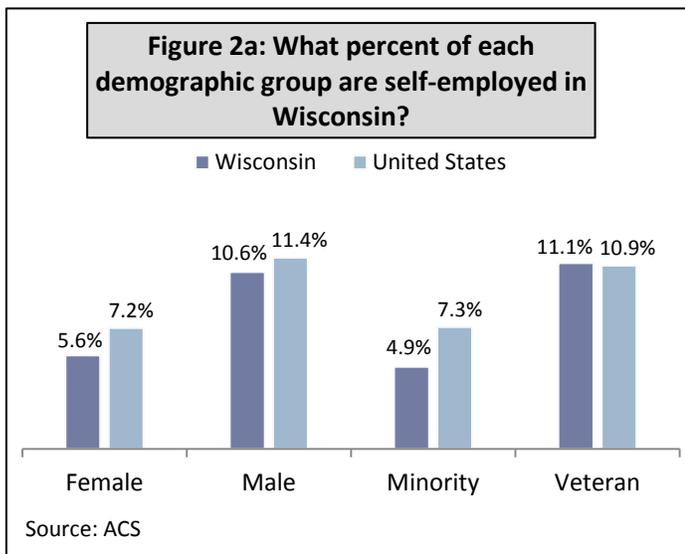
**Table 1: Top Industry by Demographic Group in Wisconsin, 2007**

Demographic Group of Business Owners	Most Common Industry	% of Industry in Demographic Group	% of Demographic Group in Industry
Female	Retail trade	37.1	18.3
Male	Construction	71.5	19.7
American Indian and Alaska Native	*	*	*
Asian	Other services	2.4	16.7
Black or African American	Other services	6.3	26.9
Native Hawaiian and Other Pacific Islander	*	*	*
White	Construction	96.0	14.2
Hispanic	Construction	1.6	16.2
Veteran	Construction	12.0	17.8

\*Indicates that the sample size was too small to be representative of the population. For more detailed information on businesses in your state, see [www.sba.gov/advocacy/847/841921](http://www.sba.gov/advocacy/847/841921).

Source: U.S. Department of Commerce, Census Bureau, 2007 Survey of Business Owners via American FactFinder.

- Figures **2a** and **2b** show the demographic makeup of the self-employed in four demographic groups. For example, **Figure 2a** shows that **5.6 percent** of females were self-employed, and **Figure 2b** shows that **33.4 percent** of all self-employed people were female.



## Business Turnover

- In 2010, **6,426** establishments opened in Wisconsin, and **71.3 percent** survived through 2012. In 2013, **9,874** establishments opened, and **83.1 percent** survived through 2014. (Source: BLS, BED)
- In the 1st quarter of 2014, **6,048** establishments opened and **5,625** closed in the state of Wisconsin. (Source: BED)
- Business bankruptcies declined from 2010 to 2014, signaling a stronger state economy. (Source: U.S. Courts)

## 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)

## Small Businesses and Employment by Industry

- **Table 2** ranks the state's industries by the number of small employer firms. For comparison, the three most common industries for small employer firms across the United States are professional, scientific, and technical services; other services (except public administration); and retail trade.

**Table 2: Number of Wisconsin Small Firms by Industry, 2012**  
(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.)	13,565	12,549	50,239	63,804
Construction	13,286	12,565	38,485	51,771
Retail trade	11,991	10,413	37,873	49,864
Accommodation & food services	11,404	9,117	5,964	17,368
Professional, scientific, & tech. svcs.	10,193	9,286	42,827	53,020
Health care & social assistance	9,662	7,977	23,964	33,626
Manufacturing	7,478	5,028	7,127	14,605
Admin., supp., waste mgt., remed. svcs.	5,474	4,861	20,748	26,222
Wholesale trade	5,328	4,095	6,604	11,932
Finance & insurance	4,424	3,887	11,823	16,247
Transportation & warehousing	4,383	3,790	13,266	17,649
Real estate & rental & leasing	3,560	3,318	38,182	41,742
Arts, entertainment, & recreation	2,501	2,116	19,620	22,121
Educational services	1,364	1,040	8,351	9,715
Information	947	738	4,128	5,075
Forestry, etc. & agriculture support	539	521	6,525	7,064
Management of comp. & enterprises	430	79	*	430
Unclassified	216	216	*	216
Mining, quarrying, and oil & gas extrac.	125	101	143	268
Utilities	53	27	190	243
<b>Total</b>	<b>105,895</b>	<b>91,601</b>	<b>336,059</b>	<b>441,954</b>

Source: SUSB and Nonemployer Statistics. \*Data for nonemployers not collected in these two categories.

See [www.sba.gov/advocacy/additional-data-state-profiles](http://www.sba.gov/advocacy/additional-data-state-profiles) for more detailed data.

- **Table 3** shows small firm employment by industry. The three Wisconsin industries with the most small business employment were: manufacturing, health care and social assistance; and accommodation and food services (**Table 3**).

**Table 3: Employment in Wisconsin by Industry and Firm Size, 2012  
(ranked by small firm employment)**

Industry	Employment		Small Firm % of Industry Employment
	Small Firms	Total Firms	
Manufacturing	204,891	433,699	47.2
Health care & social assistance	166,048	384,764	43.2
Accommodation & food services	154,416	219,445	70.4
Retail trade	125,925	295,496	42.6
Other services (except public admin.)	95,599	107,790	88.7
Construction	74,831	89,001	84.1
Wholesale trade	72,607	113,514	64.0
Professional, scientific, & tech. svcs.	71,382	108,343	65.9
Admin., supp., waste mgt., remed. svcs.	56,978	138,462	41.2
Transportation & warehousing	43,312	94,289	45.9
Finance & insurance	42,892	139,352	30.8
Arts, entertainment, & recreation	31,463	41,634	75.6
Educational services	21,930	55,892	39.2
Real estate & rental & leasing	20,058	24,041	83.4
Information	14,231	53,982	26.4
Management of comp. & enterprises	8,530	70,316	12.1
Forestry, etc. & agriculture support	2,378	2,893	82.2
Mining, quarrying, and oil & gas extraction	1,353	2,238	60.5
Utilities	1,093	13,475	8.1
Unclassified	D	D	D
<b>Total</b>	<b>1,210,146</b>	<b>2,388,855</b>	<b>50.7</b>

Source: SUSB. (D) indicates data suppressed to protect the confidentiality of individual firms.

For more detailed information on businesses in your state, see [www.sba.gov/advocacy/847/841921](http://www.sba.gov/advocacy/847/841921).

## Abbreviations and Resources

ACS	American Community Survey, U.S. Census Bureau, <a href="http://www.census.gov/acs">www.census.gov/acs</a> .
BEA	Bureau of Economic Analysis, U.S. Department of Commerce, <a href="http://www.bea.gov">www.bea.gov</a> .
BED	Business Employment Dynamics, U.S. Department of Labor, Bureau of Labor Statistics, <a href="http://www.bls.gov/bdm">www.bls.gov/bdm</a> .
BDS	Business Dynamics Statistics, U.S. Census Bureau, <a href="http://www.census.gov/ces/dataproducts/bds">www.census.gov/ces/dataproducts/bds</a> .
BLS	Bureau of Labor Statistics, U.S. Department of Labor, <a href="http://www.bls.gov">www.bls.gov</a> .
CEA	Council of Economic Advisers, <a href="http://www.whitehouse.gov/administration/eop/cea">www.whitehouse.gov/administration/eop/cea</a> .
FDIC	Federal Deposit Insurance Corporation, <a href="http://www.fdic.gov">www.fdic.gov</a> .
FFIEC	Federal Financial Institutions Examination Council, <a href="http://www.ffiec.gov">www.ffiec.gov</a> .
ITA	International Trade Administration, U.S. Department of Commerce, <a href="http://www.trade.gov">www.trade.gov</a> .
Nonemployer Statistics	Nonemployer Statistics, U.S. Census Bureau, <a href="http://www.census.gov/econ/nonemployer">www.census.gov/econ/nonemployer</a> .
SUSB	Statistics of U.S. Businesses, U.S. Census Bureau, <a href="http://www.census.gov/econ/susb">www.census.gov/econ/susb</a> .
U.S. Courts	Administrative Office of the U.S. Courts, <a href="http://www.uscourts.gov">www.uscourts.gov</a> .