

Wisconsin

Wisconsin's small businesses are key to the state's well-being. They account for a significant share of the state's economic production and hiring. This profile from the Office of Advocacy uses the latest available data to illustrate the status and contributions of Wisconsin small businesses. (Note that a small business is defined as one with fewer than 500 employees.)

- Small businesses totaled 431,099 in the state in 2008. Of these, 112,558 were employers, and they accounted for 52.3% of private-sector jobs in the state (Table 1). Small firms made up 97.9% of the state's employers.
- Wisconsin's real gross state product increased by 0.7% and private-sector employment decreased by 5.5% in 2009. By comparison, real GDP in the United States grew 0.7% and private-sector employment declined by 5.5%.
- Business ownership is becoming more inclusive in the state. The number of both women and minority business owners has grown. In particular, minority-owned businesses numbered 26,102 in 2007, a 47.9% increase over 2002.
- The state's small business employment has undergone major shifts in recent years (Table 2).
- The state's businesses showed signs of stability and improvement in the fourth quarter of 2009 compared to the first quarter (Table 3).

For Further Information

- Data on all states and territories is 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 <http://web.sba.gov/list> to subscribe to Advocacy's Listservs.

Wisconsin Small Business Facts

	2008*	2007	2000
Number of Businesses			
Small employers (<500 employees)	112,558	115,018	113,218
Large employers (500+ employees)	2,445	2,408	2,391
Nonemployers	318,541	327,419	268,268
	Level in 2007*	% Share in 2007	% Change 2002-2007
Business Owner Demographics			
Male-owned	212,697	49.0	-4.2
Woman-owned	112,373	25.9	7.9
Equally male/female-owned	93,036	21.4	72.2
African American-owned	11,275	2.6	68.7
Asian-owned	6,819	1.6	37.6
Hispanic-owned	5,625	1.3	50.0
Native American/Alaskan-owned	2,638	0.6	4.8
Hawaiian/Pacific Islander-owned	n.a.	n.a.	n.a.
Veteran-owned	39,308	9.1	n.a.
	Level in 2009*	% Change from 2008 2000	
Workforce (Thousands) /Unemployment (%)			
Private-sector employment	2,258	-5.5	-5.1
Government employment	384	0.5	8.1
Self-employed (incorp. & uninc.)	313	-2.0	5.5
Female self-employment	104	-3.3	-6.1
Male self-employment	210	-1.4	12.3
Minority self-employment	23	22.1	158.5
Veteran self-employment	32	20.5	-14.2
Unemployment rate (%)	8.5	3.7†	5.1†
Business Turnover			
Quarterly establishment openings	20,977	-5.0	0.0
Quarterly establishment closings	25,061	1.0	18.0
Business bankruptcies	828	27.0	20.9
	2009*	2008	2000
Income and Finance			
Proprietors' income (\$billion)	11.8	13.9	9.1
Number of bank branches	2,388	2,389	2,116
No. of bus. loans under \$100,000‡	97,104	141,160	60,261
Total value of business loans under \$100,000 (\$million)‡	1,251	1,733	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, 2008
(Nonfarm, Thousands)**

Industry	Nonemployer Firms	Employer Firms			Employment		
		Total	1-19 Employees	1-499 Employees	Total	1-19 Employees	1-499 Employees
Total	318.5	115.0	97.5	112.6	2,496.9	427.2	1,294.4
Forestry, etc. and agriculture support	6.3	0.5	0.5	0.5	3.3	1.3	2.4
Mining	0.1	0.1	0.1	0.1	2.6	0.5	1.6
Utilities	0.2	0.1	0.0	0.1	15.0	0.1	1.3
Construction	41.0	15.7	14.7	15.7	112.2	49.9	95.6
Manufacturing	6.7	8.6	5.4	8.1	482.8	33.0	222.3
Wholesale trade	6.4	5.9	4.3	5.5	114.7	20.3	75.5
Retail trade	39.1	13.7	11.6	13.3	319.3	56.9	143.6
Transportation and warehousing	13.7	4.8	3.9	4.6	105.6	14.9	46.4
Information	3.9	1.1	0.8	1.0	54.0	3.7	15.5
Finance and insurance	12.1	5.0	4.2	4.8	146.7	13.6	50.1
Real estate and rental and leasing	28.8	3.9	3.6	3.9	26.4	10.9	20.5
Professional, scientific, and technical svcs.	40.8	10.6	9.5	10.4	102.8	34.7	73.5
Management of companies and enterprises	--	0.7	0.1	0.4	64.7	0.3	8.1
Admin., support, waste mgt., remed. svcs.	20.5	5.9	5.0	5.6	139.7	18.7	62.7
Educational services	7.9	1.4	1.0	1.3	51.8	5.2	22.3
Health care and social assistance	23.8	10.1	8.2	9.9	375.4	43.7	163.4
Arts, entertainment, and recreation	18.6	2.6	2.2	2.6	40.7	9.0	30.7
Accommodation and food services	5.6	11.9	9.4	11.7	227.2	53.2	160.7
Other services (except public admin.)	43.3	13.9	12.8	13.8	111.8	57.1	97.9
Unclassified	--	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, 2004–2007 (Nonfarm)

	Total Net New Jobs	Employment Size of Firm						
		1-4	5-9	10-19	20-99	100-499	<500	500+
2004 - 2005	14,797	14,737	831	-3,468	-4,027	8,615	16,688	-1,891
2005 - 2006	33,198	14,898	1,872	3,274	8,210	798	29,052	4,146
2006 - 2007	-1,433	13,420	-1,766	-4,166	-8,842	-6,776	6,697	-8,130

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

Table 3: Establishment and Employment Turnover by Quarter, 2009 (Nonfarm, Thousands)

	Establishments				Employment Change Due To:			
	Openings	Expansions	Contractions	Closings	Openings	Expansions	Contractions	Closings
Quarter 1	5.2	24.4	34.4	6.7	20.3	93.4	150.8	23.9
Quarter 2	5.3	26.4	32.8	5.8	21.4	103.1	137.3	23.2
Quarter 3	4.7	26.3	30.2	6.5	19.3	101.0	117.6	24.8
Quarter 4	5.8	26.6	30.1	6.0	23.5	104.6	113.9	23.9

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

Note: These figures contain all firm sizes; Census data from 2007 show that 86 percent of establishment births and deaths were in firms with fewer than 500 employees.