

Wisconsin

Small businesses totaled 419,525 in Wisconsin in 2009. They represent 97.8 percent of all employers and employ 51.8 percent of the private-sector workforce. Being such a large part of the state's economy, these businesses are central to Wisconsin's health and well-being.

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 struggled in 2010, with real gross state product decreasing 0.8 percent and private-sector employment decreasing 0.7 percent (Bureau of Economic Analysis, Bureau of Labor Statistics).
- Most of Wisconsin's small businesses are very small as 73.5 percent of all businesses did not have employees and most employers have fewer than 20 employees.
- Small businesses employed 1.2 million workers in 2009 (Table 1) with most of the employment coming from firms with 20-499 employees.
- While the employment situation in 2008-2009 was weak (Table 2), small businesses in Wisconsin represented 65.5 percent of the net new private-sector jobs from 2005-2008.
- Self-employment in Wisconsin declined over the last decade. Female self-employment fared the best compared with other demographic groups during the decade.*
- Throughout 2010, the number of opening establishments was lower than closing establishments and the net employment change from this turnover was negative (Table 3).

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 <http://web.sba.gov/list> to subscribe to Advocacy's Listservs.

* Because of the relatively low number of veterans in the survey data source, the veteran self-employment figure is susceptible to large fluctuations.

Wisconsin Small Business Facts

	2009*	2008	2000
Number of Businesses			
Small employers (<500 employees)	109,347	112,558	113,218
Large employers (500+ employees)	2,411	2,445	2,391
Nonemployers	310,178	318,541	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 2010*	% Change from 2009 2000	
Workforce (Thousands)			
Private-sector employment	2,315	-0.7	-4.7
Government employment	421	0.0	3.8
Self-employed (incorp. & uninc.)	305	4.3	-6.1
Female self-employment	106	33.7	5.7
Male self-employment	199	-6.6	-11.3
Minority self-employment	18	23.1	-13.9
Veteran self-employment	26	-7.8	-26.4
Unemployment Rate (Percent)	8.3	-0.4†	4.9†
Business Turnover			
Quarterly establishment openings	21,515	-2.0	2.6
Quarterly establishment closings	23,443	-6.4	10.4
Business bankruptcies	930	12.3	35.8
	2010*	2009	2000
Income and Finance			
Proprietors' income (\$billion)	15.3	12.7	11.1
Number of bank branches	2,351	2,388	2,116
No. of bus. loans under \$100,000‡	13,855	97,104	60,261
Total value of business loans under \$100,000 (\$million)‡	246	1,251	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, 2009
(Nonfarm, Thousands)**

Industry	Nonemployer Firms	Employer Firms			Employment		
		Total	1-19 Employees	1-499 Employees	Total	1-19 Employees	1-499 Employees
Total	310.2	111.8	95.0	109.3	2,355.9	414.3	1,221.5
Forestry, etc. and agriculture support	6.1	0.5	0.5	0.5	3.0	1.3	2.4
Mining	0.1	0.1	0.1	0.1	2.3	0.4	1.4
Utilities	0.2	0.1	0.0	0.1	14.4	0.1	1.2
Construction	39.4	14.6	13.8	14.6	94.0	45.0	84.1
Manufacturing	6.5	8.3	5.3	7.7	431.0	32.1	202.3
Wholesale trade	6.2	5.8	4.2	5.4	109.3	19.9	72.9
Retail trade	37.0	13.2	11.1	12.8	301.9	54.2	134.9
Transportation and warehousing	12.8	4.6	3.8	4.4	97.6	14.4	43.3
Information	3.9	1.1	0.8	1.0	50.1	3.7	14.5
Finance and insurance	11.7	4.9	4.1	4.6	145.3	13.2	47.7
Real estate and rental and leasing	26.0	3.8	3.5	3.7	25.7	10.3	20.0
Professional, scientific, and technical svcs.	40.7	10.5	9.4	10.3	101.5	34.1	71.4
Management of companies and enterprises	--	0.7	0.1	0.4	64.9	0.3	7.8
Admin., support, waste mgt., remed. svcs.	19.9	5.8	4.9	5.5	116.2	18.0	58.2
Educational services	7.9	1.4	1.0	1.3	52.8	5.2	21.6
Health care and social assistance	23.4	10.0	8.2	9.8	377.6	43.7	162.0
Arts, entertainment, and recreation	18.4	2.6	2.2	2.6	40.4	9.1	29.4
Accommodation and food services	5.6	11.6	9.2	11.5	217.6	52.9	150.6
Other services (except public admin.)	44.5	13.8	12.7	13.7	109.9	56.0	95.6
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, 2005–2009 (Nonfarm)

	Total Net New Jobs	Employment Size of Firm						
		1-4	5-9	10-19	20-99	100-499	<500	500+
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	-8,130	6,697
2007 - 2008	11,768	12,790	-1,600	-4,033	-3,835	4,276	7,598	4,170
2008 - 2009	-139,966	6,856	-7,697	-10,263	-27,488	-33,775	-72,367	-67,599

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, 2010 (Nonfarm, Thousands)

	Establishments				Employment			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Openings	5.4	5.2	5.0	5.9	18.2	21.4	19.5	23.3
Expansions	26.8	28.8	28.6	28.6	107.5	113.6	111.8	113.9
Contractions	30.0	27.6	28.2	28.6	109.1	101.9	102.4	107.2
Closings	6.1	5.3	6.0	6.0	20.3	19.2	23.8	25.1

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 2009 show that 85 percent of establishment births and deaths were in firms with fewer than 500 employees.