

## Small Business Profile: WISCONSIN

In Wisconsin, small businesses are vital to the financial well-being of the state's economy. Their contribution is essential for economic growth since they make up almost all employer firms in the state. As entrepreneurs and innovators, small business owners represented a diverse group in 2004 and continued to keep the state's economy productive. The *Small Business Profile* provides information on the performance of small businesses in the state using the most current federal data available.

**Number of Businesses.** There were an estimated 406,766 small businesses in Wisconsin in 2004.<sup>1</sup> Of the 125,888 firms with employees, an estimated 98 percent, or 123,349, were small firms. In 2004, the estimated number of employer businesses increased by 1.7 percent. The number of self-employed persons (including incorporated) decreased overall by 1.8 percent, from 317,629 in 2003 to 311,994 in 2004. Non-employer businesses numbered 283,417 in 2002, an increase of 3.5 percent since 2001, based on the most recent data available. (Sources: U.S. Dept. of Labor, Employment and Training Administration; U.S. Dept. of Commerce, Census Bureau; U.S. Dept. of Labor, Bureau of Labor Statistics.)

**Women-Owned Businesses.** In 2002 women-owned firms totaled 104,206, an increase of 17 percent from 1997, and generated \$17.7 billion in revenues. Firms owned jointly by women and men numbered 54,026 with revenues of \$15.9 billion. Women represented 29.6 percent of the self-employed persons in the state. (Sources: U.S. Dept. of Labor, Bureau of Labor Statistics; U.S. Dept. of Commerce, Census Bureau.)

**Minority-Owned Businesses.** In 2002, Hispanic-owned firms numbered 3,750, an increase of 24 percent from 1997. Black-owned firms numbered 6,687, an increase of 38 percent; Asian-owned firms numbered 4,957, an increase of 37 percent; American Indian and Alaska Native-owned firms numbered 2,530, an increase of 8 percent; and the number of Native Hawaiian and other Pacific Islander-owned businesses was unavailable.<sup>2</sup> (Source: U.S. Dept. of Commerce, Census Bureau.)

<sup>1</sup> The Office of Advocacy's estimate of the total number of state small businesses is based on the percent of small businesses (2002 Census Bureau firm size data) multiplied by the total number of employer businesses in 2004 (Employment and Training Administration). To this total is added the 2002 number of non-employer firms (Census Bureau). See *Business Estimates from the Office of Advocacy*, [www.sba.gov/advo/research/rs258tot.pdf](http://www.sba.gov/advo/research/rs258tot.pdf).

<sup>2</sup> Minority owners may be in more than one minority group.

**Business Turnover.** There were an estimated 13,093 new employer businesses in 2004, 5.6 percent more than the previous year. Business terminations numbered 12,711 in 2004, an increase of 0.7 percent. Business bankruptcies increased by 2.8 percent and totaled 742 in 2004. (Sources: U.S. Dept. of Labor, Employment and Training Administration; Administrative Office of the U.S. Courts; U.S. Dept. of Commerce, Census Bureau.)

**Employment.** Small firms with fewer than 500 employees numbered 113,641 in 2002 and employed 1,266,582 individuals, or 53.8 percent of the state's non-farm private sector (Table 1).<sup>3</sup> Net job gains among firms with fewer than 20 employees totaled 15,891, while large firms with 500 or more employees lost 38,446 jobs between 2001 and 2002 (Table 2). (Source: U.S. Dept. of Commerce, Census Bureau, Statistics of U.S. Businesses.)

**Small Business Income.** Non-farm proprietors' income, a partial measure of small business income, increased by 7.3 percent, from \$10.7 billion in 2002 to \$11.4 billion in 2003. (Source: U.S. Dept. of Commerce.)

**Finance.** Commercial bank lenders are an important source of small business loans, and small firms usually rely on them for financing. Over the last 10 years the number of banks in Wisconsin has declined (Table 3). The Office of Advocacy has identified banks in each state that make the most loans to small businesses. This information is available in its banking studies at [www.sba.gov/advo/research/lending.html](http://www.sba.gov/advo/research/lending.html).

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To learn more about the Office of Advocacy's data and analyses of small business, visit [www.sba.gov/advo/research](http://www.sba.gov/advo/research), call (202) 205-6533 or email [advocacy@sba.gov](mailto:advocacy@sba.gov).

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<sup>3</sup> The number of employers in Table 1 is not directly comparable to the figures in the *Number of Businesses* section due to different data sources.

**Table 1.** Firms and Employment in Wisconsin by Industry and Firm Size, 2002 (Thousands)

Industry	Non-employer firms	Employer firms			Employment		
		Total	< 100	< 500	Total	< 100	< 500
<b>Total</b>	<b>283.42</b>	<b>115.98</b>	<b>111.03</b>	<b>113.64</b>	<b>2,355.82</b>	<b>892.97</b>	<b>1,266.58</b>
Agriculture, forestry, fishing, and hunting	6.2	0.62	0.60	0.61	3.41	2.03	2.68
Mining	0.12	0.16	0.13	0.14	2.30	*	1.58
Utilities	0.2	0.10	0.08	0.08	16.26	*	1.61
Construction	34.9	16.24	16.09	16.17	117.14	88.27	101.81
Manufacturing	6.46	8.76	7.57	8.20	499.52	114.62	208.99
Wholesale trade	0.55	6.54	5.81	6.13	117.20	53.45	78.79
Retail trade	40.11	14.98	14.23	14.58	309.17	122.49	161.66
Transportation and warehousing	11.55	4.81	4.55	4.66	77.75	32.57	43.35
Information	0.68	1.21	1.04	1.09	49.52	10.34	15.62
Finance and insurance	11.24	4.99	4.61	4.76	136.67	29.77	44.51
Real estate; rental and leasing	31.87	4.00	3.86	3.93	27.37	16.41	20.58
Professional, scientific, and technical services	34.5	10.55	10.19	10.34	90.83	56.67	70.17
Management of companies and enterprises	N/A	0.67	0.25	0.41	57.99	2.11	7.21
Admin., support, waste mgmt. and remed. svces.	15.09	5.33	4.94	5.11	111.38	34.39	59.29
Educational services	5.12	1.26	1.17	1.22	45.07	15.08	22.53
Health care and social assistance	20.92	9.37	8.86	9.19	331.18	82.2	146.03
Arts, entertainment, and recreation	14.48	2.39	2.31	2.37	33.14	18.97	28.59
Accommodation and food services	5.3	11.13	10.80	11.00	198.22	121.62	148.14
Other services	36.25	14.25	14.01	14.14	115.10	89.27	101.25
Auxiliary, except corp., subsidiary, and regional managing offices	N/A	0.19	0.03	0.08	16.37	*	1.98
Unclassified	N/A	0.42	0.42	0.42	0.24	0.24	0.24

\*Data suppressed to protect the confidentiality of individual firms.

N/A= not available

Source: U.S. Department of Commerce, Census Bureau, Statistics of U.S. Businesses.

**Table 2.** Non-farm Establishment Job Gains and Losses by Firm Size in Wisconsin, 2001–2002 (Thousands)

	Firm size (number of employees)			
	Total	1–19	1–499	500+
Job gains:				
New establishments	125.35	31.00	79.61	45.74
Expanding establishments	202.78	61.58	128.77	74.00
Job losses:				
Downsized establishments	-268.43	-45.38	-147.58	-120.85
Closed establishments	-102.8	-31.30	-65.46	-37.34
<b>Net change in employment</b>	<b>-43.10</b>	<b>15.89</b>	<b>-4.65</b>	<b>-38.45</b>

Source: U.S. Department of Commerce, Census Bureau, Statistics of U.S. Businesses.

**Table 3.** Number of Banks in Wisconsin by Asset Size, 1995–2004, Selected Years

Number of banks per year					Number of banks by asset size, 2004				
1995	2001	2002	2003	2004	Below \$100M	\$100M–\$500M	\$500M–\$1B	\$1B–\$10B	Over \$10B
393	286	279	271	271	140	116	9	4	2

Source: U.S. Small Business Administration, Office of Advocacy, from data collected by the Federal Reserve Board. The full list of small-business-friendly banks can be found on the Office of Advocacy website, [www.sba.gov/advo/research/lending](http://www.sba.gov/advo/research/lending).