

## Wisconsin

Wisconsin's 439,190 small businesses provide economic opportunities to diverse groups of people and bring innovative products and services to the marketplace.\* This profile from the Office of Advocacy compiles the latest facts and figures on the status and role of small business in the state. (Note that a small business is defined here as one with fewer than 500 employees.)

- Wisconsin had 115,541 small employers in 2006, representing 98.0% of the state's employers and 53.4% of its private-sector employment.
- The manufacturing industry was the state's largest small business and overall employer in 2006 (Table 1).
- Small businesses created all of the state's net new jobs from 2004 to 2005 (Table 2).
- Wisconsin's real gross state product increased by 1.0% in 2007. By comparison, growth in the Great Lakes region was 0.5% and the United States, 2.0%. (Source: U.S. Dept. of Commerce: Bureau of Economic Analysis)

### For Further Information

- Data on all the states and territories is available at [www.sba.gov/advo/research/profiles](http://www.sba.gov/advo/research/profiles).
- For other small business data and analysis, 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).
- To learn about state efforts to adopt or implement regulatory flexibility, visit [www.sba.gov/advo/laws/law\\_modeleg.html](http://www.sba.gov/advo/laws/law_modeleg.html).
- Visit <http://web.sba.gov/list> to subscribe to listservs for Advocacy's newsletter, press releases, regulatory news and research reports.
- Visit [www.sba.gov/advo/rsslibrary.html](http://www.sba.gov/advo/rsslibrary.html) for RSS feeds.

\* The number of small businesses is the number of small employers plus the number of nonemployers in 2006.

### Wisconsin Small Business Facts

	Level in 2006†	% Change from 2005 2000	
<b>Number of Businesses</b>			
Small employers (<500 employees)	115,541	-0.5	2.1
Large employers (500+ employees)	2,376	1.6	-0.6
Nonemployers	323,649	0.5	20.6
	Level in 2002†	% Change from 1997	
<b>Business Owner Demographics</b>			
Male-owned	222,124	15.4	
Woman-owned	104,170	16.7	
Equally male/female-owned	54,024	-29.2	
African American-owned	6,685	37.9	
Asian-owned	4,957	36.9	
Hispanic-owned	3,750	24.2	
Native American/Alaskan-owned	2,517	NA	
Hawaiian and Pacific Islander-owned	104	-21.2	
	Level in 2007†	% Change from 2006 2000	
<b>Workforce (Thousands) /Unemployment (%)</b>			
Private-sector employment	2,466	0.6	1.5
Government employment	416	0.2	2.6
Self-employed (incorp. & uninc.)	288	-15.1	-3.0
Female self-employment	96	-18.3	-12.6
Male self-employment	192	-13.3	2.7
Minority self-employment	11	-45.0	36.5
Veteran self-employment	26	-32.9	-30
Unemployment rate (%)	4.9	0.2	1.5
<b>Business Turnover</b>			
Quarterly establishment openings	20,644	-12.6	-1.6
Quarterly establishment closings	23,131	-1.4	8.9
Business bankruptcies	412	34.2	-69.8
<b>Income and Finance</b>			
Proprietors' income (\$billion)	13.2	8.2	45.3
Bank branches	2,366	1.3	11.8
No. of bus. loans under \$100,000	96,538	-15.4	NA
Total value of business loans under \$100,000 (\$million)	2,842	-13.1	NA
Sources: U.S. Dept. of Commerce, Bureau of the Census and Bureau of Economic Analysis; U.S. Dept. of Labor, Bureau of Labor Statistics; Administrative Office of the U.S. Courts; Federal Deposit Insurance Corporation, Summary of Deposits; and U.S. Small Business Administration, Office of Advocacy ( <a href="http://www.sba.gov/advo/research/lending.html">www.sba.gov/advo/research/lending.html</a> ).			
† Latest available data; certain figures are economywide.			

**Table 1. Firms and Employment in Wisconsin by Industry and Firm Size, 2006  
(Non-farm, thousands)**

Industry	Nonemployer firms	Employer firms			Employment		
		Total	1-19 Employees	1-499 Employees	Total	1-19 Employees	1-499 Employees
Total	323.6	117.9	100.2	115.5	2,482.3	439.6	1,324.4
Forestry, etc. and agriculture support	6.7	0.5	0.5	0.5	3.3	1.4	2.5
Mining	0.1	0.1	0.1	0.1	3.9	0.5	1.9
Utilities	0.2	0.1	0.0	0.1	13.9	(D)	1.3
Construction	42.1	16.9	15.7	16.8	120.1	56.7	107.9
Manufacturing	6.8	8.7	5.5	8.1	492.8	33.8	224.3
Wholesale trade	6.6	6.1	4.4	5.7	114.5	20.8	74.1
Retail trade	41.9	14.6	12.3	14.2	321.8	60.0	154.1
Transportation and warehousing	13.6	4.9	4.1	4.7	103.0	15.1	48.2
Information	4.0	1.2	0.8	1.0	57.2	4.0	14.9
Finance and insurance	12.6	5.2	4.4	4.9	140.0	14.5	49.2
Real estate and rental and leasing	36.8	4.2	3.9	4.2	28.0	11.7	22.2
Professional, scientific, and technical svcs.	39.6	10.8	9.7	10.5	102.2	35.1	74.0
Management of companies and enterprises	--	0.7	0.1	0.4	59.3	0.3	7.9
Admin., support, waste mgt., remed. svcs.	17.2	5.7	4.8	5.5	136.8	17.7	63.1
Educational services	7.1	1.3	1.0	1.3	48.7	5.1	22.0
Health care and social assistance	23.6	10.0	8.3	9.8	358.0	43.9	160.6
Arts, entertainment, and recreation	16.8	2.6	2.2	2.5	37.8	8.9	30.2
Accommodation and food services	5.6	11.9	9.3	11.7	225.4	52.2	163.6
Other services (except public admin.)	42.4	14.0	12.8	13.9	115.0	57.4	102.0
Unclassified	--	0.4	0.4	0.4	0.4	(D)	0.4

Source: U.S. Dept. of Commerce, Bureau of the Census, Statistics of U.S. Businesses. (See [www.sba.gov/advo/research/data.html](http://www.sba.gov/advo/research/data.html) for data from other years, and for starts, closures, job creation and destruction by industry and by size category.)

**Table 2: Net Job Change by Firm Size, 2002–2005 (Non-farm)**

	Total	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
2003 - 2004	53,831	18,066	7,194	4,189	6,310	622	36,381	17,450
2002 - 2003	26,469	17,459	5,170	3,683	341	4,136	30,789	-4,320

Source: U.S. Dept. of Commerce, Bureau of the Census. (For more detailed data see [www.sba.gov/advo/research/data.html](http://www.sba.gov/advo/research/data.html).)

**Table 3: Establishment and Employment Turnover by Quarter, 2007 (Non-farm, thousands)**

	Establishments				Employment			
	Openings	Expansions	Contractions	Closings	Openings	Expansions	Contractions	Closings
Quarter 4	5.2	29.8	31.1	5.7	21.6	115.1	111.9	23.5
Quarter 3	4.7	29.4	31.5	6.0	20.5	107.2	122.3	22.7
Quarter 2	5.3	30.8	30.9	5.6	22.3	124.6	111.9	22.3
Quarter 1	5.5	30.3	31.4	5.8	21.9	122.7	118.0	23.1

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

Note: The establishment turnover figures contain all firm sizes, but Census data from 2005 showed that 87 percent of establishment births and deaths were in firms with fewer than 500 employees.