

## Wisconsin

Wisconsin's 115,541 small employers and 327,419 nonemployers make significant contributions to the state's economy, and they bring innovative products and services to the marketplace.\* They are an important source of employment and opportunity throughout the state. This profile by the Office of Advocacy uses the latest statistics to describe the small business contribution in the greatest possible detail. (Note: A small business is defined as one with fewer than 500 employees.)

- Wisconsin's real gross state product increased by 0.7% and private-sector employment decreased by 0.6% in 2008. By comparison, real GDP growth in the United States was 0.7% and private-sector employment declined by 0.7%.
- The manufacturing industry was the state's largest small business and overall employer in 2006 (Table 1).
- Small businesses are a major force in the state's net job change, as shown in Table 2.
- The number of small employers in Wisconsin was 115,541 in 2006, accounting for 98.0% of the state's employers and 53.4% of its private-sector employment. (Source: U.S. Dept. of Commerce: Bureau of the Census.)

### For Further Information

- Data on all 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).
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- For RSS feeds, visit [www.sba.gov/advo/rsslibrary.html](http://www.sba.gov/advo/rsslibrary.html)

\* Small employer data from 2006; nonemployer from 2007.

### Wisconsin Small Business Facts

	2007†	2006	2000
<b>Number of Businesses</b>			
Small employers (<500 employees)	n.a.	115,541	113,218
Large employers (500+ employees)	n.a.	2,376	2,391
Nonemployers	327,419	323,649	268,268
	2002‡	% Share in 2002	% Change 1997–2002
<b>Business Owner Demographics</b>			
Male-owned	222,124	56.5	15.4
Woman-owned	104,170	26.5	16.7
Equally male/female-owned	54,024	13.7	-29.2
African American-owned	6,685	1.7	37.9
Asian-owned	4,957	1.3	36.9
Hispanic-owned	3,750	1.0	24.2
Native American/Alaskan-owned	2,517	0.6	n.a.
Hawaiian and Pacific Islander-owned	104	0.0	-21.2
	2008‡	% Change from	
		2007	2000
<b>Workforce (Thousands) /Unemployment (%)</b>			
Private-sector employment	2,388	-0.6	0.4
Government employment	384	1.2	7.5
Self-employed (incorp. & uninc.)	320	11.0	7.7
Female self-employment	107	11.1	-2.9
Male self-employment	213	10.9	14.0
Minority self-employment	14	26.7	73.0
Veteran self-employment	27	1.6	-28.8
Unemployment rate (%)	4.7	-	1.3
<b>Business Turnover</b>			
Quarterly establishment openings	22,089	1.5	5.3
Quarterly establishment closings	24,804	6.8	16.8
Business bankruptcies	652	58.3	-4.8
	2008‡	2007	2000
<b>Income and Finance</b>			
Proprietors' income (\$billion)	13.0	13.2	9.1
Number of bank branches	2,389	2,366	2,116
No. of bus. loans under \$100,000‡	n.a.	170,102	60,261
Total value of business loans under \$100,000 (\$million)‡	n.a.	2,012	1,084
Source: 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; and U.S. Small Business Administration, Office of Advocacy ( <a href="http://www.sba.gov/advo/research/sbl_08study.pdf">www.sba.gov/advo/research/sbl_08study.pdf</a> , Table 4b.) n.a. not available.			
† Latest available data; certain figures are economywide. ‡ Data are for CRA loans.			

**Table 1. Firms and Employment in Wisconsin by Industry and Firm Size, 2006 and 2007  
(Nonfarm, Thousands)**

Industry	Nonemployer Firms (2007)	Employer Firms (2006)			Employment (2006)		
		Total	1-19 Employees	1-499 Employees	Total	1-19 Employees	1-499 Employees
Total	327.4	117.9	100.2	115.5	2,482.3	439.6	1,324.4
Forestry, etc. and agriculture support	6.6	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	42.7	16.9	15.7	16.8	120.1	56.7	107.9
Manufacturing	7.0	8.7	5.5	8.1	492.8	33.8	224.3
Wholesale trade	6.7	6.1	4.4	5.7	114.5	20.8	74.1
Retail trade	42.2	14.6	12.3	14.2	321.8	60.0	154.1
Transportation and warehousing	14.2	4.9	4.1	4.7	103.0	15.1	48.2
Information	3.9	1.2	0.8	1.0	57.2	4.0	14.9
Finance and insurance	12.3	5.2	4.4	4.9	140.0	14.5	49.2
Real estate and rental and leasing	32.4	4.2	3.9	4.2	28.0	11.7	22.2
Professional, scientific, and technical svcs.	40.8	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.	20.0	5.7	4.8	5.5	136.8	17.7	63.1
Educational services	7.6	1.3	1.0	1.3	48.7	5.1	22.0
Health care and social assistance	23.7	10.0	8.3	9.8	358.0	43.9	160.6
Arts, entertainment, and recreation	18.7	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.)	42.7	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, 2003–2006 (Nonfarm)**

	Total Net New Jobs	Employment Size of Firm						
		1-4	5-9	10-19	20-99	100-499	<500	500+
2003 - 2004	53,831	18,066	7,194	4,189	6,310	622	36,381	17,450
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

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, 2008 (Nonfarm, Thousands)**

	Establishments				Employment Change Due To:			
	Openings	Expansions	Contractions	Closings	Openings	Expansions	Contractions	Closings
Quarter 1	5.9	29.1	31.4	6.6	21.9	111.7	113.6	23.0
Quarter 2	5.6	29.5	31.3	5.7	23.8	115.1	121.6	23.1
Quarter 3	5.2	28.6	31.3	6.0	22.4	107.0	127.6	23.3
Quarter 4	5.4	27.4	33.0	6.5	20.8	107.1	135.5	27.0

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: These figures contain all firm sizes; Census data from 2006 show that 86 percent of establishment births and deaths were in firms with fewer than 500 employees.