

Risky business: Survival instincts are critical in rural areas

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Economic Snapshot
is a weekly feature
provided by the



Recently released U.S. Census data reveals that 37 businesses with employees were “born” in Richland County in 2006.

These new employers were offset by the 38 Richland County businesses with employees that disappeared.

In the five previous years, 157 businesses with employees appeared and 152 disappeared.

Before concluding that not much is happening in Richland County, recognize that in 2006, there were only 403 businesses with employees in the county. The dramatic turnover in businesses is typical throughout rural Wisconsin and provides an indication of the dynamic nature and riskiness of starting and operating a business.

Rural Wisconsin

Week 2:
Birth and death
of business

The U.S. Census tracks the appearance and disappearance of businesses with employees.

According to the Census, a business “birth” occurs when an establishment that reported zero employment in the first quarter of

one year reports positive employment in the first quarter of the subsequent year. A “death” is when a business goes from positive employment to zero employment in the first quarters of consecutive years. Although this data does not account for businesses without employees, it does provide a useful benchmark.

Similar data for every county in the U.S. is available at: census.gov/econ/susb/ and censtats.census.gov/cgi-bin/cbpnaic/cbpsel.pl

A matter of life and death ...

The number of business “births,” “deaths” and total businesses with employees for area counties in 2006, according to the U.S. Census:

County	Births	Deaths	Total businesses
Richland	37	38	403
Iowa	57	55	604
Green	76	78	958
Lafayette	34	25	359
Grant	105	97	1,273
Sauk	162	135	1,828

SOURCE: U.S. Census, Statistics of U.S. Business, 2006 and County Business Patterns, 2006