

University of Wisconsin – Madison  
Family Business Center  
Opening Quiz

1. The number of privately held businesses owned by Baby Boomers in the United States.
  - a. 4,000,000
  - b. 6,000,000
  - c. 28,000,000
  - d. 2,000,000
  
2. The percentage of business owners who indicate they would like to transition their business in the next 10 years.
  - a. 27%
  - b. 76%
  - c. 99%
  - d. 20%
  
3. The potential dollar value of wealth transfer in the next 10 years.
  - a. One trillion dollars
  - b. One hundred million dollars
  - c. Five hundred million dollars
  - d. Ten trillion dollars
  
4. The percent of business owners who have a written transition plan.
  - a. 75%
  - b. 17%
  - c. 50%
  - d. 49%
  
5. The percent of privately held businesses that survive past the second generation.
  - a. 83%
  - b. 66%
  - c. 30%
  - d. 20%