

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%