

## Women-Owned Businesses in Wisconsin

Number of women-owned businesses	112,402
Total number of businesses	434,053
Women-owned businesses as a percent of all businesses	25.9%
Annual payroll of women-owned businesses with paid employees	\$3.9 billion
Average number of employees of women-owned businesses with paid employees	10.2
Sales and receipts of woman owned businesses (\$1,000)	\$20.9 billion
Rank among U.S. states for percent of businesses owned by women	36
Rank in Region (IL-IN-MI-MN-OH-WI) for percent of businesses owned by women	6

### Women-Owned Businesses in Wisconsin

Growth in women-owned businesses slowed, but remained strong over the ten-year period from 1997 to 2007. In Wisconsin, the total number of women-owned businesses grew by 8 percent over the period 2002 to 2007, compared to 17 percent from 1997 to 2002.

In 2007, 25.9% of Wisconsin businesses were owned by women, compared to 28.7% nationwide and 28.6% regionally. Wisconsin ranked 36th among all states.

The number of women-owned businesses has increased since 2002; however, women-owned businesses have decreased slightly as a percent of all Wisconsin businesses – there were 104,170 businesses (26.5%) in 2002 compared to 112,402 businesses (25.9%) in 2007 – a percent decrease of 0.6%.

In 2007, women-owned businesses in Wisconsin generated over \$20.9 billion in sales and receipts, up slightly from \$20.2 billion (inflation-adjusted) in 2002.

\*Great Lakes Region (IL-IN-MI-MN-OH-WI). Source: Data compiled from the U.S. Census Bureau, 2007 Survey of Business Owners, released July 2010.

### Women-Owned Firms by Industry

In 2007, women-owned businesses in Wisconsin were concentrated in the areas of Retail Trade (18.3%); Health Care & Social Services (15.3%), which includes child care, social work and rehabilitation services; and Other Services (15.0%), which includes services such as administering religious activities, grant-making, advocacy and non-profits, laundry, pet care, and personal care. About half of all women-owned businesses in Wisconsin were found in these three sectors

Women-owned businesses were twice as likely as male-owned businesses to be in the retail sector and more than three times more likely to be in the area of Health Care & Social Services.

Among all Wisconsin businesses, the largest concentrations, by industry, were in the areas of Construction (13.5%); Retail Trade (12.8%); and Professional, Scientific and Technical Services (11.9%).

### Employees of Women-Owned Firms

In 2007, women-owned firms with paid employees employed 152,803 workers and had annual payrolls totaling \$3.9 billion.

The average women-owned business in Wisconsin (with paid employees) employed 10 people. However, 86.7% of women-owned businesses did not have paid employees (other than the business owner), compared with 88.3% nationally.

## How Wisconsin Compares

Illinois	Indiana	Michigan	Minnesota	Ohio	Wisconsin	United States
30.5%	26.8%	30.4%	26.8%	27.7%	25.9%	28.7%

