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· Wisconsin ·

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GROWTH IN WOMEN'S BUSINESS OWNERSHIP SLOWS, BUT REMAINS STRONG

New Data from the US Census Bureau on Women's Business Ownership

Madison, WI. The Wisconsin Women's Council today released new statistics on women's business ownership in Wisconsin, based on new data from the U.S. Census Bureau.* Two new Fact Sheets on *Women-Owned Businesses in Wisconsin* and *Women-Owned Businesses in the Great Lake Region* are available at: <http://womenscouncil.wi.gov>. Similar fact sheets are also being released today in Indiana, Michigan, Minnesota and Ohio.

As business owners, Wisconsin women continue to have a major impact on Wisconsin's economy. In 2007, women were majority owners of 112,402 Wisconsin businesses, accounting for 25.9 percent of all businesses statewide. These women-owned businesses generated \$20.9 billion in receipts and employed more than 152,000 workers. Nonetheless, Wisconsin trails the national average and other states in the Great Lakes region for the percentage of businesses that were women-owned. Wisconsin ranked 36th among all states.

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 over the period 1997 to 2002. Nonetheless, while the number of businesses continues to rise, the number of women-owned businesses as a percent of all Wisconsin businesses declined slightly since 2002 – from 26.5% in 2002 to 25.9% in 2007, a decline of 0.6 percent.

“Women-owned businesses provide family supporting, community enriching jobs across our state,” said Christine Lidbury, Executive Director. “By starting and sustaining businesses, exploring markets, creating jobs and stimulating local economic growth, Wisconsin women business owners play a leading role in our economy. Women-owned businesses have made great progress in our state, but continued attention is needed. There is an opportunity as state government moves forward to build on and strengthen policies undertaken in recent years to engage women entrepreneurs and continue to grow women-owned businesses in Wisconsin.”

Women-Owned Firms, by State, in the Great Lakes Regions (2007)						
Illinois	Indiana	Michigan	Minnesota	Ohio	Wisconsin	United States
30.5%	26.8%	30.4%	26.8%	27.7%	25.9%	28.7%

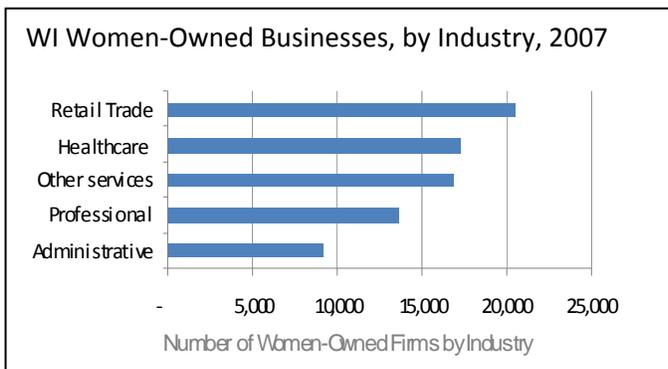
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In addition to majority women-owned businesses, women were co-owners of more than 93,000 businesses owned equally by men and women – 21 percent of all Wisconsin businesses – generating \$30.5 billion in receipts and employing over 231,000 workers. In total, women owned half or more of over 200,000 Wisconsin businesses, generating over \$51 billion in receipts and employing 384,000 workers (16% of all workers statewide).

Despite gains in the number of women business owners, there were still twice as many majority male-owned as female-owned businesses in Wisconsin. In 2007, male-owned businesses accounted for 49 percent of all businesses. However, while the number of women-owned businesses in Wisconsin continued to grow from 2002 to 2007, the number of male-owned businesses declined over the period.

Women-owned businesses in Wisconsin are concentrated in the retail and service sectors. In 2007, nearly one-fifth of all women-owned businesses in the state were in Retail Trade, while about 30 percent were in Health Care & Social Services including child care, social work and rehabilitation services, and Other Services including grant-making, advocacy and non-profits, laundry, pet care, and personal care) - each accounting for about 15 percent of businesses.

Nationally, women were majority owners of 7.8 million businesses, 28.7% of all businesses, up slightly from 28.2% in 2002. Women-owned firms generated \$1.2 trillion in receipts and employing 7.6 million workers. The Census Bureau reported that, in 2007, in every state, women were majority owners of at least one-fifth of all businesses.



*US Census Bureau, Survey of Business Owners: Women-Owned Businesses: 2007 (released 12/07/10). The Survey of Business Owners is published every five years, providing detailed data on businesses by ownership type, including women-owned businesses, with statistics on the number of firms, sales and receipts, number of paid employees and annual payroll. Women-owned businesses are defined as firms in which women own 51 percent or more of the equity, interest, or stock of the business.

About the Wisconsin Women’s Council

The Wisconsin Women's Council, established in 1983, is Wisconsin's statutory commission on the status of women and girls. The Council promotes initiatives that empower women, serves as a clearinghouse for information on women's programs, provides research and advocacy, and promotes unique partnerships to address barriers and inequalities affecting Wisconsin women. The Council operates under the guidance of a 15-Member Board appointed by the Governor and Legislative Leaders.

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