

WOMEN-OWNED BUSINESSES IN WISCONSIN, PERCENT BY COUNTY (2007)

WISCONSIN COUNTY	ALL WOMEN-OWNED FIRMS			EMPLOYER FIRMS				NONEMPLOYER FIRMS		WISCONSIN WOMEN-OWNED BUSINESS (WBE) CERTIFIED FIRMS
	Women-owned (percent)	All firms (number)	Receipts (\$1,000)	Employer firms (number)	Employer receipts (\$1,000)	Employees (number)	Annual payroll (\$1,000)	Nonemployer firms (number)	Nonemployer receipts (\$1,000)	
Milwaukee	33.0%	19,183	2,890,421	2,593	2,562,200	26,096	678,357	16,590	328,221	97
Ashland	29.4%	437	28,096	15	21,083	223	4,507	421	7,012	0
Pierce	28.9%	1,017	54,909	93	40,896	417	7,193	na	Na	0
La Crosse	28.3%	2,404	295,933	232	256,185	2,064	50,708	2,171	39,748	5
Rock	27.9%	3,125	498,714	406	454,872	4,200	85,815	2,719	43,841	5
Dane	27.4%	11,390	1,905,211	1,376	1,678,367	14,108	360,541	10,014	226,844	46
Polk	27.3%	1,257	74,130	80	57,807	665	11,632	1,178	16,323	1
Marathon	26.6%	2,840	886,070	447	828,096	7,490	214,119	2,393	57,973	6
Jefferson	26.3%	1,837	181,987	290	144,571	1,854	37,812	na	Na	4
Racine	26.2%	3,482	2,041,291	512	1,991,547	6,104	143,906	2,970	49,744	17
Ozaukee	26.2%	2,242	294,528	285	238,614	2,932	82,175	1,957	55,914	14
Statewide	25.9%	112,402	20,914,117	14,940	18,882,693	152,803	3,902,944	97,462	2,031,425	395 <sup>†</sup>
Portage	25.8%	1,298	118,168	169	96,728	1,853	33,703	1,128	21,441	1
Kenosha	25.6%	2,835	541,158	551	500,178	5,992	118,923	2,284	40,980	9
Bayfield	25.4%	523	34,444	30	19,720	178	3,250	493	14,724	1
St. Croix	25.4%	2,105	272,952	221	225,019	2,290	46,226	1,884	47,932	1
Walworth	25.3%	2,451	306,708	332	269,141	2,846	60,569	2,119	37,567	7
Wood	25.3%	1,571	204,004	220	190,012	876	27,315	1,351	13,992	1
Dodge	25.0%	1,521	169,248	219	139,054	1,490	29,110	1,302	30,194	2
Waukesha	24.6%	9,023	1,922,735	1,421	1,740,044	12,899	434,779	7,602	182,692	70
Waupaca	24.6%	958	155,020	100	139,282	736	19,514	na	Na	0
Outagamie	24.1%	3,055	473,225	424	393,798	3,817	93,235	na	na	16
Waushara	23.9%	568	34,203	na	na	na	na	na	na	0
Eau Claire	23.9%	1,822	200,660	182	175,635	1,580	46,865	1,640	25,025	3
Sauk	23.8%	1,343	166,968	182	145,627	1,387	37,265	1,160	21,341	3
Shawano	23.7%	806	118,821	135	106,969	720	15,311	na	na	4
Brown	23.7%	4,106	835,173	816	745,670	8,094	203,068	3,290	89,503	18
Manitowoc	23.7%	1,151	163,406	112	147,617	1,216	33,422	1,039	15,789	2
Winnebago	23.4%	2,508	424,001	276	389,979	3,089	82,550	2,232	34,022	7



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Trempealeau	23.0%	525	D	99	na	na	na	na	na	0
Menominee	22.9%	38	4,160	1	na	na	na	na	na	2
Price	22.6%	469	31,931	na	na	na	na	441	5,262	0
Douglas	22.3%	747	61,684	110	54,363	478	9,281	na	na	1
Sheboygan	22.2%	1,748	1,693,333	257	1,666,751	9,888	312,432	1,491	26,582	3
Taylor	22.2%	438	219,294	82	200,940	786	22,394	na	na	0
Fond du Lac	22.1%	1,482	319,177	272	273,324	2,629	68,632	na	na	8
Calumet	22.0%	642	83,405	68	72,930	287	10,165	na	na	2
Door	21.5%	884	66,990	115	43,361	484	10,930	769	23,629	5
Grant	21.3%	895	49,258	62	39,998	792	12,534	833	9,260	0
Buffalo	20.7%	280	12,062	38	8,504	175	2,867	na	na	0
Clark	20.2%	599	10,632	na	na	na	na	570	8,519	0
Barron	19.9%	955	59,750	74	50,564	318	7,423	881	9,186	0
Washington	19.9%	2,053	327,319	272	290,743	3,655	96,504	1,782	36,577	10
Vilas	19.1%	666	47,566	na	na	na	na	532	9,537	0
Columbia	18.8%	834	100,602	139	88,076	782	18,967	695	12,526	1
Dunn	18.5%	595	32,237	89	28,087	1,038	11,160	506	4,151	1
Marquette	18.2%	213	12,017	na	na	na	na	196	1,812	0
Oneida	18.2%	758	97,383	137	81,003	448	11,459	620	16,380	0
Washburn	17.9%	376	46,229	45	42,079	291	7,898	331	4,150	0
Chippewa	17.7%	933	581,802	89	565,459	1,371	40,800	844	16,343	2
Monroe	17.5%	503	43,285	87	27,923	810	15,000	na	na	0
Marinette	17.5%	654	73,187	119	65,838	781	17,002	535	7,349	0
Langlade	17.1%	318	64,134	48	59,238	359	10,194	na	na	1
Iowa	16.4%	426	22,557	45	14,833	331	5,966	na	na	0
Lafayette	14.7%	216	25,950	40	23,872	199	6,083	176	2,078	0
Adams	11.7%	172	18,520	21	16,355	139	3,910	150	2,165	0
Data on Women's Business Ownership were not available for the following Wisconsin Counties:										
Burnett	na	na	na	na	na	na	na	na	na	1
Crawford	na	na	na	na	na	na	na	na	na	0



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Florence	na	na	na	na	na	na	na	na	na	0
Forest	na	na	na	na	na	na	na	na	na	1
Green	na	na	na	na	na	na	na	na	na	3
Green Lake	na	na	na	na	na	na	na	na	na	2
Iron	na	na	na	na	na	na	na	na	na	0
Jackson	na	na	na	na	na	na	na	na	na	1
Juneau	na	na	na	na	na	na	na	na	na	1
Kewaunee	na	na	na	na	na	na	na	na	na	1
Lincoln	na	na	na	na	na	na	na	na	na	0
Oconto	na	na	na	na	na	na	na	na	na	3
Pepin	na*	119	4,139	14	2,264	25	463	104	1,875	1
Richland	na	na	na	na	na	na	na	na	na	0
Rusk	na	na	na	na	na	na	na	na	na	1
Sawyer	na	na	na	na	na	na	na	na	na	1
Vernon	na	na	na	na	na	na	na	na	na	0

### WISCONSIN COUNTIES WITH THE MOST WOMEN-OWNED BUSINESSES (2007)

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Waukesha	24.6%	9,023	1,922,735	1,421	1,740,044	12,899	434,779	7,602	182,692	70
Brown	23.7%	4,106	835,173	816	745,670	8,094	203,068	3,290	89,503	18
Racine	26.2%	3,482	2,041,291	512	1,991,547	6,104	143,906	2,970	49,744	17
<i>5-County Total</i>	--	<i>47,184</i>	<i>9,594,831</i>	<i>6,718</i>	<i>8,717,828</i>	<i>67,301</i>	<i>1,820,651</i>	<i>40,466</i>	<i>877,04</i>	<i>248</i>
<i>Statewide</i>	<b>25.9%</b>	112,402	20,914,117	14,940	18,882,693	152,803	3,902,944	97,462	2,031,425	395 <sup>†</sup>



## NOTES ON THE DATA

na = data "withheld because estimate did not meet publication standards" (according to the U.S. Census Bureau.); \*Data on the Total Number of Firms for all business ownership types were not available from the Census Bureau for this county. †An additional 42 Wisconsin WBE Certified Firms are located out-of-state.

Sources: Data compiled from the U.S. Census Bureau, 2007 Survey of Business Owners, released December 2010. Data on Wisconsin Certified Women-Owned Businesses are as of November 15, 2010, from the Wisconsin Department of Commerce, Office of the Women's Businesses Ombudsman.