

## Fast Facts

Wisconsin Women's Council womenscouncil.wi.gov

## Women's Business Ownership

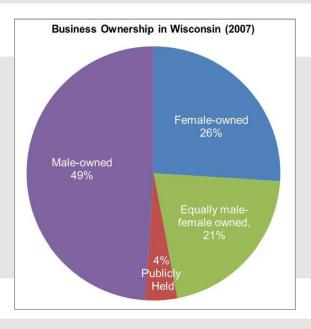
Wisconsin and United States

33%

By 2018, experts estimate that one-third of new U.S. jobs will be generated by womanowned companies.

The number of small businesses owned by women is growing 50% faster than the total number of small businesses. From 1997-2012, Wisconsin has seen ...

- ⇒ 33.5% growth in the number of women-owned firms (ranking 40 of 51 nationally)
- ⇒ 43.7% growth in revenue for women-owned firms (ranking 41 of 51 nationally)





26%

Women hold majority ownership (51% or more) in over 110,000 WI businesses—26% of all businesses in the state. An

additional 93,000 businesses (21% if all businesses) are equally male/female owned.

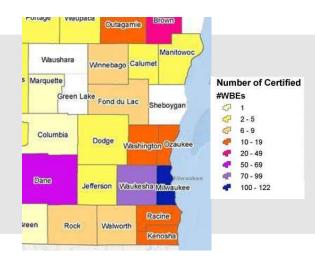
Wisconsin's women-owned businesses have \$21 billion annually in sales and receipts. Women-owned businesses with paid employees employ over 150,000 workers—an average of 10.2 employees per company—and contribute \$4 billion in payroll to the state economy.

535

Wisconsin's Women's Business Enterprise (WBE) Certification Program provides women-owned businesses with a **credible certification** that validates their business ownership. The program is part of the

Office of the Women's Business Ombudsman, Wisconsin Supplier Diversity Program, Wisconsin Department of Administration. Established in 2007, the program currently has more than 500 certified businesses, representing 52 Wisconsin counties and 10 States.

View the complete County Map of Certified WBEs (link)



Sources. Women-Owned Businesses: America's New Job Creation Engine, 01/12/10, Mark Wolf, Forbes Magazine; Fastest Growing Small Businesses Led by Women, Kiplinger Report, http://www.kiplinger.com/slideshow/women\_owned\_business/1.html; The American Express OPEN - State of Women-Owned Businesses Report: A Summary of Important Trends, 1997–2012; State Continues to Lag in Women-Owned Businesses, 12/24/10, A7, Milwaukee Business Journal; U.S. Census Bureau, 2007 Survey of Business Owners (released July 2010).

