

2017 Report On  
The Status of Women in Northeast Wisconsin

# Women's Business Ownership

## KEY FINDINGS

In Northeast WI, 27% of businesses were women-owned, up from 24% in 2007, but still below the 31% statewide.

Women-owned  
Businesses

**27%**  
Northeast WI

**31%**  
Wisconsin

What can be done locally  
to encourage and support women's  
business ownership?

Northeast WI **exceeds the statewide figures** in the percentage of women-owned businesses with paid employees (15% versus 12%).

In 2012, these businesses employed about 17,600 persons, with annual payrolls totaling about **\$405 million**.

About **one-third** of these businesses in Northeast WI are located in Brown County (36%), followed by Outagamie County (27%).

In 2012, women-owned businesses in the region generated over **\$2 billion annually** in sales and receipts.

## Women's Business Ownership

	Wisconsin	Northeast WI	Brown County	Fond du Lac County	Outagamie County	Winnebago County
Number (Percent), 2012	133,900 (31%)	<b>13,200 (27%)</b>	4,800 (27%)	2,100 (28%)	3,500 (26%)	2,800 (27%)
Number (Percent), 2007	112,400 (26%)	<b>11,200 (24%)</b>	4,100 (24%)	1,500 (22%)	3,100 (24%)	2,500 (23%)
Economic Impact of Women-owned Businesses						
Annual Sales/Receipts	\$24.8 B	<b>\$2.1 B</b>	\$745 M	\$355 M	\$706 M	\$304 M
Annual Payroll	\$4.5 B	<b>\$405 M</b>	\$142 M	\$79 M	\$106 M	\$78 M

Note: 2012 is the most current year for which county-level census data are available. Figures may not add due to rounding.

# Corporate Leadership

## KEY FINDINGS

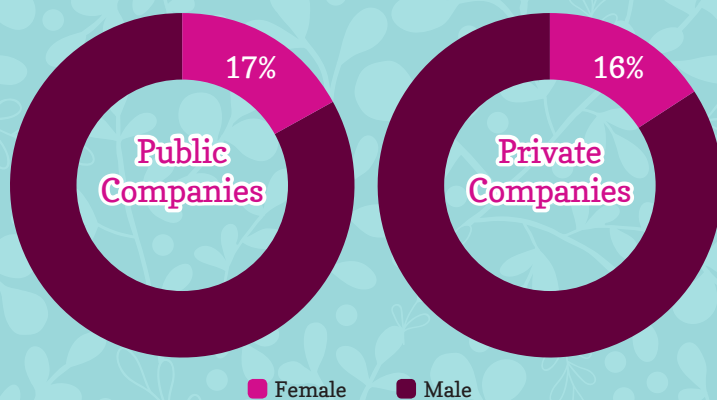
Statewide, women hold 17% of seats on the boards of directors of Wisconsin's largest public companies and 16% among private companies.\*

Twenty-four of the 50 largest public companies in WI have two or more women on their board of directors, compared to three companies in 2008.

### Women's Leadership in Large Wisconsin Companies

Another measure of business leadership is women's representation on the boards of directors of Wisconsin's largest companies.

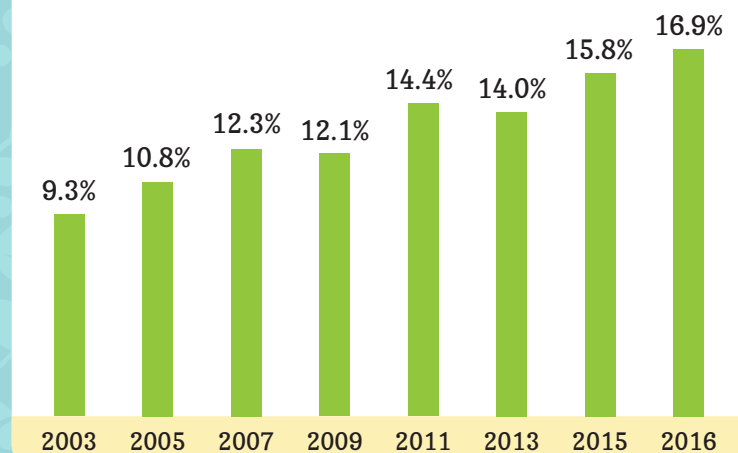
Director seats held in Wisconsin, in 2016:



Despite the small percentage of women in corporate leadership, there has been progress as a result of local and national attention to this issue.

**Are there resources or networks** in the region to help women become board-ready and explore leadership positions on boards of directors—corporate or non-profit?

### WI Public Company Women Directors, 2003-2016



\*Public versus private companies: A public company has sold a portion of the business (shares) to the public and its shares are traded publicly, while in a private company ownership shares are privately held by, for example, the company founder, management, and/or private investors.

Sources: See Appendix

This research is a collaboration of the Women's Funds of Northeast Wisconsin.