

# The Status of Women in Northeast Wisconsin

## Women's Business Ownership

Women-owned businesses make up 24% of all businesses in the region (2007)—a percentage unchanged from 2002.

### Women-Owned Businesses (2007)

	Wisconsin	Northeast WI	Brown County	Fond du Lac County	Outagamie County	Winnebago County
Number of women-owned businesses	112,402	11,151	4,106	1,482	3,050	2,508
Women-owned businesses as a percent of all businesses	26%	24%	24%	22%	24%	23%
Annual payroll of women-owned businesses with paid employees	\$4 B	\$447M	\$203 M	\$68 M	\$93 M	\$83 M
Average number of employees of women-owned businesses with paid employees	10	10	10	10	9	11
Sales/receipts of women-owned businesses	\$21 B	\$2.1B	\$835 M	\$319 M	\$473 M	\$424 M

Source: US Census Bureau, 2007 Survey of Business Owners, released in 2010.

Across the four counties, the percent of businesses majority-owned by women (see table above) are slightly below the statewide average of 26%. Nonetheless, the positive economic impact of women-owned businesses in the community is evident:

Women-owned businesses, with paid employees, employed about **17,600 workers**, with annual payrolls totaling \$447 million.

The average women-owned employer business employed **10 people**.

**16%** of women-owned businesses are employer businesses (versus sole proprietor businesses), above the statewide average of 13%.

Women-owned businesses in the region generated over **\$2 billion (annually)** in sales and receipts.

## Women's Leadership in Public Companies

Another measure of business leadership is women's representation as board members and executive officers in large companies. Across Wisconsin's 50 largest public companies (WI 50), women make up only 13.2% of directors and 12.7% of executive officers.

### Board Members:

59 of the 448 (13.2%) Board of Director seats in the WI 50 are held by women; however, 11 of those 50 leading companies (22%) have no women directors.



### Executive Officers:

51 of the 401 (12.7%) executive officer seats in the WI 50 are held by women; however, 20 of those 50 leading companies (40%) have no women executives.



## Women's business ownership has many benefits for local communities.

Business ownership boosts women's economic independence, creates employment, leverages their creative abilities, and cultivates leadership and involvement in the local community. And, as with most local businesses, these businesses often generate commercial and financial resources that remain in the local community. Women-owned businesses have also grown at rates that exceed those of other business types over the past decade, bringing jobs for themselves and others that contribute to economic security for their families and to the economic vitality of the local community. While women have a long history of business ownership in Wisconsin, they have traditionally been underrepresented in business ownership and have lacked access to financing and other key elements of business development.

**Supporting women's business ownership is a sound investment!**

Sources: US Census Bureau, Survey of Business Owners, 2007; and Gender Diversity at Wisconsin's 50 Largest Public Companies (WI 50)—March 2011, Milwaukee Women, Inc. (see [www.milwaukeewomeninc.org](http://www.milwaukeewomeninc.org).) \*Northeast Wisconsin refers to the four-county area that includes Brown, Fond du Lac, Outagamie and Winnebago Counties.

This research is funded by the Power of 10 Women of the NEW North group, an initiative of the Women's Fund of the Oshkosh Area Community Foundation.

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## Women, Work & Wages

### Women and Work

Statewide and across the region, about half of all women workers (working full-time, year-round) can be found in four occupational groups: 1) office and administrative support (about one-quarter of all women workers); 2) management; 3) sales (including retail); and 4) production (manufacturing). Similarly, about half of all male workers are found in four occupational groups: 1) production (manufacturing); 2) construction; 3) management; and 4) transportation and materials moving.

There are three occupations that appear in the “Top 5 Occupations” list for both women and men (see table): production, management, and sales. In each case, when comparing women’s median annual incomes to men’s, women’s wages are less for each occupation — often considerably less. These lower overall earnings for women have significant consequences for household income, in both female-headed households and dual-earner family households.

### Where Women and Men Work



	Wisconsin		Brown		Fond du Lac		Outagamie		Winnebago	
	Median Income	% of Workers	Median Income	% of Workers	Median Income	% of Workers	Median Income	% of Workers	Median Income	% of Workers
<b>Women’s Top 5 Occupations</b>										
1. Office & administrative support	\$31,195	25%	\$30,595	26%	\$30,830	26%	\$30,928	29%	\$30,492	22%
2. Management	\$48,096	10%	\$43,517	10%	\$42,683	6%	\$49,637	8%	\$43,486	10%
3. Sales & related	\$30,267	10%	\$34,633	10%	\$24,076	9%	\$31,406	11%	\$28,337	10%
4. Production	\$27,549	8%	\$26,276	5%	\$31,090	11%	\$33,010	8%	\$31,320	7%
5. Business & financial operations	\$44,106	7%	\$42,413	8%	\$38,981	5%	\$41,642	7%	\$43,678	7%
<b>Men’s Top 5 Occupations</b>										
1. Production	\$39,319	16%	\$40,419	15%	\$39,596	22%	\$45,080	19%	\$41,681	18%
2. Construction, maintenance & repair	\$42,452	15%	\$42,427	15%	\$42,050	18%	\$45,423	16%	\$41,548	13%
3. Management	\$65,711	13%	\$64,720	13%	\$62,196	13%	\$68,723	12%	\$71,002	11%
4. Transportation & material moving	\$37,069	10%	\$37,671	11%	\$39,412	11%	\$38,122	10%	\$34,904	11%
5. Sales & related	\$48,830	10%	\$46,620	12%	\$41,352	7%	\$56,235	11%	\$50,000	11%

Top 5 Occupations with the Highest Percentages of Women or Men, respectively, working in each Occupation and Annual Median Income, for the Full-Time, Year-Round, Civilian Employed Population Age 16 Years and Older, 2007-2009 (3-year average)

## Gender Wage Gap

The Wage Gap is a result of overall lower median earnings for women compared to men, for full-time, year-round workers.

- \* Regionally, **Outagamie County has the widest Gender Wage Gap** at 68 cents on the dollar for every dollar earned by men, compared to 74 cents in Brown County and 75 cents statewide.
- \* In general, women in **racial/ethnic minority groups face higher gender wage gaps**. Statewide, these gaps range from a low of 52 cents on the dollar for Hispanic women to 67 cents for Asian women. Regionally, wage gap and median annual wage data are not available in most counties for women in racial/ethnic minority populations.
- \* Women's median annual wage (for full-time, year-round workers) in each of the four counties is **below women's statewide median wage of \$33,611**.

### Gender Wage Gap Full-time, Year-round Workers, 16 Years and Older, 5-Year Average, 2005-2009

	WOMEN'S MEDIAN WAGE	WAGE GAP					
		All Women	White (non-Hispanic)	African American	Native American	Asian	Hispanic (any race)
Wisconsin	\$33,611	\$ 0.75	\$ 0.74	\$ 0.61	\$ 0.66	\$ 0.67	\$ 0.52
Brown	\$32,986	\$ 0.74	\$ 0.72	na	\$ 0.55	\$ 0.79	\$ 0.60
Fond du Lac	\$29,817	\$ 0.73	\$ 0.72	na	na	na	\$ 0.43
Outagamie	\$32,567	\$ 0.68	\$ 0.68	na	\$ 0.65	\$ 0.68	na
Winnebago	\$31,994	\$ 0.72	\$ 0.71	na	na	na	na

Source: US Census Bureau, American Community Survey, 3-yr average, 2007-2009, C24020 Sex by Occupation for the Full-Time, Year-Round Civilian Employed Population 16 Years and Over and B24022 Sex by Occupation and Median Earnings in the Past 12 Months (in 2009 inflation-adjusted dollars) for the Full-Time, Year-Round Civilian Employed Population 16 Years and Over. \*Northeast Wisconsin refers to the four-county area that includes Brown, Fond du Lac, Outagamie and Winnebago Counties.

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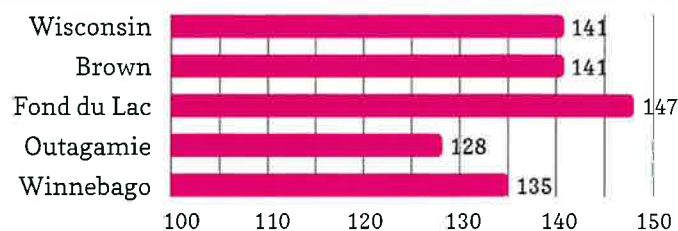
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## Health & Well-Being

### Leading Causes of Death

Heart disease and cancer remain the leading causes of death for women and men. Mortality (death) rates are generally similar across counties and near the statewide averages. Winnebago County shows higher rates for women's lung and colorectal cancer deaths, while Brown County has higher mortality rates for ovarian cancer (see chart). It may come as a surprise to many women that colorectal cancer is a leading cause of female cancer deaths—higher than for ovarian, uterine or cervical cancers.

**Average Annual Mortality (Deaths) Rate Among Women for Heart Disease**  
Rate per 100,000, 3-yr avg (age adj) 2005-2007



**Average Annual Mortality (Deaths) Among Women, Selected Cancers**  
Rate per 100,000 in the Population, 3-yr avg (age adj), 2005-2007

	Least Common ← → Most Common					
	Cervical	Uterine	Ovarian	Colorectal	Breast	Lung
Wisconsin	2	5	10	14	22	39
Brown	2	6	13	12	21	33
Fond du Lac	na	2	7	15	23	36
Outagamie	na	7	8	11	24	31
Winnebago	na	4	9	17	20	46

### Smoking & Binge Drinking

Statewide, about 1-in-6 women (17%) smoke cigarettes versus 1-in-4 (25%) in the region. Similarly, 1-in-6 women, statewide and in the region, reports engaging in binge drinking.



1-in-4 women smoke

## Disease Prevention & Risk Factors

Regionally, about 80% of women over age 40 report having had a mammogram in the last two years, while about 85% to 90% of women age 18 and over report having had a Pap test within the last three years. Statewide, about two-thirds (67%) of women over age 50 report having had a colorectal cancer screening, above the national average of 62% (county data not available).

Source: StateHealthFacts.org, Kaiser Family Foundation, 2008.

## Obesity

Since 1990, the obesity rate for Wisconsin adults has more than doubled. Among women, obesity rates have increased from 10.7% of women in 1990 to about 27% in 2009. In 2009, 1-in-2 Wisconsin women (57%) were obese or overweight (30% overweight and 27% obese; county data not available). In 2006, about half of women participating in Wisconsin's Supplemental Nutrition Program for Women, Infants and Children (WIC) were overweight or obese prior to pregnancy. (Overweight, BMI 25-29; Obese, BMI 30+)

Sources: WI Behavioral Risk Factor Survey (BRFS), WI Dept of Health Services; WISH database; Obesity and Physical Activity Data web site; and The Epidemic of Chronic Disease in WI, 2011. UW-Madison School of Medicine and Public Health, WI Prevention of Obesity and Diabetes website.

Sources: US DHHS, Office of Women's Health, Quick Health Data Online ([www.healthstatus2010.com/owh](http://www.healthstatus2010.com/owh)); WI Behavioral Risk Factor Survey (BRFS), 2004-2006, WI Dept. of Health Services, WISH database. \*Northeast Wisconsin refers to the four-county area that includes Brown, Fond du Lac, Outagamie and Winnebago Counties.

### Preventative Health Screenings by Women, by County

	Women 40+ who had a Mammogram in the Last 2 Years	Women 18+ who had a Pap Test in the Last 3 Years
Brown	80%	80%
Fond du Lac	na	na
Outagamie	81%	91%
Winnebago	76%	87%

## Mental Health

Based on women's self-reported evaluations, women in Northeast Wisconsin experienced an average of 3.0 days, in the past 30 days, when their mental health was "not good," versus 3.5 days for women statewide. The average numbers of days are roughly equivalent across the region.

Nationally, one in four women are likely to experience clinical (severe) depression. However, nearly two-thirds of those experiencing depression do not get the treatment they need. Women are affected twice as often as men by most forms of depression and anxiety disorders, and nine times as often by eating disorders.

(Source: WI United for Mental Health, see: [www.wimentalhealth.org](http://www.wimentalhealth.org).)

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## Child & Maternal Health Sexual Health

### Prenatal Care

On average, women in the region are slightly more likely to begin prenatal care in the first trimester of pregnancy (86%), than women statewide (83%).

However, women in the region from most racial/ethnic minority groups are less likely than their counterparts statewide to begin prenatal care in the first trimester. Laotian/Hmong women have the lowest percentages, with about half (52%) receiving such care.

#### Percent of Women Beginning Prenatal Care in the First Trimester, 5-yr avg, 2005-2009

	WI	Northeast WI
All Women	83%	86%
White	87%	90%
African American	73%	62%
Native American	73%	73%
Hispanic	72%	68%
Laotian/Hmong	58%	52%

### Infant Mortality

Over the recent 10-year period, there were a reported 86,260 live births in the region and 521 infant deaths (death at less than 365 days)—or about 1 death for every 166 live births.

Infant mortality rates are reported by public health agencies at a rate per 1,000 live births. The Northeast Wisconsin region's rate of 5.9 deaths per 1,000 live births is below the statewide average of 6.6 deaths per 1,000 live births.

#### Infant Mortality Rate of Deaths per 1,000 Live Births, 10-yr avg, 2000-2009\*

	Northeast WI		WI Rate
	Number of Deaths	Rate	
All Women	515	5.9	6.6
White	411	5.6	5.3
African American	24	18.8	16.3
Native American	17	7.5	9.5
Hispanic	36	5.6	6.2
Laotian/Hmong	17	7.1	7.3

### Teen Pregnancy

Over the 5-year period 2005-2009, there were more than 950 births to younger teens (age 15-17), or about 2% of all births in the region. On average, about 1-in-76 younger teens gave birth during this period — ranging from 1-in-57 teens in Brown County, to 1-in-105 in Winnebago County.

#### Births to Younger Teens (age 15-17) by County, 5-yr avg, 2005-2009

	Number of Births	Ratio**	Percent of all Births
Wisconsin	9,276	1 : 63	2.6%
<b>Northeast WI</b>	<b>952</b>	<b>1 : 76</b>	<b>2.2%</b>
Brown	453	1 : 57	2.6%
Fond du Lac	114	1 : 88	1.9%
Outagamie	213	1 : 86	1.9%
Winnebago	172	1 : 105	1.8%

\*Rates for racial/ethnic minority populations should be viewed with caution.

\*\*Ratio is the number of births to young teens divided by the number of young teens in the county, for the period (DHS WISH database).