

# WOMEN BUSINESS OWNERSHIP AND CORPORATE LEADERSHIP REPRESENTATION

## KEY FINDINGS BUSINESS OWNERSHIP

- Population in Kenosha county grew significantly more than Racine county during the period of seven years from 2010 -2017. Kenosha grew by 2,095 (1.26%) and Racine by 643 (.33%)
- Growth in women-owned businesses does not support this trend. Surprisingly, during the period of 2002 – 2012, Kenosha county women owned businesses grew by 1,116; from 2,478 to 3,594 (**45%**) and Racine county by 1,859; from 2,624 to 4,483 (**71%**).
- Today, 26.7% of all businesses in Wisconsin are woman owned, with annual sales/receipts of: \$24.8B. According to the United States Census Bureau, there were 10,543 businesses owned in Kenosha County and 34% of them were woman owned. (3,594) in 2012.

## KEY FINDINGS CORPORATE LEADERSHIP (WISCONSIN):

- Women held 17% of public company Director seat positions in Wisconsin in 2016. This is up from 10.8% in 2005. They also held 16% of private company director seat positions in 2016.
- The percentage of women on boards of Wisconsin top 50 public companies increased to 18.9% from 17.6% in 2017.
- 12 of Wisconsin's top 50 public companies have 3 or more women directors – an increase of 33% from 2017.
- Over half of the Wisconsin top 50 public companies, 52% (26/50) now have two or more women board members, compared to only 6% (3/50) in 2008.
- 30% (15/50) of Wisconsin's top 50 public companies have 3 or more women executives.
- 20% (10/50) of Wisconsin's top 50 public companies do not have any women executives.

## FINANCIAL PERFORMANCE AT COMPANIES WITH THREE OR MORE WOMEN BOARD DIRECTORS (WBD) VS THOSE WITH ZERO

Companies with sustained high representation of WBD (three or more WBD in at least four of five years) significantly outperform those with sustained low representation (zero WBD in at least four of five years).

ROS		ROI		ROE	
					15.30%
	14%				
			10.40%	10.50%	
7.60%					
		6.50%			
w/zero	w/3+	w/zero	w3+	w/zero	w/3+

## WISCONSIN COMPANIES WITH THREE OR MORE WOMEN DIRECTORS

12					x	
9				x		
			x			
6						
	x	x				
3						
	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	

Source: Catalyst, The Bottom Line: Corporate Performance and Women Representation on Boards (March 1, 2011)

## CORPORATE LEADERSHIP (NATIONALLY):

- Three S&P 500 company boards have zero women directors, one each in pharmaceuticals, the internet sector and aerospace/defense.
- Only 33% of S&P 500 boards have at least three women directors in 2018.

## GENDER DIVERSITY OF WISCONSIN S&P 500 COMPARED TO ALL US S&P 500 COMPANIES

Female Directors		Female Executives	
	26.70%		26.50%
	21.20%		
		17.40%	
<b>WI</b>	<b>US</b>	<b>WI</b>	<b>US</b>

### SOURCES:

Catalyst, *Quick Take: Women on Corporate Boards*, (December 21, 2018)

2017 Report on the Status of Women in Northeast Wisconsin

U.S. Census Bureau, Survey of Business Owners (SBO), 2012 and 2007

Corporate Leadership, Milwaukee Women, Inc. *Power of 3*. (2018)