

Wisconsin: Banks' Economic Impact

Banks support Wisconsin's economy with consumer, business and other loans, and by providing more than 33,000 people with a rewarding place to work.



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[JOBS](#)

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Jobs

33,216

Employees

\$3.2 B

Total Annual Compensation & Benefits

\$96,877

Average Total Compensation & Benefits

159

Banks Headquartered in State

Source: FDIC Call Report 2023Q4, Bureau of Labor Statistics 2023, ABA analysis

Lending

\$11.5 B

New Home Loans Booked in 2023

41,974

Number of New Home Loans in 2023

\$245,000

Median New Home Loan Size in 2023

\$10.7 B

Small Business Loans

290 K

Number of Small Business Loans

\$36,970

Average Small Business Loan

\$744.9 M

Small Farm Loans

11,208

Number of Small Farm Loans

\$66,462

Average Small Farm Loan



Loan Pools Making Lives Better

Bank Five Nine's mission is to Make Lives Better, and they did just that when they created special loan pool programs in the communities they serve, in absence of other funding sources. Now with 11 active programs, these funds have contributed more than \$5.5M to nearly 200 local, downtown businesses.

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Source: FFIEC HMDA 2023, FFIEC CRA 2023, FDIC Call Report 2023Q4, ABA analysis

Customers

\$196 B

Deposits

194

Banks Operating Branches

1,688

Branches & Offices

680

Branches Offering Low Fee Bank On-certified Accounts



Dementia Friendly Banking

More than 150 employees of Wausau, Wisconsin's Incredible Bank have completed the bank's Dementia Friendly Training Program, aimed at protecting and empowering vulnerable customers struggling with dementia.

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Source: FDIC Summary of Deposits 2023Q4, CFE Fund, ABA analysis

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