

# Wisconsin: Banks' Economic Impact

Banks support Wisconsin's economy with consumer, business and other loans, and by providing more than 34,000 people with a rewarding place to work.

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JOBS

LENDING

CUSTOMERS

## Jobs

**34,149**

Employees

**\$3.1 B**

Total Annual Compensation & Benefits

**\$90,077**

Average Total Compensation & Benefits

**170**

Banks Headquartered in State

Source: FDIC Call Report 2022Q4, Bureau of Labor Statistics 2022, ABA analysis

## Lending

**\$14.3 B**

New Home Loans Booked in 2022

**54,150**

Number of New Home Loans in 2022

**\$235,000**

Median New Home Loan Size in 2022

**\$9.8 B**

Small Business Loans

**307.2 K**

Number of Small Business Loans

**\$31,870**

Average Small Business Loan

**\$734.6 M**

Small Farm Loans

**11,194**

Number of Small Farm Loans

**\$65,620**

Average Small Farm Loan

Source: FFIEC HMDA 2022, FFIEC CRA 2021, FDIC Call Report 2022Q4, ABA analysis

## Customers

**\$206 B**

Deposits

**205**

Banks Operating Branches

**1,742**

Branches & Offices

**503**

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 2022Q2, CFE Fund, ABA analysis

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1-800-Bankers (800-226-5377)

1333 New Hampshire Avenue NW  
Washington, DC 20036

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