

# WISCONSIN INSURERS PROVIDE A BETTER WISCONSIN.

Wisconsin insurers provide

## LEADERSHIP.

In few states is the insurance industry more significant than in Wisconsin. In 2011:

- 1,567 companies were licensed to write insurance here—more than all but one state; and
- 247 firms were domiciled here—fourth highest of the 50 states.

**#4**  
in US

Wisconsin also ranks fourth in the share of our employees working in insurance—3.4% vs. 2.0% nationally. When you say Wisconsin, perhaps it's time to think insurance, too.

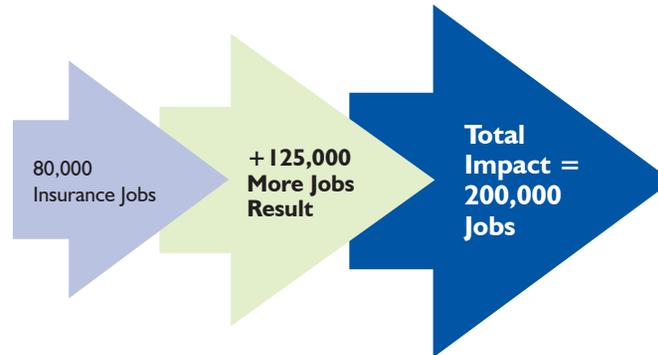
Wisconsin insurers provide

## JOBS FOR FAMILIES.

About 80,000 Wisconsinites work in the insurance industry, often in firms with famous and familiar names. That's almost as many of our neighbors that work in the entire construction industry—and more than the number working in durable goods or food manufacturing.



**80,000**  
family-supporting jobs.



Wisconsin insurers provide

## GOOD-PAYING JOBS.

Wisconsin's insurance job story doesn't stop there. Those working in the industry purchase homes, buy cars, shop for essentials, and pay taxes. As they do, that ripples through the state economy, supporting another 125,000 jobs. All in all, the insurance industry is responsible for over 200,000 Wisconsin jobs.

Salary Avg. for Insurers  
Exceeds State Avg.

**\$61,549** Insurance

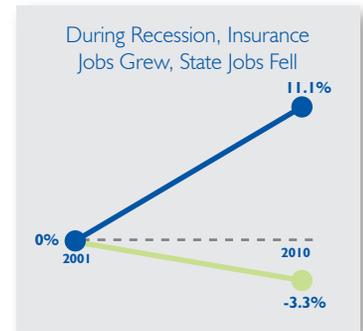
**\$39,176** Wis.

Insurance does more than employ state residents. It provides good-paying, family-supporting jobs. The average industry salary in 2010 was \$61,549—more than 50% above the state average of \$39,176 (see above).

Wisconsin insurers promote

## PROSPERITY.

Industry payroll in the state totals \$4.90 billion, or about one of every 19 paycheck dollars. What's more, as insurance employees shop and spend, they help generate another \$5.23 billion in payroll. In short, over \$10.1 billion in wages and salaries come, directly or indirectly, from our insurance industry.



Wisconsin insurers provide

## PROTECTION.

Through \$25.5 billion in policies written in 2011—50% more than ten years ago—Wisconsin insurance protects families, homes, and health. However, the industry provides another kind of protection—recession protection (see above).

Wisconsin's economy has its ups and downs. During the past decade (2001-10), it lost 3.3% of its jobs. Over the same period, Wisconsin insurers boosted employment by 11.1%, a jump made even more impressive by the national industry's job loss of 2.3%.

# HAVE REAL IMPACT.

# IMPACT

Wisconsin insurers provide

## A BETTER WISCONSIN.

In addition to active support of charities and purchase of billions in municipal bonds, Wisconsin insurers and their employees promote our special quality of life through the taxes they pay:

- Wisconsin insurers paid premium taxes that, over the prior decade, ranged from \$96.1 million to \$156.6 million.
- Other insurers paid corporate income taxes that have varied yearly from \$18.0 million to \$69.8 million. As much as 10.7% of all corporate income taxes were paid by insurers at some point during the prior decade.
- Another \$17.7 million was paid in fire insurance taxes in 2012.
- In 2010, those working in the industry paid almost \$300 million in personal income taxes to the state, or almost 5% of all collections.
- In addition, Wisconsin insurers and their employees pay hundreds of millions in property and sales taxes.



## Wisconsin? Think insurance.

When people mention Wisconsin, farming, manufacturing, or tourism come to mind. But Wisconsin is also a major player in the insurance industry. Whether it's employer or employee numbers, paychecks or job growth, premiums written or taxes paid, when you say Wisconsin, think insurance.



## Wisconsin insurers have real and positive impact.

- 80,000 secure, well-paying, clean jobs, that support an additional 125,000 jobs—200,000 in all.
- Nearly \$5 billion in payroll.
- More firms and employees than in all but a few states.
- At least \$500 million in taxes paid.

Add it all up, and it's clear that the impact of Wisconsin's insurance industry is major and far-reaching.

In 2010, it contributed more than \$13 billion to the state economy. At 5.4% of total state output, that was almost double the industry's impact nationally.

## WISCONSIN INSURERS PROVIDE



## A BETTER WISCONSIN.

