

# WHERE IN THE U.S. DO UW-MADISON ALUMNI LIVE? – 2009 UPDATE

An Analysis of Residency Patterns for Alumni Receiving Bachelors Degrees within the Last Ten Years

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Wisconsin is below the national average in the percentage of adults with bachelors degrees. Twenty-five percent of Wisconsinites have at least a bachelors degree compared to 27% of the overall U.S. population<sup>1</sup>. In the knowledge economy and in an increasing global and “flat” marketplace, an educated workforce is increasingly important. The UW System's *Growth Agenda for Wisconsin* addresses this issue with strategies for increasing the number of bachelors degree holders in Wisconsin. Additional bachelors degree holders will keep and attract more high-paying employment opportunities, strengthen Wisconsin's tax base and improve the overall state economy.

Increasing the number of bachelors degree holders in Wisconsin can be accomplished by increasing the total number of students who graduate with bachelors degrees, by increasing the number of graduates who live in Wisconsin after graduation and/or by attracting greater numbers of graduates from other states to Wisconsin. An understanding of how UW-Madison can best contribute to the *Growth Agenda* requires a baseline measurement of alumni residency patterns.

Over the past 10 years, almost 63,000 students have received bachelors degrees from UW-Madison. The Wisconsin Alumni Association (WAA) has a current address for 96% of these graduates. Of those with current addresses, 58,000 currently live in one of the 50 United States or territories. These recent graduates who live in the U.S. are the focus of this analysis.

## SUMMARY OF KEY FINDINGS

1. More than half (51%) of recent<sup>2</sup> UW-Madison bachelors degree recipients live in Wisconsin.
2. Of the alumni who were Wisconsin residents as students, 69% live in Wisconsin.
3. Of the alumni who were NOT Wisconsin residents as students, 12% live in Wisconsin.
4. As a result of these migration patterns, there has been a net movement of more than 10,000 UW-Madison graduates to other states over the past ten years.
5. Of the alumni who live in Wisconsin, almost half (46%) live in and around Dane County. This is compared to the 13% of Wisconsin's overall population that lives in and around Dane County.
6. Seventy-five percent (75%) of recent UW-Madison graduates live in the Midwest region of the United States.
7. Half of recent UW-Madison graduates live in a concentration of eight counties in five states. These counties surround the metropolitan areas of Madison, Milwaukee, Minneapolis/St. Paul, Chicago, New York and Los Angeles.
8. Two thirds of recent UW-Madison graduates live in 25 counties in seven states, generally also close to metropolitan areas. In addition to the metropolitan areas listed above, additional areas include Appleton, Green Bay, Beloit/Janesville, Oshkosh, Racine, Wausau, Sheboygan, San Francisco, San Diego, Seattle, and Washington D.C.

## IN THE UNITED STATES

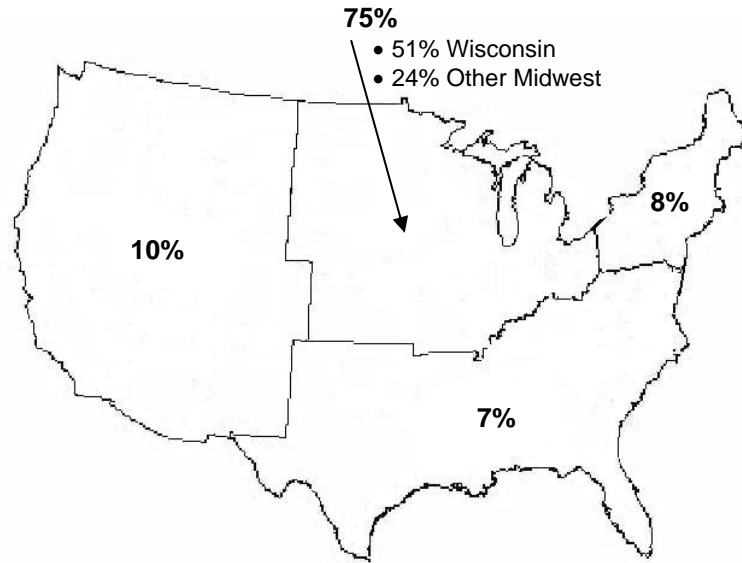
Around half (51% or 29,590) of UW-Madison's recent bachelor's degree recipients live in Wisconsin. An additional 24% live in another Midwest state. Ten percent (10%) live in the Western part of the United States and 7% and 8% respectively live in the South and Northeast. These regional groupings are used by the U.S. Census Bureau and provide a framework for examining a broad grouping of states.

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<sup>1</sup> American Fact Finder, U.S. Census Bureau

<sup>2</sup> “Recent” graduates were awarded bachelors degrees in the past ten years.

**Chart A**  
**Geographic Distribution of Recent UW-Madison Bachelors Degree Recipients**



Half of these recent UW-Madison graduates (29,145) live in just 8 counties, mostly near large metropolitan areas. These counties include Dane, Milwaukee, and Waukesha Counties in Wisconsin, Cook County in Illinois, Ramsey and Hennepin Counties in Minnesota, New York County (Manhattan) in New York, and Los Angeles County in California.

Two in three recent UW-Madison graduates (38,070) live in 25 U.S. counties. In addition to the counties listed above, additional counties with high concentrations of recent UW-Madison graduates include Outagamie, Brown, Rock, Ozaukee, Racine, Winnebago, Washington, Marathon and Sheboygan Counties in Wisconsin, Lake and DuPage Counties in Illinois, Dakota County in Minnesota, San Francisco and San Diego Counties in California, King County in Washington, Washington D.C and Kings County (Brooklyn) in New York.

More than 2 in 3 alumni (69%) who were Wisconsin residents as students live in Wisconsin after graduation. Four percent (4%) live in Minnesota and 27% live in a state/territory other than Wisconsin or Minnesota. For alumni who came to UW-Madison from another state (not including MN), 13% stay in Wisconsin after graduation, 2% live in Minnesota and the remaining 85% live in another state. For alumni who attended UW-Madison under the reciprocity agreement with the State of Minnesota, 60% live in Minnesota, 11% live in Wisconsin, and 29% live in another state.

From a brain-drain perspective, Wisconsin is losing 31% of recent UW-Madison “resident” graduates and gaining 12% of “non-resident” graduates. This represents a net movement out of Wisconsin of 10,434 UW-Madison graduates (out-migration of 12,581 Wisconsin resident alumni offset by in-migration of 2,147 non-resident alumni). This migration pattern is similar to the pattern observed in our analyses from 2005-2008 and forms a basis for comparison for future analyses and to peer comparisons if they become available.

**Table B**  
**Comparison of Student Residency to Alumni Residency for Recent UW-Madison Graduates**

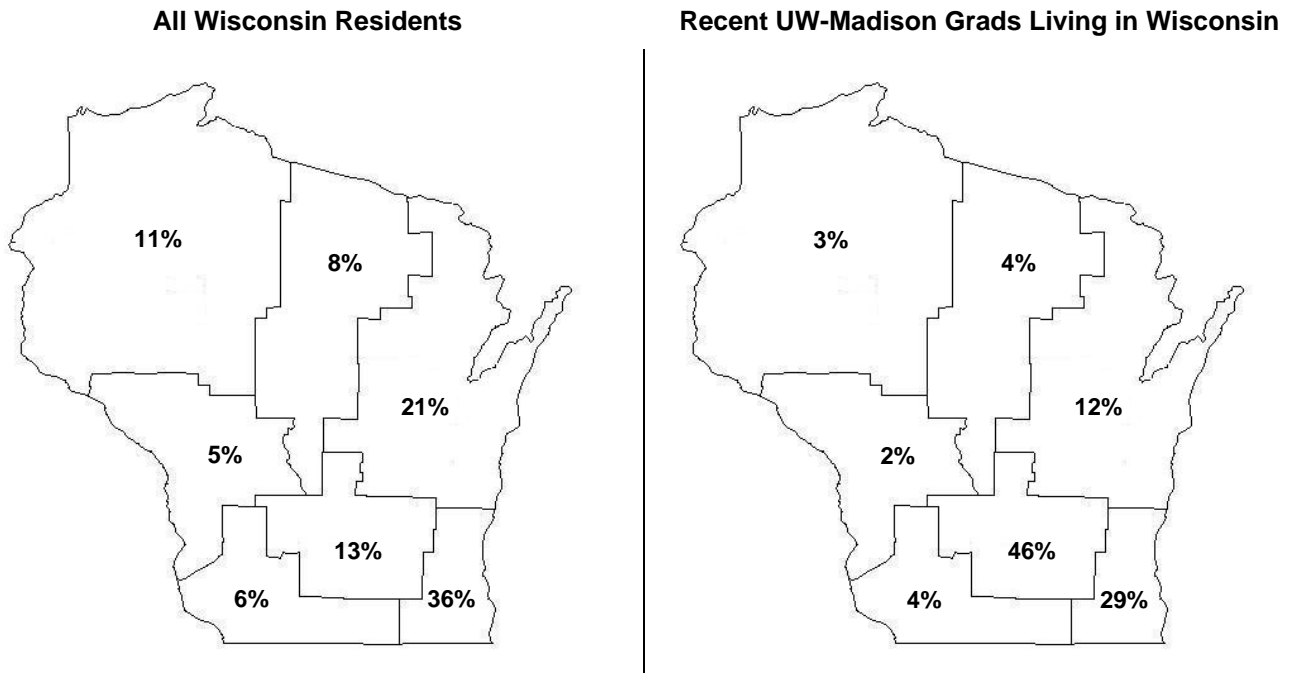
		Alumni Residency			
		Wisconsin	Minnesota	Other States	Total
Student Residency	Wisconsin	27,443	1,654	10,927	40,024
	Minnesota	629	3,462	1,642	5,733
	Other States	1,518	289	10,446	12,253
	Total	29,590	5,405	23,015	58,010

## IN WISCONSIN

There are 29,590 recent UW-Madison graduates who live in Wisconsin. The patterns of where these alumni live are quite different from the geographic distribution of all Wisconsinites in the most recent decennial census, shown below. Counties are grouped into workforce development regions used by the Wisconsin Department of Workforce Development (DWD).

Thirteen percent (13%) of all Wisconsinites live in and around Dane County compared to 46% of recent UW-Madison graduates who live in Wisconsin. Thirty-six percent of all Wisconsinites live in Milwaukee and the surrounding counties compared to 29% of recent UW-Madison graduates. There is a general centering of recent graduates in and around Dane County. Compared to the distribution of all Wisconsinites, fewer UW-Madison graduates live outside of Dane and immediately surrounding counties.

**Chart C**  
**Geographic Distribution of Wisconsin Residents**



Also of interest is a comparison of where alumni live compared to where they lived before enrolling at UW-Madison on a more detailed level. This type of comparison is not currently possible because the permanent address at the time of application is not available for students who were first admitted before 1999.

### Notes:

1) Current address information was obtained from the Wisconsin Alumni Association (WAA). WAA has current address information for approximately 96% of graduates in the last 10 years. Student residency was obtained from the Infoaccess retention\_semester\_history data view and is based on the tuition the alumni paid when they were students. Students who paid resident tuition are considered to be from Wisconsin. Students who paid non-resident tuition and those who participated in the Minnesota reciprocity agreement are considered to be from outside Wisconsin.

2) Only alumni with current address information are included in the calculations.

3) The U.S. regional groupings are those used by the U.S. Census Bureau. Alumni with U.S. addresses are grouped into regions as follows: Northeast (CT, ME, MA, NH, RI, VT, NJ, NY, PA), Midwest (IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD), South (DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX), West (AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY)

4) The Wisconsin regional groupings are Workforce Development Areas (WDA) utilized by the Wisconsin Department of Workforce Development. Alumni with Wisconsin addresses are grouped into regions based on their county of residence. Counties are grouped as follows: Southeast (Kenosha, Milwaukee Ozaukee, Racine, Walworth, Washington, Waukesha), Fox Valley/Bay Area (Brown, Calumet, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Winnebago, Fond du Lac, Green Lake, Waushara), North Central (Adams, Wood, Portage, Marathon, Lincoln, Langlade, Vilas, Oneida, Forest), Northwest/West Central (Ashland, Barron, Bayfield, Burnett, Chippewa, Clark, Douglas, Dunn, Eau Claire, Iron, Pepin, Pierce, Polk, Price, Rusk, Sawyer, St. Croix, Taylor, Washburn), Western (Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, Vernon), South Central (Columbia, Dane, Dodge, Jefferson, Marquette, Sauk), Southwest (Grant, Green, Iowa, Lafayette, Richland, Rock).