

## Where Do UW-Madison Alumni Live? – 2012 Update

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

---

Wisconsin is below the national average in the percentage of adults with at least a bachelors degree. Twenty-six percent of Wisconsinites have at least a bachelors degree compared to 28% 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 college graduates 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 an understanding of these residency patterns.

Over the past 10 years, 63,813 students have received bachelors degrees from UW-Madison. The Wisconsin Alumni Association (WAA) has a current address for 92% of these recent graduates. The 58,600 bachelors alumni with known current addresses are the focus of this analysis.

### Summary of Key Findings

1. More than half (54%) of recent (graduates in the last ten years) UW-Madison bachelors degree recipients who live in the United States live in Wisconsin.
2. Outside of Wisconsin, each of the following states is home to at least one percent of recent UW-Madison bachelors degree recipients: Illinois, Minnesota, California, New York, Colorado, Massachusetts and Texas.
3. More than half of these recent UW-Madison graduates live in just 11 counties, mostly near large metropolitan areas. More than two thirds of recent UW-Madison graduates live in 30 U.S. counties.
4. Dane County is the home of more than one in three (37%) recent UW-Madison graduates who live in Wisconsin.
5. More than three in four recent bachelors degree recipients who live in Wisconsin live in ten of Wisconsin’s 72 counties.
6. Almost three quarters (74%) of bachelors alumni who were Wisconsin residents as students live in Wisconsin after graduation.
7. Eight percent (8%) of recent UW-Madison graduates who came to UW-Madison from outside Wisconsin (MN and other states and countries) as students live in Wisconsin after graduation.
8. As a result of these migration patterns, there has been a net movement of more than 8,700 UW-Madison graduates to other states over the past ten years, including 26% of the graduates who were Wisconsin residents as students.

---

<sup>1</sup> American Community Survey 5-year Estimates. American Fact Finder, U.S. Census Bureau.

### In the United States

Ninety-six percent (96%) of recent UW-Madison bachelors degree recipients live in the United States. More than half (54%) of those who live in the United States live in Wisconsin (as of December 2012). In addition to Wisconsin, the other states with at least one percent of recent UW-Madison graduates include: Illinois (11%), Minnesota (10%), California (4%), New York (4%), Colorado (1%), Massachusetts (1%), and Texas (1%). Less than 1% of recent UW-Madison bachelors degree recipients live in each of the other states (Figure 1).

**Figure 1**  
**State Distribution of Recent UW-Madison Bachelors Degree Recipients**



More than half of these recent UW-Madison graduates (29,773) live in just 11 counties, mostly near large metropolitan areas. These counties include Brown, Dane, Milwaukee, Outagamie, and Waukesha counties in Wisconsin; Cook and Lake counties in Illinois, Ramsey and Hennepin counties in Minnesota, New York County (Manhattan) in New York, and Los Angeles County in California.

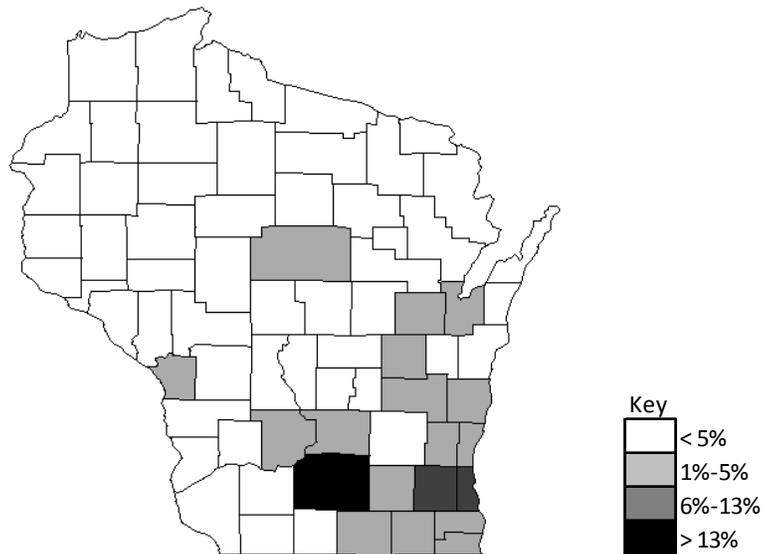
More than two thirds of recent UW-Madison graduates (38,842) live in 30 U.S. counties. In addition to the counties listed above, additional counties with high concentrations of recent UW-Madison graduates include Columbia, Jefferson, Kenosha, La Crosse, Marathon, Racine, Rock, Ozaukee, Sauk, Walworth, Washington, and Winnebago counties in Wisconsin; DuPage County in Illinois, Dakota and Washington counties in Minnesota, San Francisco County in California, Kings County (Brooklyn) in New York and Washington D.C.

### In Wisconsin

There are 30,390 recent UW-Madison graduates who live in Wisconsin – 37% of these graduates live in Dane County. More than 3 in 4 recent bachelors degree recipients who live in Wisconsin live in 10 of Wisconsin’s 72 counties. In addition to Dane County, these other counties include Milwaukee, Waukesha, Brown, Outagamie, Rock, Ozaukee, Racine, Winnebago, and Washington.

The county distribution of recent UW-Madison graduates who live in Wisconsin is shown in Figure 2. There is a concentration of alumni in the southern half of the state, with the highest concentration in the east/west corridor between Milwaukee and Madison. Less than 1% of recent UW-Madison graduates live in each of the unshaded (white) counties. Between 1% and 5% of recent UW-Madison graduates live in each of the counties shaded in light gray. Nine percent (9.2%) of recent UW-Madison graduates live in Waukesha County and 13% live in Milwaukee County.

**Figure 2**  
**Wisconsin County Distribution of Recent UW-Madison Bachelors Degree Recipients**



**Student Residency Compared to Alumni Residency**

Almost three quarters (74%) of bachelors alumni who were Wisconsin residents as students live in Wisconsin after graduation (Figure 3). Three percent (3%) live in Minnesota and 23% live somewhere other than Wisconsin or Minnesota. For alumni who came to UW-Madison from another state or country (not including MN), 8% stay in Wisconsin after graduation, 2% live in Minnesota and the remaining 90% live elsewhere. For alumni who attended UW-Madison under the reciprocity agreement with the State of Minnesota, 67% live in Minnesota, 9% live in Wisconsin, and 24% live in another state.

From a brain-drain perspective, Wisconsin is losing 26% of recent UW-Madison “resident” graduates and gaining 8% of “non-resident” graduates. This represents a net movement out of Wisconsin of 8,671 UW-Madison graduates (out-migration of 10,315 Wisconsin resident alumni offset by in-migration of 1,644 non-resident alumni). This migration pattern is similar to the pattern observed in our previous analyses of this topic.

**Figure 3**  
**Comparison of Student Residency to Alumni Residency for Recent UW-Madison Graduates**

		Alumni Residency as of December 2012			
		Wisconsin	Minnesota	Other	Total
<b>Student Residency</b>	Wisconsin	28,748	1,256	9,059	39,063
	Minnesota	516	4,064	1,442	6,022
	Other States/Countries	1,128	243	12,144	13,515
	<b>Total</b>	<b>30,392</b>	<b>5,563</b>	<b>22,645</b>	<b>58,600</b>

**Notes:**

1) Current address information was obtained from the Wisconsin Alumni Association (WAA). WAA has current, valid address information for approximately 92% of graduates in the last 10 years. Student residency is based on the student’s tuition assessment in the semester they graduated. 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.