

Where Do UW-Madison Alumni Live? – 2015 Update

An Analysis of Residency Patterns for Alumni Receiving Bachelors Degrees within the Last 15 Years

Wisconsin is slightly below the national average in the percentage of adults with at least a bachelors degree. Twenty-eight percent of Wisconsinites have at least a bachelors degree compared to 30% of the overall U.S. population¹. An educated workforce is increasingly important to the knowledge economy. Increasing the number of bachelors degree holders in Wisconsin helps to keep and attract more high-paying employment opportunities, strengthen Wisconsin's tax base, and improve the economy.

Increasing the number of college graduates in Wisconsin can be accomplished by increasing bachelors degree production, 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. UW-Madison confers the largest number of bachelors degrees in Wisconsin. How UW-Madison is contributing to the number of bachelors degree holders in Wisconsin requires an understanding of alumni residency patterns.

Over the past 15 years, 95,138 students have received bachelors degrees from UW-Madison. The Wisconsin Alumni Association (WAA) has a current address for 87% of these graduates². The 82,514 bachelors alumni with known current addresses are the focus of this analysis.

Summary of Key Findings

1. **More than half** (53%) of UW-Madison bachelors degree recipients in the last 15 years **live in Wisconsin**.
2. Outside of Wisconsin, each of the following states is home to at least one percent of UW-Madison bachelors degree recipients: Illinois (11%), Minnesota (10%), California (5%), New York (4%), Colorado (2%), Texas (1%), Massachusetts (1%), and Florida (1%).
3. **More than half** (51%) of these UW-Madison graduates **live in 10 U.S. counties**, mostly near large metropolitan areas. Almost three quarters (74%) of UW-Madison graduates live in 44 U.S. counties.
4. **Dane County** is the home of more than one in three (37%) UW-Madison bachelors degree recipients who live in Wisconsin.
5. More than three in four (76%) bachelors degree recipients who live in Wisconsin live in **10 of Wisconsin's 72 counties**.
6. Of the graduates who were **Wisconsin residents** as students, **almost three quarters (72%) live in Wisconsin after graduation**.
7. Of the recent graduates who were **not Wisconsin residents** as students (MN and other states and countries), **eight percent (8%) live in Wisconsin after graduation**.
8. For graduates who were Wisconsin residents as students, the **most recent graduates are the most likely to live in Wisconsin**. Around 60% of graduates from 15 years ago live in Wisconsin compared to around 90% of graduates in the last two years.
9. For a **visualization of these data**, see <https://public.tableausoftware.com/profile/mckinney.austin#!/vizhome/UW-MadisonAlumniLocation-2015/UW-MadisonAlumniLocation-2015>

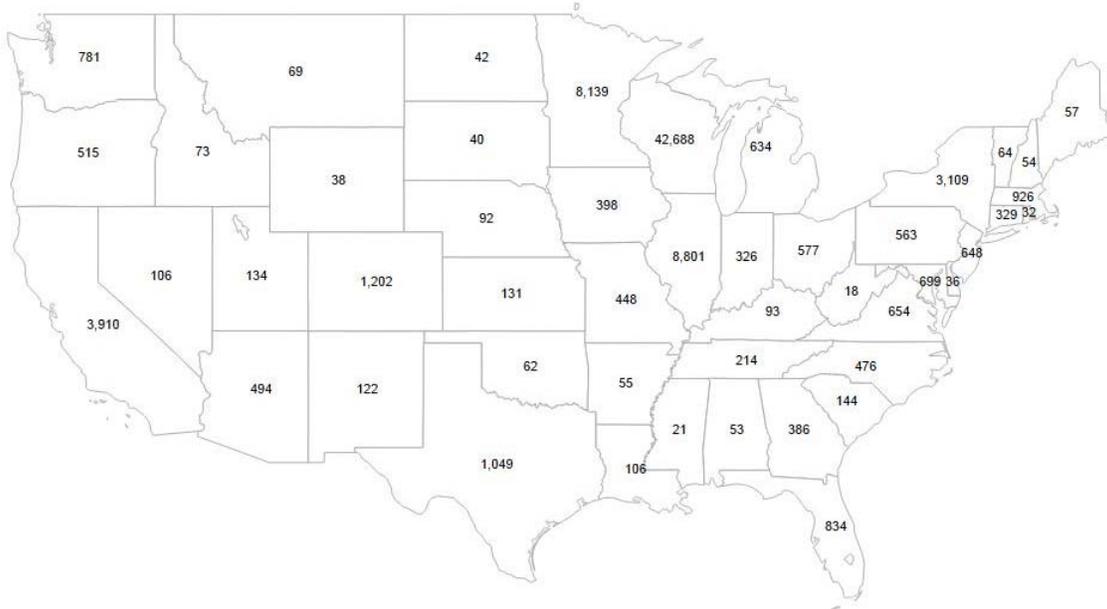
¹ American Community Survey 1-year Estimates. American Fact Finder, U.S. Census Bureau. Based on adults age 25 and over.

² As of January 2015, the Wisconsin Alumni Association and UW Foundation were in the process of implementing a new alumni database. This implementation included address verification procedures. Many of the 13% of alumni with "missing" addresses have international addresses on file that have not yet been verified. For this reason, this 2015 analysis does not include an analysis of alumni residency by country because complete address information for alumni living outside of the United States is not available.

In the United States

Ninety-nine percent (99%) of recent UW-Madison bachelors degree recipients live in the United States (Figure 1). More than half (53%) of those who live in the United States live in Wisconsin (as of January 2015). In addition to Wisconsin, the other states with at least one percent of recent UW-Madison graduates include: Illinois (11%), Minnesota (10%), California (5%), New York (4%), Colorado (2%), Texas (1%), Massachusetts (1%), and Florida (1%). Less than 1% of recent UW-Madison bachelors degree recipients live in each of the other states.

Figure 1: Number of UW-Madison Alumni Living in the United States, by State



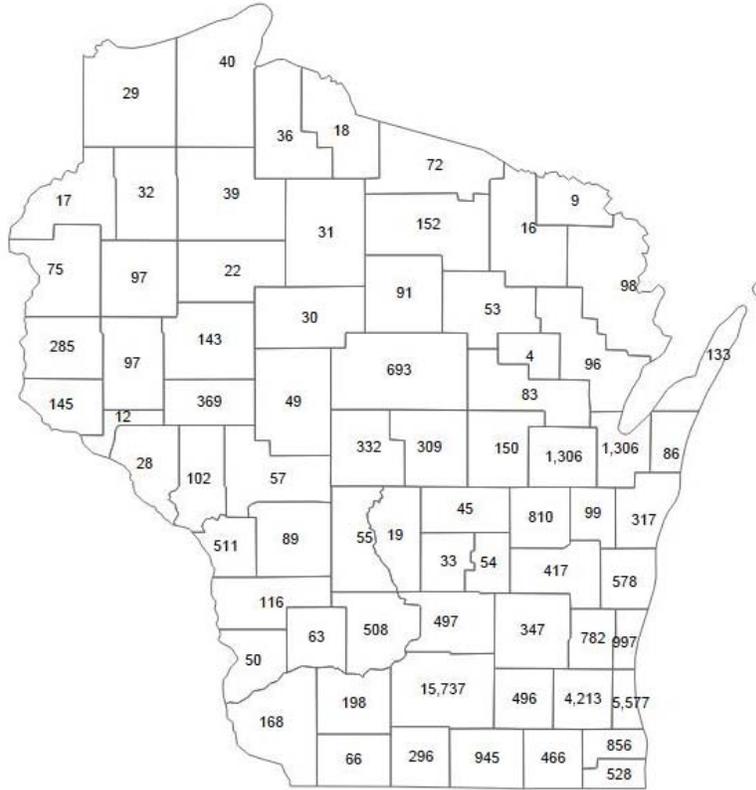
More than half of UW-Madison bachelors degree recipients (41,873, 51%) live in just 10 counties, mostly near large metropolitan areas. These counties include Dane, Milwaukee, Waukesha, Outagamie and Brown counties in Wisconsin, Cook County in Illinois; Hennepin and Ramsey Counties in Minnesota; New York County (Manhattan) in New York, and Los Angeles County in California.

Almost three quarters of UW-Madison bachelors degree recipients (61,225, 74%) live in 44 U.S. counties. In addition to the counties listed above, additional counties with high concentrations of recent UW-Madison graduates include Ozaukee, Rock, Racine, Winnebago, Washington, Marathon, Sheboygan, Kenosha, La Crosse, Sauk, Columbia, Jefferson, Walworth, Fond du Lac, Eau Claire, Dodge, Wood, and Manitowoc Counties in Wisconsin; Lake and Du Page Counties in Illinois; Dakota, Washington, and Olmsted Counties in Minnesota; Washington D.C.; San Francisco, San Diego, and Alameda Counties in California; King County in Washington; Kings (Brooklyn) and Nassau Counties in New York; Denver County in Colorado; Middlesex County in Massachusetts; Montgomery County in Maryland; and Maricopa County in Arizona.

In Wisconsin

There are almost 43,000 (42,949) UW-Madison bachelors degree recipients in the last 15 years who live in Wisconsin. Of these graduates, 37% live in Dane County. Although UW-Madison alumni live in every Wisconsin county, more than 3 in 4 (76%) 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 (in descending order) Milwaukee, Waukesha, Outagamie, Brown, Ozaukee, Rock, Racine, Winnebago, and Washington.

Figure 2: Number of UW-Madison Alumni Living in Wisconsin, by County



Student Residency Compared to Alumni Residency

Almost three in four (72%) of bachelors alumni who were Wisconsin residents as students currently live in Wisconsin (Table 1)³. Four percent (4%) live in Minnesota and 24% live somewhere other than Wisconsin or Minnesota. For alumni who came to UW-Madison from another state or country (not including Minnesota), 8% live 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 28% of UW-Madison “resident” graduates and gaining 8% of “non-resident” graduates. This represents a net movement out of Wisconsin of 14,303 UW-Madison graduates (out-migration of 16,263 alumni who were Wisconsin residents as students offset by in-migration of 1,960 alumni who were not Wisconsin residents as students).

Table 1: Comparison of Student Residency to Alumni Residency for Recent UW-Madison Graduates

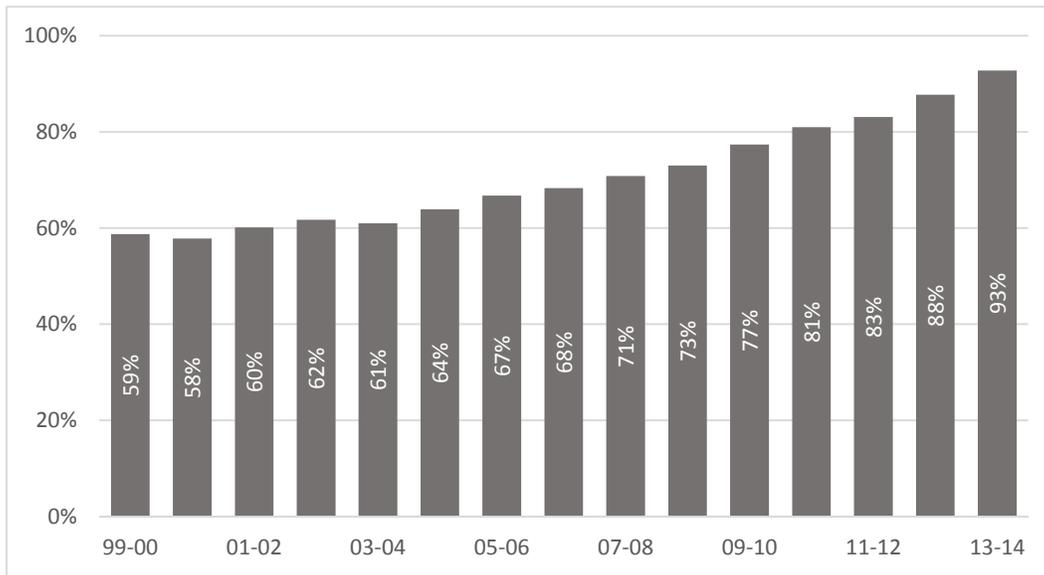
		Alumni Residency as of January 2015			Total
		Wisconsin	Minnesota	Other	
Student Residency	Wisconsin	40,989	2,120	14,143	57,252
	Minnesota	755	5,737	2,111	8,603
	Other States/Countries	1,205	298	15,156	16,659
	Total	42,949	8,155	31,410	82,514

³ 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.

Alumni Residency Trends

Alumni residency patterns vary depending on the length of time from graduation. The longer the time since graduation, the less likely it is that alumni who were Wisconsin residents as students live in Wisconsin (Figure 1). Ninety three percent (93%) of alumni who were Wisconsin residents as students who graduated in 2013-14 live in Wisconsin as of January 2015 compared to 58% of who graduated in the 2000-01 academic year.

Figure 1: Percentage of Alumni who were Wisconsin Resident Students who Currently Live in Wisconsin



The trend in Wisconsin residency for alumni who were non-resident students does not vary as much compared to alumni who were Wisconsin residents (Figure 2). Immediately after graduation, the highest percentage of non-resident alumni live in Wisconsin. Fifteen percent (15%) of 2013-14 alumni who were not Wisconsin residents as students live in Wisconsin as of January 2015. For the other 14 years, between 6% and 8% of alumni who were not Wisconsin residents as students live in Wisconsin.

Figure 2: Percentage of Alumni who were not Wisconsin Resident Students who Currently Live in Wisconsin

