

**Competitive Wisconsin/Wisconsin Alumni Association**  
**2008 Wisconsin Alumni Assessment Survey**  
**September 20, 2008**

**Survey Penetration**

- Sent to 22,286 UW-Madison alumni, aged 22-55, with valid e-mail addresses. Alumni from only the following five, major metro areas were targeted:
  - Sent to 8,061 alumni from Chicago, received 897 responses (11.13% response rate)
  - Sent to 5,984 from Twin Cities, received 622 responses (10.39% response rate)
  - Sent to 3,459 from New York, received 429 responses (12.40% response rate)
  - Sent to 2,451 from San Francisco, received 327 responses (14.61% response rate)
  - Sent to 2,238 from Washington, D.C., received 324 responses (13.22% response rate)
- In aggregate, 2,618 responses were received (11.75% response rate).

**Key Findings**

- More than half (58.27%) of respondents would consider moving back to Wisconsin.
  - Respondents who were Wisconsin residents prior to attending UW were more likely (68.81%) to consider moving back than non-residents (48.04%).
  - The presence of a spouse and/or children indicated a slightly greater likelihood of respondents saying yes when asked whether they have considered moving back to Wisconsin.
- When respondents were asked to choose the answer that best described their reason for leaving Wisconsin after graduating from UW-Madison, the majority of respondents (40.86%) indicated *For my career (new job opportunity)* followed by *To continue my education* (11.86%).
- Respondents who indicated they **have** considered moving back to Wisconsin selected *Family/friends are in Wisconsin* (57.19%) and *Better quality of life* (37.55%) as the two most influential factors.
- *Higher quality/style of life* (3.45) and *Opportunity for a similar job in your field/industry* (3.28) (on a five point scale) were rated the most influential factors for respondents' decisions to move back to Wisconsin.
- Respondents who indicated they **have not** considered moving back to Wisconsin selected *Currently satisfied where I am* (51.96%) and *Lack of job/career opportunities* (36.64%) as the two most influential factors in their consideration.
- The top two influential factors in respondents' decision to stay in a community:
  - *Employment opportunity: I want a broad choice of places to work and an environment that is friendly to entrepreneurs* (3.57)
  - *Around town: I want access to places for eating out, entertainment, bars, coffee shop, and stores* (3.19)
- The three most highly ranked perceptions of Wisconsin were:
  - *It's a great place to raise a family* (3.52)
  - *I can/could be happy in Wisconsin* (3.17)
  - *It's a great place to be involved in community life* (3.14)
- Regarding which Wisconsin region(s) respondents would consider living in, 86.81% of respondents would consider living in *Madison*, 42.57% in *Milwaukee*, while only 6.93% were willing to live in *any region of Wisconsin*.
- Respondents who resided in Wisconsin prior to attending UW-Madison indicated a stronger connection to Wisconsin (4.06) than residents outside of Wisconsin (3.20).
- 73.18% of respondents would recommend Wisconsin to a peer for their career.

## Demographic Profile of Respondents

- Just over 38% of respondents were between the ages of 26-34, with the mean age being approximately 33 years old.
- 52.56% were *Female*
- 81.13% of respondents reported being *Employed full-time*.
  - 63.19% of respondents have been in the workforce 15 years or less.
  - Almost half of respondents (45.05%) indicated their professional role as an *Individual contributor (scientist, teacher, analyst, etc.)*.
- Over two-thirds of respondents (67.29%) are working in their field of study.
- Nearly half (46.6%) of respondents have considered a career change.
  - More respondents considered a career change (60.13%) if they did not work in their field of study.
- The majority of degrees (74%) completed at UW-Madison were bachelor's degrees.
- The top industries of work reported were *Education* (10.37%), *Health care* (9.60%), *Legal* (8.62%), and *Financial Services* (7.59%).
  - A large percentage (15.1%) of respondents indicated *Other* for their industry.
- 22.86% of respondents indicated their household income as \$200,000+, while 22.79% indicated their household income between \$100,000-149,000.

## Twin Cities Break-out

- 60.29% of Twin Cities respondents would consider moving back to Wisconsin.
  - Over half of Twin Cities respondents (52.73%) originally resided in Wisconsin prior to attending UW-Madison and over one-third (35.85%) resided in Minnesota.
- When respondents were asked to choose the answer that best described their reason for leaving Wisconsin after graduating from UW-Madison, the majority of Twin Cities respondents (41.80%) indicated *For my career (new job opportunity)*.
- For Twin Cities respondents who **have** considered moving back to Wisconsin, *Family/friends are in Wisconsin* (69.04%) was overwhelmingly the top influential factor for respondents.
- Most Twin Cities respondents (80.00%) would recommend Wisconsin to a peer for their career.
- Twin Cities respondents who indicated they **have not** considered moving back to Wisconsin indicated *Currently satisfied where I am* (59.58%) and *Family/friends elsewhere* (36.25%) as influential factors in their consideration.