As one of the world’s top universities, the University of Wisconsin-Madison is building the state’s economy, driving innovation and working to improve life for every state resident. We’re helping private businesses and local communities, while generating a strong return on investment for students, taxpayers and society.

An economic impact study quantifies UW-Madison’s benefits to the state, using data from fiscal year 2018–19.

KEY FINDINGS

- UW–Madison, UW-affiliated organizations and UW-related startups contribute $30.8 billion per year to the Wisconsin economy, equivalent to nearly 9% of the state’s $345 billion economy.
- UW–Madison’s overall impact generates $1 billion in state and local taxes.
- This economic activity supports more than 232,000 jobs—roughly 1 out of every 13 jobs in the state. That’s on par with major Wisconsin industries like dairy, food processing and tourism.
- Taxpayer investment in UW–Madison delivers a huge return on investment. For every $1 of public tax investment in the university, $26.73 is put back into the state’s economy.
- UW–Madison uplifts Wisconsin businesses, with more than 90% of the university’s economic impact benefiting the private sector.
- Innovation at UW-Madison is building Wisconsin’s high-tech future. Since the mid 1980s, there have been more than 400 UW-related startups, which support more than 40,000 state jobs.

$30.8 BILLION
UW–Madison, affiliated organizations, and related startups’ economic impact

232,000+
Jobs supported

$1 BILLION
local and state taxes generated

92%
of UW economic impact benefits the private sector

400+
UW-related startups in Wisconsin

$10 BILLION
of economic impact in UW related startups

$26 return to the Wisconsin economy for every $1 of state funds invested into UW–Madison

8th
in the nation in research expenditures of nearly $1.3 B (NSF, 2019)

2,133
active UW patents: one new patent issued to UW every two days

SOURCE: FEBRUARY 2021 REPORT BY NORTHSTAR ANALYTICS, LLC. GET NOTES ON THE DATA AND READ THE REPORT AT GO.WISC.EDU/ECONOMIC-IMPACT