



THE UNIVERSITY OF WISCONSIN-MADISON'S **\$30 BILLION** IMPACT ON THE WISCONSIN ECONOMY

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

JOBS & TAX REVENUE



92%

of UW economic impact benefits the private sector



400+

UW-related startups in Wisconsin



\$10 BILLION

of economic impact in UW related startups

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

RESEARCH

TOTAL IMPACT