



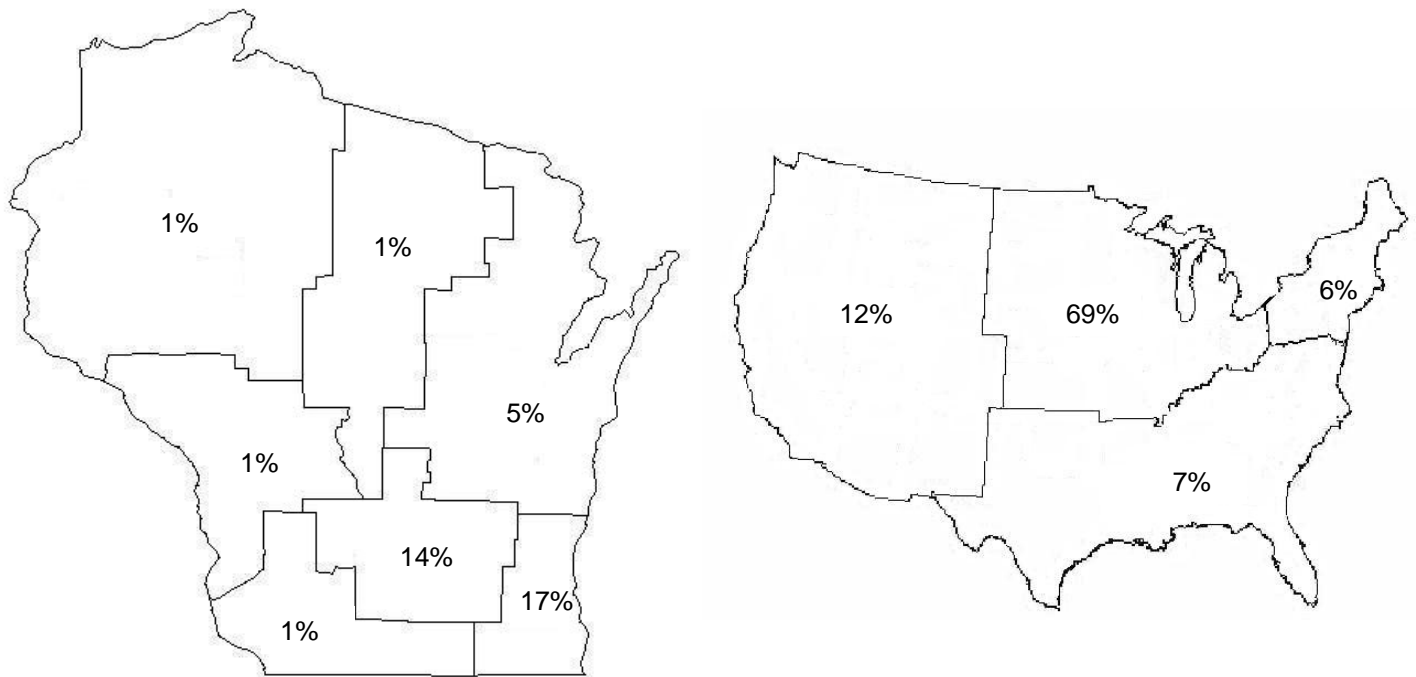
School of Business

Marketing

**ALUMNI DEMOGRAPHICS**

Years Since Graduation	1-5	6-10	11-15	16-20	>20
Total Alumni	880	1,138	991	984	1,605
% Female	63	56	49	53	42
% Minority <sup>1</sup>	7	6	6	5	2
% Targeted Minority <sup>2</sup>	4	3	3	3	2
% Current Address Available <sup>3</sup>	96	94	88	96	97
% Providing Employer Information <sup>4</sup>	35	54	58	67	72
% Providing Job Title Information <sup>4</sup>	36	55	62	73	81
% Engaged with WAA <sup>5</sup>	34	35	21	22	26
% Living in Wisconsin	45	37	34	40	42

**WHERE ALUMNI LIVE (% OF TOTAL)<sup>6</sup>**



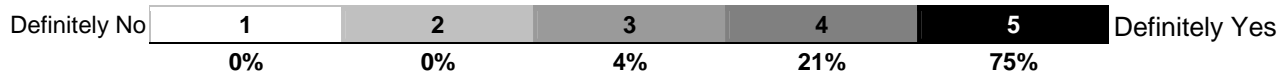
<sup>1</sup>Includes African American, Hispanic, American Indian and all Asian alumni.  
<sup>2</sup>Includes African American, Hispanic, American Indian alumni AND Asian alumni that are Hmong, Vietnamese, Laotian or Cambodian.  
<sup>3</sup>Alumni with “active” addresses are counted. These are addresses that alumni provided themselves or one that was obtained through an address verification service.  
<sup>4</sup>Employment information is provided by alumni themselves. The percent shown is those who ever provided employment information.  
<sup>5</sup>Alumni that are “engaged” have done at least one of the following in the past five years: donated to WAA, volunteered with WAA, attended a WAA event, or corresponded with WAA.  
<sup>6</sup>Wisconsin regional county groupings are based on Workforce Development Areas (WDA) utilized by the Wisconsin Department of Workforce Development. U.S. regional state groupings are based on the U.S. Census Bureau.

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Number of Responses = 81

1. Regardless of any financial benefits, has your UW-Madison education improved your quality of life?



2. Which one of the following best describes your current educational status?

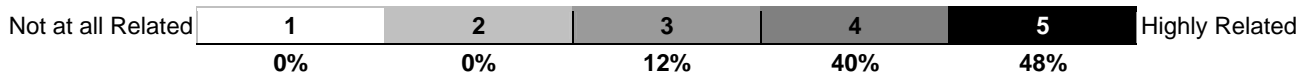
Enrolled full-time in a program leading to another degree	4%
Enrolled part-time in a program leading to another degree	6%
Enrolled in classes not leading to another degree	0%
Not presently enrolled, but plan on taking further coursework	56%
Not presently enrolled and have no plans for further coursework	34%

3. Which one of the following best describes your current employment status?

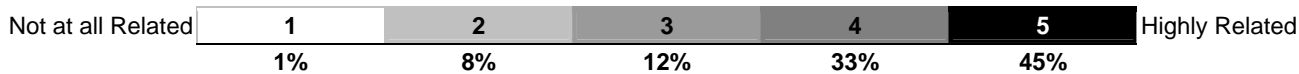
Employed full-time	84%
Employed part-time	2%
Not employed, seeking employment	5%
Not employed, not seeking employment	5%

The following questions were asked of the respondents who were/are employed.

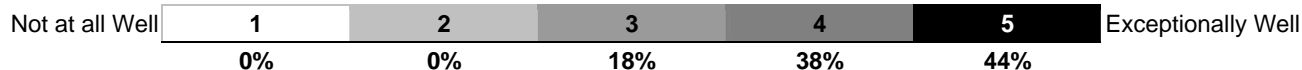
4. For your current position, how applicable is the skill set you developed at UW-Madison (verbal and written communication skills, problem solving skills etc.)?



5. How closely related is your current position to the curriculum of the major/field in which you received your most recent UW-Madison degree?



6. How well did your academic experiences at UW-Madison prepare you for your current position?



7. For the most recent year, what was the annual income/salary of your current position? (If you are working part-time, estimate your salary at a full-time rate.)

Less than \$30,000	\$30,000-\$59,000	\$60,000-\$89,000	\$90,000 or more
4%	35%	32%	29%

<sup>7</sup>These questions were asked of alumni receiving bachelors degrees in the last 10 years when alumni updated personal information on WAA's website. Collection of survey information started in July 2006 and is ongoing. Totals may not add to 100% due to rounding and/or because a few respondents checked an "other" response option and these are not shown.

About the Alumni Profile

Sources: Wisconsin Alumni Association – Address, employment, WAA engagement and survey responses as of 2/25/2008. UW-Madison Infoaccess awards data views – degree and program, race/ethnicity, gender.