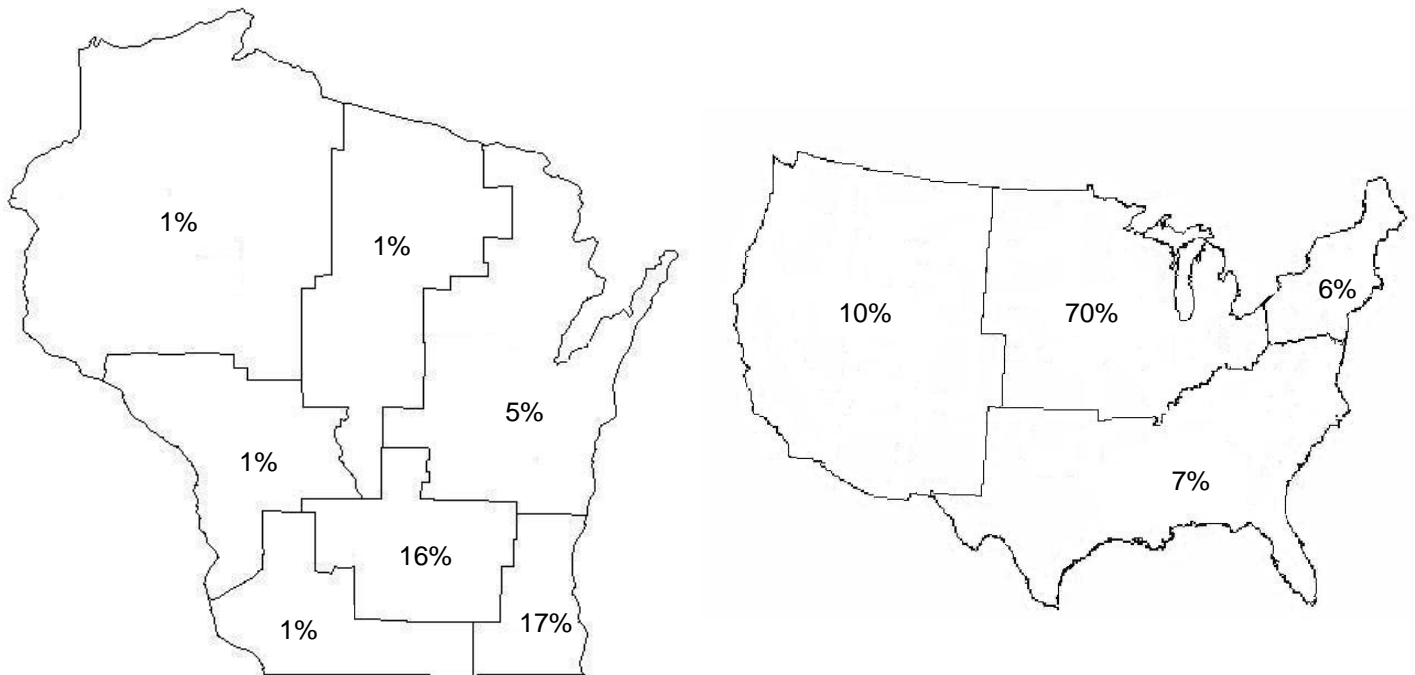


School of Business

ALUMNI DEMOGRAPHICS

Years Since Graduation	1-5	6-10	11-15	16-20	>20
Total Alumni	3,003	3,555	3,006	2,835	5,653
% Female	42	43	44	43	35
% Minority ¹	7	7	6	5	2
% Targeted Minority ²	3	3	3	2	1
% Current Address Available ³	91	94	88	95	96
% Providing Employer Information ⁴	31	53	61	66	74
% Providing Job Title Information ⁴	30	54	62	69	79
% Engaged with WAA ⁵	29	36	22	17	24
% Living in Wisconsin	45	38	38	43	44

WHERE ALUMNI LIVE (% OF TOTAL)⁶



About the Alumni Profile

Sources: Wisconsin Alumni Association – Address, employment, WAA engagement 3/1/2009. UW-Madison InfoAccess awards data views – degree and program, race/ethnicity, gender.

¹Includes African American, Hispanic, American Indian and all Asian alumni.

²Includes African American, Hispanic, American Indian alumni AND Asian alumni that are Hmong, Vietnamese, Laotian etc.

³Alumni with “active” addresses are counted. These are addresses that alumni provided themselves or one that was obtained through an address verification service.

⁴Employment information is provided by alumni themselves. The percent shown is those who ever provided employment information.

⁵Alumni 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, corresponded with WAA. “Highly engaged” means alumni have done at least three of these things.

⁶Wisconsin 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.