

THE WISCONSIN IDEA AT WORK

THE ECONOMIC AND COMMUNITY CONTRIBUTIONS OF THE UNIVERSITY OF WISCONSIN-MADISON FY25

PREPARED BY TRIPP UMBACH



TOTAL ECONOMIC IMPACT
\$38.9 BILLION

*UW-Madison and its affiliated organizations and spin-off companies represent
\$1 out of every \$12.30 in the \$478.6 billion Wisconsin economy.¹*

TOTAL JOB IMPACT
287,232 TOTAL JOBS

*UW-Madison and its affiliated organizations and spin-off companies
support **one in every 11** Wisconsin jobs.²*

TOTAL TAX IMPACT
\$1.94 BILLION

*In FY25, UW-Madison and its affiliated organizations and spin-off companies
generated \$1 of every \$12.70 of **state and local** taxes collected.³*

RETURN ON INVESTMENT

For every **\$1** in state funding UW-Madison receives,
the university generates more than **\$21.66** in economic
impact across the state.



¹ <https://fred.stlouisfed.org/series/WINQGSP?utm>

² <https://dwd.wisconsin.gov/press/2025/250918-august-state.htm?utm> A total of 3,142,900 persons were employed in Wisconsin in August 2025.

³ Total Wisconsin state tax collection in FY25 equaled \$24.65 billion.

UW-MADISON RESEARCH

\$3.0 billion generated in economic impact
\$1.4 billion in direct operational spending
\$1.6 billion in indirect/induced impact

14,129 total jobs supported
3,115 direct jobs
11,014 indirect/induced jobs

\$168.5 million generated in state and local taxes

UW-MADISON HEALTH SCIENCES

\$2.4 billion generated in economic impact
\$968.9 million in direct operational spending
\$1.43 billion in indirect/induced impact

18,363 total jobs supported
8,148 direct jobs and
10,215 indirect/induced jobs

\$125.9 million generated in state and local taxes

UW-MADISON ATHLETICS

\$977.2 million generated in economic impact
\$261.8 million in direct operational spending
\$715.4 million in indirect/induced impact

7,150 total jobs supported
378 direct jobs
6,772 indirect/induced jobs

\$57.0 million generated in state and local taxes

UW-MADISON SPIN-OFF COMPANIES

\$12.4 billion generated in economic impact
\$5.5 billion in direct operational spending
\$6.9 billion in indirect/induced impact

88,571 total jobs supported
39,364 direct jobs
49,207 indirect/induced jobs

\$496.0 million generated in state and local taxes

ALUMNI

In FY25, **185,487 alumni** resided in Wisconsin.

Of those participating in the workforce, alumni of UW-Madison generated an estimated **\$12.8 billion** in additional earnings within the state's economy.

*Note: These benefits are in addition to the **\$13.2 billion** in annual impacts generated by UW-Madison statewide. These numbers are also in addition to the **\$38.9 billion** in combined impacts of all UW-Madison affiliates and spin-off companies.*



CHARITABLE GIVING AND VOLUNTEERISM

In FY25, UW-Madison faculty, staff, and students contributed an estimated **\$156.0 million** in charitable giving and volunteerism.

This figure is based on Tripp Umbach modeling and national benchmarking assumptions applied to employees and students, which includes **\$38.9 million** in charitable donations and **\$117.1 million** in the estimated value of volunteer service.

*Note: These contributions, in addition to the **\$13.2 billion** economic impact from UW-Madison operations and the **\$38.9 billion** in total combined impacts, reflect a deep commitment to strengthening communities and improving lives across Wisconsin.*