Overview Fact Sheet

UNIVERSITY OF WISCONSIN-STOUT plays a significant role in the local economy and is a sound investment from multiple perspectives. Students benefit from improved lifestyles and increased earnings. Taxpayers benefit from a larger economy and lower social costs. Finally, the community as a whole benefits from increased job and investment opportunities, higher business revenues, greater availability of public funds, and an eased tax burden.

Economic Operations Analysis

University Operations Effect
- The UW-Stout Service Area economy annually receives roughly $104 million in income due to UW-Stout operations. This is a conservative figure adjusted to account for monies that leave the economy or are withdrawn from the economy in support of the university.

Student and Visitor Spending Effect
- Non-local students who attend UW-Stout spend money for room and board, transportation, and other personal expenses. The off-campus expenditures of these students generates approximately $8.3 million in added income in the UW-Stout Service Area each year.
- Visitors who come to the university from outside the region also spend money for lodging, food and other personal expenses. This creates an estimated $2.7 million in added income each year.

Productivity Effect
- The current UW-Stout Service Area economy embodies an estimated 1 million credit hours that have accumulated over the past 30-year period as thousands of former UW-Stout students (completers and non-completers) enter the workforce year after year.
- UW-Stout skills translate to higher earnings for students and increased output of businesses. The added income attributable to the accumulation of UW-Stout credit hours in the workforce amounts to around $178.7 million each year.

Total Effect
- Altogether, the average annual added income due to the activities of UW-Stout and its former students equals $293.7 million. This is approximately equivalent to 2.4% of the regional economy.

Investment Analysis

Student Perspective
- UW-Stout served 11,196 degree-seeking students and 2,194 professional education students in the 2010–11 reporting year.
- Education increases lifetime income. The average income at the career midpoint of someone with a bachelor's degree in the UW-Stout Service Area is $47,600, 94% more than a student with a high school diploma.
- Throughout his or her working career, the average UW-Stout student's discounted lifetime income increases by $5.50 for every dollar invested in UW-Stout.
- Students enjoy an attractive 15.3% average rate of return on their UW-Stout educational investment, recovering all costs (including tuition, fees, and forgone wages) in 9.9 years.

Social Perspective
- Higher earnings of UW-Stout students and associated increases in state income expand the tax base in Wisconsin by about $57.2 million each year.
- Wisconsin will see avoided social costs amounting to $15.2 million per year due to UW-Stout students, including savings associated with improved health, reduced crime, and reduced welfare and unemployment.

Taxpayer Perspective
- State government allocated approximately $28.3 million in support of UW-Stout in FY 2010–11.
- For every dollar of this support, taxpayers see a cumulative return of $2.10 over the course of students’ working careers (in the form of higher tax receipts and avoided costs).
- State and local governments see a rate of return of 7.0% on their support for UW-Stout. This return compares favorably with private sector rates of return on similar long-term investments.