

University of Wisconsin-Madison
Trends in New Freshman Applicants, Admits, and Enrollments in Fall Semesters

	Applicants	Admits	Enrolled	Admission Rate (% of Applicants Admitted)	Yield Rate (% of Admits who Enroll)
1989	15,501	11,114	4,993	71.7	44.9
1990	14,193	10,283	4,699	72.5	45.7
1991	13,915	10,369	4,642	74.5	44.8
1992	13,978	10,223	4,416	73.1	43.2
1996	14,875	10,902	4,631	73.3	42.5
1994	15,287	10,538	4,681	68.9	44.4
1995	16,388	11,707	5,164	71.4	44.1
1996	15,269	11,894	5,455	77.9	45.9
1997	16,289	12,500	5,880	76.7	47.0
1998	16,467	12,095	5,596	73.4	46.3
1999	16,839	12,999	5,665	77.2	43.6
2000	17,902	12,744	5,739	71.2	45.0
2001	20,499	13,661	6,095	66.6	44.6
2002	21,331	12,949	5,514	60.7	42.6
2003	20,596	13,402	5,578	65.1	41.6
2004	20,495	13,589	5,642	66.3	41.5
2005	21,682	14,719	6,142	67.9	41.7
2006	22,816	13,322	5,643	58.4	42.4
2007	24,870	13,977	5,996	56.2	42.9
2008	25,478	13,438	5,774	52.7	43.0
2009	24,855	14,228	5,680	57.2	39.9
2010	25,522	14,423	5,927	56.5	41.1
2011	28,983	14,627	5,828	50.5	39.8
2012	29,034	15,841	6,279	54.6	39.6
2013	29,675	15,161	6,339	51.1	41.8
2014	30,464	14,481	6,264	47.5	43.3
2015	32,780	16,121	6,270	49.2	38.9
2016	32,887	17,304	6,430	52.6	37.2
2017	35,615	19,150	6,610	53.8	34.5
2018	42,741	22,099	6,862	51.7	31.1
2019	43,921	23,887	7,550	54.4	31.6
2020	45,941	26,289	7,306	57.2	27.8
2021	53,829	32,466	8,465	60.3	26.1
2022	60,260	29,546	8,635	49.0	29.2
2023	63,537	27,527	7,966	43.3	28.9
2024	65,933	29,784	8,516	45.2	28.6

Source: InfoAccess data warehouse: Applicant records maintained by the Office of Undergraduate Admissions and Recruitment and census date enrollment records maintained by the Office of the Registrar.

Note: Consistent with national standards, new freshmen who begin in summer terms and are still enrolled the following fall are counted as fall term new freshmen.

UW-Madison New Freshman Applicants in Fall Semesters by Legal Sex

Fall Term	Legal Sex			Total	Legal Sex			
	Male	Female	Other		Male	Female	Other	Total
Applicants								
2015	16,417	16,363	---	32,780				
2016	16,117	16,770	---	32,887				
2017	17,596	18,019	---	35,615				
2018	21,306	21,435	---	42,741				
2019	21,694	22,227	---	43,921				
2020	23,046	22,895	---	45,941				
2021	26,118	27,711	---	53,829				
2022	29,575	30,685	---	60,260				
2023	31,512	32,022	3	63,537				
2024	32,863	33,050	20	65,933				
Admitted					Percent of Applicants Who Were Admitted (Admit Rate)			
2015	7,459	8,662	---	16,121	45.4	52.9	---	49.2
2016	8,037	9,267	---	17,304	49.9	55.3	---	52.6
2017	8,828	10,322	---	19,150	50.2	57.3	---	53.8
2018	10,418	11,681	---	22,099	48.9	54.5	---	51.7
2019	11,117	12,770	---	23,887	51.2	57.5	---	54.4
2020	12,600	13,689	---	26,289	54.7	59.8	---	57.2
2021	14,695	17,771	---	32,466	56.3	64.1	---	60.3
2022	13,390	16,156	---	29,546	45.3	52.7	---	49.0
2023	12,838	14,687	2	27,527	40.7	45.9	66.7	43.3
2024	13,835	15,940	9	29,784	42.1	48.2	45.0	45.2
Enrolled					Percent of Admitted Applicants Who Enrolled (Yield Rate)			
2015	3,033	3,237	---	6,270	40.7	37.4	---	38.9
2016	3,045	3,385	---	6,430	37.9	36.5	---	37.2
2017	3,088	3,522	---	6,610	35.0	34.1	---	34.5
2018	3,247	3,615	---	6,862	31.2	30.9	---	31.1
2019	3,495	4,055	---	7,550	31.4	31.8	---	31.6
2020	3,467	3,839	---	7,306	27.5	28.0	---	27.8
2021	3,787	4,678	---	8,465	25.8	26.3	---	26.1
2022	3,923	4,712	---	8,635	29.3	29.2	---	29.2
2023	3,681	4,285	0	7,966	28.7	29.2	0.0	28.9
2024	3,780	4,735	1	8,516	27.3	29.7	11.1	28.6
Percent of New Freshmen by Sex								
2015	48.4	51.6	---	100.0				
2016	47.4	52.6	---	100.0				
2017	46.7	53.3	---	100.0				
2018	47.3	52.7	---	100.0				
2019	46.3	53.7	---	100.0				
2020	47.5	52.5	---	100.0				
2021	44.7	55.3	---	100.0				
2022	45.4	54.6	---	100.0				
2023	46.2	53.8	0.0	100.0				
2024	44.4	55.6	0.0	100.0				

Source: InfoAccess data warehouse: Applicant records maintained by the Office of Undergraduate Admissions and Recruitment and census date enrollment records maintained by the Office of the Registrar.

Note: Consistent with national standards, new freshmen who begin in summer terms and are still enrolled the following fall are counted as fall term new freshmen.

UW-Madison New Freshmen Applicants in Fall Semesters by Tuition Residency

Fall Term	Tuition Residency				Total	Tuition Residency				
	Non- Resident		Wisc.	Minnesota		Non- Resident		Wisc.	Minnesota	Total
	Domestic	International	Resident	Compact		Domestic	International	Resident	Compact	
Applicants										
2015	15,277	5,702	8,452	3,349	32,780					
2016	15,371	6,293	8,183	3,040	32,887					
2017	17,315	7,168	8,062	3,070	35,615					
2018	22,278	8,300	8,560	3,603	42,741					
2019	23,114	8,742	8,496	3,569	43,921					
2020	25,085	9,023	8,156	3,677	45,941					
2021	29,771	9,922	9,799	4,337	53,829					
2022	33,717	12,296	9,769	4,478	60,260					
2023	36,687	12,355	9,692	4,803	63,537					
2024	38,217	13,035	9,848	4,833	65,933					
Admitted						Percent of Applicants Who Were Admitted (Admit Rate)				
2015	6,927	2,053	5,672	1,469	16,121	45.3	36.0	67.1	43.9	49.2
2016	7,891	2,266	5,689	1,458	17,304	51.3	36.0	69.5	48.0	52.6
2017	9,331	2,497	5,830	1,492	19,150	53.9	34.8	72.3	48.6	53.8
2018	11,422	3,289	5,646	1,742	22,099	51.3	39.6	66.0	48.3	51.7
2019	12,829	3,534	5,756	1,768	23,887	55.5	40.4	67.7	49.5	54.4
2020	14,544	3,906	5,959	1,880	26,289	58.0	43.3	73.1	51.1	57.2
2021	19,093	4,956	6,333	2,084	32,466	64.1	49.9	64.6	48.1	60.3
2022	17,336	4,312	5,887	2,011	29,546	51.4	35.1	60.3	44.9	49.0
2023	15,799	3,942	5,880	1,906	27,527	43.1	31.9	60.7	39.7	43.3
2024	17,752	4,336	5,837	1,859	29,784	46.5	33.3	59.3	38.5	45.2
Enrolled						Percent of Admitted Applicants Who Enrolled (Yield Rate)				
2015	1,544	498	3,617	611	6,270	22.3	24.3	63.8	41.6	38.9
2016	1,563	551	3,671	645	6,430	19.8	24.3	64.5	44.2	37.2
2017	1,723	547	3,746	594	6,610	18.5	21.9	64.3	39.8	34.5
2018	1,921	585	3,659	697	6,862	16.8	17.8	64.8	40.0	31.1
2019	2,444	635	3,797	674	7,550	19.1	18.0	66.0	38.1	31.6
2020	2,260	543	3,802	701	7,306	15.5	13.9	63.8	37.3	27.8
2021	3,023	805	3,859	778	8,465	15.8	16.2	60.9	37.3	26.1
2022	3,277	742	3,783	833	8,635	18.9	17.2	64.3	41.4	29.2
2023	2,696	647	3,813	810	7,966	17.1	16.4	64.8	42.5	28.9
2024	3,183	672	3,825	836	8,516	17.9	15.5	65.5	45.0	28.6
Percent of New Freshmen by Tuition Residency										
2015	24.6	7.9	57.7	9.7	100.0					
2016	24.3	8.6	57.1	10.0	100.0					
2017	26.1	8.3	56.7	9.0	100.0					
2018	28.0	8.5	53.3	10.2	100.0					
2019	32.4	8.4	50.3	8.9	100.0					
2020	30.9	7.4	52.0	9.6	100.0					
2021	35.7	9.5	45.6	9.2	100.0					
2022	38.0	8.6	43.8	9.6	100.0					
2023	33.8	8.1	47.9	10.2	100.0					
2024	37.4	7.9	44.9	9.8	100.0					

Source: InfoAccess data warehouse: Applicant records maintained by the Office of Undergraduate Admissions and Recruitment and census date enrollment records maintained by the Office of the Registrar.

Note: Consistent with national standards, new freshmen who begin in summer terms and are still enrolled the following fall are counted as fall term new freshmen.

UW-Madison New Freshmen Applicants in Fall Semesters by Race/Ethnicity Detail (Federal Aggregation)

	Fall Term	Hispanic/ Latino(a)	2 or more races	African American/Black	American Indian/ Alaska Native	Native Hawaiian/ Pacific Islander	Asian	White	International	Unknown	Total	Hispanic/ Latino(a)	2 or more races	African American/Black	American Indian/ Alaska Native	Native Hawaiian/ Pacific Islander	Asian	White	International	Unknown	Total
Applicants																					
	2015	2,129	1,088	1,041	53	46	2,583	20,041	5,722	77	32,780										
	2016	2,126	1,091	967	53	24	2,664	19,575	6,306	81	32,887										
	2017	2,589	1,115	1,011	60	19	2,719	19,893	7,191	1,018	35,615										
	2018	3,075	1,425	1,164	59	31	3,736	23,414	8,340	1,497	42,741										
	2019	3,278	1,454	1,141	50	21	4,120	23,440	8,782	1,635	43,921										
	2020	3,597	1,692	1,210	62	15	4,790	23,898	9,070	1,607	45,941										
	2021	4,230	1,984	1,221	67	22	5,731	28,584	9,979	2,011	53,829										
	2022	4,271	2,302	1,402	74	29	7,233	30,386	12,339	2,224	60,260										
	2023	4,891	2,598	1,499	82	34	9,027	30,832	12,407	2,167	63,537										
	2024	5,260	2,749	1,640	115	32	9,647	30,256	13,108	3,126	65,933										
Admitted												Percent of Applicants Who Were Admitted (Admit Rate)									
	2015	912	545	317	22	15	1,316	10,896	2,059	39	16,121	42.8	50.1	30.5	41.5	32.6	50.9	54.4	36.0	50.6	49.2
	2016	1,109	647	358	20	14	1,483	11,350	2,270	53	17,304	52.2	59.3	37.0	37.7	58.3	55.7	58.0	36.0	65.4	52.6
	2017	1,389	676	398	27	10	1,582	11,917	2,505	646	19,150	53.7	60.6	39.4	45.0	52.6	58.2	59.9	34.8	63.5	53.8
	2018	1,583	852	414	28	15	2,112	12,857	3,307	931	22,099	51.5	59.8	35.6	47.5	48.4	56.5	54.9	39.7	62.2	51.7
	2019	1,693	840	412	24	9	2,443	13,844	3,548	1,074	23,887	51.6	57.8	36.1	48.0	42.9	59.3	59.1	40.4	65.7	54.4
	2020	2,245	1,057	623	33	9	3,119	14,241	3,929	1,033	26,289	62.4	62.5	51.5	53.2	60.0	65.1	59.6	43.3	64.3	57.2
	2021	2,937	1,390	773	46	12	4,137	16,815	4,981	1,375	32,466	69.4	70.1	63.3	68.7	54.5	72.2	58.8	49.9	68.4	60.3
	2022	2,921	1,530	827	38	15	4,757	13,999	4,327	1,132	29,546	68.4	66.5	59.0	51.4	51.7	65.8	46.1	35.1	50.9	49.0
	2023	3,028	1,430	761	43	12	4,569	12,710	3,966	1,008	27,527	61.9	55.0	50.8	52.4	35.3	50.6	41.2	32.0	46.5	43.3
	2024	2,321	1,337	556	29	14	4,984	14,457	4,369	1,717	29,784	44.1	48.6	33.9	25.2	43.8	51.7	47.8	33.3	54.9	45.2
Enrolled												Percent of Admitted Applicants Who Enrolled (Yield Rate)									
	2015	296	225	127	13	7	339	4,755	500	8	6,270	32.5	41.3	40.1	59.1	46.7	25.8	43.6	24.3	20.5	38.9
	2016	355	261	135	11	7	401	4,694	554	12	6,430	32.0	40.3	37.7	55.0	50.0	27.0	41.4	24.4	22.6	37.2
	2017	384	191	123	18	5	443	4,736	550	160	6,610	27.6	28.3	30.9	66.7	50.0	28.0	39.7	22.0	24.8	34.5
	2018	390	267	118	13	3	531	4,706	595	239	6,862	24.6	31.3	28.5	46.4	20.0	25.1	36.6	18.0	25.7	31.1
	2019	436	273	113	10	6	646	5,148	644	274	7,550	25.8	32.5	27.4	41.7	66.7	26.4	37.2	18.2	25.5	31.6
	2020	520	298	176	17	5	676	4,849	550	215	7,306	23.2	28.2	28.3	51.5	55.6	21.7	34.0	14.0	20.8	27.8
	2021	695	399	188	24	5	822	5,191	816	325	8,465	23.7	28.7	24.3	52.2	41.7	19.9	30.9	16.4	23.6	26.1
	2022	797	482	246	20	4	1,148	4,903	749	286	8,635	27.3	31.5	29.7	52.6	26.7	24.1	35.0	17.3	25.3	29.2
	2023	797	417	235	22	3	956	4,619	663	254	7,966	26.3	29.2	30.9	51.2	25.0	20.9	36.3	16.7	25.2	28.9
	2024	721	404	180	13	2	1,001	5,144	690	361	8,516	31.1	30.2	32.4	44.8	14.3	20.1	35.6	15.8	21.0	28.6

Source: InfoAccess data warehouse: Applicant records maintained by the Office of Undergraduate Admissions and Recruitment and census date enrollment records maintained by the Office of the Registrar.

Note: Consistent with national standards, new freshmen who begin in summer terms and are still enrolled the following fall are counted as fall term new freshmen.

This table follows federal guidelines for the reporting of race/ethnicity following the implementation of collection requirements that allow for multiple responses (implemented in 2008). International students (studying in the U.S. on temporary visas) are reported separately. Domestic students who identify Hispanic/Latino(a) ethnicity are reported as Hispanic/Latino(a) (even if other values are also reported). Domestic students who do not identify Hispanic/Latino(a) ethnicity but identify multiple races are reported in the "2 or more races" category. Domestic students who do not identify Hispanic/Latino(a) ethnicity and identify a single race are reported in the single race category. Domestic students who did not respond to the race/ethnicity question on the application for admission are reported as "unknown".

UW-Madison New Freshmen Applicants in Fall Semesters by Aggregated Race/Ethnicity

Fall Term	Race/Ethnicity Aggregation					Total	Race/Ethnicity Aggregation					Total
	Underrep. Students of	All Students of Color	White (non-Hispanic/Lantino(a))	Inter-national	Unknown		Underrep. Students of	All Students of Color	White (non-Hispanic/Lantino(a))	Inter-national	Unknown	
	Color	Color	Color	Color	Color		Color	Color	Color	Color	Color	
Applicants												
2015	4,070	6,941	20,042	5,721	76	32,780						
2016	3,929	6,925	19,575	6,306	81	32,887						
2017	4,494	7,513	19,893	7,191	1,018	35,615						
2018	5,329	9,490	23,414	8,340	1,497	42,741						
2019	5,571	10,064	23,440	8,782	1,635	43,921						
2020	5,948	11,366	23,898	9,070	1,607	45,941						
2021	6,753	13,255	28,584	9,979	2,011	53,829						
2022	7,151	15,311	30,386	12,339	2,224	60,260						
2023	6,106	18,131	30,832	12,407	2,167	63,537						
2024	8,816	19,443	30,256	13,108	3,126	65,933						
Admitted							Percent of Applicants Who Were Admitted (Admit Rate)					
2015	1,640	3,127	10,897	2,059	38	16,121	40.3	45.1	54.4	36.0	50.0	49.2
2016	1,901	3,631	11,350	2,270	53	17,304	48.4	52.4	58.0	36.0	65.4	52.6
2017	2,246	4,082	11,917	2,505	646	19,150	50.0	54.3	59.9	34.8	63.5	53.8
2018	2,569	5,004	12,857	3,307	931	22,099	48.2	52.7	54.9	39.7	62.2	51.7
2019	2,696	5,421	13,844	3,548	1,074	23,887	48.4	53.9	59.1	40.4	65.7	54.4
2020	3,566	7,086	14,241	3,929	1,033	26,289	60.0	62.3	59.6	43.3	64.3	57.2
2021	4,625	9,295	16,815	4,981	1,375	32,466	68.5	70.1	58.8	49.9	68.4	60.3
2022	4,777	10,088	13,999	4,327	1,132	29,546	66.8	65.9	46.1	35.1	50.9	49.0
2023	4,879	9,843	12,710	3,966	1,008	27,527	79.9	54.3	41.2	32.0	46.5	43.3
2024	3,666	9,241	14,457	4,369	1,717	29,784	41.6	47.5	47.8	33.3	54.9	45.2
Enrolled							Percent of Admitted Applicants Who Enrolled (Yield Rate)					
2015	629	1,007	4,755	500	8	6,270	38.4	32.2	43.6	24.3	21.1	38.9
2016	718	1,170	4,694	554	12	6,430	37.8	32.2	41.4	24.4	22.6	37.2
2017	715	1,164	4,736	550	160	6,610	31.8	28.5	39.7	22.0	24.8	34.5
2018	748	1,322	4,706	595	239	6,862	29.1	26.4	36.6	18.0	25.7	31.1
2019	825	1,484	5,148	644	274	7,550	30.6	27.4	37.2	18.2	25.5	31.6
2020	989	1,692	4,849	550	215	7,306	27.7	23.9	34.0	14.0	20.8	27.8
2021	1,251	2,133	5,191	816	325	8,465	27.0	22.9	30.9	16.4	23.6	26.1
2022	1,432	2,697	4,903	749	286	8,635	30.0	26.7	35.0	17.3	25.3	29.2
2023	1,433	2,430	4,619	663	254	7,966	29.4	24.7	36.3	16.7	25.2	28.9
2024	1,218	2,321	5,144	690	361	8,516	33.2	25.1	35.6	15.8	21.0	28.6
Percent of New Freshmen by Race/Ethnicity												
2015	10.0	16.1	75.8	8.0	0.1	100.0						
2016	11.2	18.2	73.0	8.6	0.2	100.0						
2017	10.8	17.6	71.6	8.3	2.4	100.0						
2018	10.9	19.3	68.6	8.7	3.5	100.0						
2019	10.9	19.7	68.2	8.5	3.6	100.0						
2020	13.5	23.2	66.4	7.5	2.9	100.0						
2021	14.8	25.2	61.3	9.6	3.8	100.0						
2022	16.6	31.2	56.8	8.7	3.3	100.0						
2023	18.0	30.5	58.0	8.3	3.2	100.0						
2024	14.3	27.3	60.4	8.1	4.2	100.0						

Source: InfoAccess data warehouse: Applicant records maintained by the Office of Undergraduate Admissions and Recruitment and census date enrollment records maintained by the Office of the Registrar.

Note: Consistent with national standards, new freshmen who begin in summer terms and are still enrolled the following fall are counted as fall term new freshmen.

Underrepresented student of color includes domestic (not international) students who identify as African American/Black, Southeast Asian (Vietnamese, Hmong, Laotian, Cambodian), Hispanic/Latino(a), Native Hawaiian/Pacific Islander, or American Indian/Alaska Native. Students of color includes all of the students in the underrepresented group and adds other domestic students who identify as Asian.

UW-Madison New Freshman Applicants in Fall Semesters by First Generation Status

Fall Term	First Generation Status		Total	First Generation Status		
	First Generation	Not First Generation		First Generation	Not First Generation	Total
Applicants						
2015	4,724	28,056	32,780			
2016	5,487	27,400	32,887			
2017	6,562	29,053	35,615			
2018	11,918	30,823	42,741			
2019	8,690	35,231	43,921			
2020	7,927	38,014	45,941			
2021	9,084	44,745	53,829			
2022	9,986	50,274	60,260			
2023	9,954	53,583	63,537			
2024	10,053	55,880	65,933			
Admitted				Percent of Applicants Who Were Admitted (Admit		
2015	2,024	14,097	16,121	42.8	50.2	49.2
2016	2,393	14,911	17,304	43.6	54.4	52.6
2017	2,977	16,173	19,150	45.4	55.7	53.8
2018	5,267	16,832	22,099	44.2	54.6	51.7
2019	3,837	20,050	23,887	44.2	56.9	54.4
2020	3,881	22,408	26,289	49.0	58.9	57.2
2021	4,861	27,605	32,466	53.5	61.7	60.3
2022	4,253	25,293	29,546	42.6	50.3	49.0
2023	3,819	23,708	27,527	38.4	44.2	43.3
2024	3,801	25,983	29,784	37.8	46.5	45.2
Enrolled				Percent of Admitted Applicants Who Enrolled (Yie		
2015	968	5,302	6,270	47.8	37.6	38.9
2016	1,072	5,358	6,430	44.8	35.9	37.2
2017	1,135	5,475	6,610	38.1	33.9	34.5
2018	1,570	5,292	6,862	29.8	31.4	31.1
2019	1,283	6,267	7,550	33.4	31.3	31.6
2020	1,220	6,086	7,306	31.4	27.2	27.8
2021	1,356	7,109	8,465	27.9	25.8	26.1
2022	1,377	7,258	8,635	32.4	28.7	29.2
2023	1,258	6,708	7,966	32.9	28.3	28.9
2024	1,340	7,176	8,516	35.3	27.6	28.6
Percent of New Freshmen by First Generation Status						
2015	15.4	84.6	100.0			
2016	16.7	83.3	100.0			
2017	17.2	82.8	100.0			
2018	22.9	77.1	100.0			
2019	17.0	83.0	100.0			
2020	16.7	83.3	100.0			
2021	16.0	84.0	100.0			
2022	15.9	84.1	100.0			
2023	15.8	84.2	100.0			
2024	15.7	84.3	100.0			

Source: InfoAccess data warehouse: Applicant records maintained by the Office of Undergraduate Admissions and Recruitment and census date enrollment records maintained by the Office of the Registrar.

Note: Consistent with national standards, new freshmen who begin in summer terms and are still enrolled the following fall are counted as fall term new freshmen.

The term "first generation" means that the student reported that neither of the student's parents earned a four-year college/university degree. In 2018 there is a yet unexplained sharp increase in the number and percentage of applicants reporting that neither of their parents has a four-year college degree. It is not clear how much of the increase is due to a real change in the demographic profile of applicants and how much is due to other factors which may have contributed to a different interpretation of the question on the application for admission.

Data: Academic Planning & Institutional Research, Office of the Provost, clh