

**University of Wisconsin-Whitewater**  
**Fall Enrollment for Degree-Seeking Undergraduate Students**  
**Most Popular First and Second Majors**  
**Among Those Who Double Majored 2020-2024 (5-Year Total)**

Most Popular First Major

Most Popular Second Major

	Double Major Headcount	% of Double Major Headcount
Accounting	420	39.3%
Finance	104	9.7%
Marketing	72	6.7%
Biology	63	5.9%
Psychology	47	4.4%
General Management	37	3.5%
Communication	34	3.2%
English	30	2.8%
Criminology	29	2.7%
Computer Science	27	2.5%
International Business	25	2.3%
General Business	23	2.2%
Music	19	1.8%
Media Arts & Game Development	19	1.8%
Chemistry	19	1.8%
Human Resource Management	16	1.5%
Supply Chain Management	15	1.4%
Social Work	15	1.4%
Communication Sciences & Disorders	15	1.4%
Mathematics	14	1.3%
Economics	14	1.3%
Entrepreneurship	13	1.2%
Business Analytics	13	1.2%
Supply Chain & Operations Management	12	1.1%
Information Technology	12	1.1%

	Double Major Headcount	% of Double Major Headcount
Finance	335	31.2%
Spanish	91	8.5%
Marketing	78	7.3%
Information Technology	67	6.2%
Pre-Professional	61	5.7%
Psychology	52	4.8%
General Management	45	4.2%
Business Analytics	45	4.2%
Economics	31	2.9%
Computer Science	31	2.9%
Management	30	2.8%
Communication	24	2.2%
Criminology	23	2.1%
Entrepreneurship	21	2.0%
Mathematics	19	1.8%
Film Studies	18	1.7%
Supply Chain Management	17	1.6%
Women's & Gender Studies	15	1.4%
Japanese Studies	14	1.3%
Supply Chain & Operations Management	13	1.2%
Sociology	13	1.2%
German	13	1.2%
General Business	13	1.2%
English	13	1.2%
Media Arts & Game Development	12	1.1%
Journalism	12	1.1%

Note: Enrollment is unduplicated by major combination and unique student identifier. Majors reflect Fall semester enrollment only. The headcount equals the total number of unique students with this major (as part of a double major combination) over the last five years. The percentage is calculated by dividing the headcount (defined above) by the total number of unique students who had a double major during the reporting period. Only majors that represent 1.5% or more of the double major population are reported here. Enrollment excludes study away students.

Additional definitions are available in the IRAP Glossary at <https://www.uww.edu/irap/>