

University of Wisconsin-Whitewater
Fall Enrollment for Degree-Seeking Undergraduates
Most Popular First Majors and Second Majors
Among Those Who Double Major 2019-2023 (5-Year Total)

Most Popular First Major

Most Popular Second Major

	Headcount	% 1st Major Headcount
Accounting	441	35.1%
Finance	112	8.9%
Biology	76	6.1%
Marketing	73	5.8%
Psychology	51	4.1%
General Management	46	3.7%
Criminology	33	2.6%
Communication	31	2.5%
International Business	29	2.3%
English	29	2.3%
General Business	27	2.2%
Computer Science	22	1.8%
Music	21	1.7%
Chemistry	21	1.7%
Social Work	20	1.6%
Human Resource Management	19	1.5%
Supply Chain & Operations Management	17	1.4%
Media Arts & Game Development	17	1.4%
Information Technology	17	1.4%
Communication Sciences & Disorders	17	1.4%
Entrepreneurship	14	1.1%
Mathematics	13	1.0%
Economics	13	1.0%

	Headcount	% 2nd Major Headcount
Finance	343	27.3%
Information Technology	96	7.6%
Spanish	95	7.6%
Marketing	84	6.7%
Pre-Professional	75	6.0%
Psychology	59	4.7%
General Management	57	4.5%
Computer Science	36	2.9%
Economics	35	2.8%
Business Analytics	31	2.5%
Communication	23	1.8%
Criminology	22	1.8%
Human Resource Management	20	1.6%
Entrepreneurship	19	1.5%
Supply Chain & Operations Management	18	1.4%
Film Studies	17	1.4%
Management	16	1.3%
Mathematics	16	1.3%
Sociology	16	1.3%
Women's & Gender Studies	16	1.3%
English	15	1.2%
German	14	1.1%
Journalism	13	1.0%

Note: Enrollment excludes study away students. The five-year total represented the addition of the totals in each Fall semester of each year between 2019 and 2023, and the percentage of enrollment represents the proportion of double major during this time period. Only majors that represent 1% or more of the double major population are reported.

Additional definitions are available in the IRP glossary at: <http://www.uww.edu/irp>