



NDSU RAISES CONSUMER SPENDING

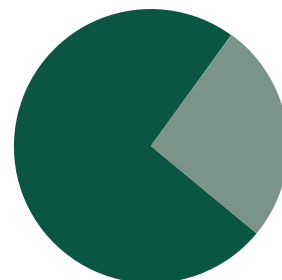
- NDSU serves a region that comprises the entire state of North Dakota and 18 counties in Minnesota within a 100-mile radius of Fargo, where the main campus is located.
- In the 2010-11 reporting year, NDSU employed 2,528 full-time and 42 part-time faculty and staff, with an annual payroll of **\$229.5 million** (including monies paid to student workers).
- In addition to payroll, NDSU spent **\$121.1 million** in FY 2010-11 for supplies and services, of which an estimated 56% was spent in the NDSU Service Area.
- NDSU served **17,001** students in FY 2010-11. Of these, 5,659 students came from outside the NDSU Service Area. Non-local students who settle in the region support local businesses through their off-campus expenditures for room and board, entertainment, transportation, and other personal expenses.
- Nearly **354,400** visitors came to NDSU in FY 2010-11. Of these, an estimated 27,680 were from outside the region and spent money at local businesses for food, lodging, and other expenses.

NDSU GENERATES NEW INCOME

- The net added income generated by NDSU operations is equal to approximately **\$201.2 million** each year. Of this, **\$74.8 million** is due to NDSU's research activities alone.
- Spending generated by non-local students contributes **\$25.1 million** in added regional income to the NDSU Service Area economy each year. Non-local visitors contribute another **\$2.9 million** in added income through their local spending.
- Together, the total spending effect of NDSU and its students and visitors annually adds **\$229.2 million** in income to the regional economy.
- Further to the spending effect, NDSU also generates a productivity effect due to the accumulation of skills acquired by past and present students who are employed in the NDSU Service Area workforce. The impacts stemming from these skills amounts to **\$655.4 million** in added regional income each year.
- The sum of the spending effect and the productivity effect yields a total of **\$884.6 million** in annual added income due to NDSU and its students. This value is approximately equal to 20,170 average-wage jobs in the NDSU Service Area.

Added Income in NDSU Service Area Due to NDSU (\$ Millions)

PRODUCTIVITY
EFFECT
\$655.4



SPENDING
EFFECT
\$229.2

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