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

*EMSI* is a leading provider of socioeconomic impact and strategic planning tools to colleges and universities in the U.S. and Canada. Visit us at www.economicmodeling.com for more information. To see the full documentation of the study, please contact NDSU.