



The Economic Value of the University of New Brunswick



ECONOMIC IMPACT ANALYSIS

↑ = 100 jobs

1 out of every 17

jobs in New Brunswick is supported by the activities of UNB and its students

TOTAL ANNUAL IMPACT OF THE UNIVERSITY OF NEW BRUNSWICK

\$1.8 billion
Added income
- OR -
20,915
Jobs supported



Alumni impact

Impact of the increased earnings of UNB alumni and the businesses they work for

\$1.4 billion

Added income

an economic boost similar to hosting NHL games 459x

- OR - 16,011 Jobs supported



Operations spending impact

Impact of annual payroll and other spending

\$224.9 million

Added income

enough to buy 5,795 new cars

- OR -

2,421 Jobs supported



Start-up and spin-off company impact

enough to buy 10,974 families a year's worth of groceries

\$125.5 million

Added income

1,090 Jobs supported

- OR -



Student spending impact

\$45.9 million

Added income

657 Jobs supported

- OR -



Research spending impact

\$43.6 million

Added income

499 Jobs supported



Construction spending impact
\$6.7 million



Visitor spending impact
\$8.6 million

About the University of New Brunswick



9,550 Credit students



4,840 Non-credit students

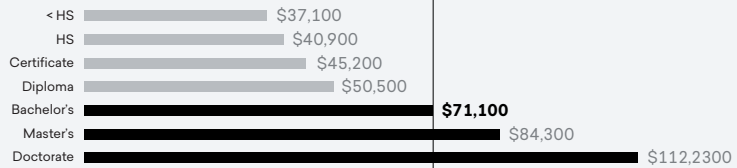


2,128 Employees



INVESTMENT ANALYSIS

The average bachelor's degree graduate from the University of New Brunswick will see an increase in earnings of **\$30,200** each year compared to someone with a high school diploma working in New Brunswick.



For every \$1...



Students gain

\$2.50
in lifetime earnings



Taxpayers gain

\$4.30
in added tax revenue and public sector savings



Society gains

\$6.00
in added provincial revenue and social savings

Sources: Emsi Economic Impact Study: <http://fortune.com/2017/04/12/nhl-playoffs-canadian-economy/>;
<https://www.thestar.com/business/2017/02/07/higher-prices-will-drag-down-canadian-car-truck-sales-in-2017-forecast-says.html>;
<https://globalnews.ca/news/3828492/healthy-food-cost-canada/>