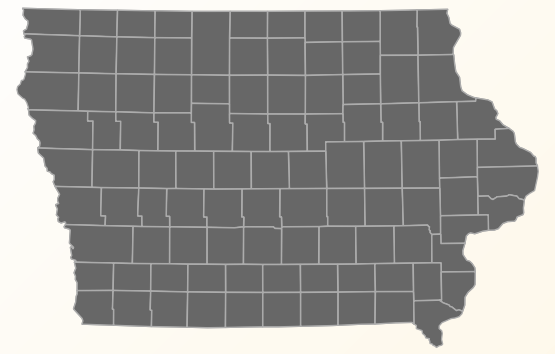


The Economic Value of the University of Northern Iowa



Iowa

About UNI

9,564 Credit students
 743 Non-credit students
 3,983 Employees

Economic impact analysis



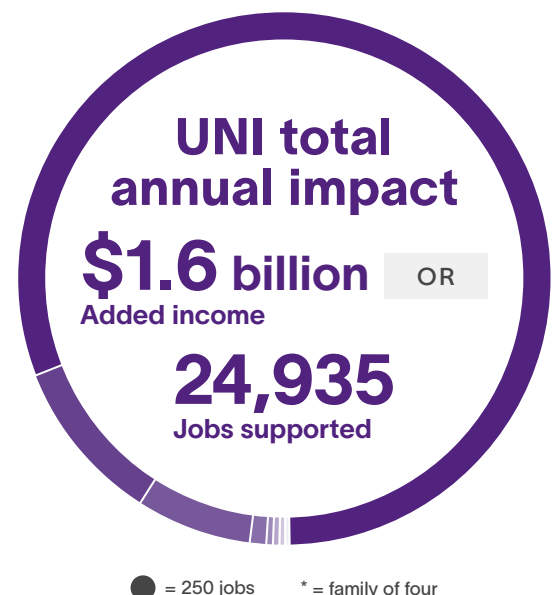
\$1.3 billion Added income
Alumni impact
Impact of the increased earnings of UNI alumni and the businesses they work for

An economic boost similar to hosting the Super Bowl **4x**
 OR **18,521** Jobs supported

1 out of every 87 jobs in Iowa is supported by the activities of UNI and its students.

\$163.3 million Added income
Operations spending impact
Impact of annual payroll and other spending

Enough to buy **3,458** new cars
 OR **3,878** Jobs supported



\$111.9 million Added income
Economic development impact
Impact of start-up and spin-off companies related to UNI in the state

Enough to buy **7,630** families* a year's worth of groceries
 OR **1,692** Jobs supported

\$14.2 million Added income
Volunteerism impact
 OR **496** Jobs supported

\$6.3 million Added income
Construction spending impact
 OR **66** Jobs supported

\$6.1 million Added income
Student spending impact
 OR **106** Jobs supported

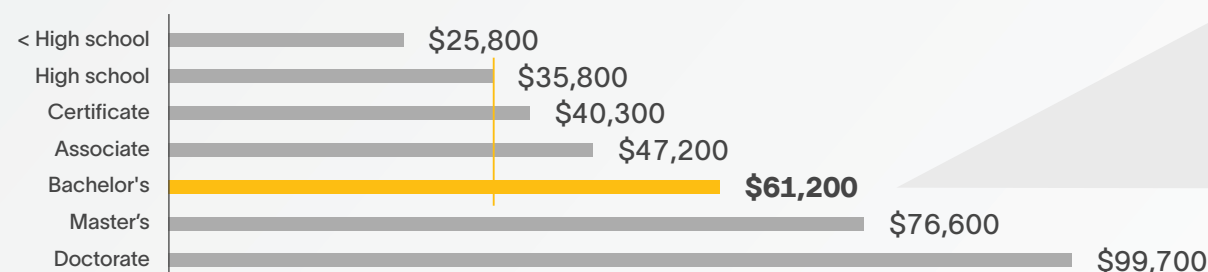
\$5.7 million Added income
Visitor spending impact
 OR **109** Jobs supported

\$3.5 million Added income
Research spending impact
 OR **66** Jobs supported

Investment analysis



Average earnings by education level at career midpoint



The average bachelor's degree graduate from UNI will see an increase in earnings of **\$25,400** each year compared to someone with a high school diploma working in Iowa.

For every \$1...

- Students** gain **\$5.30** in higher lifetime earnings
- Taxpayers** gain **\$1.20** in added tax revenue and public sector savings
- Society** gains **\$5.30** in added income and social savings

Sources: Lightcast Economic Impact Study; <https://apnews.com/article/super-bowl-nfl-sports-business-los-angeles-827ec0047d78d4585b88dec9a9cb882f>; <https://www.coxautoinc.com/market-insights/kbb-atp-february-2024/>; https://fns-prod.azureedge.us/sites/default/files/resource-files/Cost_Of_Food_Low_Moderate_Liberal_Food_Plans_February_2024.pdf