




# The Economic Value of Lenoir-Rhyne University

## About LRU

 **2,366**  
Degree-seeking students


 **150**  
Non-degree-seeking students

 **503**  
Employees



## Economic impact analysis








**\$70.8 million** Added income  
**Alumni impact**  
*Impact of the increased earnings of LRU alumni and the businesses they work for*

An economic boost similar to hosting the World Series **11x**

OR **1,234** Jobs supported









**\$35.5 million** Added income  
**Operations spending impact**  
*Impact of annual payroll and other spending*

Enough to buy **751** new cars

OR **551** Jobs supported








**\$6.1 million** Added income  
**Student spending impact**  
*Impact of the daily spending of LRU students attracted to or retained in the region*

Enough to buy **419** families\* a year's worth of groceries

OR **122** Jobs supported



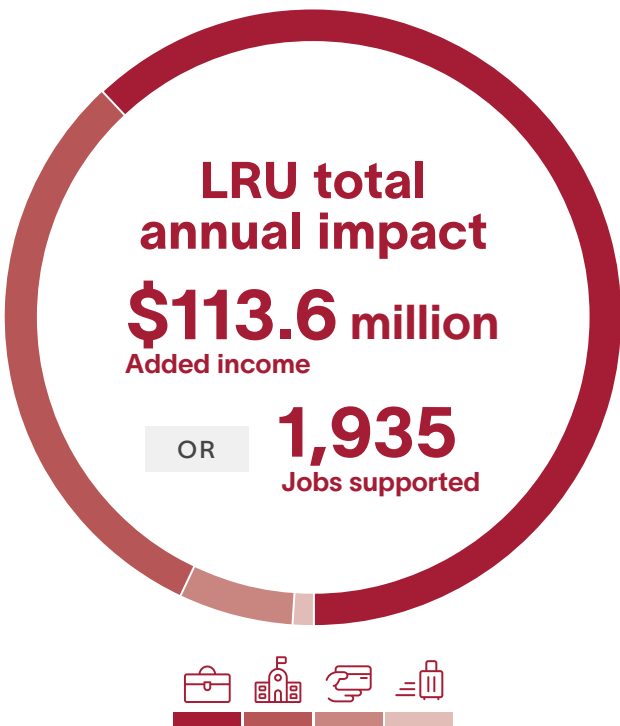




**\$1.2 million** Added income  
**Visitor spending impact**  
*Impact of visitors attracted to the Unifour for events hosted by LRU*

OR **28** Jobs supported



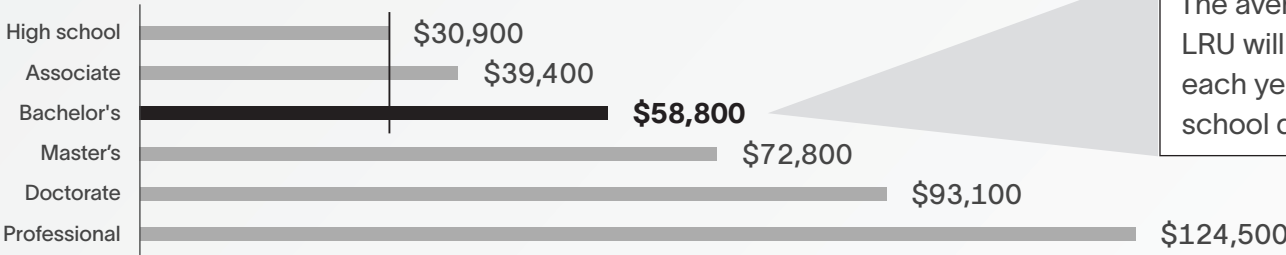


● = 25 jobs    \* = family of four

## Investment analysis





### Average earnings by education level at career midpoint




The average bachelor's degree graduate from LRU will see an increase in earnings of **\$27,900** each year compared to someone with a high school diploma working in North Carolina.

For every \$1...






Students gain **\$3.60** in lifetime earnings



Society gains **\$7.60** in added income and social savings

In total...



Taxpayers gain in added tax revenue and public sector savings

**\$67.3 million**