



**MORE
WAKE**

What is an **ECONOMIC IMPACT ANALYSIS?**

Measures how an institution affects the local economy



What is an **INVESTMENT ANALYSIS?**

A comparison of the costs and benefits to determine the return on investment

Georgian has a significant impact on the regional economy

and generates benefits in return for investments made by students, taxpayers and society.



\$1.7 billion

Total income added to the region

5.3%

Of region's GRP

22,752

Total jobs supported in the region



1.8

Benefit-cost ratio for students

5.4

Benefit-cost ratio for taxpayers

8.3

Benefit-cost ratio for society

Economic impact analysis



Operations spending impact

College payroll and other spending + ripple effects

\$202.9 million

added regional income, *or*

2,043

jobs supported in the region



Student spending impact

Relocated/retained student spending + ripple effects

\$64.4 million

added regional income, *or*

1,447

jobs supported in the region



Alumni impact

Higher alumni earnings and increased business profit + ripple effects

\$1.4 billion

added regional income, *or*

19,262

jobs supported in the region

Total impact

\$1.7 billion

total income added
in the region *or*

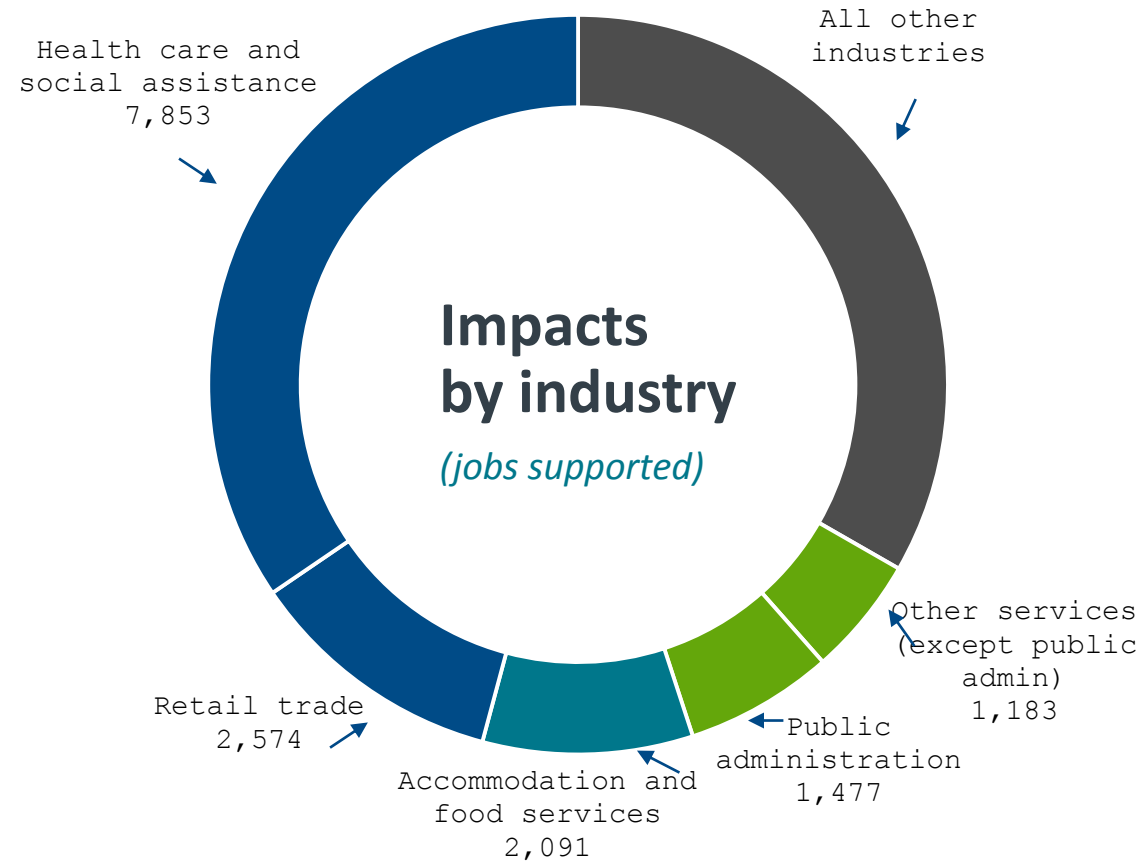
5.3% of region's GRP

22,752

total jobs supported
in the region *or*

1 out of 15

jobs in the region



Investment analysis



Student perspective

\$954.3 million

Benefit: Higher future earnings

\$534.5 million

Cost: Tuition, supplies, opportunity cost

1.8 Benefit/cost ratio

12.0% Rate of return



Taxpayer perspective

\$397.1 million

Benefit: Future tax revenue, government savings

\$73.6 million

Cost: Provincial and local funding

5.4 Benefit/cost ratio

26.6% Rate of return



Social perspective

\$5.2 billion

Benefit: Future earnings, tax revenue, private savings

\$625.2 million

Cost: All college and student costs

8.3 Benefit/cost ratio

N/A* Rate of return

A comparison of the costs and benefits to determine the return on investment. Future benefits are discounted to the present.

*The rate of return is not reported because the beneficiaries are not necessarily the same as the original investors.

MORE W@BE

Owen Sound
Campus

