



**\$2.2 BILLION**

**ADDED STATEWIDE INCOME**

# Return on Investment

For every \$1 invested\*...

**STUDENTS** gain  
**\$5.80** in lifetime earnings

\*in tuition, fees, supplies, student loan interest, and opportunity costs

**TAXPAYERS** gain  
**\$3.20** in tax revenue & public sector savings

\*in public funding to App State



**HIGHER EARNINGS:** Compared to NC high school graduates, App State grads see average increased earnings of:

**\$31,100** added annually

**Bachelor's degrees**

**\$44,800** added annually

**Master's degrees**

**\$68,200** added annually

**Doctoral degrees**



**\$2 billion**

Alumni Earnings & Productivity Net Impact



**\$33 million**

Student Spending Net Impact



**\$276 million**

Operations Spending Net Impact



**\$6.5 million**

Visitor Spending Net Impact



**\$35 million**

Construction Spending Net Impact



**\$5 million**

\*Volunteerism Net Impact