# App State NC Economic Impact

**$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

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## 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

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- **$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

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Economic Impact Analysis by Lightcast