

University of Windsor: Economic Impact (2006 – 2007)

The University of Windsor is strategically located in one of North America's most important economic areas. The Windsor region is where approximately 40% of Canada-U.S. trade crosses the border, which translates into over \$220 billion worth of goods. The region is also the center of the automotive industry in North America, with Windsor as the automotive capital of Canada. The University has been able to capitalize on its location, but it also contributes significantly to the region.

- ▷ The University's total gross expenditure in 2006 - 2007 was over \$272 million, including \$22.5 million for research.
- ▷ The University purchases furniture, equipment, supplies, computer technology, and a variety of other goods and services. In 2006 - 2007, these and other non-salary and benefit expenditures totaled to about \$112 million, which includes purchases made in connection with the University's research activities. These purchases inject over \$175 million into the economy inclusive of the multiplier¹.
- ▷ The University of Windsor generates \$1.06 for every dollar of funding from federal and provincial governments, through student fees, investment income, ancillary enterprises, donations and other grants. In 2006 - 2007 the University received about \$134 million dollars in government funding.
- ▷ With approximately 5518 employees, the University of Windsor is the largest² employer in the Windsor region. This figure includes all faculty, session instructors, teaching assistants, graduate assistants, librarians, administrative, operations, technical staff, student employees and Assumption University employees. The total number of positions (some individuals may hold two positions, for example a professor may also hold a research chair position) provided by the University of Windsor is 6392.
- ▷ Over 59% of University of Windsor students come from Windsor or its surrounding areas. The University of Windsor therefore contributes in raising the education level of the population in the Windsor region as well as increasing the overall accessibility of post-secondary education.

¹ The multiplier can be found on the Statistics Canada website and for 2006 -2007 it is 1.565

² This information was received from the Windsor Service Canada Centre. The economic development office's Manufacturing Directory along with other directories (agricultural, home builders, internal sources, etc.) were used to obtain the data. It is important to note that some employers' information is more recent than others.

- ▷ The extended University community of employees, students and alumni stands at about 49,000³ people in the Windsor region. That makes up about 20%⁴ of the working population in the Windsor area. In 2006 - 2007, the University of Windsor had a gross payroll of over \$149 million. The direct return to the Windsor region is about \$75 million, which translates into an overall total return of close to \$117 million when the multiplier effect is taken into account.
- ▷ The 16,183 (see the following table for break-down of enrolment) University of Windsor students registered in 2006 - 2007 are estimated to have spent close to \$117.5⁵ million (not counting direct payments to the University for tuition, books, student fees and residence charges) in the eight months during their studies (September to April). With the multiplier effect, the economic impact is approximately \$184 million.

<u>University of Windsor - FALL 2006 ENROLMENT</u>			
	UNDERGRAD	GRADUATE	TOTAL
FULL-TIME	11,529	1,312	12,841
PART-TIME	<u>3,175</u>	<u>167</u>	<u>3,342</u>
TOTAL	14,704	1,479	<u><u>16,183</u></u>

- ▷ About 33 % of all University of Windsor active alumni are living in the Windsor region. Therefore about 1,600⁶ members of the 2007 graduating class are expected to remain in the Windsor region. By having a University degree, the 2007 graduating class has increased its average yearly earnings by approximately \$124⁷ million before taxes.
- ▷ The University of Windsor and the individuals associated with it (employees, students and alumni) infuse an estimated \$665 million into the economy in 2006-2007, inclusive of the multiplier. That figure does not include the expenditures made by student organizations or money spent by employees who have retired from the University and continue to live in the Windsor region, or by visitors attracted to Windsor by the University of Windsor (including conference attendees, parents of students, and individuals who attend University sporting and cultural events).

³ This figure includes university employees, students and alumni in the Windsor & surrounding area

⁴ This figure is achieved by taking the extended University community and dividing it into the number of individuals over 15 years of age with incomes, in the Windsor area. A number of our alumni may be retirees; therefore the 20% may be higher than the actual figure.

⁵ The figure is approximately \$7,257 per student, and it was worked out based on information found in TD Bank Financial Group article

⁶ This figure was reached by taking 33% of the graduates for 2007

⁷ Statistics Canada show that on average an employee with a university degree makes \$25,545 more than an employee who has only a high school degree