Western Carolina University created $511.3 million in added income in its 10-county service region of Western North Carolina during the 2012-13 fiscal year, according to study released by UNC General Administration and conducted by Economic Modeling Specialists International (EMSI). This economic impact is equal to approximately 2.7 percent of the total Gross Regional Product of the WCU service region and is equivalent to creating 10,475 jobs.

WCU’s 10-county service region for the purpose of this report consists of Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Swain and Transylvania counties.

**Total Economic Impact: $511.3 million**

$166.7 million
**Operations Spending Impact**
(the equivalent of 2,945 jobs)
Payroll and non-pay expenditures to support the day-to-day operations of WCU amounted to $111 million and $82.7 million, respectively, and provided approximately $166.7 million in added regional income, which is equivalent to creating 2,945 jobs.

$849.7 thousand
**Research Spending Impact**
(the equivalent of 15 jobs)
Research activities of WCU improve the regional economy by employing people; making purchases for equipment, supplies and services; and facilitating new knowledge creation. The $493,000 spent on research generates $849,700, which is equivalent to creating 15 new jobs.

$2.3 million
**Construction Spending Impact**
(the equivalent of 79 jobs)
WCU built or renovated a number of its facilities during the analysis year, generating a short-term infusion of income and jobs in the regional economy, amounting to $2.3 million in added regional income or the equivalent of 79 new jobs.

$39.9 million
**Student Spending Impact**
(the equivalent of 895 jobs)
Approximately 67 percent of graduate and undergraduate students attending WCU originated from outside the region, and their expenditures added approximately $39.9 million in regional income, which is equivalent to creating 895 new jobs.

$34.8 million
**Visitor Spending Impact**
(the equivalent of 897 jobs)
Out-of-region visitors attracted to the service region by activities at WCU spent money at hotels, restaurants, gas stations and other regional businesses, adding approximately $34.8 million in regional income, which is equivalent to creating 897 new jobs.

$266.7 million
**Alumni Impact**
(the equivalent of 5,643 new jobs)
The accumulated contribution of former WCU students currently employed in the WCU service region amounted to $266.7 million in added regional income, which is equivalent to creating 5,643 new jobs.
Western Carolina University created $901.8 million in additional income in the state of North Carolina during the 2012-13 fiscal year, according to a study released by UNC General Administration and conducted by Economic Modeling Specialists International (EMSI). This economic impact is equivalent to creating 15,381 new jobs.

**Total Economic Impact: $901.8 million**

$143.3 million

**Operations Spending Impact**

(the equivalent of 2,427 jobs)

Payroll and non-pay expenditures to support the day-to-day operations of WCU amounted to $111 million and $82.7 million, respectively, and provided approximately $143.3 million in added state income, which is equivalent to creating 2,427 jobs.

$1 million

**Research Spending Impact**

(the equivalent of 17 jobs)

Research activities of WCU improve the state economy by employing people; making purchases for equipment, supplies and services; and facilitating new knowledge creation. The $493,000 spent on research generates $1 million, equivalent to 17 new jobs.

$1.8 million

**Construction Spending Impact**

(the equivalent of 74 jobs)

WCU built or renovated a number of its facilities during the analysis year, generating a short-term infusion of income and jobs in the state economy, amounting to $1.8 million in added state income, equivalent to 74 new jobs.

$7.6 million

**Student Spending Impact**

(the equivalent of 140 jobs)

Approximately 9 percent of graduate and undergraduate students attending WCU originated from outside the state, and their expenditures added approximately $7.6 million in state income, which is equivalent to creating 140 new jobs.

$17.3 million

**Visitor Spending Impact**

(the equivalent of 443 jobs)

Out-of-state visitors attracted to North Carolina by activities at WCU spent money at hotels, restaurants, gas stations and other regional businesses, adding approximately $17.3 million in state income, which is equivalent to creating 443 new jobs.

$730.6 million

**Alumni Impact**

(the equivalent of 12,281 new jobs)

The accumulated contribution of former WCU students currently employed in North Carolina amounted to $730.6 million in added state income, which is equivalent to creating 12,281 new jobs.

WCU is a University of North Carolina campus and an Equal Opportunity Institution.