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The Economic Contribution of Utah State University

Utah State University strengthens Utah's economy through high-quality education; research and innovation; institutional, student, and visitor spending; and broad societal benefits.

June 2025
Updated March 2026

Kem C. Gardner POLICY INSTITUTE
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Analysis in Brief

Utah State University (USU) generates substantial economic activity statewide. The estimates presented here focus specifically on the economic contribution tied to USU's direct spending through operations, capital and construction projects, and out-of-state student and visitor expenditures. USU's educational and research missions create additional long-term value by developing human capital and strengthening the workforce. While these broader benefits are addressed qualitatively, they are not captured in the economic contribution estimates.

Key Findings

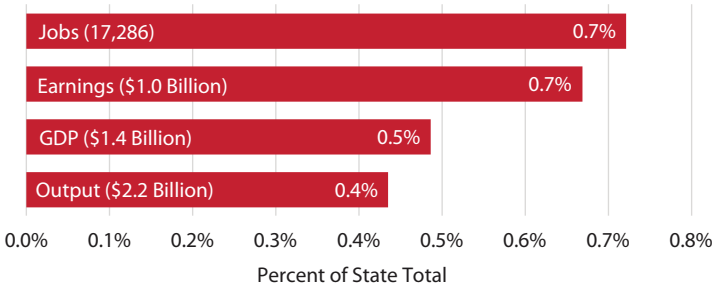
- **Employment** – USU directly employed 10,436 individuals in FY 2023, making it the largest employer in Cache County and the seventh largest employer statewide. Including indirect and induced jobs, USU supports more than 17,000 jobs in Utah, representing 0.7% of jobs statewide.
- **Economic Activity** – USU supported a total of $1.0 billion in earnings, $1.4 billion in gross domestic product (GDP), and $2.2 billion in output (total sales) in Utah in FY 2023. This accounts for about 0.7% of total earnings, 0.5% of GDP, and 0.4% of total output statewide.

Top 10 Employers in Utah, FY 2023

Rank	Company	Industry	Average FY 2023 Employment
1	Intermountain Health	Health Care and Social Assistance	20,000+
2	University of Utah (including Hospital)	Higher Education	20,000+
3	State of Utah	State Government	20,000+
4	Walmart	Retail Trade	20,000+
5	Brigham Young University	Higher Education	15,000-19,000
6	Hill Air Force Base (civilian employees)	Federal Government	10,000-14,999
7	**Utah State University**	**Higher Education**	**10,000-14,999**
8	Davis County School District	Public Education	7,000-9,999
9	Smith's Food & Drug	Retail Trade	7,000-9,999
10	Northrop Grumman	Manufacturing	7,000-9,999

Source: Utah Department of Workforce Services

Utah State University Statewide Economic Contribution, FY 2023



Note: Includes direct, indirect, and induced effects.
Source: Kem C. Gardner Policy Institute analysis of Utah State University data using IMPLAN 2023

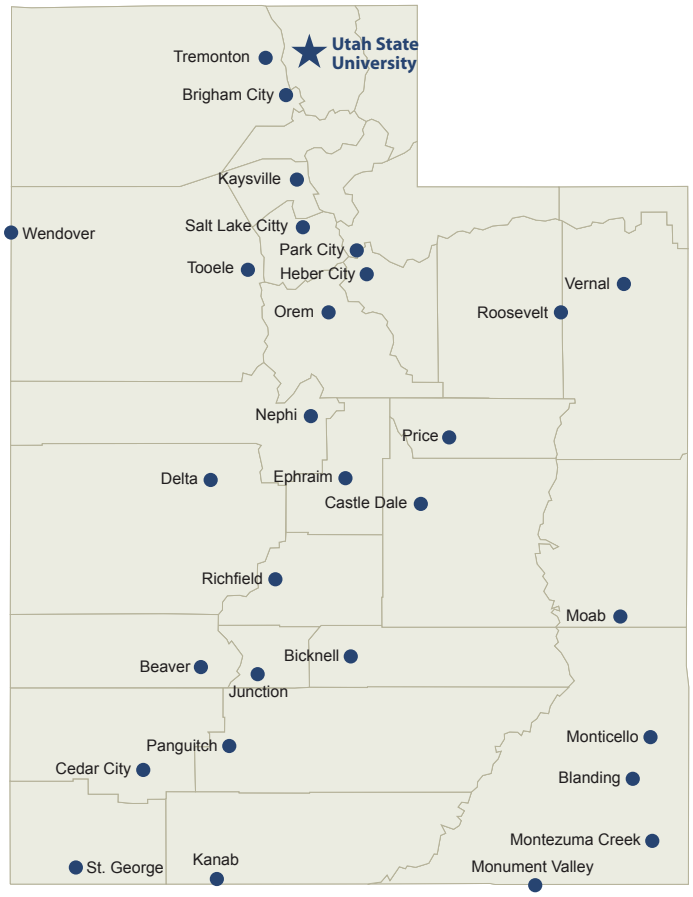
- **Education** – USU enrolled more than 28,000 students across more than 300 degree and certificate programs during the 2022-23 academic year. USU awarded 6,764 degrees and certificates during this same period, equipping graduates for a wide range of careers in Utah's economy. More than half of USU graduates work in-state five years after graduation.
- **Research** – USU received $450 million in research funding in FY 2023, with 74% coming from federal sources bringing new money to the state. This research funding supports 6,665 jobs, $385 million in earnings, $518 million in GDP, and $967 million in output statewide, a significant portion of USU's total economic contribution.
- **Societal Benefits** – Beyond its quantifiable economic contribution, USU benefits its students, employees, and community across four key areas: workforce quality and development, research and commercialization, student experience, and community supports and services.

Overview

Founded in 1888, Utah State University (USU) serves as the state's land-grant university with a strong focus on research, campus extension, and high-quality education. Headquartered in Logan, Utah, USU's statewide network of campuses offers diverse undergraduate and graduate programs in agriculture, engineering, business, and more. The university also houses the Space Dynamics Laboratory, a leading research entity advancing national defense, space exploration, and commercial innovation.

While USU's educational and research missions generate long-term value by developing human capital, strengthening the workforce, and enriching the community, these broader benefits are not included in the economic contribution estimates. Instead, the estimates presented here focus solely on the short-term, measurable effects of university-related spending. This includes activity associated with USU's Logan campus, statewide campuses, and the Space Dynamics Laboratory.

Figure 1: Utah State University Statewide Campuses



Source: Utah State University

Economic Analysis

USU directly employed 10,436 individuals in FY 2023, making it the largest employer in Cache County and the seventh largest employer statewide (Table 1). Four different types of spending comprise USU's economic contribution: operations (including employment and associated compensation), capital and construction expenditures, nonresident student spending, and nonresident visitor spending. Based on these spending drivers, USU's FY 2023 contributions were 17,286 direct and indirect jobs, $1.0 billion in earnings, $1.4 billion in gross domestic product (GDP), and $2.2 billion in output in Utah (Table 2, Figure 2).

Table 1: Top 10 Employers in Utah, FY 2023

Rank	Company	Industry	Average FY 2023 Employment
1	Intermountain Health	Health Care and Social Assistance	20,000+
2	University of Utah (including Hospital)	Higher Education	20,000+
3	State of Utah	State Government	20,000+
4	Walmart	Retail Trade	20,000+
5	Brigham Young University	Higher Education	15,000-19,000
6	Hill Air Force Base (civilian employees)	Federal Government	10,000-14,999
7	**Utah State University**	**Higher Education**	**10,000-14,999**
8	Davis County School District	Public Education	7,000-9,999
9	Smith's Food & Drug	Retail Trade	7,000-9,999
10	Northrop Grumman	Manufacturing	7,000-9,999

Source: Utah Department of Workforce Services

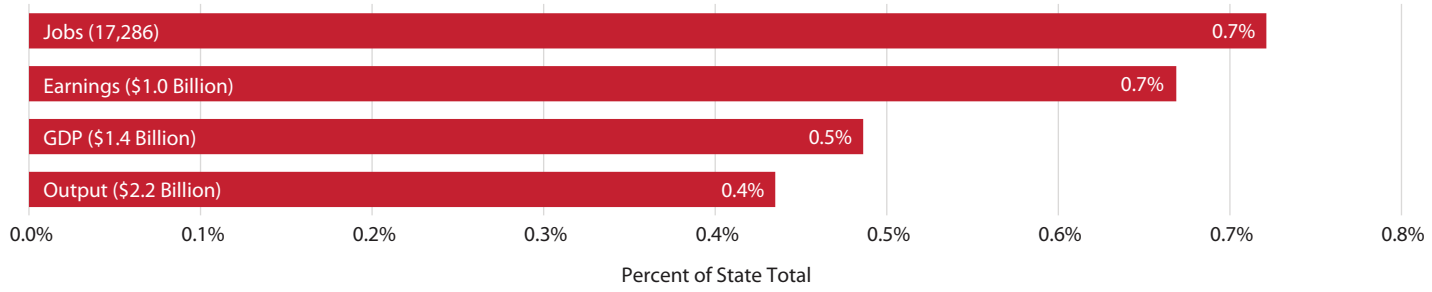
Table 2: Utah State University Statewide Economic Contribution, FY 2023

Dollars in Millions

	Jobs	Earnings	GDP	Output
Logan Campus	**12,091**	**658**	**886**	**1,435**
Direct	7,415	391	391	722
Indirect & Induced	4,676	267	495	713
Statewide Campuses	**2,442**	**120**	**150**	**207**
Direct	1,892	90	90	110
Indirect & Induced	550	30	60	97
Space Dynamics Lab	**2,753**	**260**	**340**	**548**
Direct	1,129	159	159	265
Indirect & Induced	1,624	101	181	283
USU Total	**17,286**	**1,038**	**1,376**	**2,190**
Direct	10,436	640	640	1,098
Indirect & Induced	6,850	398	736	1,092

Note: Jobs, earnings, and GDP associated with direct spending on construction and capital, student spending, and visitor spending are included in the indirect and induced effects.
Source: Kem C. Gardner Policy Institute analysis of Utah State University data using IMPLAN 2023

Figure 2: Utah State University Statewide Economic Contribution, FY 2023



Note: Includes direct, indirect, and induced effects.
Source: Kem C. Gardner Policy Institute analysis of Utah State University data using IMPLAN 2023

Statement of Methods

Many university economic impact and contribution studies do not clearly define the scope, direct expenditures, models, and multipliers at the beginning of the report.[7] The following statement provides this information. See Appendix B for additional details.

Geographic Scope

This report highlights USU's economic contribution in the state of Utah.

Units of Analysis

This study evaluates economic activity for four major categories distinguishing between the Logan campus, statewide campuses (campuses other than Logan), and the Space Dynamic Laboratory.

1. ***Operations:*** Ongoing expenditures for the Logan campus, statewide campuses, and the Space Dynamics Laboratory (shown separately).
2. ***Capital and Construction:*** Average annual construction and capital expenditures for the Logan campus, statewide campuses, and the Space Dynamics Laboratory (shown separately).
3. ***Nonresident Student Spending:*** Off-campus spending by out-of-state students within the state, adjusted for wages earned in Utah, for the Logan campus and statewide campuses (shown separately).
4. ***Nonresident Visitor Spending:*** Off-campus spending by out-of-state visitors to the Logan campus.

Year of Analysis

This study analyzes economic activity produced during USU's Fiscal Year 2023 (July 1, 2022 – June 30, 2023). The report expresses amounts in 2023 dollars.

Model and Multipliers

This study uses the 2023 version of IMPLAN and its associated multipliers for the state of Utah and the Greater Salt Lake Region (which includes Cache County), the most recent model available at the time of analysis.

Direct Expenditures

USU spent nearly $1 billion on operations in FY 2023 with an additional $94 million on construction and capital (5-year average inflation-adjusted to 2023 dollars). The analysis estimates the contribution of this spending in-state and the subsequent effects. First-round expenditures also include $68 million in off-campus spending by out-of-state students and $1 million by out-of-state visitors.

Inflation Adjustment

Inputs are inflation-adjusted using the Consumer Price Index (CPI) for All Urban Consumers: All Items in U.S. City Average.

Table 3: Utah State University Economic Analysis Direct Expenditures, FY 2023
Dollars in Millions

	Logan Campus	Statewide Campuses	Space Dynamics Lab	Total
Operations (Personnel)	$391	$90	$159	$640
Operations (Non-personnel)	$217	$16	$82	$315
Construction & Capital	$65	$2	$27	$94
Student Spending	$65	$3	NA	$68
Visitor Spending	$1	NA	NA	$1
Total	**$739**	**$111**	**$268**	**$1,118**

NA: Not applicable
Source: Kem C. Gardner Policy Institute analysis of Utah State University data

Economic Terms

University economic contribution and impact studies measure an institution's economic effect on a region.

Economic contribution: Contributions capture the extent of all university spending within the study region (regardless of the origin of funds) and show its reach and magnitude in the region. This study highlights USU's economic contributions from operations, construction, and capital spending. Including all spending enables reasonable comparisons with similar studies from other higher education institutions.

Economic impact: Impact studies measure changes in the size and structure of a region's economy when goods and services are purchased within the region with out-of-region or "new" money. This includes money generated outside the region or can also result from "import substitution," where residents would have to import goods and services if an industry did not exist locally. Impact analyses attempt to measure what portion of the contribution would not exist if the institution did not exist. Student and visitor spending included in the analysis are considered economic impacts, as they count only spending from students and visitors from outside the study region.

Appendix A provides an economic impact analysis of USU operations, capital, and construction spending in addition to nonresident student and visitor spending. Because student and visitor spending is only counted when it comes from out-of-state, the contribution and impact of this spending are equivalent.

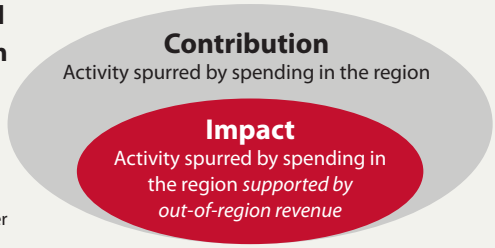
Direct spending by the university generates economic effects that ripple through the economy, creating additional economic activity. This is measured through three main components:

- ***Direct effects***: Generated by spending on wages of USU employees and direct purchases from vendors within the study region.
- ***Indirect effects:*** Produced when USU's local suppliers hire employees and make purchases from other local vendors.
- ***Induced effects:*** Occur when employees of USU and its suppliers spend their wages in the local economy.

This analysis measures economic effects in four ways: jobs, earnings, gross domestic product (GDP), and output. These measures capture different aspects of the economy and are not summable.

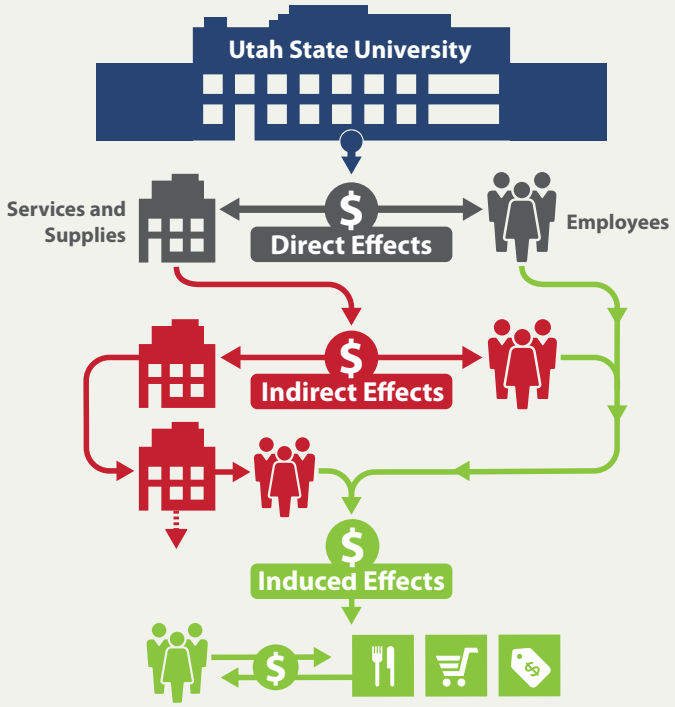
- **Jobs:** The annual average number of full-time and part-time jobs (not workers) counted equally, including wage and salary and self-employed positions.
- **Earnings:** The total of wage and salary disbursements, employer-paid benefits and payroll taxes, and self-employment income.
- **GDP:** The market value of all goods and services produced in Utah capturing only the "value added" by labor and capital, avoiding double-counting intermediate sales. GDP provides the most common measure of total economic activity in a region and equals total output less the value of intermediate inputs purchased to produce that output.
- **Output:** The gross value of all transactions in a region's economy, representing total industry sales and reflecting both final purchases and intermediate inputs resulting in double-counting of some intermediate purchases.

Figure 3: Visual Representation of Economic Contribution and Impact



Source: Kem C. Gardner Policy Institute

Figure 4: Economic Flow of Direct, Indirect, and Induced Economic Effects



Source: Kem C. Gardner Policy Institute

Operational Expenditures

Operational spending accounts for about 90% of USU's statewide economic contribution. USU spent nearly $1 billion in FY 2023—approximately $650 million on payroll and $300 million on goods and services—to support a wide range of operational activities including instruction, research, student services, public service, athletics, arts and culture, operations and maintenance, academic and institutional support, and insurance. This spending supports 15,873 jobs, $955 million in earnings, $1.2 billion in GDP, and $1.9 billion in output statewide (Table 4).

Table 4: Utah State University Operations Spending Statewide Economic Contribution, FY 2023

Dollars in Millions

	Jobs	Earnings	GDP	Output
Logan Campus	**10,957**	**$594**	**$760**	**$1,242**
Direct	7,415	$391	$391	$608
Indirect & Induced	3,542	$203	$369	$634
Statewide Campuses	**2,403**	**$118**	**$146**	**$200**
Direct	1,892	$90	$90	$106
Indirect & Induced	511	$28	$56	$94
Space Dynamics Lab	**2,513**	**$243**	**$313**	**$506**
Direct	1,129	$159	$159	$242
Indirect & Induced	1,384	$84	$154	$264
USU Total	**15,873**	**$955**	**$1,219**	**$1,948**
Direct	10,436	$640	$640	$955
Indirect & Induced	5,437	$315	$579	$993

Source: Kem C. Gardner Policy Institute analysis of Utah State University data using IMPLAN 2023

Capital and Construction Expenditures

USU's construction and capital spending also drive economic contribution. Examples of major construction projects completed within the last five years include the Robert A. Adams Equine-Human Science Arena, Canyon Crest Suites Residence Hall, Information Technology Services building, Gateway Parking Terrace, and several Space Dynamics Laboratory buildings.

USU's capital investment includes vehicles, art collections, machinery, laboratory equipment, and other equipment. Because construction projects and capital purchases often extend over multiple years and vary annually, the analysis uses a 5-year average of annual expenditures (FY 2019 to FY 2023). USU's average annual spending on capital and construction totaled $93 million with $24 million spent on capital and $69 million spent on construction.

This spending supports 786 jobs, $57 million in earnings, $89 million in GDP, and $144 million in output (Table 5).

Nonresident Student Spending

While USU enrolls many local students, a portion of its student body comes from out-of-state. These students bring new money to the region as students spend money off campus on purchases like housing, food from local grocery stores and restaurants, transportation, entertainment, and recreation at local venues. In the 2022-23 academic year, more than 6,000 out-of-state students attended USU in-person, making up 25% of the in-person student population (Table 6).

Table 5: Utah State University Construction and Capital Spending Statewide Economic Contribution, FY 2023

Dollars in Millions

	Jobs	Earnings	GDP	Output
Logan Campus	538	$39	$62	$100
Statewide Campuses	8	$1	$1	$1
Space Dynamics Lab	240	$17	$26	$43
USU Total	**786**	**$57**	**$89**	**$144**

Note: Includes direct, indirect, and induced effects stemming from $94 million of direct expenditures with an estimated $81 million occurring in-state.
Source: Kem C. Gardner Policy Institute analysis of Utah State University data using IMPLAN 2023

Table 7: Utah State University Out-of-State Student Spending Economic Impact, FY 2023

Dollars in Millions

	Jobs	Earnings	GDP	Output
Logan Campus	581	$24	$63	$91
Statewide Campuses	32	$1	$3	$5
USU Total	**613**	**$25**	**$66**	**$96**

Note: Includes direct, indirect, and induced effects stemming from $68 million of direct expenditures with an estimated $60 million occurring in-state.
Source: Kem C. Gardner Policy Institute analysis of Utah State University data using IMPLAN 2023

Table 6: Utah State University Students, Fall 2023

	Logan Campus	Statewide Campuses	All Campuses	Share of Total Students	Share of In-Person Students
In-Person	19,197	5,163	24,360	87.2%	100.0%
In-State	13,310	4,839	18,149	NA	74.5%
Out-of-State	5,887	324	6,211	NA	25.5%
Online/International Campuses	NA	NA	3,583	12.8%	NA
Total	**19,197**	**5,163**	**27,943**	**100.0%**	**NA**

NA: Not applicable.
Source: Utah State University

Each nonresident student spent an estimated $12,000 off campus in FY 2023. This amount excludes tuition, on-campus housing, and other on-campus expenses accounted for in USU's operational spending. After accounting for estimated wages earned in-state, total net off-campus spending amounted to nearly $100 million in FY 2023. This spending supported 613 jobs, $25 million in earnings, $66 million in GDP, and $96 million in output statewide (Table 7).

Visitor Spending

Out-of-state visitor spending also contributes to USU's economic impact. This analysis accounts for estimated spending from visitors attending arts and athletic events, campus tours, and commencement.

- **Arts and Athletic Events** – USU issued more than 170,000 tickets for arts and athletic events in the 2022-23 academic year, drawing 20,000 out-of-state visitors.
- **Campus Tours** – USU provided campus tours to more than 2,000 students in the 2022-23 academic year. These tours drew 1,215 out-of-state students and an additional 1,700 out-of-state guests, resulting in nearly 3,000 out-of-state visitors.
- **Commencement** – More than 4,000 USU graduates attended the 2023 in-person commencement. Based on student origin data and estimating an average of two guests per graduate, USU's commencement brought about 2,400 out-of-state visitors to campus.

These visitors support Utah's economy through spending on lodging, food, and recreational activities. In FY 2023, out-of-state visitors spent an estimated $1.3 million resulting in an economic contribution of 15 jobs, $1 million in earnings, $1 million in GDP, and $2 million in output.

This visitor-spending contribution estimate likely understates economic effects, as some out-of-state visitors come to attend other USU events or visit a student or staff member for reasons other than those included in the analysis.

The Economic Contribution of USU Research

As an R1 research university, USU attracts substantial research funding and advances innovation. R1 status is granted to doctoral universities engaged in the highest levels of research activity reflected in research expenditures, staffing, and number of doctoral degrees awarded. These institutions lead innovation, employ faculty at the top of their field, and provide students with access to state-of-the-art equipment and hands-on research experience.

Utah State University secured $450 million in research funding in FY 2023, with nearly three-quarters from federal sources. The Space Dynamics Laboratory accounts for most of this funding primarily furthering its work in national defense and space exploration. These external research dollars flow into Utah's economy driving additional economic activity statewide.

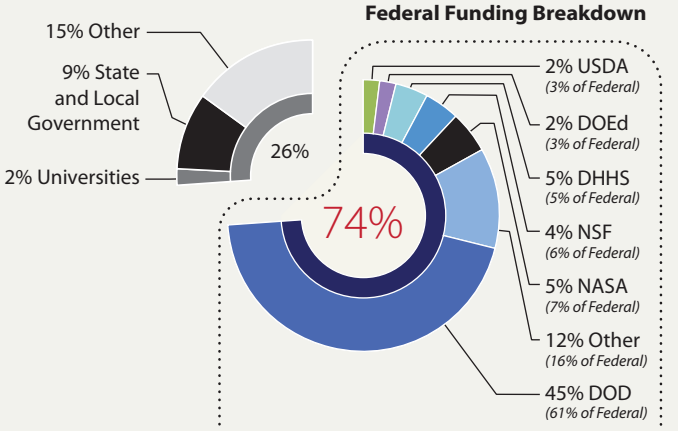
Table 8: Utah State University Research Economic Contribution, FY 2023

	Jobs	Earnings	GDP	Output
USU Research Total	6,665	$385	$518	$967
Direct	3,947	$229	$229	$450
Indirect & Induced	2,718	$156	$289	$517

Source: Kem C. Gardner Policy Institute analysis of Utah State University data using IMPLAN 2023

The economic contribution of research at USU measures the activity generated by research dollars received by the university. This contribution totals 6,665 jobs, $385 million in earnings, $518 million in GDP, and $967 million in output.

Figure 3: Utah State University Research Funding by Source, FY 2023



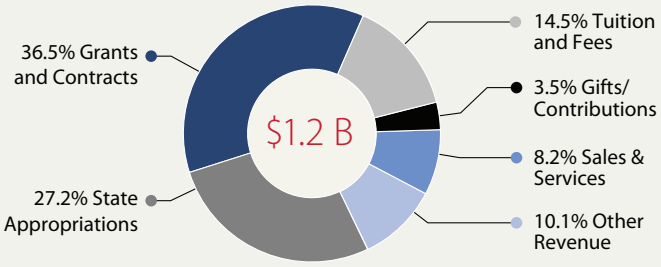
Note: Excludes about $50 million in funding where the source is unknown.
USDA = United States Department of Agriculture; DOEd = Department of Education; DHHS = Department of Health and Human Services; NSF = National Science Foundation; NASA = National Aeronautics and Space Administration; DOD = Department of Defense; Other = All other federal agencies awarding research funding.
Source: Utah State University Office of Research

USU Funding Overview

USU's FY 2023 revenue totaled $1.2 billion. Grants and contracts and state appropriations constitute the university's two largest revenue sources, comprising nearly two-thirds of total revenue. Other revenue sources include tuition and fees, sales and services, gifts and contributions, and investment income (Figure 4).

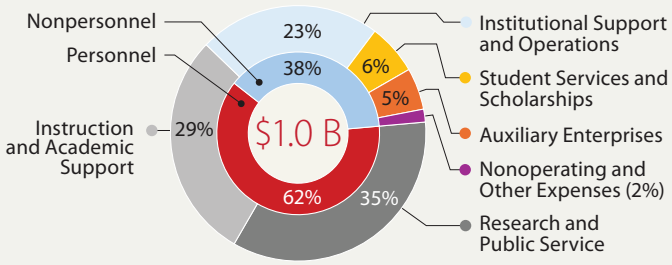
USU's FY 2023 expenditures totaled $1 billion, with nearly two-thirds allocated to research, public service, and instruction and academic support (Figure 5). More than half of all expenses support salaries and benefits of USU employees.

Figure 4: Utah State University Revenue, FY 2023



Note: Grants and contracts include federal, state, and other grants for research and other purposes.
Source: Utah System of Higher Education

Figure 5: Utah State University Expenses, FY 2023



Source: Utah System of Higher Education and USU FY 2023 Annual Financial Report

Societal Benefits

Utah State University offers societal benefits that extend beyond quantifiable economic contributions. While harder to measure, these contributions are central to USU's mission and its value to Utah. While not comprehensive of all USU programs and services, the programs described here highlight some of the societal benefits USU provides in four key areas: workforce quality and development, research and commercialization, student experience, and community supports and services.

Workforce Quality and Development

Economies grow by transforming lower-value inputs into higher-value outputs through factor accumulation (capital and labor) and productivity (the efficiency of turning inputs into outputs). Factor accumulation and productivity are known as the "proximate causes of growth".

Labor, or human capital, plays a critical role in this process. While population growth determines labor quantity, education shapes labor quality. USU enhances workforce quality by preparing students for the job market through access to high-quality education, research opportunities, and hands-on learning across its statewide campus network. This well-educated workforce boosts economic output.

USU contributed to Utah's workforce by educating over 28,000 students in more than 300 degree and certificate programs during the 2022-23 academic year. These programs comprise robust technical education in addition to traditional academic programs. USU awarded 6,764 degrees and certificates during this same period, preparing students for various careers in Utah's economy (Figure 6, Table 9). More than half of USU graduates continue to support the Utah economy as they live and work in Utah after graduation.

Statewide Campuses

USU upholds its land-grant mission by providing access to quality education statewide. In addition to its main campus in Logan, USU operates 29 campuses throughout Utah including two residential campuses in Price (USU Eastern) and Blanding. More than 5,000 students, about 1 in 5 USU students, enrolled at these statewide locations in the 2023 school year. These campuses offer flexible learning options, foster community engagement, and help meet local workforce needs.

Technical Education

USU serves as a technical college for many areas in Utah, providing a wide array of technical certificate programs at its Blanding, Moab, and Eastern (Price) campuses. In total, USU offers more than 30 certificates in technical professions, business & information technology, and health professions that can be completed in 1-3 semesters. These certificates provide an affordable pathway to equip students with critical skills and quickly prepare them for entry into the workforce. USU also provides stackable credits allowing students to use credits earned in technical programs toward associate and bachelor's degrees.

USU's Mission, Vision, and Strategic Direction

Mission: Utah State University is a premier land- and space-grant institution committed to excellence, access, and inclusion.

Vision: We empower all people to lead successful lives of involvement, innovation, and impact.

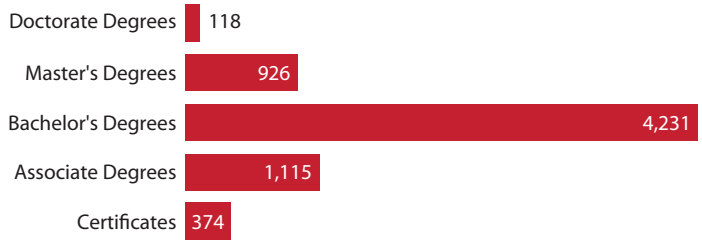
Strategic Direction: We champion exceptional education, research and discovery, and community contribution.

Table 9: Utah State University Degrees and Certificates Awarded by Area of Study, 2022-23

Area of Study	Degrees Awarded
Liberal Arts and Sciences, General Studies and Humanities	874
Business, Management, Marketing, and Related Support Services	719
Health Professions and Related Programs	664
Education	600
Social Sciences	566
Engineering	362
Multi/Interdisciplinary Studies	313
Psychology	285
Agricultural/Animal/Plant/Veterinary Science and Related Fields	262
Computer and Information Sciences and Support Services	240
Biological and Biomedical Sciences	227
Transportation and Materials Moving	186
Parks, Recreation, Leisure, Fitness, and Kinesiology	182
Communication, Journalism, and Related Programs	168
Family and Consumer Sciences/Human Sciences	138
Public Administration and Social Service Professions	117
Visual and Performing Arts	108
Engineering/Engineering-Related Technologies/ Technicians	106
English Language and Literature/Letters	105
Mechanic and Repair Technologies/Technicians	84
Mathematics and Statistics	83
Physical Sciences	62
Natural Resources and Conservation	59
Area, Ethnic, Cultural, Gender, and Group Studies	36
Architecture and Related Services	33
Precision Production	25
Culinary, Entertainment, and Personal Services	22
Foreign Languages, Literatures, and Linguistics	20
Construction Trades	19
Philosophy and Religious Studies	16
Legal Professions and Studies	14
Homeland Security, Law Enforcement, Firefighting and Related Protective Services	2

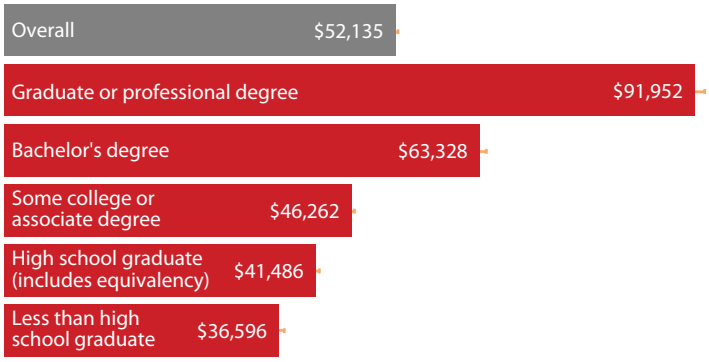
Source: Utah System of Higher Education

Figure 6: Utah State University Degrees and Certificates Awarded by Award Level, 2022-23



Source: Utah System of Higher Education

Figure 7: Utah Median Earnings by Educational Attainment, 2023



Note: Data for the population age 25+. Earnings include wages or salary from a job, or income from being self-employed. These survey-based estimates remain subject to sample variation. Each estimate shows its 90% confidence interval. This interval represents a range of population values that are plausible in light of information in the sample, with a 90% degree of confidence. Reported values for groups with non-overlapping error bars are statistically different to the same degree of confidence.
Source: U.S. Census Bureau, 2023 5-Year American Community Survey estimates

USU Graduates

Most USU graduates continue to live and work within Utah, further contributing to the economy as they enter the workforce. Nearly two-thirds of graduates work in-state one year after graduation and more than half still work in-state five years after graduation (based on 2016 and 2020 graduating cohorts) (Table 10). These alumni contribute to a skilled workforce and continue to support economic growth through spending on goods and services and increased tax contributions. On average, Utah residents with higher educational attainment earn higher wages resulting in increased consumption and larger tax contributions than those with lower educational attainment (Figure 7).

Data for USU graduates also show an association between higher educational attainment and higher wages. Wages for USU graduates are significantly higher five years after graduation than they are one year after graduation (consistent with the increase in wages over a person's lifespan). Inflation-adjusted wages for graduates one year after graduation are higher for the 2020 cohort than for the 2016 cohort for all bachelor's and graduate degrees, signaling wages are increasing faster than inflation for these degree-earners (Table 11).

Table 10: Utah State University Graduates Employment Status

Full-Year Employment at or Above Minimum Wage

	2016 Cohort					2020 Cohort		
	Total Graduates	Employed in Utah One Year After Graduation		Employed in Utah Five Years After Graduation		Total Graduates	Employed in Utah One Year After Graduation	
		Number	Share	Number	Share		Number	Share
Resident	2,904	2,124	73.1%	1,980	68.2%	3,385	2,686	79.4%
Nonresident	2,895	1,357	46.9%	1,147	39.6%	2,953	1,418	48.0%
Total	**5,799**	**3,481**	**60.0%**	**3,127**	**53.9%**	**6,338**	**4,104**	**64.8%**

Note: Employment reflects individuals with earnings of at least $3,770 in each quarter of the fiscal year, equivalent to full-time minimum wage. These data capture employment in firms that report to the unemployment insurance program, which includes most Utah firms. Data does not include individuals who are self-employed, federal employees, or military personnel. Nonresident is defined as a person ever being listed as an out-of-state student prior to graduation.
Source: Kem C. Gardner Policy Institute analysis of Utah Data Research Center data

Table 11: Average Annual Wages of Utah State University Graduates

In FY 2023 Dollars

	2016 Cohort		2020 Cohort
Award Level	One Year Post-graduation	Five Years Post-graduation	One Year Post-graduation
Associate Degree	$38,362	$57,041	$30,886
Bachelor's Degree	$43,824	$68,763	$49,054
Graduate Degree	$76,988	$107,579	$78,618

Note: These data capture the wages of individuals with sustained, full-year employment (earning at least the equivalent of full-time minimum wage in each quarter) in firms that report to the unemployment insurance program, which includes most Utah firms. Data do not include self-employed individuals, federal employees, or military personnel. The 5-year post-graduation wages for the 2016 cohort exclude students who reenrolled.
Source: Kem C. Gardner Policy Institute analysis of Utah Data Research Center data

Research and Commercialization

Utah State University prioritizes research and commercialization in its role as Utah's land-grant university and a Carnegie-recognized R1 institution. USU has more than 50 research institutes and centers including the Space Dynamics Laboratory, the Utah Water Research Laboratory, and the Institute for Land Water, and Air, advancing work in defense, space technology, and environmental systems. Strong external funding, a robust undergraduate research program, and expert faculty further support USU's research mission. The university also provides its faculty, staff, and students with technology transfer services that help bring discoveries to market. USU secured $450 million in research awards in FY 2023, underscoring its role in advancing knowledge and addressing critical challenges.

Space Dynamics Lab

The Space Dynamics Laboratory (SDL) drives innovation in space technology, satellite systems, sensors, autonomous platforms, and data processing. SDL serves as one of 15 university-affiliated research centers for the U.S. Department of Defense and secured about 60% of the university's research funding in FY 2023. Nearly all SDL funding comes from external sources bringing new money to Utah. SDL collaborates with NASA, the U.S. Department of Defense, and private industry on projects ranging from national security to space exploration.

Utah Water Research Laboratory

The Utah Water Research Laboratory (UWRL) ranks among the first and largest university-based water research facilities in the nation. Founded more than fifty years ago, the laboratory conducts collaborative water and environmental research to develop innovative solutions and inform science-based water policy and management. The 113,000-square-foot facility, located along the Logan River, includes specialized labs for hydraulics and environmental quality, complemented by field and observatory sites throughout the Logan River watershed and the western United States. These resources support research in water flow, chemistry, and microbiology. As of FY 2023, the laboratory supported about 180 active projects, 50 graduate research assistantships, 74 undergraduate students, and 58 peer-reviewed publications.[1]

Institute for Land, Water, and Air

The Janet Quinney Lawson Institute for Land, Water, and Air addresses Utah's environmental challenges through research, policy engagement, and community collaboration. Focusing on key ecosystems such as the Great Salt Lake, Bear Lake, and the Colorado River, the institute explores issues like declining water levels, air quality, and sustainable land use. By connecting university researchers with Utah decision-makers, the institute helps shape informed polices that support Utah's efforts to manage growth, environmental change, and natural resources effectively.

Technology Transfer Services

Technology Transfer Services (TTS) fosters innovation by managing and protecting intellectual property developed by faculty, staff, and students. TTS works closely with industry partners to guide inventors and entrepreneurs through the patent and commercialization process. In 2024, USU earned $3 million in commercialization revenue, submitted 14 new intellectual property disclosures, filed 14 patent applications, and issued eight patents. TTS also executed 40 new license agreements, 16 non-disclosure agreements, and six material transfer agreements.[2]

Undergraduate Research

USU launched its undergraduate research program in 1975, becoming the second institution in the nation with this type of program, behind MIT. In 2020, USU received the Award for Undergraduate Research Accomplishments (AURA), recognizing its national leadership in undergraduate research and creative inquiry. The program supports students through every research stage, helping them find, fund, and present research. Each year, USU Undergraduate Research and Creative Opportunities (URCO) grants and hosts student showcases and Research on Capitol Hill events. These experiences strengthen students' preparation for careers and graduate study.

Student Experience

The student experience at Utah State University blends tradition, community engagement, and strong support programs. Programs such as the Alumni Association, Office of Global Engagement, and the Faculty-to-Student Mentor Program offer mentorship, global experiences, and support that promote student engagement and empower students to persist through graduation.

Traditions

USU's traditions create a memorable student experience and cultivate a sense of community. Iconic favorites like Aggie Ice Cream, first served in 1921, give students a shared taste of USU's history and culture. Traditions like the "Finals Week Howl," where students release stress by howling together across campus, provide moments of connection. A-Day encourages school spirit and service through student-led projects, a 5K run, a football game, and the time-honored "True Aggie Night" at the Block A. To welcome new students, the Connections Luminary event invites them to light lanterns and walk across the Quad together. Students also rally together through the HURD—USU's student fan section—which brings thousands of students to home games each year. These traditions aim to strengthen student belonging, ease transitions, and build connections that support personal and academic success.

Office of Global Engagement

The Office of Global Engagement at USU enriches students' academic experiences by connecting them with international learning opportunities. Partnering with over 150 universities in more than 85 countries, the office enables students to study a wide range of topics around the world. It also manages international admissions and provides immigration advice for international students and visiting scholars. Programs such as Fulbright and the International Friends Program facilitate meaningful cross-cultural relationships. The office also offers robust support in scholarships, visa guidance, and community integration.

Faculty-to-Student Mentor Program

The Faculty-to-Student Mentor Program supports students across USU's statewide campuses by connecting them with faculty mentors who provide academic guidance, career coaching, and psychosocial support. The program is designed to help students adjust to university life and cultivate a sense of belonging and community amongst faculty and students. Mentees are active participants in personalized, regular meetings where they develop goals with their mentor. This structured support system boosts student engagement and academic success.[3]

Alumni Engagement

Utah State University's alumni network extends the university's impact across the globe, with more than 220,000 alumni worldwide. The Alumni Association, active since 1898, strengthens these ties through mentorship programs, regional chapters, and alumni-exclusive events such as Homecoming and Aggie Family Day. Programs like Aggie Adventures and the Aggie Network connect alumni through travel, career networking, and social events. The alumni community also offers current students valuable support, guidance, and professional connections—opening doors to internships and career opportunities.[4]

Community Supports and Services

USU promotes community engagement through programs and services that benefit both students and the broader community. USU's Center for Community Engagement offers programs that combine student learning with meaningful service and include the Christensen Office for Social Action and Sustainability, Community-Engaged Learning, Education Outreach, and Utah Conservation Corps. These programs empower students to contribute to local and statewide efforts addressing community needs. USU also invites the public to participate in community lectures, athletic events, performance, exhibitions, and volunteer opportunities.

Christensen Office for Social Action and Sustainability

The Christensen Office for Social Action and Sustainability (COSAS) engages USU students in meaningful community service and sustainability efforts. Through the AggiePulse platform and the Aggies Building Community committee, students can discover volunteer opportunities and connect with peers who share a commitment to civic engagement. COSAS also leads Harvest Rescue, a unique sustainability program that addresses food access by organizing volunteers to harvest local produce that would otherwise go to waste. COSAS hosts campus-wide service events throughout the year and alternative spring break trips that benefit communities across the state.

In the 2022-23 academic year, COSAS:

- Gleaned 11,773 pounds of fruit for food pantries,
- Collected over 1,200 in-kind and monetary donations for the William A. Burnard Warming Center,
- Organized two alternative spring break trips focused on animal welfare (Kanab, UT) and sustainability (Jackson, WY),
- Logged 2,475 service hours through seven AmeriCorps student leaders,
- Hosted 20 vendors at the USU Farmers Market, and
- Awarded seven Social Action and Sustainability Grants.[5]

Community-Engaged Learning

USU provides community-engaged learning (CEL) courses that connect academic content with real-world needs. These courses allow students to partner with local organizations to address community-identified priorities while engaging in student learning. In 2023, 647 students participated in 81 CEL courses and worked with 36 community partner organizations. These partnerships enrich student experiences and provide valuable support and capacity for local initiatives.

Education Outreach

USU's Education Outreach program partners with local schools to enhance academic support for students across Cache County. Through initiatives like America Reads, trained mentors engage students with targeted activities that build both academic and social skills. These programs aim to create meaningful, lasting impacts for both the students served and the USU mentors. In 2023, 92 tutors provided nearly 23,000 tutoring hours for the education outreach program.

Utah Conservation Corps

Utah Conservation Corps (UCC) works to conserve Utah's natural landscapes while building community partnerships and enhancing student learning. Through hands-on projects like trail maintenance, habitat restoration, and disaster response, UCC members gain field experience, develop practical skills, and explore careers in environmental conservation. In 2023, UCC engaged 22,649 students in environmental stewardship programs, mobilized 716 volunteers for 5,296 service hours, maintained or built 334 miles of trail, and restored 4,410 acres of habitat.

Arts & Culture

Utah State University enriches its surrounding communities through a wide range of art venues, museums, and cultural programs. The Chase Fine Arts Center Complex—home to the Russ/Wanlass Performance Hall and Morgan Theatre—hosts on-campus performances, while the historic Caine Lyric Theatre in downtown Logan is home to the Lyric Repertory Company's seasonal productions (along with other opera, theater, and film events). The Caine Performance Hall features professional-grade acoustics and showcases groups like the Fry Street Quartet, Utah's only university-based resident string quartet. USU also supports public education and engagement through the Museum of Anthropology, Museum of Geology, Herbarium, Mason Wildlife Exhibit, USU Eastern's Prehistoric Museum, and the Nora Eccles Harrison Museum of Art.

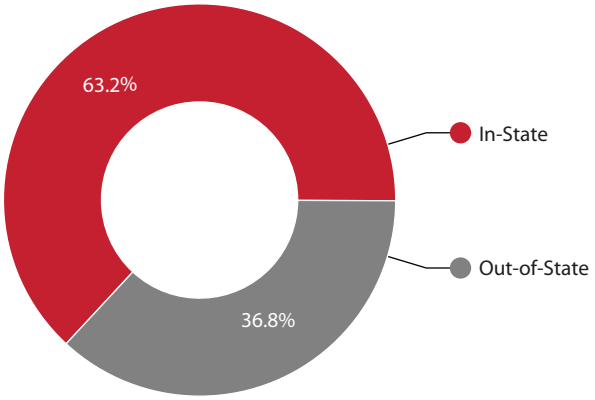
Appendix A: Impact Analysis

Economic Impact

Many university "economic impact studies" capture activity beyond a true economic impact, incorrectly labelling economic contributions as "impacts".[6] Because of this, the results of the economic contribution analysis presented in the main body of the report is likely best suited for comparison with other studies. The economic impact analysis results presented here in Appendix A illustrate the net-new economic activity attributable to USU.

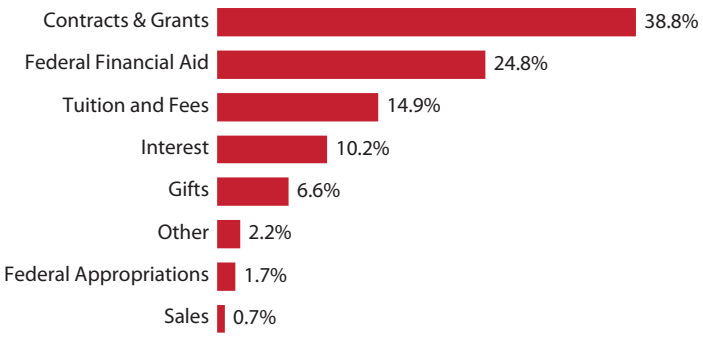
The economic impact refers to the portion of the economic contribution financed by out-of-region revenue. In other words, economic impacts occur when "new money" from outside the regional economy is spent within the region. Thus, USU's economic impact represents the piece of the Utah economy that would not exist without USU. It assumes that without USU, the revenue it currently brings in from outside Utah would not be a part of the state's economy.

Figure 8: Utah State University Campus Revenue by Origin, FY 2023



Source: Kem C. Gardner Policy Institute analysis of Utah State University data

Figure 9: Utah State University Campus Out-of-State Revenue by Source, FY 2023



Note: Federal financial aid includes Pell grants and federal student loans.
Source: Kem C. Gardner Policy Institute analysis of Utah State University data

Table 12: Utah State University Statewide Economic Impact, FY 2023

Dollars in Millions

Impact	Jobs	Earnings	GDP	Output
Logan Campus	**4,831**	**$258**	**$367**	**$587**
Direct	2,732	$144	$144	$303
Indirect & Induced	2,099	$114	$223	$284
Statewide Campuses	**920**	**$45**	**$57**	**$79**
Direct	697	$33	$33	$42
Indirect & Induced	223	$12	$24	$37
Space Dynamics Lab	**2,734**	**$258**	**$337**	**$544**
Direct	1,121	$158	$158	$264
Indirect & Induced	1,613	$100	$179	$280
USU Total	**8,485**	**$562**	**$762**	**$1,211**
Direct	4,551	$335	$335	$609
Indirect & Induced	3,934	$227	$427	$602

Source: Kem C. Gardner Policy Institute analysis of Utah State University data using IMPLAN 2023

Approximately 37% of USU campus revenue represents new money in Utah's economy (Figure 8). Nearly 80% of this external revenue came from grants and contracts, federal financial aid, and tuition and fees from out-of-state students. Interest, gifts, federal appropriations, sales, and other revenue make up the remainder of USU's out-of-state revenue (Figure 9). The Space Dynamics Laboratory receives more than 99% of their funding from out-of-state, thus their economic impact is nearly identical to their economic contribution.

USU's total economic impact includes its out-of-state financed operations, construction and capital spending, and nonresident student and visitor spending. This economic impact totals 8,485 jobs, $562 million in earnings, $762 million in GDP, and $1,211 million in output (Table 12).

Higher education also generates fiscal impacts not captured in this report ranging from narrower estimates tied to university-related tax revenues and public service costs, to broader long-term effects associated with a more highly educated population. These broader fiscal impacts will be explored in future research.

Appendix B: Methods

Model Construction

This analysis uses a custom, multi-regional, 528-sector economic model for Utah. Built using IMPLAN's 2023 database, the model uses input-output (I-O) and social account matrix (SAM) frameworks to estimate how activity in one industry affects the entire economy. While analysts widely use IMPLAN, REMI PI+, and RIMS II for economic impact and contribution analysis, they most commonly utilize IMPLAN to estimate university contributions and impacts. As with any economic model, the accuracy of IMPLAN results depends on the fidelity of model assumptions and the quality of input data.

IMPLAN operates under key I-O model assumptions:

1. *Constant returns to scale* – Inputs per unit of output remain constant.
2. *Fixed input and technology structure* – The mix of inputs and technology necessary to produce a unit of output does not vary.
3. *Zero supply constraints* – Access to in-region and out-of-region raw materials and labor is unlimited.
4. *Fixed output mix* – An industry will produce the same mix of outputs at any level of production.
5. *Static model* – Prices and industry relationships do not change.

Input Data and Geographic Scope

The report's economic contribution and impact analyses use USU's FY 2023 revenue and expenditure data, adjusted to prevent double counting. For example, this report excludes student spending on tuition, fees, and on-campus housing, which serves as revenue for the institution, from the student spending analysis and captures it only in university operational spending. This study measures USU's contribution and impact to the state of Utah.

Measuring Economic Effects

The study utilized multi-regional input-output (MRIO) analysis, inputting direct spending for the Logan Campus and Space Dynamics Laboratory in Utah's Greater Salt Lake Region (Box Elder, Cache, Davis, Juab, Morgan, Rich, Salt Lake, Summit, Tooele, Utah, Wasatch, and Weber counties) and measuring regional effects and effects on the rest of the state. Summing these shows the total effects on Utah as reported. The statewide campuses analysis used only the state of Utah as the region and did not utilize MRIO due to campuses being located across regions.

Operations

The study employs an industry impact analysis technique to measure the economic contribution of university operations broken out by the Logan Campus, other statewide campuses, and the Space Dynamics Laboratory.

- *Direct jobs* – average annual jobs
- *Direct earnings* – Total payroll expenditures (wages, salaries, benefits, and payroll taxes)
- *Intermediate inputs* – Non-payroll operational spending (excluding capital, construction, scholarship spending, out-of-state travel expenses, and debt payments)
- *Output* – The sum of total labor income, intermediate inputs, taxes on production and imports (TOPI), and other property income (OPI). TOPI and OPI are set to zero because USU is a state entity. This results in direct earnings equaling direct GDP.

Direct payroll models labor income that results in induced effects while intermediate inputs model intermediate demand changes that spur additional induced and indirect effects. Logan and statewide campus operations were modeled in industry 481: junior colleges, colleges, universities, and professional schools. Using USU's detailed expenditure data, the Gardner Institute adjusted the spending pattern to align with USU's actual expenditures (Table 13).

All in-state travel expenses were included with 50% allocated to hotels, 25% to ground transportation, and 25% to restaurants. For out-of-state travel and unknown travel, 40% of total expenses were allocated to air transportation (80%) and ground transportation (20%) assuming the hotel and restaurant spending occurred primarily out-of-state. The analysis modelled travel insurance as other insurance and mileage/gas as refined petroleum products.

The analysis models Space Dynamics Laboratory operations in industry 446: scientific research and development services. The spending pattern was not adjusted because detailed financial data was unavailable.

USU provided data on revenue sources to estimate the economic impact. Economic impacts measure the economic activity of spending supported by out-of-region revenue. For statewide impacts, this analysis adjusts all inputs based on the share of out-of-state revenue for campus (36.8%) and the Space Dynamics Lab (99.3%) (Appendix A).

Table 13: Utah State University Spending Pattern, FY 2023

IMPLAN Commodity Code	IMPLAN Commodity Category	Share of Spending	
		Logan Campus	Statewide Campuses
3458	Services to buildings	22.8%	14.0%
3374	All other miscellaneous manufactured products	17.1%	28.8%
3464	Other educational services	14.7%	6.0%
3460	Other support services	7.6%	6.4%
3450	All other miscellaneous professional, scientific, and technical services	7.0%	4.7%
3426	Other insurance	4.2%	1.3%
3443	Other computer related services, including facilities management services	3.6%	1.6%
3407	Books	3.0%	0.1%
3034	Electricity	3.0%	4.6%
3043	Natural gas distribution	2.9%	3.5%
3396	Air transportation services	2.2%	2.3%
3044	Water, sewage and other systems	1.8%	1.5%
3287	Electronic computers	1.2%	2.6%
3504	Grantmaking, giving, and social advocacy services	1.1%	0.6%
3447	Advertising, public relations, and related services	1.0%	3.0%
3428	Funds, trusts, and other financial services	0.9%	5.2%
3146	Refined petroleum products	0.8%	2.0%
3400	Transit and ground passenger transportation services	0.8%	1.6%
3433	General and consumer goods rental services except video tapes and discs	0.7%	2.5%
3118	Cut and sewn apparel	0.5%	1.5%
3410	Software publishers	0.5%	0.2%
3144	Printed materials	0.4%	0.5%
3489	Hotels and motel services, including casino hotels	0.4%	2.1%
3019	Support activities for agriculture and forestry	0.3%	0.1%
3367	Office supplies (except paper)	0.3%	0.6%
3494	Automotive repair and maintenance, except car washes	0.2%	0.4%
3491	Full-service restaurant services	0.2%	1.0%
3442	Computer systems design services	0.2%	0.05%
3436	Leasing of nonfinancial intangible assets	0.2%	0.02%
3417	Satellite, telecommunications resellers, and all other telecommunications	0.2%	0.5%
3403	Couriers and messengers services	0.1%	0.2%
3432	Automotive equipment rental and leasing services	0.1%	0.3%
3411	Motion pictures and videos	0.04%	NA
3399	Truck transportation services	0.03%	0.01%

NA: Not applicable.
Source: Kem C. Gardner Policy Institute analysis of Utah State University data using IMPLAN 2023

Construction and Capital

Due to the multi-year and variable nature of construction projects and capital purchases, the analysis modeled these purchases using a 5-year average of expenditures, adjusted to FY 2023 dollars. This analysis models construction expenditures for buildings as industry output in IMPLAN 48: construction of new educational and vocational structures. It models construction expenditures related to structure improvements as IMPLAN 55 – maintenance and repair construction.

The analysis models capital expenditures as commodity output events. USU provided detailed data for FY 2023 capital expenditures that were matched to IMPLAN commodities with each commodity share applied to the 5-year average (Table 14). The analysis adjusts inputs based on USU's out-of-state revenue share for campus (36.8%) and Space Dynamics Lab (99.3%) to estimate statewide economic impacts.

Nonresident Students

USU provided student headcount data with the number of students attending from in-state and out-of-state (Table 6). The analysis excludes online and international campus students and assumes that living expenses, like food, do not differ between full-time and part-time students. USU also provided cost of attendance estimates for the 2022-23 academic year. The analysis assumes each student attended two semesters and excludes spending on tuition/fees, books/supplies, and on-campus housing as these were largely accounted for in the university's operational expenditures. To finalize nonresident student spending estimates, the analysis adjusted expenditures to account for student earnings in Utah to be consistent with the exclusion of off-campus spending of resident students from the analysis. Therefore, the economic contribution of nonresident students is equivalent to the economic impact.

The Gardner Institute obtained wage data from the Utah Data Research Center (UDRC) for all USU students for FY 2019 and FY 2020, the latest available years. Based on these data, approximately 30% of out-of-state students earned wages in state with average annual earnings of $12,000 (FY 2023 dollars).

To refine the estimate, the analysis used two-thirds of these wages to account for two semesters of attendance and then applied a spending share for off-campus housing, food, transportation, and personal expenses, adjusting for excluded costs (tuition/fees and books/supplies). The analysis then multiplied these adjusted average wages by the number of students working out-of-state and out-of-region and subtracted this amount from total spending.

Table 14: Utah State University Capital Spending Commodities, FY 2023

IMPLAN Commodity Code	IMPLAN Commodity Description	Logan Campus	Statewide Campuses	Space Dynamics Laboratory
3407	Books	31.1%	2.9%	NA
3324	Automobiles and light duty motor vehicles	19.0%	27.2%	1.9%
3306	Analytical laboratory instruments	12.8%	18.3%	NA
3260	All other industrial machinery	6.6%	9.4%	12.6%
3337	Aircrafts	5.8%	8.3%	NA
3252	Farm machinery and equipment	5.5%	7.9%	NA
3289	Computer terminals and other computer peripheral equipment	2.7%	3.9%	62.2%
3293	Audio and video equipment	2.7%	3.8%	NA
3261	Commercial and service industry machinery	2.0%	2.8%	NA
3254	Construction machinery	1.7%	2.4%	NA
3325	Heavy duty trucks	1.3%	1.8%	NA
3323	All other miscellaneous electrical equipment and components	1.0%	1.4%	NA
3374	All other miscellaneous manufactured products	0.9%	1.2%	NA
3481	Independent artists, writers, and performers	0.8%	NA	NA
3327	Truck trailers	0.7%	1.0%	NA
3300	Electromedical and electrotherapeutic apparatus	0.7%	1.0%	NA
3301	Search, detection, and navigation instruments	0.6%	0.9%	NA
3286	Scales, balances, and miscellaneous general purpose machinery	0.6%	0.9%	NA
3287	Electronic computers	0.6%	0.8%	NA
3297	Capacitors, resistors, coils, transformers, and other inductors	0.5%	0.6%	NA
3365	Sporting and athletic goods	0.4%	0.6%	NA
3370	Musical instruments	0.3%	0.4%	NA
3283	Industrial process furnaces and ovens	0.3%	0.4%	NA
3313	Major household appliances	0.3%	0.4%	NA
3366	Dolls, toys, and games	0.2%	0.3%	NA
3303	Industrial process variable instruments	0.2%	0.2%	14.8%
3335	Other motor vehicle parts	0.2%	0.2%	NA
3258	Food product machinery	0.1%	0.2%	NA
3271	Speed changers, industrial high-speed drives, and gears	0.1%	0.2%	NA
3326	Motor vehicle bodies	0.1%	0.1%	NA
3352	Institutional furniture	0.1%	0.1%	NA
3264	Air conditioning, refrigeration, and warm air heating equipment	0.05%	0.1%	NA
3315	Motors and generators	0.05%	0.1%	NA
3308	Watches, clocks, and other measuring and controlling devices	0.04%	0.1%	NA
3275	Air and gas compressors	0.03%	0.05%	NA
3284	Fluid power cylinders and actuators	0.02%	0.03%	NA
3299	Other Electronic Components	NA	NA	3.3%
3446	Scientific research and development services	NA	NA	5.2%

NA: Not applicable.
Source: Kem C. Gardner Policy Institute analysis of Utah State University data using IMPLAN 2023

After calculating direct spending, the Gardner Institute used IMPLAN to estimate indirect and induced contributions. The analysis modelled spending as industry output events across eight IMPLAN industries. Off-campus housing estimates were modelled in IMPLAN 430: Tenant-occupied housing. Food spending estimates were modelled in IMPLAN 493: All other food and drinking places. Transportation expenses were split among IMPLAN 391: Retail – Gasoline Stores, 426: Insurance carriers, except direct life, and 594: Automotive repair and maintenance, except car washes. Personal expenses were modeled under 395: Retail – Miscellaneous store retailers, 486: Other amusement and recreation, and 499: Personal Care Services. The share of spending in each category was based on spending data from the U.S. Bureau of Labor Statistics Consumer Expenditure survey for the under 30 population.

These estimates are likely conservative for several reasons:

1. Some students attend three semesters or live in-region year-round leading to higher spending than accounted for in these estimates.
2. The analysis excludes all spending on books and supplies since the share spent off-campus could not be determined.
3. Cost of attendance data likely underestimates spending. While these estimates provide something close to a minimum cost of living for students, some students likely exceed these estimates while living in-region.

Nonresident Visitors

To estimate the economic effects of nonresident visitor spending, the analysis estimates both total visitors and average spending per visitor. Visitor spending estimates include three USU event types: Athletic & Arts Events, campus tours, and commencement (Table 7). The analysis conservatively assumes one day in-region for visitors to these events.

After estimating total visitors, the analysis applied total spending assumptions and expenditure patterns to estimate total visitor spending. The analysis used Omnitrak's general leisure visitor profile data for Logan, Ogden, and Brigham City for three recent years (2021-2023), to derive total spending and expenditure pattern assumptions as averages. The analysis applies the spending patterns and amount spent per day by Logan/Ogden/Brigham City visitors to USU visitors.

While USU is located in Logan, the analysis includes Ogden and Brigham City visitor spending data to enhance the visitor survey sample size and produce more accurate spending estimates. Ogden and Brigham City are located 50 and 25 miles south of Logan, respectively. Based on these data, an average visitor spends a total of $65 per day. The analysis models this spending as industry output across eight IMPLAN categories (Table 15). The analysis multiplies average spending in each category by the estimated number of visitors from out of state before modelling.

Table 15: Utah State University Estimated Visitor Spending, FY 2023

IMPLAN Industry Code	IMPLAN Industry Description	Average Spending (per person, per day)
432	Automotive Rental	$3
391	Retail - Gas Station	$6
489	Hotels	$17
491	Full-service restaurants	$11
389	Retail - Food & Beverage	$3
486	Other amusement and recreation	$8
395	Retail - Miscellaneous	$3
502	Other personal services	$1
Total		**$65**

Note: Based on the Omnitrak general leisure profile for Logan, Ogden, and Brigham City from 2021 to 2023, inflation-adjusted to 2023 dollars.
Source: Kem C. Gardner Policy Institute analysis of Omnitrak data using IMPLAN 2023

Research

The study employs an industry impact analysis technique to measure the economic contribution of USU research activities. This estimate is based on USU's FY 2023 research funding ($450 million) modeled as economic output across two industry codes: 463: Junior colleges, colleges, universities, and professional schools; and 446: Scientific research and development services. The contribution provided in the report averages these two sets of results. This approach offers a high-level estimate of the economic activity tied to research operations.

USU Graduate Analysis

The Utah Data Research Center (UDRC) provided data on USU graduates from 2016 and 2020. These data included the degree/award, residency status, whether the individual was working in-state (based on uninsurance claims from DWS), and their wages for one and five years postgraduation if they were working. These data come from educational records (Utah System of Higher Education) and workforce records (Utah Department of Workforce Services).

The Gardner Institute then calculated the share of graduates working in-state and average wages one and five years postgraduation by residency status and degree type.

Utah Data Research Center Disclaimer

Some of the data for this research was accessible through Utah's state longitudinal data system database administered by the Utah Data Research Center, which includes data supplied by UDRC members. This research, including the methods, results, and conclusions neither necessarily reflect the views of, nor are endorsed by, the UDRC members. All errors are the responsibility of the author.

Endnotes

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