



# Goodwin University

## Economic Impact \$281,582,802

The total economic impact of a university can be measured in terms of the direct and induced economic impact of a university's activity on the local economy.

**TOTAL DIRECT SPENDING**  
**\$ 169,648,634**

Direct spending is defined as the amount of money spent directly by the university, university employees, students, and visitors.

**INDUCED SPENDING**  
**\$ 111,934,168**

The induced economic impact is the additional employment and expenditures of local industries that result because of direct spending.



Direct Spending by Employees  
**\$ 36,630,500**



Direct Spending by Students  
**\$ 31,211,276**



Direct Spending by Visitors  
**\$ 167,943**



University Purchases  
**\$ 16,958,931**



Investment Spending  
**\$ 6,000,000**



**Goodwin University**  
brings opportunity to the region  
**2,066**  
**JOBS CREATED**



Connecticut is home to  
**5,986 ALUMNI**

Prepared by: *The Connecticut Conference of Independent Colleges*

Source: Connecticut Independent College and University Institute for Research and Public Service, Inc., Economic Impact Study, 2021

The previous version of this report used the value of capital assets as a measure of investment spending. The current report uses actual investment spending data obtained from member institutions. Due to the change in methodology, it is not advisable to compare the results of the present report to prior year economic impact reports.