



ECONOMIC IMPACT STUDY



UNIVERSITÉ DE MONCTON
EDMUNDSTON MONCTON SHIPPAGAN

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SUMMARY

Economists Maurice Beaudin, Pierre-Marcel Desjardins and André Leclerc have produced an economic impact study that shows that the Université de Moncton contributes in a significant way to the growth of New Brunswick and Canada. The main results of the study are:

The Université de Moncton contributes more than \$1.6 billion to the growth of New Brunswick and Canada. In 2015, the institution generated more than \$466 million in annual sales in New Brunswick and more than \$237 million in Canada. For that same year, the contributions of Université de Moncton undergraduate and postgraduate students working in New Brunswick are estimated at nearly \$900 million. The Université de Moncton generated at least 2,770 full-time equivalent jobs in the province and approximately 935 full-time equivalent jobs elsewhere in the country. In the area of research, the Université de Moncton's economic impact hit \$11 million in 2015, or \$30,000 on average per professor. This performance translates into a major contribution to the advancement of knowledge. The Université de Moncton's teaching faculty publishes more than 400 scientific articles in any given year.

The Université de Moncton's impact, including that of its graduates, is felt throughout all areas of New Brunswick, particularly in those where one of its three campuses are located.

- In 2015, the Edmundston campus generated more than \$49 million in annual sales in New Brunswick and more than \$22 million in Canada as well as 300 full-time equivalent jobs in the province and 90 full-time equivalent jobs elsewhere in Canada.

- In 2015, the Shippagan campus generated more than \$44 million in annual sales in New Brunswick and \$21.5 million elsewhere in the country as well as nearly 260 full-time equivalent jobs in New Brunswick and 85 full-time equivalent jobs elsewhere in Canada.
- Also, in 2015, the Moncton campus generated more than \$372 million in annual sales in New Brunswick and more than \$193 million elsewhere in Canada, as well as more than 2,200 full-time equivalent jobs in New Brunswick and approximately 760 full-time equivalent jobs elsewhere in Canada.
- In 2015, the estimated contribution of Université de Moncton undergraduate and postgraduate students working in New Brunswick was shared as follows among the three campuses: \$88.2 million for the Edmundston campus; \$78.5 million for the Shippagan campus; and \$732.4 million for the Moncton campus.

As an institution which receives public funding, it must be noted that the Université de Moncton gives back more than \$55 million¹ annually to government tax coffers. In fact, in 2015, the Government of New Brunswick received nearly \$21 million thanks to the presence of the Université de Moncton while the federal government received more than \$25.5 million. As well, in 2015, the governments of other provinces and territories received \$8.5 million in tax revenue thanks to the Université de Moncton.

¹ This amount does not include the contributions of Université de Moncton graduates.

ABOUT THE AUTHORS

MAURICE BEAUDIN

Maurice Beaudin has been an economics and geography professor at the Université de Moncton (Shippagan campus) since 2003. Previously, he was a researcher and assistant director at the Canadian Institute for Research on Regional Development in Moncton. Mr. Beaudin received a master's degree in economics from the Université de Moncton and a doctorate in economic geography from the Université de Nantes (1997). Professor Beaudin has published numerous works, notably on the dynamics of regional labour markets and skills needs, on the periphery resource economies of the Maritimes, on the issue of fishing and marine products, as well as on the adaptation of minority francophone minority groups in Canada. His research has been published in national and international scientific publications, including: *Minorités linguistiques et société*, *The Canadian Geographer*, *Recherches sociographiques*, *Francophonies d'Amérique*, *Presses de l'Université Laval*, *University of Ottawa Press*, *Presses de l'Université de Rennes*, as well as *Langage et Société*. He has also undertaken research on behalf of organizations as well as provincial and federal agencies. He was an adviser for the National Working Group on Seasonal Economies.



His current research focuses on regional labour markets, as well as on the new rural-urban landscapes in the Maritimes.

PIERRE-MARCEL DESJARDINS

Pierre-Marcel Desjardins teaches economics at the Université de Moncton (Moncton campus) where he is a professor and director of the École des Hautes études publiques. His current research focuses on regional and rural economic development, public policy, as well as commerce. He has been called upon as an expert in economic development for the governments of Canada and New Brunswick, as well as the United Nations and the Organisation for Economic Co-operation and Development (OECD).

Mr. Desjardins has been a member of the board of directors of UNI Financial Cooperation since 2008 and its chair since 2012. UNI is the first credit union in Canada to obtain a federal charter. He chaired a panel of the Atlantic Canadian premiers on the impacts of employment insurance reform and was a member of the working group on Province of New Brunswick pensions. From 2001 to 2012, he chaired the management board of the Pays de la Sagouine.



ANDRÉ LECLERC

André Leclerc is an economics professor at the Université de Moncton (Edmundston campus). He focuses on two major research areas: the socioeconomic development of francophone communities and the economics of co-operatives. He has just finished a study on innovation in northern New Brunswick. In the co-operative sector, his recent research has focused on co-operative development in Acadie, the performance of credit unions, the development of co-operatives, financial services marketing, behaviour of co-operative members, engagement and satisfaction of credit union employees and banking production.

He was recently published in *Géographie, Économie et Société*, *Energy & Environment*, *Journal of Retailing and Consumer Services*, *Journal of Service Science and Management*, *Journal of Services Marketing*, *Annals of Public and Cooperative Economics*, *Canadian Journal of Nonprofit and Social Economy Research*, and *Revue d'analyse économique*.



SECTION 1

GENERAL ECONOMIC IMPACT OF THE UNIVERSITÉ DE MONCTON

1.1 METHODOLOGY

The data used to measure various components are the following:

1. Operations: expenditures for 2015, supplied by the Université de Moncton's finance department. To avoid double accounting, the impact of tuition fees and accommodations expenses for students living on the campuses are not included in the operations component. These figures are taken into account in the student expenditures component.
2. Research and development (R&D): expenditures for 2015, supplied by the Université de Moncton's finance department.
3. Fixed assets: average annual expenditures for 2013 to 2015, supplied by the Université de Moncton's finance department.
4. Student expenditures: expenditures available on the Université de Moncton website (<http://www.umoncton.ca/duca/node/10>).
5. Visitor expenditures: precise data on the number of visitors and their expenditures are not available. The authors used a study approach similar to studies done for the University of Calgary², University of Alberta³, University of Victoria⁴ and Simon Fraser University⁵: eight visitors for each undergraduate student, staying three nights per visit. Visitors' estimated expenditures vary among the studies from \$300 to \$315 per day. The authors used the assumption that expenditures per visitor were \$300 per day.

An input-output model was used afterwards in order to quantify with relative precision the total and detailed economic impact of these five categories of expenditures. The principle of the input-output model is that it “basically tracks funds spent per sector.” For example, a university employee will spend his salary at the grocery store, a corner store or the hardware store. As a result, these expenditures will have an effect. Store staff will spend their income, pay sales tax and income tax, etc. The input-output model takes into account the various facets of the economy specifically based on inputs (purchases) and outputs (production) in various major sectors of the economy.

Data supplied by Research Infosource were used to evaluate the annual economic impact of the research undertaken by the Université de Moncton's teaching faculty. This impact was evaluated at \$11 million (approximately \$30,000 per professor) in an estimated 372-member teaching faculty in 2015-2016⁶.

The term “full-time equivalent” used in the study refers to 48 weeks of full-time work regardless of the number of individuals. This could include, for example, four individuals with 12 weeks of full-time work, two with 24 weeks of work, etc.

² http://www.ucalgary.ca/publications/files/publications/economic_impact_report_2013.pdf

³ <https://www.ualberta.ca/business/-/media/9DAF0AABA74E4BE389134AC719C1AD6A>

⁴ <http://www.inst.uvic.ca/other/2012-UVic-Economic-Impact-Report-web.pdf>

⁵ http://www.sfu.ca/content/dam/sfu/irp/special_reports/Economic.Impact.2012.13.pdf

⁶ <http://www.umoncton.ca/versludem2020/page.php?page=auj>

1.2 TABLES

Table 1. Summary of total annual economic impact of the Université de Moncton (three campuses) – Direct, indirect and induced impact: Expenditures (operational, R&D, fixed assets, students, visitors) (2015; annual average of three years – 2013-2015 – for fixed assets)

SALES GENERATED

In New Brunswick	\$466,474,269
Elsewhere in Canada	\$237,474,597
Total in Canada	\$703,948,866

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	2,771.5
Elsewhere in Canada	935.9
Total in Canada	3,707.4

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$215,263,643
Elsewhere in Canada	\$94,227,595
Total in Canada	\$309,491,238

GOVERNMENT REVENUE

Government of New Brunswick	\$20,985,241
Other provincial governments	\$8,516,252
Government of Canada	\$25,524,950

Table 2. Summary of Université de Moncton economic impact (three campuses)

SALES GENERATED

In New Brunswick	\$200,409,601
Elsewhere in Canada	\$75,446,545
Total in Canada	\$275,856,146

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	1,241.9
Elsewhere in Canada	297.0
Total in Canada	1,538.8

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$98,278,568
Elsewhere in Canada	\$30,772,787
Total in Canada	\$129,051,356

GOVERNMENT REVENUE

Government of New Brunswick	\$9,234,121
Other provincial governments	\$2,791,667
Government of Canada	\$10,622,529

Table 3. Summary of Université de Moncton economic impact (three campuses)
 – Direct, indirect and induced impact: R&D expenditures

SALES GENERATED

In New Brunswick	\$69,198,006
Elsewhere in Canada	\$31,847,614
Total in Canada	\$101,045,620

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	353.3
Elsewhere in Canada	128.6
Total in Canada	481.9

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$30,340,879
Elsewhere in Canada	\$12,660,419
Total in Canada	\$43,001,298

GOVERNMENT REVENUE

Government of New Brunswick	\$3,053,645
Other provincial governments	\$1,130,766
Government of Canada	\$4,184,411

Table 4. Summary of Université de Moncton economic impact (three campuses)
 – Direct, indirect and induced impact: Fixed asset expenditures

SALES GENERATED

In New Brunswick	\$6,145,621
Elsewhere in Canada	\$6,924,337
Total in Canada	\$13,069,958

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	30.0
Elsewhere in Canada	27.4
Total in Canada	57.4

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$2,249,762
Elsewhere in Canada	\$2,738,543
Total in Canada	\$4,988,305

GOVERNMENT REVENUE

Government of New Brunswick	\$196,451
Other provincial governments	\$245,538
Government of Canada	\$441,989

Table 5. Summary of Université de Moncton economic impact (three campuses)
 – Direct, indirect and induced impact: Student expenditures

SALES GENERATED

In New Brunswick	\$123,749,433
Elsewhere in Canada	\$86,440,823
Total in Canada	\$210,190,256

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	647.8
Elsewhere in Canada	336.1
Total in Canada	983.9

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$57,683,105
Elsewhere in Canada	\$33,776,058
Total in Canada	\$91,459,163

GOVERNMENT REVENUE

Government of New Brunswick	\$6,074,734
Other provincial governments	\$3,015,281
Government of Canada	\$7,834,564

Table 6. Summary of Université de Moncton economic impact (three campuses)
 – Direct, indirect and induced impact: Visitor expenditures

SALES GENERATED

In New Brunswick	\$66,971,608
Elsewhere in Canada	\$36,815,278
Total in Canada	\$103,786,886

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	498.6
Elsewhere in Canada	146.8
Total in Canada	645.4

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$26,711,328
Elsewhere in Canada	\$14,279,788
Total in Canada	\$40,991,116

GOVERNMENT REVENUE

Government of New Brunswick	\$2,426,290
Other provincial governments	\$1,333,000
Government of Canada	\$2,973,336

Table 7. Summary of Université de Moncton economic impact (three campuses)
 – Direct, indirect and induced impact: Expenditures (operational, R&D, fixed assets, students, visitors) (2015; annual average of three years – 2013-2015 – for fixed assets)

	SALES	JOBS	GDP
Albert	\$6,380,037	45.7	\$3,390,497
Charlotte	\$4,792,435	24.3	\$1,693,935
Carleton	\$2,387,334	11.4	\$844,697
Gloucester	\$41,537,134	247.2	\$19,403,011
Kent	\$12,083,821	89.7	\$6,577,907
Kings	\$3,598,180	16.8	\$1,332,076
Madawaska	\$42,860,211	271.8	\$20,568,232
Northumberland	\$3,197,094	13.9	\$1,211,590
Queens	\$972,578	5.6	\$402,899
Restigouche	\$3,407,309	13.8	\$1,334,392
Saint-Jean	\$19,581,249	78.6	\$7,165,506
Sunbury	\$1,232,416	6.8	\$495,855
Victoria	\$2,199,307	11.6	\$854,498
Westmorland	\$307,127,774	1,861.9	\$143,600,719
York	\$15,117,390	72.5	\$6,387,475
NB	\$466,472,223	2,771.5	\$215,263,289

Table 8. Summary of Université de Moncton economic impact (Edmundston campus)
 – Direct, indirect and induced impact: Expenditures (operational, R&D, fixed assets, students, visitors) (2015; annual average of three years – 2013-2015 – for fixed assets)

SALES GENERATED

In New Brunswick	\$49,254,216
Elsewhere in Canada	\$22,794,148
Total in Canada	\$72,048,364

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	304.3
Elsewhere in Canada	90.2
Total in Canada	394.4

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$23,488,781
Elsewhere in Canada	\$9,036,564
Total in Canada	\$32,525,345

GOVERNMENT REVENUE

Government of New Brunswick	\$2,255,895
Other provincial governments	\$820,227
Government of Canada	\$2,671,319

Table 9. Summary of Université de Moncton economic impact (Edmundston campus)
 – Direct, indirect and induced impact: Operational expenditures

SALES GENERATED

In New Brunswick	\$24,893,657
Elsewhere in Canada	\$8,909,997
Total in Canada	\$33,803,655

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	158.6
Elsewhere in Canada	35.2
Total in Canada	193.8

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$12,509,030
Elsewhere in Canada	\$3,608,335
Total in Canada	\$16,117,365

GOVERNMENT REVENUE

Government of New Brunswick	\$1,160,505
Other provincial governments	\$328,866
Government of Canada	\$1,316,779

Table 10. Summary of Université de Moncton economic impact (Edmundston campus)
 – Direct, indirect and induced impact: R&D expenditures

SALES GENERATED

In New Brunswick	\$8,768,763
Elsewhere in Canada	\$3,544,423
Total in Canada	\$12,313,186

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	50.5
Elsewhere in Canada	14.3
Total in Canada	64.8

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$4,043,079
Elsewhere in Canada	\$1,395,287
Total in Canada	\$5,438,366

GOVERNMENT REVENUE

Government of New Brunswick	\$400,007
Other provincial governments	\$126,156
Government of Canada	\$464,465

Table 11. Summary of Université de Moncton economic impact (Edmundston campus)
 – Direct, indirect and induced impact: Fixed asset expenditures

SALES GENERATED

In New Brunswick	\$78,955
Elsewhere in Canada	\$395,124
Total in Canada	\$474,079

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	0.4
Elsewhere in Canada	1.6
Total in Canada	2.0

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$30,416
Elsewhere in Canada	\$166,740
Total in Canada	\$197,156

GOVERNMENT REVENUE

Government of New Brunswick	\$2,611
Other provincial governments	\$14,810
Government of Canada	\$15,483

Table 12. Summary of Université de Moncton economic impact (Edmundston campus)
 – Direct, indirect and induced impact: Student expenditures

SALES GENERATED

In New Brunswick	\$9,580,736
Elsewhere in Canada	\$6,694,355
Total in Canada	\$16,275,090

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	50.7
Elsewhere in Canada	26.1
Total in Canada	76.7

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$4,540,255
Elsewhere in Canada	\$2,605,405
Total in Canada	\$7,145,660

GOVERNMENT REVENUE

Government of New Brunswick	\$477,862
Other provincial governments	\$232,718
Government of Canada	\$611,581

Table 13. Summary of Université de Moncton economic impact (Edmundston campus)
 – Direct, indirect and induced impact: Visitor expenditures

SALES GENERATED

In New Brunswick	\$5,932,105
Elsewhere in Canada	\$3,250,249
Total in Canada	\$9,182,354

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	44.2
Elsewhere in Canada	13.0
Total in Canada	57.1

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$2,366,001
Elsewhere in Canada	\$1,260,797
Total in Canada	\$3,626,798

GOVERNMENT REVENUE

Government of New Brunswick	\$214,910
Other provincial governments	\$117,677
Government of Canada	\$263,011

Table 14. Summary of Université de Moncton economic impact (Shippagan campus)
 – Direct, indirect and induced impact: Expenditures (operational, R&D, fixed assets, students, visitors) (2015; annual average of three years – 2013-2015 – for fixed assets)

SALES GENERATED

In New Brunswick	\$44,352,792
Elsewhere in Canada	\$21,521,442
Total in Canada	\$65,874,234

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	258.3
Elsewhere in Canada	84.9
Total in Canada	343.2

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$20,364,129
Elsewhere in Canada	\$8,577,659
Total in Canada	\$28,941,788

GOVERNMENT REVENUE

Government of New Brunswick	\$1,959,814
Other provincial governments	\$777,065
Government of Canada	\$2,371,013

Table 15. Summary of Université de Moncton economic impact (Shippagan campus)
 – Direct, indirect and induced impact: Operational expenditures

SALES GENERATED

In New Brunswick	\$21,573,931
Elsewhere in Canada	\$8,304,738
Total in Canada	\$29,878,669

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	128.1
Elsewhere in Canada	32.6
Total in Canada	160.7

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$10,414,312
Elsewhere in Canada	\$3,415,999
Total in Canada	\$13,830,310

GOVERNMENT REVENUE

Government of New Brunswick	\$966,416
Other provincial governments	\$311,326
Government of Canada	\$1,125,519

Table 16. Summary of Université de Moncton economic impact (Shippagan campus)
 – Direct, indirect and induced impact: R&D expenditures

SALES GENERATED

In New Brunswick	\$8,098,264
Elsewhere in Canada	\$3,646,113
Total in Canada	\$11,744,377

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	42.9
Elsewhere in Canada	14.8
Total in Canada	57.7

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$3,530,444
Elsewhere in Canada	\$1,424,656
Total in Canada	\$4,955,100

GOVERNMENT REVENUE

Government of New Brunswick	\$350,189
Other provincial governments	\$127,030
Government of Canada	\$422,665

Table 17. Summary of Université de Moncton economic impact (Shippagan campus)
 – Direct, indirect and induced impact: Fixed asset expenditures

SALES GENERATED

In New Brunswick	\$146,023
Elsewhere in Canada	\$123,819
Total in Canada	\$269,842

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	0.7
Elsewhere in Canada	0.5
Total in Canada	1.2

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$53,332
Elsewhere in Canada	\$48,795
Total in Canada	\$102,127

GOVERNMENT REVENUE

Government of New Brunswick	\$4,650
Other provincial governments	\$4,390
Government of Canada	\$8,012

Table 18. Summary of Université de Moncton economic impact (Shippagan campus)
 – Direct, indirect and induced impact: Student expenditures

SALES GENERATED

In New Brunswick	\$9,002,394
Elsewhere in Canada	\$6,415,021
Total in Canada	\$15,417,415

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	45.4
Elsewhere in Canada	24.9
Total in Canada	70.3

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$4,159,545
Elsewhere in Canada	\$2,512,379
Total in Canada	\$6,671,925

GOVERNMENT REVENUE

Government of New Brunswick	\$438,132
Other provincial governments	\$224,562
Government of Canada	\$569,547

Table 19. Summary of Université de Moncton economic impact (Shippagan campus)
 – Direct, indirect and induced impact: Visitor expenditures

SALES GENERATED

In New Brunswick	\$5,532,180
Elsewhere in Canada	\$3,031,751
Total in Canada	\$8,563,931

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	41.2
Elsewhere in Canada	12.1
Total in Canada	53.3

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$2,206,496
Elsewhere in Canada	\$1,175,830
Total in Canada	\$3,382,326

GOVERNMENT REVENUE

Government of New Brunswick	\$200,427
Other provincial governments	\$109,757
Government of Canada	\$245,270

Table 20. Summary of Université de Moncton economic impact (Moncton campus)
 – Direct, indirect and induced impact: Expenditures (operational, R&D, fixed assets, students, visitors) (2015; annual average of three years – 2013-2015 – for fixed assets)

SALES GENERATED

In New Brunswick	\$372,867,261
Elsewhere in Canada	\$193,159,007
Total in Canada	\$566,026,268

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	2,209.0
Elsewhere in Canada	760.8
Total in Canada	2,969.8

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$171,410,733
Elsewhere in Canada	\$76,613,372
Total in Canada	\$248,024,105

GOVERNMENT REVENUE

Government of New Brunswick	\$16,769,532
Other provincial governments	\$6,918,960
Government of Canada	\$20,482,618

Table 21. Summary of Université de Moncton economic impact (Moncton campus)
 – Direct, indirect and induced impact: Operational expenditures

SALES GENERATED

In New Brunswick	\$153,942,013
Elsewhere in Canada	\$58,231,809
Total in Canada	\$212,173,822

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	955.2
Elsewhere in Canada	229.1
Total in Canada	1,184.3

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$75,355,227
Elsewhere in Canada	\$23,748,453
Total in Canada	\$99,103,680

GOVERNMENT REVENUE

Government of New Brunswick	\$7,107,200
Other provincial governments	\$2,151,475
Government of Canada	\$8,180,231

Table 22. Summary of Université de Moncton economic impact (Moncton campus)
 – Direct, indirect and induced impact: R&D expenditures

SALES GENERATED

In New Brunswick	\$52,330,979
Elsewhere in Canada	\$24,657,078
Total in Canada	\$76,988,057

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	259.9
Elsewhere in Canada	99.5
Total in Canada	359.4

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$22,767,356
Elsewhere in Canada	\$9,840,476
Total in Canada	\$32,607,832

GOVERNMENT REVENUE

Government of New Brunswick	\$2,303,449
Other provincial governments	\$877,580
Government of Canada	\$2,813,790

Table 23. Summary of Université de Moncton economic impact (Moncton campus)
 – Direct, indirect and induced impact: Fixed asset expenditures

SALES GENERATED

In New Brunswick	\$5,920,643
Elsewhere in Canada	\$6,405,394
Total in Canada	\$12,326,037

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	28.9
Elsewhere in Canada	25.3
Total in Canada	54.2

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$2,166,014
Elsewhere in Canada	\$2,523,008
Total in Canada	\$4,689,022

GOVERNMENT REVENUE

Government of New Brunswick	\$189,190
Other provincial governments	\$226,338
Government of Canada	\$370,106

Table 24. Summary of Université de Moncton economic impact (Moncton campus)
 – Direct, indirect and induced impact: Student expenditures

SALES GENERATED

In New Brunswick	\$105,166,303
Elsewhere in Canada	\$73,331,448
Total in Canada	\$178,497,751

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	551.7
Elsewhere in Canada	285.2
Total in Canada	836.8

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$48,983,305
Elsewhere in Canada	\$28,658,274
Total in Canada	\$77,641,579

GOVERNMENT REVENUE

Government of New Brunswick	\$5,158,740
Other provincial governments	\$2,558,001
Government of Canada	\$6,653,436

Table 25. Summary of Université de Moncton economic impact (Moncton campus)
 – Direct, indirect and induced impact: Visitor expenditures

SALES GENERATED

In New Brunswick	\$55,507,323
Elsewhere in Canada	\$30,533,278
Total in Canada	\$86,040,601

JOBS GENERATED (FULL-TIME EQUIVALENT)

In New Brunswick	413.3
Elsewhere in Canada	121.8
Total in Canada	535.0

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

In New Brunswick	\$22,138,831
Elsewhere in Canada	\$11,843,161
Total in Canada	\$33,981,992

GOVERNMENT REVENUE

Government of New Brunswick	\$2,010,953
Other provincial governments	\$1,105,566
Government of Canada	\$2,465,055

SECTION 2

ECONOMIC IMPACT OF UNIVERSITÉ DE MONCTON GRADUATES

1.1 METHODOLOGY

The training of skilled people to respond to New Brunswick's economic needs is one of the university's main responsibilities. By pursuing their careers in the province, these graduates contribute – through their work – to the creation of wealth and acquire a level of financial independence which reduces pressure on provincial government expenditures. This section evaluates the impact of Université de Moncton graduates on the provincial economy.

To allow a direct comparison of our results with those of other Canadian universities, the authors have adopted a methodology similar to those used in recent impact studies published elsewhere in Canada (Sun & Lee, 2011; Briggs & Jennings, 2012; OIA - University of Calgary, 2013).

Because this study reflects the long term, its impact differs in nature from the other types evaluated until now. In fact, even if the Université de Moncton ceased operations, the human capital which it helped to create would remain in New Brunswick society.

To evaluate the effect of university graduates on the provincial economy, we must estimate the additional employment income associated with having a university education. This flux of supplementary income accumulates over time and represents a major contribution of universities to society.

To evaluate this additional employment income, we assumed that the career of a graduate could span a period of 40 years from the ages of 25 to 65. This covers the period of 1976-1977 to 2015-2016. Based on the university's data, 88% of graduates work in New Brunswick. Because we do not have access to data broken down by university degree level, this percentage will be applied to all categories. Table 1 presents the number of the university's graduates residing in the province divided into four age groups.

2.2 TABLES

Table 1. Number of graduates residing in New Brunswick based on age group

	UNDERGRADUATE	POSTGRADUATE
25 to 34 years	6,945	1,610
35 to 44 years	6,450	1,642
45 to 54 years	6,615	1,485
55 to 65 years	6,819	1,193

Source : Université de Moncton.

Not all graduates are active in the workforce. Several factors could explain this inactivity (personal choice, family responsibilities, early retirement...). Data provided by Statistics Canada's Labour Force Survey measure the labour force based on age. Table 2 presents the data for New Brunswick for 2015.

Table 2. Participation rate based on age group, New Brunswick, 2015

	POPULATION	LABOUR FORCE	PARTICIPATION RATE
25 to 34 years	82.7	71.8	86.8%
35 to 44 years	92.8	82.3	88.7%
45 to 54 years	112.2	95.2	84.8%
55 to 65 years	114.1	72	63.1%

Source: Statistics Canada, Labour Force Survey, Cansim table 282-0002.

By multiplying the labour force level and the number of graduates residing in the province per age group, we obtain the number of Université de Moncton graduates active in the province's workforce. Table 3 provides these estimates.

Table 3. Number of persons with degrees in New Brunswick's labour force based on age group, 2015

	UNDERGRADUATE	POSTGRADUATE
25 to 34 years	6,030	1,397
35 to 44 years	5,720	1,456
45 to 54 years	5,613	1,260
55 to 65 years	4,303	753

Source: Authors' compilations.

National Household Survey data allow us to estimate the salary increase provided by a university education in 2010. Table 4 presents the average salary of workers as well as the salary increase based on the level of education. This increase is provided by the difference between an undergraduate's salary and the salary obtained by those with less than an undergraduate degree. Consumer Price Index changes in New Brunswick have been used to evaluate income based on year 2015 dollars.

Table 4. Income gap based on degree, New Brunswick, 2015

AVERAGE INCOME, 2015	25 - 34 YEARS	35 - 44 YEARS	45 - 54 YEARS	55 - 64 YEARS
Less than undergraduate	\$37,322	\$43,740	\$47,364	\$41,906
Undergraduate	\$47,616	\$66,727	\$73,574	\$61,987
Post-graduate	\$52,907	\$89,729	\$91,379	\$79,194

INCOME GAPS	25 - 34 YEARS	35 - 44 YEARS	45 - 54 YEARS	55 - 64 YEARS
Undergraduate	\$10,294	\$22,987	\$26,210	\$20,081
Post-graduate	\$15,585	\$45,989	\$44,014	\$37,288

Sources: Statistics Canada, 2011 National Household Survey, Data tables, catalog 99-014-X2011040 and Statistics Canada, Consumer Price Index, Cansim table 326-0021.

The premium for a university degree varies, based on age group, between \$10,294 to \$26,210 for an undergraduate, and between \$15,585 to \$45,989 for a postgraduate.

The estimate of the impact of Université de Moncton graduates on the provincial economy is obtained by multiplying, based on different age groups, the number of graduates in the labour force (Table 3) and the gaps in income attributed to the two different levels of degrees (undergraduate and postgraduate). Table 5 presents this estimate. The total impact is obtained by applying a multiplier to the direct impact.

Table 5. Impact of Université de Moncton graduates on provincial economy, 2015
(in millions of dollars, 2015)

	DIRECT	TOTAL
Undergraduate	\$427.1	\$640.6
Postgraduate	\$172.3	\$258.5
Total	\$599.4	\$899.1

Source: Authors' estimates.

Therefore, the premium of a university education obtained by Université de Moncton graduates working in New Brunswick is estimated at \$599.4 million in 2015. If we take the training effect into account, the economic impact of these graduates calculates to \$899.1 million.

We can distribute this premium based on campus. This estimate is produced by attributing to each campus an equivalent contribution to the percentage of the Canadian student clientele on campus in 2015.

Tableau 6. Impact of graduates by campus (spending in millions of dollars, 2015)

	EDMUNDSTON	MONCTON	SHIPPAGAN	TOTAL
Graduates	\$88.2	\$732.4	\$78.5	\$899.1

BIBLIOGRAPHY

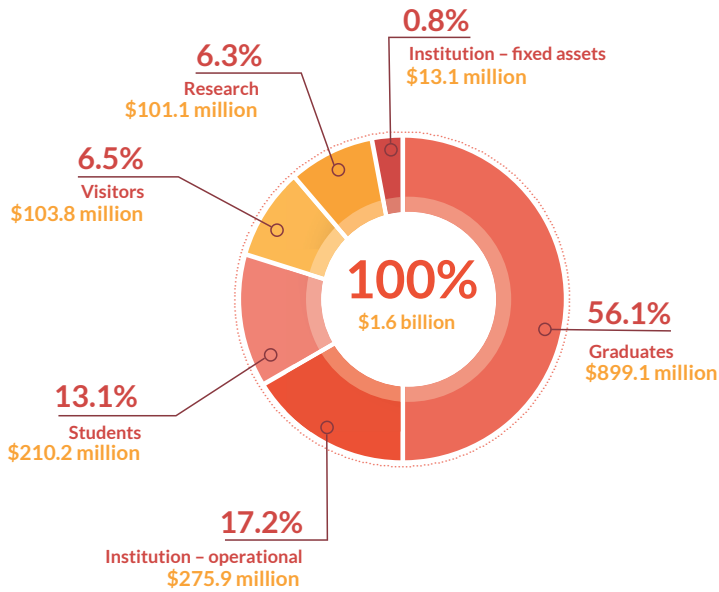
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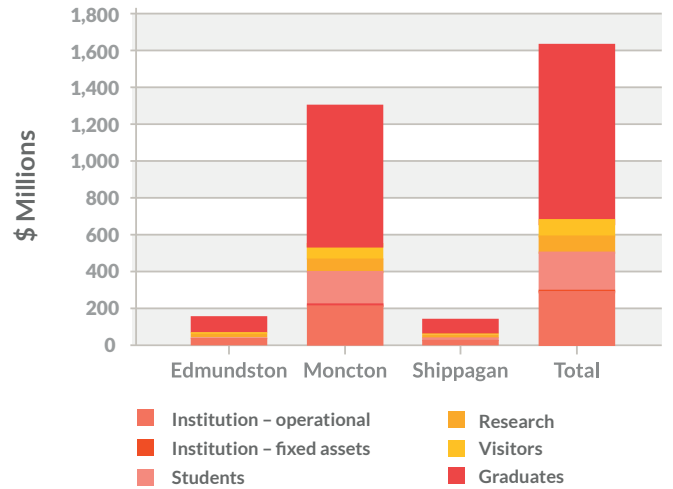
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ECONOMIC IMPACT STUDY SUMMARY



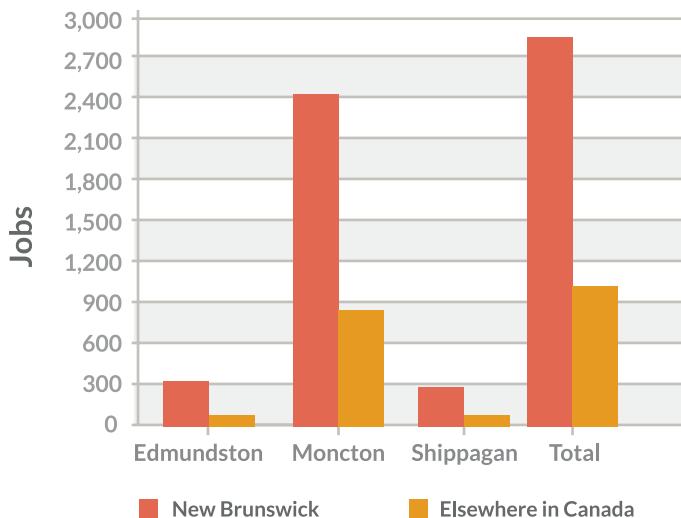
ECONOMIC IMPACT OF THE UNIVERSITÉ DE MONCTON

(Expenditures generated in millions of dollars, 2015)



ECONOMIC IMPACT PER CAMPUS

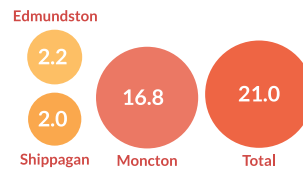
(Distribution of expenditures generated per category)



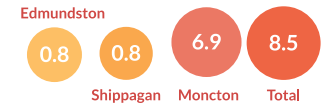
CONTRIBUTION TO JOB CREATION

(Full-time equivalent per campus)

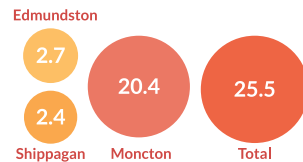
New Brunswick



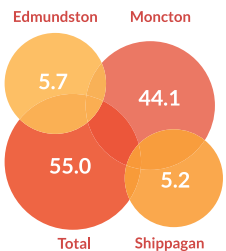
Other provinces and territories



Federal government



Total



CONTRIBUTION TO GOVERNMENT TAX COFFERS

(In millions of dollars, 2015)