

# The Economic Value of Thompson Rivers University's Williams Lake Campus

## About TRU's Williams Lake Campus



The Cariboo Regional District, British Columbia



## Economic impact analysis



### Alumni impact

Impact of the increased earnings of TRU's Williams Lake Campus alumni and the businesses they work for

**\$20.7 million**  
Added income

234 Jobs supported



**1** out of every **93**

jobs in the Cariboo Regional District is supported by the activities of TRU's Williams Lake Campus and its students.



An economic boost similar to hosting an NHL playoffs game

OR

**7x**



### Operations spending impact

Impact of annual payroll and other spending

**\$4.5 million**  
Added income

Enough to buy **115** new cars

OR

39 Jobs supported



### Student spending impact

Impact of the daily spending of TRU's Williams Lake Campus students attracted to or retained in the region

**\$1.8 million**  
Added income

Enough to buy **156** families\* a year's worth of groceries

OR

25 Jobs supported



● = 5 jobs    \* = family of four



## Investment analysis



### For every \$1...



Students gain **\$1.20** in lifetime earnings



Society gains **\$3.20** in added provincial revenue and social savings



### In total...



Taxpayers gain **\$662.1 thousand** in added tax revenue and public sector savings

The average bachelor's degree graduate from TRU's Williams Lake Campus will see an increase in earnings of **\$19,700** each year compared to someone with a high school diploma working in British Columbia.

