The Economic Contribution of the University of Oregon (FY24)

September 2025

PARKER STRATEGY GROUP

UNIVERSITY OF OREGON

TABLE OF CONTENTS

EXECUTIVE SUMMARY

The University of Oregon’s (UO) impact on Oregon

$3.7 billion generated in economic impact in FY24 from operations, research, athletics, student spending and visitor spending, **21,563 jobs** created and sustained from operations, student spending, and visitor spending, and **$238.2 million** generated in state and local tax revenues

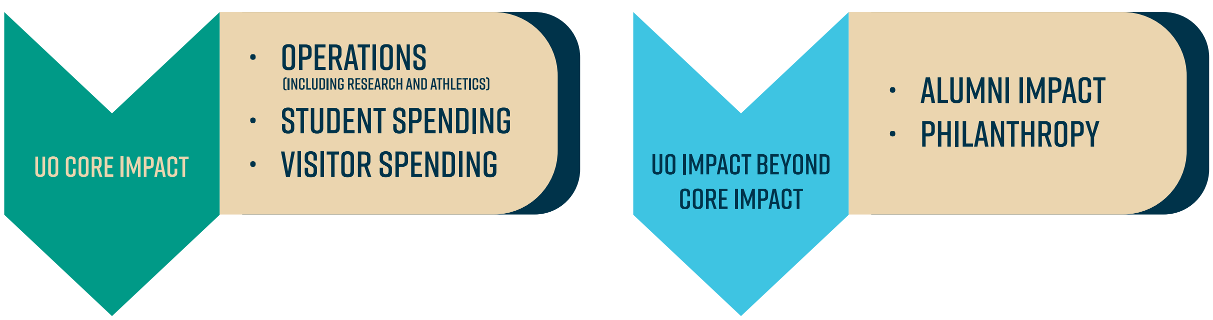
$3.7 B
ECONOMIC IMPACT

21,563
JOBS

$238.2 M
LOCAL AND STATE TAXES

How does this impact compare?

- 1.1% of the statewide economy
- $1 out of every $91 in the economy
- For every $1 in state appropriation, UO returns $15.22 in operations impact
- 1% of Oregon’s employed civilian labor force



Beyond core operations, UO makes an impact throughout the state.

- **$18.8 million** donated in time ($14.2 million for 407,613 hours) and charitable giving ($4.6 million) by staff, faculty, and students
- **124,170 alumni living and working in Oregon**, generating $143.2 billion over their careers while supporting and sustaining an additional 760,349 jobs in the statewide economy

As an R1 public research university, and anchor institution in Oregon, UO plays a vital role in driving economic growth throughout the state. To better understand this impact, UO engaged Parker Strategy Group to analyze the university’s statewide economic contributions.

In fiscal year 2024, the total economic impact of the University of Oregon amounted to $3.7 billion. This point-in-time snapshot reflects how the spending of the university – along with that of its faculty, staff, students, and visitors—fuels the southern Willamette Valley and the broader Oregon economy.

Oregon Economic Profile

$262.2 B
GROSS STATE PRODUCT

GROWTH RATE 2019-24	STATE GROWTH RANK
1.8%	22

4,230,950
POPULATION

GROWTH RATE 2019-24	STATE GROWTH RANK
0.1%	43

528,014
BUSINESSES

GROWTH RATE 2019-24	STATE GROWTH RANK
2.4%	23

In 2024, Oregon's population reached 4,230,950, reflecting an average annual growth rate of 0.1% over the past five years – ranking 43rd among all 50 states. The state's gross state product (GSP) was $262.2 billion in 2024, representing a 1.8% increase over the same five-year period. Oregon businesses employed 2,092,358 people in 2024, with average annual employment growth of 0.2% since 2019. The top three sectors by employment were Real Estate and Rental and Leasing; Manufacturing; and Healthcare and Social Assistance. The statewide unemployment rate in 2024 was 4.2%.

UO's Economic Impact (FY24)

The University of Oregon strengthens both local communities and the broader state economy through a variety of spending activities. These include investments in operations, capital improvements, and employee wages, as well as off-campus spending by students and expenditures by campus visitors. Each of these spending streams generates a ripple effect – much like a stone dropped into a pond – stimulating additional economic activity as dollars circulate through businesses, suppliers, and service providers across Oregon. This chain reaction amplifies the university's total economic impact well beyond its initial expenditures.

The UO generates economic impact (FY24)

$3.7 BILLION IN TOTAL ECONOMIC IMPACT

$2.6 B
FROM OPERATIONS

$583.2 M
FROM STUDENTS

$470 M
FROM VISITORS

Supports and Sustains Jobs

The UO supports and sustains a combined total of 21,563 full-time and part-time jobs throughout the state on a direct and indirect basis. As a major employer in the region and state, UO provides family sustaining jobs and contributes significantly to the civilian labor force on and off campus.

21,563 TOTAL JOBS

13,167 JOBS
SUPPORTED OR SUSTAINED BY OPERATIONS

4,820 JOBS
SUPPORTED OR SUSTAINED BY STUDENTS

3,576 JOBS
SUPPORTED OR SUSTAINED BY VISITORS

Generates Local and State Tax Revenues

The University of Oregon generates substantial contributions to local and statewide tax revenues through its employment base, procurement activities, and associated entities. At the state and local levels, UO contributes to the tax bases through its purchasing, its employees, student spending, and visitors. In FY24, UO contributed an estimated **$238.2 million** ($154.7 million in direct impact, $26.7 million indirect, and $56.8 million induced).

$238.2 MILLION IN TOTAL IMPACT

$154.7 M
DIRECT

$26.7 M
INDIRECT

$56.8 M
INDUCED

UO Research Impact

In FY24, UO supported $178 million in sponsored research. The impact of UO's research enterprise creates $424.5 million in economic impact to the state of Oregon, supports and sustains 3,738 Oregon jobs, and generates $43.5 million in local and state taxes.

$424.5 M
IN ECONOMIC IMPACT STATEWIDE

3,738 JOBS
SUSTAINED

$43.5 M
IN LOCAL AND STATE TAXES

Athletics Impact

In FY24, UO's athletic programs – encompassing operations, game-day activities, and related events – generates $649.2 million in economic impact, supports and sustains 3,767 jobs, and generates $32.3 million in state and local tax revenues. This total includes both UO-hosted NCAA Division I competitions and visitor activity associated with non-UO sporting events held at university facilities.

$649.2 M
IN ECONOMIC IMPACT STATEWIDE

3,767 JOBS
SUSTAINED

$32.3 M
IN LOCAL AND STATE TAXES

ABOUT THE UNIVERSITY OF OREGON

The University of Oregon (UO), established in 1876, is a R1 public research university, anchor institution, and an important pillar in Oregon's economy, culture, and history. A member of the Association of American Universities (AAU), UO's mission is centered on academic excellence, research innovation, and public engagement. With nearly 25,000 students and a broad array of undergraduate, graduate, and professional programs, the university serves as a vital center for knowledge production, interdisciplinary collaboration, and civic leadership. Guided by a mission to generate and share knowledge that expands opportunity and improves the quality of life for all Oregonians, UO champions discovery, creativity, and critical thinking. Situated in Eugene — Oregon's second largest metropolitan area and a mid-sized city known for its natural beauty, sustainability leadership, and entrepreneurial spirit — UO is a major employer, cultural center and historic anchor in the regional economy and community identity.

From its earliest years, the university has played a transformative role in shaping the region's growth and character. Today, UO is the largest employer in Eugene and the second largest employer in Lane County[1], with more than 5,500 faculty and staff contributing to a vibrant local economy. Its presence has supported the emergenceof complementary industries — particularly in technology, research, and the arts — and has attracted public and private investments that continue to elevate the state's profile as a center of innovation. Initiatives such as those from the Phil and Penny Knight Campus for Accelerating Scientific Impact, the Ballmer Institute for Children's Behavioral Health, the TallWood Design Institute, and the Lundquist College of Business have further integrated the university's research strengths with regional and statewide economic priorities. These and other projects underscore the university's role in fostering and sustaining a thriving, knowledge-based economy.

Beyond direct economic contributions, UO's commitment to public service has fostered enduring partnerships across Oregon. Programs such as the Institute for Policy Research and Engagement (IPRE) exemplify how university expertise is mobilized to support community development, particularly in rural and underserved areas. These initiatives place graduate students and professionals in communities to address local challenges, ranging from infrastructure planning to economic revitalization. The university's emphasis on translating academic knowledge into applied impact reinforces its role as a catalyst for civic and economic progress.

Central to UO's influence is its extensive and active alumni network, which includes 269,000+ individuals worldwide. More than 124,000 alumni reside in Oregon, with many holding influential roles in public service, private enterprise, education, and the nonprofit sector. This alumni base not only contributes to the state's economic development but extends UO's reach and impact across Oregon and beyond. Notably, University of Oregon graduates have served as state governors, US cabinet officials, US senators and representatives, state legislators, mayors, judges, and national thought leaders — demonstrating the university's success in cultivating leaders equipped to navigate complex social, economic, and environmental challenges.

In sum, UO functions as more than a center of higher education — it is an anchor institution for the state, whose research, workforce and talent development, national draw for students and visitors, and civic engagement activities generate wide-ranging economic and societal benefits. Its deep integration into the life of Eugene and the southern Willamette Valley, its record of serving the broader state, and its global network of alumni position UO as a powerful driver of innovation and long-term resilience for Oregon and beyond.

1 https://www.macslist.org/living-and-working-in-eugene

ABOUT THE STUDY

In February 2025, UO engaged Parker Strategy Group to measure the economic contribution of its operations throughout Oregon. The goal of this analysis is to provide a complete assessment of the total economic, employment, and state and local tax impact of the UO.

The methodology in this study uses the input-output model and data set developed by IMPLAN Group LLC. Primary financial data used in this study was obtained from UO. Data categories included operational expenditures, capital expenditures (three-year average), and payroll and benefits for employees for FY24. Secondary data was used to estimate spending by visitors (day and overnight) and students (undergraduate, graduate, and professional) exclusive of tuition and fees. Additional information on the methodology and assumptions used to complete this study can be found in Appendix B.

The impact presented in this analysis is broken down into three categories: direct impact, indirect impact, and induced impact. The indirect and induced impacts are commonly referred to as the "multiplier effect." The graphic below provides an overview of the types of impact detailed in this report.

University of Oregon Study Profile

Data Sources:
University of Oregon

Study Type:
Economic Contribution Analysis

Geography:
Oregon

Study Year: Fiscal Year 2024 (FY24)

Methodology: IMPLAN

DIRECT

Impacts generated because of spending by the UO on operations, capital expenditures, pay and benefits, student spending, and visitor spending.

INDIRECT

The increase in demand for goods and services in industry sectors that supply or support the UO, its students, its faculty and staff, and visitors. Often referred to as the supply chain.

INDUCED

The third wave of impact created because of household spending by UO employees, employees of suppliers, and students. Induced impacts estimate the effect of increased household income, including housing, household goods, entertainment, food, clothing, transportation and other categories of personal spending.

UO CORE IMPACT

The UO Contributes to the Oregon Economy

The UO contributes to the local and statewide economies through its expenditures on operations, capital projects, wages, the spending of students and families off campus and the spending of visitors to UO. The direct day-to-day expenditures of UO, combined with student and visitor spending, cause a powerful ripple effect throughout the statewide economy. Taken together, the total economic impact of UO in FY24 totaled **$3.7 billion**. This contribution to the local and statewide economies is a point-in-time snapshot depicting how the expenditures of the UO and its faculty, staff, students, and visitors make an impact.

- **Operations:** UO operations and capital spending contributed a total of **$2.6 billion.**: $1.5 billion in direct economic impact, $434.4 million in indirect economic impact, and $721.3 million in induced economic impact.
- **Student spending:** UO student spending contributed a total of **$583.2 million.**: $366.5 million in direct economic impact, $94.4 million in indirect economic impact, and $122.2 million in induced economic impact.
- **Visitor spending:** UO visitor spending contributed a total of **$470 million.**: $275.7 million in direct economic impact, $99 million in indirect economic impact, and $95.3 million in induced economic impact.

UO Economic Impact (FY24)

Impact	Operations	Students	Visitors	Total
Direct	$1,476,145,041	$366,540,690	$275,682,033	$2,118,367,764
Indirect	$434,379,436	$94,446,637	$99,015,656	$627,841,729
Induced	$721,299,078	$122,215,096	$95,345,878	$938,860,052
Total	**$2,631,823,555**	**$583,202,423**	**$470,043,567**	**$3,685,069,545**

Source: Parker Strategy Group using IMPLAN with data provided by UO

Privately Funded Capital Projects at UO Generate Impact

The University of Oregon frequently relies on private philanthropy and partnerships to help fund major capital improvement projects, reducing the burden on public resources. These investments have helped transformed campus infrastructure – such as the Hayward Field renovation and the Knight Campus for Accelerating Scientific Impact – while generating significant economic activity across Oregon. These projects create construction jobs, attract top-tier talent, and spark long-term innovation that benefit the entire state but are not included in the economic impact calculated for this report.

From FY2020 to FY25, an estimated **$443 million** in construction projects have been funded by private philanthropy. **This investment has resulted in an economic impact of $768.9 million, 4,367 short-term jobs, and $35.2 million in local and state taxes.**

Creating and Sustaining Jobs Throughout Oregon

The UO supports a combined total of **21,563 full-time and part-time jobs** throughout the state. The UO is a major employer in Oregon.

- **Operations:** The UO supported and sustained a total of 13,167 jobs as a result of its operations – 7,230 direct jobs, 1,966 indirect jobs, and 3,971 induced jobs.
- **Student spending:** UO students supported and sustained a total of 4,820 jobs as a result of their spending – 3,667 direct jobs, 479 indirect jobs, and 674 induced jobs.
- **Visitor spending:** Visitors to UO supported and sustained a total of 3,576 jobs as a result of their spending – 2,568 direct jobs, 483 indirect jobs, and 525 induced jobs.

Based on analysis by industry sector, other jobs supported in the Oregon economy outside of the higher education include those in real estate, health care, retail and services (e.g., restaurants, childcare centers, and entertainment).

UO Employment Impact, Jobs (FY24)

Impact	Operations	Students	Visitors	Total
Direct	7,230	3,667	2,568	13,465
Indirect	1,966	479	483	2,928
Induced	3,971	674	525	5,170
Total	**13,167**	**4,820**	**3,576**	**21,563**

Source: Parker Strategy Group using IMPLAN with data provided by UO

Local and State Tax Revenues from UO

The UO, its employees, its suppliers, and its related constituencies contribute significantly to the local and statewide tax bases. In FY24, the UO contributed an estimated **$238.2 million** ($154.7 million direct, $26.7 million indirect, and $56.8 million induced) through local spending (operational, capital, students, and visitors) as well as direct and indirect support of jobs.

At the state and local levels, the UO contributes to the tax bases through its purchasing and employment of staff and faculty. Specific taxes include employee and employer contributions to state and local social insurance funds, property taxes, corporate income taxes, taxes paid on motor vehicle licenses, and payments of fines and fees.

- **Subcounty, general:** UO generated a total of $32.2 million in subcounty general taxes (city taxes): $20.9 million direct, $3.3 million indirect, and $8.1 million induced.
- **Subcounty special districts:** UO generated a total of $50.7 million in subcounty special districts taxes (fire, EMS, and school districts): $32.9 million direct, $5.1 million indirect, and $12.7 million induced.
- **County:** UO generated a total of $19.9 million in county tax revenue: $12.8 million direct, $2.1 million indirect, and $5.1 million induced.
- **State:** The UO generated a total of $135.3 million in state tax revenue: $88.2 million direct, $16.3 million indirect, and $30.9 million induced.

UO Total Local and State Tax Impact (FY24)

Impact	Sub County General	Sub County Special Districts	County	State	Total
Direct	$20,866,548	$32,877,066	$12,773,966	$88,157,927	$154,675,507
Indirect	$3,251,488	$5,122,997	$2,085,106	$16,251,109	$26,710,700
Induced	$8,091,529	$12,748,934	$5,083,657	$30,894,604	$56,818,724
Total	**$32,209,565**	**$50,748,997**	**$19,942,729**	**$135,303,640**	**$238,204,931**

Source: Parker Strategy Group using IMPLAN with data provided by UO

ECONOMIC IMPACT BREAKOUTS

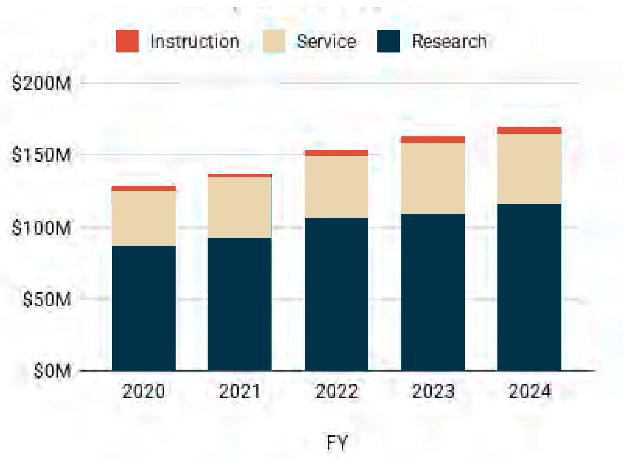
UO Research

- **$178 million in sponsored grants and contracts (FY24)**
- **409 grant awards**
- **80% federally funded**
- **$424.5 million generated in economic impact in the Oregon economy**
- **3,738 jobs supported and sustained**
- **$21.8 million generated in state and local tax revenue**

As an R1 public research university, the University of Oregon is deeply invested in interdisciplinary research excellence, addressing critical societal challenges through a diverse array of specialized fields. The UO is a member of the Association of American Universities (AAU), made up of only 71 of the leading research universities in North America. As the state's flagship liberal arts institution, UO also conducts high-impact humanistic and artistic scholarship. The UO also ranks in the top 10% of institutions nationally for federal humanities research expenditures over the last decade.

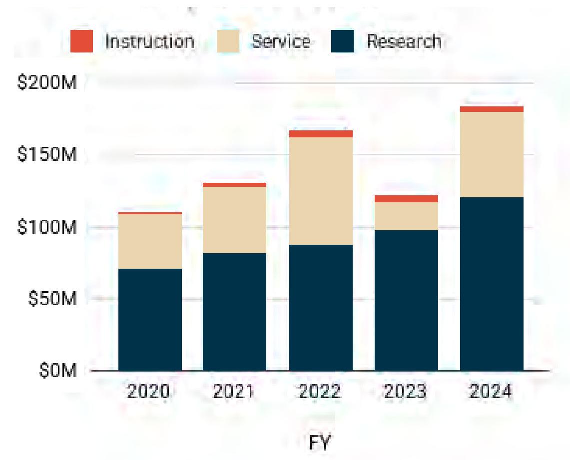
The UO is home to the Zebrafish Information Network (ZFIN) and the Zebrafish International Resource Center (ZIRC), which maintain infrastructure for zebrafish information sharing and collaboration to provide genetic strains to other laboratories around the world. The university is also home to nationally recognized strengths in materials science, sustainable chemistry, and optics and quantum science, all of which are accelerating through interdisciplinary centers and institutes (the Materials Science Institute and the Oregon Center for Optical, Molecular, and Quantum Science) as well as through the Oregon Center for Electrochemistry and the Knight Campus Graduate Internship Program. The Phil and Penny Knight Campus for Accelerating Scientific Impact positions the University of Oregon as a competitive research destination for bioengineering, specializing in regenerative rehabilitation, neuroengineering, synthetic biology and biomaterials. In addition, faculty in UO's highly ranked College of Education lead groundbreaking research in special education, early childhood development, prevention science, and the science of learning; and scholars in the School of Journalism and Communication examine the role of media, technology and public trust in democratic society. UO leads pioneering studies in cognitive development and socioemotional growth within its psychology department; and is charting innovative work in environmental change and ecosystem dynamics in its environmental studies program. These and other research endeavors reflect UO's deep commitment to generating knowledge that advances well-being, sustainability, and innovation across Oregon and beyond.

Sponsored Expenditures by Fiscal Year and Purpose FY21-25



Source: The University of Oregon

Total New Awards by Fiscal Year and Purpose FY21-25



Source: The University of Oregon

Financially, the UO's research initiatives are robustly supported by a mix of federal funding—primarily from the National Institutes of Health (NIH), National Science Foundation (NSF), and US Department of Education (Institute of Education Sciences), which collectively account for 80% of its research funding—as well as significant funding from nonfederal sponsors, including private foundations, nonprofits, and state contracts. This diverse array of expertise and funding is an important source of its research impact and underscores its role in driving economic growth and innovation within Oregon and beyond.

In FY24, the UO's research enterprise generated **$424.5 million** in the Oregon economy and supported and sustained 3,738 jobs throughout the state.

UO Research Impact (FY24)

Impact	Employment (jobs)	Labor Income	Value Added	Economic Impact
Direct	2,894	$103,869,389	$144,983,162	$257,787,173
Indirect	344	$23,022,403	$38,783,156	$75,858,025
Induced	500	$31,934,799	$57,287,421	$90,854,653
Total	**3,738**	**$158,826,591**	**$241,053,739**	**$424,499,851**

Source: Parker Strategy Group using IMPLAN with data provided by UO

UO Research generated a total of **$21.8 million** in state ($12.7 million) and local ($9.1 million) tax revenue as a result of operations, student spending, and visitor spending.

- **Subcounty, general:** UO Research generated a total of $2.8 million in subcounty general taxes (city taxes) – $1.7 million direct, $375,603 indirect, and $783,023 induced.
- **Subcounty special districts:** UO Research generated a total of $4.5 million in subcounty special districts taxes (fire, EMS, and school districts) – $2.6 million direct, $591,795 indirect, and $1.2 million induced.
- **County:** UO Research generated a total of $1.8 million in county tax revenue – $1 million direct, $242,190, indirect and $491,949 induced.
- **State:** UO Research generated a total of $12.7 million in state tax revenue – $7.8 million direct, $1.9 million indirect, and $3 million induced.

UO Research Total Local and State Tax Impact (FY24)

Impact	Sub County General	Sub County Special Districts	County	State	Total
Direct	$1,676,049	$2,640,758	$1,035,409	$7,855,035	$13,207,251
Indirect	$375,603	$591,795	$242,190	$1,893,890	$3,103,478
Induced	$783,023	$1,233,723	$491,949	$2,989,700	$5,498,395
Total	**$2,834,675**	**$4,466,276**	**$1,769,548**	**$12,738,625**	**$21,809,124**

Source: Parker Strategy Group using IMPLAN with data provided by UO

Turning Research into Real-World Solutions

In the last five years:

- **110 patents filed**
- **38 patents issued**
- **51,136 licenses created**
- **205 disclosures filed**
- **$46 million in technology transfer revenue**
- **9 Oregon-based startups spun out**

The University of Oregon is actively transforming research discoveries into real-world innovations through a growing emphasis on research commercialization. Anchored by Industry, Innovation, and Translation within the Office of the Vice President for Research and Innovation, the UO supports faculty, staff, and students in moving ideas from the laboratory to the marketplace. This includes patenting, licensing, and startup support for technologies across sectors such as education, materials science, biotechnology, and sustainable chemistry. The university has seen steady growth in invention disclosures and number of licenses, reflecting an expanding pipeline of market-ready innovations. Key initiatives, such as the Phil and Penny Knight Campus for Accelerating Scientific Impact, are designed not only to advance science, but also to foster entrepreneurship and regional economic development. Half of the Knight Campus' 12 research laboratories have launched startup companies— most of them housed in the campus' Papé Family Innovation Center, which offers leasable private laboratories, meeting rooms, and office space for early-stage spin-in and spin-out startup companies. Through strategic partnerships with industry, targeted investments in translational research, and robust support systems for innovators, UO is positioning itself as a catalyst for economic vitality in Oregon and beyond.

The University of Oregon has demonstrated significant success in research commercialization, effectively translating academic innovations into market-ready products and services. In FY24, the UO reported $7.8 million in innovation income, filed 26 new patents, and launched five new spinout companies, increasing the total number of active startups with formal ties to the university to 23. The university's Innovation Partners (IP) team within Industry, Innovation, and Translation plays pivotal roles in this process, providing support in patenting, licensing, technology development, and startup development. Notably, the UO has been recognized for its leadership in licensing volume, particularly in education technology, with tools developed by the College of Education being licensed in every US state and internationally. To further bolster commercialization efforts, the UO established Launch Oregon, a nonprofit LLC that accelerates the translation of research into commercial ventures by providing crucial seed stage funding to UO-affiliated startups and access to a network of service providers. These initiatives underscore the UO's commitment to fostering innovation and contributing to economic development both within Oregon and beyond.

University of Oregon Research Commercialization

Year	Number of US Patents Filed	Number of US Patents Issued	Number of Licenses	Number of Disclosures	Technology Transfer Revenue
2024	26	7	10,384	43	$7,754,730
2023	24	5	10,851	36	$8,316,427
2022	25	9	11,223	46	$10,360,059
2021	16	11	10,216	39	$9,183,710
2020	19	6	8,462	41	$10,358,204
2019	19	2	11,469	50	$9,998,827
2018	22	9	10,756	44	$9,175,075
2017	11	6	8,324	28	$8,863,278
2016	12	7	6,603	22	$9,125,175
2015	21	5	-	27	$7,661,658

Source: UO

The Phil and Penny Knight Campus for Accelerating Scientific Impact

The Phil and Penny Knight Campus for Accelerating Scientific Impact is a transformative initiative at the University of Oregon that reimagines how university research serves society. Announced in 2016 with a $500 million gift from Penny and Phil Knight, with a second $500 million gift from Penny and Phil Knight in 2021, the initiative ultimately grew to a $1 billion investment in scientific discovery and innovation. The Knight Campus is dedicated to dramatically shortening the timeline between discovery and impact — advancing solutions from the laboratory bench to industry, healthcare, and communities through applied science, innovation, and entrepreneurship. The first building, which opened in December 2020, features cutting-edge bioengineering research and educational spaces, supports interdisciplinary training, and fosters partnerships with industry and institutions throughout Oregon and beyond. The 4,000-square-foot Papé Family Innovation Center will be fully leased by the end of the 2025 calendar year, housing seven early-stage startup companies. The opening of Knight Campus Building 2 in 2026 will bring an additional 3,000 square feet to the Papé Center with individual modules that companies can lease, offering flexibility for different kinds of startups.

The Knight Campus is reshaping Oregon's innovation landscape. By attracting world-class faculty, researchers, and graduate students, the campus has elevated the University of Oregon's profile as a national research leader. Its emphasis on biotechnology, bioengineering, and translational science aligns with the state's growing life sciences sector, supporting the emergence of new companies, spinoffs, and high-wage jobs. The Knight Campus continues to expand its contributions to workforce development through hands-on research opportunities and advanced degree programs, ensuring that students are equipped to lead in science, technology, and innovation. The applied master's degree program, the Knight Campus Graduate Internship Program, is expanding its semiconductors track to meet the needs of Oregon's growing microelectronics industry. The program offers training in five high-demand fields spanning engineering, physics, chemistry, biology, optics and places 90% of students with a job in their field within three months of completing their internships. Additionally, the first wave of Knight Campus bioengineering PhD students have graduated and are contributing to local and regional biotech industries. As a physical and strategic extension of the university, the Knight Campus strengthens UO's role in driving economic development and improving lives through science-driven impact.

In FY24, the Knight Campus generated **$159 million** in economic impact, supported and sustained 583 jobs, and created $6.2 million in local and state tax revenue. To date, the Knight Campus has received a $250 million return on the $650 million received from Penny and Phil Knight. The impact will continue to grow and transform as the Knight Campus evolves. The 2026 opening of the 185,000-square-foot Knight Campus Building 2 will double the campus' capacity for research, training, and the development of new biomedical technologies with additional room for expanding academic programs, spin spaces to incubate new startup companies, and a state-of-the-art new biocharacterization core facility.

Knight Campus Impact (FY24)

Impact	Employment (jobs)	Labor Income	Value Added	Economic Impact
Direct	221	$21,325,968	$37,541,531	$87,879,334
Indirect	211	$16,828,367	$25,052,919	$43,658,875
Induced	151	$9,662,170	$17,333,119	$27,489,095
Total	**583**	**$47,816,505**	**$79,927,569**	**$159,027,304**

Source: Source Parker Strategy Group using data from UO

Knight Campus Local and State Tax Impact (FY24)

Impact	Sub County General	Sub County Special Districts	County	State	Total
Direct	$317,423	$500,126	$209,515	$1,712,744	$2,739,808
Indirect	$178,466	$281,187	$116,668	$1,188,752	$1,765,073
Induced	$236,915	$373,281	$148,847	$904,573	$1,663,616
Total	**$732,804**	**$1,154,594**	**$475,030**	**$3,806,069**	**$6,168,497**

Source: Source Parker Strategy Group using data from UO

Oregon Athletics

$649.2 million in economic impact
3,767 jobs supported and sustained
$43.5 million in state and local taxes contributed
1.2 millon tickets sold for UO Athletics and Non-UO events

The University of Oregon Ducks compete at the NCAA Division I level as proud members of the Big Ten Conference. With 20 varsity teams and a passionate fan base, Oregon Athletics continues to expand its influence both on and off the field. The economic impact of Oregon Athletics extends beyond athletic operations to include the significant contributions of game-day attendance and fan engagement throughout the region. In FY24, Oregon Athletics generated an estimated economic impact of $649.2 million and supported approximately 3,767 jobs through its operations and game-day spending by visitors. In addition, the UO Athletics Department is one of only a handful of programs in the U.S. that is self-sufficient, receiving no funding from tuition or any state general operating funds. Energized by the spirited presence of The Duck, the university's beloved mascot, UO athletic events not only drive economic activity, but also foster a strong sense of community pride across the state and beyond, often bringing thousands of fans from across the nation to attend home games. The University of Oregon proudly represents the state at the highest level of national and international competition, with 39 national championships, 136 conference championships, and 36 Olympic medals showcasing its athletic excellence on the world stage.

It is estimated that $649.2 million was generated in FY24 from game-related spending by fans attending sporting events in Eugene. In FY24, UO Athletics and non-UO Sports sold approximately 1.2 million tickets.

In addition, the UO is home to world-class venues including Hayward Field, the most famous and advanced venue for track and field in the world. This allows UO to host a wide range of major events that bring national and international attention, and visitors, to the state. In the last three years, Hayward Field has hosted the NCAA Championships, the US Olympic Trials, US High School National Championships, and the World Athletics Championships. Autzen Stadium and Matthew Knight Arena also serve as venues for concerts, community gatherings, and high school championships, making UO a hub for cultural and sporting events that benefit the broader Oregon community. These additional visitors generate $147 million in economic impact, bringing the combined impact of Oregon Athletics and related sports events to **$649.2 million** annually.

Oregon Athletics Economic Impact (FY24)

Impact	UO Athletics Operations	UO Game-Day Visitors	Total UO Athletics	Athletics Visitors for Non-UO Sports Events	Total Combined Impact
Direct	$154,293,037	$140,928,890	$295,221,927	$86,340,444	$381,562,371
Indirect	$45,403,209	$50,485,996	$95,889,205	$30,930,375	$126,819,580
Induced	$62,490,681	$48,565,627	$111,056,308	$29,753,856	$140,810,164
Total	**$262,186,927**	**$239,980,513**	**$502,167,440**	**$147,024,675**	**$649,192,115**

Source: Source Parker Strategy Group using data from UO

In fiscal year 2024, **Oregon Athletics supported a total of 2,652 jobs,** including direct, indirect, and induced employment from both university operations and game-day visitor spending. When factoring in **non-UO sports events** – such as large tournaments and other athletic competitions – **the total combined employment impact rises to 3,767 jobs**. This highlights the significant role athletics play in driving job creation both on campus and across the broader regional economy.

Oregon Athletics Employment Impact, Jobs (FY24)

Impact	UO Athletics Operations	UO Game-Day Visitors	Total UO Athletics	Athletics Visitors for Non-UO Sports Events	Total Combined Impact
Direct	282	1,306	1,588	800	2,388
Indirect	206	247	453	151	604
Induced	344	267	611	164	775
Total	**832**	**1,820**	**2,652**	**1,115**	**3,767**

Source: Source Parker Strategy Group using data from UO

Oregon Athletics generated a total of **$32.3 million** in state and local tax revenue as a result of operations, student spending, and visitor spending in FY24.

- **Subcounty, general:** Oregon Athletics generated a total of $4.7 million in subcounty general taxes (city taxes).
- **Subcounty special districts:** Oregon Athletics generated a total of $7.4 million in subcounty special districts taxes (fire, EMS, and school districts).
- **County:** Oregon Athletics generated a total of $2.9 million in county tax revenue.
- **State:** Oregon Athletics generated a total of $17.4 million in state tax revenue.

UO Athletics (UO Sports Events) Local and State Tax Impact (FY24)

Impact	Sub County General	Sub County Special Districts	County	State	Total
Direct	$3,200,726	$5,043,035	$1,945,720	$11,187,480	$21,376,961
Indirect	$523,723	$825,171	$333,798	$2,555,760	$4,238,452
Induced	$957,137	$1,508,055	$601,340	$3,654,480	$6,721,012
Total	**$4,681,586**	**$7,376,261**	**$2,880,858**	**$17,397,720**	**$32,336,425**

Source: Parker Strategy Group using IMPLAN with data provided by UO

Local and state taxes when Oregon Athletics-related visitors for non-UO sports events are included total an estimated $43.5 million.

UO Athletics (UO Sports Events and Non-UO Sports Events) Local and State Tax Impact (FY24)

Impact	Sub County General	Sub County Special Districts	County	State	Total
Direct	$4,547,067	$7,164,323	$2,757,569	$14,835,830	$29,304,789
Indirect	$706,853	$1,113,708	$449,492	$3,427,082	$5,697,135
Induced	$1,213,567	$1,912,084	$762,446	$4,633,570	$8,521,667
Total	**$6,467,487**	**$10,190,115**	**$3,969,507**	**$22,896,482**	**$43,523,591**

Source: Parker Strategy Group using IMPLAN with data provided by UO

UO IMPACT BEYOND CORE IMPACTS

Beyond the core economic impact, UO alumni, faculty, staff, and students are contributing to the economic and social fabric of the state.

UO Alumni

- **269,005 alumni across 153 countries**
- **124,170 alumni living and working in Oregon**
- **46.2% of alumni live and work in Oregon**
- **Estimated $143.2 billion generated by all alumni over their careers in the Oregon economy**
- **760,349 jobs supported and sustained**

The value of a UO degree lasts a lifetime, and it continues to pay dividends for individuals and for the health of Oregon's economy by providing access to a talented and skilled workforce. Assuming an average career span of 40 years, UO's 124,170 alumni living and working in Oregon as of FY24 will support and sustain an additional 760,349 jobs due to spending on goods and services in the state. Oregon-based alumni will generate an estimated **$143.2 billion** in economic impact throughout the state over their career spans because of their degrees[2]. These alumni will contribute a total of $8.8 billion in local ($4.1 billion) and state ($4.7 billion) taxes.

These benefits are in addition to the $3.7 billion economic impact generated by the UO for FY24.

2 UO provided alumni data for graduates residing in Oregon, allowing for an analysis of their economic impact. This impact was calculated based on the additional earning power associated with each degree level, from associate degrees through PhD, compared to a high school diploma. These estimates use average salary data for each degree type and likely represent a conservative estimate of the true economic benefits of holding a higher education credential. This data was calculated in IMPLAN based on household spending by average income for each degree type.

Oregon-Based UO Alumni Local and State Tax Impact (FY24)

Impact	Employment (jobs)	Labor income	Value added	Economic impact
Undergraduate alumni	540,286	$35,186,871,136	$65,036,970,359	$102,343,890,302
Graduate alumni	220,063	$14,479,917,517	$25,762,097,235	$40,843,798,778
Total	**760,349**	**$49,666,788,653**	**$90,799,067,595**	**$143,187,689,080**

Source: Parker Strategy Group using IMPLAN with data provided by UO

Oregon-Based UO Alumni Local and State Tax Impacts (FY 24)

Impact	Sub County General	Sub County Special Districts	County	State	Total
Undergraduate alumni	$913,271,601	$1,438,942,411	$573,765,642	$3,393,108,478	$6,319,088,131
Graduate alumni	$347,714,576	$547,855,646	$218,417,566	$1,340,590,100	$2,454,577,888
Total	**$1,260,986,177**	**$1,986,798,057**	**$792,183,208**	**$4,733,698,578**	**$8,773,666,019**

Source: Parker Strategy Group using IMPLAN with data provided by UO

UO Gives Back

Across Oregon and beyond, University of Oregon faculty, staff, and students are deeply committed to serving their communities and fostering civic engagement. The UO's campuses — including its flagship location in Eugene, campus in Portland and research center in Charleston — actively contribute to public life by offering access to arts and cultural events, athletic competitions, academic lectures, youth programs, and a wide range of community-oriented activities. The University of Oregon's Museum of Natural and Cultural History and Jordan Schnitzer Museum of Art both serve as dynamic cultural anchors, offering educational programs, exhibitions, and events that engage thousands of visitors each year. By preserving heritage, fostering creativity, and providing free or low-cost access to schools and community groups, these museums enrich public life for Oregonians. The University's world-renowned Oregon Bach Festival brings visitors from across the country and the globe for two weeks of concerts, lectures and performances — many of which include musicians from area schools and the wider community.

Communities throughout Oregon benefit from the volunteer time and services provided by UO faculty, staff, and students. Based on assumptions derived from the US Census Bureau and the University of Maryland Do Good Institute[3] regarding donation amounts and volunteerism rates by age, income level, and employment status, it is estimated that staff, faculty, and students gave more than **$4.6 million** in FY24 in charitable donations and volunteered for **407,613 hours** valued at **$14.2 million**. The combined impact of charitable giving and volunteerism totals **$18.8 million.** These benefits are in addition to the $3.7 billion economic impact generated by the UO for FY24.

	UO Charitable Giving	UO Total Volunteer Hours	Value of UO Volunteer Hours
Faculty and Staff	$3,715,757	65,634	$2,280,123
Students	$911,210	341,979	$11,880,342
Total	**$4,626,967**	**407,613**	**$14,160,465**
		Combined Giving	**$18,787,432**

3 For the purposes of this study, it is assumed that 24.9% of staff and faculty donate $2,064 annually and 14.9% of students donate $250 each year. Volunteer impacts are based upon assumptions found in the US Census survey of charitable giving, and the value of a volunteer hour (estimated at $34.74 per hour) was obtained from the University of Maryland Do Good Institute. For the purposes of this breakout analysis, it was assumed that 27.2% of staff and faculty volunteer for 51 hours and 23.3% of students volunteer for 60 hours annually.

CONCLUSION

The University of Oregon's FY24 economic contribution reflects its function as a primary economic engine within Oregon's economy. Generating **$3.7 billion in total economic impact**, supporting and sustaining **21,563 jobs**, and producing **$238.2 million in state and local tax revenues**, UO represents a central node in the state's economic system. This activity is diffused across all regions and sectors of Oregon's economy through supply chain linkages, labor market contributions, and induced household spending. At the core of this economic engine are four interdependent output drivers – instruction, research, athletics, and visitor/tourism activity – that collectively generate high-multiplier effects sustaining and expanding Oregon's economy.

These activities are amplified by the university's alumni network, consisting of more than 124,000 graduates residing in Oregon, whose cumulative career earnings generate an estimated $143 billion in lifetime economic impact. Alumni contributions extend beyond wages and salaries, encompassing entrepreneurial activity, civic leadership, and cross-sector knowledge transfer. In addition, UO faculty, staff, and students generate value through philanthropy and volunteerism thereby enhancing the state's quality of life in ways that do not appear in traditional economic analysis but are critical to building a strong social fabric.

As an anchor institution, the University of Oregon integrates human capital formation, innovation output, and cultural infrastructure into a single economic platform. This integration positions the university as a structural driver of Oregon's competitiveness in national and global markets.

APPENDIX A: TERMS AND DEFINITIONS

Direct Economic Impact: All direct expenditures made by UO for its operations. These include operating expenditures, capital expenditures, and pay and benefits expenditures.

Direct Employment: Total number of employees, both full-time and part-time.

Dollar Year: Presented in 2024 dollars.

Government Revenue/State and Local Tax Impact: Government revenue or tax revenue that is collected by governmental units at the state and local levels in addition to those revenues paid directly by the UO. This impact includes taxes paid directly — by the UO itself, by employees of the UO, and by vendors who sell products to the UO — and also taxes paid at the household level.

Indirect Economic Impact: Includes the impact of local suppliers buying goods and services from other local industries. The cycle of spending works its way backward through the supply chain until all money is spent outside of the local economy, either through imports or by payments to value added (multiplier effect).

Indirect Employment: Additional jobs created as a result of the UO's economic impact. Local companies or vendors that provide goods and services to the UO increase their number of employees as purchasing increases, thus creating an employment multiplier.

Induced Economic Impact: The response by an economy to an initial change (direct effect) that occurs through respending of income received by a component of value added. IMPLAN's default multiplier recognizes that labor income (employee compensation and proprietor income components of value added) is not lost to the regional economy. This money is recirculated through household spending patterns, causing further local economic activity (multiplier effect).

Induced Employment: Additional jobs created as a result of household spending by employees of the UO and employees of vendors. This is another wave of the employment multiplier.

Multiplier Effect: The additional economic impact created as a result of the UO's direct spending. Local companies that provide goods and services to the UO increase their purchasing by creating a multiplier (indirect/supply-chain impacts). Household spending generated by employees of the UO and the UO's suppliers creates a third wave of multiplier impact (induced/household-spending impacts). The multipliers in this study are derived by IMPLAN.

Study Year: 2024

Subcounty General Taxes: Includes city and township taxes.

Subcounty Special Districts Taxes: Includes city, fire, police, emergency medical services and other special taxes levied at the local level.

Total Economic Impact: Includes spending on operations, capital expenditures, labor income expenditures, and value added to the economy as a result of expenditures made by the UO. It is the combined impact of direct, indirect, and induced impacts.

Value Added: The total market value of all final goods and services produced within a region in a given period of time (usually a quarter or year). It is the sum of the intermediate stages of production.

APPENDIX B: DATA AND METHODS

Data used to complete the University of Oregon contribution analysis was provided by UO and Oregon Athletics. Data supplied included operating expenditures, capital spending, total employees, and direct taxes paid. Primary and secondary data were used to complete the input-output models in IMPLAN. The study approach and economic impact findings are a conservative estimate of impact and are based on actual financial information. These findings represent a snapshot of the economic impact of the University of Oregon.

Overview and the IMPLAN model

The most common and widely accepted methodology for measuring the economic impacts of economic sectors is input-output (I-O) analysis. At its core, an I-O analysis is a table that records the flow of resources to and from companies/organizations and individuals within a region at a given time. For a specified region like a state or the nation, the input-output table accounts for all dollar flows between different sectors of the economy in a given time period. With this information, a model can then follow how a dollar added into one sector is spent and respent in other sectors of the economy, generating outgoing ripples of subsequent economic activity. This chain of economic activity generated by one event is called the “economic multiplier” effect.

The primary tool used in the performance of this study is the I-O model and dataset developed and maintained by IMPLAN Group LLC (formerly Minnesota IMPLAN Group Inc.). IMPLAN is a widely accepted and used software model first developed by the U.S. Forest Service in 1972. The data used in the baseline IMPLAN model and dataset comes largely from federal government databases. The input-output tables themselves come from the Bureau of Economic Analysis. Much of the annual data on labor, wages, final demand and other market variables comes from the Bureau of Labor Statistics, the Census Bureau and other government sources.

Government agencies, companies and researchers use IMPLAN to estimate the economic activities associated with spending in a particular industry or on a particular project. The IMPLAN model extends conventional I-O modeling to include the economic relationships between government, industry and household sectors, allowing IMPLAN to model transfer payments such as taxes.

As explained above, the model works by tracking the flow of resources to and from companies/organizations and individuals within a region. Producers of goods and services must secure labor, raw materials and other services to produce their product. The resources transferred to the owners of that labor or those raw materials and services are then spent to secure additional goods and services or inputs to the products they sell. For example, an organization in a region may develop a company that produces trains with a value of $1 million. However, to produce that product, they may be required to spend $500,000 in wages and benefits, $200,000 to suppliers of parts, $100,000 for electricity, $50,000 for transportation of goods and raw materials to and from the plant, and $50,000 in various professional services associated with operating a business (e.g., attorneys and accountants). The suppliers will, in turn, spend those resources on labor and raw materials necessary to produce the trains. Workers and the owners of the company will buy goods and services from other firms in the area (e.g., restaurants and gas stations). The suppliers, employees and owners of this second tier will, in turn, spend those resources on other goods and services, either within the study region or elsewhere. The cycle continues until all the money leaves the region.

IMPLAN Methodology

The model uses national production functions for over 450 industries to determine how an industry spends its operating receipts to produce its commodities. These production functions are derived from U.S. Census Bureau data. IMPLAN couples the national production functions with a variety of county-level economic data to determine the impacts at a state and congressional district level. To estimate these regional impacts, IMPLAN combines national industry production functions with county-level economic data. IMPLAN collects data from a variety of economic data sources to generate average output, employment and productivity for each industry in a given county. IMPLAN combines this data to generate a series of economic multipliers for the study area. The multiplier measures the amount of total economic activity generated by a specific industry spending an additional dollar in the study area. Based on these multipliers, IMPLAN generates a series of tables to show the economic event's direct, indirect and induced impacts to gross receipts, or output, within each of the model's more than 450 industries.

The model calculates three types of effects: direct, indirect, and induced. The economic impact of the University of Oregon is the sum of these three effects.

DIRECT

Investment in construction and expenditures for operations

INDIRECT

Purchases from local suppliers

INDUCED

Household spending from earnings of direct and indirect expenditures

Considerations Concerning IMPLAN

There are three important points about the use of IMPLAN (or any other input-output model):

1. It is a fixed price model. The model assumes that changes in consumption are not limited by capacity and do not affect prices. This simplifying assumption does not cause a problem for the analysis presented here because we are taking a snapshot in a specific year.

2. As in many studies using this type of model, the model does not calculate the direct impacts; the direct impacts reflect actual spending levels and patterns. Changing the level of direct spending allows us to calculate the magnitude of the indirect and induced effects associated with the initial level of spending.

3. Because the model continues to calculate additional spending until all the money leaves the region (i.e., "leakage"), the larger and more economically diverse the region, the longer it will take for spending to leave the region and the larger the impact is likely to be. For example, employees of UO may spend some amount of their income on buying a car. If no car manufacturers are in their state or county, this spending will leave the region and the multiplier effect will stop. At the national level, some portion of that same spending by that same individual may go to a national auto producer. Therefore, that spending would lead to more spending at the national level than would be captured by a more regional model. The national impact will be larger than the sum of the individual states, and the individual state impact will be larger than the sum of the impacts in its congressional districts.

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