

Institutional Research Study 00-02

The Economic Impact of the University of Delaware on Newark and the State of Delaware

Fall 1999

by Heather A. Kelly

Introduction

During fall 1999, the Office of Institutional Research and Planning conducted an Economic Impact Study. A survey was administered to the students and faculty and staff on the Newark campus, as well as local businesses in the Newark community. The purpose of this study was to determine the economic impact that student, faculty and staff, and University expenditures have on the local community and state. This report contains three main (3) sections that discuss the economic impact of University students, faculty and staff, and local businesses on Newark and the state of Delaware.

Methodology and Survey for Student Sample

In fall 1999, there were approximately 21,210 undergraduate and graduate students at the University of Delaware. During the months of October and November 1999, the Economic Impact Study was administered to approximately 2,800 undergraduate and graduate students at the University. A follow-up mailing was conducted in February. The students were randomly chosen to ensure a representative sample by class level, ethnicity, gender, campus status, residence status, and time status. Please see Attachment A for a copy of the survey.

The original student data set contained 688 surveys. The student response rate was approximately 25%.

The final data set was weighted during the analysis process to correctly represent the overall percentages of students by class level, gender, campus status, residence status, and time status. The weighted data thus provide findings from the sample of students to represent the Newark campus undergraduate population. The breakdown of the overall student campus population versus the student survey respondents is presented on the following page.

**Table 1. Breakdown of Demographics for
Student Campus Population and Student Survey Respondents
Fall 1999**

<u>Category</u>	Campus Population		Survey Respondents	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>
<i>Class Level</i>				
Freshman	4,904	23.1	155	23.9
Sophomore	4,055	19.1	131	20.2
Junior	3,260	15.4	101	15.6
Senior	3,940	18.6	122	18.8
Continuing Education	1,939	9.1	56	8.6
Graduate	3,108	14.7	84	12.9
<i>Gender</i>				
Male	9,070	42.8	279	43.0
Female	12,136	57.2	370	57.0
<i>Campus Status</i>				
On-Campus	7,437	35.1	244	37.6
Off-Campus	13,769	64.9	405	62.4
<i>Residence Status</i>				
Resident	9,565	45.1	310	47.8
Non-Resident	11,641	54.9	339	52.2
<i>Time Status</i>				
Full-Time	17,105	80.7	539	83.1
Part-Time	4,101	19.3	110	16.9

Overall, 39 questionnaires did not contain the necessary data for the weighting procedure, therefore, once the weighting procedure was completed, the weighted data set contained responses from 649 students. Fifty-seven percent of the respondents were female while 43% were male. Twenty-four percent of the respondents were freshmen, 20% sophomores, 16% juniors, 19% seniors, 13% graduate students, and 9% continuing education students. Most of the respondents (83%) were classified as full-time students. More than half of the respondents were non-resident students (52%) and lived off campus (63%). Half of the respondents (50%) lived in a house or apartment, 37% lived in a dorm or other University-approved housing, 10% lived with relatives, and 1% lived in a fraternity or sorority house. All findings reported herein refer to the weighted sample of student respondents.

Student Economic Impact

The mean monthly student income from all sources after taxes was approximately \$1,020. Student expenditures ranged from housing to entertainment to medical and dental. Students were given the opportunity to indicate additional expenditure areas. Pets, parking, computer, and art supplies were some of the items mentioned as additional expenditures. More than half (65%) of the respondents indicated that they live in a house or apartment where they pay rent while 15% indicated that they live in a house or apartment that they own.

The total mean monthly student expenditures spent in Delaware were approximately \$780 (see table 2). Please note that students were asked to exclude University tuition, housing, and meal plans from their monthly expenditures. The breakdown is summarized below:

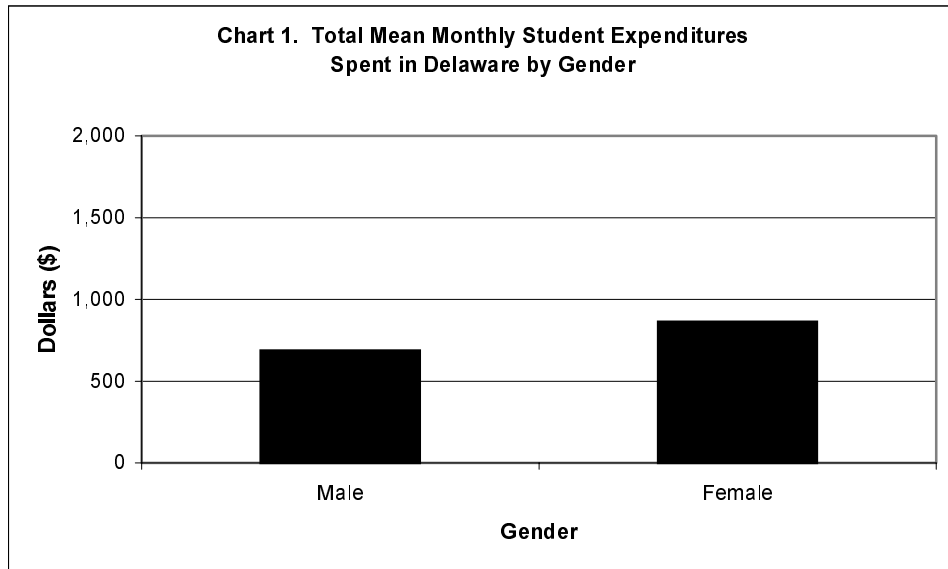
Table 2. Mean Monthly Expenditures Spent in Delaware by Overall Student Respondents

Overall Student Respondents
(N=649)

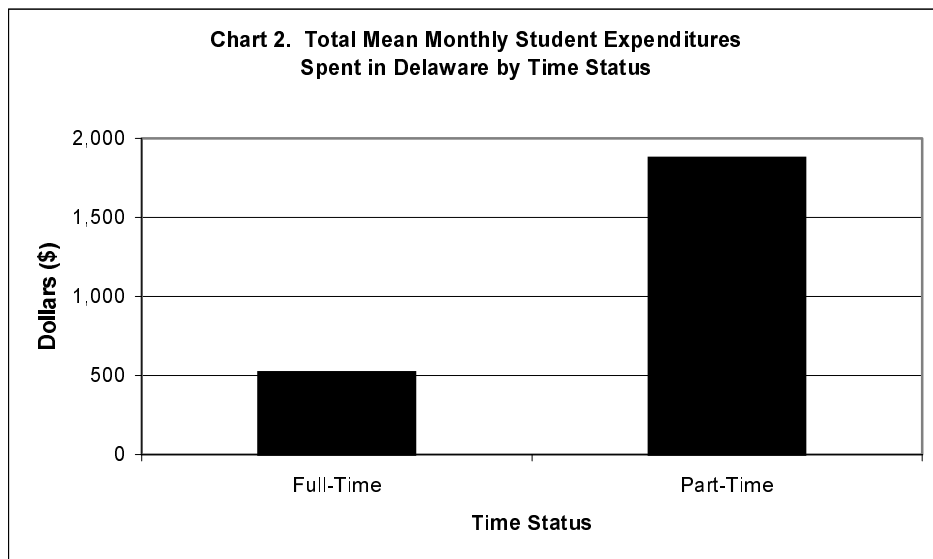
	n	\$	% of Total Monthly Expenditures
Housing	362	244	31.1
Utilities	364	39	4.9
Telephone and Cable	341	37	4.8
Food and Beverage	357	126	16.1
Entertainment and Recreation	352	43	5.5
Services	370	27	3.4
Clothing	356	44	5.6
Books and Educational Supplies	352	38	4.9
Other Retail	338	45	5.8
Automobile	368	114	14.6
Medical and Dental	349	14	1.7
Other - 1 (i.e., pets, computer supplies, etc.)	69	9	1.2
Other - 2	36	3	0.4
Other - 3	26	1	0.1
Total Mean Monthly Expenditures		782	100

Student expenditures spent in Delaware varied by gender, campus status, class level, residence status, and time status. The total mean monthly expenditures spent in Delaware for female students were approximately \$860 and \$690 for male students (see chart 1). The percentage of total monthly expenditures that female students spend on housing, utilities, telephone and cable, clothing, other retail, and medical and dental was greater than their male peers. Male students tend to spend more on entertainment and recreation,

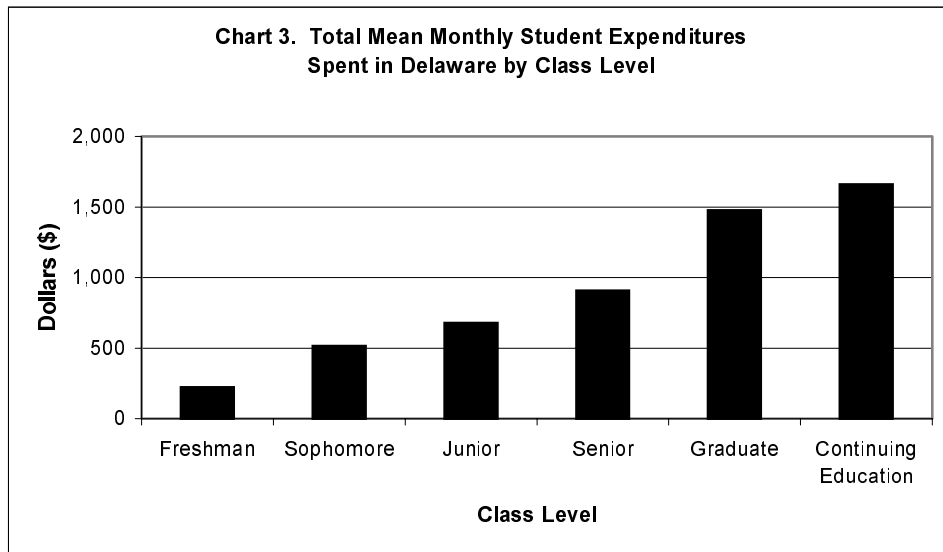
services, and automobiles. The percentage of total monthly expenditures for all other categories was equal.



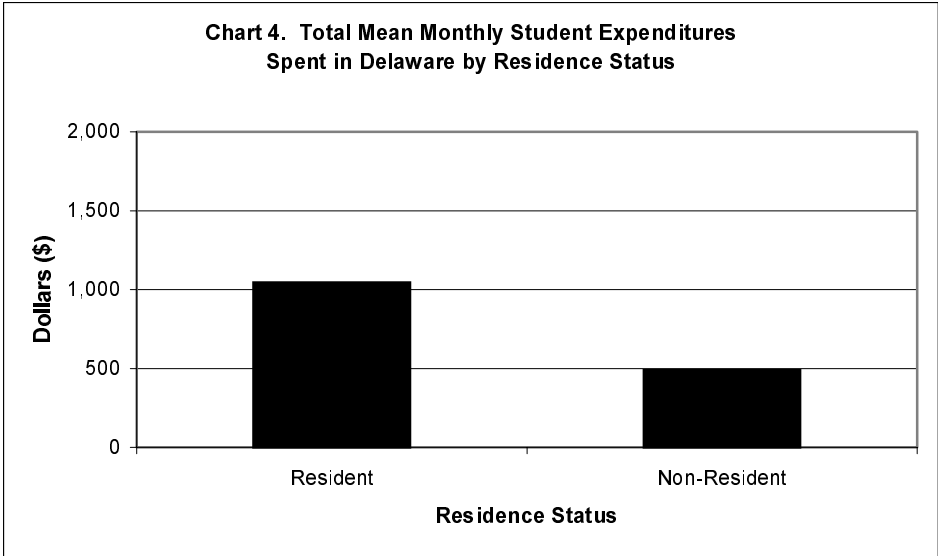
The total mean monthly expenditures spent in Delaware for full-time students were approximately \$520 and \$1,880 for part-time students (see chart 2). This large expenditure difference can be attributed to the fact that part-time students tend to be older and are most likely employed full-time. The percentage of total monthly expenditures that full-time students spend on telephone and cable, food and beverage, entertainment and recreation, clothing, and books and educational supplies were greater than their part-time peers. Part-time students tend to spend more on housing, utilities, services, other retail, automobiles, and medical and dental.



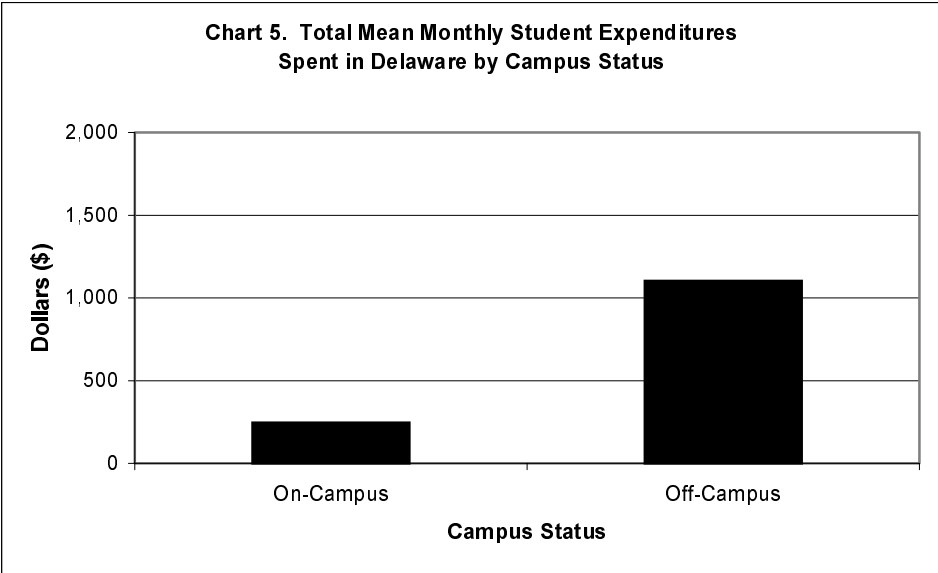
The total mean monthly expenditures spent in Delaware by class level increased accordingly (see chart 3). The largest expenditure category for all class levels except freshmen and sophomore students was housing. The housing expenditure for freshmen was extremely low due to the fact that 89% of freshmen live in University-approved housing. Freshmen tend to spend the greatest percentage of their total monthly expenditures on food and beverage (20%) followed by books and educational supplies (17%). Sophomores tend to spend the greatest percentage of their total monthly expenditures on automobiles (20%) followed by food and beverage (18%) and housing (17%). After housing expenditures, seniors, juniors, graduate students, and continuing education students tend to spend the greatest percentage of their total monthly expenditures on food and beverage and automobiles.



The total mean monthly expenditures spent in Delaware for resident students were approximately \$1,040 and \$490 for non-resident students (see chart 4). This large expenditure difference may be attributed to the fact that the total mean monthly expenditures are greatest for continuing education students (see above chart) and 79% of these students are Delaware residents. The percentage of total monthly expenditures that non-resident students spend on housing, telephone and cable, food and beverage, entertainment and recreation, clothing, and books and educational supplies was greater than their resident peers. Resident students tend to spend more on utilities, services, other retail, automobiles, and medical and dental.



The total mean monthly expenditures spent in Delaware for on-campus students were approximately \$250 and \$1,100 for off-campus students (see chart 5). This large expenditure difference may be attributed to the fact that the on-campus students have minimal housing and utility expenditures. The percentage of total monthly expenditures that on-campus students spend on telephone and cable, food and beverage, entertainment and recreation, services, clothing, books and educational supplies, and other retail was greater than their off-campus peers. Off-campus students tend to spend more on housing, utilities, automobiles, and medical and dental.

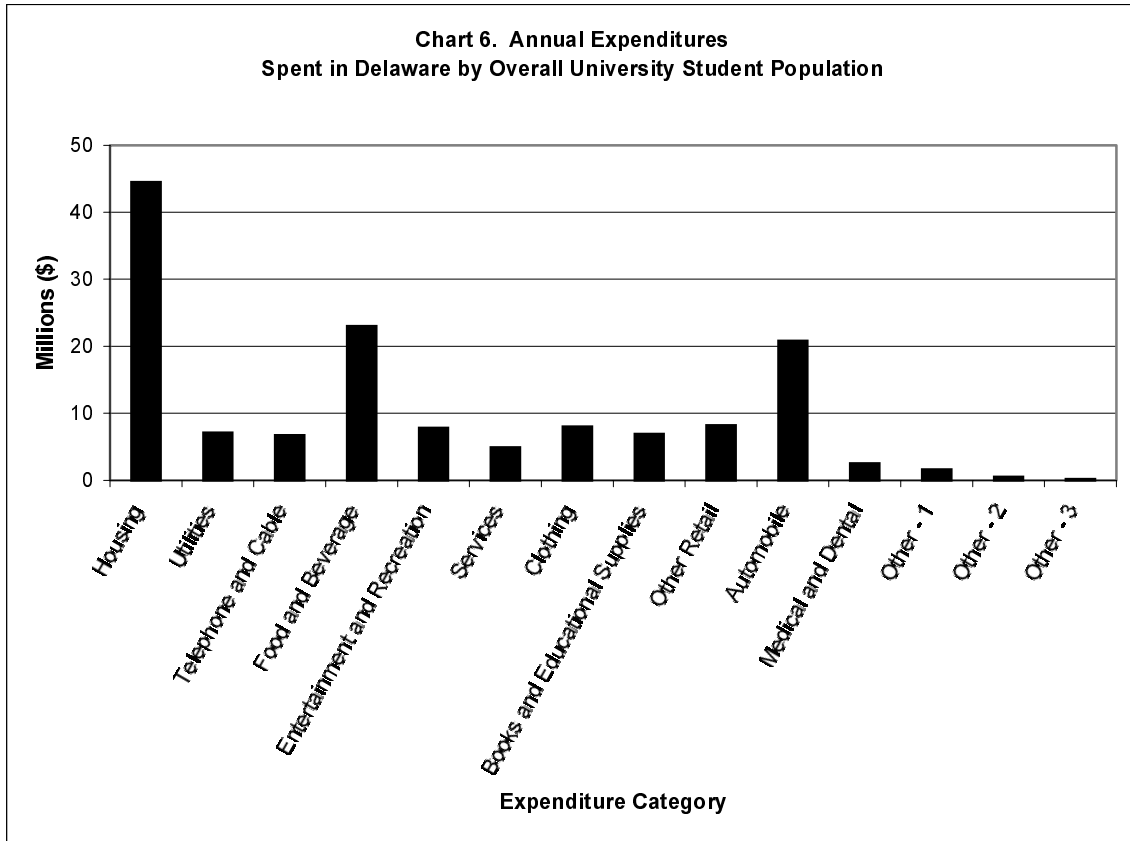


The estimated total annual expenditures spent in Delaware by the overall University student population were approximately \$143,003,950¹ (see table 3 and chart 6). The breakdown of these annual expenditures is summarized below:

Table 3. Annual Expenditures Spent in Delaware by Overall University Student Population

	Expenditures Per Year (\$) ¹	% of Total Annual Expenditures
Housing	44,506,332	31.1
Utilities	7,113,717	5.0
Telephone and Cable	6,748,911	4.7
Food and Beverage	22,982,778	16.1
Entertainment and Recreation	7,843,329	5.5
Services	4,924,881	3.4
Clothing	8,025,732	5.6
Books and Educational Supplies	6,931,314	4.8
Other Retail	8,208,135	5.7
Automobile	20,793,942	14.5
Medical and Dental	2,553,642	1.8
Other - 1	1,641,627	1.1
Other - 2	547,209	0.4
Other - 3	182,403	0.1
Total Annual Expenditures	143,003,952	100

¹ The annual expenditures for each category were calculated by multiplying the mean monthly expenditure by the student headcount for each term by the number of months in each term. The terms (number of months) included fall 1999 (4), winter 2000 (1), spring 2000 (4), and summer 1 and 2 1999 (1.5 each). The total annual expenditures were the sum of these categories.



Students were asked to indicate up to six (6) Newark businesses that they frequent on a regular basis. Of the top 23 businesses that students mentioned, more than half (57%) were in the food and beverage industry, 30% were retail stores, 9% were grocery stores, and 4% provided general entertainment (i.e., video store).

Methodology and Survey for Faculty and Staff Sample

In fall 1999, there were approximately 3,670 faculty and staff employees at the University of Delaware; approximately 3,400 of these employees are on the Newark campus. During the months of October and November 1999, the Economic Impact Study was administered to approximately 1,820 faculty and staff members on the Newark campus. A follow-up mailing was conducted in February. The faculty and staff members were randomly chosen to ensure a representative sample by both employment and time status. Please see Attachment B for a copy of the survey.

The original faculty and staff data set contained 938 surveys. The faculty and staff response rate was approximately 52%.

The final data set was weighted during the analysis process to correctly represent the overall percentages of faculty and staff members by employment and time status. The weighted data thus provide findings from the sample of faculty and staff to represent the Newark campus faculty and staff population.

Overall, 4 questionnaires did not contain the necessary data for the weighting procedure, therefore, once the weighting procedure was completed, the weighted data set contained responses from 934 faculty and staff members. Twenty-eight percent of the respondents were faculty members, 32% were professional staff, 26% were salaried staff, and 14% were hourly staff. Seventy-five percent of the respondents were Delaware residents while 25% of the respondents were Delaware non-residents. Seventy-five percent of the respondents lived in Delaware, 15% lived in Maryland, 9% lived in Pennsylvania, and 1% lived in New Jersey. The average commute for the faculty and staff respondents was 18 miles. The average faculty and staff household consisted of 3 members. All findings reported herein refer to the weighted sample of faculty and staff respondents.

Faculty and Staff Economic Impact

Faculty and staff expenditures ranged from housing to retail to education and tuition. The total mean monthly faculty and staff household expenditures spent in Delaware were approximately \$2,320 (see table 4). The breakdown of faculty and staff monthly expenditures is summarized below:

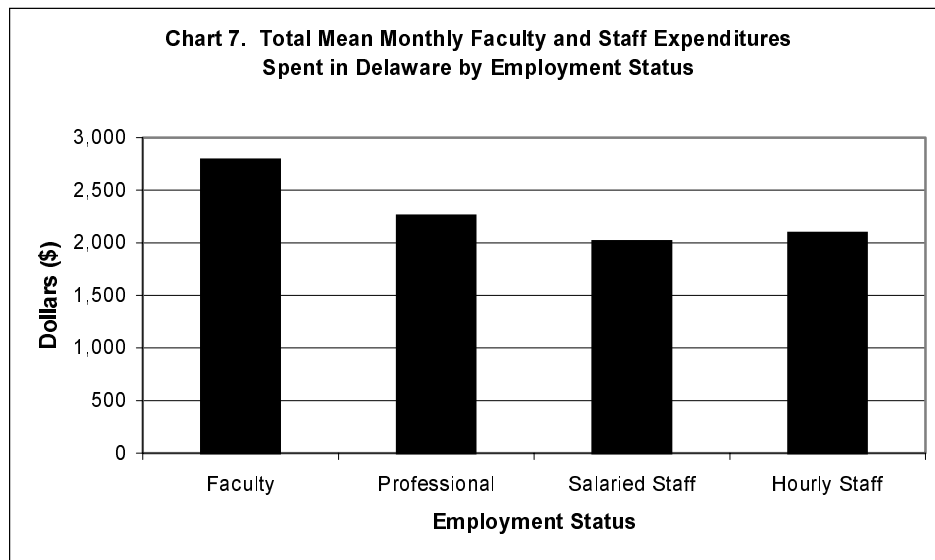
Table 4. Mean Monthly Expenditures Spent in Delaware by Overall Faculty and Staff Respondents

Overall Faculty and Staff Respondents (N=934)

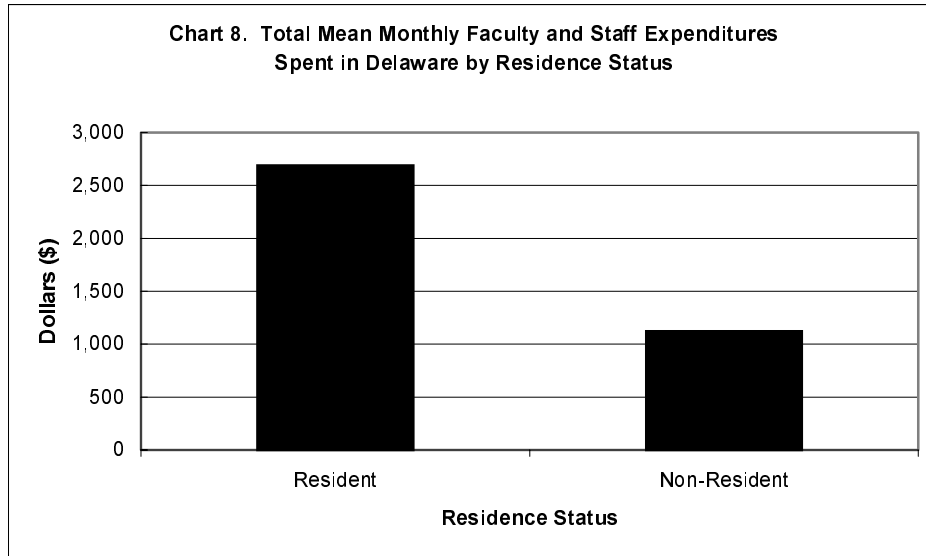
	n	\$	% of Total Monthly Expenditures
Housing	720	690	29.7
Utilities	718	149	6.4
Telephone and Cable	720	74	3.2
Food and Beverage	745	374	16.1
Automobile	733	308	13.2
Medical and Dental	721	84	3.6
Services	710	92	4.0
Clothing	718	91	3.9
Other Retail	692	90	3.9
Entertainment and Recreation	703	66	2.8
Education and Tuition	496	178	7.7
Other – 1 (i.e., home repairs, vacation, etc.)	496	92	4.0
Other - 2	131	32	1.4
Other - 3	62	1	0.1
Total Mean Monthly Expenditures		2,323	100

Faculty and staff were given the opportunity to indicate additional expenditure areas. Home improvements and repairs, vacation, and charitable contributions were some of the items mentioned as additional expenditures.

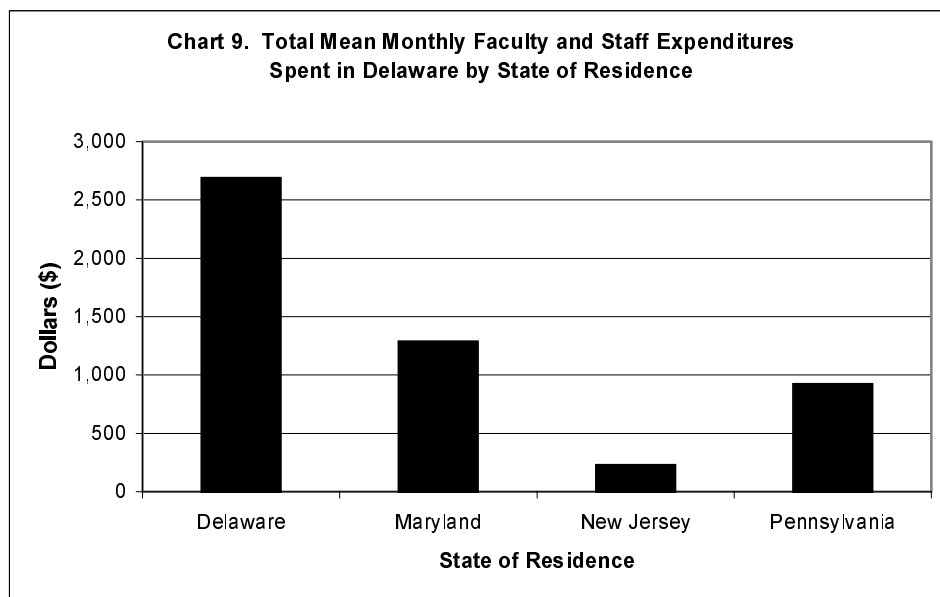
Faculty and staff household expenditures spent in Delaware varied by employment status, residence status, and state of residence. Faculty members tend to spend the most in the state of Delaware, followed by professional staff, hourly staff, and salaried staff (see chart 7). The largest expenditure category for all employment status groups except hourly staff is housing. After housing expenditures, faculty, professional and salaried staff tend to spend the greatest percentage of their total monthly expenditures on food and beverage followed by automobile. The largest expenditure category for hourly staff is automobile. After automobile expenditures, hourly staff tend to spend the greatest percentage of their total monthly expenditures on housing followed by food and beverage.



The total mean monthly expenditures spent in Delaware for resident faculty and staff members were approximately \$2,690 and \$1,120 for Delaware non-resident faculty and staff members (see chart 8). Delaware residents tend to spend the greatest percentage of their total monthly expenditures spent in Delaware on housing (32%) followed by food and beverage (16%) and automobile (14%). Delaware non-residents tend to spend the greatest percentage of their total monthly expenditures spent in Delaware on food and beverage (21%) followed by education and tuition (17%) and automobile (12%).



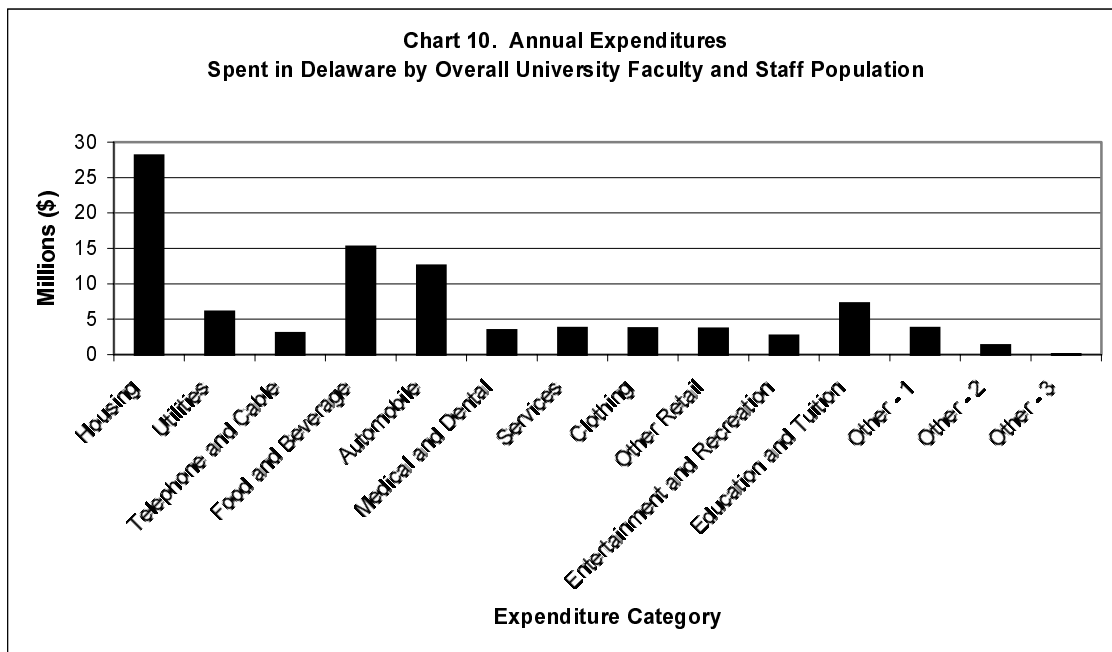
The total mean monthly faculty and staff expenditures spent in Delaware varied by state of residence. Delaware residents spend the most in the state of Delaware, followed by Maryland, Pennsylvania, and New Jersey residents (see chart 9). Delaware residents tend to spend the greatest percentage of their total monthly expenditures spent in Delaware on housing (32%) followed by food and beverage (16%) and automobile (14%). Maryland residents tend to spend the greatest percentage of their total monthly expenditures spent in Delaware on education and tuition (20%) followed by food and beverage (19%). Pennsylvania residents tend to spend the greatest percentage of their total monthly expenditures spent in Delaware on food and beverage (27%) followed by automobile (16%) and education and tuition (13%). New Jersey residents tend to spend the greatest percentage of their total monthly expenditures spent in Delaware on other retail (30%) followed by automobile (29%) and food and beverage (23%).



The estimated total annual expenditures spent in Delaware by the University Newark campus faculty and staff population were approximately \$94,501,840² (see table 5 and chart 10). The breakdown of these annual expenditures is summarized below:

Table 5. Annual Expenditures Spent in Delaware by Overall University Faculty and Staff Population

	Expenditures Per Year (\$)²	% of Total Annual Expenditures
Housing	28,094,040	29.7
Utilities	6,066,684	6.4
Telephone and Cable	3,012,984	3.2
Food and Beverage	15,227,784	16.1
Automobile	12,540,528	13.3
Medical and Dental	3,420,144	3.6
Services	3,745,872	4.0
Clothing	3,705,156	3.9
Other Retail	3,664,440	3.9
Entertainment and Recreation	2,687,256	2.8
Education and Tuition	7,247,448	7.7
Other - 1	3,745,872	4.0
Other - 2	1,302,912	1.4
Other - 3	40,716	0.04
Total Annual Expenditures	94,501,836	100



² The faculty and staff annual expenditures were based on the Newark campus only (n=3,393).

Faculty and staff members were asked to indicate up to six (6) Newark businesses that they frequent on a regular basis. Of the top 25 businesses that faculty and staff mentioned, 40% were in the food and beverage industry, 36% were retail stores, 16% were grocery stores, and 8% provided banking services.

Methodology and Survey for Local Business Sample

During the months of October and November 1999, the Economic Impact Study was administered to the business owners and managers of approximately 270 local businesses in the Newark area. A follow-up mailing was conducted in February. The businesses contacted were located on Main Street and approximately a five-mile radius to the University. Please see Attachment C for a copy of the survey.

The business data set contained 90 surveys. The business response rate was approximately 34%. The breakdown of the products and services of the business respondents is summarized below:

Table 6. Products and Services of Local Business Respondents

Business Products and Services	n	Percentage
Retail	43	47.8
Food and Beverage	20	22.2
Service	17	18.9
Entertainment	8	8.9
Personal Services	2	2.2
Total	90	100

The service category included businesses such as beauty and barber service, dry cleaning, advertising and copy service, and auto care while the personal service category included businesses such as weight loss and nutrition services.

University Economic Impact on Local Businesses

- The business respondents indicated that, on average, 10 to 19 of their employees were employed in Delaware and 5 to 9 of their employees were employed in the Newark area. Forty-six percent of the business respondents employed 1 to 4 current University of Delaware students and more than half (51%) employed 1 to 4 University of Delaware alumni.
- Business respondents were asked to indicate what approximate percentage of their business income comes from the sales of products and services to the University of Delaware and its community. Twenty-one percent of the business respondents indicated that for their *company as a whole*, 26 to 49% of their business income could be attributed to the University and its community. An additional 12% of the respondents indicated that 50 to 74% of their business income could be attributed to the University and its community.

- Twenty-four percent of the business respondents indicated that for the part of their company that is *located in the Newark area*, 26 to 49% of their business income could be attributed to the University and its community. An additional 13% of the respondents indicated that 50 to 74% of their business income could be attributed to the University and its community.
- The business respondents were asked to indicate how their business would be impacted if student enrollment at the University declined. Approximately 28% of the respondents indicated that their business would decline. An additional 13% of the business respondents indicated that they would experience a small impact or decline.
- The business respondents were also asked to indicate in what ways the University and its community influenced business decisions. A number of the business respondents indicated that the University and its community influenced decisions regarding products and services. In addition, the business respondents indicated that the University and its community influenced decisions regarding scheduling events and sales. Other business decisions that are influenced by the University and its community included advertising, hiring, and business location choice.
- Finally, the business respondents were asked to share how the University and its community affected their business as a whole. A number of the business respondents indicated that the University and its community were an asset to their business. In addition, business respondents indicated that the University had a positive influence on the Newark community and business sales. One respondent indicated that the University brought “vibrant” life to the community. Respondents also indicated that the University of Delaware made Newark “work” and the effect of the University and its community on their business as a whole was overall positive. Business respondents also indicated that the faculty and staff at the University were a positive influence on their enterprise and that the University was important in making their operation successful, a driving force in the market share, provided competition, and encouraged a diverse population.

Overall University Economic Impact

University Revenues

The University’s largest source of operating revenue was tuition and fees. In addition to operating revenue, the University generated revenue through special events and activities. For example, during the 1998-99 fiscal year, Clayton Hall hosted a number of meetings and events both internally and externally. Approximately 58% of the events hosted were external. The external meetings and events included the following types: corporate, associations, government, non-profit, public relations, religious, social, and education. In addition, during the 1998-99 fiscal year, 246,221 visitors attended the Bob Carpenter Center for intercollegiate athletic events, trade shows, and concerts. Eleven (11) of the events at the Bob Carpenter Center consisted of 2 comedy shows, 2 children’s

shows, 1 family show, 1 specialty show, and 5 concerts. Approximately 48,965 visitors attended these 11 events and approximately \$1,127,800 was generated in revenue.

University Expenditures

The University of Delaware is the 7th largest employer in the state of Delaware. During fall 1999, the University employed approximately 3,400 faculty and staff members on the Newark campus. The University compensated these employees approximately \$154,775,980.

The University makes a number of purchases through both Delaware and non-Delaware vendors. During the 1998-99 fiscal year, the University purchased approximately \$62,835,400 worth of products and services through Delaware vendors. Purchasing in Delaware accounts for 41% of the University’s overall purchasing.

Economic Impact Summary

The direct expenditures of students, faculty and staff, and the University account for a large part of the economic impact on the state of Delaware. These direct expenditures lead to indirect purchases where additional services are purchased, employees are paid, and these employees, in turn, make additional expenditures. This is called the “multiplier” effect. The total economic impact of the University of Delaware was calculated by applying a multiplier of 1.9³ to the direct expenditures. The estimated total economic impact of student and faculty and staff direct expenditures and University purchasing is summarized below:

**Table 7. Annual Expenditures
Spent in Delaware by the University of Delaware and Its Community**

	Estimated Spending in Delaware Per Year	Overall Economic Impact
Student Expenditures	\$143,003,952	\$271,707,509
Faculty and Staff Expenditures	\$ 94,501,836	\$179,553,488
University Purchases	\$ 62,835,388	\$119,387,237
Total Economic Impact	\$300,341,176	\$570,648,234

During 1999, the University and its community spent approximately \$300 million in Delaware. These estimated expenditures spent in Delaware (\$300 million) are 3 times the state operating appropriations level (\$90 million). The estimated total economic impact of the University of Delaware is approximately \$570 million.

The University of Delaware is also responsible for generating additional jobs for businesses that provide goods and services to the University and its community. The Bureau of Economic Analysis suggests that approximately 36 jobs are generated for each

³ U.S. Department of Commerce – Bureau of Economic Analysis. *Regional Multipliers: A User Handbook for the Regional Input-Output Modeling System (RIMS II)*. 3rd ed. Washington, D.C.: U.S. Government Printing Office, 1992.

additional \$1 million dollars of output³. Looking at the estimated student and faculty and staff expenditures and University purchases in the state of Delaware, approximately 10,810 new jobs are generated which increases the overall economic impact of the University of Delaware.

Conclusion

The University of Delaware's impact on the local community and state through economic benefits is immense. The students and the faculty and staff contribute a great deal to the local and state economy through their personal and household expenditures. Local businesses indicate that the University and its community are a positive influence and help to make their businesses successful. Overall, the return on the state's investment in the University of Delaware is approximately 3 times greater than their initial investment.

In addition to economic benefits, the University provides a number of additional benefits to the local community and the state of Delaware. These benefits include, but are not limited to, employment opportunities, social and cultural events, educational opportunities, and community development.

Acknowledgements

I would like to take this opportunity to acknowledge Donald Boeckman of Southeastern Louisiana University who permitted the University of Delaware to adopt their methodology and survey instruments in order to develop this Economic Impact Study.

1999 Economic Impact Study Student Questionnaire

The University of Delaware, with the help of the Office of Institutional Research and Planning, is administering this questionnaire to students in order to support an economic impact study. This study will determine the economic impact that student expenditures at the University have on the community and State. This questionnaire is being distributed to a group of randomly selected students at the University and your information will be compiled with other student respondents. Your assistance is essential to make this study successful and meaningful. Please contact Heather Kelly via phone at 302.831.2021 or via email at hkelly@udel.edu if you have any questions. Please return your completed questionnaire in the enclosed envelope to the Office of Institutional Research and Planning, 325 Hullihen Hall, by **Monday, March 20, 2000**.

Please note: There are no identifying marks on this questionnaire. The information you provide on this questionnaire is completely anonymous and confidential.

- 1) Gender: Male Female
- 2) Student status: Full-time Part-time
- 3) Classification: Freshman Sophomore Junior Senior
- Master Doctorate Continuing Education
- 4) Delaware residence status: Resident Non-resident
- 5) Where do you live? On-campus Off-campus Out-of-state
- 6) How would you classify your place of residence?
- Dormitory or other University-approved housing
 Fraternity or sorority house
 Apartment or house
 Live with relatives
 Other (please specify) _____
- 7) If you live in an apartment or house, please check one of the following:
- I live in an apartment or house where I pay rent.
 I live in an apartment or house that I own.
 I live in an apartment or house belonging to my parents or a relative where I do not pay rent.
 Other (please specify) _____

Please turn over. →

- 8) What is your average monthly income from all sources after taxes (i.e., job, family, and other sources of income)? \$ _____
- 9) Please indicate approximately how much you spend *each month regardless of source of income* on the following items (please *exclude* University tuition, housing, and meal plans):

Item	Total Dollar Amount Spent Each Month	Approximate Percentage of Total Dollar Amount Spent in Delaware
a) Housing – rent or house payment	\$	%
b) Utilities – electric, gas, heat, water, garbage fees, sewer fees	\$	%
c) Telephone and Cable – local and long distance telephone fees and cable fees	\$	%
d) Food and beverage – groceries and items purchased at restaurants and other establishments	\$	%
e) Entertainment and Recreation – special events, concerts, movies, sports equipment, etc.	\$	%
f) Services – beauty and barber services, child care, cleaning services, etc.	\$	%
g) Clothing – buying clothes, dry cleaning, etc.	\$	%
h) Books and Educational Supplies – textbooks, paper, pens, pencils, etc. (overall costs/12 months)	\$	%
i) Other retail – household goods, apartment/home furnishings, kitchenware, other personal items, gifts	\$	%
j) Automobile – car payment, insurance, gasoline, vehicle maintenance and repairs	\$	%
k) Medical and Dental – money spent on health care and prescriptions not covered by insurance payment	\$	%
l) Other (please specify):	\$	%
m) Other (please specify):	\$	%
n) Other (please specify):	\$	%

- 10) Please list up to six (6) Newark businesses that you frequent on a regular basis:

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Please return your completed questionnaire in the enclosed envelope to the Office of Institutional Research and Planning, 325 Hullihen Hall by *March 20, 2000*.

Thank you for your time and assistance!



1999 Economic Impact Study
Faculty and Staff Questionnaire

The University of Delaware, with the help of the Office of Institutional Research and Planning, is administering this questionnaire to faculty and staff in order to support an economic impact study. This study will determine the economic impact that University faculty and staff expenditures have on the community and State. This questionnaire is being distributed to a group of randomly selected faculty and staff at the University and your information will be compiled with other faculty and staff respondents. Your assistance is essential for a successful and meaningful study. Please contact Heather Kelly via phone at 302.831.2021 or via email at hkelly@udel.edu if you have any questions. Please return your completed questionnaire in the enclosed envelope to the Office of Institutional Research and Planning, 325 Hulliher Hall, by Monday, March 20, 2000.

Please note: There are no identifying marks on this questionnaire. The information you provide on this questionnaire is completely anonymous and confidential.

- 1) Please indicate your University employment status: [] Faculty [] Salaried Staff [] Professional [] Hourly

- 2) Where do you live? [] New Castle County, DE [] New Jersey [] Kent County, DE [] Pennsylvania [] Sussex County, DE [] Other (please specify) [] Maryland

3) Please indicate your average round-trip daily commute to the University: _____ miles.

4) How many members are in your household? _____

5) Please list up to six (6) Newark businesses that you frequent on a regular basis:

- 1. _____ 4. _____
2. _____ 5. _____
3. _____ 6. _____

Please turn over. ->

- 6) Please indicate approximately how much *you and your household members* spend each month on the following items:

Item	Total Dollar Amount Spent Each Month	Approximate Percentage of Total Dollar Amount Spent in Delaware
a) Housing – rent or house payment, including insurance and taxes	\$	%
b) Utilities – electric, gas, heat water, garbage fees, sewer fees	\$	%
c) Telephone and Cable – local and long distance telephone fees and cable fees	\$	%
d) Food and beverage – groceries and items purchased at restaurants and other establishments	\$	%
e) Automobile – car payment, insurance, gasoline, vehicle maintenance and repairs	\$	%
f) Medical and Dental – money spent on health care, life insurance, and prescriptions not covered by insurance payment	\$	%
g) Services – beauty and barber services, child care, cleaning services, etc.	\$	%
h) Clothing – buying clothes, dry cleaning, etc.	\$	%
i) Other retail – household goods, apartment/home furnishings, kitchenware, other personal items, gifts	\$	%
j) Entertainment and Recreation – special events, concerts, movies, sports equipment, etc.	\$	%
k) Education and Tuition	\$	%
l) Other (i.e., vacation, home improvement/repairs, unexpected expenditure) (please specify):	\$	%
m) Other (please specify):	\$	%
n) Other (please specify):	\$	%

Please return your completed questionnaire in the enclosed envelope to the Office of Institutional Research and Planning, 325 Hullihen Hall by *March 20, 2000*.

Thank you for your time and assistance!



1999 Economic Impact Study Business Questionnaire

The Office of Institutional Research and Planning at the University of Delaware is administering this questionnaire to Newark area businesses in order to support an economic impact study. This study will determine the economic impact that expenditures by the University community have on the community and State. This questionnaire is being distributed to businesses in the Newark area and the information that you provide will be compiled with other business respondents. Your assistance is essential to make this study successful and meaningful. Please contact Heather Kelly via phone at (302) 831-2021 if you have any questions regarding the study. Please return your completed questionnaire in the enclosed postage-paid envelope or fax it to the Office of Institutional Research and Planning at (302) 831-8530 by **Monday, March 20, 2000**. Thank you in advance for your assistance.

1) What is your main product or service? _____

2) How many employees are employed by your business:

a) in Delaware? (please check one)

- 1 - 4 5 - 9 10 - 19 20 - 49 50 - 99 100 - 249 250 or more Don't know

b) in the Newark area? (please check one)

- 1 - 4 5 - 9 10 - 19 20 - 49 50 - 99 100 - 249 250 or more Don't know

3) How many of your employees are:

a) current University of Delaware students? (please check one)

- 1 - 4 5 - 9 10 - 19 20 - 49 50 - 99 100 - 249 250 or more Don't know

b) University of Delaware alumni? (please check one)

- 1 - 4 5 - 9 10 - 19 20 - 49 50 - 99 100 - 249 250 or more Don't know

Please turn over. →

- 4) What approximate percentage of your business income comes from the sales of products and services to the University of Delaware and its community:
- a) for your company as a whole?
- less than 25% 26 – 49% 50 – 74% 75 – 100% Don't know
- b) for the part of your company located in the Newark area?
- less than 25% 26 – 49% 50 – 74% 75 – 100% Don't know
- 5) How would your business be impacted if student enrollment at the University of Delaware declined?
- 6) Please indicate in what ways the University of Delaware and its community influence your business decisions.
- 7) Please share with us how the University of Delaware and its community affect your business as a whole.

Thank you for your time and assistance!