UNIVERSITY OF NEBRASKA AT OMAHA
COLLEGE OF
BUSINESS ADMINISTRATION

The Economic Impact and Fiscal Contribution of UNO Degree-holding Alumni on the Omaha Metropolitan Statistical Area in 2024

June 5, 2025

Prepared for:

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Executive Summary

- As of March 2025, **79,135** UNO degree-holding alumni resided in the Omaha Metropolitan Statistical Area (MSA). Bachelors degree-holders are the most numerous, accounting for nearly 70 percent of total alums in Omaha, or 55,175 residents.

- Alumni enjoy higher earnings because of their UNO degree and therefore the Omaha MSA benefits from their increased purchasing power. It is estimated that in 2024, this **increased income of alumni** led to **$1.44 billion** in increased spending in the metro. This spending supported additional jobs and income growth in Omaha. Over $1 billion in increased spending came from Bachelors degree-holders.

- The additional spending by UNO alumni in the Omaha MSA generated, through indirect and induced economic effects, an aggregate increase in economic impact totaling **$2.44 billion**. For every one dollar in direct additional spending, an additional seventy cents is created in the metro.

- As a result of UNO alumni's increased spending, **7,622** Omaha area jobs were supported in 2024. In addition, through indirect and induced effects, an additional 4,837 jobs were supported. The total employment impact of UNO alumni increased purchasing power was **12,459** in 2024. For every job created by direct spending, an additional 0.63 jobs is created as well.

- While the economic impact assessment is based on the increase in purchasing power that results from possessing a UNO degree, the tax revenue estimates generated here are based on the full estimated salaries of UNO alumni.

- State income, payroll, property, and sales tax figures for 2024 are estimated in this report. UNO Alumni residing in Omaha paid an estimated **$221.78 million in state incomed tax, $426.66 million in payroll tax, and $269.66 million in property tax**.

- Based on spending patterns for a set of goods and services subject to sales tax in the state of Nebraska and the Omaha metro, **$56.77 million in sales taxes were paid by Omaha resident UNO alumni**.

- **Total Tax Revenues** generated by Omaha resident UNO alumni amounted to an estimated **$990.92 million** in 2024.

- **Introduction**

According to data provided by the University of Nebraska at Omaha's Alumni Association, as of March 2025, 79,135 university alumni reside in the Omaha metropolitan statistical area (MSA). Statistical evidence from the US Census Bureau's American Community Survey (ACS), as well as other sources, such as ZipRecruiter.com, show the possession of a post-secondary degree, such as a Bachelors or Masters degree, can substantially increase the degree holder's earnings potential. This additional income benefits local economies as it stimulates additional spending that supports a host of businesses, non-profits, and other community organizations.

This report presents a quantitative assessment of the economic contributions UNO alumni make to the Omaha MSA for the year 2024. The additional spending their UNO degree offers them creates a substantial **economic impact** on the metro, thereby stimulating production and sales of goods and services, supporting local job creation, and facilitating the development of a vibrant and sustainable community.

How these impact estimates are measured, what assumptions are being made, and how best to interpret results are provided below.

First, a brief discussion of what is meant by **economic impact**, how an economic impact is typically measured assessed, is provided in Section II. In section III contains a detailed description of how data on UNO alumni degree counts and income increases by degree are used to develop the direct spending figures necessary to measure total impact. In section IV the overall economic impacts are presented and discussed. Section V offers some quantitative estimates of the fiscal contributions alumni earnings and spending have on the state of Nebraska. Second VI concludes.

II. Economic Impact: Background

a. What is meant by "Impact"?

An economic impact analysis measures the total amount of economic activity taking place in an economy that can be linked to a particular group's spending activities (such as UNO's alumni). As described in detail below, such spending is referred to as a **direct injection effect** (also often called a **direct impact**). For example, when a student receives a degree from UNO (and if there are few alternative degree sources), her (his) earnings power increases. This ***increased*** earnings power (not the entire salary) can be justified as the UNO degree's direct injection effect.

b. What is being measured?

There are two common measures that are quantified in an economic impact analysis: **Jobs generated/supported**, and the **dollar value of goods and services** produced and sold in an economy.

- **Jobs** counts the number of jobs necessary to meet increased demand for goods and services in the economy that result from the operations of a particular entity. In this case, the entity is UNO's College of Business Administration.
- **The dollar value of goods and services** (also often referred to as either **sales**, **production**, or **output**) is defined as follows. The IMPLAN model employed here, like all models used for impact analysis, is a "supply meets demand" model. The economy experiences an increase in demand for goods and services because of a direct injection. So, when CBA hires a new faculty member or purchases additional computer equipment, other sectors in the economy, such as retail establishments and equipment manufacturers, experience increased demand prompting additional production. This increased demand, in turn, increases demand for goods and services from their suppliers. These suppliers also then produce more. This dynamic (referred to as the "multiplier effect" (discussed in detail below), filters through the economy as more and more firms experience increased demand. All the resulting increased goods and services have a market value. It is this total market value that is being captured by the dollar value of goods and services produced in an economy because of a direct injection.

c. Methodology

Conducting economic impact analysis requires several components. First, a mathematical, structural depiction, or *model*, of an economy is required that includes not only the various sectors (or industries) that comprise the economy but also incorporates how those sectors are related to one another through the supply chain. This will allow for the construction of "multipliers" - the primary measure of impact. Along with this structural model, a measure of direct spending injection is needed. Once introduced, we can then assess what this spending makes to an economy. As such, these direct spending measures are critical and are discussed at length below. Second, geographic delineation is necessary to track spending activity retained in an economy.

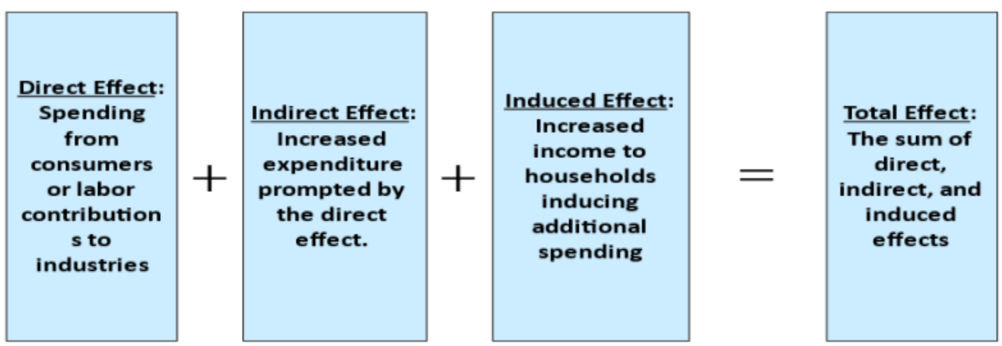
The Structural Model, Direct Spending, and Multipliers. As stated above, to measure impact, a structural model of the economy that captures the linkages between sectors must be in place. The typical structure of such a model takes the form of an input-output (IO) model.

An IO model, originally developed by Economist Wassily Leontief and therefore often called the Leontief model, describes an economy as a series of inter-linked sectors. A stimulus to one sector then impacts many other sectors in the economy, to varying degrees, through forward and backward linkages, or, more familiarly, the sector's supply chain. As spending filters through the economy, we can quantitatively capture this spending through the resulting "multiplier effect."

The multiplier effect measures the **indirect** and **induced** effects of a direct injection of spending. As a matter of technical exposition, "indirect" effects are those re-spending effects that filter through *other industries* in an economy because of the direct spending (much like a supply chain operates). For instance, suppose direct spending on hotel services boosts demand for cleaning services at these hotels (the first indirect effect). This stimulates demand for cleaning equipment and cleaning products (the second indirect effect). This second indirect effect stimulates demand in yet other sectors, and so on. The sum of all these effects on other industries is the "indirect" effect. The "induced" effect involves labor spending from earned income. All sectors employ people locally. Increased demand for output will require additional labor inputs paid for via wages and salaries. The resulting increase in employee incomes prompts yet more spending locally. This additional spending is the "induced" effect. The continual "re-spending" of the original direct spending accumulates through to the local economy.[1]

The total effect is then the sum of the direct, indirect, and induced effects. From these figures, we obtain multipliers. For example, an increase of $1.00 on hotel services might result in an additional fifty-five cents worth of transactions through indirect and induced effects. The result, then, is a multiplier of 1.55. The schematic below illustrates this process.

The Multiplier Effect



Geography. Another vital component of economic contribution analysis is geography. Typically, we are engaged in measuring the impact of direct spending on a particular regionally defined economy, such as a state or city. It is important to delineate the geographic extent of the economy because doing so will have a substantial impact on the resulting multipliers. The goal with economic contribution analysis is to determine how much additional economic activity is locally linked to direct spending. It is the local spending that determines the multiplier. As an extreme case, if direct spending impacts a sector in the economy whose supply chain is fully *outside* the local economy and whose labor income is completely spent outside the local economy, the multiplier effect would, in effect, be zero. In general, economies with limited geography (and limited economic activity) will have much smaller multipliers than economies with larger geographies and more local economic activity.

[1] References on input-output models are extensive and available upon request from the author.

On this point, a critical issue to address is what economists refer to as leakages. As local spending is what is necessary to capture an economic impact, care must be taken to remove any income that is either saved or spent outside of the local economy. This focuses attention on the local economy only.[2]

Omaha MSA

For the purposes of this study, the Omaha Metropolitan Statistical Area (MSA), and the state of Nebraska, were used to define the geographic extent of the economy.

The MSA includes Cass, Douglas, Sarpy, Saunders, and Washington Counties in Nebraska, and Harrison, Mills, and Pottawattamie Counties in Iowa.

The Modeling Software. In terms of the computer software employed in this study, there are several input-output model platforms that can be used for this economic contribution analysis. One of the most common models used is IMPLAN, developed by the Minnesota IMPLAN Group, Inc. (MIG, Inc. For details regarding IMPLAN, visit http://www.implan.com). The IMPLAN model provides substantial industry detail (a desirable characteristic as multipliers will vary widely from industry to industry), provides substantial detail on direct injections and indirect effects, and is quite flexible in that it allows users to input a variety of market characteristics that may be unique to a particular area of the country. IMPLAN is used in this analysis.

III. Summary and Overview of CBA's Impact

The last column in Table 1 displays the total UNO Alumni after tax, after leakages, income increases that can be linked to the possession of a UNO degree for 2024. This "degree effect" income is then further modified, as shown in Table 2 below, to account for spending leakages. The final column in Table 2 shows the estimates for the direct spending injections into the Omaha MSA's economy from UNO alumni residing in the metro. As can be seen, the spending injections are broken down by degree.

[2] The modeling software used, IMPLAN, provides information on spending leakages used in this study. As for savings, it is assumed that wage earners save 5 percent (on average) of their after-tax income.

Table 1

Degree	Omaha MSA UNO alumni residents	Salary 2024 (1)	After tax income (2)	Increase in after tax income from previous degree (3)	Total UNO Alumni after tax income increase ($ millions)
High school	----	$42,668.25	$34,381.94	----	----
Associates	344	$49,494.14	$39,882.22	$5,500.28	$1.89
Bachelors	55,175	$69,172.88	$55,739.29	$21,357.35	$1,178.39
Masters (excl. MBA)	14,728	$78,661.56	$60,883.48	$5,144.19	$75.76
Masters of Business	2,378	$158,199.00	$114,057.22	$58,317.93	$138.68
PhD	123	$114,814.00	$89,534.21	$33,794.92	$4.16
Both Bachelors and Masters	6,387	----	----	$26,501.54	$169.27

(1) Data from American Community Survey

(2) See text for details. Deductions were based on 2024 federal, state, and payroll income tax brackets. Property tax estimates were also deducted.

(3) Associate's: from HS to Assoc., Bachelors: HS to Bachelors, Masters: from Bachelors to Masters, PhD: Master's to PhD, Both: HS to Masters.

Getting to these spending estimates requires data, several permutations of that data, and a few assumptions. Each component is addressed in turn below.

a. Alumni Data

The number of UNO alumni living in the Omaha MSA was provided by the University of Nebraska Foundation/UNO Alumni Association and are current up to March 2025. There are currently 79,135 UNO degree-holding residents of the metro and, as shown in second column of Table 1, the vast majority, 55,175 + 6,387, hold a Bachelors degree. Note that the 6,387 represents residents who hold both a Bachelors and graduate degrees from UNO. Focusing on Masters degree holders, there are 17,106 + 6,387 such residents, of which 2,378 hold MBA degrees. This is noteworthy given the high salaries that such degree holders tend to command. With nearly 80,000 UNO degree holders living in Omaha, the group's spending impact on the Omaha economy, as we will see, is quite significant.

b. Salary Estimates

While individual salary data is not available, estimates of median income by degree is available for the Omaha MSA from the US Census' American Community Survey (ACS).[3] The ACS estimates median income for residents with high school, associate's, bachelor's, and graduate/professional degrees, respectively. These estimates are based on 2023 surveys. To bring the figures up to a more recent 2024 value, these figures were inflated using regional (i.e., Midwest) inflation data available from the US Bureau of Labor Statistics.[4]

[3] Links to relevant data are provided in Table 1.
[4] For more information regarding this calculation, please contact the author.

Given that over 13 percent of UNO Masters degrees are MBAs, a degree that commands significantly higher salaries, and given that there are 123 UNO PhD degree holders, a degree which also commands a relatively high salary, average income estimates were obtained from Ziprecruiter™ (www.ziprecruiter.com).

Income data is shown in the third column of Table 1. Average salaries range from $49,494 for Associates degree holders, to $158,199 for MBAs. In general, higher salaries are associated with a higher degree attained. The exception is that PhDs receive lower salaries than MBAs, a result consistent across the country and reflective of the fact that many PhDs find employment in public sector settings that do not necessarily pay as well as private industry.

c. After Tax Income

For the purposes of this study, the following tax deductions were applied to the income figures in column 3 of Table 1: Federal income tax, state income tax, payroll tax, and estimates of property taxes.[5]

Federal income tax estimates are based on 2024 tax brackets for the married filing jointly group. These are then applied, with standard ductions applied, to the following income groups to align better with the salary information from the ACS: $0-$50,000, $50,000-$75,000, $75,000-$100,000, and $100,000-$150,000.[6]

Nebraska income tax estimates are based on 2024 tax brackets for the married filing jointly group. These are then applied to the following income groups, again, to align better with the salary information from the ACS: $0 to $50,000, $50,000-$75,000, $75000-$100,000, and $100,000-$150,000.[7]

Payroll tax levies are about 15 percent of income and are assumed to be split between employer and employee. A 7.5 percent tax is therefore included.

Finally, property taxes are based on average property tax payments made by Omaha residents, by income bracket, as reported in the Government of the District of Columbia's *Tax Rates and Tax Burdens in the District of Columbia – A Nationwide Comparison*, the most referenced publication for tax liability analysis.[8] Column 4 of Table 1 reports the after-tax income values for the average degree holder.

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[5] The assumption made here is that some form of property tax is collected, either from homeowners directly or from renters whose monthly rent includes the proprietor's property tax requirement.
[6] 2024 tax bracket information can be found at https://taxfoundation.org/data/all/federal/2024-tax-brackets/. Calculation details are available from the author upon request.
[7] The 2024 tax bracket information can be found at the following web address: https://www.tax-brackets.org/nebraskataxtable#google_vignette. Again, details are available from the author upon request.
[8] The latest issue of the publication can be found at https://ora-cfo.dc.gov/sites/default/files/dc/sites/ora-cfo/publication/attachments/2022%2051City%20Study_Final.pdf. The reported estimates are as of 2022. Since these average payments are used as a percent of income, it is assumed that that this percentage has not changed significantly in the past two years.

d. Total UNO Alumni After-tax Income Increases

Once after-tax income estimates have been made, average increases in income are calculated to focus on the "degree effect" on salary. This more accurately addresses the actual impact that UNO degrees can have on the Omaha economy.[9]

The additional income estimates are constructed by taking the difference between a given degree holder's salary and the next lowest relevant degree salary. Hence for Associates degree holders, the income increase is from the High School salary to the Associates salary. For the Bachelors degree holders, the increase is from the High School salary to the Bachelors. For the Masters degree holders, the increase is from the Bachelors to Masters salary. Fror the MBA, the increase is from the Bachelors to the MBA salary. For the PhD holders, the increase is from the Masters to the PhD salary. Finally, if a resident has both a Bachelors and Masters from UNO, then the leap in income is from High School salary to Masters. These income increases are reported in Column 5 of Table 1.

Once these increases in income are estimated, the total UNO Alumni after tax income increase is found by simply multiplying the income increase by degree by the number of UNO degree holders living in Omaha. These figures, recorded in $ millions, are in Column 6 of Table 1. Total income increases due to UNO degrees amount to $1.57 billion, with most of this, $1.18 billion, coming from Bachelors degree holders. This is not surprising given that there are over 55,000 degree-holders living in Omaha, far more than any other group.

e. Leakages and Total Direct Spending Injections

A final deduction is necessary to hone in on the impact of UNO Alumni spending power: Leakages. This information is shown in Table 2. As indicated earlier, it is critical to treat only local spending as the direct injection into the Omaha economy. Resident spending outside of the metro is stimulus to other economies, not ours. For example, buying directly from a vender located in California increases the California economy, not Omaha's. Also, any income that is not spent by the consumer today is not going to stimulate the economy today. As this impact is assessed for a given period, i.e., 2024, any savings will not be treated as a direct injection.[10]

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[9] A common criticism of this is the implication that there are no other degree granting institutions available to Omaha residents, which is clearly false. That said, we do not know if current UNO degree holders would necessarily have availed themselves of these other institutions nor if they would have settled in Omaha after attaining such a degree. All we really do know is that these residents DO possess a UNO degree, have experienced an increase in income as a result, and are residing here locally. Therefore, they do contribute to the Omaha economy which is larger than it would have been without their degree.

[10] This assumption is not without controversy. For example, money saved can support business investment as local entrepreneurs secure loans from banks to build new facilities or start a new business. While true, it is accepted that saving is a leakage since time is required for any such investments to generate an impact.

Table 2.

Degree	Total UNO Alumni after tax income increase ($ millions)	Spending leakages (1)	Local direct spending estimate ($ millions)
Associates	$1.89	8.54%	$1.73
Bachelors	$1,178.39	8.33%	$1,080.20
Masters (excl. MBA)	$75.76	8.71%	$69.16
Masters of Business Administration (MBA)	$138.68	8.81%	$126.47
PhD	$4.16	9.65%	$3.76
Both Bachelors and Masters	$169.27	8.86%	$154.27
Total	$1,568.15		$1,435.59
(1) Leakages include spending outside of the Omaha MSA (based on data from			

Spending leakages are estimated by IMPLAN and are about 3 to 4 percent of after-tax income. The savings rate, while variable between income groups, is assumed to average 5 percent of after-tax income. The total percentage leaked from UNO alumni after-tax income is presented in Column 3 of Table 2.

Finally, the direct spending injections, broken down by degree, used to stimulate the Omaha economy is presented in Column 4 of Table 2. For 2024, a total of $1.44 billion of additional spending was directly injected into the Omaha economy by UNO degree-holders. Just over $1.0 million came from those holding a Bachelors degree. This is a significant increase by any measure but is particularly impressive as it only represents the additional spending made possible by the degree which these UNO alumni possess.

What, then, does all this spending mean for the Omaha economy overall?

IV. The Economic Impact

a. Output Impact

As detailed in Section II, an economic impact traces direct spending injections through an economy, capturing the new, indirect effect spending, i.e. that spending made by businesses needing to meet increased demand by purchasing more inputs like labor and materials, and induced effect spending, i.e. that spending that is generated by additional labor income created by the direct spending injections. Altogether, a total economic impact can be calculated.

Table 3

Degree	Local direct spending estimate ($ millions)	Indirect effect ($ millions)	Induced effect ($ millions)	Economic impact ($ millions)
Associates	$1.73	$0.65	$0.52	$2.90
Bachelors	$1,080.20	$406.77	$338.43	$1,825.40
Masters (excl. MBA)	$69.16	$26.41	$22.83	$118.40
Masters of Business Administration (MBA)	$126.47	$49.04	$41.48	$216.99
PhD	$3.76	$1.45	$1.22	$6.42
Both Bachelors and Masters	$154.27	$61.56	$50.71	$266.54
Total	$1,435.59	$545.87	$455.18	$2,436.64
Source: Author's calculations using IMPLAN.				

The total economic impact, along with estimates of indirect and induced effects, are reported in Table 3, broken down by degree. In total, the additional income UNO alumni command due to their respective degrees create a total economic impact of $2.44 billion on the Omaha MSA. The figure captures the total value of goods and services produced and sold in the metro in 2024. From the initial spending injection of $1.44 billion, $546.55 million comes from increased spending by businesses as they mobilize their supply chains to meet new demand. In addition, as additional labor is needed to meet this demand, the additional income from this labor adds an induced effect of $455.76 million. The resulting output multiplier is 1.69 ($2.44/1.44), indicating that for every one dollar of additional income earned by a UNO alum, an additional sixty-nine cents is created through indirect and induced effects. This multiplier is slightly larger than the 1.60 multiplier for the metro. This implies that UNO alumni spending has a greater than typical impact on the Omaha metro than an average resident.

Due to the substantial number of UNO Bachelors degree holders in the metro, the UNO alumni effects is largest for these degree holders. Their total impact was $1.83 billion in 2024. Those with both Bachelors and Masters degree holders, the impact was $266.54 million. The UNO MBA effect was $217.00 million.

b. Jobs Impact

The employment impacts, reported in Table 4, are determined as follows. For each sector in IMPLAN, there exists a set of equations that measures the jobs necessary to produce $1 million worth of output. For example, if the number of jobs needed to generate $1 million in benefits output is five jobs for a particular sector, and if total output in that sector is $10 million, then the total jobs needed in that sector is fifty jobs. These jobs figures are reported in IMPLAN's "Employment per $1 million in Output" tables and were used to calculate the direct jobs requirements needed for the direct spending injections by UNO alumni's increased income. Table 4, Column 2 reports those employment effects. For example, due to the increased income enjoyed by UNO Bachelors degree holders, spending by this group supported 5,615 jobs in 2024. A total of 7,622 jobs result from the increased earnings power by UNO degree-holders.

Table 4

Degree	Jobs supported by loccal direct spending	Indirect effect	Induced effect	Economic Impact
Associates	8.9	2.8	2.8	14.5
Bachelors	5,614.9	1,766.4	1,818.0	9,199.4
Masters (excl. MBA)	377.4	117.7	122.8	617.8
Masters of Business Administration (MBA)	693.2	217.0	222.8	1,133.0
PhD	30.5	9.3	9.6	49.4
Both Bachelors and Masters	897.2	275.4	271.8	1,444.4
Total	7,622.1	2,388.6	2,447.8	12,458.5
Source: Author's calculations using IMPLAN.				

Considering the direct, indirect, and induced employment effects. effects, the total employment impact was 12,459 jobs in 2024. The Omaha economy needs 2,389 jobs due to indirect spending effects, while 2,448 jobs result from induced effects.

The employment multiplier is 1.63 (12,459/7622). Thus, for every one job created by UNO alumni spending, an additional 0.6 jobs is created as well. This is on par with the metro's overall jobs multiplier.

V. Fiscal Contributions

A full accounting of all fiscal contributions would be quite difficult to provide. However, based on after-tax income values and sales tax information, it is possible to offer estimates of some tax revenues collected from Omaha area UNO alumni for 2024. These tax components are 1) state income tax collections, 2) payroll tax collections, 3) Property tax collections, and 4) state and local sales tax revenue.

In doing so, note that unlike the economic impact that focused on the "degree effect" by looking and increases in spending due to the UNO degree, the tax revenue assessments are based on the full salary of a given alum. The better characterizes income earners' fiscal contributions to the state of Nebraska. The state income, payroll, and property tax rates that were calculated to produce after tax income described in Section IIIc are utilized here to find tax contributions.[11]

[11] Contact the author for additional information regarding these estimates.

Table 5

Degree	Nebraska Income Tax ($ millions)	Payroll Tax ($ millions)	Property Tax ($ millions)	State and Local Sales Tax ($ millions)	Total Taxes Paid ($ millions)
Associates	$0.60	$1.23	$0.78	$0.22	$2.83
Bachelors	$134.51	$276.70	$174.88	$48.35	$634.44
Masters excl.MBAs but includes Bacherlors & Masters	$67.41	$120.42	$76.12	$19.45	$283.40
Masters of Business Administration	$18.62	$27.27	$17.24	$4.03	$67.16
PhD	$0.64	$1.02	$0.65	$0.15	$2.46
Total	**$221.78**	**$426.66**	**$269.66**	**$72.20**	**$990.29**

Table 5 presents the tax revenue estimates for 2024. The total before-tax income of UNO alumni living in the Omaha MSA (not shown) is simply the product of Table 1's Columns 2 and 3. To this figure the percentage of income taken as state income tax is deducted. These values are reported in Table 5, Column 2. A total of $221.78 million in tax revenue is estimated to have come from Omaha area UNO alumni. The largest portion of hits comes from Bachelors degree-holders, contributing $134.51 million to the state.

Payroll contributions are provided in Column 3. A total of $424.66 million in payroll taxes was collected by Omaha area UNO alumni in 2024. Property tax revenue amounted to $269.66 million in 2024 as well. Again, the largest contributor to these revenues are the larger number UNO Bachelors degree-holders.

State and local sales tax collections are based on local spending (income net of income, payroll and property taxes with savings and leakages deducted). The state applies a 5.5 sales tax on certain goods and services, and the local economy (Omaha) adds an additional 1.5 percent tax.[12] Most retail goods are subject to tax, as are many services, such as car repair, etc. Grocery store purchases are generally exempt, but prepared food is subject to tax. Care was taken to identify those sectors in IMPLAN (of which there are 538) to determine which ones Omaha residents would pay tax on.[13]

Once done, the seven percent tax is applied to UNO alumni spending. A total of $72.20 million in sales tax is estimated to have been collected from Omaha area UNO alumni with about $34.59 coming from Bachelors degree holders.

Total taxes paid in 2024 amounted to an estimated $990.29 million. Nearly 30 percent of these revenues come in the form of state income and property taxes.

V. Concluding Remarks

[12] To be sure, there are other taxes, such as gasoline taxes. These however are not accounted for here as tracking local gasoline spending is difficult.
[13] Details are available from the author.

UNO alumni residing in the Omaha MSA are significant contributors to the state and metro economies and are a critical source of tax revenue for Nebraska. Given the sheer number of UNO degree-holders, some 79,135 UNO degree-holders in Omaha as of March 2025, this impact is not surprising. Alumni enjoy higher earnings because of their UNO degree and therefore the Omaha MSA benefits from their increased purchasing power.

It is estimated that in 2024, **the increased income** of alumni led to $1.44 billion in increased spending in the metro. The additional spending by UNO alumni in the Omaha MSA generated, through indirect and induced economic effects, an aggregate increase in economic impact totaling $2.44 billion. For every one dollar in direct additional spending, an additional seventy cents is created in the metro.

Moreover, because of UNO alumni's increased spending, 7,622 Omaha area jobs were supported in 2024. In addition, through indirect and induced effects, an additional 4,837 jobs were supported. The total employment impact of UNO alumni increased purchasing power was 12,459 in 2024.

While the economic impact assessment is based on the increase in purchasing power that results from possessing a UNO degree, the tax revenue estimates generated here are based on the full estimated salaries of UNO alumni. State income, payroll, property, and sales tax figures for 2024 are estimated in this report. UNO Alumni residing in Omaha paid an estimated $221.78 million in state incomed tax, $426.66 million in payroll tax, and $269.66 million in property tax.

Based on spending patterns for a set of goods and services subject to sales tax in the state of Nebraska and the Omaha metro, $56.77 million in sales taxes were paid by Omaha resident UNO alumni. Total Tax Revenues generated by Omaha resident UNO alumni amounted to an estimated $990.29 million in 2024.

The evidence strongly suggests the value of UNO degree-holders to the state and local economy. As UNO graduates more students every year, this impact is likely to increase, particularly if these graduates choose to stay in Omaha. The benefits to Omaha, and to Nebraska, of combating brain-drain are substantial and well worth the effort.