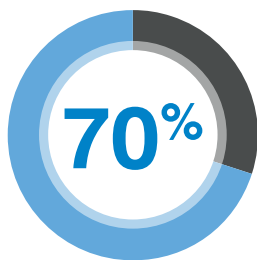


## COLLEGE AFFORDABILITY

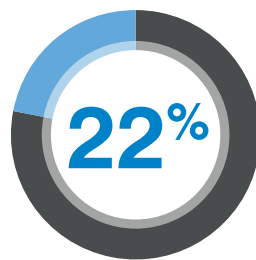
# COLLEGE VALUE EXTENDS BEYOND FINANCIAL GAIN

A college education opens doors to opportunities that wouldn't otherwise be available. Adults with postsecondary credentials are more likely to:

- Be employed and earn more than others
- Have more access to health care and retirement plans
- Engage in healthy behaviors, be active and engaged citizens, and be positioned to provide better opportunities for their children.<sup>1</sup>



70% of Americans agree or strongly agree that they are confident having a bachelor's degree can lead to a good job



22% are confident having only a high school diploma can lead to a good job.<sup>2</sup>

**EARNING A BACHELOR'S DEGREE OR A GRADUATE DEGREE LEADS TO THE HIGHEST EARNINGS, LOWEST UNEMPLOYMENT RATES, WIDEST RANGE OF CAREER OPPORTUNITIES, AND THE SHARPEST DIFFERENCE IN CIVIC PARTICIPATION AND HEALTH-RELATED BEHAVIORS.<sup>3</sup>**

The benefits of college aren't just in future earnings. Students also:



Develop personally and intellectually



Engage in new and varied opportunities



Enjoy the experience of being a college student.<sup>4</sup>



*Affordability is about more than what you can pay right now. Having a sense of the value of educational experience is critical to thinking about college affordability.”*

<sup>1</sup> *Education pays: The benefits of higher education for individuals and society.* (2016). CollegeBoard. <https://trends.collegeboard.org/education-pays>  
<sup>2</sup> *Americans value postsecondary education: The 2015 GALLUP-Lumina foundation study of the American public's opinion on higher education.* (2016) Gallup, Inc.  
<sup>3</sup> *Education pays: The benefits of higher education for individuals and society.* (2016). CollegeBoard. <https://trends.collegeboard.org/education-pays>  
<sup>4</sup> *Understanding college affordability.* (2017). Urban Institute. <http://collegeaffordability.urban.org>