

FIVEED WAYS PAYS

Five powerful
ways a college
degree can
transform your life
and lifestyle.

The Five Ways

For most students who go to college, the increase in their lifetime earnings far outweighs the costs of their education. That's a powerful argument for college. But more income is by no means the only positive outcome you can expect. The knowledge, fulfillment, self-awareness, and broadening of horizons that come from a college experience can transform your life — and the lives of those around you — in other equally valuable ways. More security, better health, closer family and stronger community, in addition to greater wealth, are the real value of a college education.

GREATER WEALTH

I will buy a car. A home. The latest fashions. I will travel the world.

MORE SECURITY

I will stand on my own two feet. I will be able to take care of my family through both good times and bad.

BETTER HEALTH

I will have the energy to juggle work and family. To keep up with my friends. To enjoy the world around me.

CLOSER FAMILY

I will pass my experiences on to my children. I will inspire them to achieve even more than I do.

STRONGER COMMUNITY

I will bring people together. I will speak on their behalf. I will make change happen.

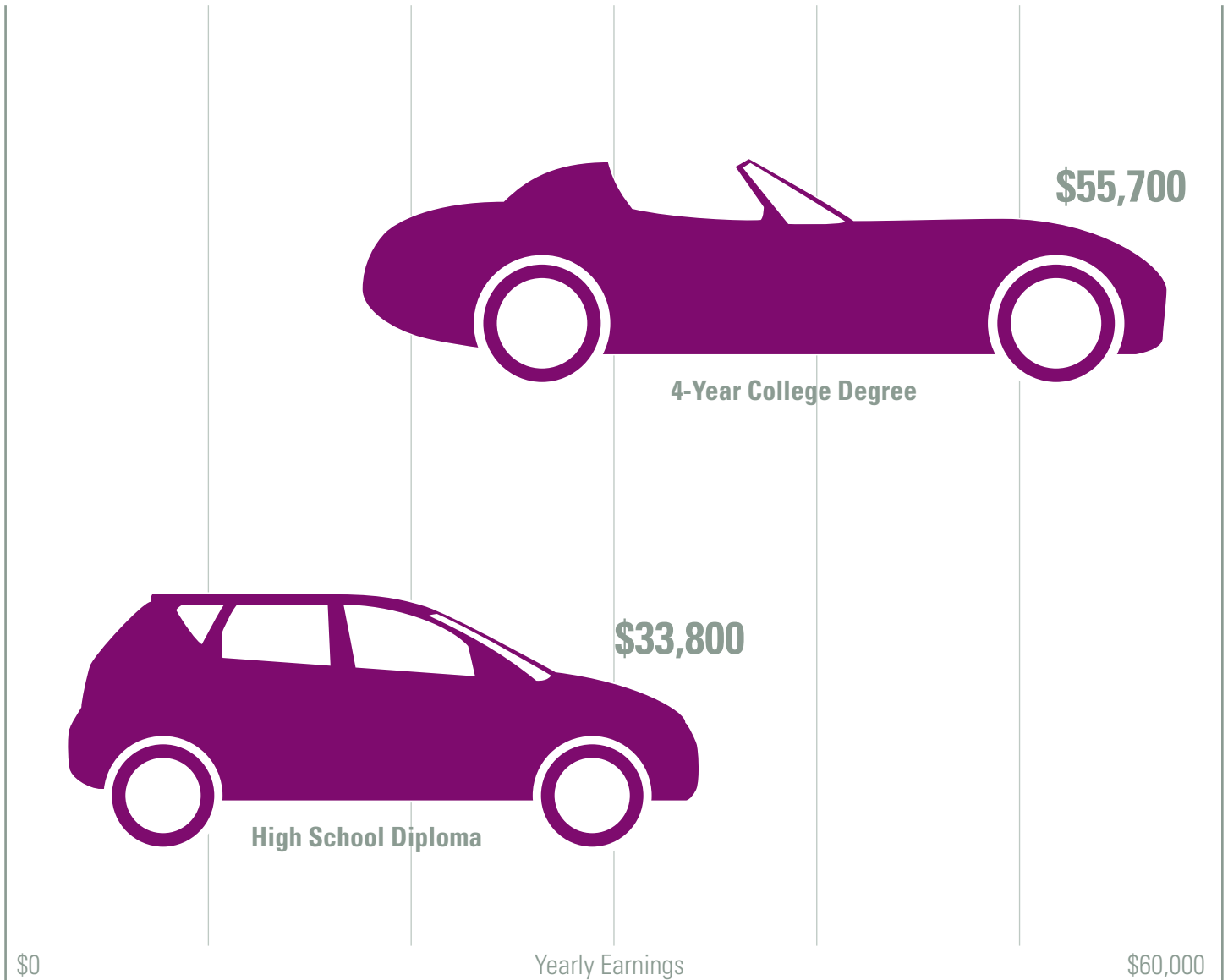
Greater wealth means more choices. Whatever your dreams — owning a home, traveling the world — college is the way to support a richer life. The way to find a career that delivers greater wealth.

**GREATER
WEALTH**

Individuals with a college degree

**earn an average of
\$22,000 more per year**

than those with only a high school diploma.

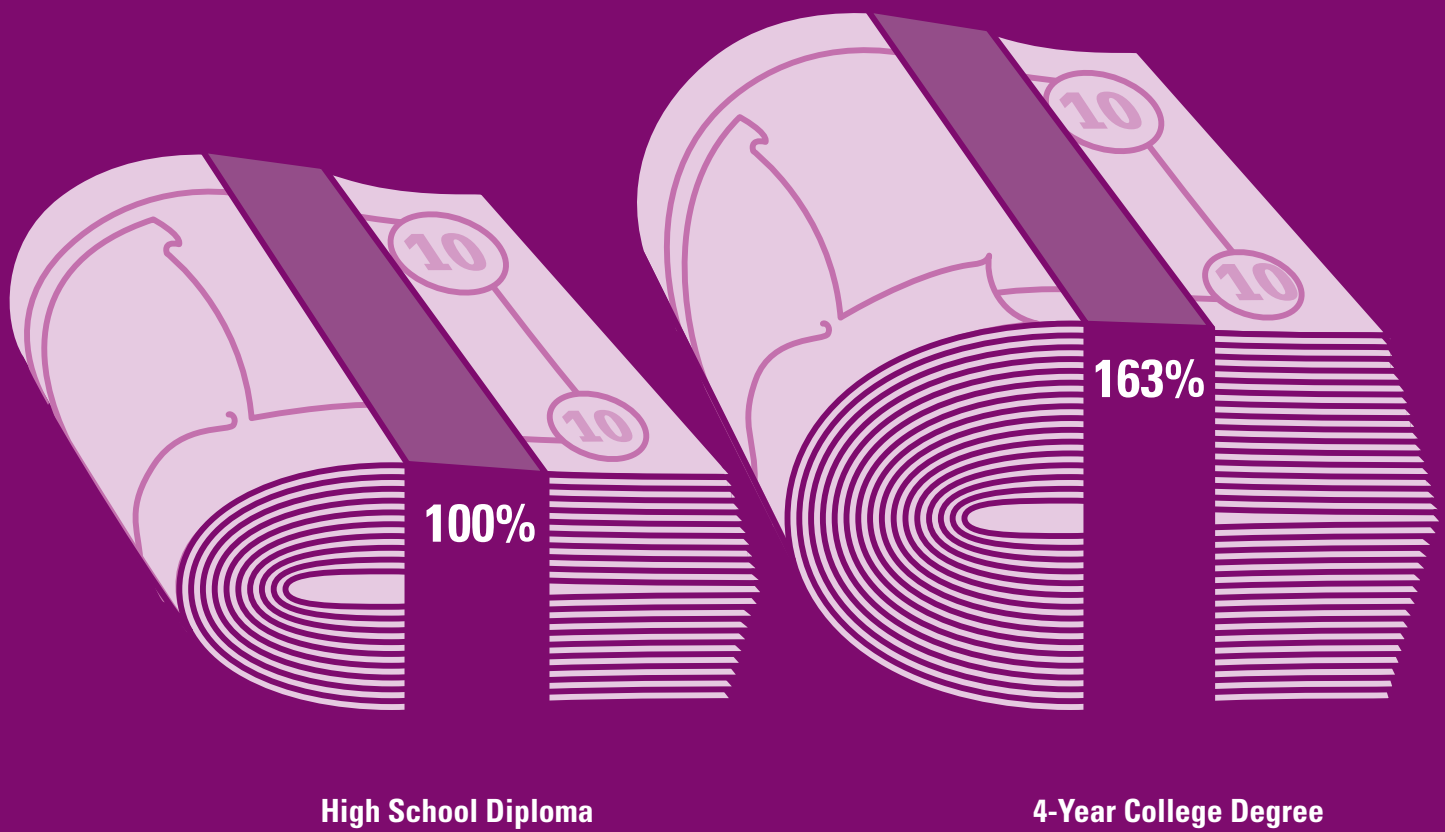


Median Earnings of Full-Time Year-Round Workers Ages 25 and Older, by Education Level, 2008
Sources: U.S. Census Bureau, 2009; Internal Revenue Service, 2008; Davis et al., 2009.

Individuals with a college degree

**earn an average of 63%
more in hourly wages**

than those with only a high school diploma.



Median Hourly Wage Gain per Year of Schooling, 1973, 1989, and 2007
Source: Autor, 2010.

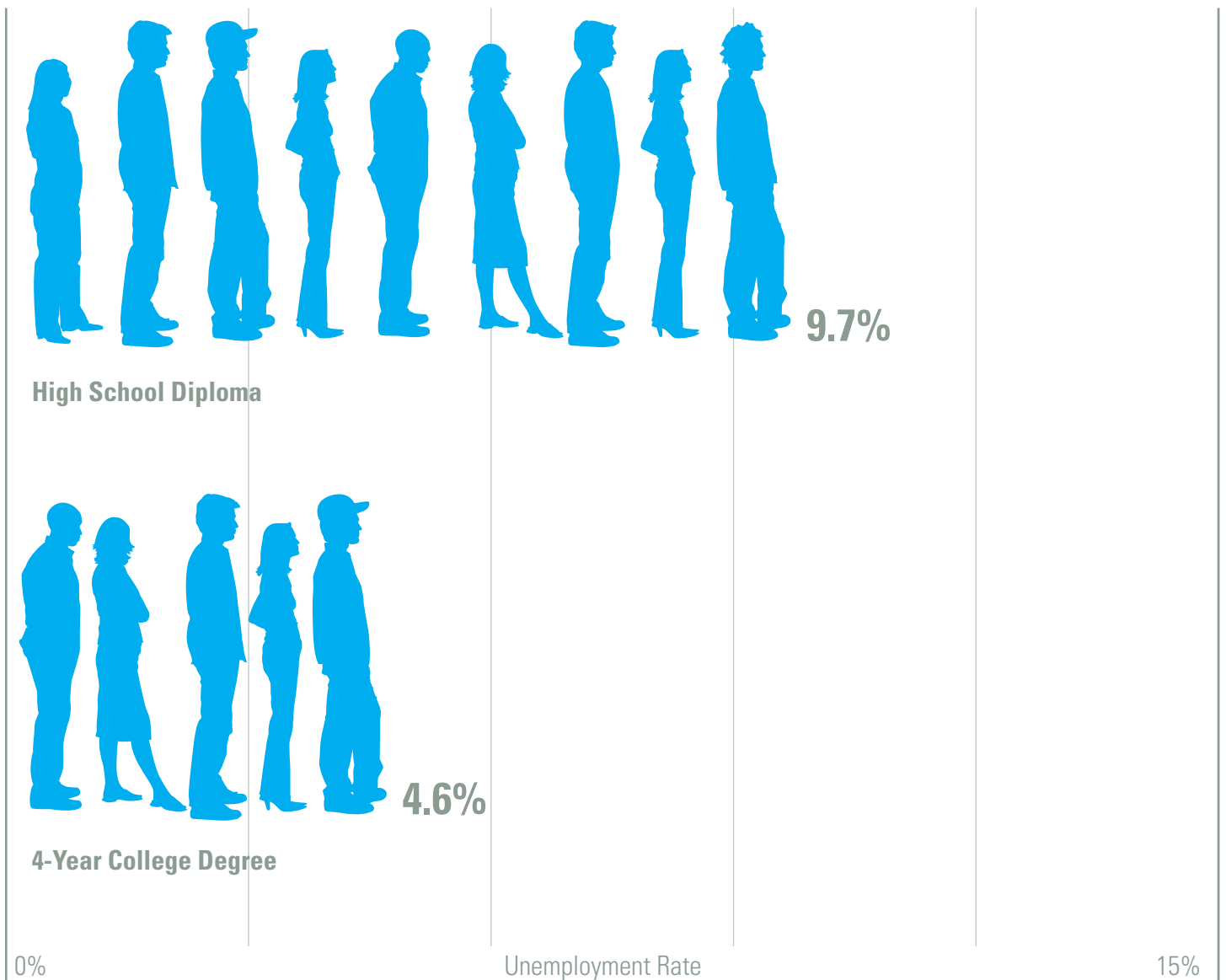
More security means less worry.
Less worry that you won't be able
to support yourself or the people
you love. That you'll have to rely
on others to get by. College is a
way to achieve independence.
To achieve more security.

**MORE
SECURITY**

Individuals with only a high school diploma are

**about twice as likely
to be unemployed**

as those with a college degree.

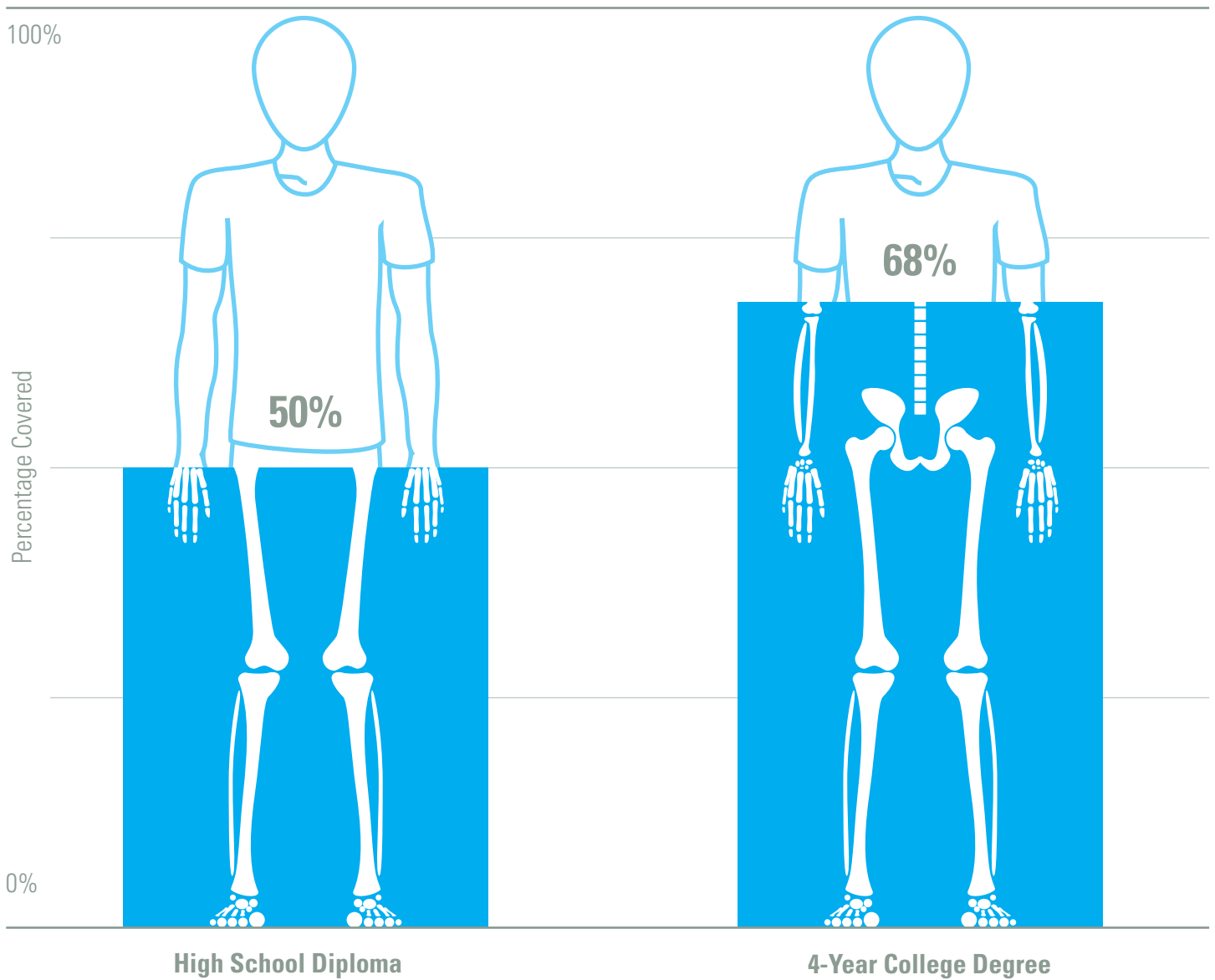


Unemployment Rates of Individuals Ages 25 and Older, by Education Level, 2009
Source: Bureau of Labor Statistics, 2010c.

Individuals with a college degree are

much more likely to receive employer-provided health insurance

than those with only a high school diploma.



Employer-Provided Health Insurance Coverage Among Private Sector Workers Ages 18–64 Working at Least Half-Time, by Education Level, 2008
Source: Economic Policy Institute 2010.

Better health makes everything else possible. It gives you the strength to take on life's challenges. To enjoy the opportunities that come your way. College is where you can build the knowledge and skills to maintain better health.

**BETTER
HEALTH**

Young adults with a college degree are

**much less likely
to be obese**

than those with only a high school diploma.

34%



High School Diploma

20%



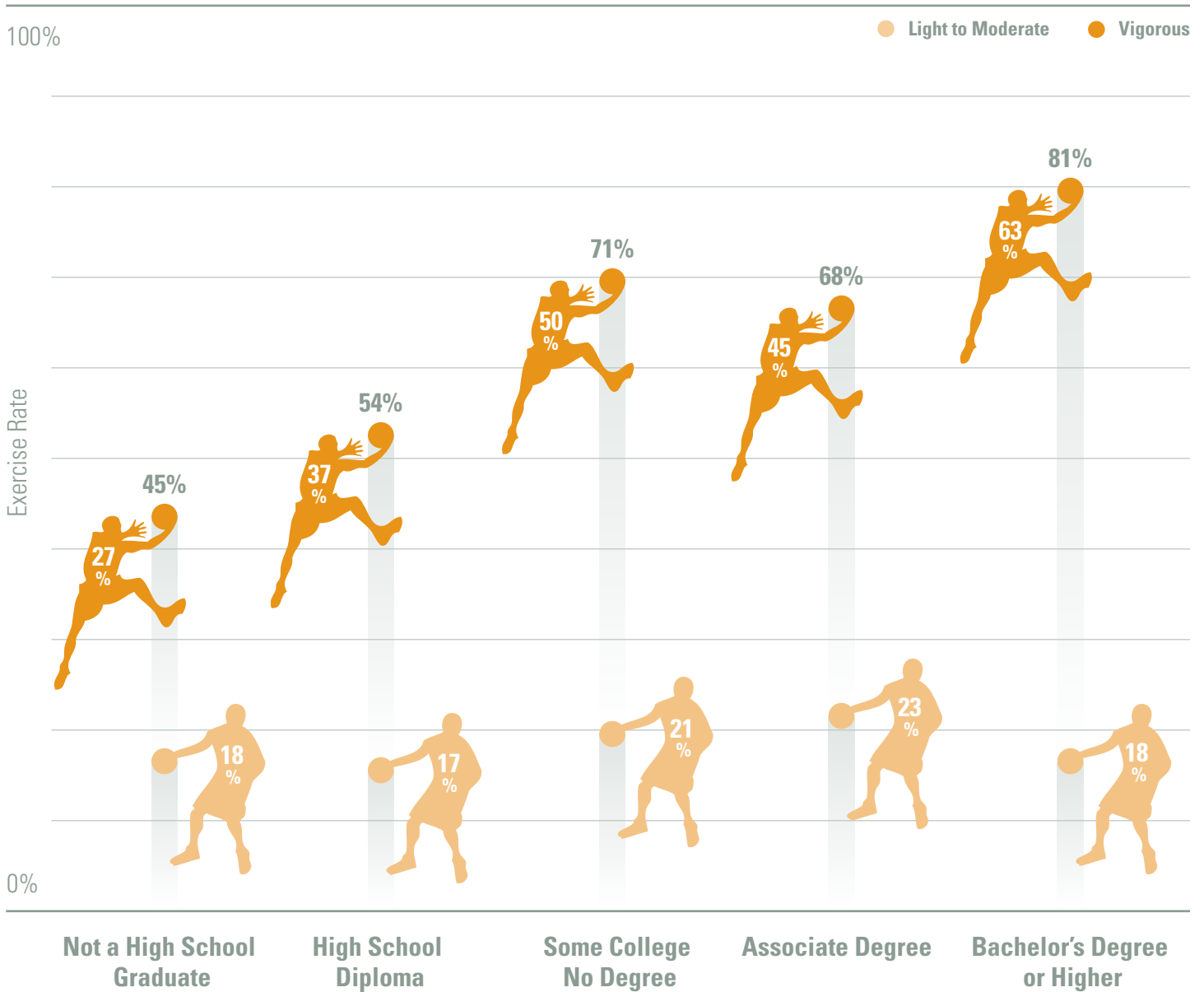
4-Year College Degree

Obesity Among Adults Ages 25 and Older, by Age and Education Level, 2008
Sources: NCHS, 2008 National Health Interview Survey, calculations by the authors.

Individuals ages 25 to 34 with a college degree are

much more likely to engage in vigorous exercise

than those with only a high school diploma.



Exercise Rates Among Adults Ages 25–34, by Education Level, 2008
 Sources: NCHS, 2008 National Health Interview Survey, calculations by the authors.

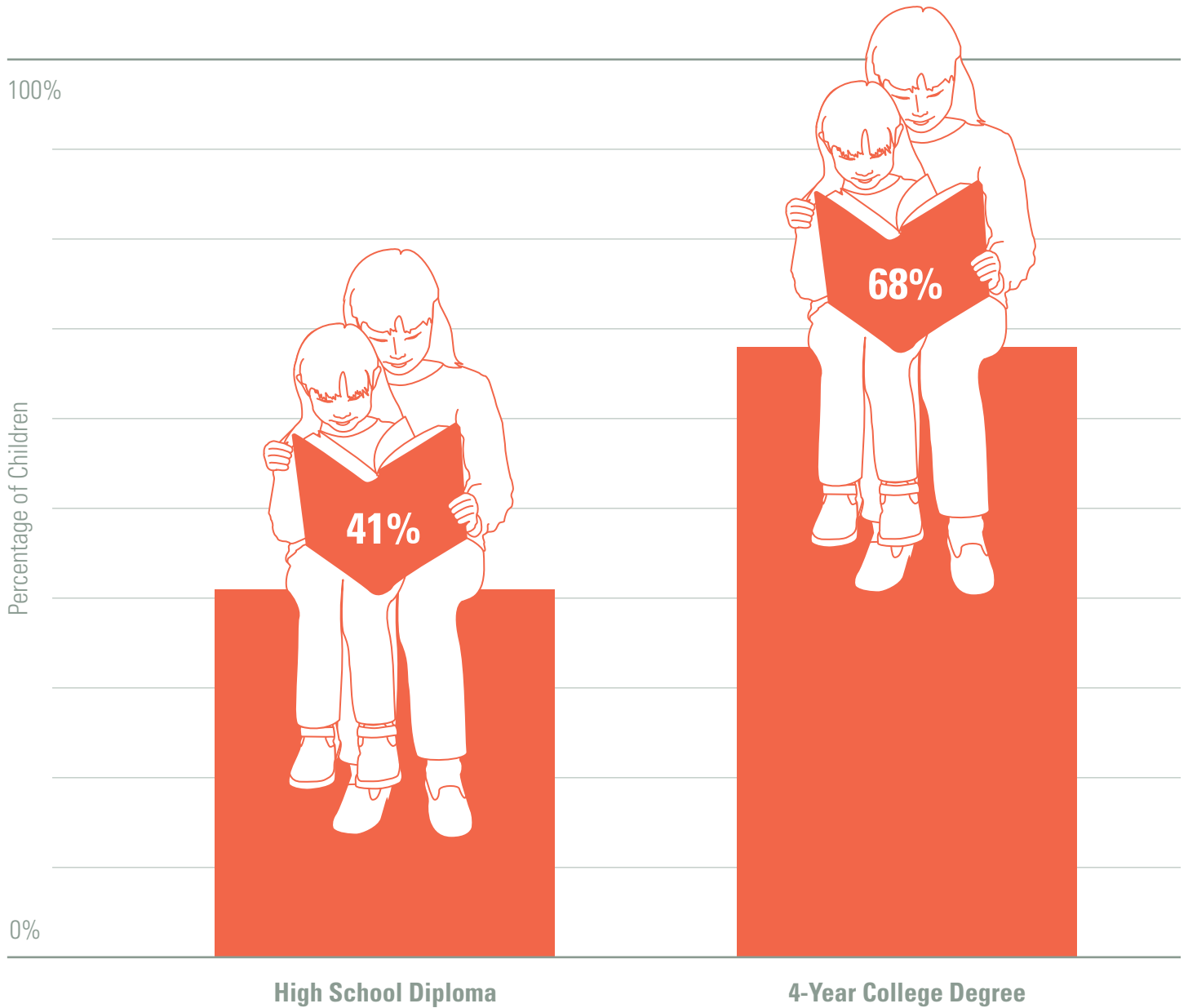
Closer family comes from sharing life experiences, from passing on knowledge, from inspiring the next generation to achieve even more than the last. College is an opportunity for you to broaden your world, to create the foundation for a closer family.

**CLOSER
FAMILY**

Children of parents with a college degree are

much more likely to be read to every day

than children of parents with only a high school diploma.



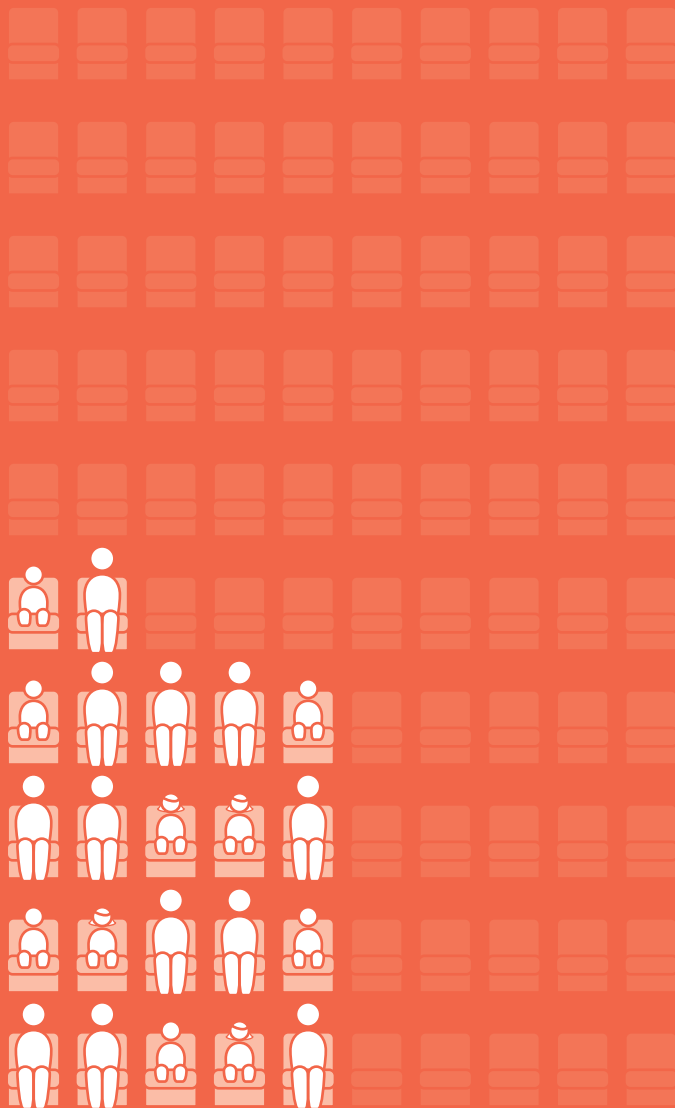
School Readiness of Preschool Children Ages 3–5, by Parents' Highest Education Level, 2007
Source: National Center for Education Statistics, 2007.

Parents with college degrees are

much more likely to have attended a concert or live show with their children

than parents with only a high school diploma.

22%



High School Diploma

37%



4-Year College Degree

Percentage of Kindergartners Through Fifth-Graders Whose Parents Reported Participating in Education-Related Activities with Their Children in the Past Month, by Parents' Highest Education Level, 2009
Source: National Center for Education Statistics, 2009, Table 24.

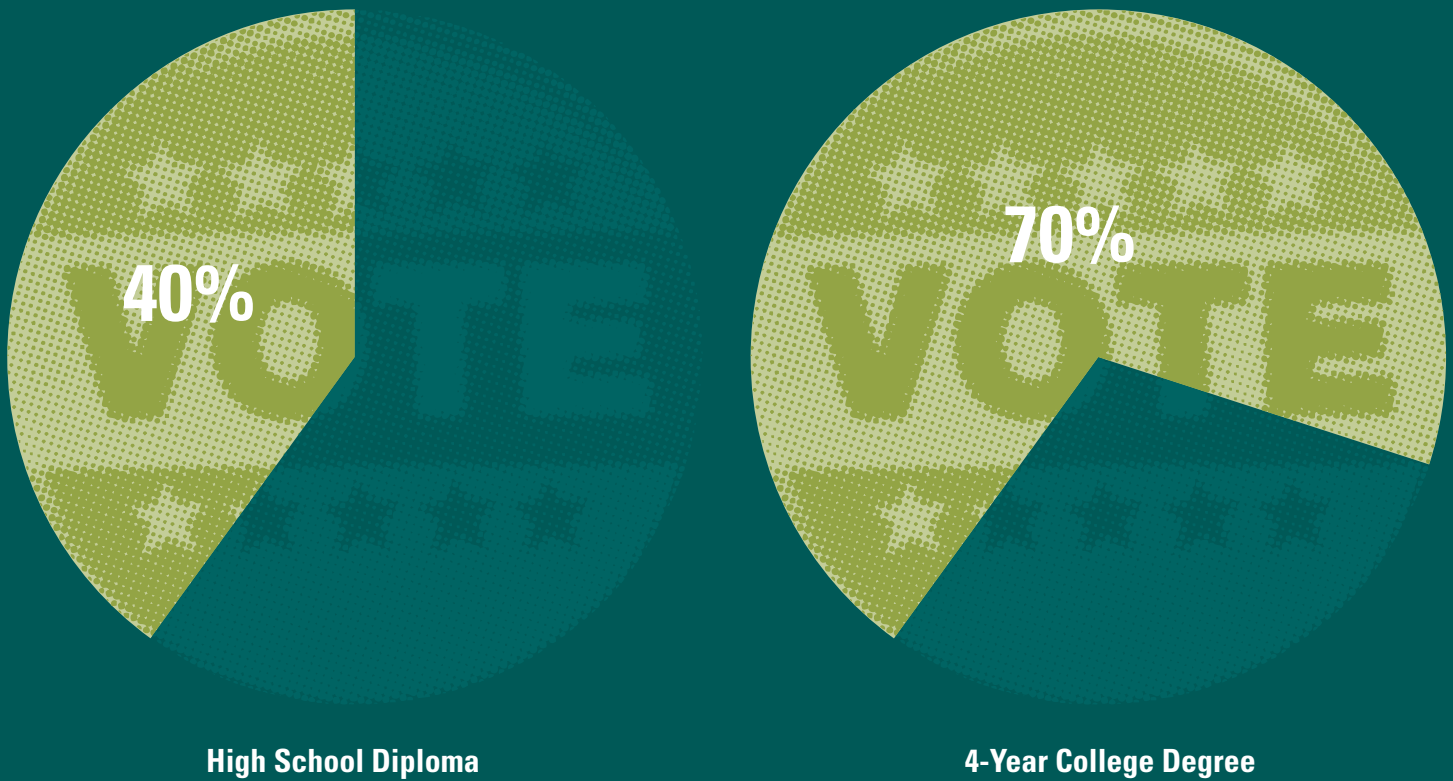
Stronger community means more cooperation, more collaboration — and more progress in understanding and solving the issues we face as a society. College is where you can shape your views on those issues. Find your voice. And build a stronger community.

STRONGER
COMMUNITY

Individuals aged 18 to 24 with a college degree were

**much more likely to vote
in the 2008 election**

than those with only a high school diploma.

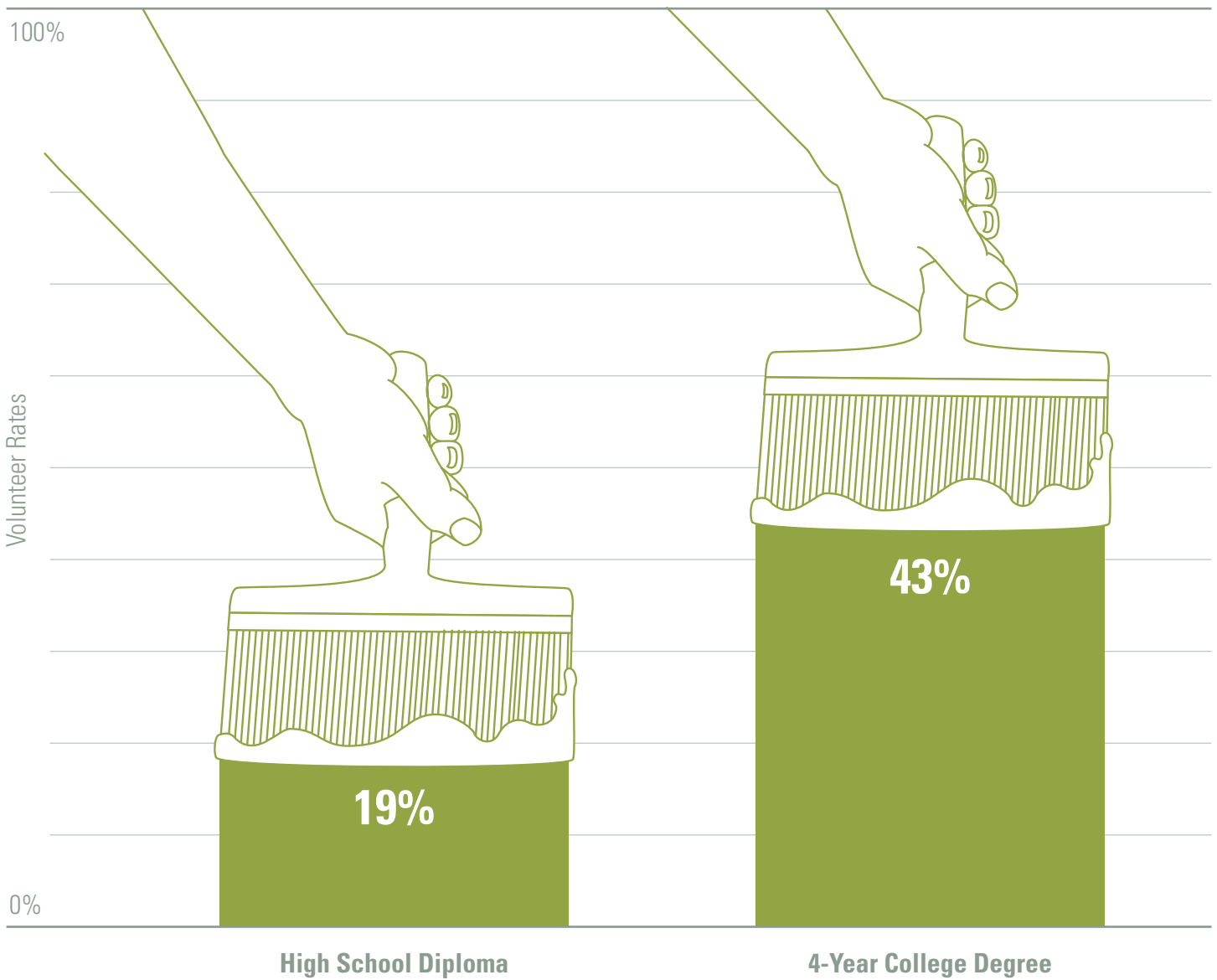


Voting Rates Among U.S. Citizens Ages 18–24, by Education Level, 2008
Source: U.S. Census Bureau, 2008.

Individuals with a college degree are

more than twice as likely to volunteer

as those with only a high school diploma.



Volunteer Rates Among Individuals Ages 25 and Older, by Education Level, 2009
Source: Bureau of Labor Statistics, 2009f, Table 1 and Table 2.

About The College Board

The College Board is a mission-driven not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of more than 5,900 of the world's leading educational institutions and is dedicated to promoting excellence and equity in education. Each year, the College Board helps more than seven million students prepare for a successful transition to college through programs and services in college readiness and college success — including the SAT® and the Advanced Placement Program®. The organization also serves the education community through research and advocacy on behalf of students, educators and schools.

For further information, visit www.collegeboard.org.

The College Board Advocacy & Policy Center was established to help transform education in America. Guided by the College Board's principles of excellence and equity in education, we work to ensure that students from all backgrounds have the opportunity to succeed in college and beyond. We make critical connections between policy, research and real-world practice to develop innovative solutions to the most pressing challenges in education today.

advocacy.collegeboard.org

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