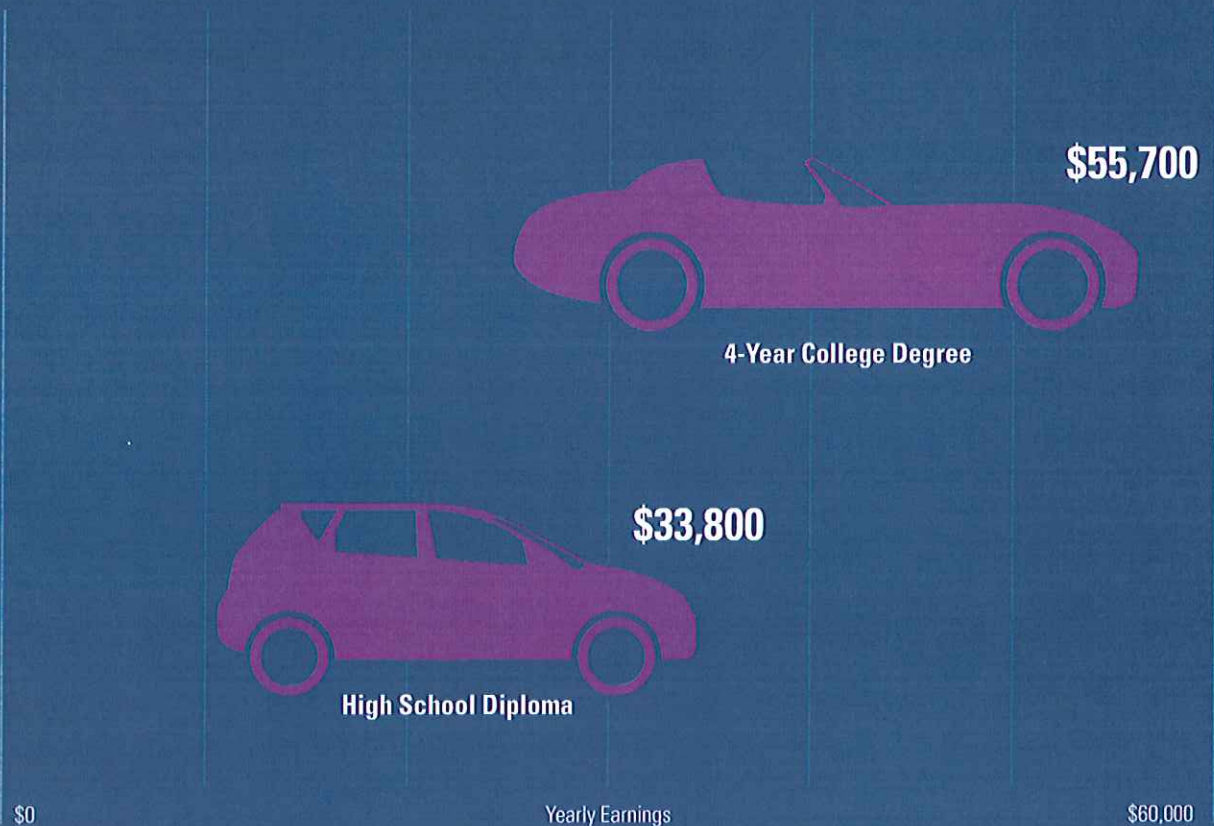


Five powerful ways a college degree
can transform your life and lifestyle.

FIVE WAYS ED PAYS 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.

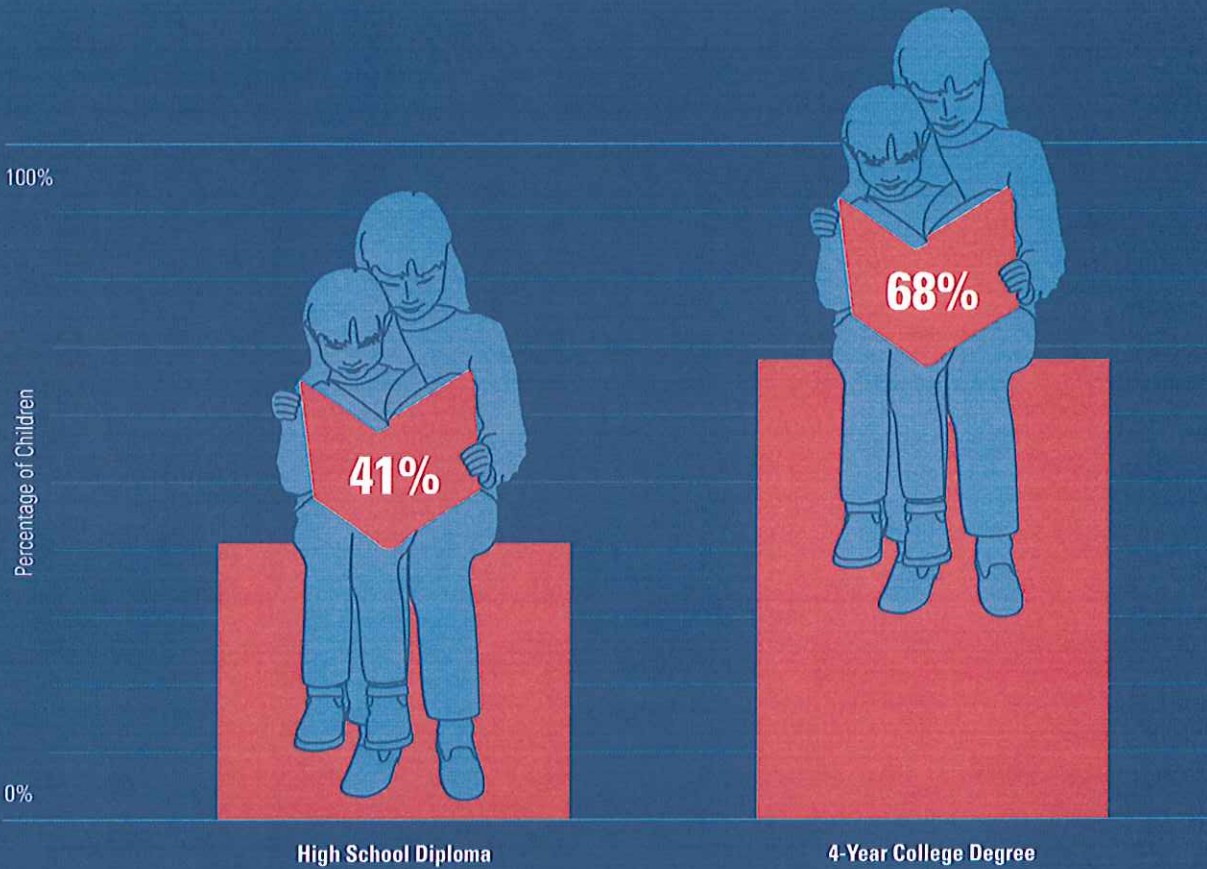
Five powerful ways a college degree can transform your life and lifestyle.

FIVE WAYS ED PAYS

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

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

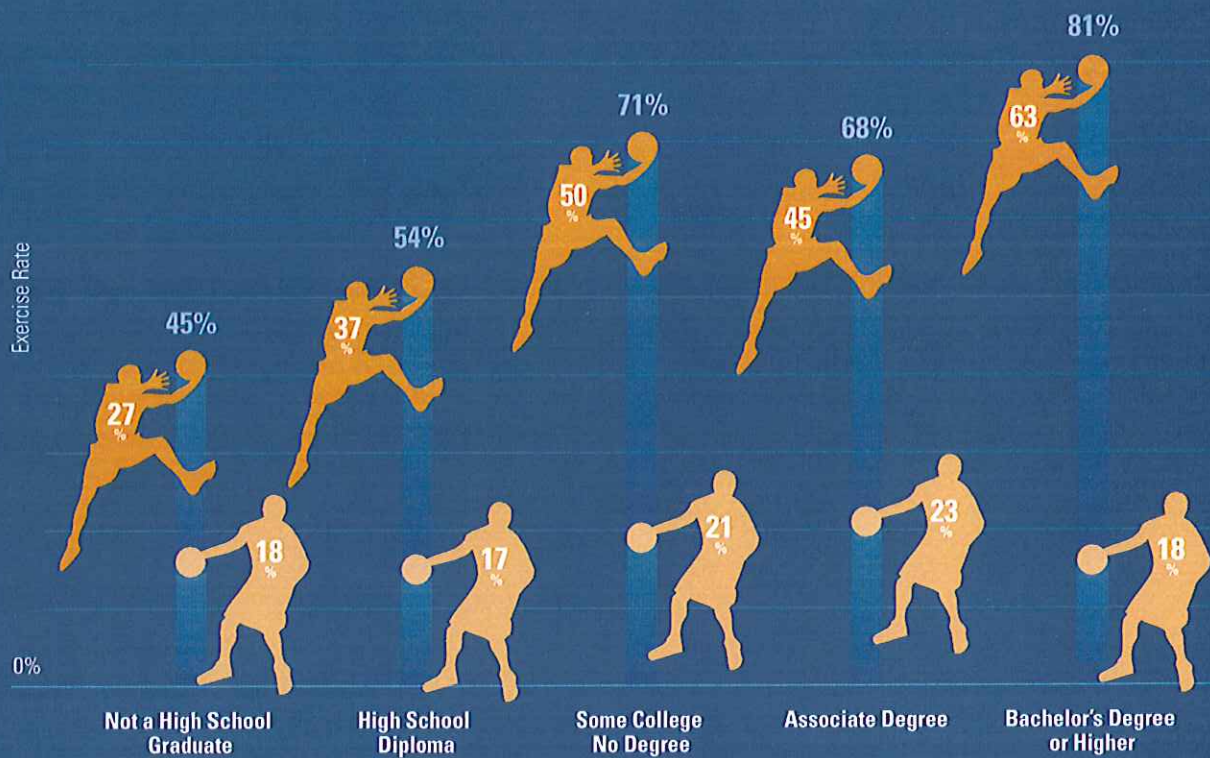
FIVE WAYS ED PAYS BETTER HEALTH

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.

100%

● Light to Moderate Exercise ● Vigorous Exercise

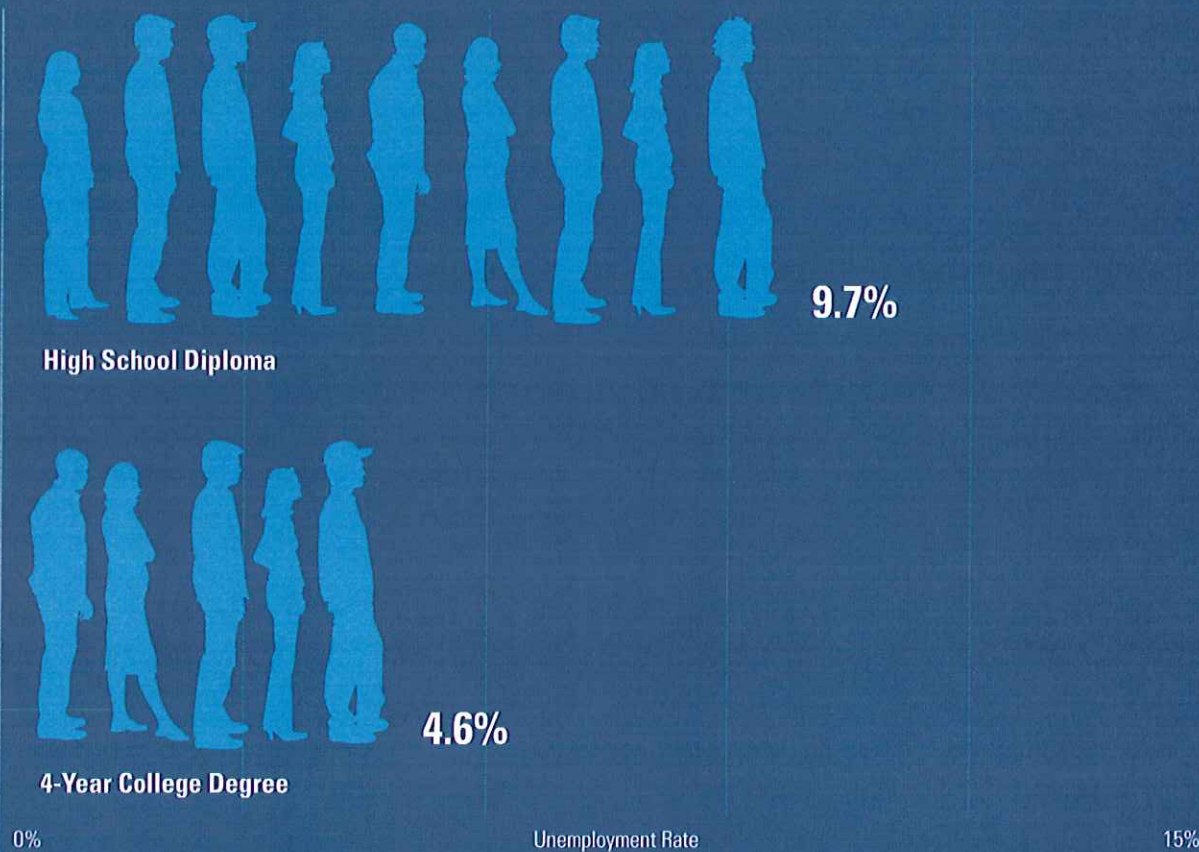


Exercise Rates Among Adults Ages 25-34, by Education Level, 2008
Sources: NCHS, 2009 National Health Interview Survey

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

FIVE ED WAYS SPAYS 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 Over, by Education Level, 2009
Source: Bureau of Labor Statistics, 2010

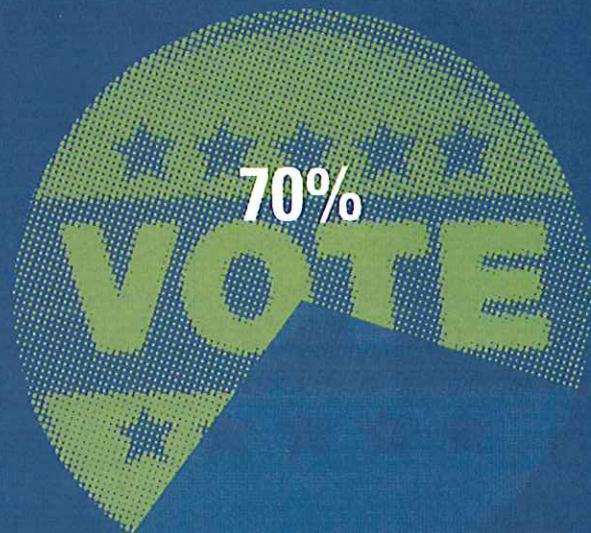
Five powerful ways a college degree
can transform your life and lifestyle.

FIVE WAYS ED PAYS 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.



High School Diploma



4-Year College Degree

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