

BY THE NUMBERS

Eye on the Industry

It's common knowledge that higher education access and affordability have become hot-button topics in recent years. A few snapshots from public opinion research, coupled with trend measurements by government and higher education industry professionals, show some interesting comparisons.

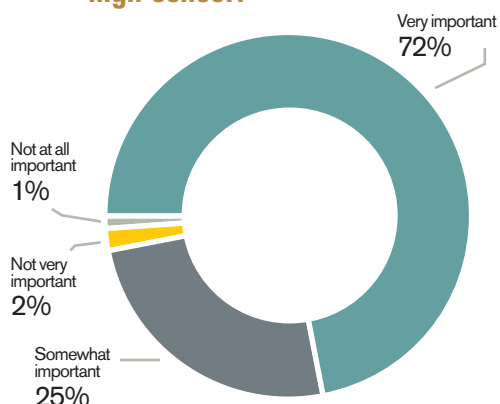
Edited by Dorothy Wagener

GOLD = Public opinion research

PURPLE = Higher education industry or government research

The Importance of a Degree

How important is it to earn a certificate or degree beyond high school?

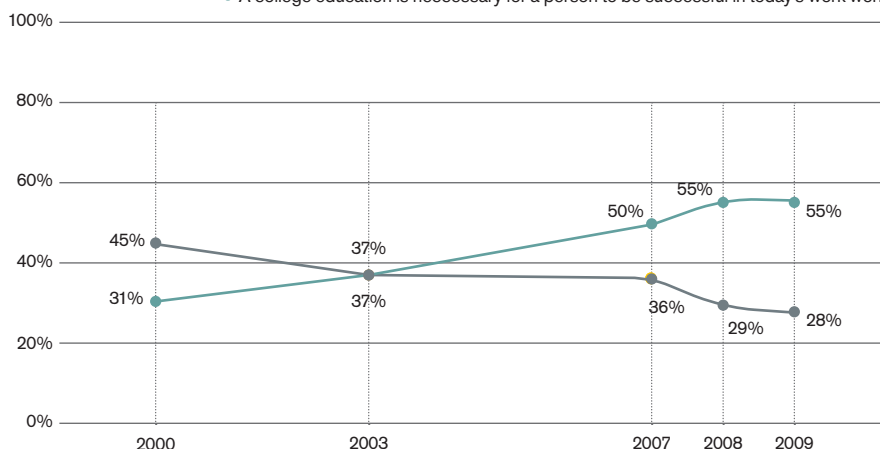


Source: "America's Call for Higher Education Redesign: The 2012 Lumina Foundation Study of the American Public's Opinion on Higher Education," Lumina Foundation/Gallup, 2013

Two colliding trends

Percentage who agree that:

- The vast majority of qualified, motivated students have the opportunity to attend college
- A college education is necessary for a person to be successful in today's work world



Source: "Squeeze Play 2010: Continued Public Anxiety on Cost, Harsher Judgments on How Colleges Are Run," a joint project of the National Center for Public Policy and Higher Education and Public Agenda, 2010



Cost and Affordability

Can students afford college? Is it worth it?

Americans think a college education has become too expensive for most people . . .

▲ **22%** most people can afford

▼ **75%** most people can't afford

. . . yet most college graduates say college was a good investment for them.

▲ **86%** a good investment

▼ **6%** not a good investment

Source: Pew Research Center telephone survey, 2011

Who should provide assistance to cover the costs of higher education? (Percent who strongly agree with these statements)

Higher education institutions should reduce tuition and fees. **59%**

State governments should provide more assistance. **38%**

The federal government should provide more assistance. **40%**

Companies should provide more assistance to employees. **46%**

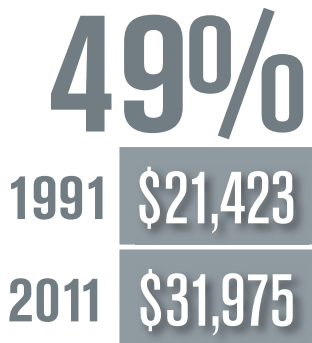
Source: "America's Call for Higher Education Redesign: The 2012 Lumina Foundation Study of the American Public's Opinion on Higher Education," Lumina Foundation/Gallup, 2013

In the past 20 years, tuition has drastically increased.

Average cost of a four-year public university

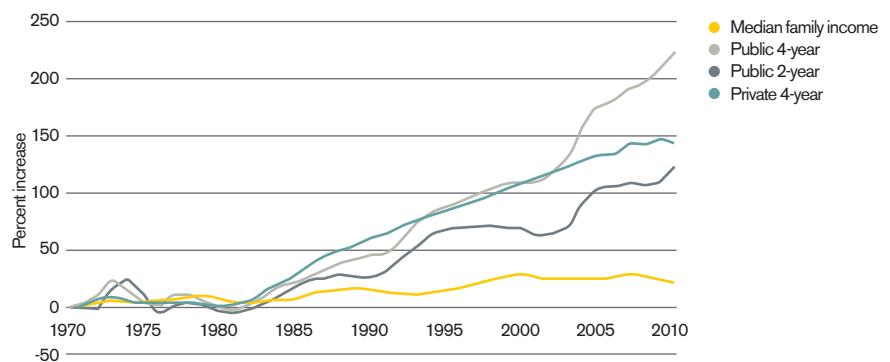


Average cost of a four-year private institution



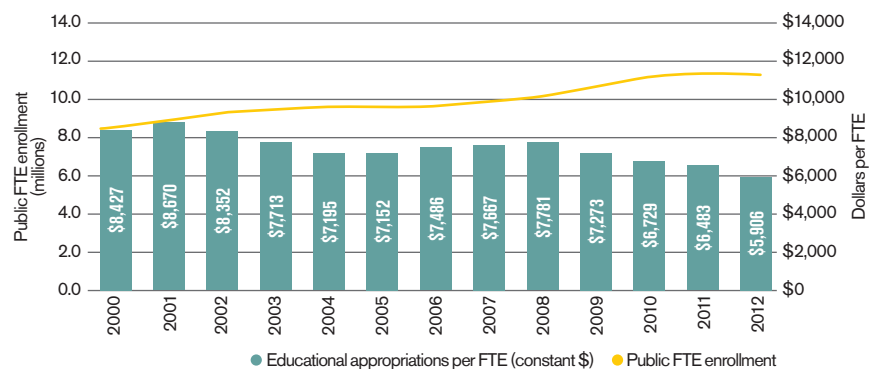
Source: "College Affordability Facts," Young Invincibles, 2013

Tuition has increased much faster than median family income.



Source: "Not Your Mother's College Affordability Crisis," Delta Cost Project, 2012

Public appropriations for higher education are falling.



Source: "State Higher Education Finance FY12," State Higher Education Executive Officers Association, 2012

Student Debt

The average debt load for college seniors who took out loans and graduated in 2010 was \$25,250. Is that . . .

Too high?

General population

55%

College leaders

24%

Reasonable amount?

General population

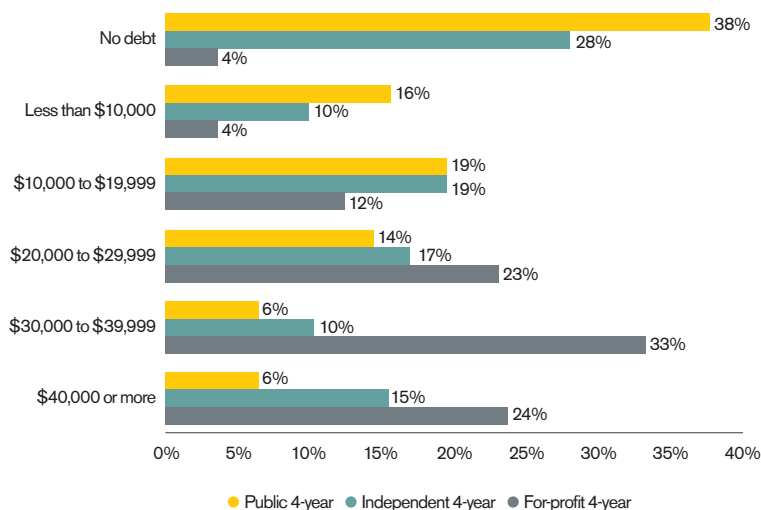
38%

College leaders

74%

Source: TIME/Carnegie Corp. of New York poll, conducted online by GfK Custom Research North America, 2012

One third of students who graduated with a bachelor's degree did not have any educational debt.



Source: "Student Debt: Myths and Facts," the Council of Independent Colleges, 2012

Earnings

What are very important reasons for getting education beyond high school?

67%

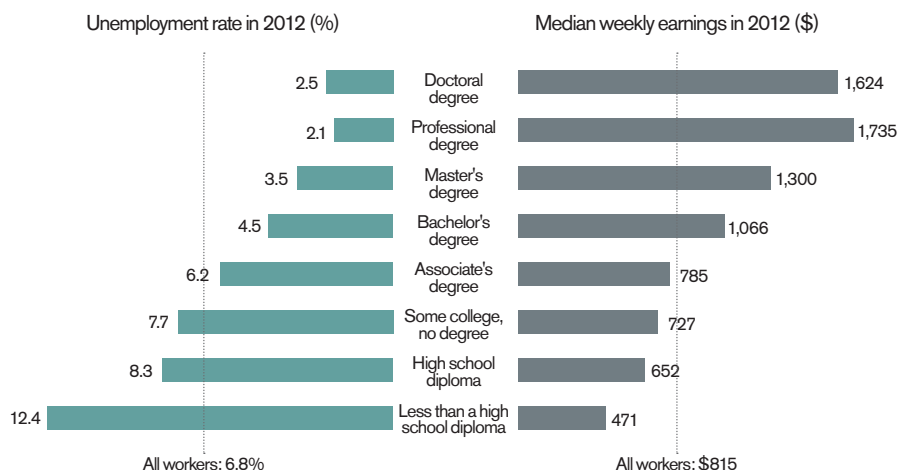
To get a good job

65%

To earn more money

Source: "America's Call for Higher Education Redesign: The 2012 Lumina Foundation Study of the American Public's Opinion on Higher Education," Lumina Foundation/Gallup, 2013

Education pays in higher earnings and lower unemployment rates.



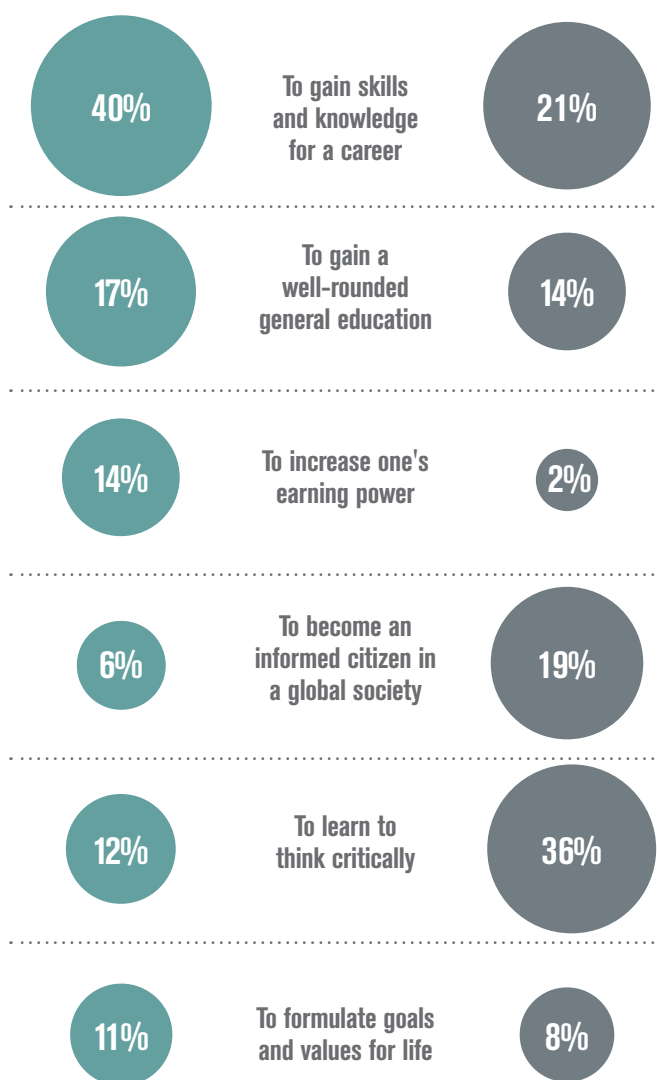
Note: Data are for persons age 25 and older. Earnings are for full-time wage and salary workers. Source: Bureau of Labor Statistics, Current Population Survey, 2013

Value

What is the most important reason people should go to college?

General population

College leaders



Source: TIME/Carnegie Corp. of New York poll, conducted online by GfK Custom Research North America, 2012

Calculating the value of higher education will inevitably exclude factors critical to society. We should not let what's measurable determine what is meaningful.

We need the next generation to ask questions grander than 'How much money will I make?'...

They, and we, deserve better.

'What barrier will I break?' or

'How can I change the world?'

These are the questions we must inspire every student to ask.

—Gene D. Block, chancellor of the University of California at Los Angeles; "College Is More Than a 'Return on Investment,'" *The Washington Post*, March 14, 2013

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