

California's Economic Payoff

The Campaign for

College Opportunity

April 2012

Investing in College Access & Completion

KEY FINDINGS

For every **\$1** California invests in higher education, it will receive a net return on investment of **\$4.50**



Californians with a college degree will earn **\$1,340,000** more than their peers with only a high school diploma

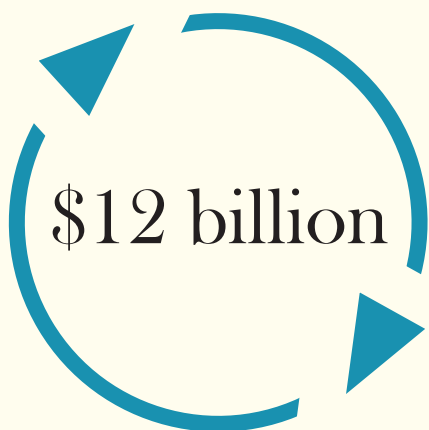
The state would have to increase its investment in higher education



3X

before it would **fail to return** its original investment

The return is double for those who **COMPLETE COLLEGE - \$4.80** - than for those who enter but fail to complete college - **\$2.40**



Past graduates of UC and CSU return **\$12 billion** annually to the state

By entering and completing college, the average Californian will spend **4 years less in poverty**, reducing the expected number of years they receive cash aid by more than 2 years

ECONOMIC WELL-BEING



By the time a graduate reaches **38 years old**, the state's initial investment is repaid in full

www.collegecampaign.org