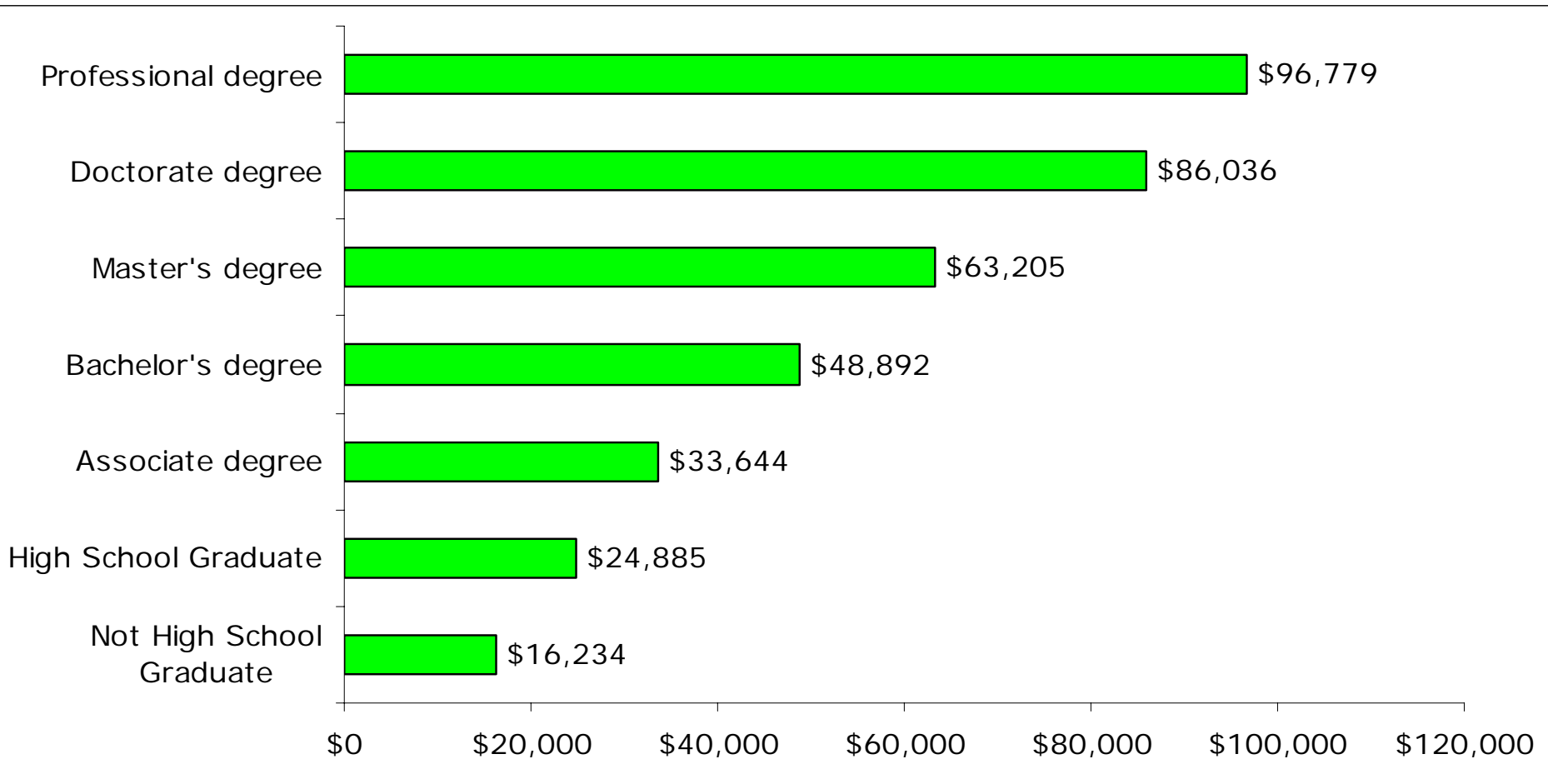


Return on the Investment in a Bachelor's Degree in Wisconsin

	Return to the Individual	Return to the State
1996 (Strang)	23%	7%
2002 (NorthStar)	30%	9%

Income by Educational Attainment for People 18 Years Old and Over, 2001 (National)



Source: U.S. Census Bureau, Current Population Survey.