

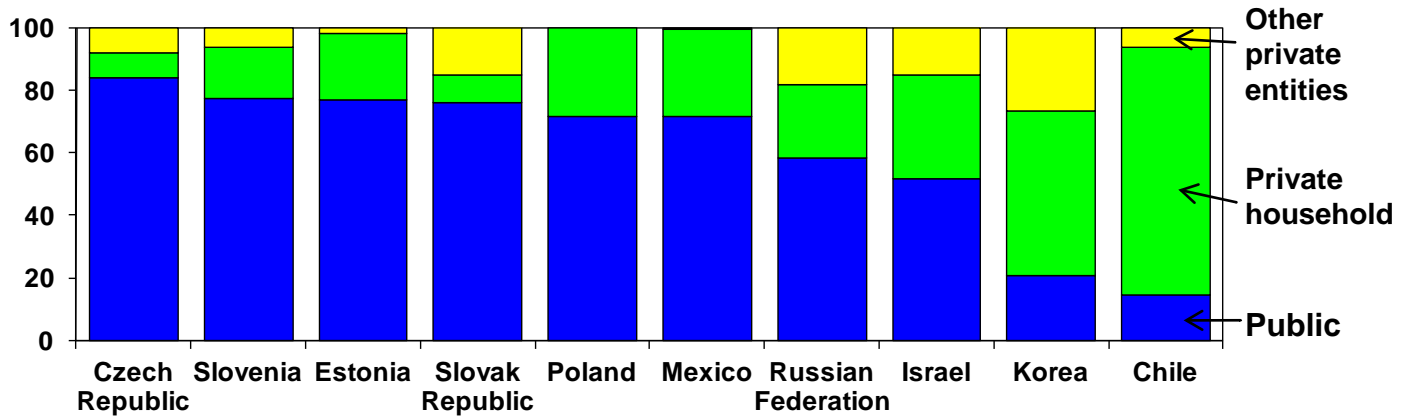
Funding sources for higher education

Selected countries, 2007



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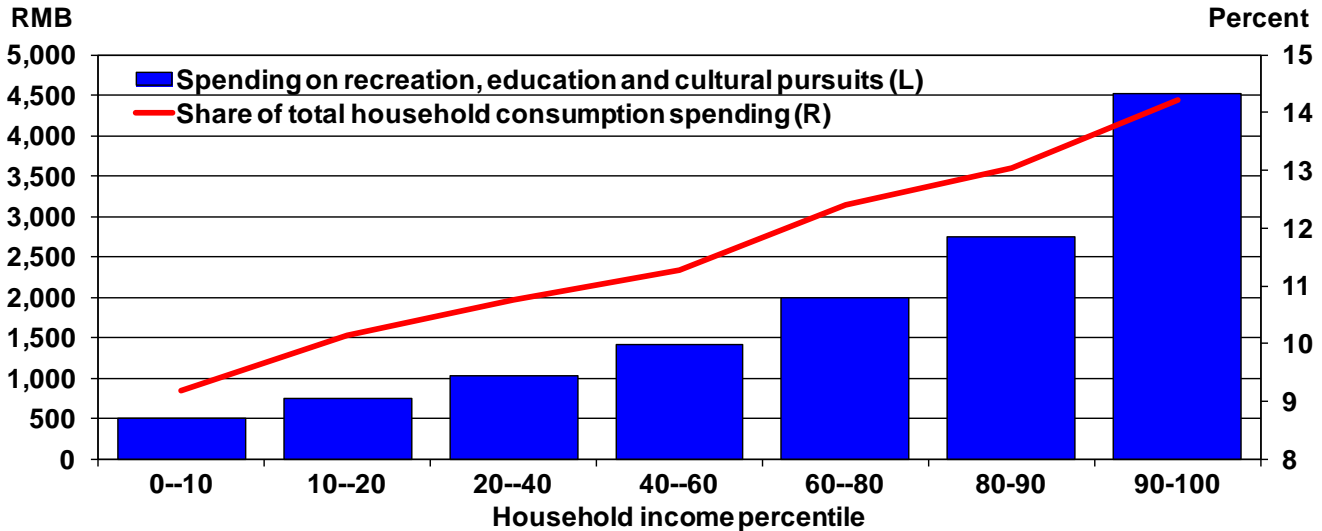
Percent



Source: OECD.

Wealthier Chinese families spent much more on education related products and services

Annual consumption spending in China, 2010



Middle class in emerging countries constitutes a large underdeveloped market



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In 2009:

Total consumption
by emerging
countries:

\$9.7 trillion

Consumption by
middle class:

\$6.9 trillion

