

Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management
Office of Enrollment & Marketing Research

The median age for DePaul's new graduate students in 2003 was 26, down from 27 in 1995. While the median age for new KGSB and Education graduate students remained the same (27 and 26 respectively), the median age fell for new CTI graduates from 28 to 27, and from 27 to 26 for new LA&S graduate students.

A third of new graduate students in 2003 were in the 20-24 age group, with another 38% in the 25-29 age group. This pattern was consistent for Education, CTI and LA&S new students. In contrast, half of new KGSB students were 25-29 and only 21% were in the 20-24 age group.

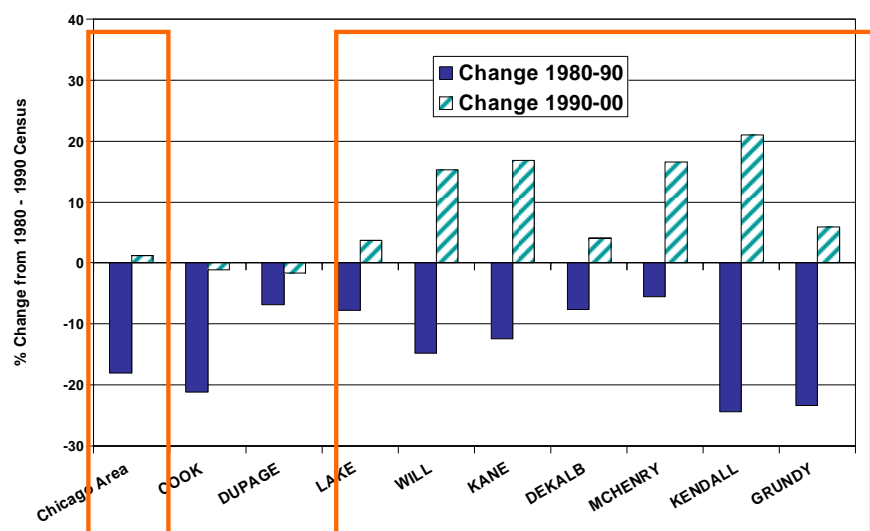
From 1990—2000, the Chicago area experienced growth in the youth market but declines in the young adult market. According to Census data trends, the Chicago area experienced a drop in the 20-24 year population from 1980—1990, but from 1990—2000 experienced some growth (1.2%) due to gains in all but the 2 largest counties for this age group, Cook and DuPage. These 2 counties accounted for 78% of the population in this age group in 2000.

The 25-29 year old population grew from 1980 to 1990, but declined from 1990—2000 for the Chicago area. This trend was due to declines in the three largest counties for this age group—Cook, DuPage, and Lake—which together accounted for 86% of the population in this age group in 2000.

SOURCE: OIPR Fact File, U.S. Census Data. Chicago Area* is the Chicago, IL PSMA, or Primary Metropolitan Statistical Area, and includes these 8 counties.

Regional Trends in Young Adult Age Markets

**Change in 20-24 Year Old Population:
Chicago Area* and Counties**
(Counties From Largest to Smallest by Age Population)



**Change in 25-29 Year Old Population:
Chicago Area* and Counties**
(Counties From Largest to Smallest by Age Population)

