

Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management

Office of Enrollment & Marketing Research

In total, the nation's high schools graduated 2,675,000 in 2004-05, down from 2,678,000 in 2002-03, and well below the 3.0 to 3.2 million reached between 1973 and 1984. The U.S. has reached what Tom Mortensen described in the April, 2006 Postsecondary Education OPPORTUNITY as the end of the second 'pig-in-a-python' bulge of high school graduates.

However, while the number of students graduating was down, the college going rate increased for the second year in a row. A total of 68.6% of these graduates went on to attend one of 4,236 colleges and universities directly after high school, up from 63.9% in 2002-03, and compared to only 45.7% in 1959.

The decline in the number of graduates coupled with the increase in college continuation rates has meant a relatively stable number of college freshmen who were recent high school graduates, at around 1.8 million since 1997. In 2005, the number of college freshmen was 1.834 million.

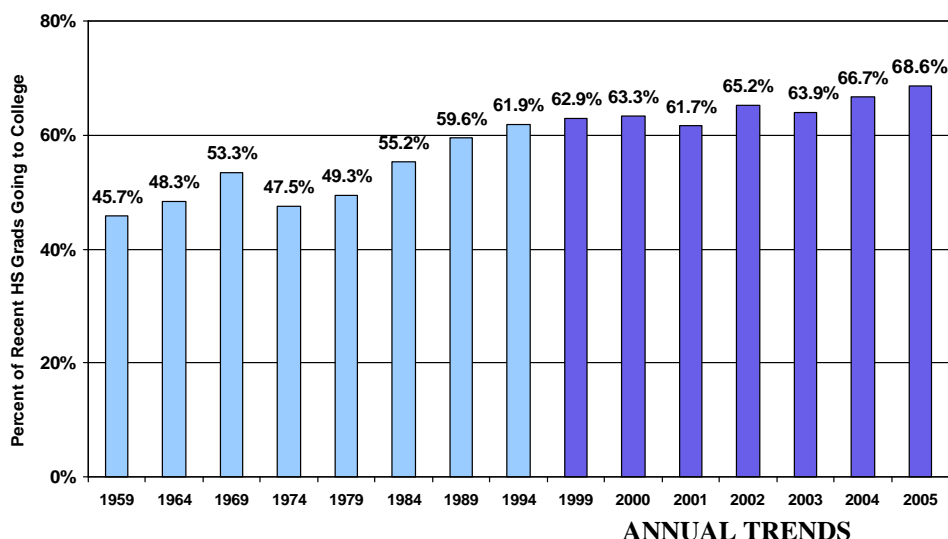
What is the impact on 4-year institutions? From 1995 to 2005, the 2,530 four-year institutions nationwide (or 60% of the total) have enrolled about 65% of recent high school graduates. From 2001 to 2005, the proportion of freshmen at 4-year institutions declined annually from 68.1% to 65.0%

Source: July 2004, April 2006 Issues of Postsecondary Education OPPORTUNITY, published by Thomas Mortenson; Chronicle of Higher Education.

College Bound High School Graduates



National College Continuation Rates for High School Graduates 1959 to 2005



Four Year College Share of College Freshmen Who Were Recent High School Graduates: 1995-2005

