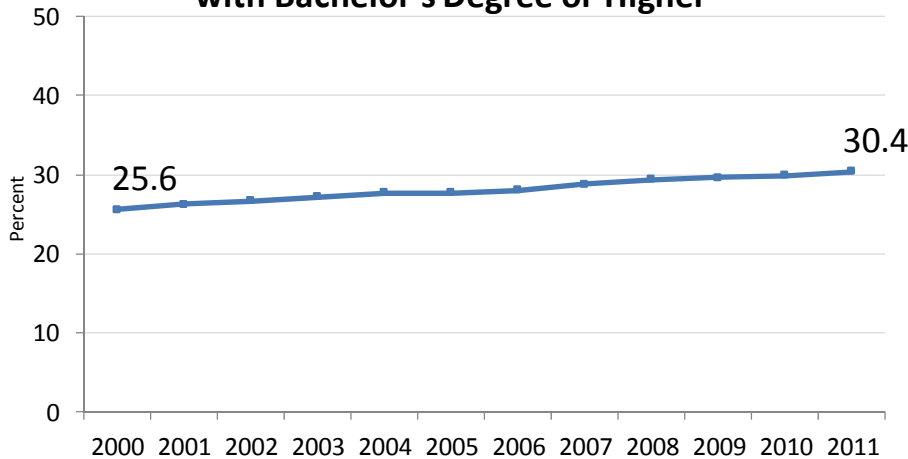


MARKET SHARE

INFORMATION ON DEPAUL UNIVERSITY'S
MARKET PROMINENCE, POSITION AND PERFORMANCE

National Bachelor's Degree Attainment at 30 Percent for First Time

**Percent of Adults 25 Years and Older
with Bachelor's Degree or Higher**

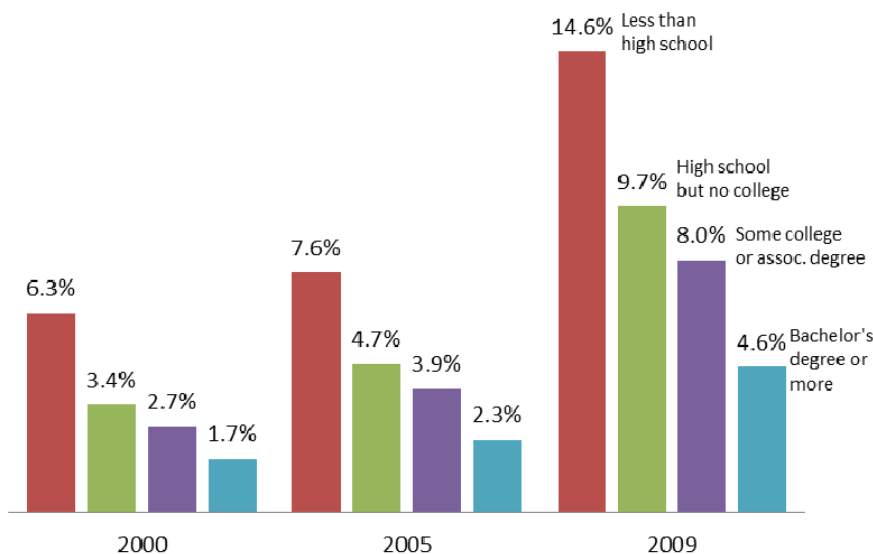


Source: Census CPS Data

The Census Bureau reported in March 2011 that 30.4 percent of U.S. adults ages 25 and older had at least a bachelor's degree. This is up from one-quarter of the same population in 2000 and represents the first time the measure has ever exceeded 30 percent.

The latest census figure is a five-fold increase in college attainment since the bureau began tracking it in 1940. It is important for many reasons, including positive trends in rates of employment and salary earnings associated with bachelor's degree attainment.

**Unemployment Rates of Adults 25 Years and Older
by Educational Attainment: 2000, 2005, 2009**



Source: Census CPS Data, <http://www.census.gov/compendia/statab/2011/tables/11s0626.pdf>

Census data on education level and unemployment rates show that while unemployment rates increased from 2000 to 2009 for adults at all education attainment levels, bachelor's degree holders were significantly less likely to be unemployed than those with some college or high school diplomas.

In addition, the Census Bureau study of workers' earnings from 2008–2010 found that workers with a bachelor's degree earned on average about \$20,000 more per year than high school graduates or workers with GED certificates.