

**Market Position Report  
2002**

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June 2002

P&B 2002, Report #7

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## The Higher Education Market in Missouri, 1990-2000

The University of Missouri System currently competes with nine other four-year public, twenty-three four-year private and eighteen two-year public institutions in attracting a fraction of the nearly 250,000 undergraduates in Missouri. The table below shows that the University of Missouri has maintained a substantial portion of the undergraduate market but also illuminates a trend that threatens not only the competitiveness of the University but also the other four-year public institutions in Missouri.

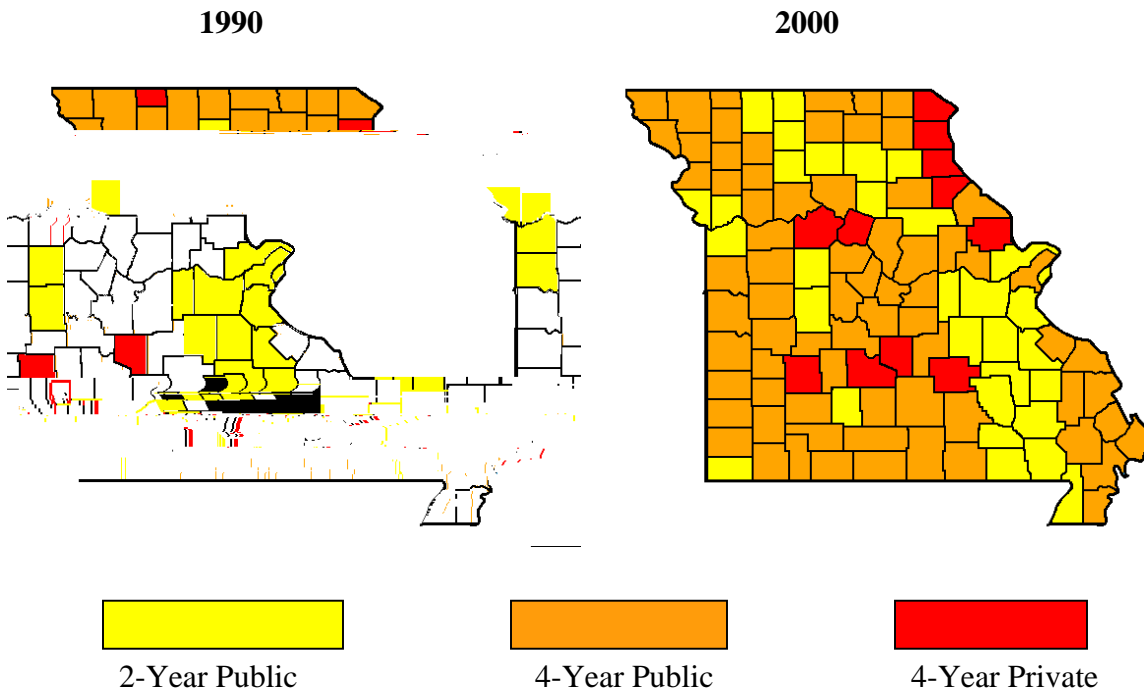
Institution Type			% Change in		
	1990	2000	Enrollment	1990	2000
UMC	18,763	18,058	-3.8%	8.1%	7.2%
UMKC	6,514	8,091	24.2%	2.8%	

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institution, four-year private institutions offer a greater percentage of need based aid to their students than four-year public institutions. The following table illustrates this point.

# Predominate Market Share of Undergraduate Enrollment by Type of Institution, 1990 and 2000



Source: Market Position Report, 2002: Appendix A







## Undergraduate Market Share by Missouri County Origin

The following section is an analysis of the undergraduate market share by Missouri county origin for the University of Missouri System and its four campuses in 1990 and 2000. The purpose of this section is to show, by Missouri county, the competitiveness of the University when compared to other two and four-year institutions that enrolled students from the same county. In other words, of all the undergraduate students (2-year, 4-year public, and 4-year private) whose legal residence at the time of admission to college was county X, what percentage of those students enrolled at the University of Missouri? Beyond showing from which counties the University enrolls the largest number of students, an analysis of undergraduate market share by county origin can also shed insight on which geographic areas the University is most and least competitive in capturing undergraduate students.

Various counties throughout Missouri are referenced in this section and to serve as an aid in understanding this market share analysis, a map of Missouri counties is first presented along with a list of Missouri institutions and their geographical locations.

### Missouri Counties



## Missouri Institution Classifications

**College or University**

**City**

**County**

Columbia  
Kansas City  
Rolla  
Saint Louis

Columbia  
Kansas City  
Rolla  
Saint Louis

Boone  
Jackson  
Phelps  
Saint Louis

***Two-Year Public Institutions***

Blue River Community College	Blue Springs <sup>3</sup>	Jackson
Crowder College	Neosho	Newton
East Central College	Union	Franklin
Florissant Valley Community College	Saint Louis	Saint Louis
Forest Park Community College	Saint Louis	Saint Louis City
Jefferson College	Hillsboro	Jefferson
Linn State Technical College	Linn	Osage
Longview Community College	Kansas City	Jackson
Maple Woods Community College	Kansas City	Clay
Meramec Community College	Saint Louis	Saint Louis
Mineral Area College	Flat River	Saint Francois
Moberly Area Junior College	Moberly	Randolph
North Central Missouri College	Trenton	Grundy
Ozarks Technical CC <sup>4</sup>	Springfield	Greene
Penn Valley Community College	Kansas City	Jackson
Saint Charles Co. CC <sup>5</sup>	Saint Charles	Saint Charles
State Fair Community College	Sedalia	Pettis
Three Rivers Community College	Poplar Bluff	Butler

<sup>1</sup> The West Plains campus is part of Southwest Missouri State University

<sup>2</sup> Truman State was formerly known as



Top Ten Counties*	# Enrolled at UM System						Total Other				
		UMC	UMKC	UMR	UMSL	UM System	4-Yr. Public	Total 4-Yr. Public	4-Yr. Private	2-Yr. Public	
St. Louis	14,426	8.8	0.3	2.0	18.3	29.4	10.8	40.2	14.7	45.1	
Jackson	5,356	6.1	14.3	0.9	0.0	21.3	15.2	36.5	9.6	53.9	
St. Charles	2,396	8.1	0.2	1.8	13.1	23.3	13.6	36.9	17.8	45.3	
Boone	2,282	53.8	0.6	0.5	0.3	55.2	11.1	66.3	28.9	4.8	
St. Louis City	1,344	0.4	0.0	1.1	9.7	11.2	23.6	34.8	14.3	51.0	
Clay	1,069	6.9	8.1	0.9	0.1	16.0	19.4	35.4	14.5	50.1	
Jefferson	727	4.3	0.2	1.6	4.4	10.5	12.7	23.2	9.9	66.9	
Cole	598	17.7	0.5	2.3	0.0	20.5	65.3	85.9	13.5	0.7	
Greene	560	5.0	0.5	1.5	0.1	7.2	66.4	73.6	26.0	0.5	
Phelps	549	12.7	0.6	29.9	1.1	44.3	28.9	73.3	21.3	5.4	
Total	29,307										
% of Total Enrollment	79.2%										
St. Louis	13,113	9.8	0.4	1.4	17.8	29.4	11.3	40.7	20.6	38.6	
Jackson	5,354	5.6	17.3	0.8	0.1	23.7	17.9	41.6	10.1	48.3	
St. Charles	3,053	7.3	0.3	1.4	12.9	21.8	11.9	33.8	24.8	41.5	
Boone	1,757	33.0	1.1	0.5	0.3	35.0	11.8	46.8	40.2	13.0	
Clay	1,380	6.4	12.0	0.8	0.0	19.2	18.3	37.5	16.2	46.3	
St. Louis City	1,097	0.2	0.1	0.4	9.7	10.3	19.9	30.3	20.4	49.3	
Jefferson	1,025	4.5	0.2	1.6	7.9	14.2	10.6	24.8	17.0	58.2	
Cass	727	5.2	20.9	1							

arket position from 1990.

In both 1990 and 2000, the University of Missouri System enrolled undergraduate students from every

he

# University of Missouri-Columbia

1990



2000



In the fall of 1990, the University of Missouri-Columbia enrolled 18,763 undergraduates and 16,092 of these students (86%) were of Missouri origin. UMC enrolled approximately 44% of all resident undergraduates that were enrolled in the University of Missouri System. With the exception of Greene County, UMC drew its largest enrollments from Central Missouri and the St. Louis and Kansas City metropolitan areas (shaded).

To no surprise, the University of Missouri System’s competitiveness in Central Missouri is due to the Columbia campus, which enrolled nearly 54% of all undergraduates that came from Boone County and had double-digit market share percentages in the surrounding counties.

Although UMC enrolled more students from the St. Louis and Kansas City metropolitan areas than from Boone County, it was less competitive in attracting students from Missouri’s two major urban areas. However, the strength of the University of Missouri System’s competitiveness in those two regions is not dependent on student enrollments at UMC, but rather enrollments at the St. Louis and Kansas City campuses. For example, in 1990 the St. Louis campus enrolled 18.3% of all undergraduates that came from St. Louis County while the Columbia campus enrolled only 8.8%. Also, the Kansas City campus enrolled 14.3% of all undergraduates that came from Jackson County while UMC enrolled only 6.1%.

In 1990, another geographic region where UMC was very competitive was in the northeastern part of the state. UMC boasted double-digit undergraduate market percentage shares in nearly every county in that region. UMC was less competitive in the lower half of the state with the exception of Pemiscot County in the bootheel, where it enrolled nearly 17 % of all undergraduates that came from that county.

In the fall of 2000, UMC enrolled 18,058 undergraduates and 15,050 of these students (83%) were of Missouri origin. UMC improved its undergraduate market share in some parts of the state and had substantial losses in others. It still drew its largest enrollments from St. Louis, Boone, Jackson, St. Charles, Clay, Cole, Greene, Jefferson, Platte, and Franklin counties (shaded). UMC slightly improved its market share in St. Louis and Jefferson

**University of Missouri-Col  
Undergraduate Market Sha**

counties, capturing 9.8% and 4.5% of the undergraduate ma

of its market



attributed to the more selective admissions criteria that was implemented in the mid-1990's, although this more than likely is not the sole factor given the overall enrollment trends throughout the state of Missouri.

Finally, although UMC still maintained double-digit market percentages in most of the northeastern Missouri counties, it lost some of its ma

te.

**University of Missouri-Kansas C**  
**Undergraduate Market Share by M**  
**1990**

of these students (84%) were of Missouri origin. UMKC had a 28% increase in the number of undergraduate students of Missouri origin. Nearly 90% of these students (6,107) came from Jackson, Clay, Cass, Platte, St. Louis, Vernon, Barry, Ray, Johnson, and Boone counties (shaded).

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the undergraduate market share in that county. By Fall 2000, UMKC enrolled 116 students from Vernon coun increasing its market share by nearly 19%. Another exampl

**University of Missouri-Ro**  
**Undergraduate Market Share by Missouri**  
**1990**

UMR was generally less competitive in attracting students.

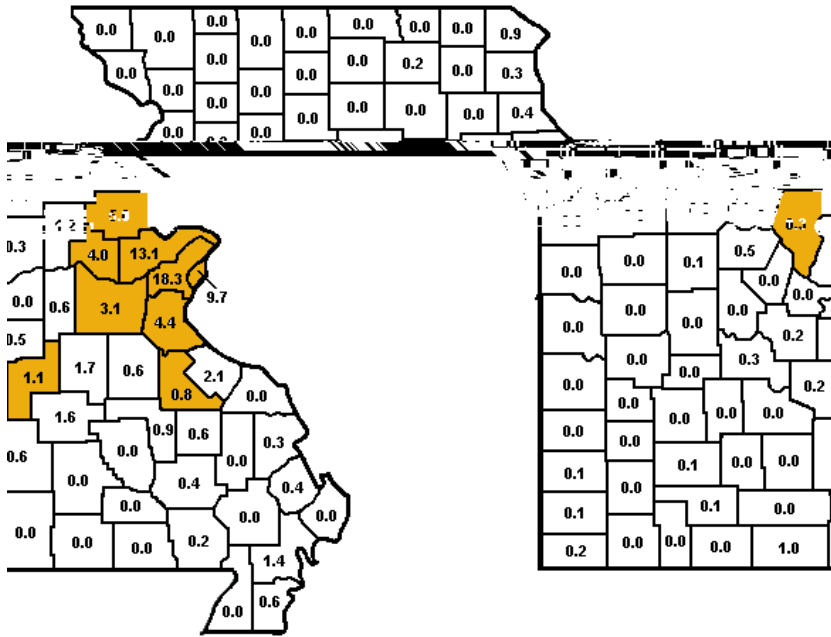
By the fall of 2000, the total undergraduate enrollment at UMR decreased by approximately 21% from a total of 3,698 undergraduate students enrolled at UMR in 1990 to 2,752 in 2000. Of these students, 74% were of Missouri origin. This represented a 21% decrease in the number of undergraduates of Missouri origin enrolled at UMR. UMR drew its largest enrollments from primarily the same counties that it did in 1990. However, it did not enroll as many students from those counties.

By 2000, UMR captured a significantly smaller percentage of the undergraduate market

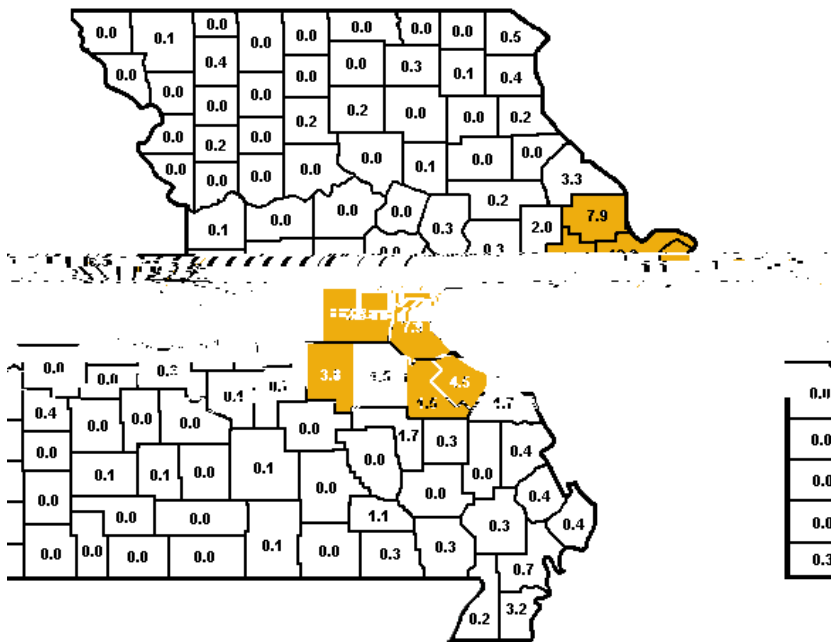
For example, UMR had modest market position increases in nearly half of the counties in northern Missouri including Buchanan, Worth, Gentry, Clinton, Mercer, Grundy, Livingston, Clark, Lewis and Scotland counties. UMR also had modest market position increases in the southwestern counties of Barton, Jasper, Newton, and McDonald. Finally, UMR increased its market position slightly in the southeastern counties of Iron, Reynolds, Carter, Butler, and Cape Girardeau.

### University of Missouri-St. Louis

1990



2000



(95%) were of Missouri origin. Of the four University of Missouri campuses, the St. Louis campus enrolled the largest percentage of Missouri resident undergraduates. Also, UMSL was the most regional of the four campuses, meaning that it drew most of its students from a less dispersed geographical area.

Jefferson, Franklin, Lincoln, Warren, St. Francois, Boone, and Phelps counties (shaded). With the exception of Boone and Phelps counties, the majority of these students came from the St. Louis metropolitan area. The predominance of 2-year public institutions in the St. Louis metropolitan region, UMSL was relatively competitive with the other 4-year public and private

In the fall of 1990, the University of Missouri-St. Louis enrolled 12,772 undergraduates and 12,127 of these students

capturing no more than 5% of the undergraduate market in those counties.



investigation on these types of questions an understanding of the University of Missouri's competitiveness will become

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Because undergraduate market share is reported as a percentage of enrollment and not actual enrollment

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## **Appendices**

Appendix A: Percentage Market Share of Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

		UMC	UMKC	UMR	UMXL	UM System	CENTRAL	Harris-Stowe	LINCOLN	SOUTHERN	WESTERN	TRUMAN	NorthWEST	SouthEast	SouthWest	West Plains	Total Other 4 Yr. Public	Total 4-Yr. Public	4-Yr. Private	2-Yr. Public
ADAIR	2000	11.3	0.9	1.0	0.3	13.6	2.5	0.0	0.1	0.0	4.0	29.6	3.6	0.1	3.1	0.0	43.1	56.7	7.3	36.0
	1990	6.7	0.6	0.6	0.2	8.2	5.4	0.0	0.0	20.0	1.5	69.8	1.3	0.3	1.7	0.0	80.3	88.5	6.0	5.5
	Change	4.6	0.2	0.4	0.1	5.4	-2.9	0.0	0.1	-20.0	2.5	-40.3	2.3	-0.2	1.4	0.0	-37.2	-31.8	1.4	30.5
ANDREW	2000	10.8	0.7	0.5	0.0	11.9	2.5	0.0	0.0	0.0	54.9	3.0	13.3	0.2	4.6	0.0	78.5	90.4	5.9	3.7
	1990	7.9	0.9	0.5	0.0	9.2	2.3	0.0	0.0	0.2	66.0	1.1	12.6	0.0	3.6	0.0	85.8	95.0	3.2	1.8
	Change	2.9	-0.2	0.0	0.0	2.7	0.3	0.0	0.0	0.0	-0.2	-11.1	1.8	0.7	0.2	1.0	0.0	-7.3	-4.7	2.8
ATCHISON	2000	20.7	5.8	0.0	0.0	26.4	3.4	0.0	0.0	0.0	15.4	0.5	41.3	0.0	2.9	0.0	63.5	89.9	6.7	3.4
	1990	17.9	2.8	0.9	0.0	21.6	1.8	0.0	0.0	0.0	4.1	1.8	42.2	0.0	1.8	0.0	51.8	73.4	25.7	0.9
	Change	2.8	3.0	-0.9	0.0	4.9	1.5	0.0	0.0	0.0	11.3	-1.4	-0.9	0.0	1.0	0.0	11.6	16.5	-19.0	2.4
AUDRAIN	2000	14.9	0.5	1.0	0.2	16.6	5.2	0.0	2.4	0.4	0.7	2.0	2.0	0.4	4.3	0.0	17.4	34.0	18.6	47.4
	1990	27.9	0.3	2.3	0.2	30.7	14.3	0.0	5.6	0.2	1.6	3.3	0.5	0.5	9.1	0.0	35.0	65.7	24.4	9.9
	Change	-13.0	0.2	-1.2	0.0	-14.0	-9.0	0.0	-3.2	0.2	-0.8	-1.4	1.4	-0.1	-4.7	0.0	-17.6	-31.7	-5.8	37.4
BARRY	2000	3.4	9.2	1.0	0.0	13.7	1.8	0.0	0.0	20.5	0.1	0.3	0.1	0.5	17.9	0.0	41.4	55.0	7.3	37.7
	1990	3.9	0.8	1.9	0.0	6.5	1.4	0.0	0.0	28.1	0.0	1.1	0.0	0.6	22.4	0.2	53.7	60.2	13.4	26.4
	Change	-0.5	8.5	-0.8	0.0	7.1	0.4	0.0	0.0	-7.6	0.1	-0.8	0.1	-0.1	-4.4	-0.2	-12.4	-5.2	-6.1	11.3
BARTON	2000	5.0	1.3	3.0	0.0	9.2	2.0	0.0	0.0	55.4	0.0	0.3	0.7	0.3	12.2	0.0	71.0	80.2	9.9	9.9
	1990	7.5	0.3	0.3	0.0	8.2	1.7	0.0	0.0	55.8	0.0	0.0	0.3	0.0	23.5	0.0	81.3	89.5	6.5	4.1
	Change	-2.5	1.0	2.6	0.0	1.1	0.3	0.0	0.0	-0.3	0.0	0.3	0.3	0.3	-11.3	0.0	-10.3	-9.3	3.4	5.8
BATES	2000	14.5	5.7	0.7	0.0	20.9	18.2	0.0	0.0	12.5	2.0	1.3	3.7	0.7	14.5	0.0	52.9	73.7	8.8	17.5
	1990	6.6	7.4	1.7	0.0	15.8	23.8	0.0	0.0	13.2	0.6	0.9	3.7	0.0	9.2	0.0	51.3	67.0	9.2	23.8
	Change	7.9	-1.7	-1.0	0.0	5.1	-5.6	0.0	0.0	-0.7	1.4	0.5	0.0	0.7	5.3	0.0	1.6	6.7	-0.4	-6.3
BENTON	2000	6.0	0.2	0.9	0.0	7.1	22.5	0.0	0.2	0.7	0.2	1.8	1.3	0.2	11.6	0.0	38.5	45.7	6.5	47.9
	1990	7.1	1.3	1.0	0.0	9.4	20.8	0.0	0.0	0.3	0.0	0.8	0.0	0.0	6.8	0.0	28.6	38.0	8.6	53.4
	Change	-1.1	-1.0	-0.1	0.0	-2.2	1.7	0.0	0.2	0.4	0.2	1.0	1.3	0.2	4.7	0.0	9.9	7.7	-2.1	-5.5
BOLLINGER	2000	3.4	0.5	3.4	0.0	7.4	0.0	0.0	0.0	0.0	0.0	1.0	0.0	67.6	1.0	0.0	69.6	77.0	3.9	19.1
	1990	1.0	0.0	3.4	0.0	4.4	0.5	0.0	0.0	0.0	0.0	1.0	0.0	81.5	0.5	0.0	83.4	87.8	6.8	5.4
	Change	2.5	0.5	0.0	0.0	3.0	-0.5	0.0	0.0	0.0	0.0	0.0	0.0	-13.8	0.5	0.0	-13.8	-10.8	-2.9	13.8
BOONE	2000	33.0	1.1	0.5	0.3	35.0	3.6	0.0	2.3	0.1	0.4	2.1	0.6	0.4	2.4	0.0	11.8	46.8	40.2	13.0
	1990	53.8	0.6	0.5	0.3	55.2	3.1	0.0	2.8	0.1	0.3	1.2	0.2	0.2	3.1	0.0	11.1	66.3	28.9	4.8
	Change	-20.8	0.5	0.0	0.0	-20.2	0.5	0.0	-0.5	0.0	0.1	0.9	0.4	0.1	-0.7	0.0	0.7	-19.5	11.3	8.2

Appendix A: Percentage Market Share of Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

		UMC	UMKC	UMR	UMXL	UM System	CENTRAL	Harris-Stowe	LINCOLN	SOUTHERN	WESTERN	TRUMAN	NorthWEST	SouthEast	SouthWest	West Plains	Total Other 4 Yr. Public	Total 4-Yr. Public	4-Yr. Private	2-Yr. Public
BUCHANAN	2000	7.2	1.7	0.9	0.0	9.8	1.0	0.0	0.1	0.2	71.2	1.4	6.9	0.0	3.2	0.0	84.0	93.7	2.2	4.1
	1990	7.1	1.5	0.7	0.0	9.3	1.5	0.0	0.0	0.1	77.2	0.9	5.2	0.1	2.5	0.0	87.6	96.9	2.4	0.7
	Change	0.0	0.2	0.2	0.0	0.5	-0.5	0.0	0.1	0.2	-6.0	0.4	1.6	-0.1	0.7	0.0	-3.7	-3.2	-0.2	3.4
BUTLER	2000	2.8	0.2	1.4	0.3	4.7	0.4	0.0	0.6	0.1	0.0	0.5	0.0	11.6	7.0	0.0	20.1	24.8	4.0	71.2
	1990	4.1	0.4	1.1	0.2	5.7	0.4	0.0	0.1	0.1	0.2	0.1	0.2	14.5	4.6	0.0	20.0	25.7	4.7	69.6
	Change	-1.3	-0.2	0.3	0.2	-1.0	0.0	0.0	0.5	0.0	-0.2	0.4	-0.2	-2.9	2.5	0.0	0.2	-0.8	-0.7	1.6
CALDWELL	2000	10.8	1.3	0.0	0.0	12.1	12.1	0.0	0.0	0.4	25.0	1.3	8.8	0.0	6.7	0.0	54.2	66.3	8.8	25.0
	1990	9.6	1.2	0.4	0.0	11.2	17.6	0.0	0.0	0.0	38.4	2.8	5.2	0.0	3.6	0.0	67.6	78.8	4.8	16.4
	Change	1.2	0.1	-0.4	0.0	0.9	-5.5	0.0	0.0	0.4	-13.4	-1.6	3.6	0.0	3.1	0.0	-13.4	-12.6	4.0	8.6
CALLAWAY	2000	16.1	0.5	1.1	0.3	18.1	5.6	0.0	17.2	0.1	0.3	3.3	0.9	0.9	3.6	0.0	31.9	49.9	39.8	10.3
	1990	20.4	0.1	2.0	0.3	22.9	6.4	0.0	24.6	0.2	0.2	2.6	0.7	0.1	4.5	0.0	39.3	62.2	36.7	1.1
	Change	-4.3	0.4	-0.9	-0.1	-4.8	-0.7	0.0	-7.4	-0.1	0.0	0.7	0.1	0.8	-0.8	0.0	-7.4	-12.3	3.0	9.3
CAMDEN	2000	9.9	0.7	3.1	0.3	14.0	8.7	0.0	1.7	1.0	0.8	1.4	0.7	0.5	14.8	0.1	29.6	43.6	36.1	20.3
	1990	18.6	0.9	3.1	0.3	22.9	12.1	0.0	6.7	0.5	0.5	2.4	0.9	0.3	25.2	0.0	48.6	71.6	12.4	16.0
	Change	-8.7	-0.2	0.0	0.0	-8.9	-3.4	0.0	-5.0	0.5	0.3	-1.0	-0.2	0.1	-10.4	0.1	-19.0	-27.9	23.7	4.2
CAPE GIRARDEAU	2000	7.7	0.4	2.3	0.4	10.8	0.3	0.1	0.2	0.0	0.1	1.3	0.3	75.6	2.5	0.0	80.4	91.2	4.9	3.9
	1990	6.6	0.2	1.6	0.3	8.8	0.1	0.0	0.2	0.0	0.1	0.3	0.4	83.2	1.1	0.0	85.3	94.1	4.4	1.5
	Change	1.1	0.2	0.6	0.1	2.0	0.2	0.1	0.0	0.0	0.0	1.0	-0.1	-7.6	1.4	0.0	-4.9	-2.9	0.5	2.4
CARROLL	2000	16.9	1.9	0.3	0.0	19.1	21.5	0.0	0.0	0.0	1.9	0.0	6.4	0.0	2.5	0.0	32.3	51.4	34.0	14.6
	1990	15.9	0.0	1.7	0.0	17.5	35.1	0.0	0.0	0.0	10.9	1.3	8.6	0.0	3.6	0.0	59.6	77.2	15.6	7.3
	Change	1.0	1.9	-1.4	0.0	1.5	-13.6	0.0	0.0	0.0	-9.0	-1.3	-2.3	0.0	-1.2	0.0	-27.3	-25.8	18.4	7.4
CARTER	2000	1.1	0.0	1.5	1.1	3.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	9.9	8.4	1.8	20.9	24.5	7.7	67.8
	1990	3.5	0.6	0.6	0.0	4.6	0.6	0.0	0.0	0.0	0.0	0.0	0.6	7.5	9.2	0.6	18.5	23.1	11.6	65.3
	Change	-2.4	-0.6	0.9	1.1	-1.0	0.2	0.0	0.0	0.0	0.0	0.0	-0.6	2.4	-0.8	1.3	2.4	1.4	-3.9	2.4
CASS	2000	5.2	20.9	1.3	0.0	27.4	15.1	0.0	0.0	0.9	1.8	2.0	3.4	0.2	5.2	0.0	28.7	56.1	10.2	33.7
	1990	7.3	8.6	1.3	0.0	17.2	13.0	0.0	0.0	0.6	0.4	1.1	3.7	0.1	7.0	0.0	26.0	43.2	9.5	47.4
	Change	-2.1	12.3	0.0	0.0	10.2	2.1	0.0	0.0	0.4	1.4	0.8	-0.4	0.1	-1.7	0.0	2.7	13.0	0.7	-13.7
CEDAR	2000	0.7	0.0	0.4	0.4	1.5	2.6	0.0	0.7	20.9	0.0	0.0	0.7	0.0	29.7	0.0	54.6	56.0	23.8	20.1
	1990	5.2	0.4	3.2	0.0	8.8	8.0	0.0	0.4	23.1	0.4	0.4	0.4	0.0	42.6	0.0	75.3	84.1	13.5	2.4
	Change	-4.4	-0.4	-2.8	0.4	-7.3	-5.4	0.0	0.3	-2.2	-0.4	-0.4	0.3	0.0	-13.0	0.0	-20.7	-28.0	10.3	17.8



Appendix A: Percentage Market Share of Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

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UMC  
UMKC  
UMR  
UMXL  
UM System  
CENTRAL  
Harris-Stowe  
LINCOLN  
SOUTHERN  
WESTERN  
TRUMAN  
NorthWEST  
SouthEast  
SouthWest  
West Plains

Appendix A: Percentage Market Share of Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

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UMC  
UMKC  
UMR  
UMXL  
UM System  
CENTRAL  
Harris-Stowe  
LINCOLN  
SOUTHERN  
WESTERN  
TRUMAN  
NorthWEST

Appendix A: Percentage Market Share of Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

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Appendix A: Percentage Market Share of Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

		UMC	UMKC	UMR	UMXL	UM System	CENTRAL	Harris-Stowe	LINCOLN	SOUTHERN	WESTERN	TRUMAN	NorthWEST	SouthEast	SouthWest	West Plains	Total Other 4 Yr: Public	Total 4-Yr: Public	4-Yr: Private	2-Yr: Public
MACON	2000	8.6	1.5	1.7	0.0	11.9	3.8	0.0	0.2	0.2	5.2	8.4	5.0	0.0	3.6	0.0	26.4	38.2	12.8	48.9
	1990	17.2	1.5	1.5	0.0	20.3	8.0	0.0	0.2	0.2	2.4	11.9	1.9	0.0	4.7	0.0	29.3	49.6	8.0	42.5
	Change	-8.6	0.0	0.2	0.0	-8.4	-4.2	0.0	0.0	0.0	0.0	2.8	-3.4	3.0	0.0	-1.1	0.0	-2.9	-11.3	4.8
MADISON	2000	1.8	0.3	0.9	0.3	3.2	0.3	0.0	0.3	0.0	0.0	0.0	0.0	12.1	1.2	0.0	13.9	17.1	17.4	65.5
	1990	4.4	0.6	1.4	0.6	6.9	0.0	0.3	1.4	0.3	0.0	1.4	0.0	19.7	1.7	0.0	24.7	31.7	6.9	61.4
	Change	-2.7	-0.3	-0.5	-0.3	-3.7	0.3	-0.3	-1.1	-0.3	0.0	-1.4	0.0	-7.6	-0.5	0.0	-10.9	-14.6	10.5	4.1
MARIES	2000	10.7	0.9	9.3	0.0	20.9	6.5	0.0	21.9	0.5	0.5	0.9	0.0	0.5	6.5	0.0	37.2	58.1	26.5	15.3
	1990	9.3	0.0	10.3	0.5	20.1	3.4	0.0	41.2	1.0	0.0	2.0	0.5	0.0	10.3	0.0	58.3	78.4	16.2	5.4
	Change	1.4	0.9	-1.0	-0.5	0.8	3.1	0.0	-19.3	-0.5	0.5	-1.0	-0.5	0.5	-3.8	0.0	-21.1	-20.3	10.3	10.0
MARION	2000	13.9	0.2	3.2	0.2	17.6	2.0	0.0	0.9	0.1	1.0	6.6	2.4	1.9	4.4	0.0	19.2	36.8	45.2	18.0
	1990	15.4	0.2	3.1	0.4	19.1	6.2	0.0	0.5	0.2	0.7	6.9	1.6	0.5	5.7	0.0	22.3	41.4	57.0	1.6
	Change	-1.5	0.0	0.1	-0.1	-1.5	-4.2	0.0	0.4	-0.1	0.3	-0.3	0.8	1.4	-1.3	0.0	-3.1	-4.6	-11.8	16.4
MERCER	2000	7.8	0.0	1.3	0.0	9.2	1.3	0.0	0.0	0.0	7.8	1.3	19.0	0.0	6.5	0.0	35.9	45.1	6.5	48.4
	1990	12.8	0.0	0.0	0.0	12.8	10.1	0.0	0.0	0.9	5.5	2.8	14.7	0.0	2.8	0.0	36.7	49.5	3.7	46.8
	Change	-5.0	0.0	1.3	0.0	-3.7	-8.8	0.0	0.0	-0.9	2.3	-1.4	4.3	0.0	3.8	0.0	-0.7	-4.4	2.9	1.6
MILLER	2000	9.5	0.3	1.8	0.1	11.7	6.9	0.0	21.0	0.7	0.4	2.1	0.3	0.1	10.3	0.0	41.9	53.6	34.7	11.7
	1990	14.1	0.6	3.4	0.2	18.3	14.7	0.0	35.2	0.4	0.0	1.9	0.2	0.2	12.4	0.0	65.0	83.4	12.8	3.8
	Change	-4.6	-0.3	-1.6	-0.1	-6.7	-7.8	0.0	-14.2	0.3	0.4	0.1	0.1	-0.1	-2.0	0.0	-23.1	-29.7	21.9	7.8
MISSISSIPPI	2000	6.0	0.9	1.3	0.4	8.6	0.0	0.0	0.9	0.0	0.0	0.0	0.0	66.5	5.2	0.0	72.5	81.1	7.3	11.6
	1990	9.6	0.4	3.2	0.0	13.2	0.0	0.0	1.1	0.4	0.0	0.0	0.0	74.4	4.6	0.0	80.4	93.6	4.6	1.8
	Change	-3.6	0.5	-1.9	0.4	-4.6	0.0	0.0	-0.2	-0.4	0.0	0.0	0.0	-7.9	0.5	0.0	-7.9	-12.5	2.7	9.8
MONITEAU	2000	10.3	0.0	0.9	0.0	11.2	22.6	0.0	15.3	0.4	0.7	2.2	2.0	0.2	7.9	0.0	51.3	62.5	12.1	25.4
	1990	17.1	0.3	1.7	0.0	19.1	19.7	0.0	25.9	0.0	0.9	1.4	0.0	0.0	7.1	0.0	55.0	74.1	10.3	15.7
	Change	-6.8	-0.3	-0.8	0.0	-7.9	3.0	0.0	-10.7	0.4	-0.1	0.8	2.0	0.2	0.8	0.0	-3.7	-11.6	1.9	9.7
MONROE	2000	11.5	0.0	2.3	0.0	13.8	3.1	0.0	0.3	0.3	3.7	2.3	5.6	0.0	8.2	0.0	23.4	37.2	26.2	36.6
	1990	18.2	0.3	1.9	0.0	20.4	9.9	0.0	0.6	0.0	0.3	3.2	1.6	0.3	5.1	0.3	21.4	41.9	30.4	27.8
	Change	-6.7	-0.3	0.3	0.0	-6.6	-6.8	0.0	-0.4	0.3	3.3	-0.9	4.0	5.0	3.1	-0.3	2.0	-4.7	-4.2	6.2



Appendix A: Percentage Market Share of Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

		UMC	UMKC	UMR	UMXL	UM System	CENTRAL	Harris-Stowe	LINCOLN	SOUTHERN	WESTERN	TRUMAN	NorthWEST	SouthEast	SouthWest	West Plains	Total Other 4 Yr. Public	Total 4 Yr. Public	4 Yr. Private	2 Yr. Public
MORGAN	2000	7.5	0.5	1.2	0.0	9.2	12.7	0.0	4.9	1.2	0.5	1.5	1.2	0.0	8.0	0.0	29.9	39.2	34.5	26.3
	1990	9.1	0.7	2.0	0.0	11.8	17.6	0.0	9.8	0.3	0.3	3.4	0.7	0.0	7.8	0.0	39.9	51.7	11.8	36.5
	Change	-1.6	-0.2	-0.8	0.0	-2.6	-4.9	0.0	-4.9	0.9	0.1	-1.9	0.5	0.0	0.3	0.0	-9.9	-12.5	22.7	-10.2
NEW MADRID	2000	6.6	0.2	1.8	0.7	9.2	0.7	0.4	0.9	0.4	0.0	0.4	0.0	38.5	4.2	0.0	45.5	54.7	5.9	39.4
	1990	6.3	0.0	4.1	1.4	11.8	0.5	0.0	1.0	0.2	0.0	0.0	0.0	57.5	4.3	0.0	63.5	75.2	8.2	16.6
	Change	0.3	0.2	-2.3	-0.8	-2.6	0.2	0.4	-0.1	0.2	0.0	0.4	0.0	-18.9	-0.2	0.0	-17.9	-20.5	-2.3	22.8
NEWTON	2000	3.1	0.6	1.2	0.0	5.0	0.3	0.0	0.0	44.1	0.0	0.4	0.1	0.0	6.3	0.0	51.1	56.1	2.5	41.4
	1990	2.8	0.8	1.0	0.1	4.7	0.7	0.0	0.0	47.6	0.1	0.3	0.2	0.1	7.3	0.0	56.1	60.8	2.6	36.6
	Change	0.3	-0.2	0.2	-0.1	0.3	-0.4	0.0	0.0	-3.4	-0.1	0.1	-0.2	-0.1	-1.0	0.0	-5.0	-4.7	-0.1	4.8
NODAWAY	2000	5.5	0.6	0.5	0.1	6.7	2.6	0.0	0.1	0.1	5.1	1.2	79.9	0.2	1.5	0.0	90.7	97.4	1.1	1.5
	1990	6.2	1.2	0.7	0.0	8.2	1.1	0.0	0.0	0.1	2.6	1.5	83.6	0.0	1.4	0.0	90.3	98.5	1.2	0.2
	Change	-0.7	-0.7	-0.3	0.1	-1.5	1.5	0.0	0.1	0.0	2.5	-0.2	-3.7	0.2	0.1	0.0	0.4	-1.1	-0.1	1.2
OREGON	2000	2.7	0.4	1.2	0.0	4.2	1.5	0.0	0.0	0.8	0.0	0.4	0.0	0.8	16.2	59.1	78.8	83.0	15.1	1.9
	1990	4.3	0.8	2.0	0.0	7.0	0.4	0.0	0.0	3.1	0.0	1.2	0.0	2.3	23.0	48.8	78.9	85.9	12.5	1.6
	Change	-1.6	-0.4	-0.8	0.0	-2.8	1.2	0.0	0.0	-2.4	0.0	-0.8	0.0	-1.6	-6.8	10.2	-0.1	-2.9	2.6	0.4
OSAGE	2000	6.9	0.2	2.3	0.2	9.5	3.5	0.0	37.2	0.5	0.4	2.8	0.2	0.7	6.5	0.0	51.9	61.4	13.8	24.9
	1990	20.4	0.0	5.3	0.0	25.7	11.5	0.0	36.0	0.0	0.3	3.6	0.6	0.0	12.0	0.0	64.0	89.7	9.2	1.1
	Change	-13.5	0.2	-3.0	0.2	-16.2	-7.9	0.0	1.2	0.5	0.1	-0.8	-0.4	0.7	-5.5	0.0	-12.1	-28.3	4.5	23.8
OZARK	2000	4.2	0.0	2.4	0.0	6.6	0.9	0.0	0.0	2.4	0.0	0.0	0.9	0.9	25.0	35.4	65.6	72.2	25.5	2.4
	1990	5.4	0.0	0.0	1.0	6.4	0.5	0.0	0.5	2.5	0.5	1.0	0.5	0.0	33.8	32.8	72.1	78.4	20.6	1.0
	Change	-1.1	0.0	2.4	-1.0	0.2	0.5	0.0	-0.5	-0.1	-0.5	-1.0	0.5	0.9	-8.8	2.5	-6.5	-6.3	4.9	1.4
PEMISCOT	2000	11.5	1.3	1.9	3.2	17.9	1.3	0.0	17.3	0.0	0.0	0.6	0.0	23.7	9.6	0.6	53.2	71.2	3.2	25.6
	1990	17.2	4.7	3.0	0.6	25.4	1.2	0.0	2.4	0.6	0.6	0.6	0.6	50.9	1.8	0.0	58.6	84.0	7.1	8.9
	Change	-5.6	-3.5	-1.0	2.6	-7.5	0.1	0.0	14.9	-0.6	-0.6	0.0	-0.6	-27.2	7.8	0.6	-5.4	-12.9	-3.9	16.8
PERRY	2000	6.7	0.3	1.7	1.7	10.3	1.5	0.0	0.2	0.2	0.0	2.2	0.0	44.9	2.8	0.0	51.7	62.1	7.7	30.3
	1990	10.5	0.5	4.8	0.0	15.7	0.2	0.0	0.0	0.2	0.0	1.2	0.5	67.5	1.7	0.0	71.3	86.9	5.9	7.1
	Change	-3.8	-0.1	-3.1	1.7	-5.4	1.3	0.0	0.2	-0.1	0.0	1.0	-0.5	-22.5	1.2	0.0	-19.5	-24.9	1.7	23.2
PETTIS	2000	6.4	0.4	0.7	0.0	7.5	18.9	0.0	0.6	0.1	0.1	0.6	0.6	0.1	4.5	0.0	25.4	33.0	5.8	61.2
	1990	5.5	0.9	1.0	0.1	7.5	20.3	0.0	0.2	0.5	0.1	0.7	0.2	0.1	3.3	0.0	25.5	33.0	4.9	62.1
	Change	0.9	-0.5	-0.3	-0.1	0.0	-1.4	0.0	0.4	-0.4	-0.1	-0.2	0.3	0.0	1.2	0.0	-0.1	0.0	0.9	-0.9

Appendix A: Percentage Market Share of Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000







Appendix B: Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

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UMC  
UMKC  
UMR  
UMSL  
UM System



Appendix B: Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

		UMC	UMKC	UMR	UMSL	UM System	CENTRAL	Harris-Stowe	LINCOLN	SOUTHERN	WESTERN	TRUMAN	NorthWEST	SouthEast	SouthWest	West Plains	Total Other 4 Yr. Public	Total 4-Yr. Public	4-Yr Private	2-Yr. Public	Total
CEDAR	2000	2	0	1	1	4	7	0	2	57	0	0	2	0	81	0	149	153	65	55	273
	1990	13	1	8	0	22	20	0	1	58	1	1	1	0	107	0	189	211	34	6	251
	% Change	-84.6	-100.0	-87.5		-81.8	-65.0		100.0	-1.7	-100.0	-100.0	100.0		-24.3		-21.2	-27.5	91.2	816.7	8.8
CHARITON	2000	46	2	3	0	51	37	0	0	1	12	12	12	0	17	0	91	142	65	114	321
	1990	56	5	3	0	64	58	0	1	0	5	13	6	1	15	0	99	163	49	69	281
	% Change	-17.9	-60.0	0.0		-20.3	-36.2		-100.0		140.0	-7.7	100.0	-100.0	13.3		-8.1	-12.9	32.7	65.2	14.2
CHRISTIAN	2000	42	9	23	0	74	24	1	0	23	0	12	1	1	612	1	675	749	397	715	1,861
	1990	29	3	17	1	50	12	0	0	19	0	2	2	4	654	1	694	744	268	8	1,020
	% Change	44.8	200.0	35.3	-100.0	48.0	100.0			21.1		500.0	-50.0	-75.0	-6.4	0.0	-2.7	0.7	48.1	8837.5	82.5
CLARK	2000	33	2	3	1	39	9	0	3	1	5	13	4	0	8	0	43	82	101	13	196
	1990	31	1	1	1	34	6	0	0	0	0	27	3	0	4	0	40	74	36	1	111
	% Change	6.5	100.0	200.0	0.0	14.7	50.0					-51.9	33.3		100.0		7.5	10.8	180.6	1200.0	76.6
CLAY	2000	464	861	54	1	1380	268	0	0	12	218	153	462	7	198	0	1,318	2,698	1,169	3,328	7,195
	1990	463	541	61	4	1,069	422	0	1	18	166	132	257	1	296	0	1,293	2,362	969	3,343	6,674
	% Change	0.2	59.1	-11.5	-75.0	29.1	-36.5		-100.0	-33.3	31.3	15.9	79.8	600.0	-33.1		1.9	14.2	20.6	-0.4	7.8
CLINTON	2000	47	50	8	1	106	45	1	3	0	186	4	60	0	22	0	321	427	114	78	619
	1990	49	13	4	1	67	68	0	6	0	188	13	57	0	35	0	367	434	39	99	572
	% Change	-4.1	284.6	100.0	0.0	58.2	-33.8		-50.0		-1.1	-69.2	5.3		-37.1		-12.5	-1.6	192.3	-21.2	8.2
COLE	2000	438	22	61	8	529	250	0	1,020	7	16	112	12	22	188	1	1,628	2,157	634	413	3,204
	1990	515	14	68	1	598	167	0	1,374	6	7	95	16	10	227	0	1,902	2,500	392	20	2,912
	% Change	-15.0	57.1	-10.3	700.0	-11.5	49.7		-25.8	16.7	128.6	17.9	-25.0	120.0	-17.2		-14.4	-13.7	61.7	1965.0	10.0
COOPER	2000	79	1	10	0	90	88	0	9	0	10	11	7	3	25	1	154	244	136	167	547
	1990	105	3	7	2	117	68	0	4	0	1	8	6	0	33	0	120	237	103	92	432
	% Change	-24.8	-66.7	42.9	-100.0	-23.1				62.0	216.0	216.0	0.045	0							



## Appendix B: Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

		UMC	UMKC	UMR	UMSL	UM System	CENTRAL	Harris-Stowe	LINCOLN	SOUTHERN	WESTERN	TRUMAN	NorthWEST	SouthEast	SouthWest	West Plains	Total Other 4 Yr. Public	Total 4 Yr. Public	4 Yr Private	2 Yr. Public	Total	
DADE	2000	3	0	2	0	5	2	0	0	48	0	2	0	1	83	1	137	142	50	77.8	18	230
	1990	9	1	2	0	12	9	0	0	37	0	2	0	0	85	1	134	146	37	11	194	
	% Change	-66.7	-100.0	0.0		-58.3	-77.8			29.7		0.0				0.0	0TD	0.054	0.036	0.069	0.162	6.0



Appendix B: Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

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UMC UMKC UMR UMKL UM System CENTRAL Harris-Stowe LINCOLN SOUTHERN WESTERN TRUMAN NorthWEST SouthEast SouthWest West Plains





Appendix B: Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

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		UMC	UMKC	UMR	UMSL	UM System	CENTRAL	Harris-Stowe	LINCOLN	SOUTHERN	WESTERN	TRUMAN	NorthWEST	SouthEast	SouthWest	West Plains	Total Other 4 Yr. Public	Total 4-Yr. Public	4-Yr Private	2-Yr. Public	Total
NODAWAY	2000	49	5	4	1	59	23	0	1	1	45	11	707	2	13	0	803	862	10	13	885
	1990	50	10	6	0	66	9	0	0	1	21	12	673	0	11	0	727	793	10	2	805

Appendix B: Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

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UMC UMKC UMR UMKL UM System CENTRAL Harris-Stowe LINCOLN SOUTHERN WESTERN TRUMAN NorthWEST SouthEast SouthWest

Appendix B: Total Undergraduate Enrollment by Missouri County Origin, 1990 and 2000

		UMC	UMKC	UMR	UMSL	UM System	CENTRAL	Harris-Stowe	LINCOLN	SOUTHERN	WESTERN	TRUMAN	NorthWEST	SouthEast	SouthWest	West Plains	Total Other 4 Yr. Public	Total 4-Yr. Public	4 Yr Private	2-Yr. Public	Total
ST. CHARLES	2000	1,015	36	200	1,802	3053	256	8	5	2	22	435	53	321	569	0	1,671	4,724	3,462	5,800	13,986
	1990	835	22	186	1,353	2,396	162	16	9	8	8	288	37	239	636	1	1,404	3,800	1,829	4,661	10,290
	% Change	21.6	63.6	7.5	33.2	27.4	58.0	-50.0	-44.4	-75.0	175.0	51.0	43.2	34.3	-10.5	-100.0	19.0	24.3	89.3	24.4	35.9
ST. CLAIR	2000	13	18	8	0	39	70	0	0	6	1	3	3	0	48	0	131	170	36	51	257
	1990	15	1	6	0	22	59	4	0	6	3	1	0	0	43	0	116	138	21	22	181
	% Change	-13.3	1700.0	33.3		77.3	18.6	-100.0		0.0	-66.7	200.0			11.6		12.9	23.2	71.4	131.8	42.0
ST. FRANCOIS	2000	71	4	20	32	127	5	0	1	0	1	15	2	116	60	0	200	327	341	1,495	2,163
	1990	81	3	27	19	130	12	0	0	2	0	7	2	146	79	0	248	378	144	1,744	2,266
	% Change	-12.3	33.3	-25.9	68.4	-2.3	-58.3			-100.0		114.3	0.0	-20.5	-24.1		-19.4	-13.5	136.8	-14.3	-4.5
ST. LOUIS	2000	4,349	199	631	7,934	13113	559	868	0	42	120	1,003	47	1,114	1,279	1	5,033	18,146	9,195	17,203	44,544
	1990	4,317	147	989	8,973	14,426	606	689	30	31	22	858	54	751	2,268	0	5,309	19,735	7,228	22,147	49,110
	% Change	0.7	35.4	-36.2	-11.6	-9.1	-7.8	26.0	-100.0	35.5	445.5	16.9	-13.0	48.3	-43.6		-5.2	-8.1	27.2	-22.3	-9.3
STE. GENEVIEVE	2000	31	2	21	31	85	12	1	65	2	0	8	1	97	22	0	208	293	110	283	686
	1990	39	0	19	11	69	2	2	0	0	0	5	0	105	46	0	160	229	157	140	526
	% Change	-20.5		10.5	181.8	23.2	500.0	-50.0				60.0		-7.6			60.0	-20.5			





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		UMC	UMKC	UMR	UMSL	UM System	CENTRAL	Harris-Stowe	LINCOLN	SOUTHERN	WESTERN	TRUMAN	NorthWEST	SouthEast	SouthWest	West Plains	Total Other 4 Yr. Public	Total 4-Yr. Public	4-Yr Private	2-Yr. Public	Total
WAYNE	2000	12	0	5	0	17	0	0	1	1	0	2	0	50	11	0	65	82	27	214	323
	1990	10	0	4	1	15	1	0	0	1	0	2	0	78	10	0	92	107	5	155	267
	% Change	20.0		25.0	-100.0	13.3	-100.0			0.0		0.0		-35.9	10.0		-29.3	-23.4	440.0	38.1	21.0
WEBSTER	2000	21	2	14	1	38	6	0	0	6	1	3	2	1	216	3	238	276	217	499	992
	1990	37	2	13	0	52	7	0	1	22	0	2	1	0	357	0	390	442	47	6	495
	% Change	-43.2	0.0	7.7		-26.9	-14.3		-100.0	-72.7		50.0	100.0		-39.5		-39.0	-37.6	361.7	8216.7	100.4
WORTH	2000	10	0	1	0	11	1	0	0	0	6	2	39	0	3	0	51	62	3	8	73
	1990	7	1	2	0	10	2	0	0	0	1	3	43	0	0	0	49	59	122	0	181
	% Change	42.9	-100.0	-50.0		10.0	-50.0				500.0	-33.3	-9.3				4.1	5.1	-97.5		-59.7
WRIGHT	2000	26	2	7	0	35	3	0	0	13	1	6	1	4	137	147	312	347	143	64	554
	1990	20	1	8	0	29	3	0	1	4	0	2	2	1	153	24	190	219	43	6	268
	% Change	30.0	100.0	-12.5		20.7	0.0		-100.0	225.0		200.0	-50.0	300.0	-10.5	512.5	64.2	58.4	232.6	966.7	106.7
ST. LOUIS CITY	2000	18	9	39	1,031	1,097	27	743	296	1	0	515	43	136	359	0	2,120	3,217	2,172	5,240	10,629
	1990	46	4	127	1,167	1,344	25	1,148	167	2	0	459	59	538	434	0	2,832	4,176	1,716	6,122	12,014
	% Change	-60.9	125.0	-69.3	-11.7	-18.4	8.0	-35.3	77.2	-50.0		12.2	-27.1	-74.7	-17.3		-25.1	-23.0	26.6	-14.4	-11.5
Missouri Total	2000	15,050	6,763	2,752	11,808	36,373	8,174	1,678	2,743	5,052	4,499	4,213	3,497	6,502	13,176	1,468	51,002	87,375	37,457	75,227	200,059
	1990	16,092	5,276	3,487	12,127	36,982	8,989	1,894	2,850	5,487	4,167	3,951	2,778	7,118	16,928	803	54,965	91,947	27,809	71,748	191,504
	% Change	-6.5	28.2	-21.1	-2.6	-1.6	-9.1	-11.4	-3.8	-7.9	8.0	6.6	25.9	-8.7	-22.2	82.8	-7.2	-5.0	34.7	4.8	4.5

SOURCE: DHE07-1, Geographic Origin of Undergraduate Students  
IRP/LCB 05/02