

The Market Imperative--How and Why Student Persistence Organizes the Undergraduate Market

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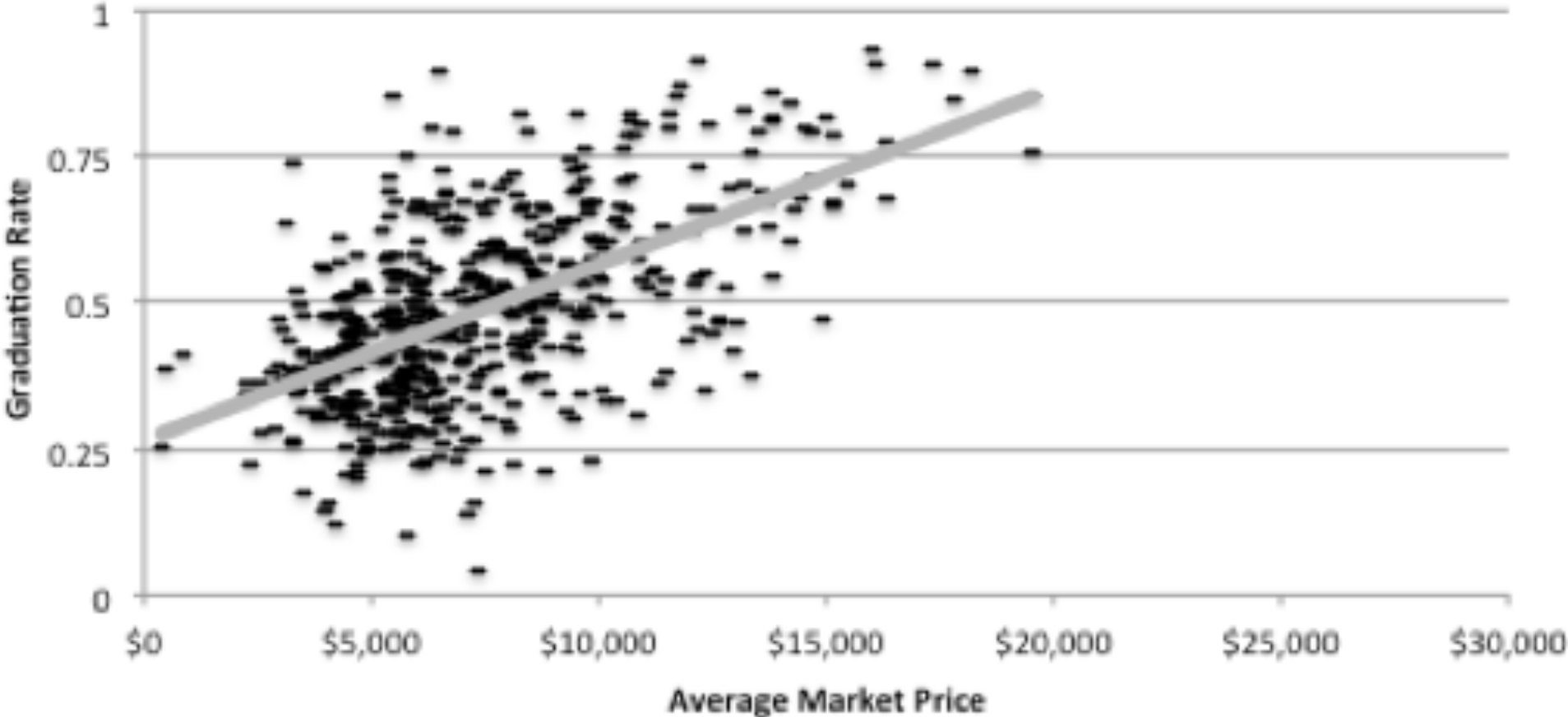
The Learning Alliance

The University of Pennsylvania

**Figure 1: Average Market Price v. Graduation Rate
Four-Year Private Not-for-profit Sector**



**Figure 2: Average Market Price v. Graduation Rate
Four-Year Public Sector**



**Table 1: Regression Results for Segmented Models
Four-Year Private Not-for-profit Sector**

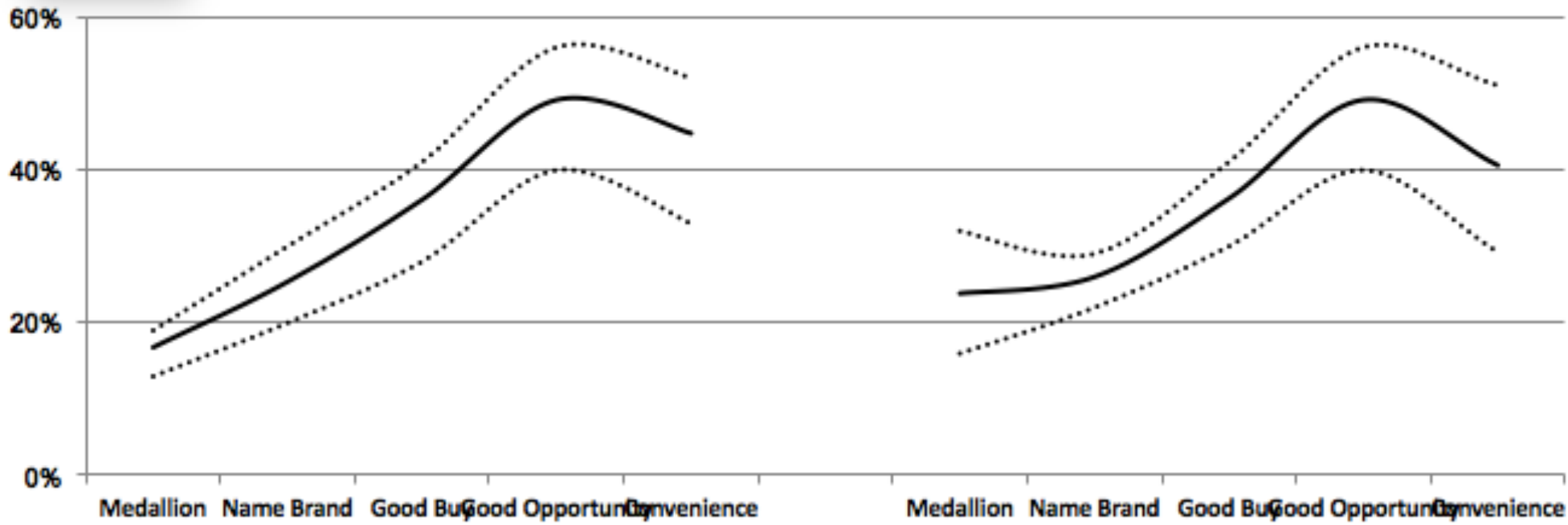
| Segment | RSquare | Average Market Price (Mean) | Average Discount Rate (Mean) |
|-------------------------|------------------------------|--|---|
| Medallion | 0.7215 | \$ 23,600 | 41% |
| Name Brand | 0.6714 | \$ 16,628 | 46% |
| Good Buy | 0.5376 | \$ 14,275 | 46% |
| Good Opportunity | 0.3562 | \$ 12,454 | 39% |
| Convenience | Model Not Significant | \$ 11,885 | 34% |

**Table 2: Market Segment Profiles
Four-Year Public Sector**

| Segment | % Part-time Degree-seekers | Average Market Price (Mean) | Average Institutional Grant Aid per Full-time First-time Undergraduate (Mean) |
|-------------------------|-----------------------------------|------------------------------------|--|
| Medallion | 3% | \$12,883 | \$7,403 |
| Name Brand | 7% | \$9,928 | \$5,222 |
| Good Buy | 14% | \$7,388 | \$3,940 |
| Good Opportunity | 19% | \$5,771 | \$3,760 |
| Convenience | 46% | \$5,520 | \$3,144 |

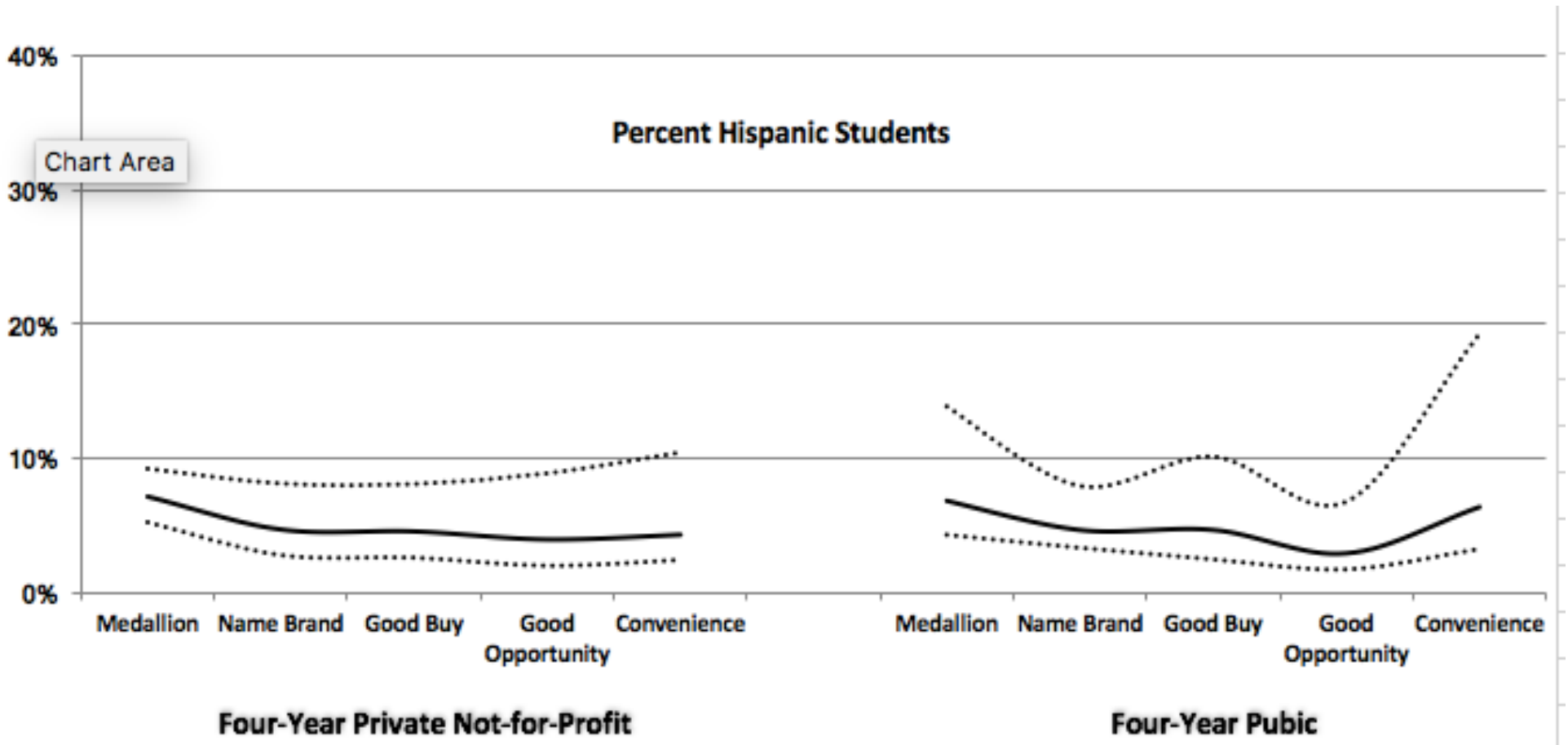
Chart Area

Percent Pell Grant Recipients



Four-Year Private Not-for-Profit

Four-Year Public



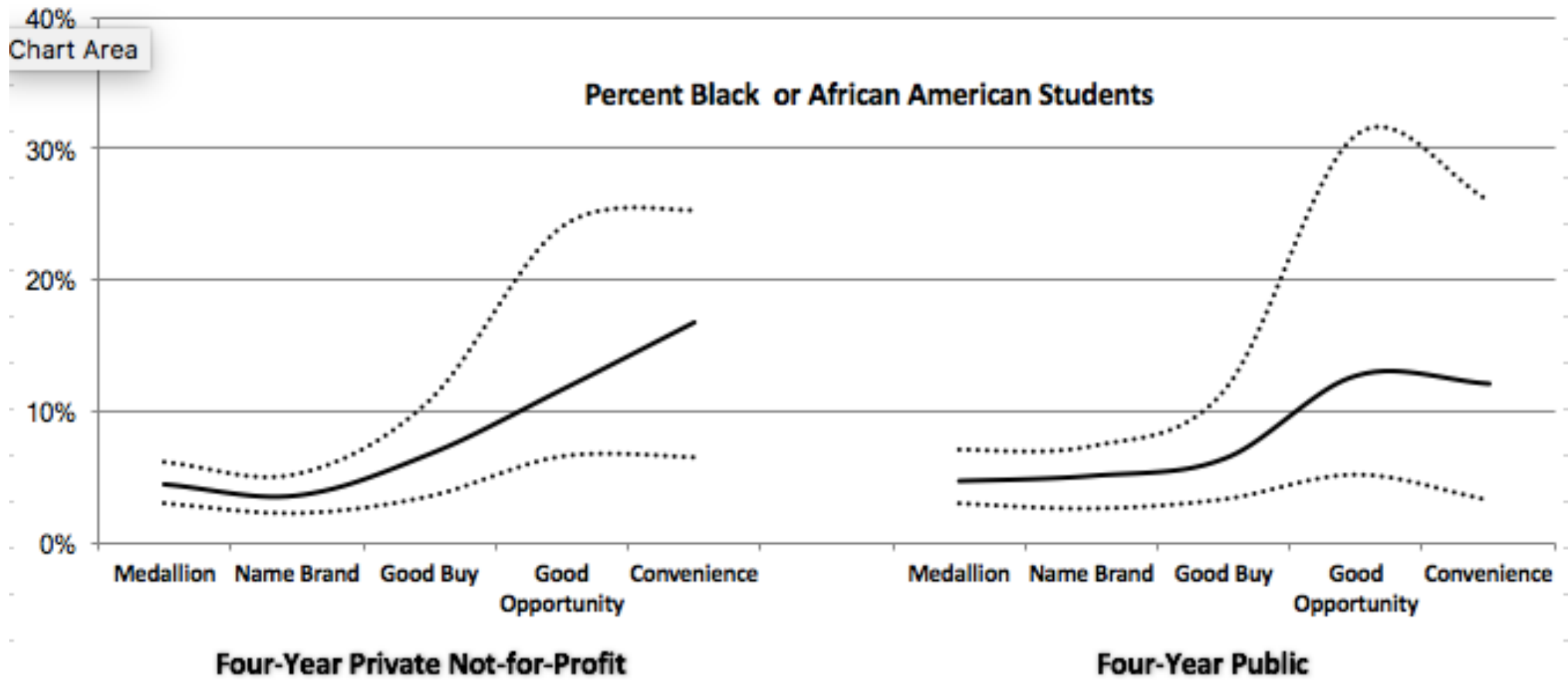
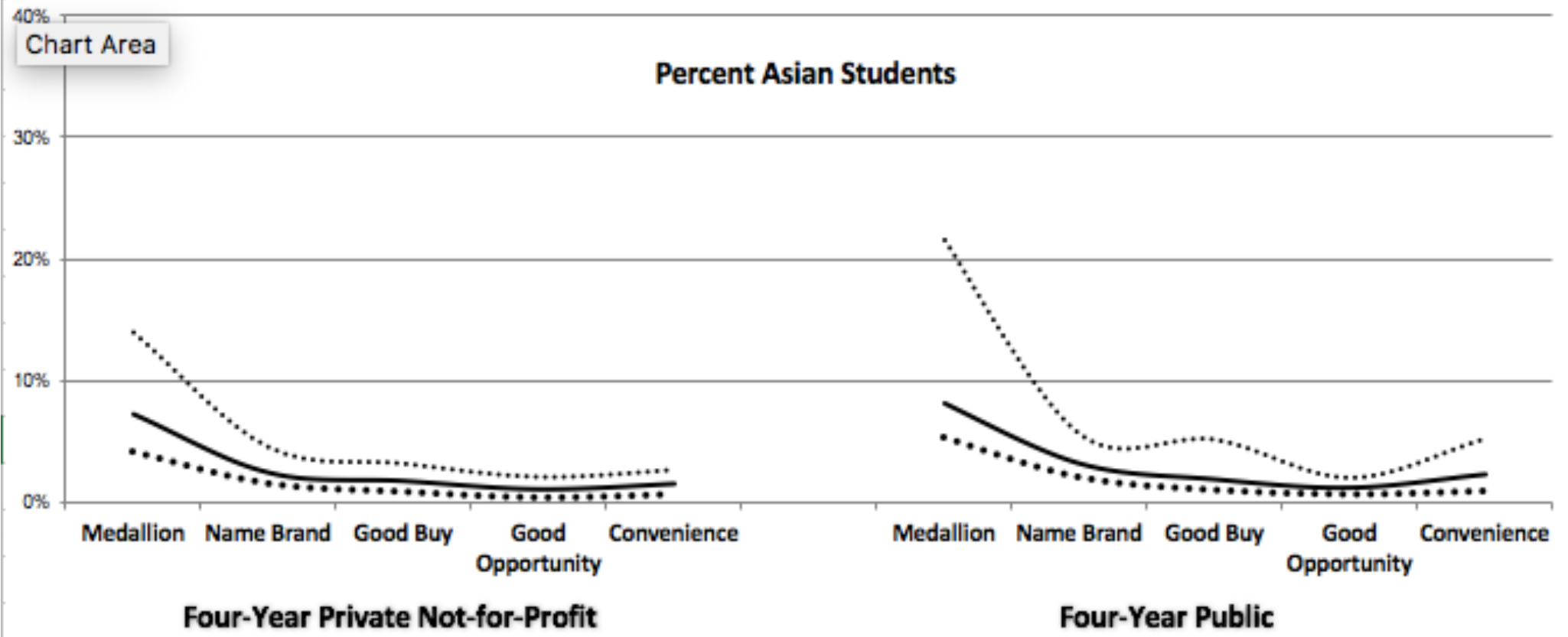


Chart Area

Percent Asian Students



Four-Year Private Not-for-Profit

Four-Year Public

Percent Part-Time Degree Seekers

Chart Area

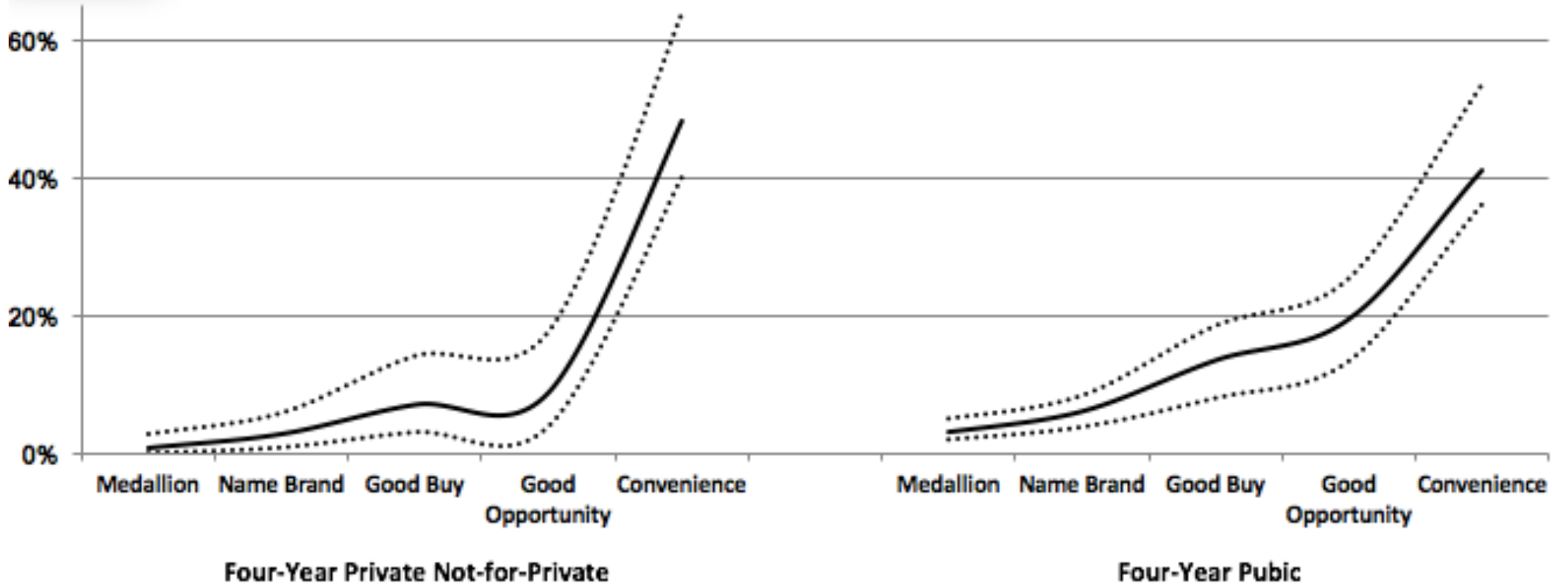
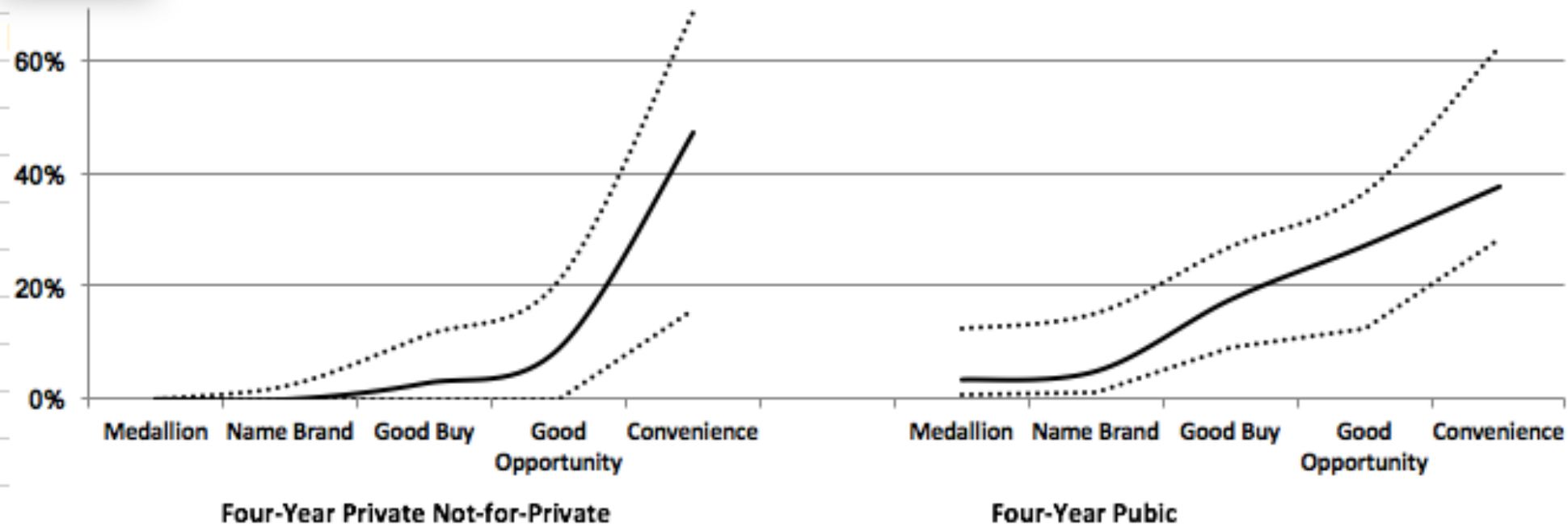


Chart Area

Percent with Distance Education



Percent Undergraduates 30 Years or Older

