

Estrella Mountain Market Segment Profiles: 2008-2009

Youth: Age 24 and Under (67% of FTSE – 1 Year Change +12%)

- A little more than half are female (56%)
- Comprised of recent high school graduates, high school dual enrollment students, at-risk youth and young returning students
- More than one-third (35%) intend to transfer to a university
- This market segment accounts for the highest percentage of full-time students

Career Seeking Adults: Age 25-54 (22% of FTSE – 1 Year Change +7%)

- Nearly 2 out of 3 (65%) are female
- Comprised of adults returning to school to enhance their careers and/or improve their job skills
- Includes working as well as unemployed adults
- Vast majority attend school part-time
- Personal attention and flexible delivery formats are critical to this market segment

Military Benefit Students: Age 17+ (4% of FTSE - 1 Year Change +6%)

- Males represent the greatest percentage (59%) of this market segment
- Includes all adults receiving financial benefits related to military service. This market includes active military, veterans, vocational rehabilitation, and dependents of disabled or deceased military personnel.
- Many active duty military are stationed at Luke Air Force Base
- Many intend to transfer credits to other college such as the Community College of the Air Force (CCAF)
- The ability to transfer credit to other colleges is critical due to the transient nature of the military profession

Adult Second Language Speakers: Age 18+ (2% of FTSE – 1 Year Change – 33%)

- A large majority of this market segment is female (63%)
- Primary language is not English
- Students from this market segment are almost exclusively enrolled in English as a Second Language (ESL) courses
- More than 41% enroll in ESL courses so they can obtain employment or improve their current job skills
- Approximately 1 in 3 (35%) is learning English for personal development reasons
- Some Adult Speakers of Other Languages have been impacted by Arizona's Proposition 300 which requires out-of-state tuition for individuals that choose not to provide United States Citizenship documentation

Senior Adults: Age 55+ (1% of FTSE)

- Nearly 2 out of 3 are female (61%)
- Vast majority enroll for personal interest/development reasons
- Members of this market segment usually enroll in less than 3 credit hours
- Most popular credit courses with this segment are fitness center, computing, and foreign language classes

Adults with Special Interests: Age 25-54 (4% of FTSE)

- Nearly 2 of 3 (65%) are female
- All members of this market segment exclusively attend for personal interest/development reasons
- Members of this market segment usually enroll in less than 3 credit hours
- The recent increase in this market segment may be impacted by how the new SIS system displays intent for registration