GEOGRAPHIC MAPPING OF APPLICANTS, ENROLLEES AND STUDENT YIELD

This newsletter maps Purdue’s reach across the United States and the world. It examines the number of fall 2013 applicants and enrolled students by state and country, and a detailed map of Indiana’s yield by county.

For questions, comments and suggestions please contact: enrollmentmanagement@purdue.edu

FALL 2013 APPLICANTS

Purdue had a record number of applications (30,955) for the new beginners applying for admission in fall 2013. A record high international applications reached 8,844 up 246 applications from fall 2012 (2.9% growth). Four years ago, in fall 2009, the international applications were 4,411; accounting for 100% growth in international applications in four years.

Applicants from China account for the highest number of applicants (5,955), followed by India (932), Republic of Korea (642), and Taiwan (152).

FALL 2013 APPLICATIONS BY STATE

Purdue continues to receive applications from all 50 states. Indiana is the top state for applications at 8,935 which accounts for 28.9% of all new beginning student applications. Students from Purdue’s neighboring states typically apply to Purdue, however Purdue continues to attract applications from western states (California and Texas). The top five application states other than Indiana are: Illinois (3,955), California (1,414), Ohio (1062), Michigan (674) and Texas (502).

The continued growth of applications at Purdue would not be possible without the concerted recruiting efforts of Admissions, International Students and Scholars (ISS), the academic colleges/schools, regional representatives and alumni volunteers.
FALL 2013 DOMESTIC NEW BEGINNERS BY STATE

The majority of new beginning enrollees are from Indiana (3,453). Resident yield of 59.2% is up .8 percentage points from fall 2012 yield of 58.4%. The non-resident beginning student enrollees come from nearly every other state. Our neighboring states in the Midwest continue to provide a large number of our enrollees such as Illinois (551), Ohio (146) and Michigan (65). In addition, Purdue continues to have large enrollment contingents from the West (California 220), South (Texas 58, Florida 46), and Northeast (New Jersey 69, Pennsylvania 59, New York 46) (see figure 2).

FALL 2013 INTERNATIONAL NEW BEGINNERS BY COUNTRY

Total fall 2013 international new beginner enrollment is 976, representing 48 countries. Of the top three countries (China, India, Republic of Korea), India has the largest increase in enrollment. Purdue enrolled 170 new beginning students from India, an increase of 22 students from fall 2012. The other top importing countries, China (646) and Republic of Korea (51), saw relatively similar new beginner enrollment in 2013 as in 2012.

Figure 3. Fall 2013 International New Beginners by Country
The counties with the highest enrolling students (greater than 100 students) have a yield between 50% and 73% of admitted students. Counties such as Hamilton (444 enrollees, 56.9%), Marion (317 enrollees, 53.6%), Tippecanoe (292 enrollees, 72.8%), Lake (216, 59.8%) and Allen (188, 56.3%) are the top five enrolling counties. Purdue yields 50% or more students in 81 counties, 60% or more in 59 counties and 70% or more in 30 counties. As seen in figure 4, students enrolling at Purdue in fall 2013, come from nearly every county in Indiana.

Figure 4. Fall 2013 Yield By Indiana County