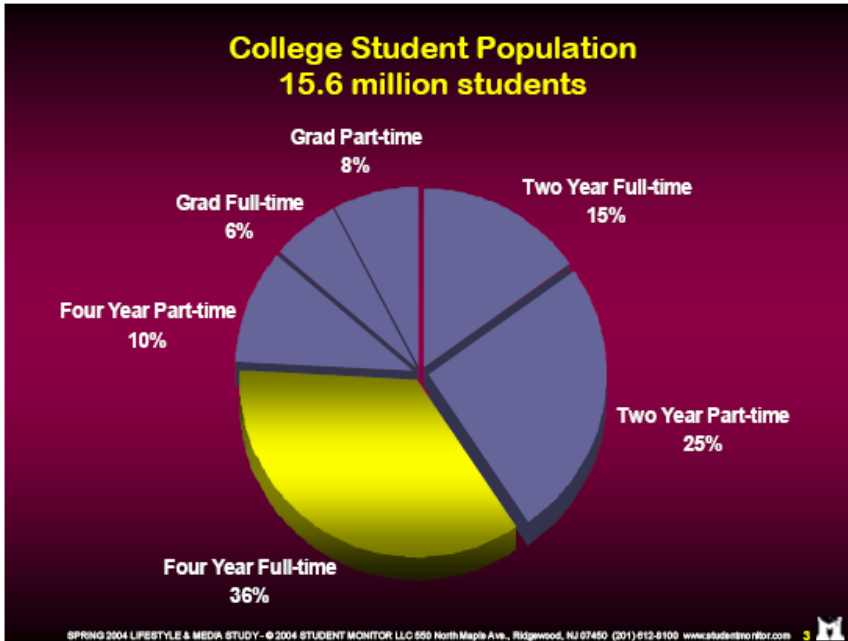


THE HIGHER EDUCATION MARKET

(Source: Preliminary Results, Spring 2004, Lifestyle & Media Study. ©2004 STUDENT MONITOR LLC, 550 North Maple Ave., Ridgewood, NJ 07450. 201-612-8100; www.studentmonitor.com)

Number of Higher Education Students in the U.S.



Areas of Study

Academic Majors (Q D-14)

	Total %	Male %	Female %
Business	16	17	14
Education	9	7	11
Engineering	7	10	3
Health Professions	6	2	9
Biology	6	6	6
Communications	7	8	6
Visual/Performing Arts	6	8	4
Psychology	5	4	6
Computer Science	3	5	1
Social Sciences/History	3	3	3
Pre-Med	3	2	4
English	4	2	6
Political Science	3	3	3
Undeclared	8	8	7

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