

PES Markets



Gray DI

PES

Markets

Better Inform Program Decisions with PES Markets

For over 1,500 programs and 6 award levels, PES Markets provides the best available information on student demand, competition, wages, skills, and jobs. Unlike other sources, PES analyzes data on careers by academic program and aligns programs with the jobs graduates actually get – by degree level. It provides data on student demand so you can identify opportunities for growth and efficiency. It allows you to evaluate hundreds of programs in minutes or drill down for the details of one program.



STREAMLINED PROGRAM EVALUATION

Access over 40 essential metrics, including Student Demand, Employment Opportunities, and Competitive Intensity.



CUSTOMIZED DATA SETS AND SCORING

Tailor market definitions and scoring to align with your institutional priorities. Use your scoring to identify opportunities to start, stop, or grow programs.



COMPREHENSIVE REPORTING AND ANALYSIS

Pull custom reports in seconds, export data to Excel, and download visualizations in PNG format.



UNPARALLELED DATA

Gain insights into Student Demand, Employment, Skills, Wages, Competitive Intensity, and Degree Fit.

Rank and Compare Programs	
45.0603 Econometrics and Quantitative Economics	99
45.0601 Economics, General	99
45.0401 Criminology	96
45.1001 Political Science and Gov't, Gen'l	96
45.0901 International Relations/ Affairs	96
45.1101 Sociology	95
45.0201 Anthropology	91
45.1102 Applied/ Public Sociology	88
45.0203 Medical Anthropology	86
45.1103 Rural Sociology	86
45.1099 Political Science and Government, Other	86
45.0101 Social Sciences, General	83
45.0602 Applied Economics	83
45.1004 Political Economy	81
45.1201 Urban Studies/ Affairs	78
45.9999 Social Sciences, Other	78
45.0604 Development Economics and Int'l Dev.	73
45.1301 Sociology and Anthropology	70
45.0202 Physical and Biological Anthropology	68
45.0199 Social Sciences, Other	68
45.0902 National Security Policy Studies	65
45.0605 International Economics	65
45.0701 Geography	61
45.0699 Economics, Other	55

Student Demand				
Student Demand Score: 24 Percentile: 98				
Category	Pctl	Criterion	Value	Score
	86	Google Search Volume (3 Months)**	58,208	2
	85	International Page Views (12 Months)	853	NS
	89	New Student Enrollment Volume (12 Mo.)	19,873	8
			41,157	4
			1,355	4
			42,512	4
			-16,447	-1
			49	1
			595	3
			0%	-1
			1%	0

Competitive Intensity				
Competitive Intensity Score: -9 Percentile: 3				
Category	Pctl	Criterion	Value	Score
Volume of In-Market Competition	99	Campuses with Graduates**	1,029	-8
	85	Campuses with Grads YoY Change (Units)**	1	-1
	97	Institutions with Online In-Market Students**	46	NS
	91	Average Program Completions	40	2
			16	0
			0	0
			0	0
			\$11	-2
			0.08	0
			65	NS
			6%	NS
			3%	NS

Employment Opportunities				
Employment Score: 3 Percentile: 94				
Category	Pctl	Criterion	Value	Score
Size: Entry Jobs	99	Job Postings Total (12 Months)	123,308	2
	99	BLS Current Employment	283,424	2
	99	BLS Annual Job Openings	28,950	NS
Underemployed	81	Underemployed Percent of Graduates**	48%	-2
Growth: Entry Jobs	82	BLS 1-Year Historical Growth	-0.8%	NS
	83	BLS 3-Year Historic Growth (CAGR)	2.3%	0
	66	BLS 10-Year Future Growth (CAGR)	1.6%	0
Saturation: Entry Jobs	74	Job Postings per Graduate	2.9	0
	80	BLS Job Openings per Graduate	0.7	NS
	64	Entry 25th Percentile	\$47,803	NS
	73	Post Entry Median	\$74,584	NS
		Post Entry w/Associates Median	NA	NS
BLS Wages	68	Post Entry w/Bachelors Median	\$77,133	NS
	69	Post Entry w/Masters Median	\$98,061	3
	49	Post Entry w/Doctoral Median	\$101,657	0
National American Community Survey Bachelor's Degree Outcomes*	84	% with Any Graduate Degree*	53%	NS
	48	% with Masters*	25%	NS
	92	% with Doct/Prof Degree*	28%	NS
	87	% Unemp. (Age <30)**	4%	-2
	0	% in Direct Prep Jobs*	0	NS