

Table 4: UM-Columbia Market Comparison of Sticker Prices

| <u>Undergraduate Resident</u> | | | | | |
|-------------------------------|---------------------------------|---|---|---------------------------------|---|
| | <u>Sticker Price</u> 1989-90 | <u>MU Price</u> <u>Differential</u> <u>(in 1989 \$)</u> | <u>MU Price</u> <u>Differential</u> <u>(in 1997 \$)</u> | <u>Sticker Price</u> 1997-98 | <u>MU Price</u> <u>Differential</u> <u>(in 1997 \$)</u> |
| Central Missouri State | \$1,590 | \$226 | \$296 | \$2,640 | \$1,640 |
| Harris-Stowe | 984 | 832 | 1,091 | 2,370 | 1,910 |
| Lincoln | 1,450 | 366 | 480 | 2,204 | 2,076 |
| Missouri Southern | 1,138 | 678 | 889 | 2,256 | 2,024 |
| Missouri Western | 1,236 | 580 | 760 | 2,534 | 1,746 |
| Northwest Missouri State | 1,320 | 496 | 650 | 2,535 | 1,745 |
| Southeast Missouri State | 1,420 | 396 | 519 | 3,000 | 1,280 |
| Southwest Missouri State | 1,322 | 494 | 648 | 3,060 | 1,220 |
| Truman State | 1,398 | 418 | 548 | 3,274 | 1,006 |
| UM-Columbia | 1,816 | | | 4,280 | |
| Mean | \$1,318 | \$498 | \$653 | \$2,653 | \$1,627 |

| <u>Graduate Resident</u> | | | | | |
|--------------------------|---------------------------------|---|---|---------------------------------|---|
| | <u>Sticker Price</u> 1989-90 | <u>MU Price</u> <u>Differential</u> <u>(in 1989 \$)</u> | <u>MU Price</u> <u>Differential</u> <u>(in 1997 \$)</u> | <u>Sticker Price</u> 1997-98 | <u>MU Price</u> <u>Differential</u> <u>(in 1997 \$)</u> |
| Central Missouri State | \$1,632 | \$305 | \$400 | \$3,168 | \$1,116 |
| Lincoln | 1,422 | 515 | 675 | 2,756 | 1,528 |
| Northwest Missouri State | 1,224 | 713 | 935 | 2,520 | 1,764 |
| Saint Louis Univ | 5,130 | -3,193 | -4,186 | 9,270 | -4,986 |
| Southeast Missouri State | 1,440 | 497 | 652 | 2,544 | 1,740 |
| Southwest Missouri State | 1,088 | 849 | 1,113 | 2,790 | 1,494 |
| Truman State | 1,500 | 437 | 573 | 3,466 | 818 |
| Washington Univ | 13,736 | -11,799 | -15,468 | 21,000 | -16,716 |
| Webster Univ | 5,700 | -3,763 | -4,933 | 9,960 | -5,676 |
| William Woods | n/a | n/a | n/a | 6,120 | -1,836 |
| UM-Columbia | 1,937 | | | 4,284 | |
| Mean | \$3,652 | -\$1,715 | -\$2,249 | \$6,359 | -\$2,075 |

Mean does not include UMC.