

Market Share

Information on DePaul's Market Prominence, Position and Performance

*Division of Enrollment Management
Office of Enrollment & Marketing Research*

Largest Percent & Student Enrollment Gains 1993—2001

DeVry-DuPage, 140%, 2,797

DeVry-Chicago, 67%, 1,383

De Paul University, 33%, 3,221

Columbia College, 30%, 2,068

Lewis University, 22%, 607

Largest Percent & Student Enrollment Gains 1999-2001

DeVry-DuPage, 35%, 1,250

De Paul University, 13%, 1,453

Columbia College, 7%, 565

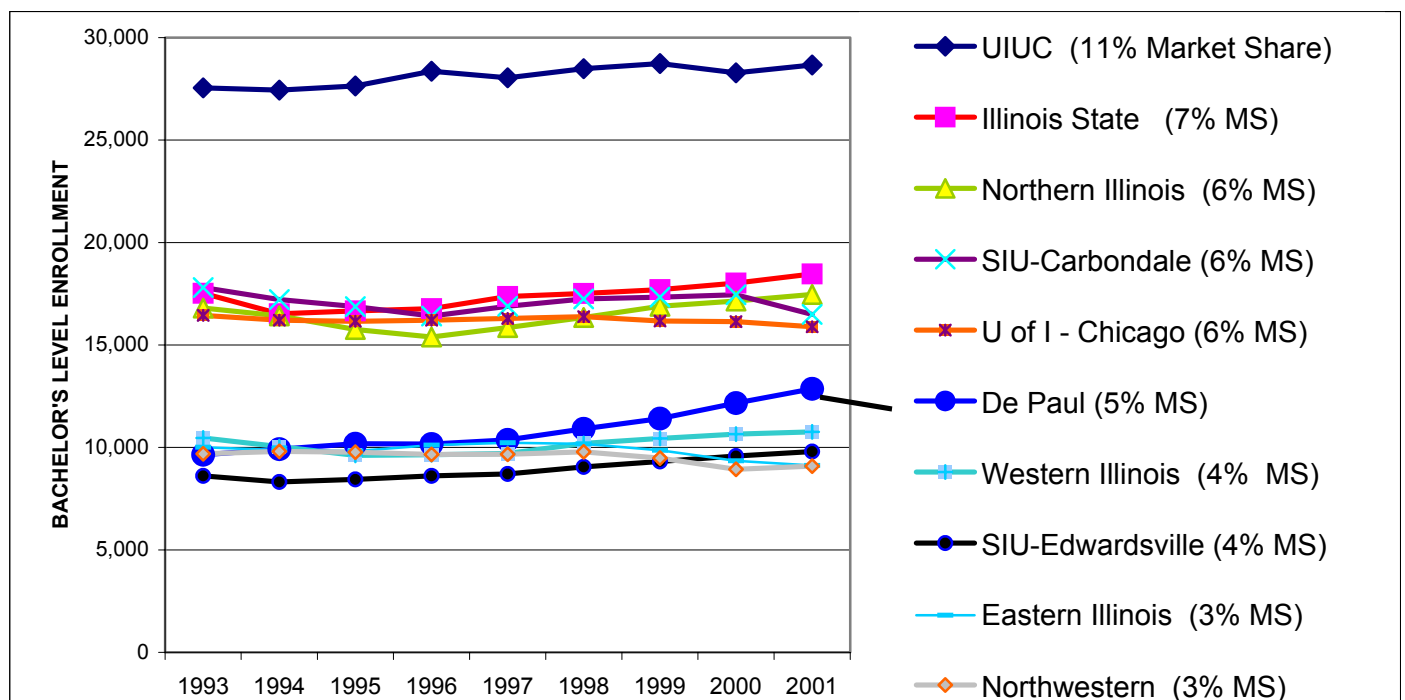
University of Chicago, 6%, 231

Roosevelt University, 6%, 254

DePaul is Illinois' Largest Private Bachelor's Level Institution

- A total of 114 4-year Illinois institutions reported 273,819 bachelor's students were enrolled in Fall 2001, up 7% from 1993 and 3% from 1999, according to the annual Illinois Board of Higher Education enrollment report.
- From 1993 to 2001, the 9 public institutions in the top 20 largest Illinois institutions lost 1% in bachelor's level enrollment, while the private institutions, which make up the remaining 11 schools in the top 20, gained 14% in enrollment.
- In 1994, DePaul surpassed Northwestern to become the largest private provider of bachelor's level education in the state.
- In 2001, the top 6 bachelor's institutions (see listed institutions in figure below) accounted for 40% of all of Illinois' bachelor's enrollments. These institutions also enrolled more bachelor's students than all the Master's level enrollments in Illinois.
- In 2001, DePaul enrolled 12,858 bachelor's level students, compared to 9,087 students at Northwestern, the next largest

Bachelor's Enrollment & Fall 2001 Market Share for Top 10 Institutions in 2001



Source: EMR's IBHE Bachelor's Level Market Analysis, 2002