

# Market Share

*Information on DePaul's Market Prominence, Position and Performance*

*Division of Enrollment Management*

*Office of Enrollment & Marketing Research*

## TOP 10 INTERESTS (PLUS UNDECIDED) FOR ILLINOIS HIGH ABILITY 28+ ACT\* TESTERS

Engineering	12%
Health Sciences	11%
Social Sciences	10%
Undecided	10%
Math & Science	8%
Business	7%
Education	5%
Performing Arts	5%
Computer Science	4%
Communications	3%
Letters	2%

\* Nationally, 90% of test takers receive below a 28 ACT Composite score.

## Illinois' 2003 High Ability ACT Test Takers

- The number of high ability students, those who scored 28+ on the ACT, went up in Illinois from 2001 to 2003 by 14% (numbers rose from 12,084 in 2001 to 12,665 in 2002 and 13,825 in 2003).
- However, high ability students represent a shrinking proportion of the total test takers in Illinois, down from 14% in 2001 to 10% in 2003, due to more overall test taking.
- Men represent 52% of the high ability test-takers, and a growing proportion, up 10% from 2002 to 2003 compared to an 8% increase for women.
- High ability students are interested in engineering, health sciences and social sciences as their top three choices. A large proportion of high ability students are also undecided about their discipline (10%).
- UI Urbana Champaign (UIUC) receives the most test scores from Illinois ACT test takers with scores 28+, with almost 5,000 in 2003 compared to DePaul at #15 with 502 test scores.
- Northwestern receives the second largest number of test scores. Rounding out the top 5 are UIC, ISU and U of C, each receiving about 1000 test scores.
- DePaul's primary overlap in terms of proportion of scores is with Loyola (#18) at 21%, meaning 21% of the test takers who sent scores to Loyola (or 95 people) also sent scores to DePaul.
- In terms of volume of scores, however, DePaul has the greatest overlap with UIUC at 249 testers, only 5% of UIUC's total test score senders.

