

Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management
Office of Enrollment & Marketing Research

In the 2003 CIRP* Survey administered to entering college freshmen, about three in four new DePaul freshmen rated *to learn things that interest me, to be able to get a better job, and to gain a general education and appreciation of ideas* as very important reasons for deciding to go to college.

How does DePaul compare to private universities nationally? For the reasons that at least 50% of DePaul freshmen said were "very important," DePaul was up over freshmen from privates nationally by at least 5 percentage points on:

- *To be able to get a better job* +7.6
- *To get training for a specific career* +7.1
- *To make me a more cultured person* +6.3
- *To be able to make more money* +5.1

How do DePaul freshmen differ from those at national public institutions? For these same top reasons, DePaul was up over freshmen from publics nationally by at least 5 percentage points on:

- *To make me a more cultured person* +19.3
- *To gain a general education* +9.5
- *To learn more things that interest me* +7.6
- *To prepare for graduate/professional school* +6.6

*OIPR coordinates the collection of the Cooperative Institutional Research Program (CIRP) data, which since 1966 have been a national barometer of the changing freshman profile. These 2003 data reflect responses from approximately 1,625 2003 DePaul freshmen.

Why Freshmen Go to College

2003 DePaul Freshmen and Freshmen from Private & Public Universities Nationally: Reasons noted as "very important" in deciding to go to college

