

# Market Share

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

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Peer school sets can be defined in several ways. Who do we aspire to be like? Who do our students cross-apply to? The Student Clearinghouse's national database of enrolling students helps us define market position by where our non-enrolling admitted freshmen actually enroll.

Ten institutions enrolled 36% of this year's non-enrolling admitted freshmen. Only 2 of these top ten schools were private institutions.

Almost a quarter of this year's admitted freshmen who didn't enroll at DePaul went to UIUC, Loyola University, and UIC. This year, more non-enrolling admitted freshmen attended Loyola University compared to UIC, a change from last year. In addition, Bradley University dropped off the top ten list, and was replaced by Purdue University.

For students with an ACT of 28+, about one in five non-enrolling admitted freshmen went to UIUC. In total, 13 institutions enrolled at least ten of the non-enrolling high-ability admitted freshmen, accounting for 50% of the total.

SOURCE: National Student Clearinghouse

## Where do DePaul's non-enrolling freshmen go?

### ADMITTED FRESHMEN NOT ENROLLING AT DEPAUL

Enrolling Institution	2004 #	2004 %	2003 %
U of I Urbana Champaign	458	10%	8%
Loyola University *	307	7%	7%
U of I Chicago	303	7%	8%
Marquette University *	122	3%	2%
ISU	95	2%	2%
Northern IL University	88	2%	2%
U of Wisconsin - Madison	77	2%	2%
U of Iowa	69	1%	2%
Purdue University	65	1%	1%
Michigan State University	65	1%	1%
<b>Total Enrolling in the Top 10</b>	<b>1,649</b>	<b>36%</b>	<b>36%</b>
<b>Admits Not Enrolling</b>	<b>4,639</b>		

\* Denotes Private institutions. Also note: In 2003 Bradley Univ was in the top 10 with 1%, and in 2004 it was replaced by Purdue, #11 in 2003.

### ADMITTED FRESHMEN WITH ACT 28+ NOT ENROLLING AT DPU

Enrolling Institution	2004 #	2004 %	2003 %
U of I Urbana Champaign	154	19%	17%
Loyola University *	65	8%	7%
U of I Chicago	29	4%	4%
U of Wisconsin—Madison	26	3%	3%
Marquette University *	25	3%	2%
University of Michigan	15	2%	2%
Northwestern University *	15	2%	3%
U of Chicago *	13	2%	1%
U of Missouri	12	1%	2%
IL Wesleyan *	12	1%	2%
ISU	12	1%	1%
St Louis University *	11	1%	2%
U of Minnesota - Twin Cities	10	1%	1%
<b>Total Enrolling at these schools</b>	<b>399</b>	<b>50%</b>	<b>48%</b>
<b>Admits not enrolling</b>	<b>803</b>		