

# Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management  
Office of Enrollment & Marketing Research

DePaul's 2004 admitted freshmen said the most important characteristic they consider when making a choice about a college is career preparation. Career preparation was the top ranked characteristic for admits and their parents, regardless of whether DePaul was first their first choice school.

In 1997, however, quality of the faculty edged out career preparation as the top rated characteristic, and career preparation and availability of majors tied for second.

2004 admits who said DePaul was their first choice rated surroundings, personal attention, quality of academic facilities, availability of housing and attractiveness of the campus as more important than those who said DePaul was not their first choice.

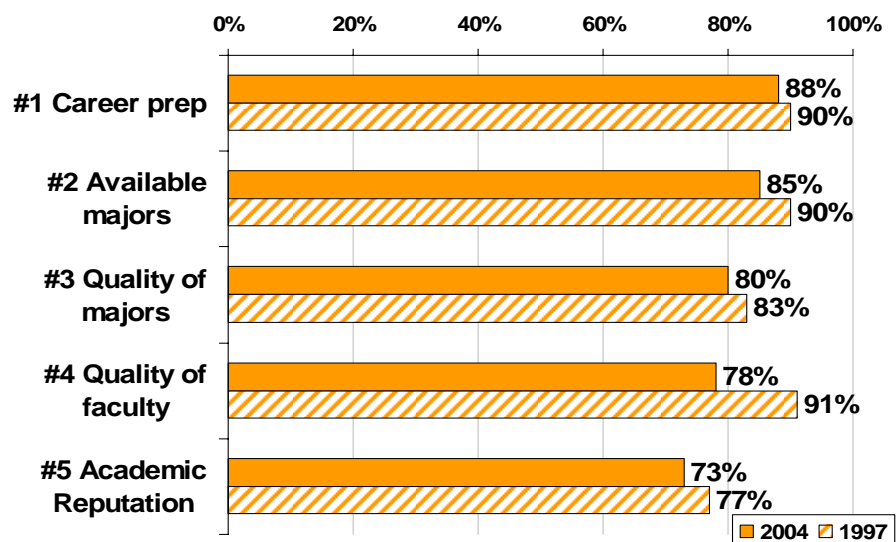
Parents of 2004 admitted freshmen rated personal attention, academic reputation, quality of academic facilities and availability of housing as more important than 2004 admits overall.

Source: EMR 2004 Freshman Admitted Student Questionnaire.

## What is important when choosing a college?

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Career preparation is most important characteristic for 2004 admitted freshmen when choosing a college



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Percent of 2004 freshmen admits who say characteristic is important when choosing a college (circled percentages indicate differences > 10% points)

	2004 Admits Choosing DPU First	2004 Admits Not Choosing DPU First	2004 Parents Surveyed	All 2004 Admits Surveyed	1997 Admits Surveyed
1. Career Preparation	91%	86%	91%	88%	90%
2. Available Majors	89%	81%	86%	85%	90%
3. Quality of Majors	84%	75%	81%	80%	83%
4. Quality of Faculty	80%	76%	86%	78%	91%
5. Surroundings	77%	52%	66%	64%	62%
6. Academic Reputation	70%	76%	83%	73%	77%
6. Personal Attention	70%	57%	84%	63%	72%
7. Quality of Acad Facilities	67%	57%	72%	62%	65%
8. Cost of Attendance	62%	63%	59%	63%	73%
9. Availability of Housing	54%	39%	60%	47%	48%
10. Social Life	52%	44%	44%	48%	41%
11. Attractiveness of Campus	50%	36%	47%	43%	36%

Does not include 4 characteristics rated "very important" to < 50% of admits. Ordered by admits whose first choice was DPU