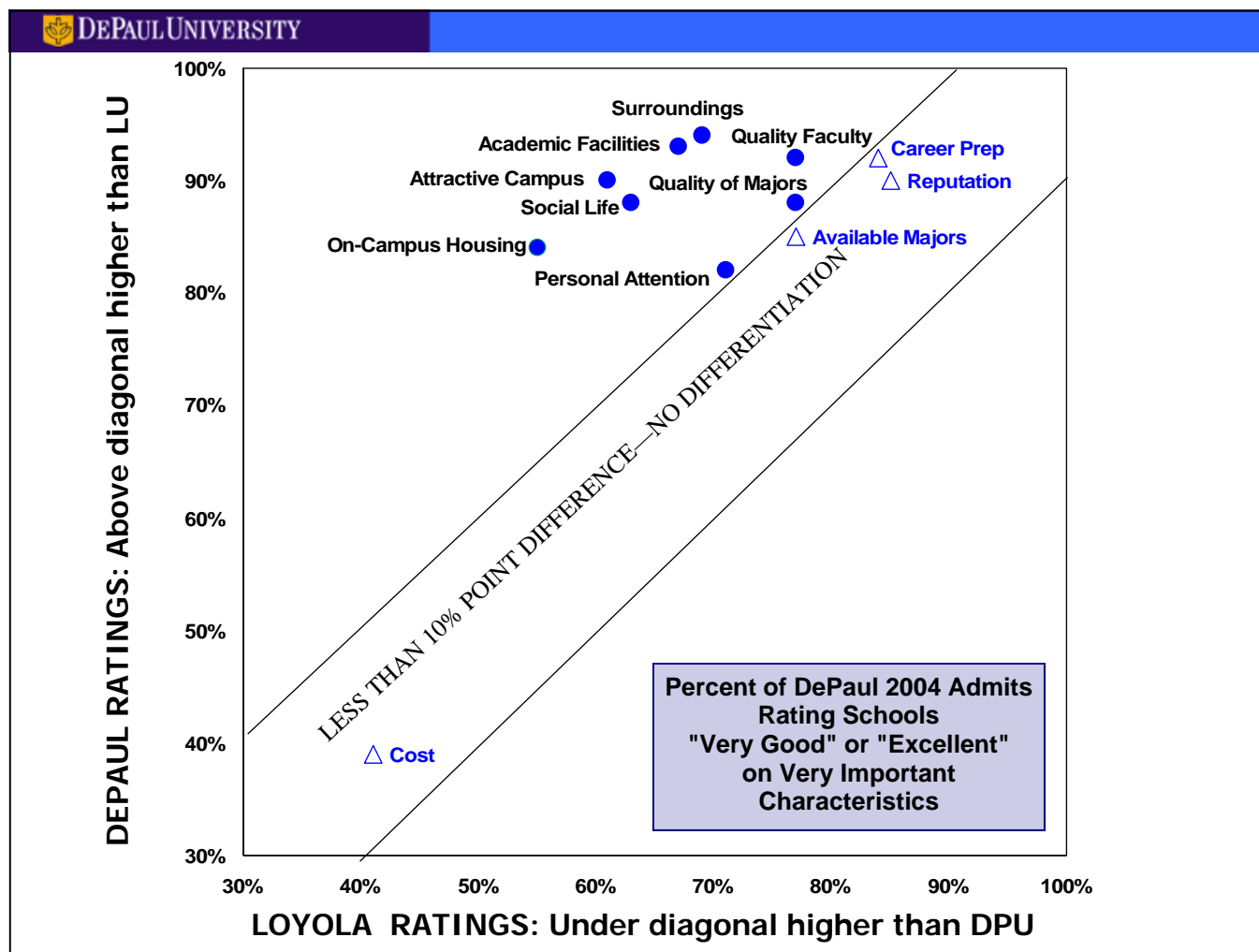


# Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management  
Office of Enrollment & Marketing Research

## DePaul Admitted Student Perceptions of DePaul and Loyola



Almost a quarter of this year's DePaul admitted freshmen who did not 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 2004, 1,915 freshmen enrolled at Loyola University, compared to 2,317 at DePaul. Overall, 7,500 un-

dergraduates enrolled at Loyola compared to 14,717 at DePaul.

How do admitted freshmen evaluate DePaul compared to Loyola? In 2004, admitted freshmen rated DePaul higher on 8 of 12 characteristics they felt were very important in choosing a college (represented as solid dots above the diagonal in the chart above).

Of the remaining 4 characteristics, the differences between DePaul and Loyola were less than 10% points, suggesting that there is little differentiation in the market between the schools. These characteristics were academic reputation, availability of majors, career preparation, and cost (open triangles in above chart).

Source: EMR 2004 Freshman Admitted Student Questionnaire, EMR 2004 Fall Freshman Admission Summary.