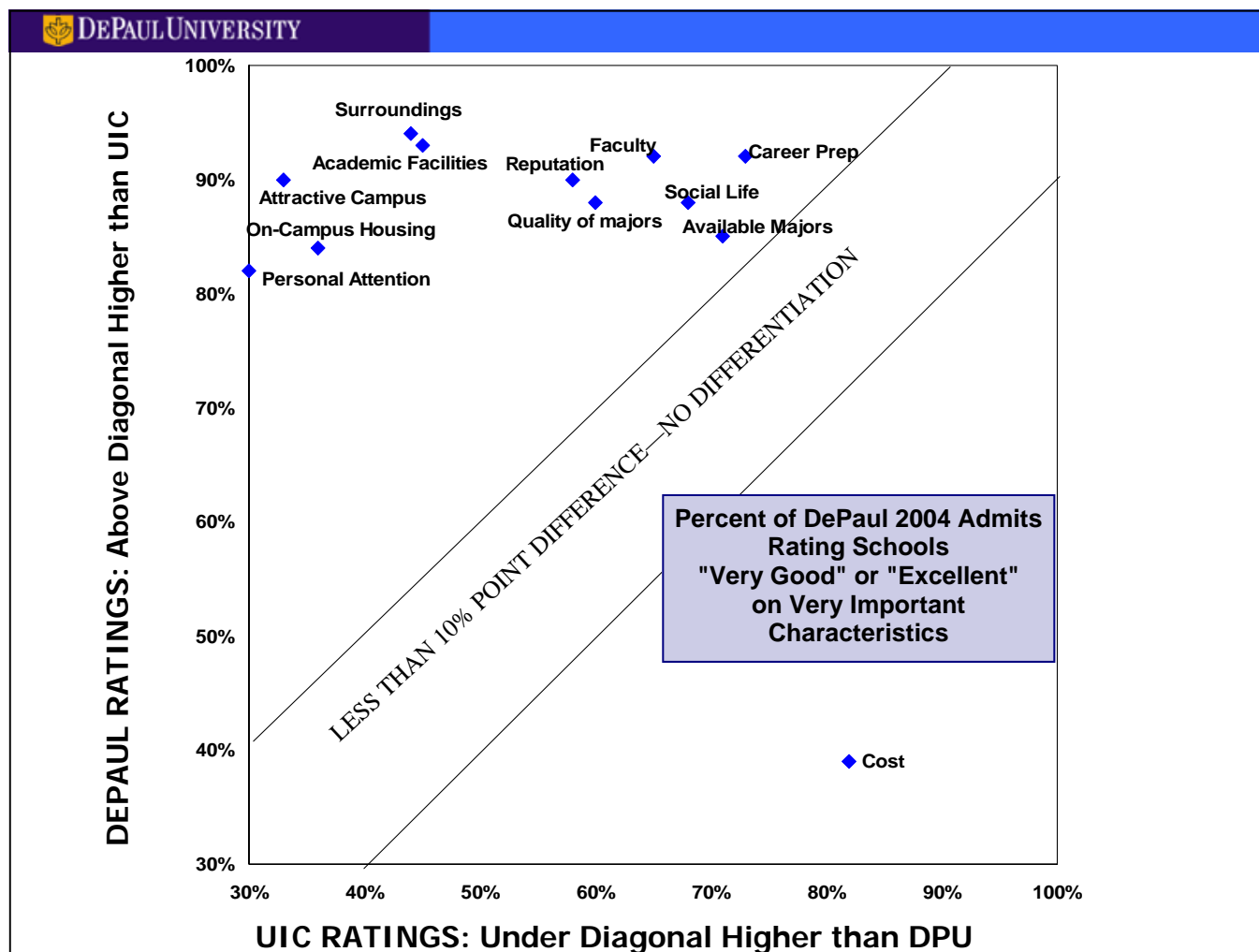


Market Share

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 UIC



Almost a quarter of this year's admitted freshmen who did not enroll at DePaul went to UIUC, Loyola, and UIC.

This year, UIC dropped below Loyola in the number of non-enrolling DePaul admitted freshmen. UIC enrolled 303 of these non-enrolling admits, or 7% compared to 8% last year.

UIC enrolled 2,942 freshmen in 2004, compared to 2,317 at DePaul. In total, UIC enrolled 16,012 undergraduates compared to 14,717 at DePaul.

How do admitted freshmen evaluate DePaul compared to UIC? In 2004, DePaul's admitted freshmen rated DePaul higher on 11 of the 12 characteristics students consider very important to consider

when choosing a college, with the exception of cost.

The greatest differentiation between DePaul and UIC was on attractiveness of campus, personal attention, surroundings, quality of academic facilities and housing.

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