

Market Share

Information on DePaul's Market Prominence, Position and Performance

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For DePaul's admitted students, perceptions of how DePaul compares to the top three competitors (Loyola, UIUC and UIC) have changed since 1997.

Loyola: In 1997, admitted students did not report any differences of 10 percentage points or greater between Loyola and DePaul on the characteristics that are important for choosing a college. In 2004, however, admitted students rated DePaul above Loyola on features such as quality of majors/faculty, personal attention, social life, the quality of the campus and academic facilities. Admitted students did not perceive the schools to be different, however, on characteristics such as academic reputation or cost.

UIUC: From 1997 to 2004, there was little change in the characteristics that differentiated DePaul from UIUC: personal attention, surroundings, and housing. New to DePaul's list in 2004 was campus attractiveness. In both years, UIUC rated higher than DePaul on only one characteristic—cost. The schools did not differ on characteristics related to academics, faculty or reputation.

UIC: In 1997, DePaul was rated above UIC on almost all characteristics related to college choice, and in 2004 this list included available majors. In 1997 and 2004, UIUC rated above DePaul on only one characteristic—cost.

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

DePaul Admitted Student Perceptions of DePaul and Peers

Very Important Characteristics for Admits in Choosing a College	
1997	2004
LOYOLA	
DePaul rated higher than Loyola at least 10% pts.*	
<i>No differences 10% pts or greater</i>	Attractiveness of Campus (29% pts.) On-Campus Housing (29% pts.) Quality of Academic Facilities (26% pts.) Social Life (25% pts.) Surroundings (25% pts.) Quality of Faculty (15% pts.) Quality of Majors (11% pts.) Personal Attention (11% pts.)
Loyola rated higher than DePaul at least 10% pts.*	
<i>No differences 10% pts or greater</i>	<i>No differences 10% pts or greater</i>
UIUC	
DePaul rated higher than UIUC	
Personal Attention (50% pts.) Surroundings (27% pts.) On-campus Housing (16% pts.)	Personal Attention (52% pts.) Surroundings (48% pts.) On-Campus Housing (33% pts.) Attractiveness of Campus (19% pts.)
UIUC rated higher than DePaul	
Cost of Attendance (-34% pts.)	Cost of Attendance (-40% pts.)
UIC	
DePaul rated higher than UIC	
Surroundings (49% pts.) Personal Attention (46% pts.) Attractiveness of Campus (37% pts.) Academic Reputation (33% pts.) On-campus Housing (35% pts.) Quality of Majors (22% pts.) Quality of Academic Facilities (16% pts.) Career Preparation (15% pts.) Social Life (14% pts.) Quality of Faculty (13% pts.)	Attractiveness of Campus (57% pts.) Personal Attention (56% pts.) Surroundings (50% pts.) Quality of Academic Facilities (48% pts.) On-campus Housing (48% pts.) Academic Reputation (32% pts.) Quality Majors (28% pts.) Quality Faculty (27% pts.) Social Life (20% pts.) Career Preparation (19% pts.) Available Majors (14% pts.)
UIC rated higher than DePaul	
Cost of Attendance (-36% pts.)	Cost of Attendance (-43% pts.)
*Characteristics listed in decreasing order of difference between the rating of DePaul and peer institution. Only differences of at least 10% points are noted; smaller differences are considered non-differentiating.	