

Market Share

Information on DePaul's Market Prominence, Position and Performance

**Division of Enrollment Management
Office of Enrollment & Marketing Research**

Overlap in Test Scores DePaul Received from These Schools

UIC—2428

UIUC—1791

LOYOLA UNIVERSITY—1707

NORTHERN ILLINOIS
UNIVERSITY—1012

NORTHWESTERN —731

ILLINOIS STATE —613

EASTERN ILLINOIS —254

SOUTHERN ILLINOIS AT
CARBONDALE—243

WESTERN ILLINOIS —162

DePaul the 8th Most Requested University in Illinois

- A total of 85,513 graduating high school seniors in 2000 took the ACT admission test.
 - DePaul had the greatest overlap in test scores with UIC and UIUC.
 - The top ten institutions in Illinois to receive test scores from this group included 7 public institutions, and 3 private institutions.
 - As an indicator of DePaul's market position and prominence, DePaul was the #1 requested private institution in this top ten group, receiving scores from 7% of the test takers, followed by Northwestern and Loyola.
- The receipt of test scores is a leading indicator of the strength of DePaul's market demand and our dominant position among Illinois' private institutions.
- It is also an indicator of DePaul's success in strategically improving market position and prominence.

**Top 10 Institutions to Receive ACT Test Scores in Illinois
(Seniors Graduating in 2000)**

