Issue 3

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## Market Share

## Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management Office of Enrollment & Marketing Research

## DePaul the 8th Most Requested University in Illinois

Overlap in Test Scores DePaul Received from These Schools

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UIC-2428

UIUC-1791

LOYOLA UNIVERSITY-1707

NORTHERN ILLINOIS UNIVERSITY—1012

NORTHWESTERN -731

ILLINOIS STATE -613

EASTERN ILLINOIS -254

SOUTHERN ILLINOIS AT CARBONDALE—243

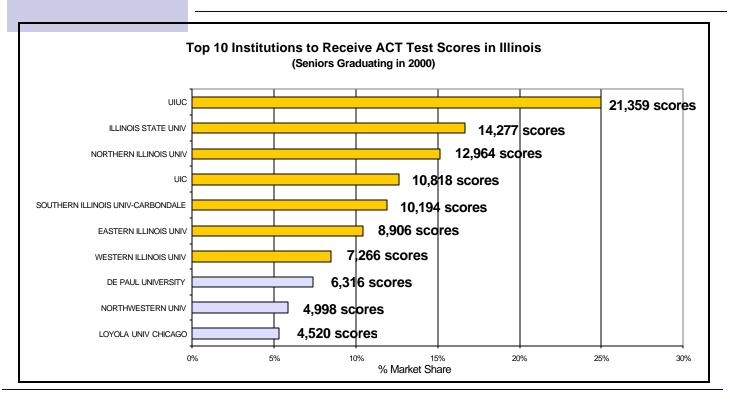
WESTERN ILLINOIS -162

- A total of 85,513 graduating high school seniors in 2000 took the ACT admission test.
- 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.

 DePaul had the greatest overlap in test scores with UIC and UIUC.

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.



Source: ACT EIS Data System, Fall 2001.