

Market Share

Information on DePaul's Market Prominence, Position and Performance

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

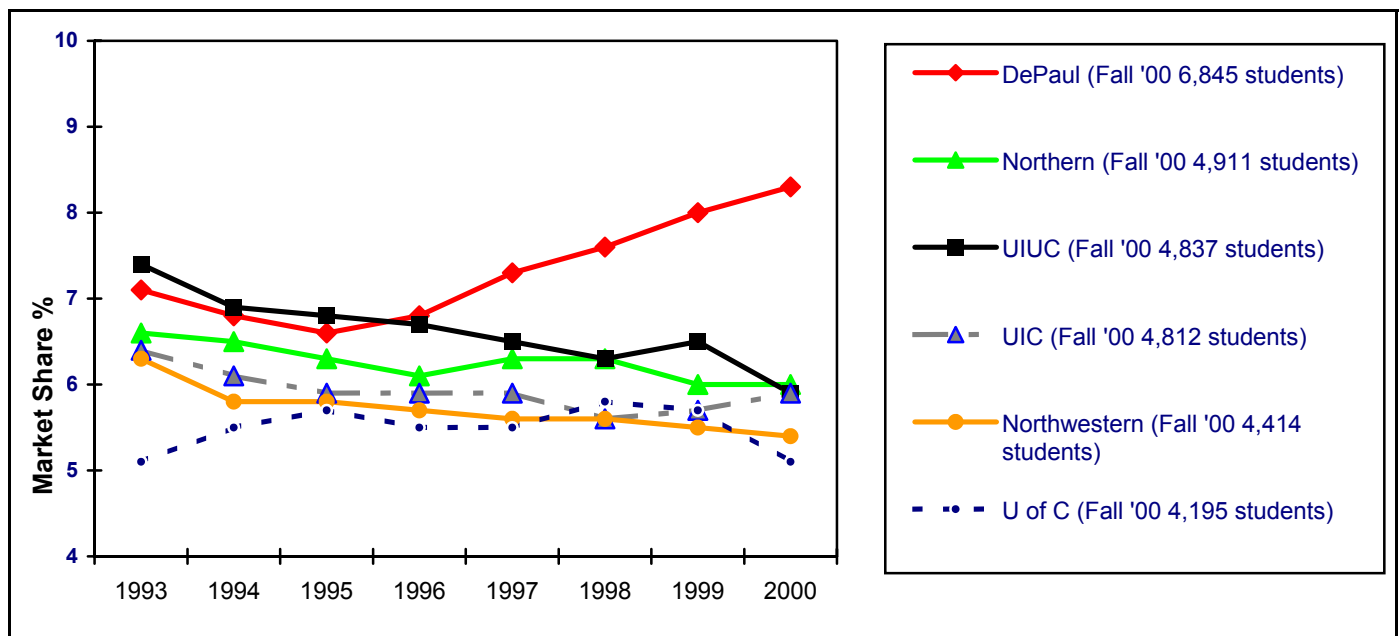
Largest enrollment gains and losses 1993—2000 (Students & Percent)

- DePaul + 1,353, +25%
- Keller + 1,161, +81%
- National Louis, +806, +29%
- Roosevelt +711, +38%
- Governors State +296, +11%
- UIUC -915, -16%
- Loyola -613, -17%
- Northwestern -513, -10%
- Chicago State -416, -18%
- Illinois State -274, -11%

DePaul Enrolls Largest Share of Illinois Master's Level Students

- DePaul emerged in 1996 as the leader in Illinois' Master's level enrollment, surpassing UIUC in market share to capture 8.3% of the market in 2000.
- DePaul's 2000 enrollment is 22% higher than the second leading institution, Northern (6,845 vs. 4,911).
- The top 6 schools account for 20% of Illinois' Master's level enrollment (82,078 in 2000).
- Since 1993, DePaul's Master's programs have grown by 1,353 students. Of the top 20 schools, no other school had growth of this size.
- The four other schools with the most enrollment growth in the 1990's were Keller Graduate School of Management, National Louis, Roosevelt and Governors State.
- The five schools that experienced the greatest declines through the 1990's were UIUC, Loyola, Northwestern, Chicago State and Illinois State.

Institutional Market Share for Schools Over 5% Share



Source: IBHE Data File, 1993-2000.

For additional information, see EMR's Fall 2000 IBHE Market Share Analysis