



Market Share

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Information on DePaul University's Market Prominence, Position and Performance
From the Division of Enrollment Management and Marketing

Freshmen are Applying to More Schools Each Fall

Nationally, students are applying to more institutions and fewer are attending their first choice institution, according to the Higher Education Research Institute's forty year tracking study (the CIRP survey).

Trends at DePaul were similar overall. From 1994 to 2003, there was a noticeable drop in the number of students who were looking only at DePaul, reflecting the growing competition in higher education nationally.

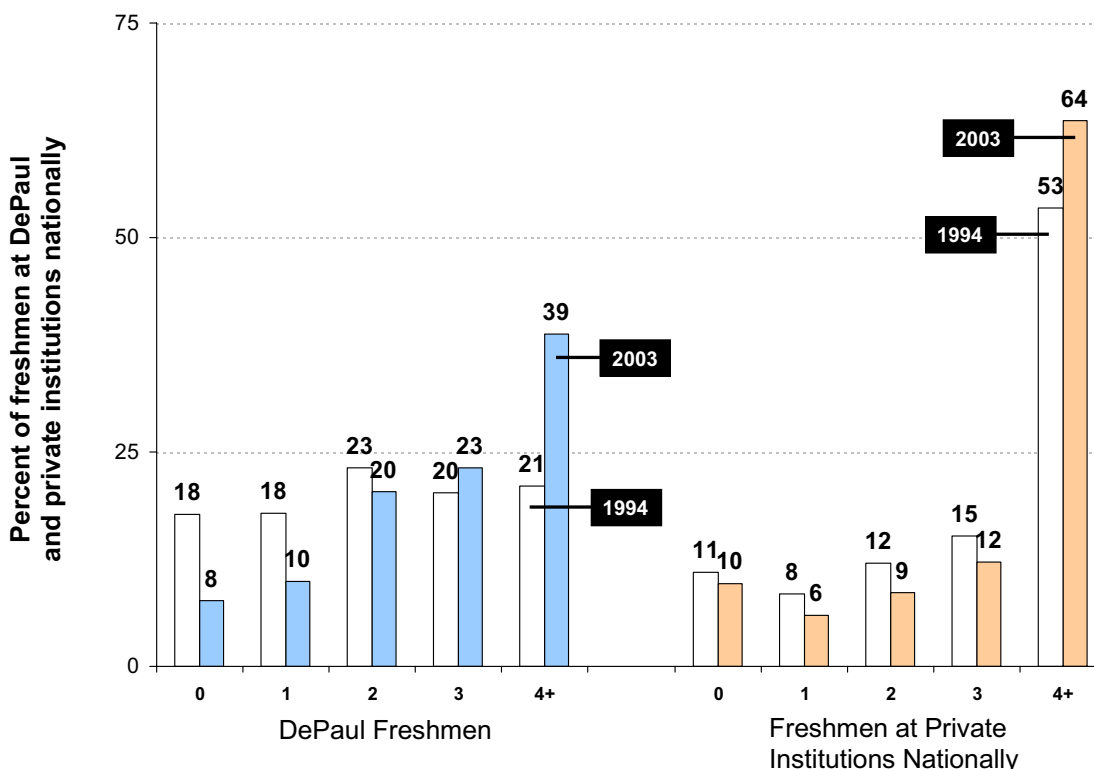
In 1994, 18% of freshmen said they applied only to DePaul, more than freshmen nationally. By 2003 DePaul's percentage had

dropped to 8%, consistent with national data.

At the same time, a growing percentage of DePaul freshmen had applied to four or more other institutions, up 18 percentage points from 21% to 39%. Nationally, this percentage also rose, but by only 9 percentage points from 53% to 64%.

At DePaul, 81% of freshmen in 2003 were attending their first choice institution, compared to 83% in 1994. Nationally, 68% were attending their first choice institution in 2003, down about six points from 74% in 1994.

**"To how many colleges other than this one did you apply for admission this year?"
DePaul and National Freshmen: 1994 and 2003**



Source: *The American Freshman: Forty Year Trends*, CIRP data, April 2007; DePaul CIRP data for 1994 and 2003.