



Market Share

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

Freshmen's Opinions about Colleges Influenced by Web-based Sources

High school students have many Web-based sources for gathering information about colleges, including a burgeoning list of social networking sites. To find out which sources that students found influential in their opinions about colleges, items were added to the 2009 Admitted Student Survey.*

Survey results showed that admitted freshmen who enrolled at DePaul in fall 2009 noted that the DePaul Web site was the most used online source for information about DePaul.

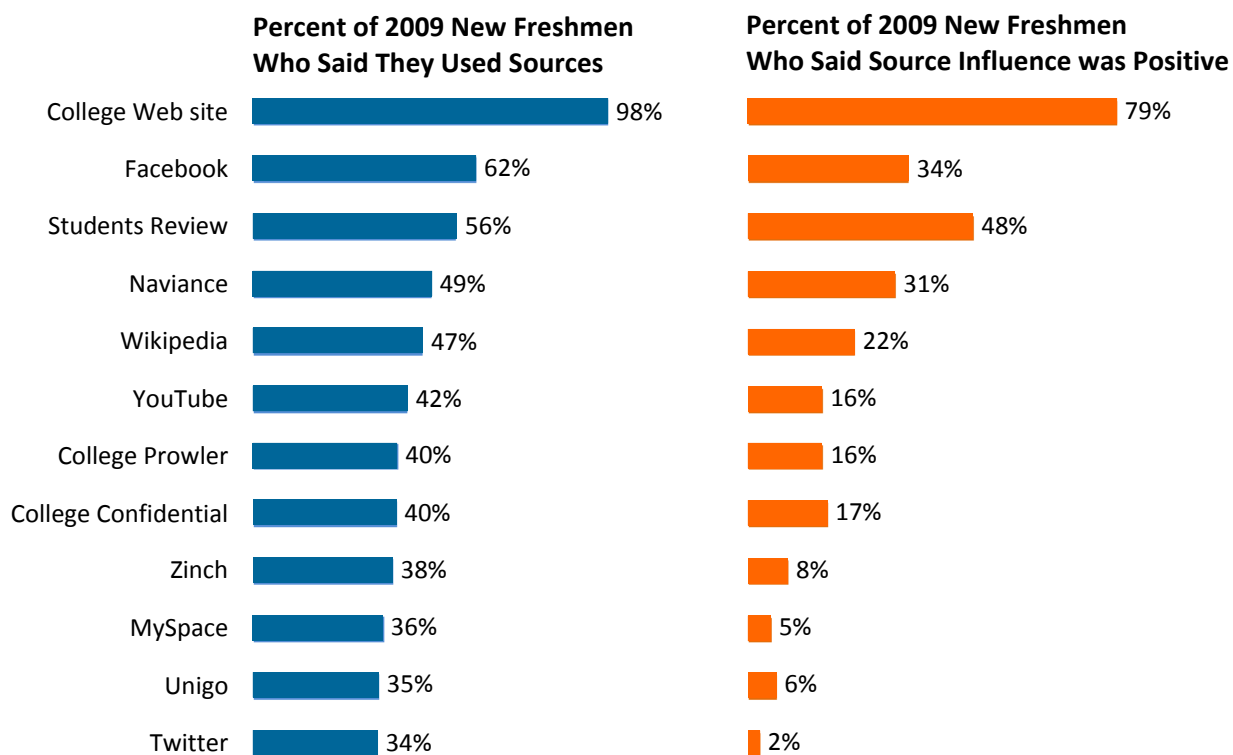
The social networking site, Facebook, was the second most used source. Although information obtained through Facebook was not a deciding factor, students

said it helped serve as a virtual campus tour, allowed them to get honest feedback from current students and staff, meet other potential students and reaffirm they made the right decision. About half of these freshmen also used Students Review, Naviance and Wikipedia.

Information from these sites can have a significantly positive impact on a student's opinion of a university. Of those using these sources, nearly one-half of admitted freshmen who enrolled at DePaul said Students Review information had a significantly positive influence on their opinion of DePaul, and nearly one-third said information from Facebook and Naviance had a significantly positive influence.

2009 HCRC Admitted Students Survey

"How influential were each of the following in formulating your opinion of DePaul University?"



**DePaul conducts an annual survey of admitted freshmen in the spring of each year using the Admitted Student Survey developed by the Human Capital Research Corporation (HCRC); 2009 freshmen were surveyed in May 2009.*