

MARKET SHARE

INFORMATION ON DEPAUL UNIVERSITY'S
MARKET PROMINENCE, POSITION AND PERFORMANCE

The Most Influential Information Sources During the College Choice Process

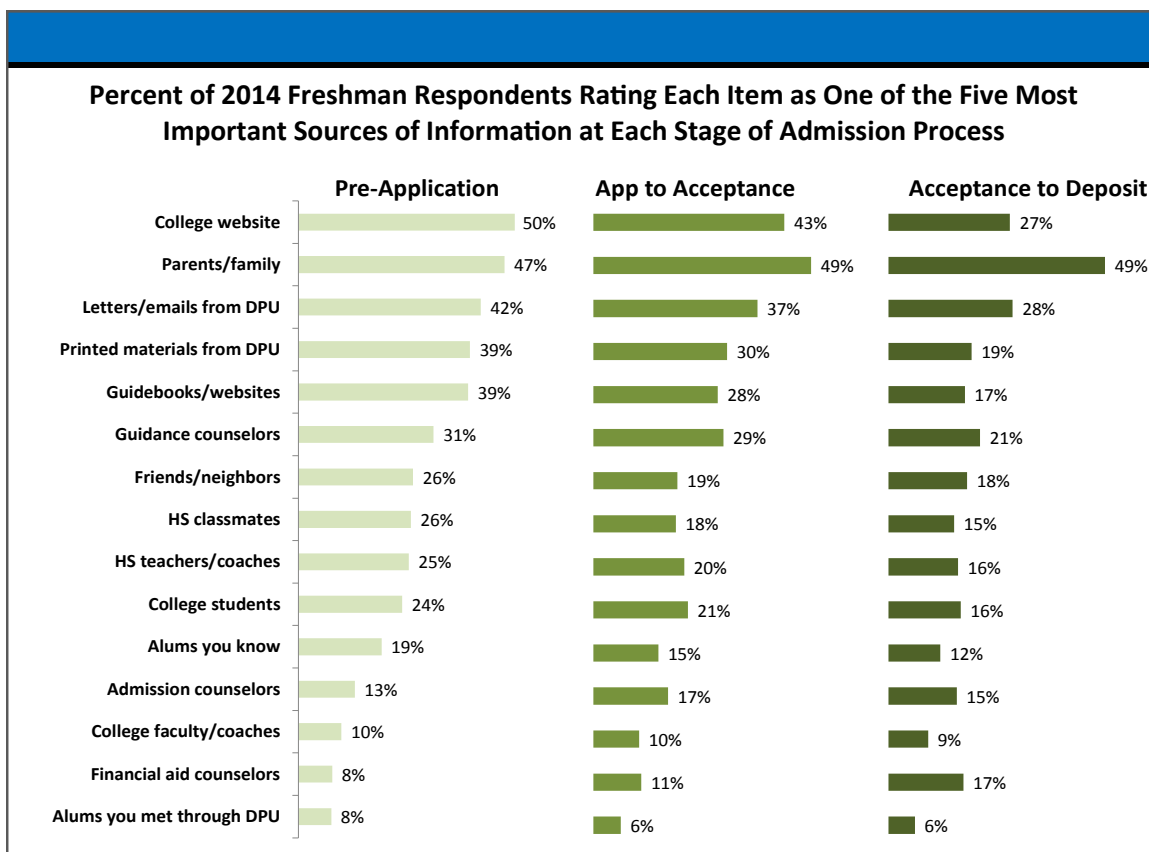
When decisions were made about which colleges to apply to, students said campus tours and college websites were the most influential college sources of information, according to the 2012 STAMATS* survey. The results of DePaul's 2014 admitted freshman survey reinforce the importance of the university's website, as well as the influence of parents and family, in the college choice process of DePaul students.

During the pre-application stage, DePaul admitted freshman survey respondents relied on the website and parents and family for information, but the most influential sources varied by student location. For suburban students, parents and family and the college website were the most influential. For Chicago students, parents, family, high school teachers and coaches had the most influence. For out-of-state students, the

college website and guidebooks/websites played the biggest role.

By the time respondents were ready to make decisions about depositing, both local and out-of-state students relied heavily on parents and less on the college website for information. Financial aid counselors became more important.

Almost two-thirds of respondents reported that the college website and their parents (64 percent and 62 percent respectively) had a positive influence on their perceptions of DePaul. The highest percentage (67 percent) reported that DePaul's printed materials, letters and emails had a positive influence on their impressions of DePaul.



*STAMATS 2012 report http://www.slideshare.net/Stamats_ACT/2012-stamats-teenstalkfinalcomprehensive.

Source: HCRC 2014 Freshman Admitted Student Survey, IRMA. N=1,874 admitted freshman respondents for a 14 percent response rate. Top two responses listed for students by location. For more information, contact Liz Sanders at lsander3@depaul.edu.