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Issue 33

Market Share

Information on DePaul’s Market Prominence, Position and Performance

Division of Enrollment Management
Office of Enrollment & Marketing Research

In fall 2004, DePaul received 10,087 freshman applications, up 7% over fall 2003. Applicants came from over 2,000 schools, from all 50 states, and nearly 40 countries.

Forty percent of apps came from the Chicago suburbs. Suburban applications were up 17%, or by 583, accounting for the bulk of the increase of 623 applications. Although the admit rate dropped 4% points to 76%, improvements in the deposit rate and yield resulted in a 16% increase in enrollment.

Thirty-two percent of applications came from out-of-state. Out-of-state applications were up by 1%, compared to 2003, but enrollment was down 5% due to a 4% point drop in the admit rate and 2% point drop in the deposit rate.

The states that sent us the most applications were Michigan, Ohio and Minnesota. These 3 states accounted for 9% of the total number of applications.

Eight states sent at least 100 applicants and accounted for 17% of the total application pool. They were Michigan, Ohio, Minnesota, Missouri, Wisconsin, Indiana, California and Texas.

Twenty-three percent of apps came from Chicago students. Although Chicago apps were up 9%, flat admissions and deposits resulted in stable enrollment of freshmen from Chicago.

Where do our new freshmen come from?

Top feeder high schools for Chicago applicants (by applicant volume):
- LANE TECH HS 165
- WHITNEY YOUNG HS 94
- LOYOLA ACADEMY 65
- LINCOLN PARK HS 64
- JONES METRO HS 50

Top feeder high schools for suburban applicants:
- MAINE TWNSP S. 89
- HINSDALE CENTRAL 86
- GLENBROOK SOUTH 81
- ADLAI STEVENSON 76
- NILES TINWSHP W 75

Top feeder high schools for high ability (28+) applicants
- ADLAI E STEVENSON HS 24
- NORTHSIDE COLL PREP 18
- WHITNEY YOUNG HS 18
- LYONS TOWNSHIP N. H S 16
- MAINE TOWNSHIP S. HS 16

Source of Freshman Applications by State 2001-2004

Source: EMR Final Freshman Admission Summary, 12/04
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