

A Demographic of Opportunity

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Where We Are

Why ACT overtook SAT as top college entrance exam

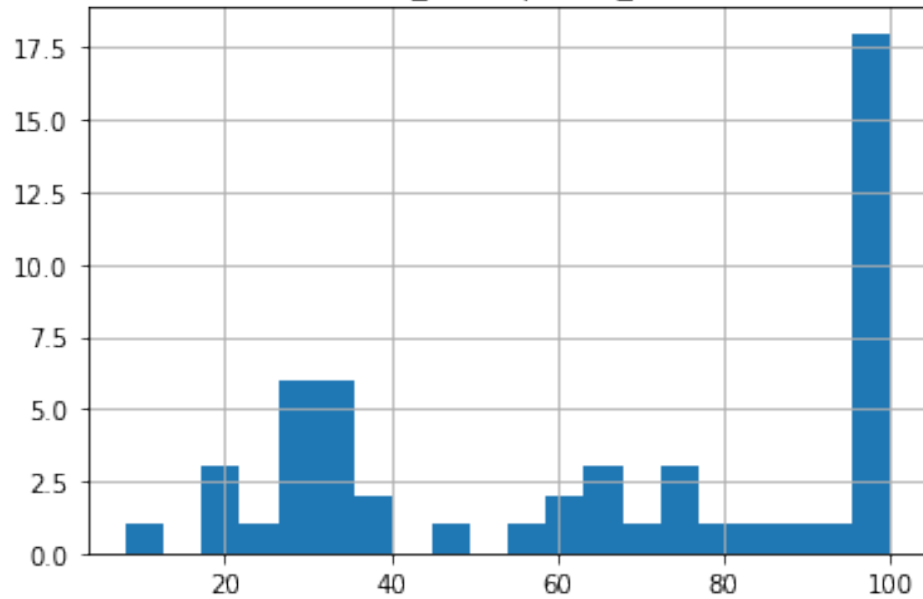
EDUCATION

Testing,
More Students A

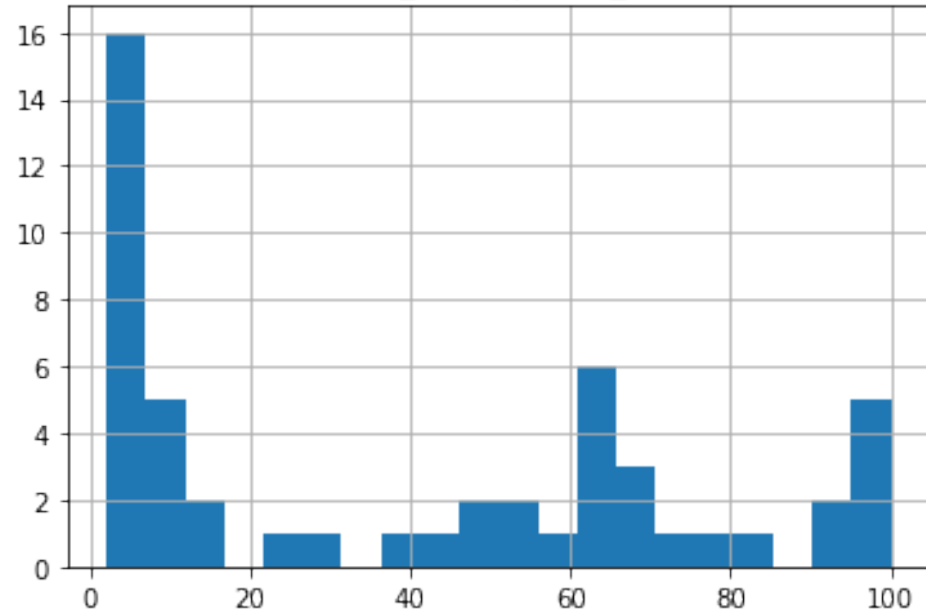
By TAMAR LEWIN AUG. 2, 2013

Test Participation Rates

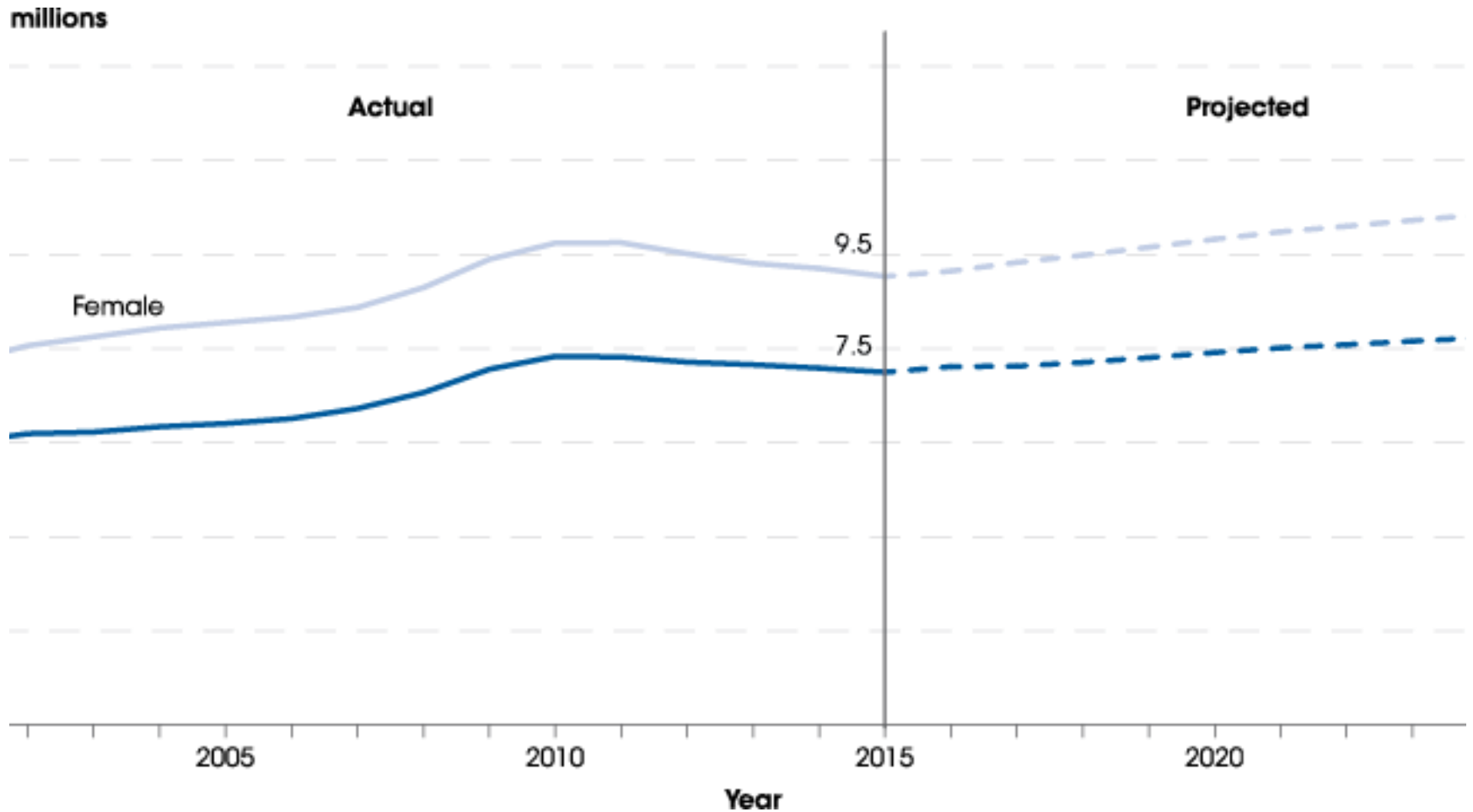
ACT_Participation_%



SAT_Participation_%

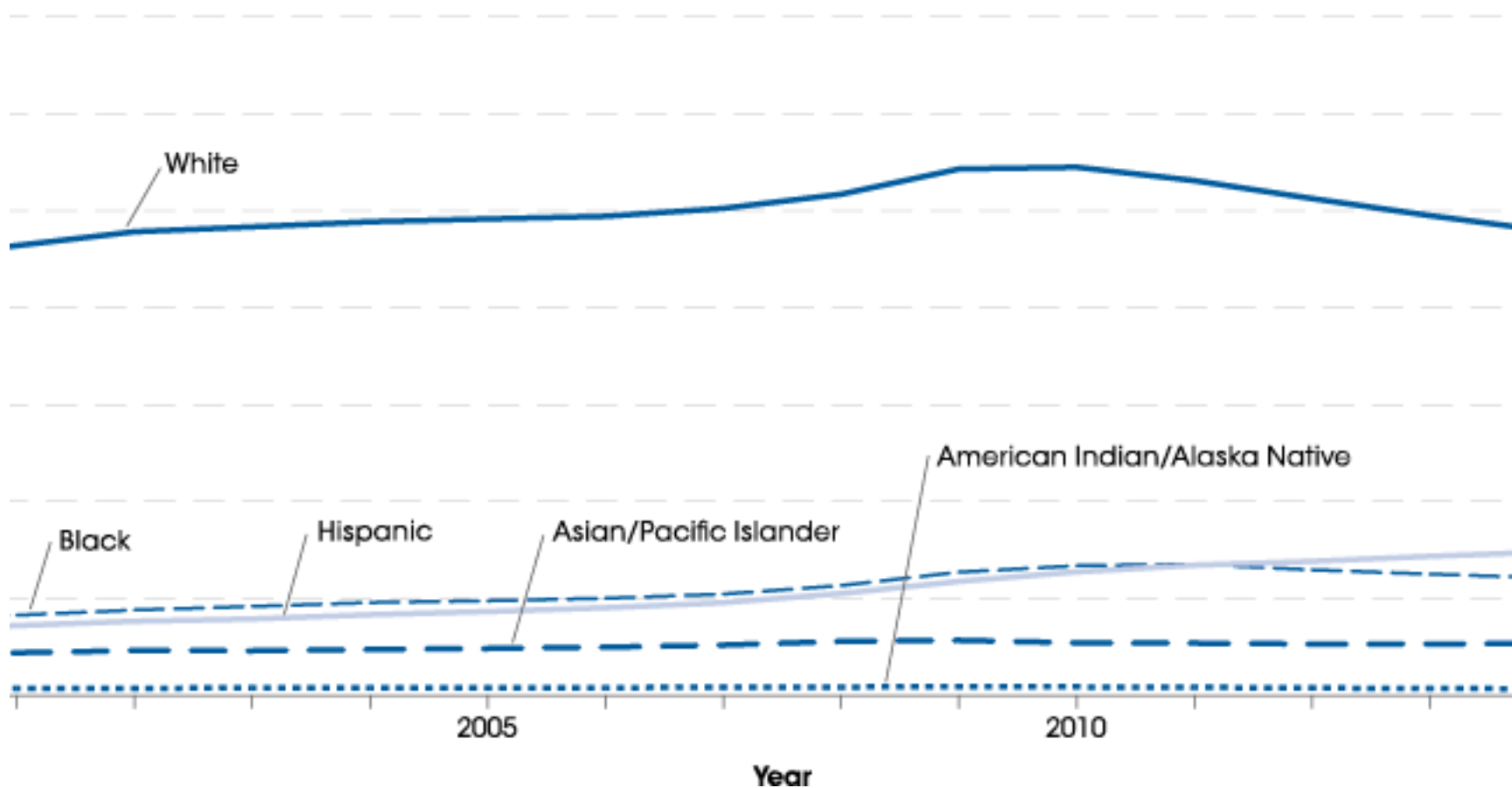


College Enrollment Projections



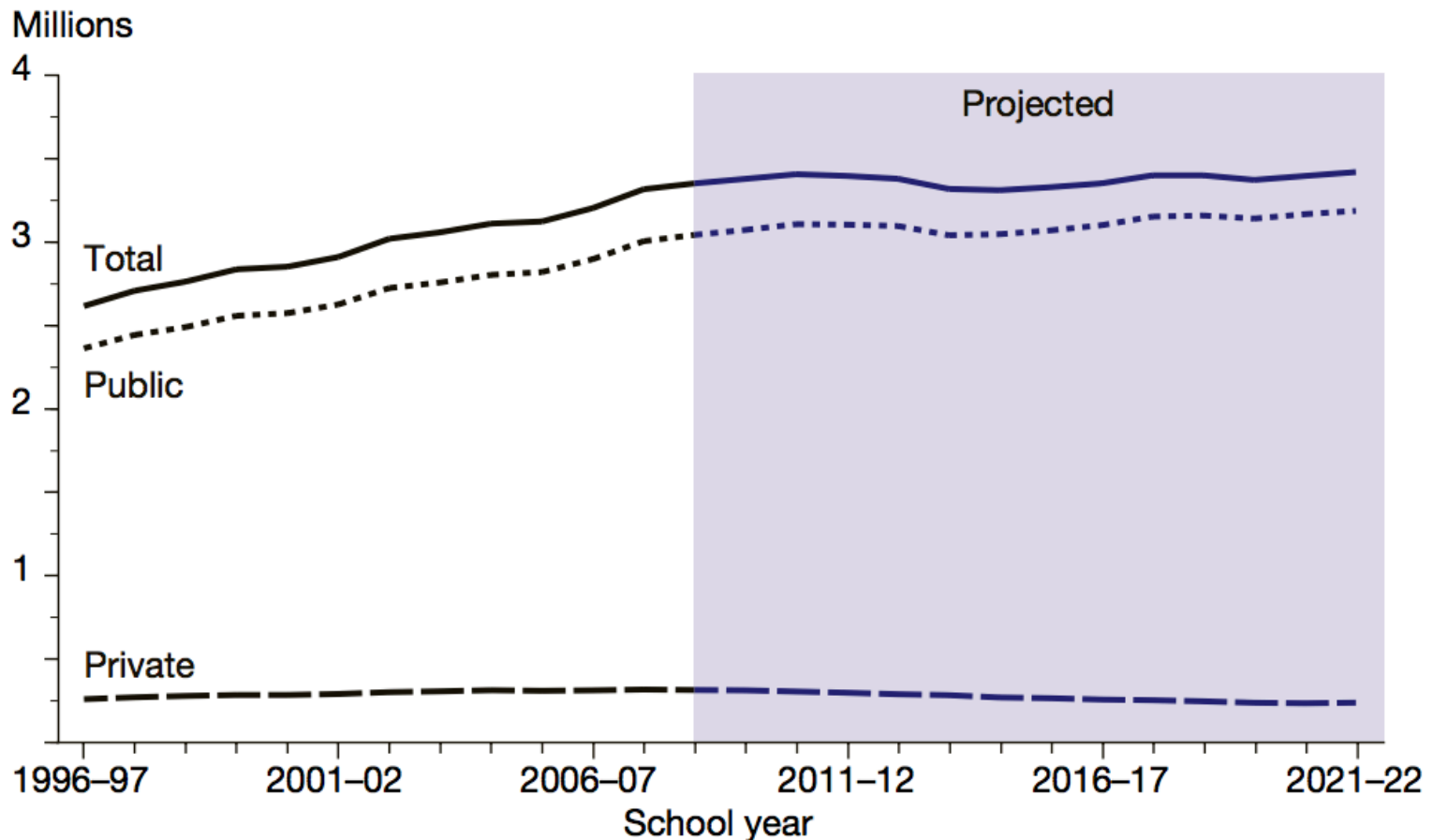
College Enrollment Demographics

millions



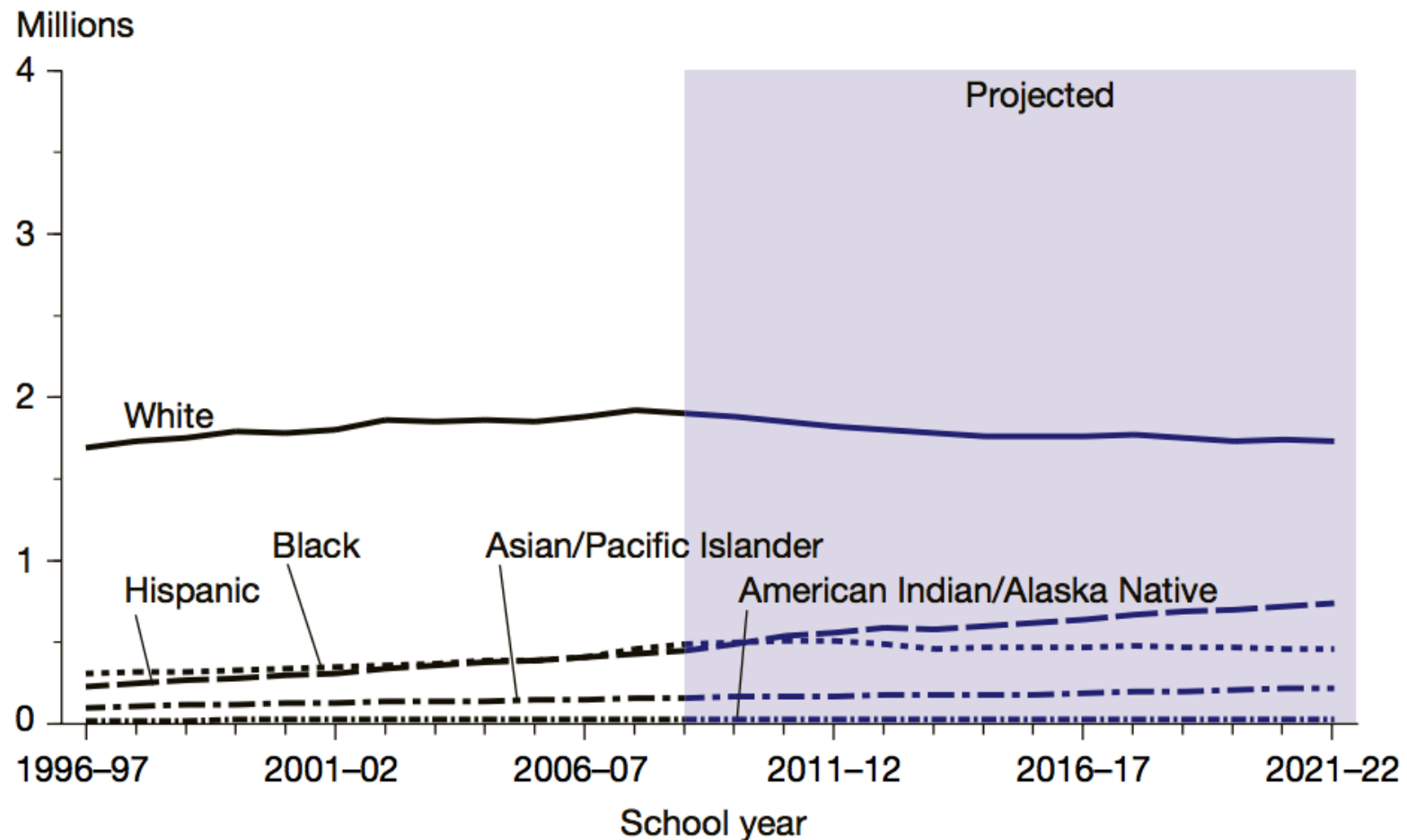
High School Graduate Projections

Figure 6. Actual and projected numbers for high school graduates, by control of school: School years 1996–97 through 2021–22



High School Graduate Demographics

Figure 7. Actual and projected numbers for public high school graduates, by race/ethnicity: School years 1996–97 through 2021–22



Recommended Strategy

- Aggressively market exam to many states as a replacement for (or supplement to) high school exit exams
- Develop a PSAT-like product to target Hispanic students
- Give away the PSAT