



SAT and ACT Competition Analysis

Prepared for the SAT Board
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Problem Statement

The SAT has seen a very strong competition from its counterpart the ACT from 2017 through 2018 that has resulted in low participation rate. A thorough analysis to unravel issues that has posed danger to the participation level of the SAT college test is imperative.

Findings

The ACT has a higher average participation rate than the SAT for 2017 and 2018. The SAT has an average participation rate of 42% for the two years whereas the ACT had an average participation rate of 63%.

Average Participation Rate by Year

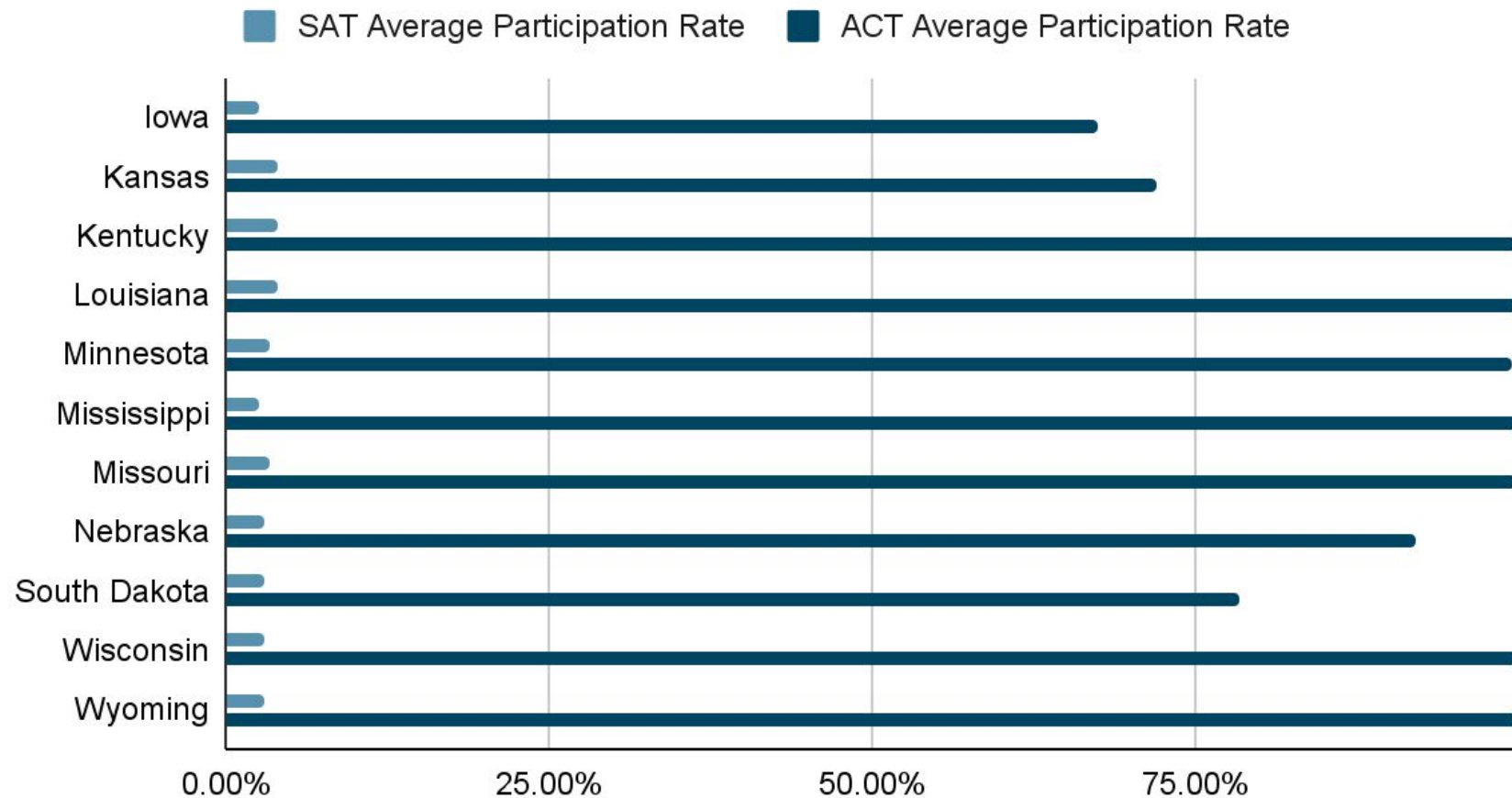
Year	SAT	ACT
2017	39%	61%
2018	45%	65%
Average	42%	63%

Findings

A total of 11 states score below 5% participation in the SAT for the two years. In contrast, no state scored less than 5% participation in the ACT. The lowest was 7%.

See the following chart for a comparison of average test participation rate by state for 2017 and 2018

Average Participation Rate by State for 2017 and 2018



Findings

Most specifically, Mississippi recorded the lowest participation rate on the SAT according to testing data and the lowest scores in terms of household income in the United States according to the Census Bureau.

Average Median Household Income and SAT Participation Rate for 2017 and 2018

State	Average Median Household Income	Average SAT Participation Rate
Mississippi	\$44,660.50	2.5%
Arkansas	\$46,960.50	4%
Louisiana	\$47,477.50	4%

Recommendations

According to Chatmeter, “Want to stand out from your competitors? Do better than them”. Based on the findings, the SAT Board should study the initiatives enshrined in the contracts ACT implemented with different states that yielded such a huge success in order to be competitive. The SAT Board should run an initiative that will see states with very low household income benefit to increase participation rate and cover the inequality gap.

References

1. <https://www.census.gov/library/stories/2019/09/us-median-household-income-up-in-2018-from-2017.html>
2. <https://www.chatmeter.com/blog/stand-out-competitors/>
3. <https://blog.prepscholar.com/act-scores-by-state-averages-highs-and-lows>
4. <https://blog.collegevine.com/here-are-the-average-sat-scores-by-state/>