

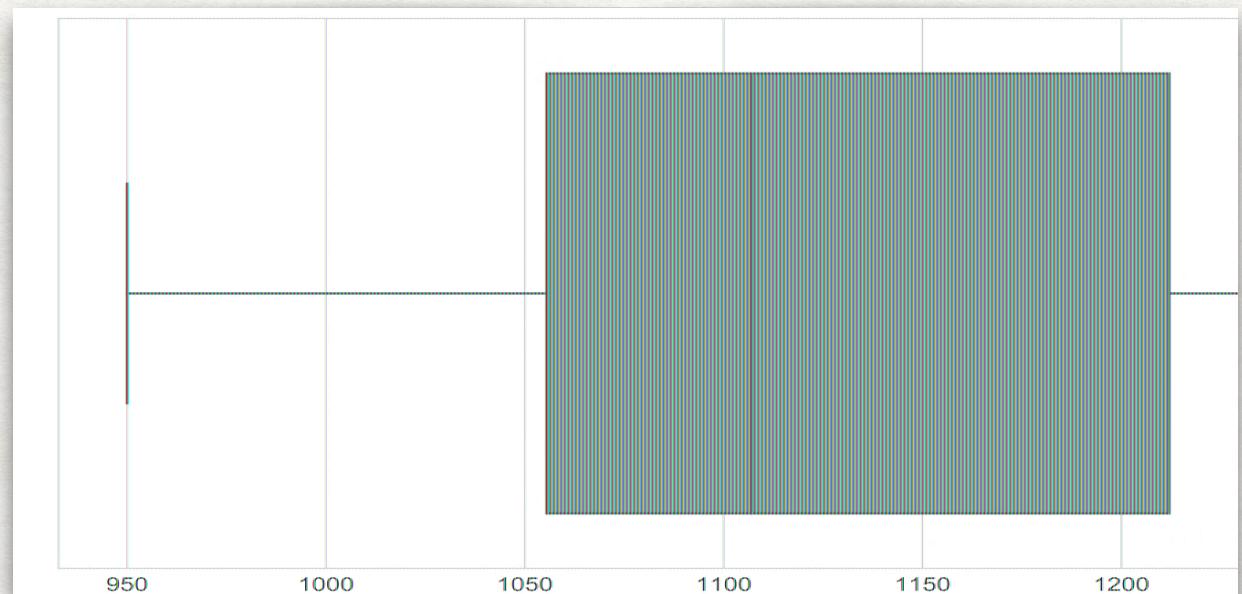
SAT VS. ACT  
MARKET  
PENETRATION

# MARKET SHARE: WHERE SHOULD WE FOCUS ON IMPROVEMENT?

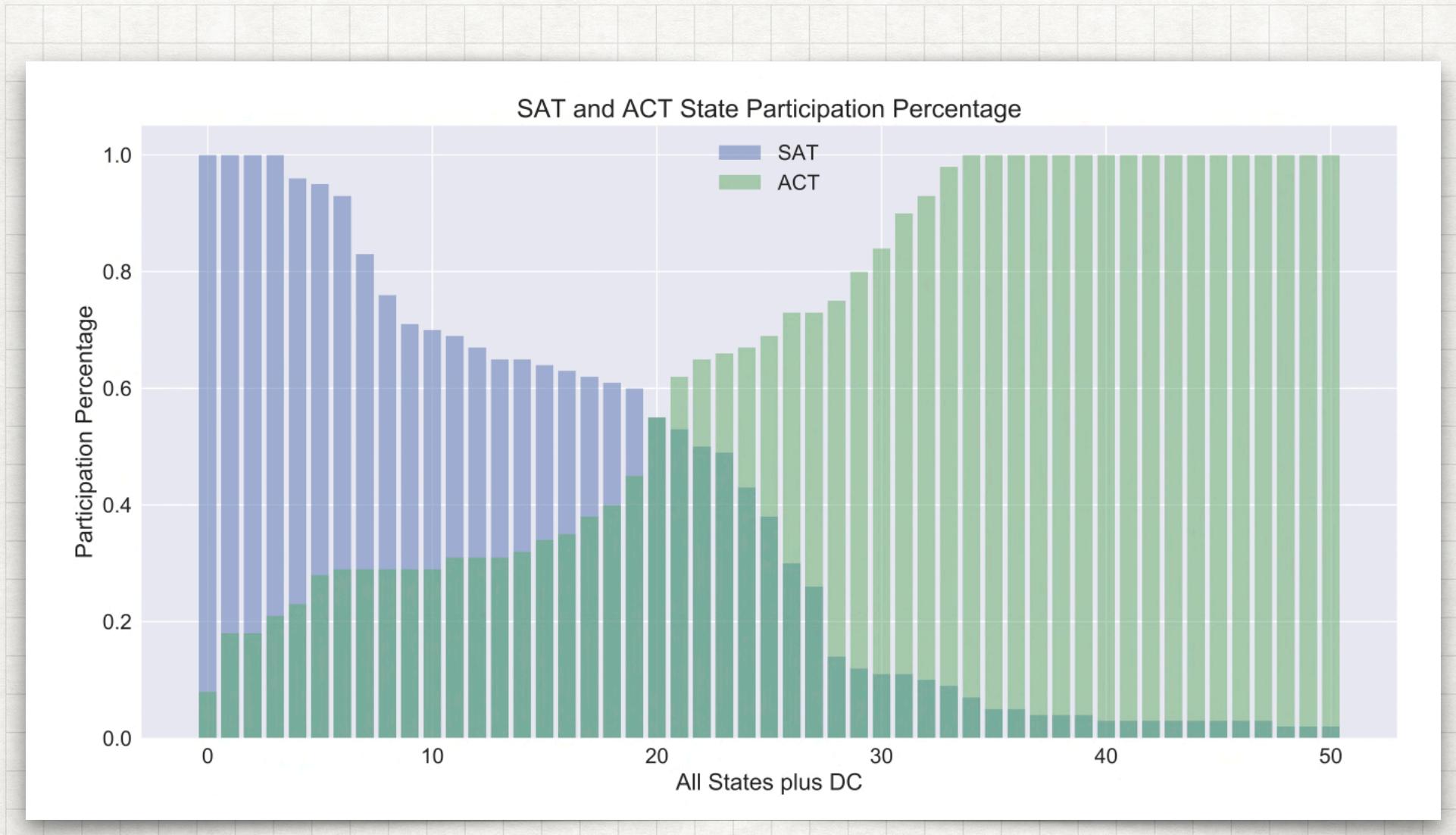
- What data are we looking at for this analysis?
  - Participation rates of high school students taking the SAT and/or ACT by US States.
  - Average scores for both tests by state.
- Take aways?
  - What areas we need to focus on.
  - What impact higher participation rates has on average scores

# THE GOODS

- Connecticut, Delaware, Washington DC, and Michigan all had participation rates of 100%
- New Hampshire, Maine, Idaho, Florida, and Massachusetts all were close behind with rates above 75%
- SAT Average State Total Scores:
  - Average: 1126
  - 75% higher 1055

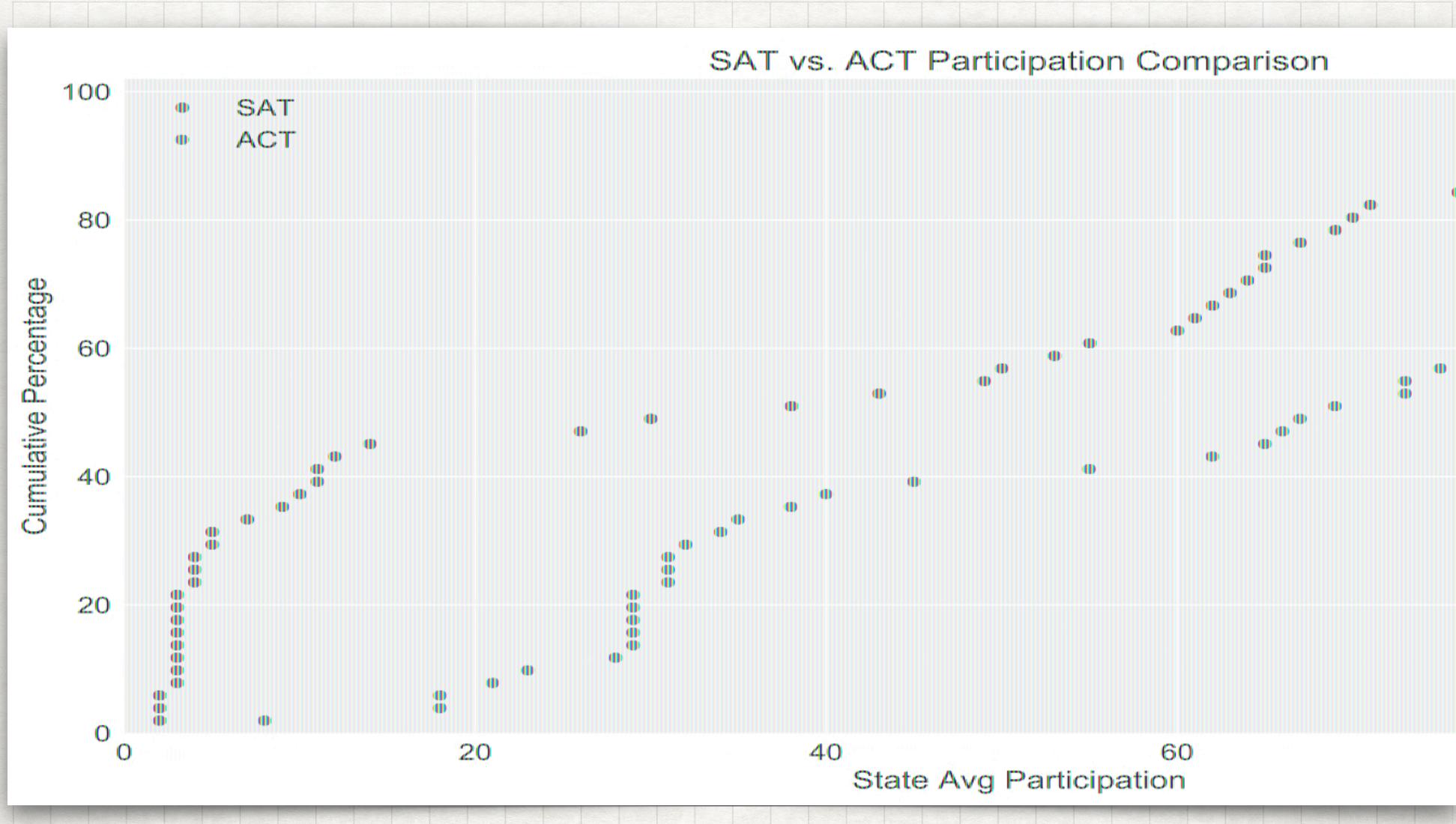


# SAT VS. ACT PARTICIPATION RATES

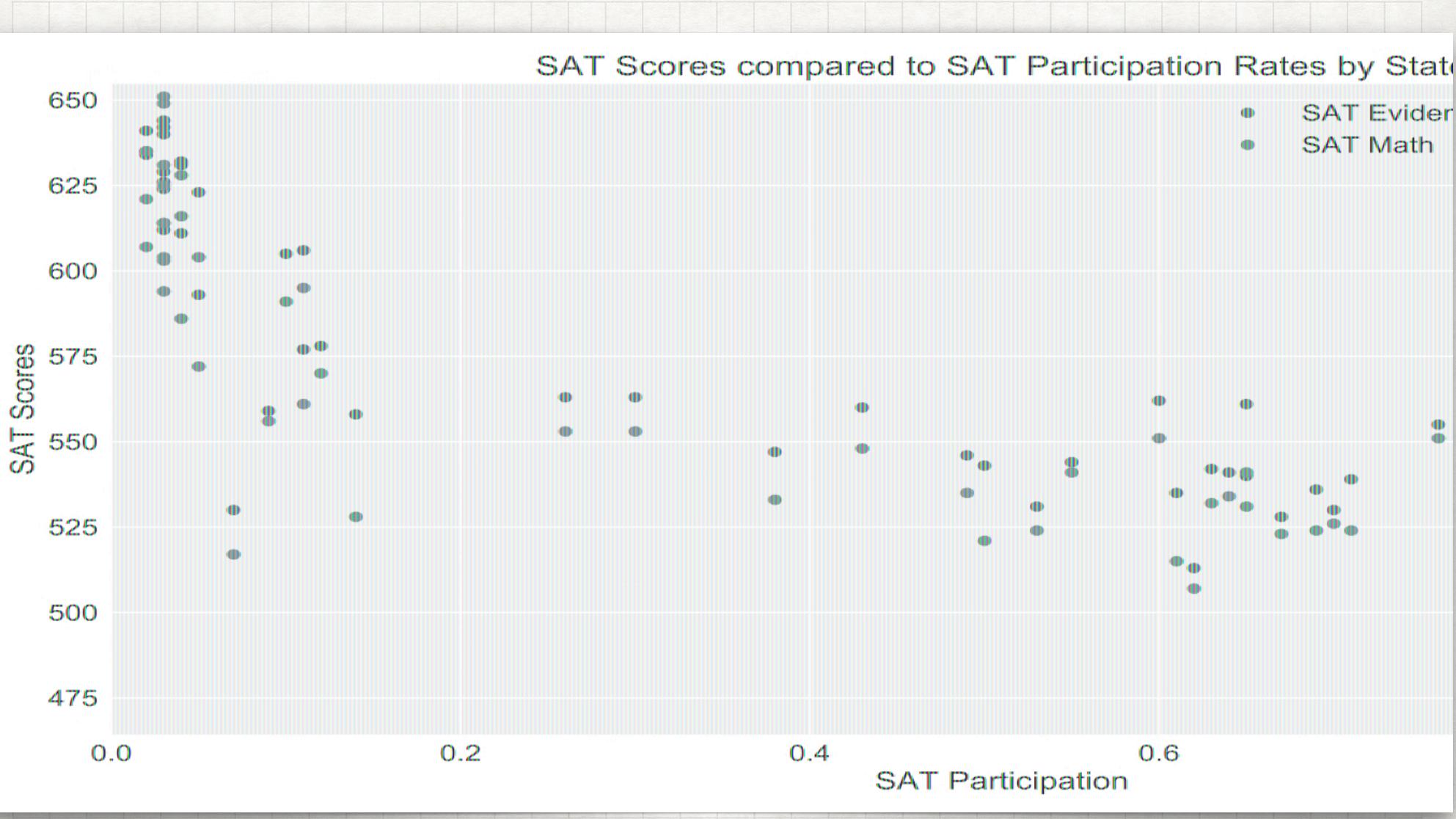


# SAT VS. ACT PARTICIPATION RATES

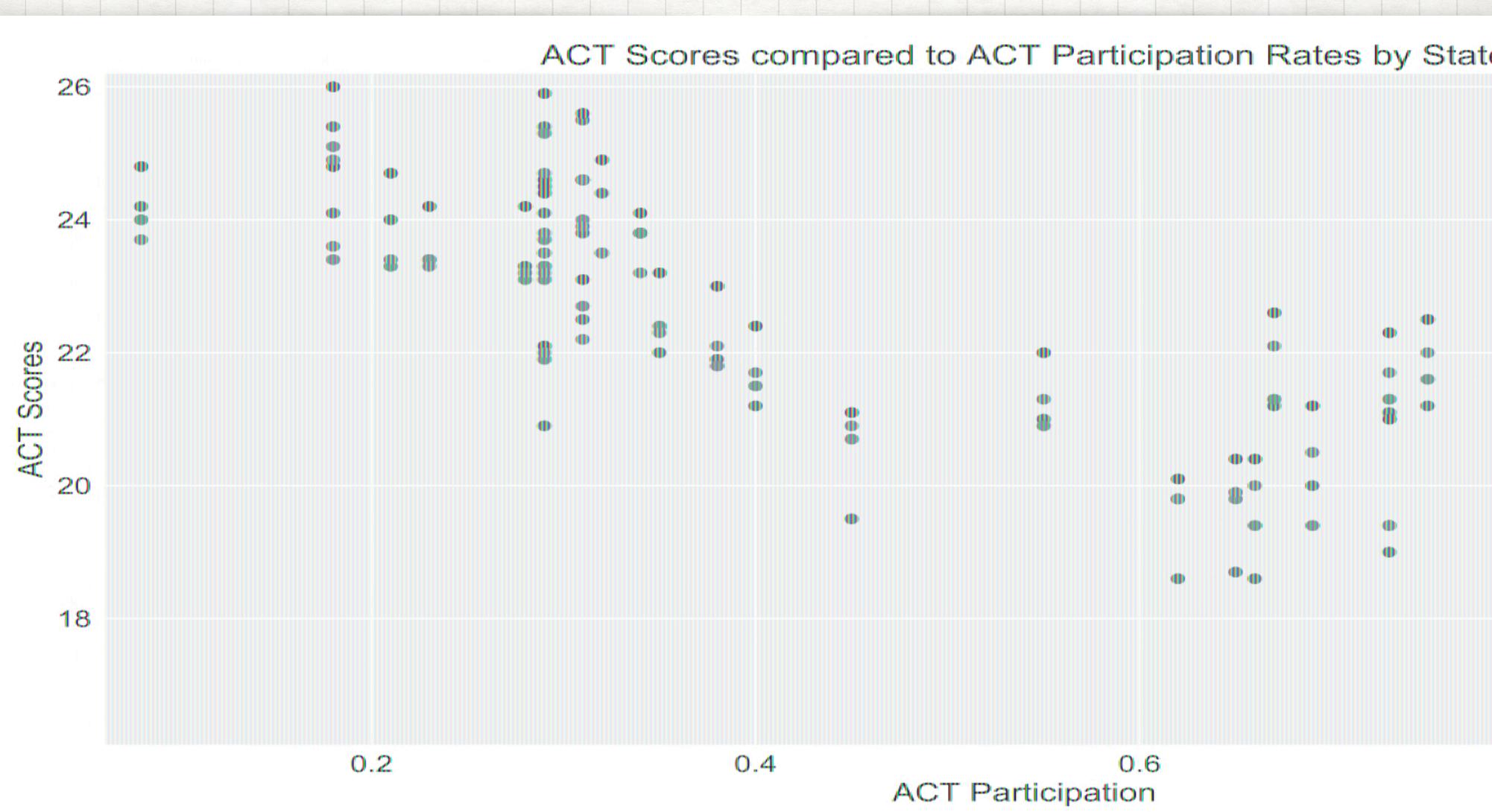
## EMPIRICAL CUMULATIVE DISTRIBUTION FUNCTION



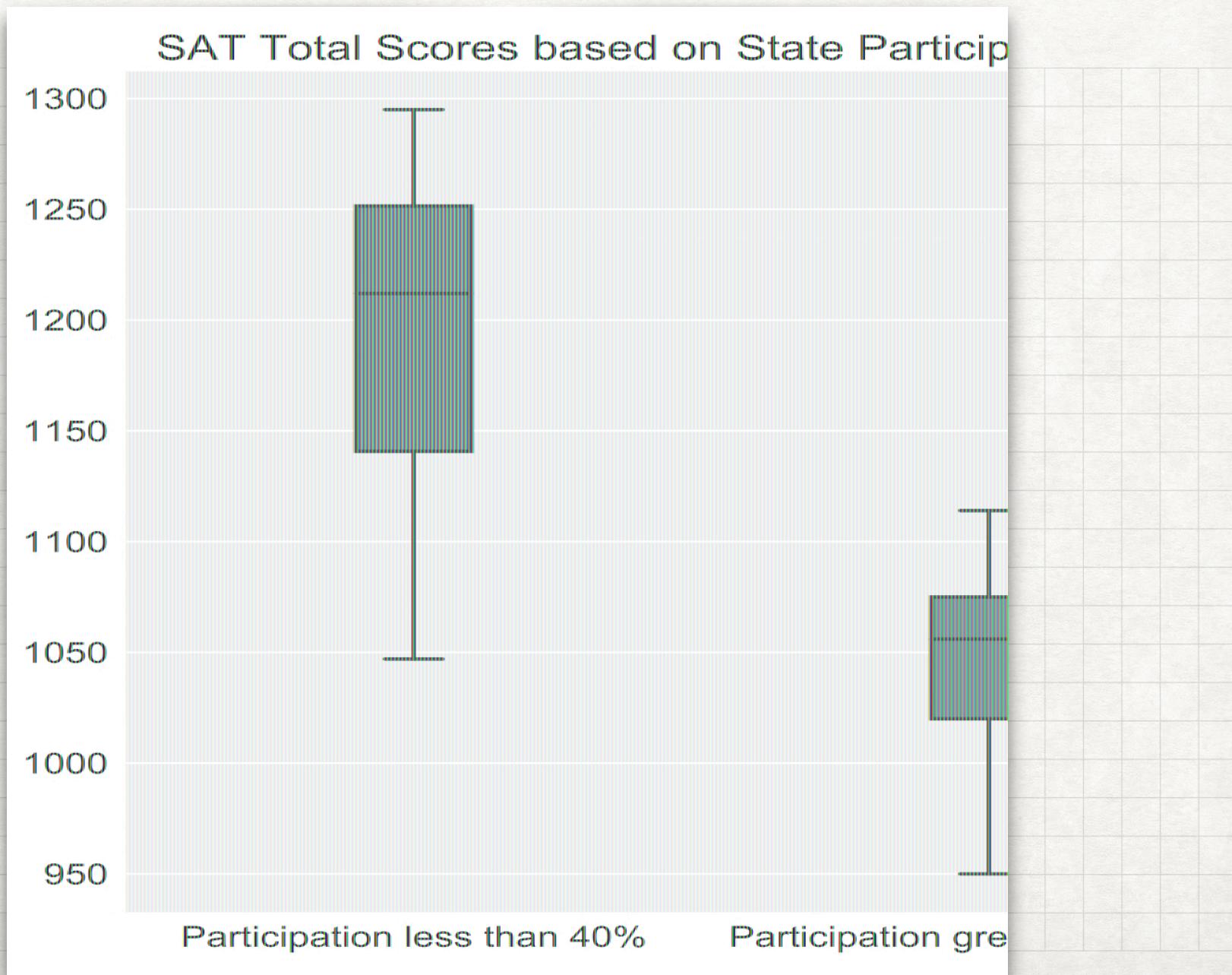
# SAT SCORES IN RELATION TO STATE PARTICIPATION



# ACT SCORES IN RELATION TO STATE PARTICIPATION



# SAT TOTAL SCORES BY PARTICIPATION



# WHAT'S NEXT

- The ACT is required in many states and competition there is likely to be fierce without a change in policy.
  - It could be strategic to pursue SAT requirements particularly in markets without a strong bias for the ACT already.
- There are a few key states where ACT participation is low and we also have room to expand. These should be the focus of our efforts and funds.
  - California: ACT rate of 31% and SAT 53%; 508,000 projected high school seniors in 2018
  - Texas: ACT rate of 45% and SAT 62%; 357,000 projected high school seniors in 2018
  - Oregon, Indiana, Washington, Virginia, and Pennsylvania have low ACT participation rates and between 50k and 147k projected seniors in 2018

High School Senior projections based on data from Western Interstate Commission for Higher Education, Knocking at the College Door: Projections of High School Graduates, 2016, [www.wiche.edu/knocking](http://www.wiche.edu/knocking).

# MAP OF PARTICIPATION RATES

