

Search Name Segmentation Criteria and New Estimate

Office of Marketing and Brand Management

2/10/2020

Geographic Markets

Primary Market

Maine

- All Counties

Secondary Markets

Massachusetts

- Middlesex County

New Hampshire

- Hillsborough County
- Rockingham County
- Strafford County

Tertiary Markets

Massachusetts

- All Other Counties

New Hampshire

- All Other Counties

Connecticut

- All Counties

Quaternary Markets

Vermont

- All Counties

Rhode Island

- All Counties

Outside of New England

New York

- Westchester

GPA

High Achievers

- GPA between 4.00 and 3.70
- Letter grade between A+ and A-

General Achievers

- GPA between 3.6 and 2.7
- Letter grade between B+ and B-

Aspirational Achievers (modify for primary market, all grades C+ and less)

- GPA between 2.6 and 2.3
- Letter grade of C+

Standardized Test Scores (not for primary market)

- SAT test takers with scores between 800 – 1400
- PSAT test takers with scores between 720 – 1520

Junior Names Available as of February 10, 2020

Market	Achievement	Vendor	Available_Feb_20	Cost
Primary	HA	NRCCUA	274	\$0.00
Primary	GA	NRCCUA	142	\$0.00
Primary	AA	NRCCUA	104	\$0.00
Primary	HA	CB	755	\$354.85
Primary	GA	CB	1034	\$485.98
Primary	AA	CB	225	\$105.75
Secondary	HA	NRCCUA	811	\$0.00
Secondary	GA	NRCCUA	925	\$0.00
Secondary	AA	NRCCUA	57	\$0.00
Secondary	HA	CB	4805	\$2,258.35
Secondary	GA	CB	3327	\$1,563.69
Secondary	AA	CB	251	\$117.97
Tertiary	HA	NRCCUA	9329	\$0.00
Tertiary	GA	NRCCUA	8962	\$0.00
Tertiary	AA	NRCCUA	854	\$0.00
Tertiary	HA	CB	12502	\$5,875.94
Tertiary	GA	CB	19332	\$9,086.04
Tertiary	AA	CB	1864	\$876.08
Quaternary	HA	NRCCUA	3975	\$0.00
Quaternary	GA	NRCCUA	4066	\$0.00
Quaternary	AA	NRCCUA	295	\$0.00
Quaternary	HA	CB	7221	\$3,393.87
Quaternary	GA	CB	5473	\$2,572.31
Quaternary	AA	CB	480	\$225.60