Tables & Figures

Figure 7

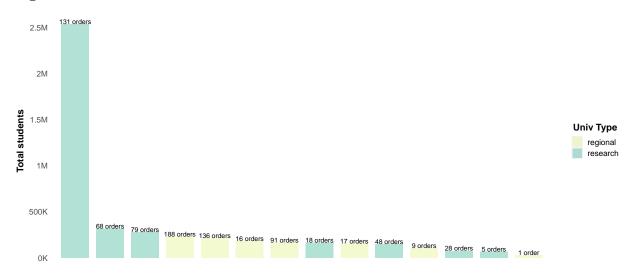


Figure 8

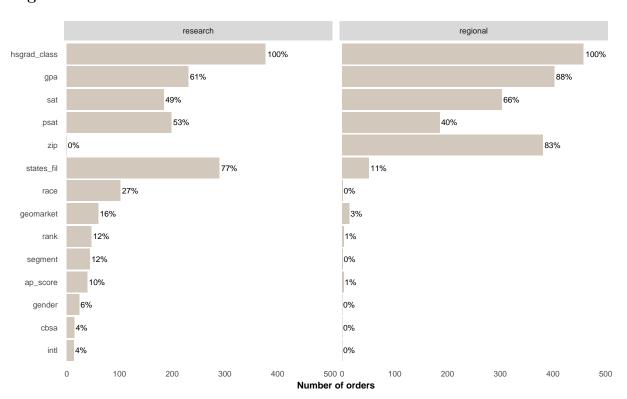
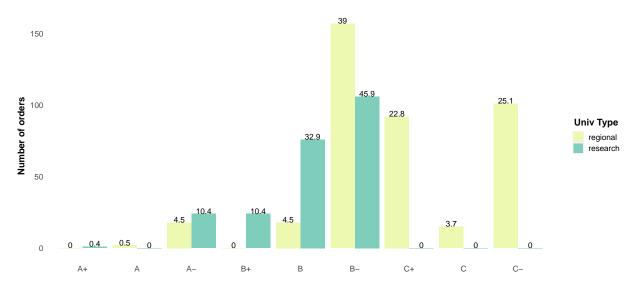
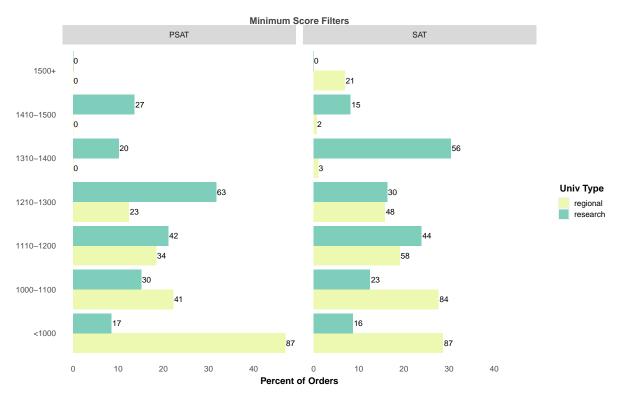


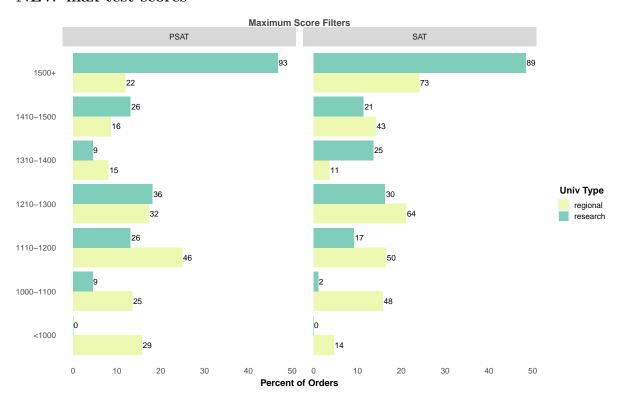
Table 3



#### NEW min test scores

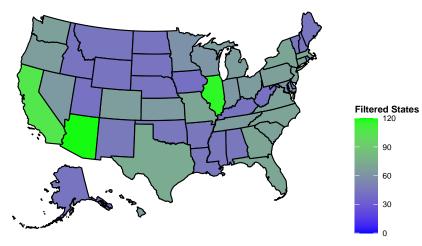


#### NEW max test scores



### NEW state map (research)

State Filters for Research Universities

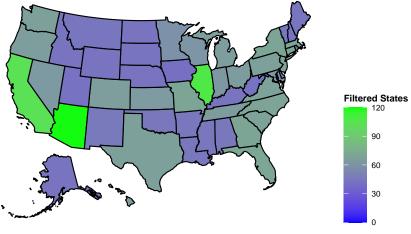


90

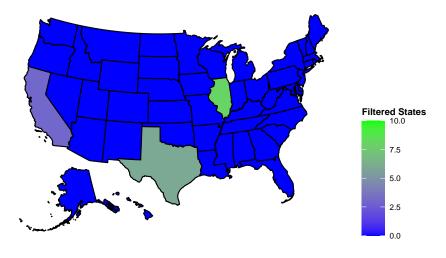
60

30

State Filters for Research Universities (Out-of-state)

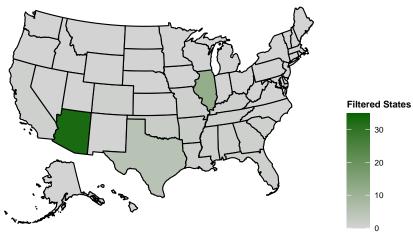


State Filters for Research Universities (In-state)

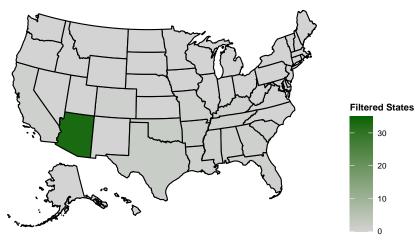


### NEW state map (regional)

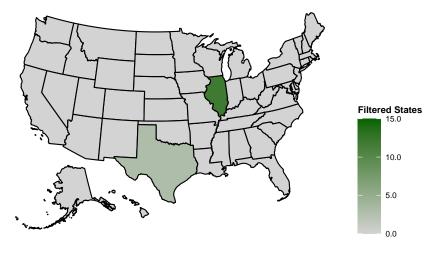
State Filters for Regional Universities



State Filters for Regional Universities (Out-of-state)



State Filters for Regional Universities (In-state)



### NEW demographic race

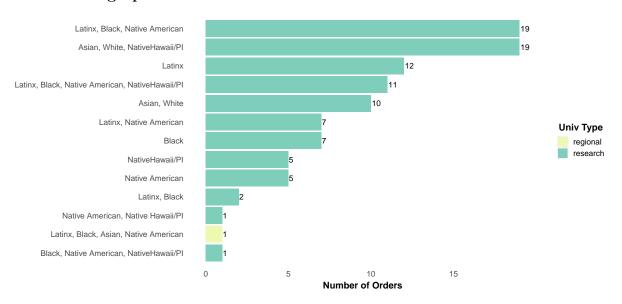


Table 7

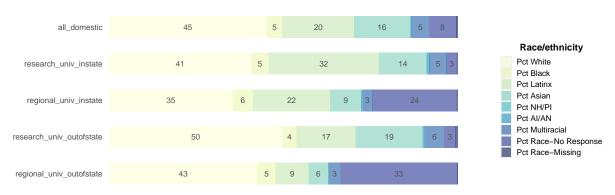
Table 1: Filter combos used in order purchases

Research			Regional		
Filters	Count	Percent	Filters	Count	Percent
grad_class,state,psat	47	19%	grad_class,zip,sat,gpa	206	47%
grad_class,state,race,sat,psat,gpa,rank	39	15%	grad_class,zip,psat,gpa	145	33%
grad_class,state,sat	35	14%	grad_class,state,sat	32	7%
grad_class,state,sat,gpa	24	10%	grad_class,zip,sat,psat,gpa	28	6%
$\operatorname{grad}\_\operatorname{class}, \operatorname{state}, \operatorname{race}, \operatorname{psat}, \operatorname{gpa}$	22	9%	$grad\_class, sat, geomarket$	9	2%
grad_class,psat,geomarket	21	8%	grad_class,state,sat,gpa	7	2%
grad_class,state,psat,gpa	18	7%	$grad\_class,sat,gpa$	7	2%
grad_class,sat,geomarket	17	7%	grad_class,sat,psat,gpa	4	1%
grad_class,gpa,geomarket,APscores	15	6%	grad_class,sat	3	1%
$\operatorname{grad}\_\operatorname{class}, \operatorname{state}, \operatorname{race}, \operatorname{sat}, \operatorname{gpa}$	14	6%	$\operatorname{grad}\_\operatorname{class,zip,APscores}$	2	0%

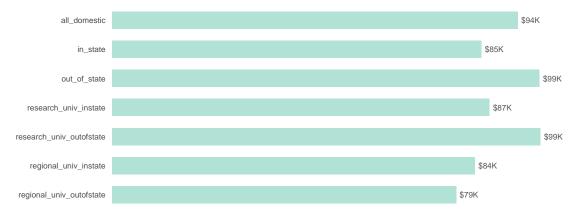
Figure 10



Figure 11



### Figure 12



# Figure 13



## Appendix

