

Tables & Figures

Figure 7: Orders and prospects purchased by research vs. ma/doctoral



Figure 8: Filters used in order purchases by research vs. ma/doctoral

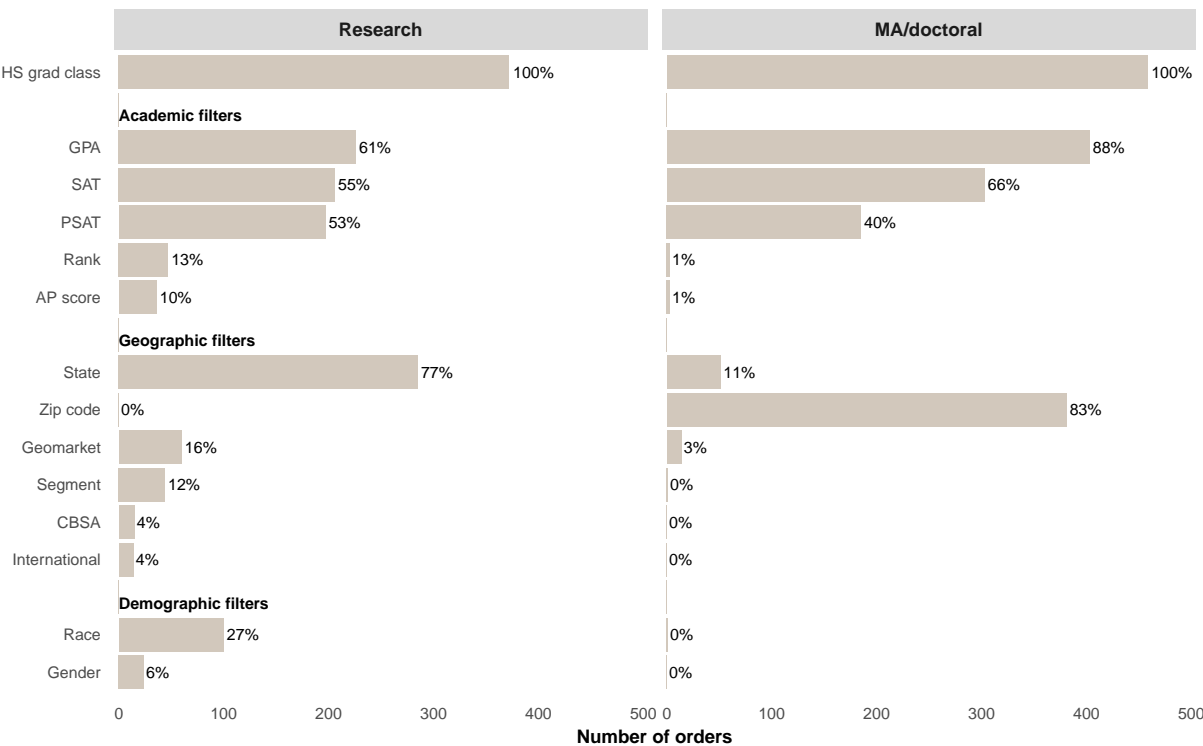


Figure 9: GPA filter used by research vs. ma/doctoral

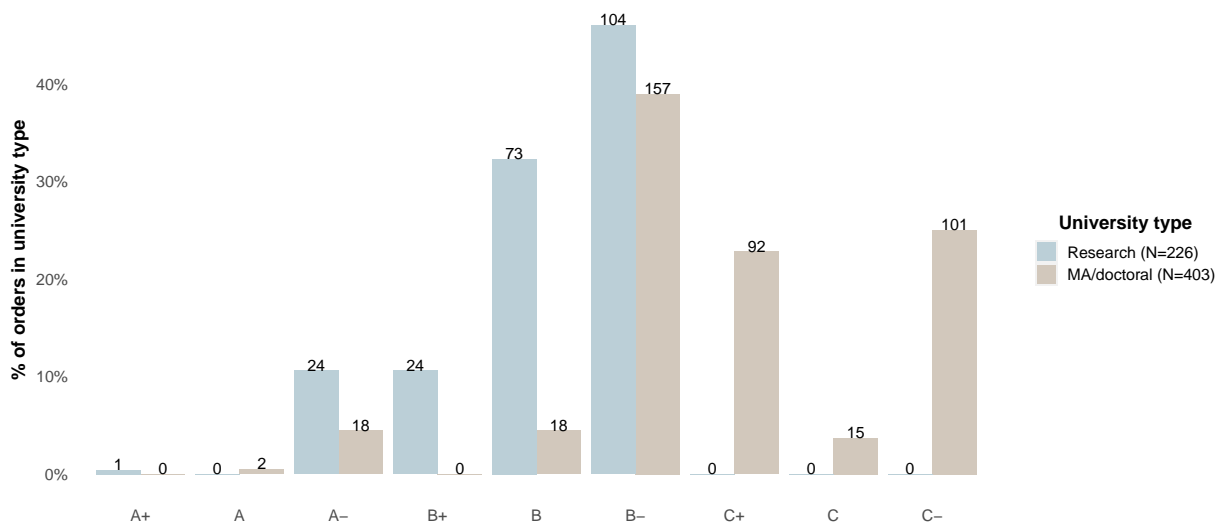


Figure 10: SAT filter used by research vs. ma/doctoral

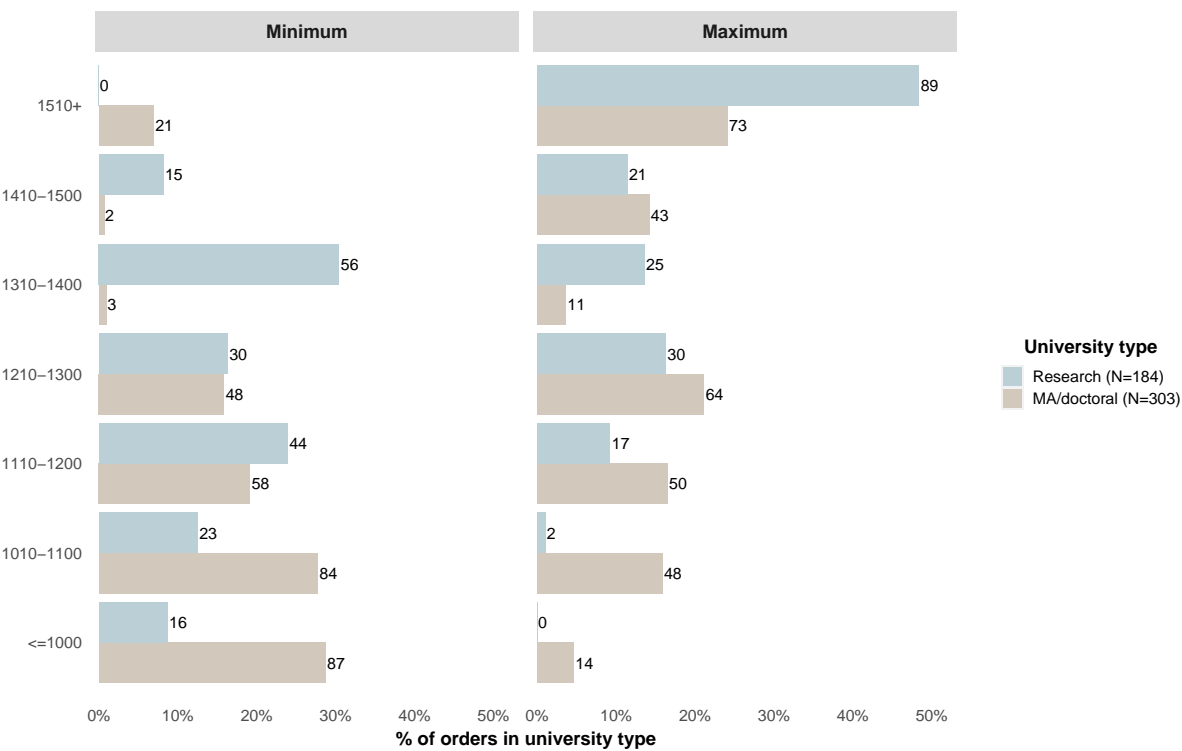


Figure 11: PSAT filter used by research vs. ma/doctoral

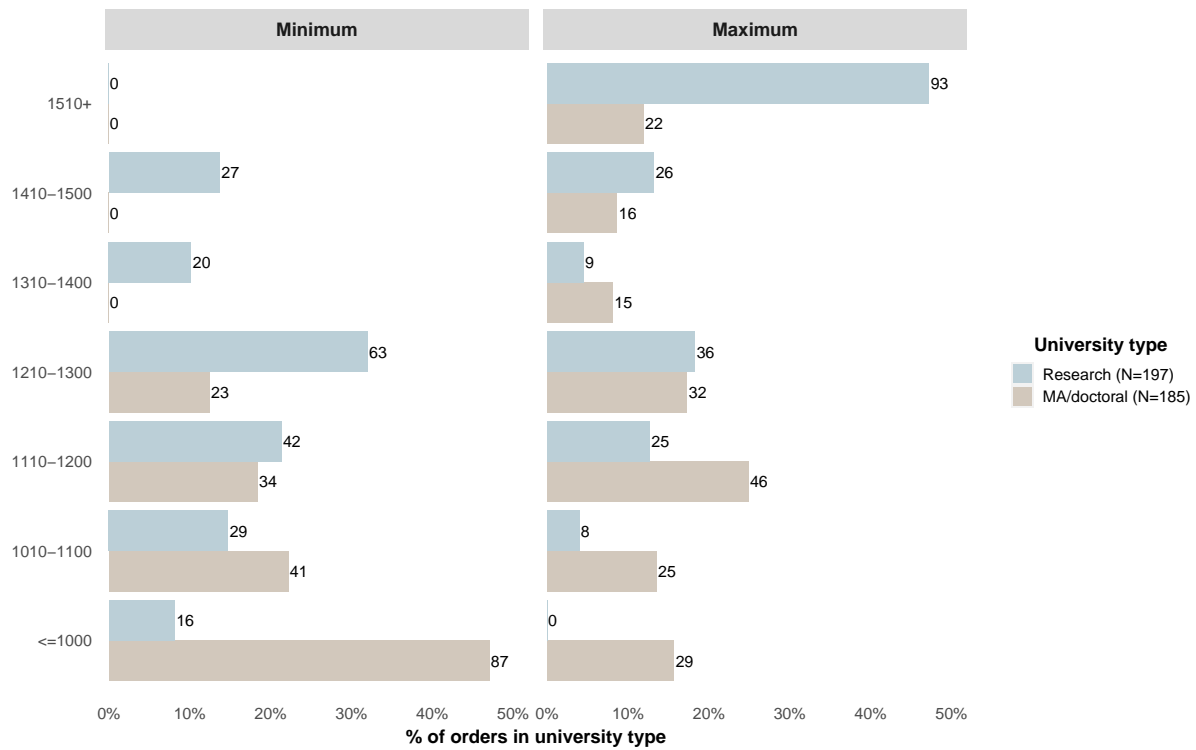


Figure 12: State filter used by research universities

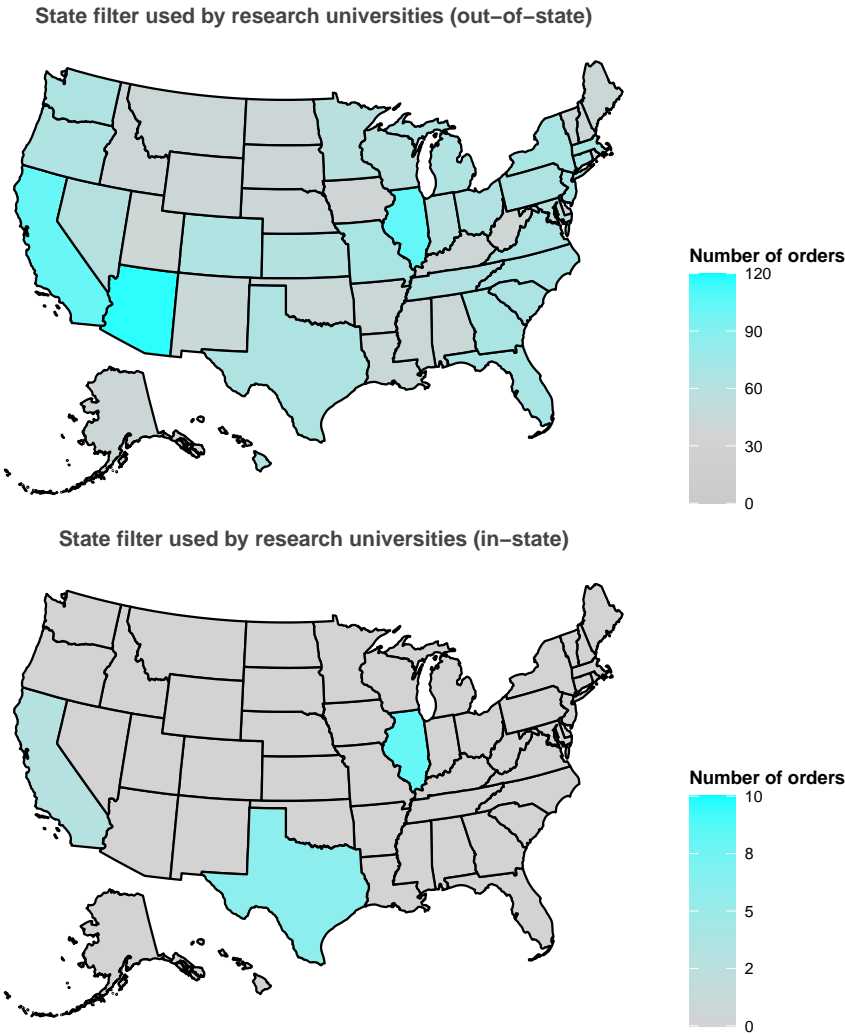


Figure 13: TBD

Figure 14: Number of prospects purchased by university type and location

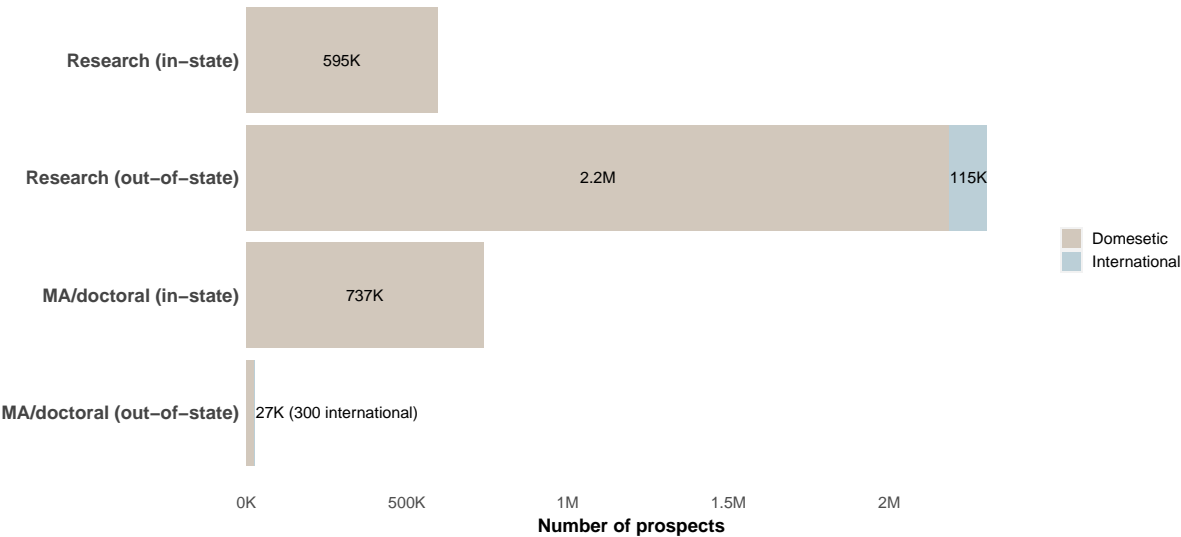


Figure 15: Racial composition of prospects purchased by research universities

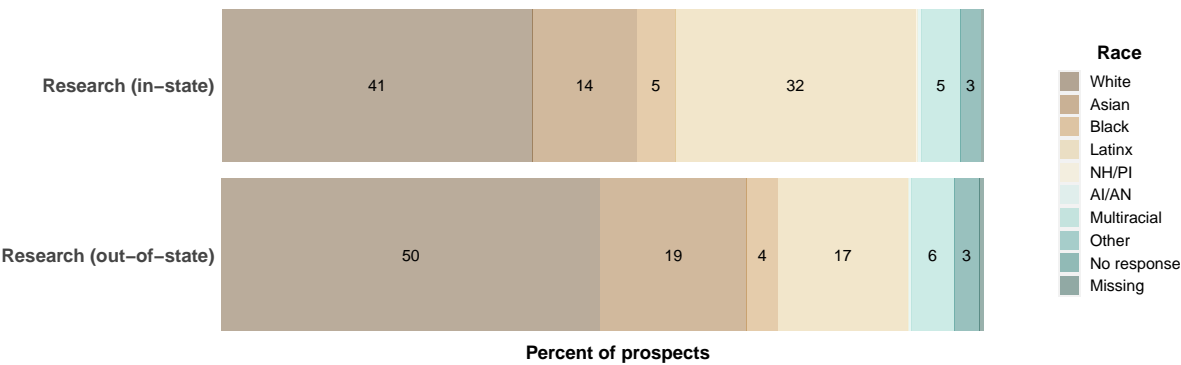


Figure 16: Median household income of prospects purchased by research universities



Figure 17: Locale of prospects purchased by research universities

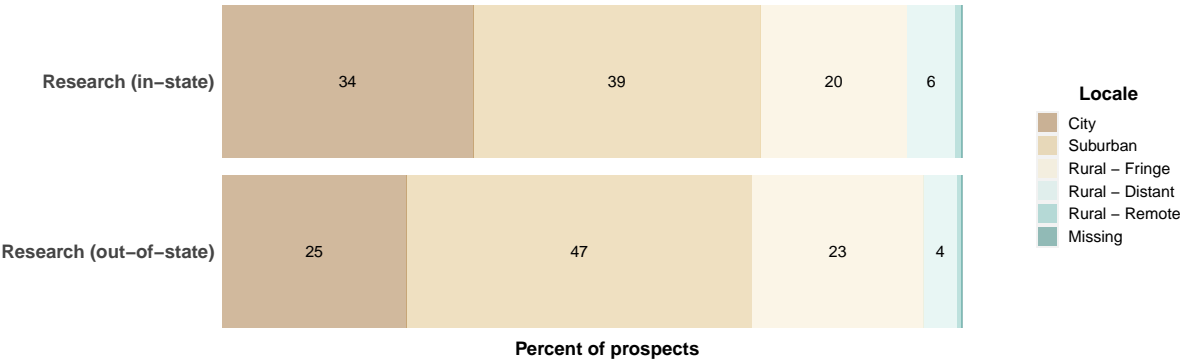


Figure 18: Racial composition of prospects purchased by ma/doctoral universities

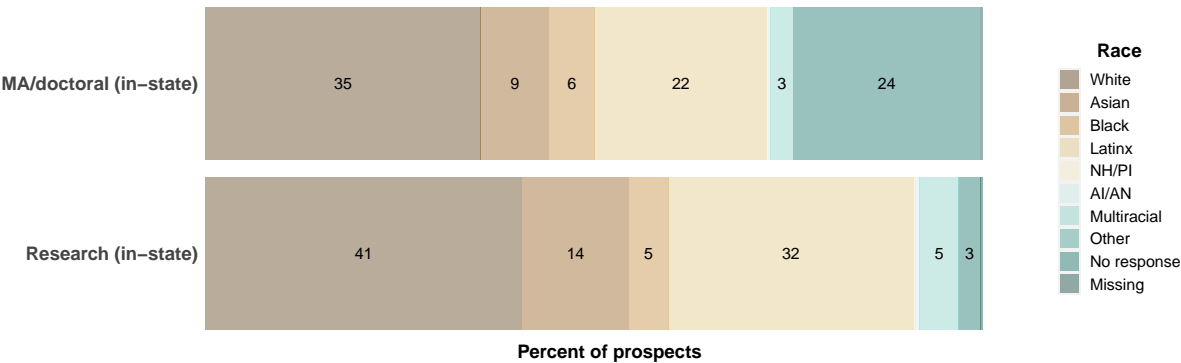


Figure 19: Median household income of prospects purchased by ma/doctoral universities



Figure 20: Locale of prospects purchased by ma/doctoral universities

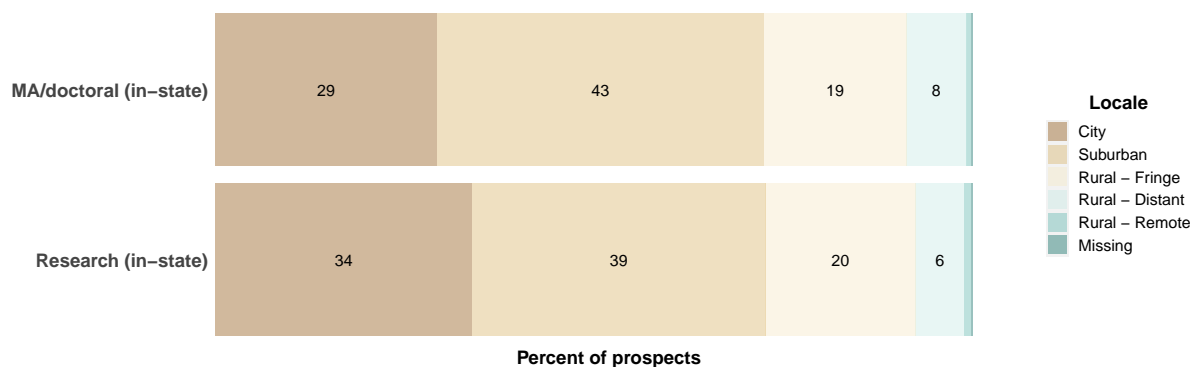


Figure A1: School type of prospects purchased by research vs. ma/doctoral universities

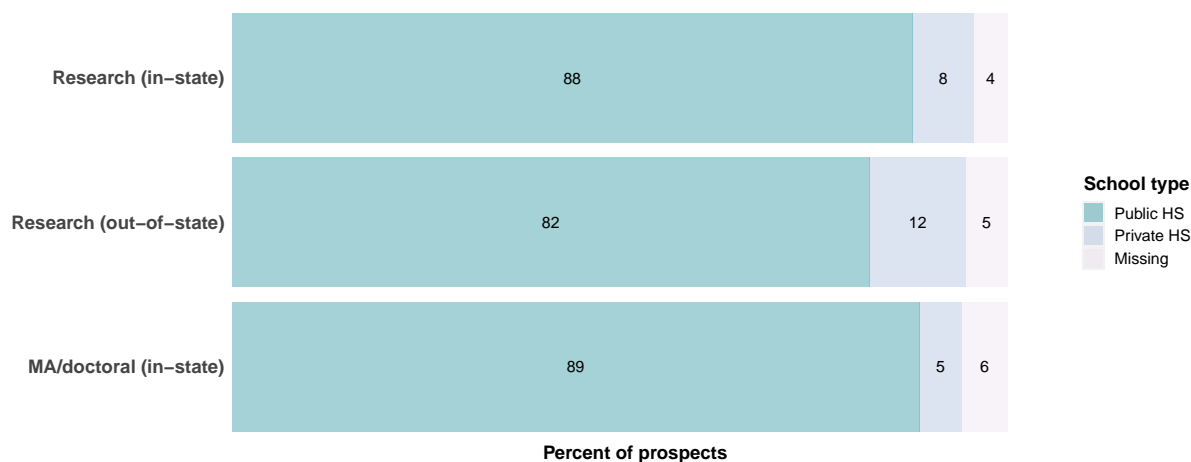


Table 7: Filter combos used in order purchases by research vs. ma/doctoral

Research			MA/doctoral		
Filters	Count	Percent	Filters	Count	Percent
HS grad class, PSAT, State	47	13%	HS grad class, GPA, SAT, Zip code	206	45%
HS grad class, GPA, SAT, PSAT, Rank, State, Race	39	10%	HS grad class, GPA, PSAT, Zip code	145	32%
HS grad class, SAT, State	35	9%	HS grad class, SAT, State	32	7%
HS grad class, GPA, SAT, State	27	7%	HS grad class, GPA, SAT, PSAT, Zip code	28	6%
HS grad class, PSAT, Geomarket	21	6%	HS grad class, SAT, Geomarket	9	2%
HS grad class, GPA, PSAT, State, Race	20	5%	HS grad class, GPA, SAT, State	7	2%
HS grad class, GPA, SAT, State, Race	19	5%	HS grad class, GPA, SAT	7	2%
HS grad class, GPA, PSAT, State	18	5%	HS grad class, GPA, SAT, PSAT	4	1%
HS grad class, SAT, Geomarket	17	5%	HS grad class, SAT	3	1%
HS grad class, GPA, AP score, Geomarket	15	4%	HS grad class, GPA, PSAT, State	2	0%