# Tables & Figures

## Figure 7
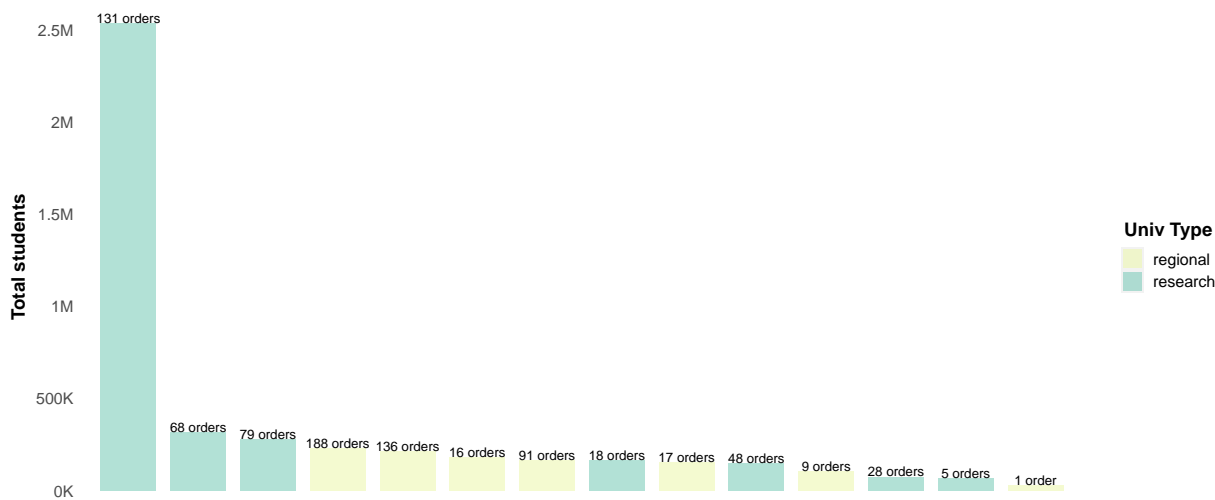


## Figure 8
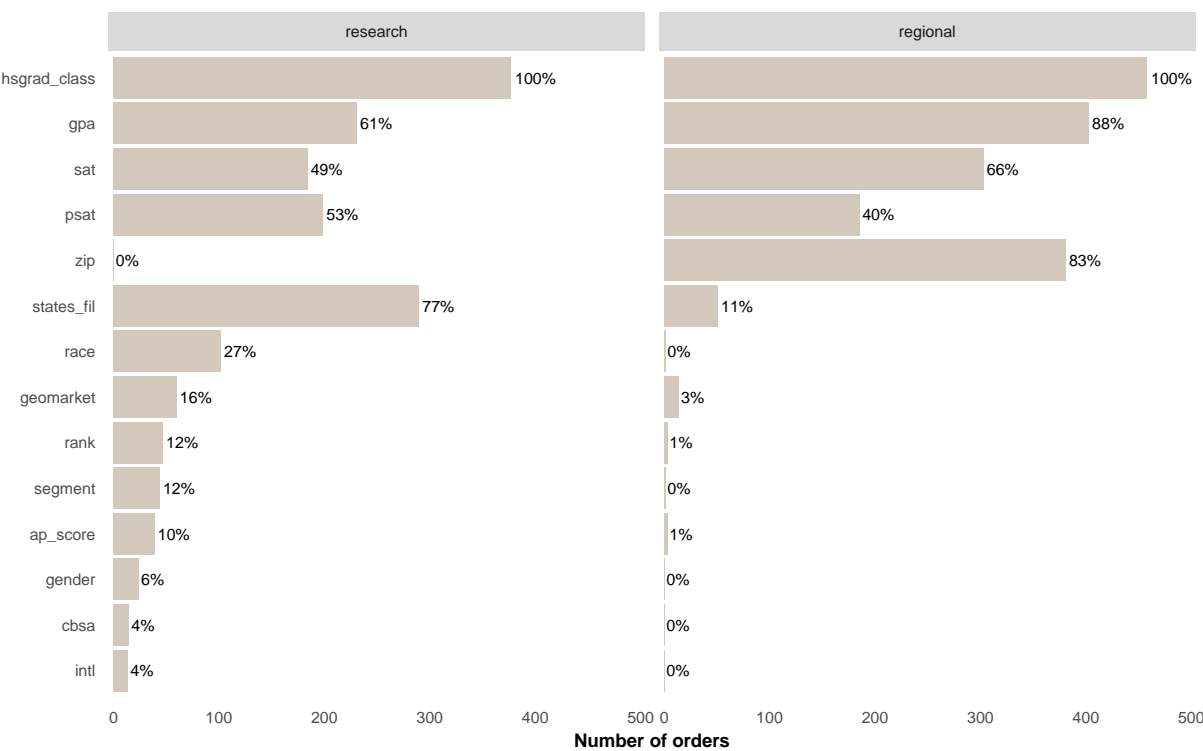
# Table 3
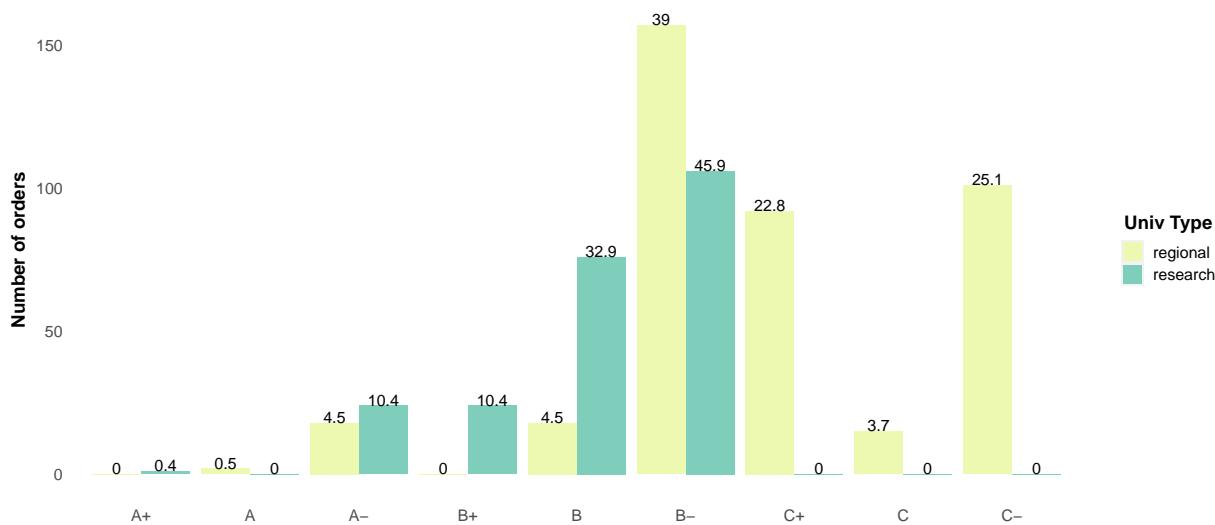


# NEW min test scores
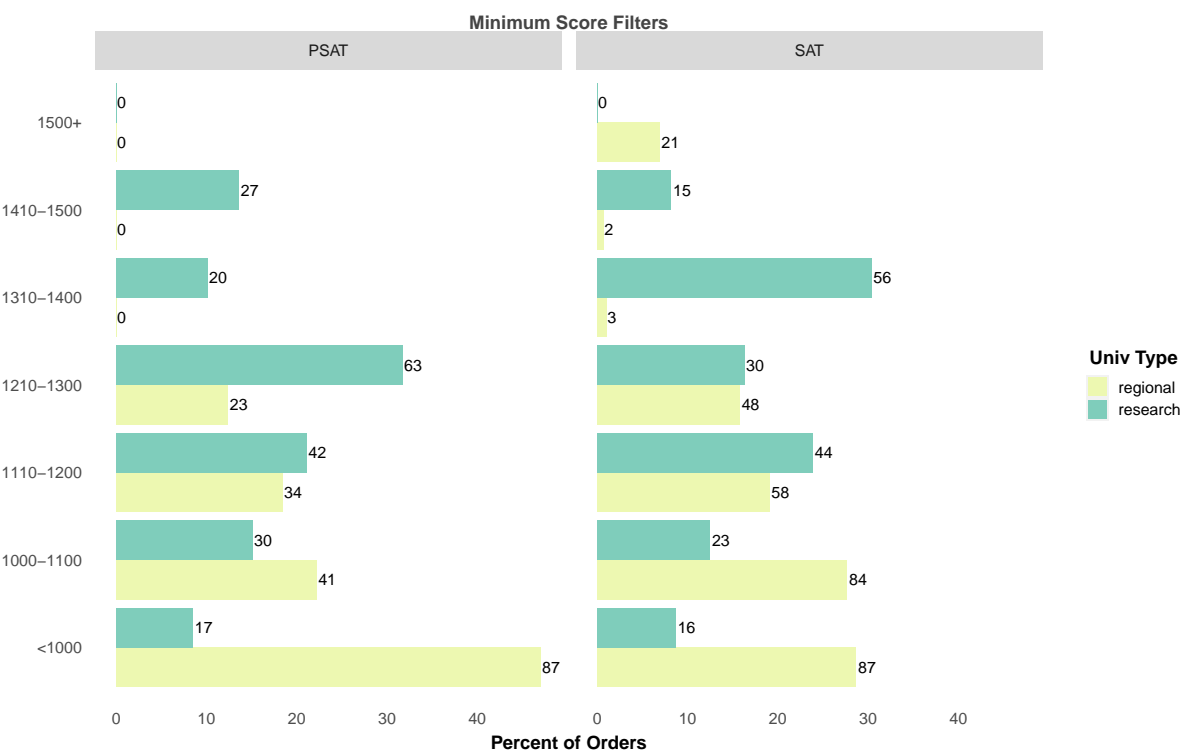
# NEW max test scores

**Maximum Score Filters**

# NEW state map (research)

**State Filters for Research Universities**



**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)**
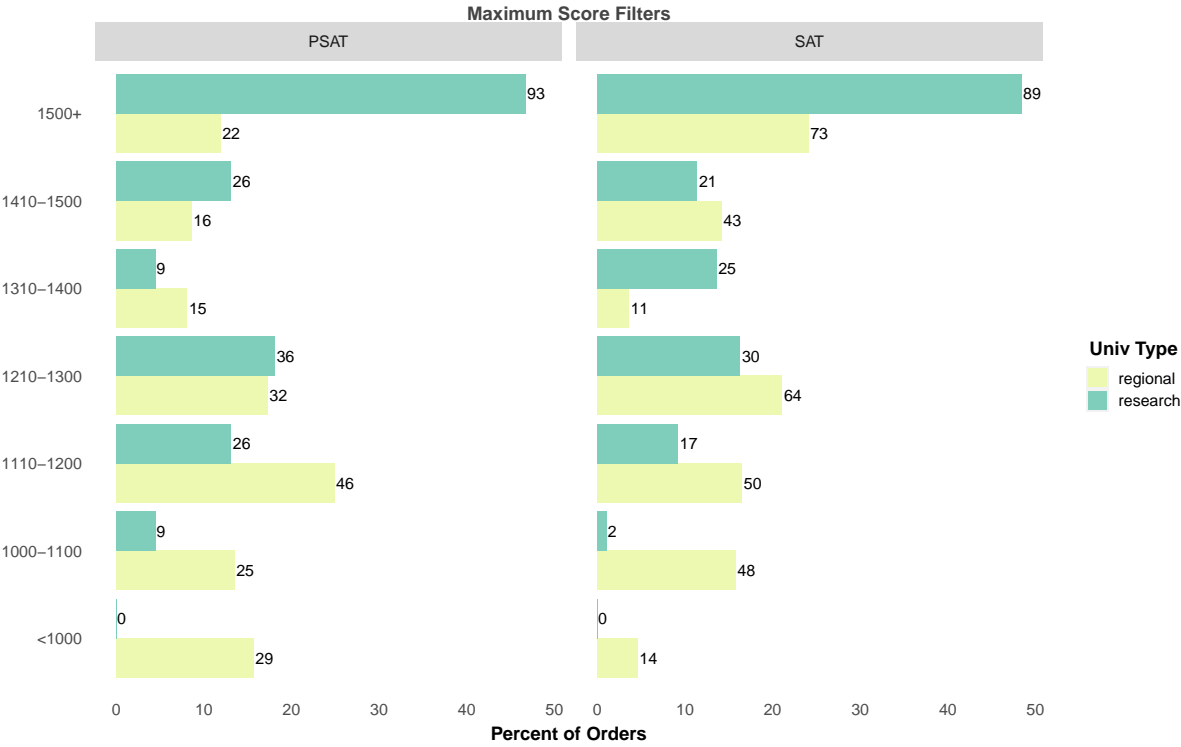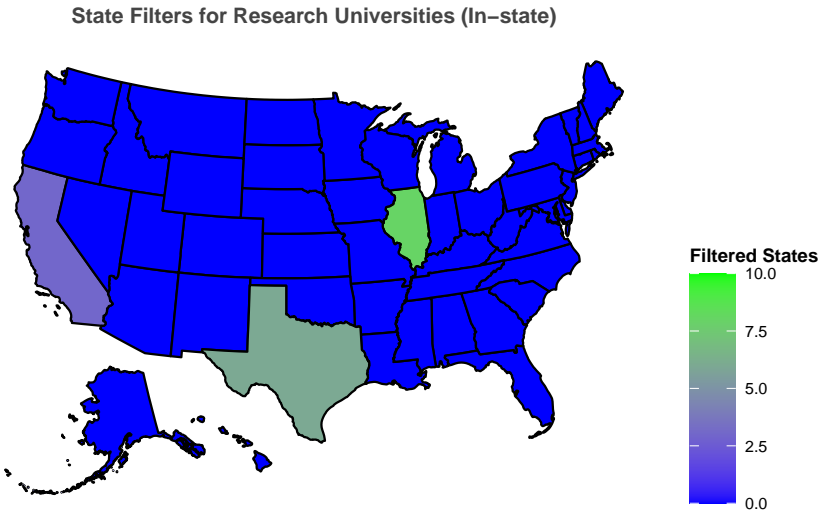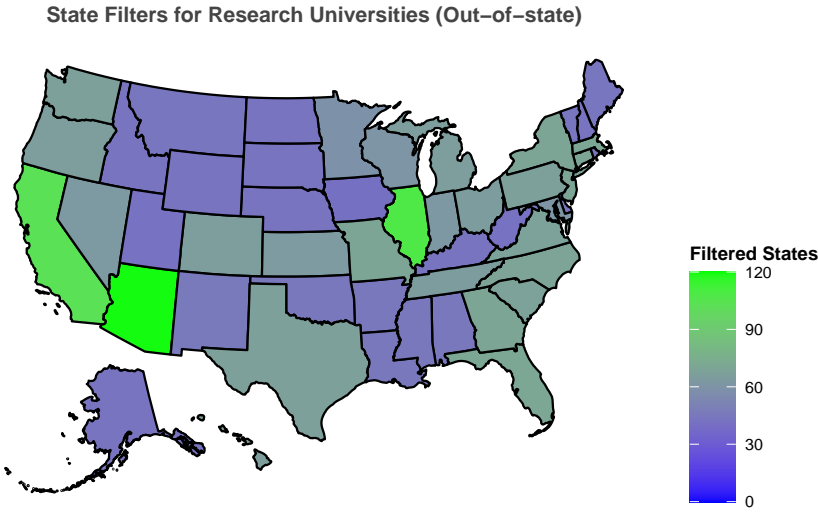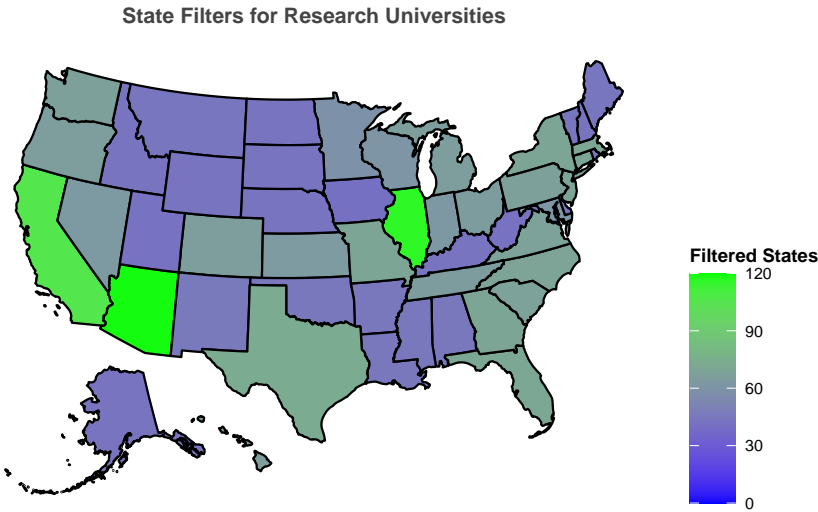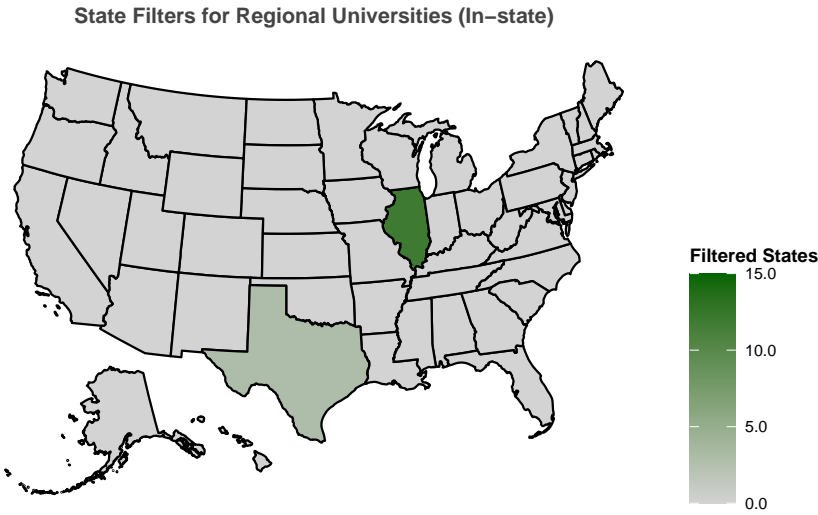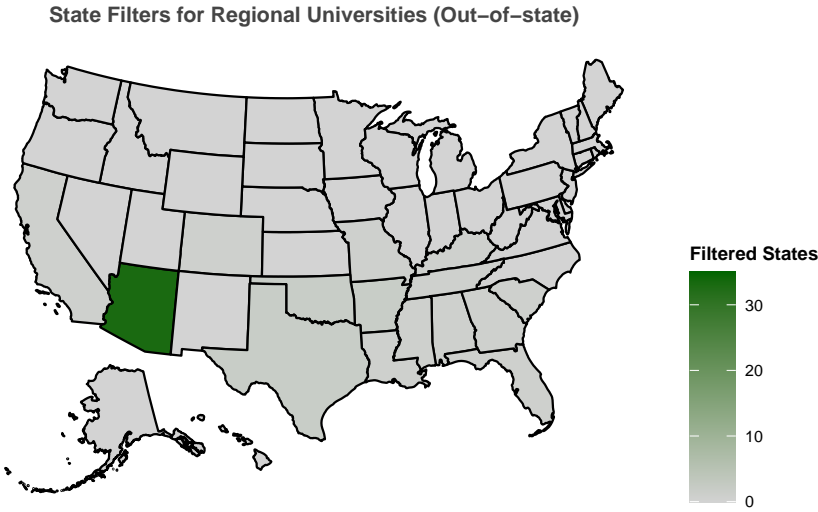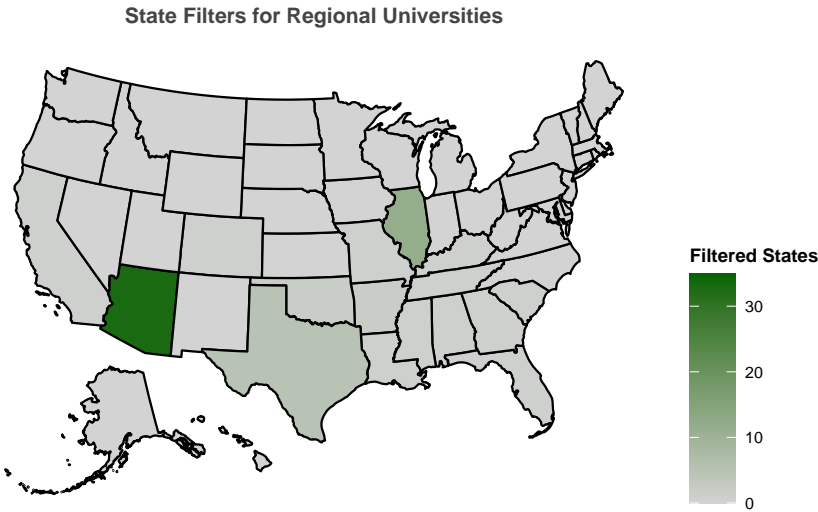
## NEW demographic race
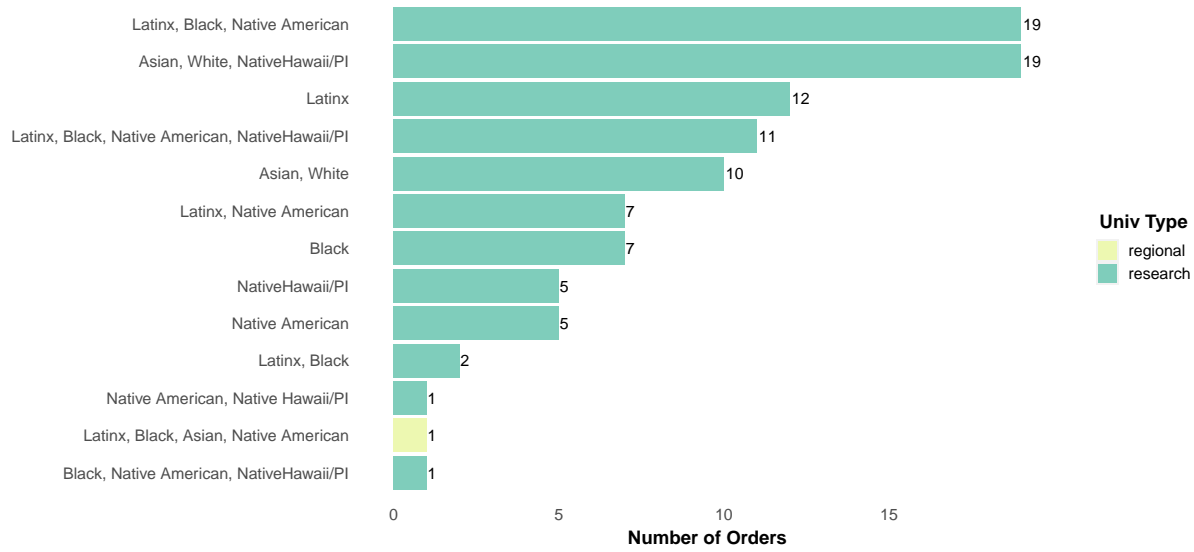


## Table 7

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% |
| grad_class,state,race,psat,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% |
| grad_class,state,race,sat,gpa | 14 | 6% | grad_class,zip,APscores | 2 | 0% |

## Figure 10

Locale ■ Domestic ■ International

| | |
|---|---|
| all_domestic | 3,549,815 — 115,640 |
| research_univ_instate | 596,730 |
| research_univ_outofstate | 2,188,751 |
| regional_univ_instate | 737,365 |
| regional_univ_outofstate | 26,969 |

## Figure 11

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| all_domestic | 45 | 5 | 20 | 16 | 5 | 8 | |
| research_univ_instate | 41 | 5 | 32 | 14 | 5 | 3 | |
| regional_univ_instate | 35 | 6 | 22 | 9 | 3 | 24 | |
| research_univ_outofstate | 50 | 4 | 17 | 19 | 6 | 3 | |
| regional_univ_outofstate | 43 | 5 | 9 | 6 | 3 | 33 | |

**Race/ethnicity**

- Pct White
- Pct Black
- Pct Latinx
- Pct Asian
- Pct NH/PI
- Pct AI/AN
- Pct Multiracial
- Pct Race–No Response
- Pct Race–Missing

## Figure 12

| | |
|---|---|
| all_domestic | $94K |
| in_state | $85K |
| out_of_state | $99K |
| research_univ_instate | $87K |
| research_univ_outofstate | $99K |
| regional_univ_instate | $84K |
| regional_univ_outofstate | $79K |

# Figure 13



## Appendix