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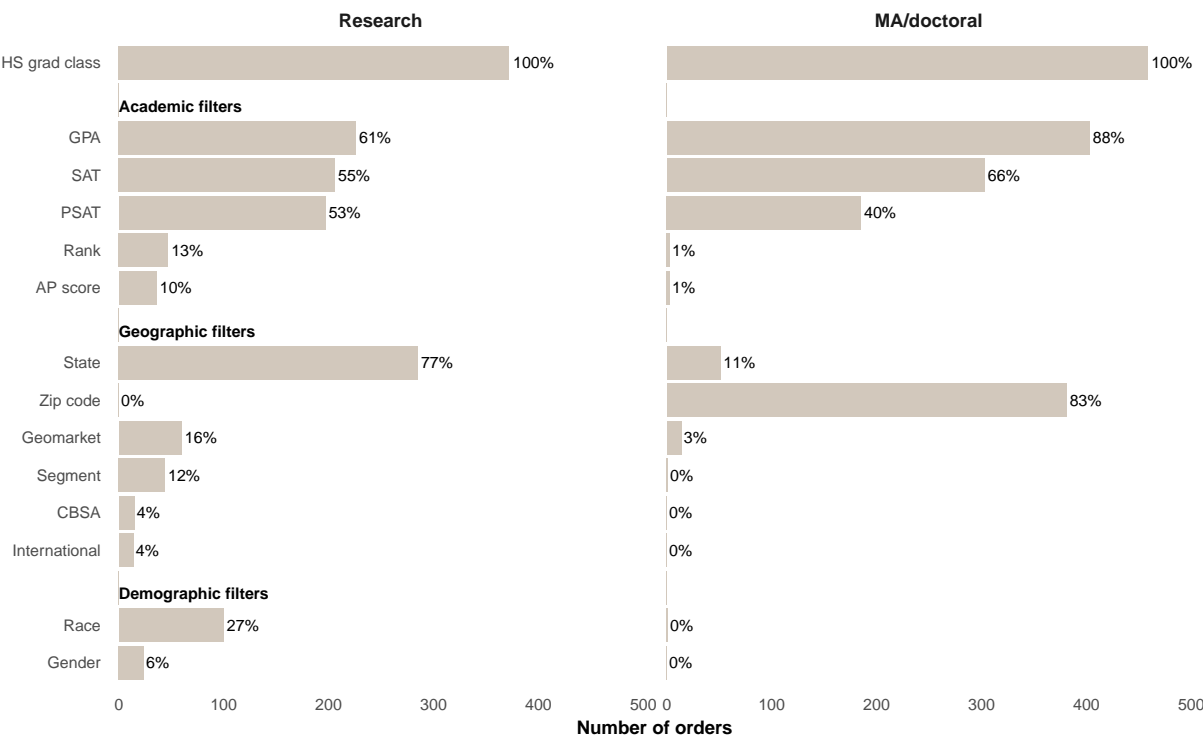
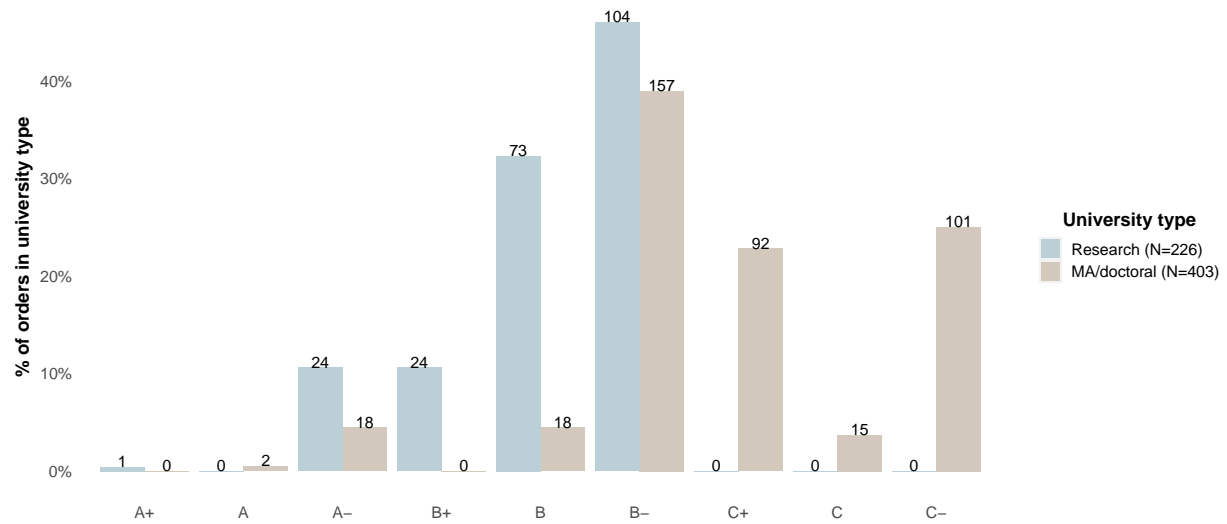**Figure 9: GPA filter used by research vs. ma/doctoral**

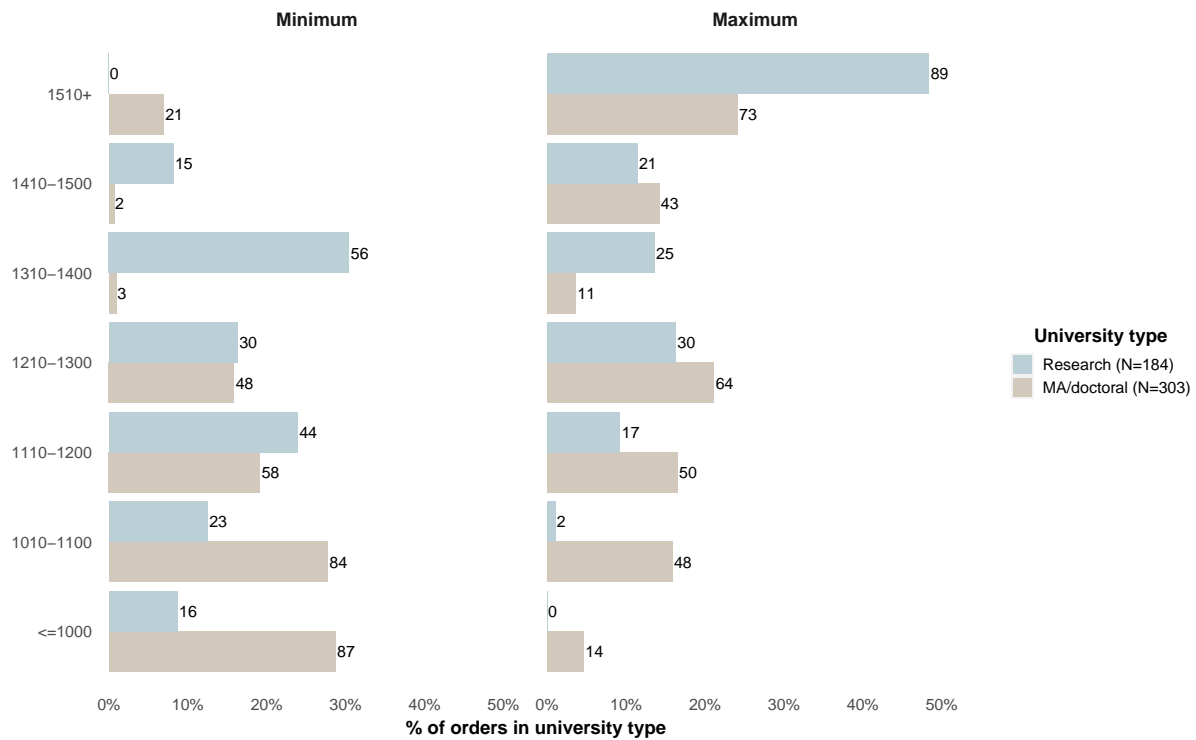**Figure 10: SAT filter used by research vs. ma/doctoral**

Figure 11: PSAT filter used by research vs. ma/doctoral
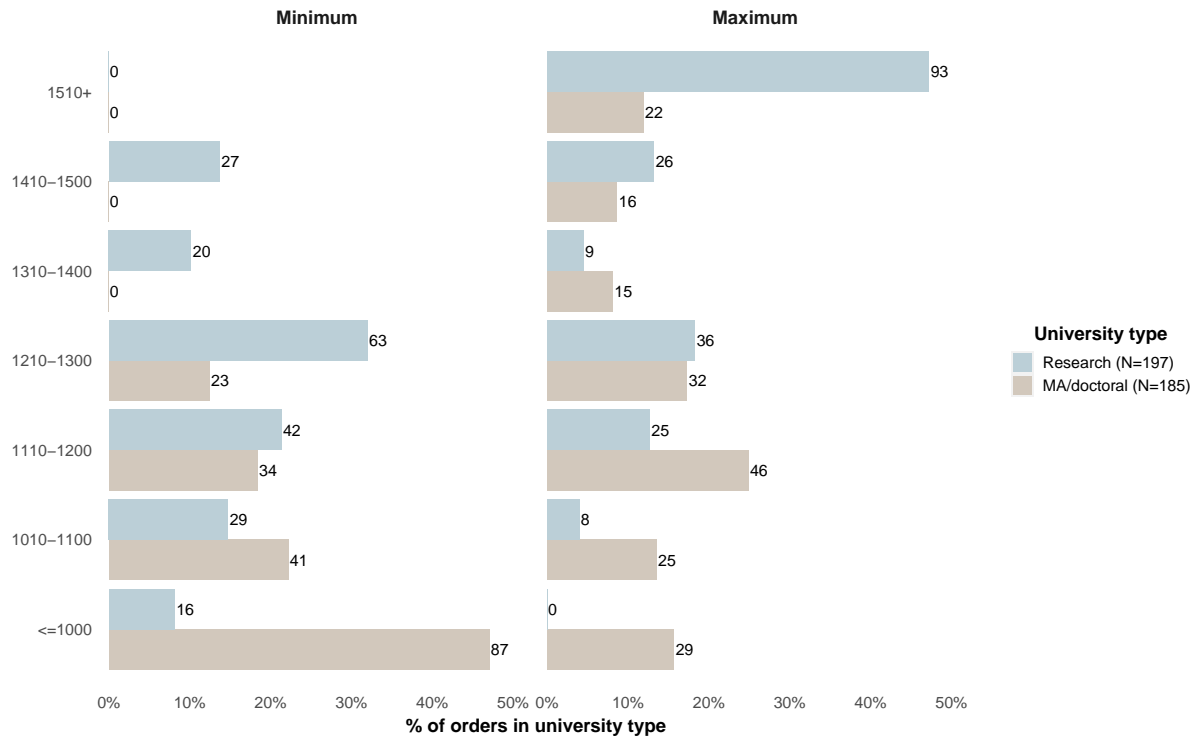
Figure 12: State filter used by research universities

State filter used by research universities (out−of−state)

State filter used by research universities (in−state)
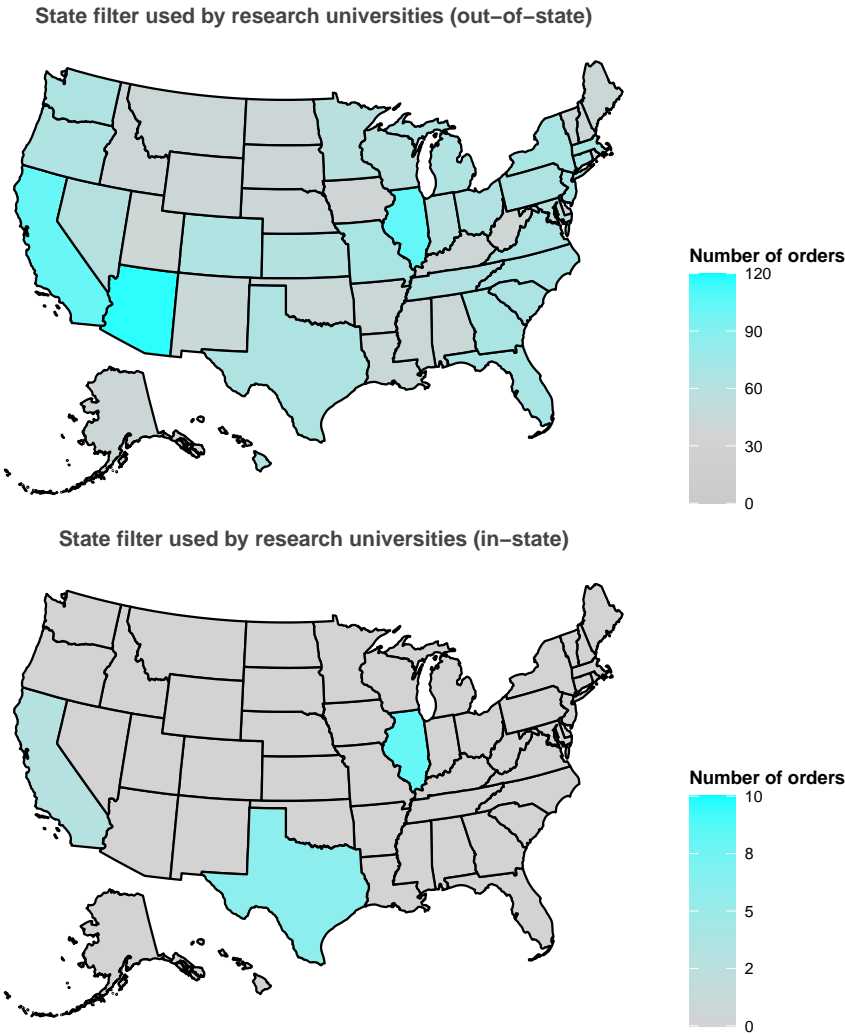
Figure 13: Race filter used by research vs. ma/doctoral

University type
- Research
- MA/doctoral
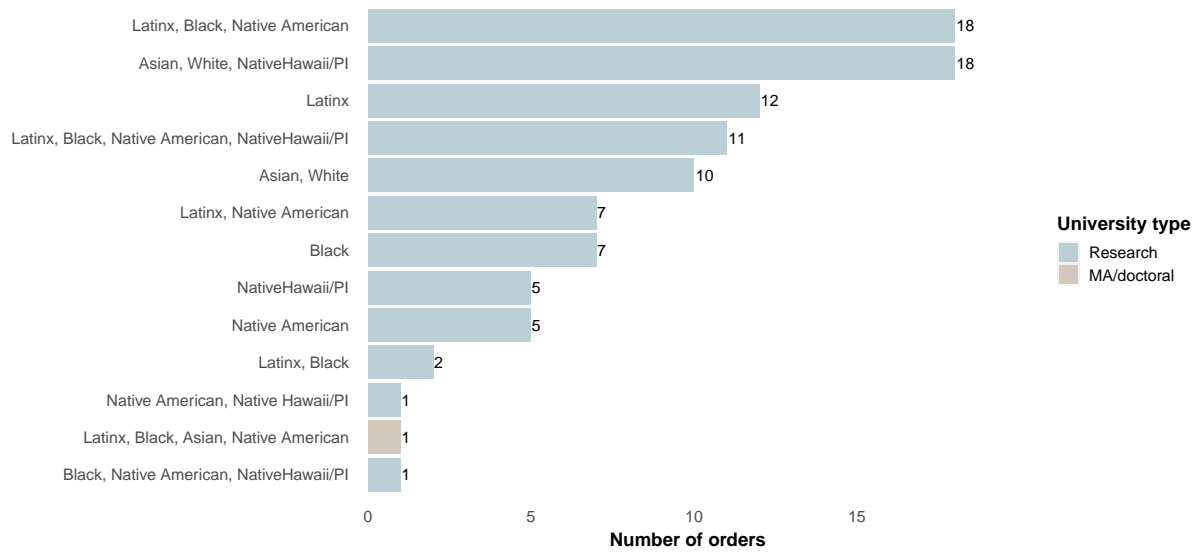
Figure 14: Number of prospects purchased by university type and location

- Domesetic
- International
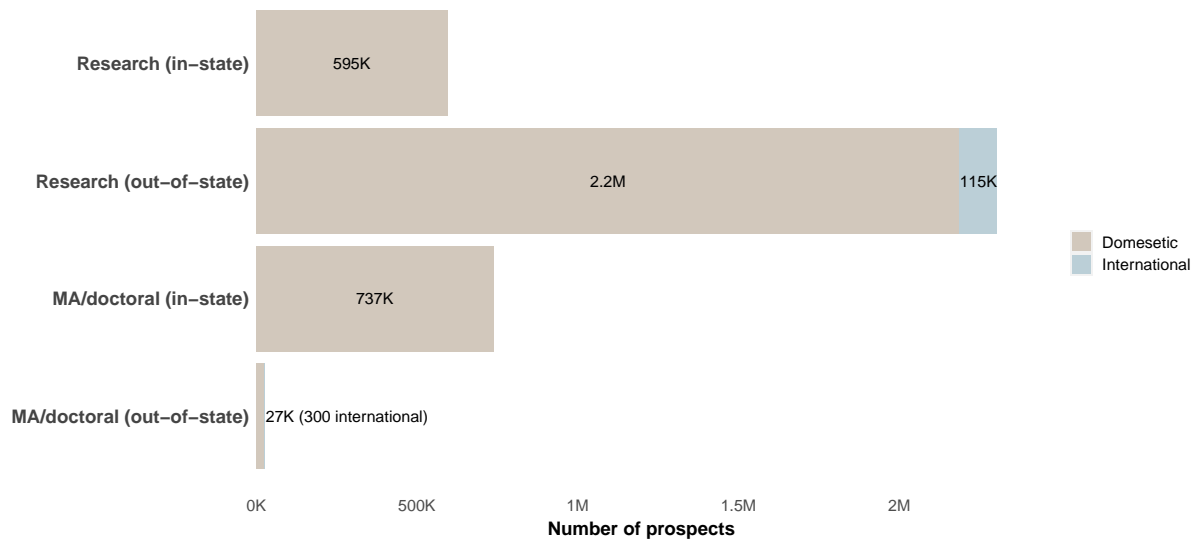
Figure 15: Racial composition of prospects purchased by research universities
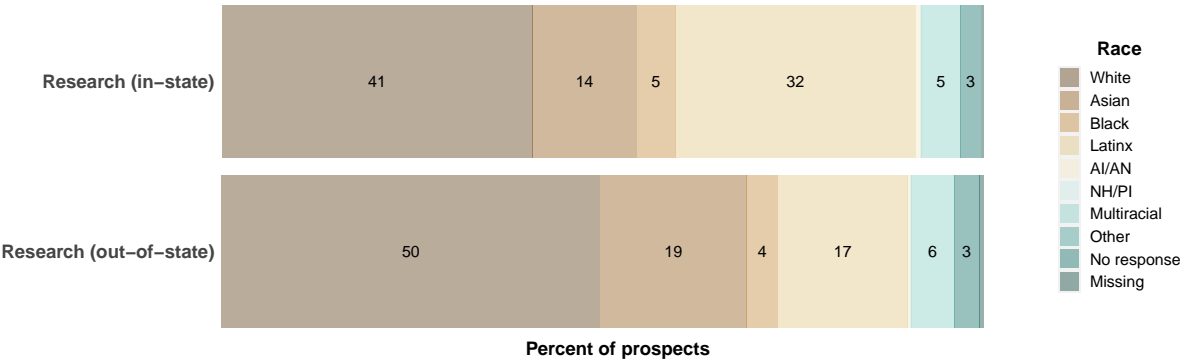
Figure 16: Median household income of prospects purchased by research universities
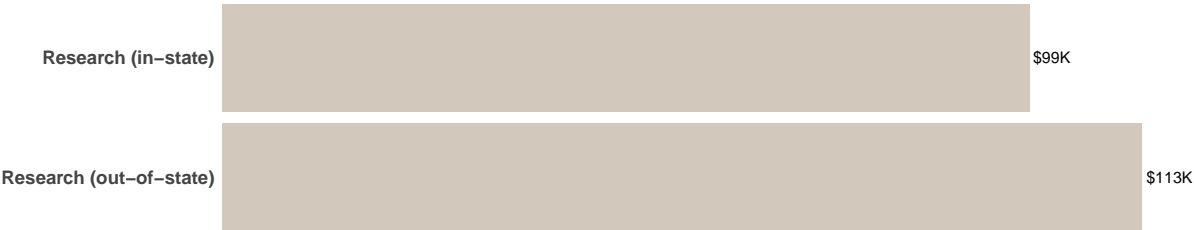
Figure 17: Locale of prospects purchased by research universities
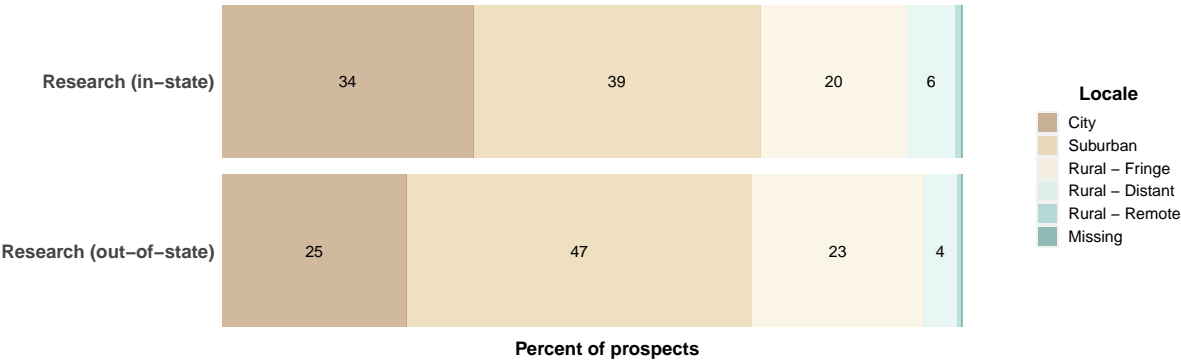
Figure 18: Racial composition of prospects purchased by ma/doctoral universities

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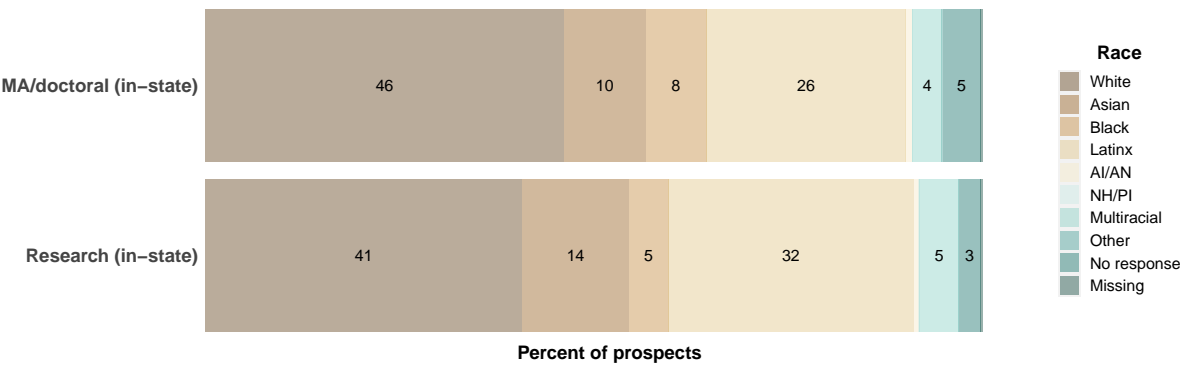
Figure 19: Median household income of prospects purchased by ma/doctoral universities

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

Percent of prospects

Figure 21: Zip code deep dive by Arizona State University in Los Angeles
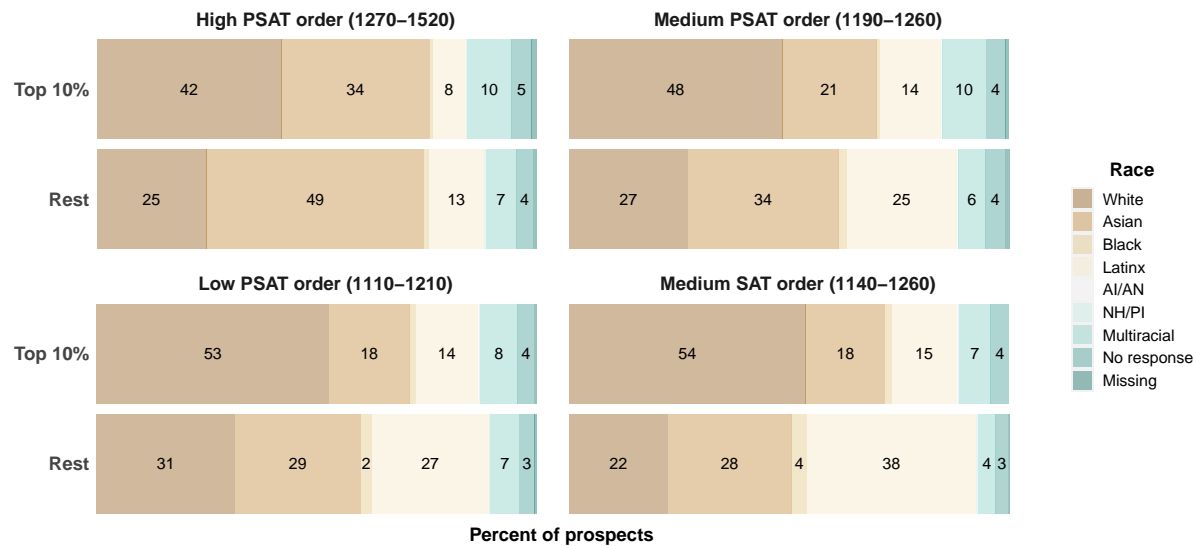
Figure 22: Women in STEM deep dive by University of California, San Diego
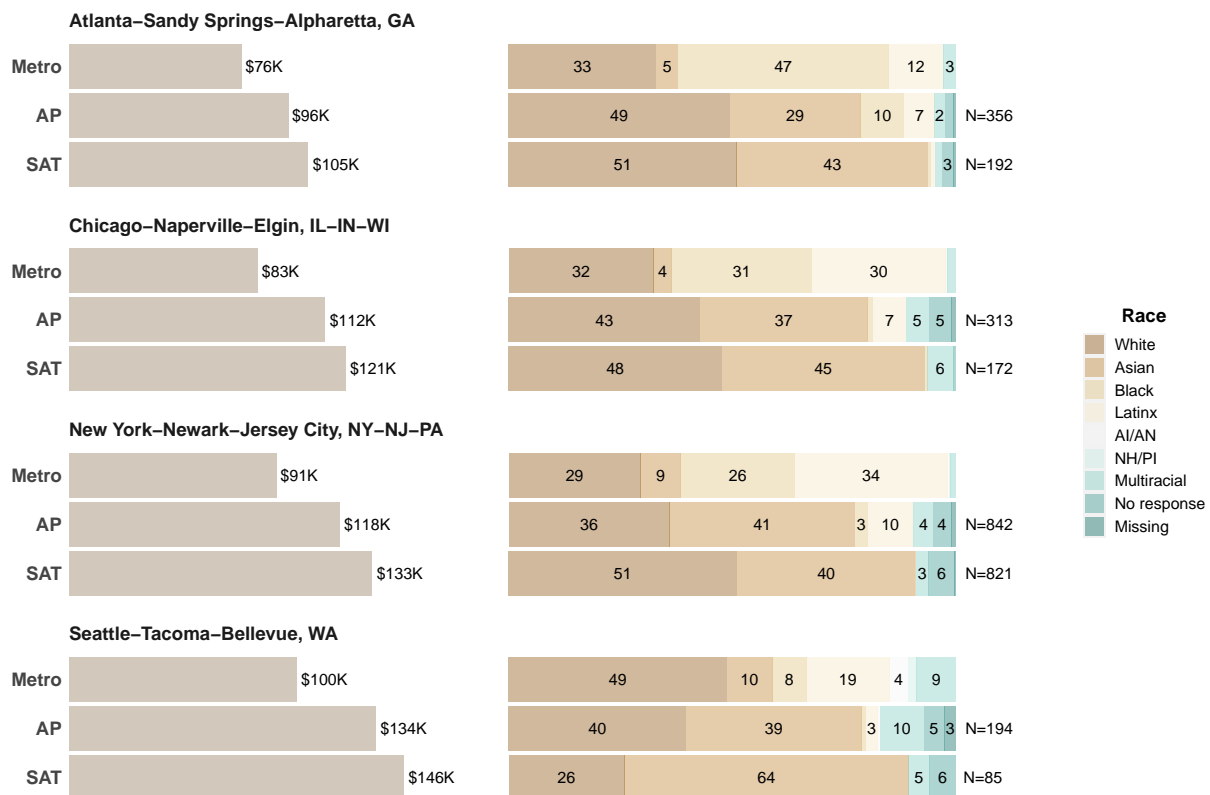
Figure 23: Segment deep dive by University of Illinois at Urbana-Champaign

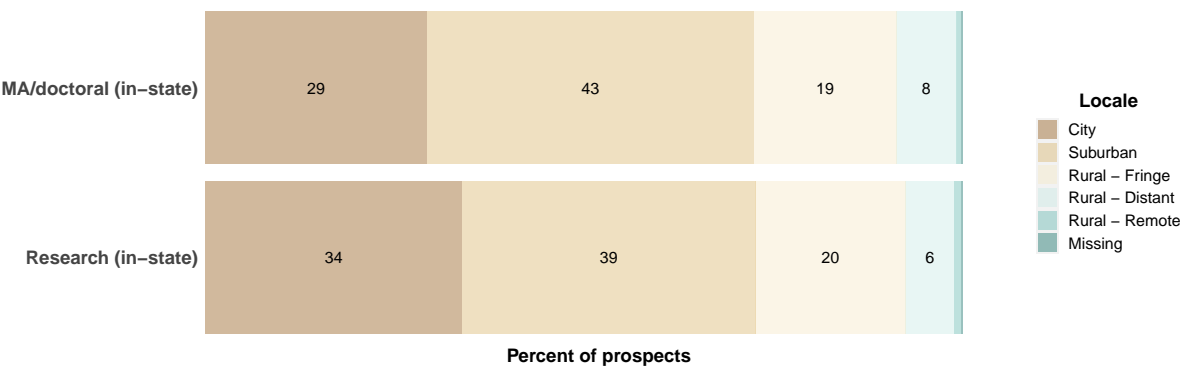**Los Angeles–Long Beach–Anaheim, CA**

Metro	$81K	11 · 7 · 8 · 70 · 2
Prospects	$122K	32 · 46 · 10 · 7 · 3 · N=12,307

New York–Newark–Jersey City, NY–NJ–PA

Metro	$91K	30 · 9 · 26 · 34
Prospects	$153K	56 · 26 · 8 · 4 · 3 · N=27,932

Philadelphia–Camden–Wilmington, PA–NJ–DE–MD

Metro	$84K	44 · 5 · 35 · 13 · 2
Prospects	$136K	70 · 17 · 5 · 4 · 2 · N=9,126

Washington–Arlington–Alexandria, DC–VA–MD–WV

Metro	$114K	21 · 5 · 53 · 17 · 3
Prospects	$164K	51 · 29 · 3 · 7 · 6 · 3 · N=5,728

Race
- White
- Asian
- Black
- Latinx
- AI/AN
- NH/PI
- Multiracial
- No response

Figure 24: Targeting students of color by race categories

Houston–The Woodlands–Sugar Land, TX

Black	18%	White	59%
Latinx	74%	Asian	4%
AI/AN	1%	Black	23%
Multiracial	5%	Latinx	74%
No response	1%	AI/AN	13%
		NH/PI	1%

Miami–Fort Lauderdale–West Palm Beach, FL

Black	11%	White	82%
Latinx	87%	Asian	4%
AI/AN	1%	Black	15%
Multiracial	2%	Latinx	87%
No response	0%	AI/AN	2%
		NH/PI	0%

New York–Newark–Jersey City, NY–NJ–PA

Black	16%	White	59%
Latinx	72%	Asian	9%
AI/AN	2%	Black	28%
Multiracial	10%	Latinx	72%
No response	0%	AI/AN	9%
		NH/PI	1%

Figure A1: School type of prospects purchased by research vs. ma/doctoral universities
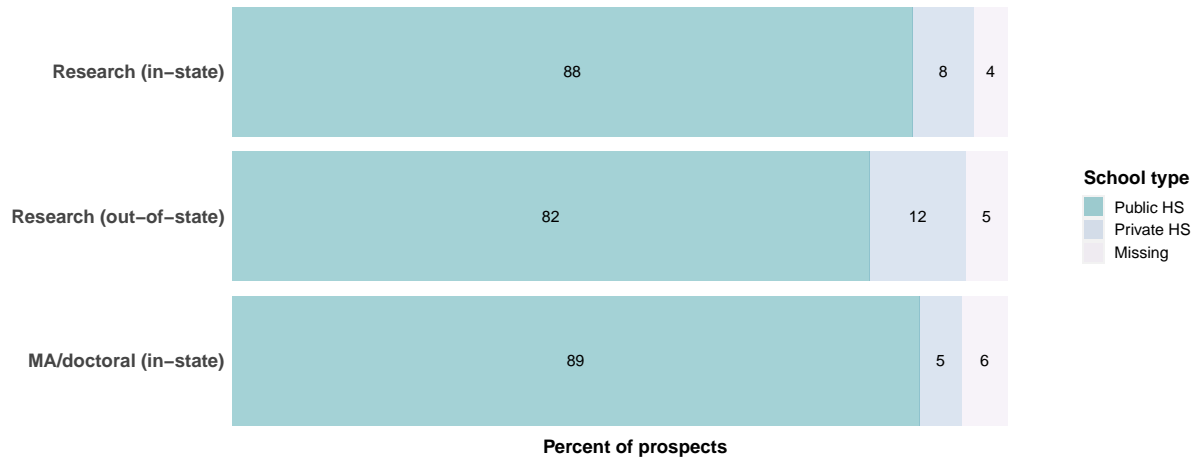
Table 7: Filter combos used in order purchases by research vs. ma/doctoral

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%

Table 8: Prospect characteristics by filter used

	All domestic	Academic					Geographic					Demographic	
		GPA	PSAT	SAT	HS rank	AP score	Zip code	State	Geomarket	Segment	CBSA	Race	Gender
Total count	3,547,620	1,101,266	1,812,447	971,237	146,660	75,479	165,924	1,173,678	1,056,951	186,519	146,313	279,626	39,546
Location													
% In-state	38	62	30	54	83	42	98	48	17	15	4	59	6
% Out-of-state	62	38	70	46	17	58	2	52	83	85	96	41	94
Race/ethnicity													
% White	48	45	50	47	51	17	43	42	57	51	53	25	47
% Asian	16	15	17	15	10	7	13	18	13	27	28	5	38
% Black	5	7	4	7	8	17	8	5	4	3	2	11	1
% Latinx	21	24	19	22	23	46	27	24	16	11	8	46	6
% NH/PI	0	0	0	0	0	1	0	0	0	0	0	0	0
% AI/AN	1	1	1	0	1	1	1	1	0	0	0	2	0
% Multiracial	5	5	5	5	5	10	4	6	5	5	5	9	5
% Other	0	0	0	0	0	0	0	0	0	0	0	0	0
% No response	4	3	3	3	2	1	4	3	4	3	3	2	3
% Missing	0	0	1	0	0	0	1	1	1	0	0	0	0
Gender													
% Male	34	19	37	18	0	3	46	24	48	6	0	11	0
% Female	36	23	40	20	1	15	54	27	52	9	0	12	33
% Other	0	0	0	0	0	0	0	0	0	0	0	0	0
% Missing	30	58	22	63	99	82	0	49	0	85	1	77	67
Household income													
Median income	$107K	$105K	$108K	$105K	$99K	$90K	$97K	$105K	$107K	$130K	$135K	$94K	$127K
Locale													
% City	27	27	27	26	26	31	31	30	23	24	22	29	26
% Suburban	44	47	44	48	53	40	42	42	46	54	57	47	49
% Rural - Fringe	22	20	22	20	15	23	19	22	23	19	19	19	23
% Rural - Distant	6	6	5	6	6	5	7	6	6	2	1	6	2
% Rural - Remote	1	0	1	0	0	0	1	1	1	0	0	0	0
% Missing	0	0	0	0	0	0	0	0	0	0	0	0	0