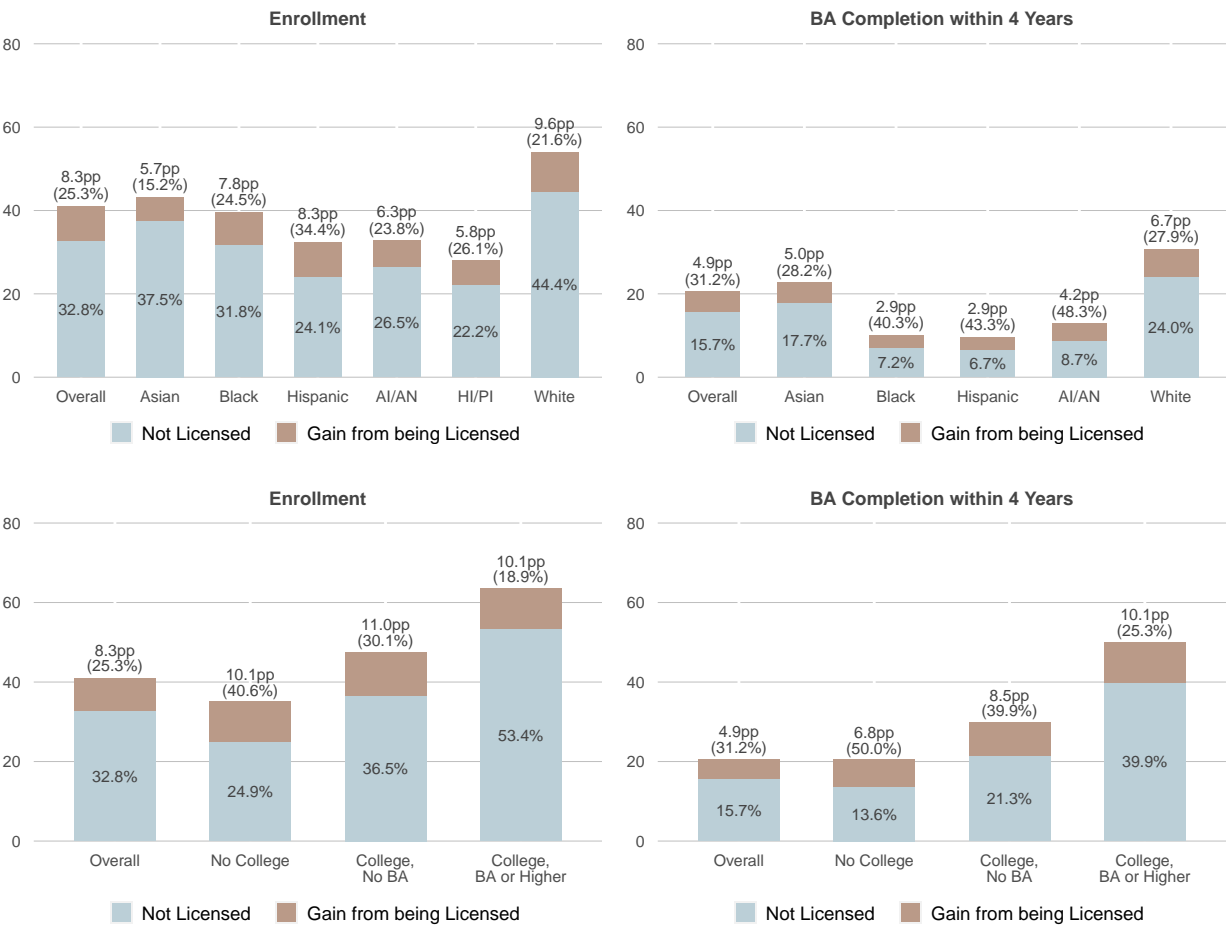
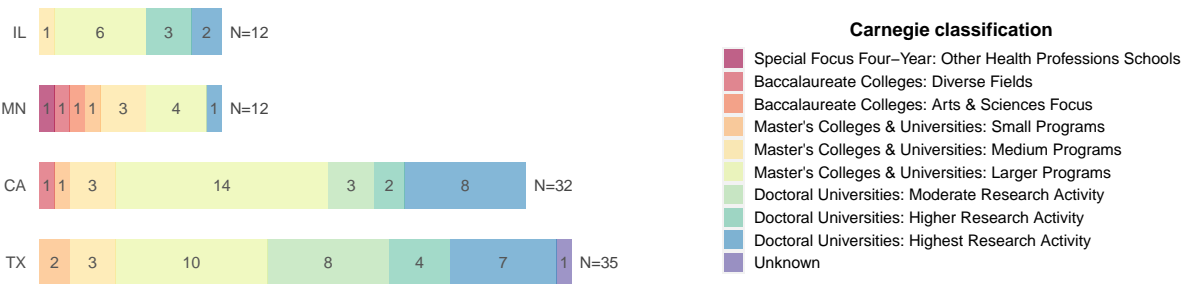


Tables & Figures

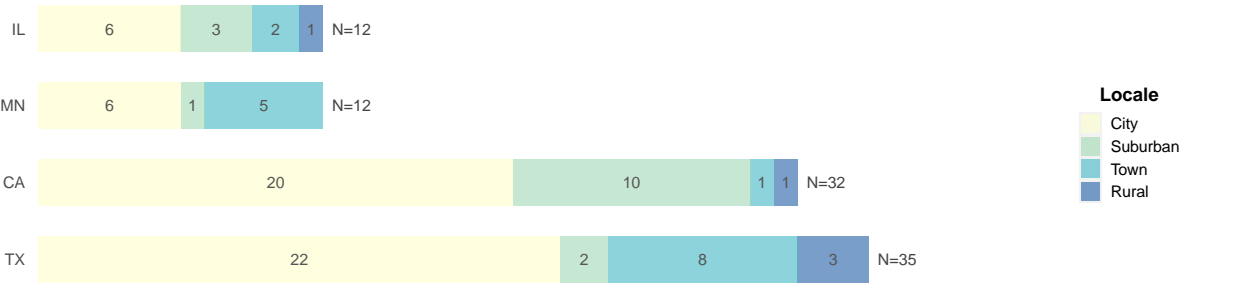
Figure



Figure



Figure



Locale

City

Suburban

Town

Rural

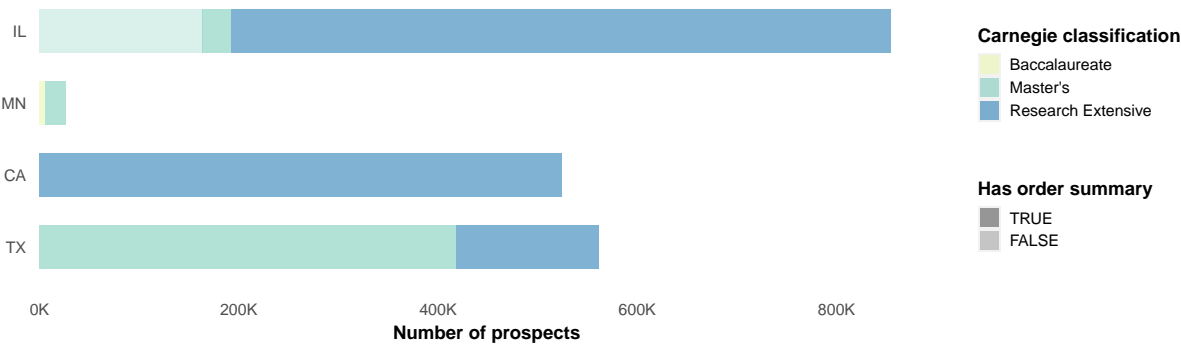
Table

State	System	University	Campus	25th pct SAT/ACT	75th pct SAT/ACT	In-state tuition	Out-of-state tuition	# Freshmen	% Out-of-state freshmen	% Pell	% White	% Black	% Latino	% Asian/Pacific Islander	% Non-resident alien
IL	U of IL	University of Illinois at Springfield	Master's Colleges & Universities: Larger Programs	947	1,188	\$11,754.29	\$18,588.71	300	9.7%	38.0%	55.0%	20.7%	16.0%	1.7%	4.3%
		University of Illinois at Chicago	Doctoral Universities: Highest Research Activity	999	1,221	\$15,101.54	\$25,614.16	3,307	7.6%	19.0%	24.8%	8.9%	38.5%	13.9%	4.8%
		University of Illinois at Urbana-Champaign	Doctoral Universities: Highest Research Activity	1,209	1,432	\$17,562.60	\$34,760.32	7,592	25.7%	23.6%	43.8%	7.2%	12.3%	19.6%	13.7%
		Chicago State University	Master's Colleges & Universities: Medium Programs	795	971	\$10,477.27	\$17,012.21	86	26.7%	72.4%	15.1%	62.8%	1.7%	1.7%	3.8%
IL	IL State U	Eastern Illinois University	Master's Colleges & Universities: Larger Programs	870	1,110	\$11,705.33	\$16,071.45	172	12.0%	53.0%	27.5%	10.0%	4.0%	1.0%	2.7%
		Governors State University	Master's Colleges & Universities: Larger Programs	830	990	\$10,747.69	\$19,087.47	218	1.8%	69.7%	18.3%	64.2%	9.6%	0.5%	0.5%
		Northern Illinois University	Master's Colleges & Universities: Larger Programs	790	950	\$9,414.96	\$17,036.25	801	1.6%	63.8%	17.2%	21.2%	43.1%	3.7%	4.0%
		Western Illinois University	Master's Colleges & Universities: Larger Programs	870	1,070	\$12,054.80	\$17,047.49	1,527	6.8%	54.5%	43.0%	34.6%	14.7%	6.7%	0.7%
IL	IL State U	Illinois State University	Doctoral Universities: Higher Research Activity	990	1,190	\$12,277.67	\$17,033.54	3,094	3.6%	30.3%	71.0%	10.9%	12.2%	2.1%	0.5%
		Northern Illinois University	Doctoral Universities: Higher Research Activity	910	1,140	\$14,262.61	\$24,191.49	1,802	5.0%	43.0%	46.7%	23.5%	18.0%	1.7%	1.1%
		Southern Illinois University-Edwardsville	Master's Colleges & Universities: Larger Programs	949	1,188	\$10,011.82	\$11,440.62	1,066	15.3%	34.4%	70.0%	15.2%	4.9%	2.3%	0.4%
		Southern Illinois University-Carbondale	Doctoral Universities: Higher Research Activity	959	1,149	\$13,361.02	\$26,685.25	1,693	15.4%	45.9%	58.4%	23.1%	11.3%	1.1%	1.3%
MN	UMN	University of Minnesota-Rochester	Special Focus Four-Year: Other Health Professions Schools	1,028	1,217	\$13,523.53	\$13,523.53	145	24.8%	37.2%	62.8%	9.7%	5.5%	18.0%	0.7%
		University of Minnesota-Crookston	Baccalaureate Colleges: Diverse Fields	943	1,110	\$11,507.77	\$11,507.77	209	34.0%	33.8%	75.6%	6.2%	3.3%	1.9%	3.3%
		University of Minnesota-Morris	Baccalaureate Colleges: Arts & Sciences Focus	1,029	1,201	\$13,129.62	\$15,173.08	376	16.2%	34.7%	64.0%	2.1%	5.9%	4.4%	3.7%
		University of Minnesota-Duluth	Master's Colleges & Universities: Larger Programs	1,029	1,190	\$13,428.48	\$17,870.23	2,138	15.3%	23.1%	83.7%	2.4%	3.5%	4.3%	1.4%
MN	MN State U	University of Minnesota-Twin Cities	Doctoral Universities: Highest Research Activity	1,200	1,387	\$14,653.57	\$24,330.49	5,880	25.7%	18.0%	71.1%	1.4%	3.8%	10.8%	5.8%
		Ramapo State University	Master's Colleges & Universities: Small Programs	900	1,110	\$8,578.94	\$8,578.94	814	12.9%	32.7%	84.4%	1.4%	2.7%	0.9%	2.3%
		Minnesota State University Moorhead	Master's Colleges & Universities: Medium Programs	949	1,149	\$8,292.77	\$13,265.99	870	30.8%	28.6%	77.7%	1.8%	4.4%	0.8%	8.9%
		Southeast Minnesota State University	Master's Colleges & Universities: Medium Programs	864	1,070	\$8,530.90	\$8,530.90	491	27.3%	27.6%	64.0%	8.1%	4.3%	2.6%	13.8%
MN	MN State U	Winona State University	Master's Colleges & Universities: Medium Programs	948	1,149	\$9,274.94	\$15,097.45	1,075	37.1%	26.0%	85.7%	2.4%	4.1%	2.5%	1.5%
		Metropolitan State University	Master's Colleges & Universities: Larger Programs	948	1,149	\$12,732.69	\$14,711.13	134	3.6%	76.2%	22.4%	28.1%	6.0%	27.3%	7.5%
		Minnesota State University-Mankato	Master's Colleges & Universities: Larger Programs	948	1,110	\$8,031.13	\$13,945.74	2,433	16.9%	27.6%	75.8%	4.4%	5.1%	3.8%	5.6%
		Saint Cloud State University	Master's Colleges & Universities: Larger Programs	871	1,111	\$8,084.27	\$16,176.72	1,782	13.9%	36.4%	65.2%	6.8%	4.8%	8.4%	10.4%
UC	UC	University of California-Merced	Doctoral Universities: Higher Research Activity	1,085	1,095	\$14,554.19	\$19,524.04	2,018	9.3%	66.1%	9.4%	2.9%	55.3%	15.3%	7.5%
		University of California-Berkeley	Doctoral Universities: Highest Research Activity	1,316	1,527	\$13,806.63	\$41,076.48	6,252	24.4%	19.4%	25.6%	1.8%	13.8%	42.7%	9.3%
		University of California-Davis	Doctoral Universities: Highest Research Activity	1,108	1,349	\$14,355.46	\$41,625.31	5,762	19.4%	33.3%	23.9%	1.0%	12.4%	28.0%	16.4%
		University of California-Irvine	Doctoral Universities: Highest Research Activity	1,078	1,334	\$13,654.34	\$40,924.20	6,551	25.8%	37.8%	11.1%	1.8%	26.2%	33.9%	21.7%
UC	UC	University of California-Los Angeles	Doctoral Universities: Highest Research Activity	1,202	1,466	\$13,284.65	\$40,174.50	6,545	25.0%	29.0%	25.0%	3.4%	23.4%	28.0%	11.1%
		University of California-Riverside	Doctoral Universities: Highest Research Activity	1,200	1,390	\$13,880.21	\$41,150.07	5,359	2.2%	36.0%	10.1%	4.0%	47.2%	31.1%	2.5%
		University of California-San Diego	Doctoral Universities: Highest Research Activity	1,193	1,455	\$13,945.62	\$41,215.48	5,748	26.5%	30.7%	15.5%	1.3%	20.6%	34.4%	21.6%
		University of California-Santa Barbara	Doctoral Universities: Highest Research Activity	1,161	1,462	\$14,384.65	\$41,652.01	4,996	15.0%	31.4%	17.5%	31.8%	17.5%	18.9%	10.6%
CA	CA	University of California-Santa Cruz	Doctoral Universities: Highest Research Activity	1,094	1,309	\$13,837.29	\$41,107.14	4,221	8.5%	32.3%	31.2%	1.9%	25.6%	24.2%	6.3%
		Berklee College of Music	Baccalaureate Colleges: Diverse Fields	863	1,093	\$8,657.99	\$15,263.87	241	16.6%	27.1%	37.5%	1.7%	26.1%	11.8%	8.9%
		California State University-Chico	Master's Colleges & Universities: Small Programs	863	1,093	\$8,699.24	\$15,097.12	1,010	0.5%	52.0%	21.5%	1.1%	55.6%	8.4%	2.4%
		California State University-Monterey Bay	Master's Colleges & Universities: Medium Programs	863	1,063	\$8,619.54	\$17,925.42	802	5.6%	56.6%	20.2%	4.5%	37.1%	5.9%	3.7%
CA	CA	California State University-San Marcos	Master's Colleges & Universities: Medium Programs	863	1,063	\$8,655.66	\$18,951.54	2,192	4.0%	60.5%	25.3%	5.0%	47.7%	8.5%	5.0%
		Humboldt State University	Master's Colleges & Universities: Medium Programs	870	1,096	\$7,267.83	\$18,773.70	1,295	6.9%	53.2%	36.1%	4.5%	42.4%	2.7%	1.4%
		California Polytechnic State University-San Luis Obispo	Master's Colleges & Universities: Larger Programs	1,170	1,470	\$12,274.94	\$20,868.81	4,341	16.7%	52.8%	13.8%	6.0%	13.0%	13.6%	1.5%
		California State Polytechnic University-Pomona	Master's Colleges & Universities: Larger Programs	913	1,176	\$7,222.70	\$18,628.57	4,204	4.0%	44.3%	14.7%	4.3%	46.2%	21.5%	6.4%
CA	CA	California State University-Bakersfield	Master's Colleges & Universities: Larger Programs	870	1,103	\$7,708.07	\$18,413.95	1,362	2.9%	65.0%	12.7%	6.3%	64.8%	6.5%	5.1%
		California State University-Chico	Master's Colleges & Universities: Larger Programs	870	1,103	\$7,195.10	\$18,600.98	2,762	1.8%	44.0%	38.7%	3.8%	38.2%	5.3%	5.3%
		California State University-Dominguez Hills	Master's Colleges & Universities: Larger Programs	870	1,103	\$6,564.51	\$17,970.38	1,299	0.5%	68.3%	2.1%	11.5%	71.3%	6.8%	5.0%
		California State University-East Bay	Master's Colleges & Universities: Larger Programs	870	1,103	\$6,708.62	\$18,114.49	1,596	4.4%	38.7%	8.0%	11.0%	46.7%	19.6%	6.0%
CA	CSU	California State University-Channel Islands	Master's Colleges & Universities: Larger Programs	936	1,169	\$6,602.33	\$18,008.20	4,253	4.3%	48.4%	16.6%	4.4%	41.3%	24.2%	4.7%
		California State University-Long Beach	Master's Colleges & Universities: Larger Programs	709	972	\$6,523.63	\$17,929.50	3,830	1.8%	70.4%	2.9%	4.1%	71.0%	11.7%	7.0%
		California State University-Northridge	Master's Colleges & Universities: Larger Programs	709	972	\$6,732.12	\$18,138.00	4,499	3.5%	61.6%	13.0%	8.1%	56.4%	8.9%	7.2%
		California State University-Sacramento	Master's Colleges & Universities: Larger Programs	830	1,045	\$7,052.02	\$18,457.89	3,760	1.8%	54.5%	18.3%	6.8%	37.8%	22.4%	3.5%
CA	CSU	California State University-San Bernardino	Master's Colleges & Universities: Larger Programs	783	971	\$6,753.63	\$18,161.51	2,791	2.0%	67.6%	7.4%	3.8%	71.0%	14.2%	6.5%
		California State University-Shasta	Master's Colleges & Universities: Larger Programs	820	1,045	\$6,876.23	\$18,262.11	1,899	0.0%	61.6%	17.6%	1.9%	56.9%	10.4%	4.8%
		San Jose State University	Master's Colleges & Universities: Larger Programs	929	1,150	\$7,261.43	\$18,987.31	3,208	5.6%	39.8%	14.1%	4.1%	31.9%	34.2%	7.0%
		Sacramento State University	Master's Colleges & Universities: Larger Programs	820	1,045	\$7,550.77	\$18,956.65	1,806	1.5%	32.9%	41.8%	2.4%	36.4%	6.4%	2.8%
CA	CSU	California State University-Fresno	Doctoral Universities: Moderate Research Activity	797	1,016	\$6,452.09	\$17,857.96	3,302	2.7%	63.4%	15.3%	10.0%	54.9%	14.7%	5.3%
		California State University-Fullerton	Doctoral Universities: Moderate Research Activity	917	1,117	\$6,704.76	\$18,110.40	4,428	3.1%	60.6%	14.4%	2.2%	48.7%	19.9%	7.2%
		San Francisco State University	Doctoral Universities: Moderate Research Activity	1,063	1,285	\$8,065.58	\$20,622.73	3,462	3.5%	34.6%	17.2%	17.4%	30.7%	11.5%	6.2%
		San Diego State University	Doctoral Universities: Higher Research Activity	1,028	1,236	\$7,240.07	\$18,645.95	5,077	20.4%	23.8%	35.9%	4.2%	27.0%	13.4%	6.8%
TX	U of TX	The University of Texas at Austin	Master's Colleges & Universities: Medium Programs	1,585	1,808	\$8,500.31	\$17,111.39	1,865	6.2%	61.0%	15.1%	12.2%	11.5%	8.0%	1.0%
		The University of Texas at Tyler	Master's Colleges & Universities: Larger Programs	950	1,150	\$7,718.83	\$20,473.34	950	3.9%	31.9%	55.5%	8.0%	17.0%	1.9%	1.0%
		The University of Texas Rio Grande Valley	Doctoral Universities: Moderate Research Activity	962	1,068	\$7,591.87	\$17,999.61	3,344	2.5%	68.9%	2.0%	6.5%	92.7%	1.6%	1.7%
		The University of Texas at El Paso	Doctoral Universities: Higher Research Activity	824	1,030	\$7,509.89	\$20,770.75	3,442	7.7%	62.2%	9.3%	2.8%	86.2%	6.9%	4.5%
TX	U of TX	The University of Texas at San Antonio	Doctoral Universities: Higher Research Activity	930	1,137	\$7,969.65	\$18,700.12	4,377	3.5%	44.9%	21.7%	10.2%	53.9%	7.9%	1.7%
		The University of Texas at Arlington	Doctoral Universities: Higher Research Activity	950	1,190	\$9,827.96	\$23,424.07	3,054	7.6%	43.2%	30.0%	9.8%	32.3%	15.0%	6.2%
		The University of Texas at Dallas	Doctoral Universities: Higher Research Activity	1,163	1,415	\$10,314.34	\$36,486.14	8,719	12.2%	22.8%	39.4%	4.4%	23.8%	22.3%	5.2%
		The University of Texas at El Paso	Doctoral Universities: Higher Research Activity	1,144	1,380	\$11,438.58	\$29,429.60	3,229	7.5%	24.3%	31.3%	1.4%	15.6%	16.7%	4.7%
TX	TX State U	Southern State University	Master's Colleges & Universities: Larger Programs	949	1,149	\$6,660.42	\$10,568.16	351	4.3%	60.9%	28.5%	15.1%	14.7%	6.3%	0.0%
		Lamar University	Doctoral Universities: Moderate Research Activity	863	1,066	\$8,325.47	\$18,333.21	2,301	2.5%	46.6%	40.0%	28.2%	17.7%	4.1%	0.7%
		San Ramon State University	Doctoral Universities: Moderate Research Activity	1,086	1,286	\$7,333.01	\$17,940.75	2,778	2.6%	47.8%	42.8%	22.7%	28.0%	1.1%	0.6%
		Texas State University	Doctoral Universities: Higher Research Activity	936	1,130	\$9,816.62	\$21,492.31	5,732	2.9%	37.6%	43.0%	11.3%	39.4%	2.2%	0.3%
TX	TX A&M	Texas A&M University-El Paso	Master's Colleges & Universities: Medium Programs	961	1,090	\$6,590.39	\$18,266.06	305	13.6%	42.3%	46.3%	12.7%	24.1%	1.9%	1.0%
		Texas A&M University-Commerce	Master's Colleges & Universities: Larger Programs	850	1,059	\$7,297.31	\$17,096.55	2,169	1.8%	39.8%	65.5%	8.4%	20.7%	6.0%	0.0%
		Texas A&M University-International	Master's Colleges & Universities: Larger Programs	811	1,011	\$7,170.58	\$17,319.35	1,113	1.7%	67.1%	1.4%	0.3%	95.8%	0.5%	1.2%
		Texas A&M University-Central Texas	Master's Colleges & Universities: Larger Programs	862	1,091	\$7,068.00	\$8,748.59	1,330	14.2%	35.6%	59.2%	3.6%	28.0%	1.5%	0.9%
TX	TX A&M	Texas A&M University-Prattville	Doctoral Universities: Moderate Research Activity	746	929	\$10,280.62	\$22,893.86								

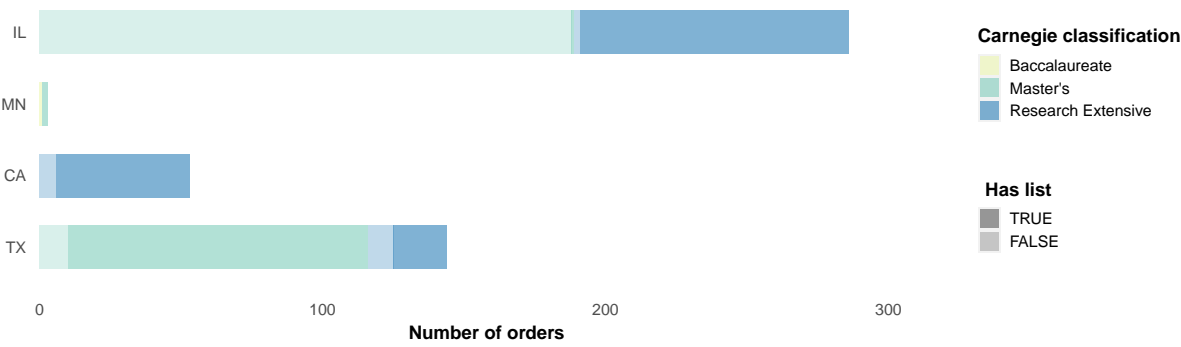
Table

# orders total	# orders with list	# prospects total	# prospects with order
486	271	1,967,325	1,803,599

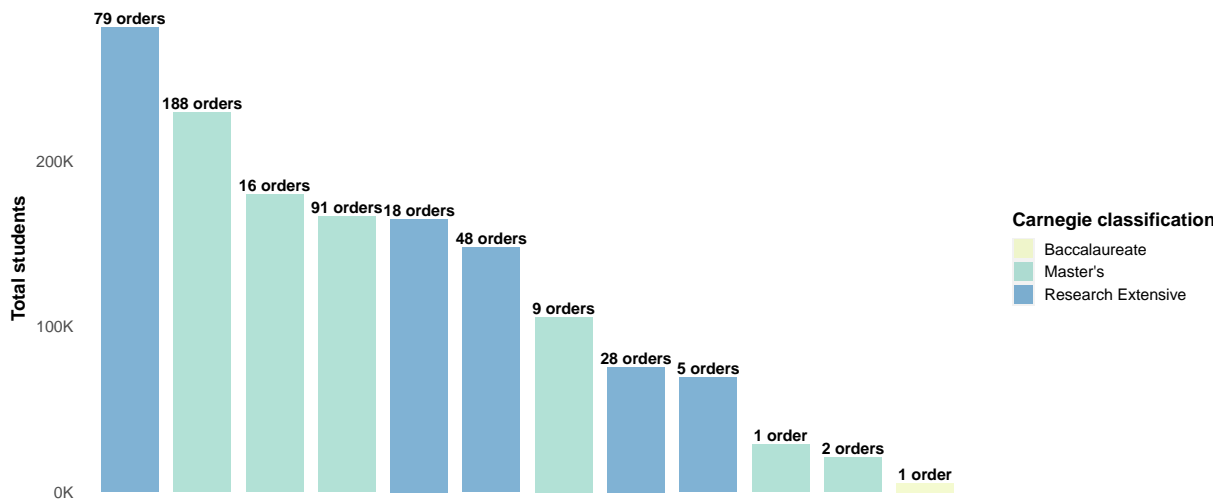
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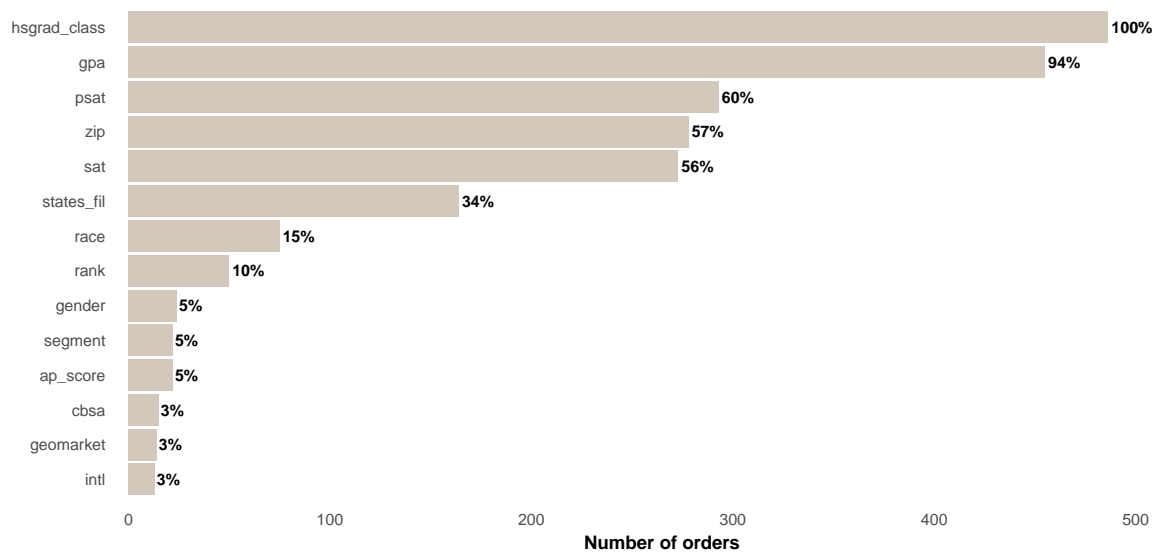
Figure



Figure



Figure



Table

GPA	# low	% low	# high	% high
A	2	0.4%	455	93.6%
A-	26	5.3%		
A+	1	0.2%		
B	75	15.4%		
B-	241	49.6%	455	93.6%
B+	1	0.2%		
C	15	3.1%		
C+	94	19.3%		

Table

University state	Purchased state(s)	Count
IL	IL	61
CA	Multi-state	28
IL	Multi-state	26
TX	Multi-state	19
CA	CA	18
TX	TX	9
MN	Multi-state	3

Figure

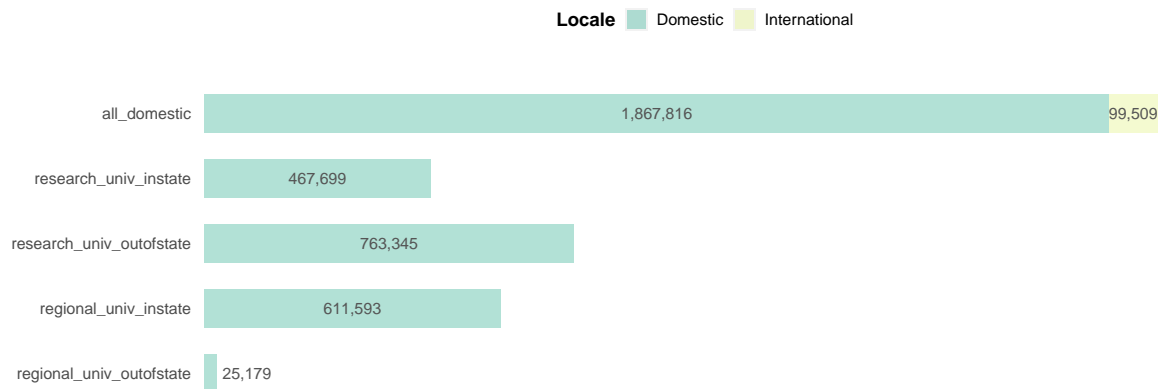
Neighborhood Cluster Sample Characteristics													
2011 D+ Cluster	SAT Math	SAT CR	Going Out of State	Percent NonWhite	Need Financial Aid	Med Income	2011 D+ Cluster	SAT Math	SAT CR	Going Out of State	Percent NonWhite	Need Financial Aid	Med Income
51	546	533	32%	30%	57%	\$ 95,432	68	552	558	52%	35%	65%	\$ 57,902
52	480	470	30%	58%	71%	\$ 63,578	69	534	521	37%	19%	65%	\$ 88,100
53	561	544	32%	50%	55%	\$ 92,581	70	613	598	65%	29%	61%	\$ 86,381
54	458	443	25%	83%	76%	\$ 38,977	71	405	408	39%	97%	68%	\$ 42,661
55	566	565	52%	24%	63%	\$ 71,576	72	399	397	31%	87%	47%	\$ 32,708
56	420	411	29%	93%	66%	\$ 35,308	73	528	514	29%	42%	62%	\$ 90,849
57	541	519	52%	47%	43%	\$ 67,394	74	433	435	29%	84%	79%	\$ 44,065
58	533	489	28%	87%	69%	\$ 68,213	75	459	457	28%	85%	72%	\$ 50,421
59	561	562	52%	24%	74%	\$ 54,750	76	514	509	27%	38%	64%	\$ 61,332
60	589	590	63%	37%	36%	\$ 104,174	77	502	492	26%	18%	75%	\$ 62,372
61	585	567	51%	30%	40%	\$ 123,858	78	594	578	56%	26%	39%	\$ 134,400
62	596	595	67%	24%	72%	\$ 59,824	79	550	551	57%	32%	74%	\$ 40,909
63	548	541	39%	23%	65%	\$ 69,347	80	534	527	39%	39%	65%	\$ 49,877
64	466	466	48%	34%	29%	\$ 49,829	81	491	483	27%	57%	72%	\$ 63,030
65	440	433	23%	93%	78%	\$ 45,081	82	496	491	29%	21%	75%	\$ 53,465
66	499	492	20%	12%	76%	\$ 50,453	83	500	490	19%	26%	71%	\$ 49,335
67	519	501	27%	53%	59%	\$ 60,960	Total	512	502	32%	43%	65%	\$ 70,231

High School Cluster Sample Characteristics													
2011 D+ Cluster	SAT Math	SAT CR	Going Out of State	Percent NonWhite	Need Financial Aid	Med Income	2011 D+ Cluster	SAT Math	SAT CR	Going Out of State	Percent NonWhite	Need Financial Aid	Med Income
51	462	457	14%	33%	68%	\$ 40,918	66	498	515	37%	37%	73%	\$ 60,272
52	489	496	81%	99%	77%	\$ 64,730	67	526	546	48%	41%	69%	\$ 71,279
53	471	484	28%	38%	62%	\$ 60,833	68	541	540	41%	26%	62%	\$ 79,260
54	376	371	33%	96%	38%	\$ 38,146	69	390	395	36%	92%	74%	\$ 43,391
55	489	481	39%	46%	44%	\$ 71,845	70	595	581	56%	33%	48%	\$ 105,721
56	536	508	73%	43%	49%	\$ 63,967	71	400	412	57%	98%	80%	\$ 43,137
57	434	435	29%	82%	79%	\$ 48,301	72	528	544	35%	25%	64%	\$ 70,018
58	592	577	51%	27%	32%	\$ 104,509	73	451	438	24%	89%	76%	\$ 48,406
59	499	489	19%	18%	74%	\$ 47,685	74	654	579	76%	80%	46%	\$ 59,089
60	523	549	23%	30%	33%	\$ 70,175	75	514	502	31%	20%	71%	\$ 72,850
61	485	370	33%	89%	9%	\$ 61,385	76	600	584	72%	50%	28%	\$ 90,265
62	474	473	34%	92%	67%	\$ 55,515	77	595	508	64%	75%	39%	\$ 39,490
63	440	427	28%	86%	72%	\$ 49,238	78	473	468	48%	43%	22%	\$ 56,703
64	606	542	37%	89%	57%	\$ 81,911	79	594	585	61%	26%	71%	\$ 65,180
65	515	503	28%	43%	65%	\$ 72,692	Total	514	502	32%	44%	65%	\$ 70,223

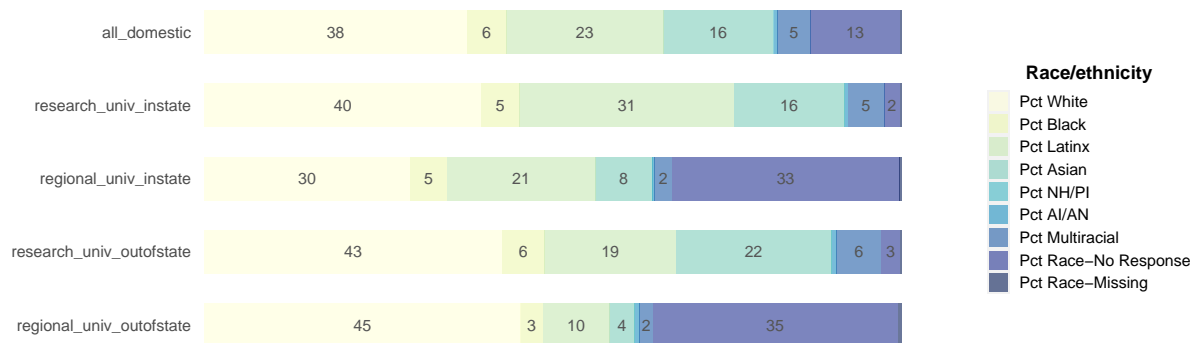
Table

Filters	Count
grad_class,zip,psat,gpa	143
grad_class,zip,sat,gpa	107
grad_class,state,race,sat,psat,gpa,rank	39
grad_class,zip,sat,psat,gpa	28
grad_class,state,sat,gpa	18
grad_class,state,psat,gpa	18
grad_class,state,race,psat,gpa	16
grad_class,state,segment,gender,sat,psat,gpa	13
grad_class,state,gpa,APscores	11
grad_class,sat,geomarket	9

Figure



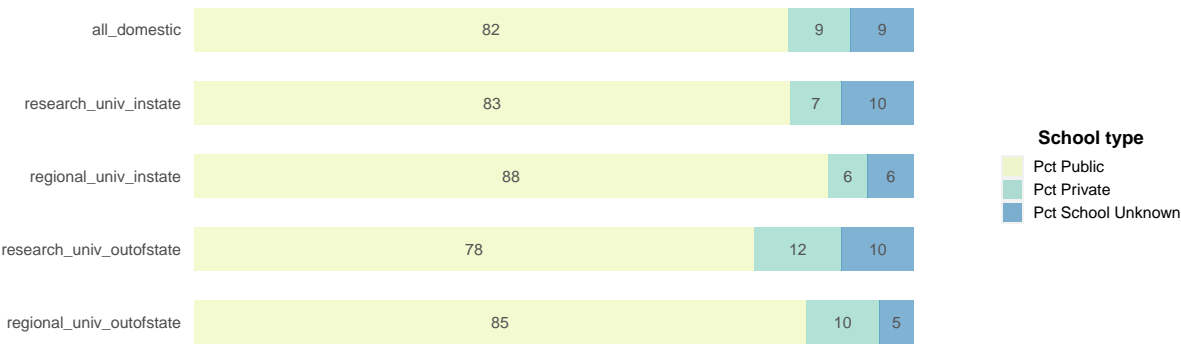
Figure



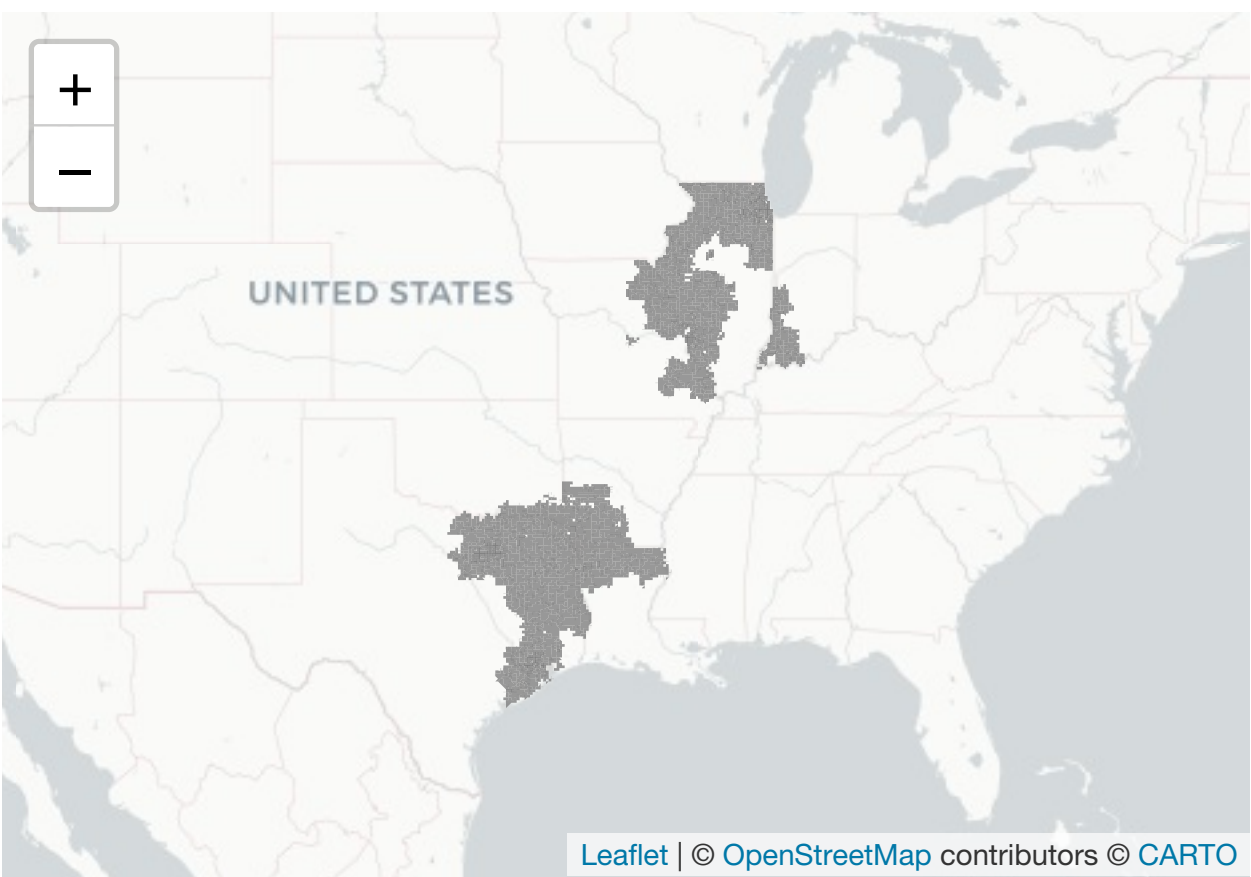
Figure



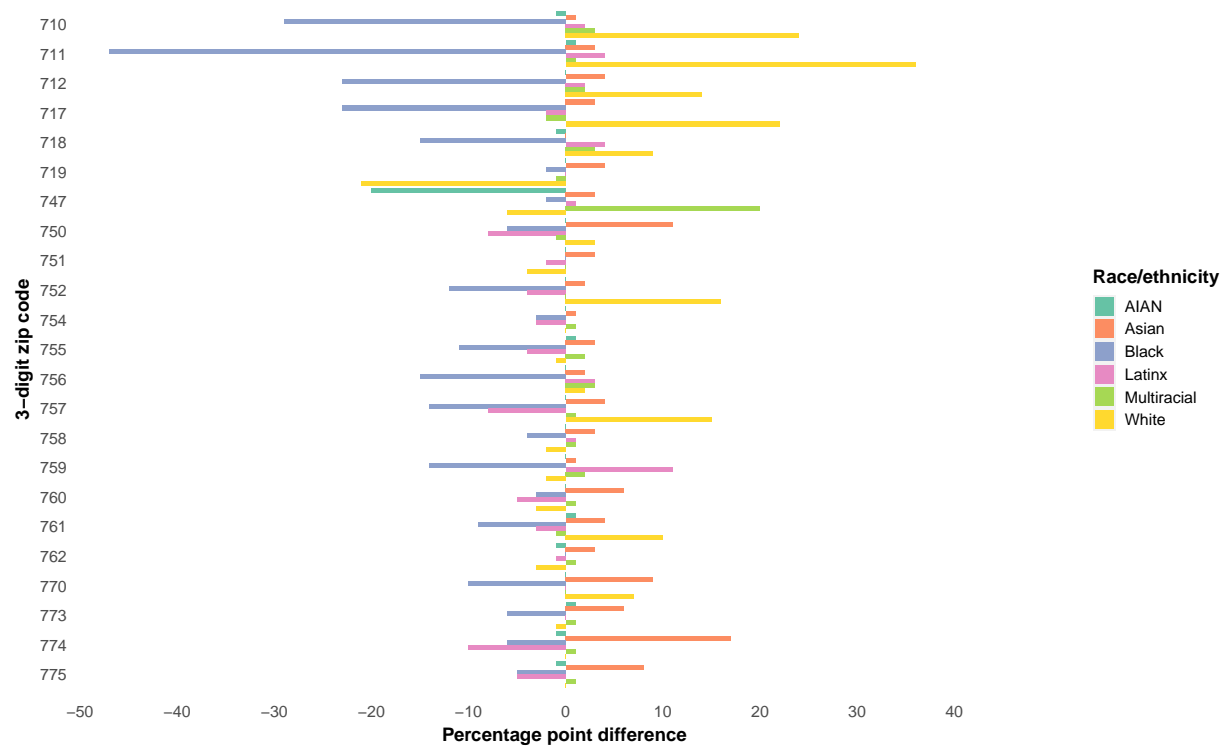
Figure



Figure



Figure



Figure

