

Tables & Figures

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

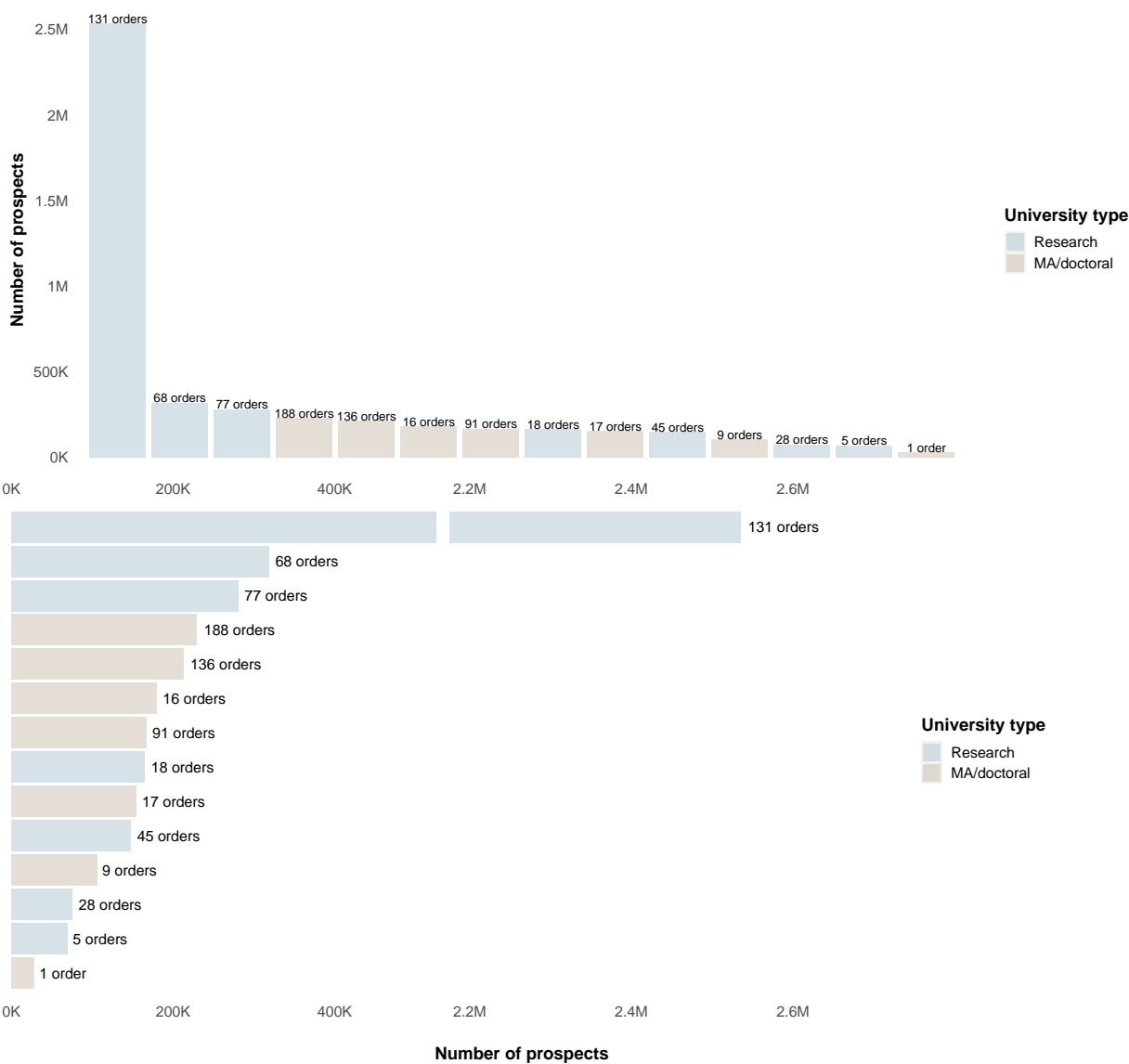


Figure 8: Filters used in order purchases by research vs. ma/doctoral

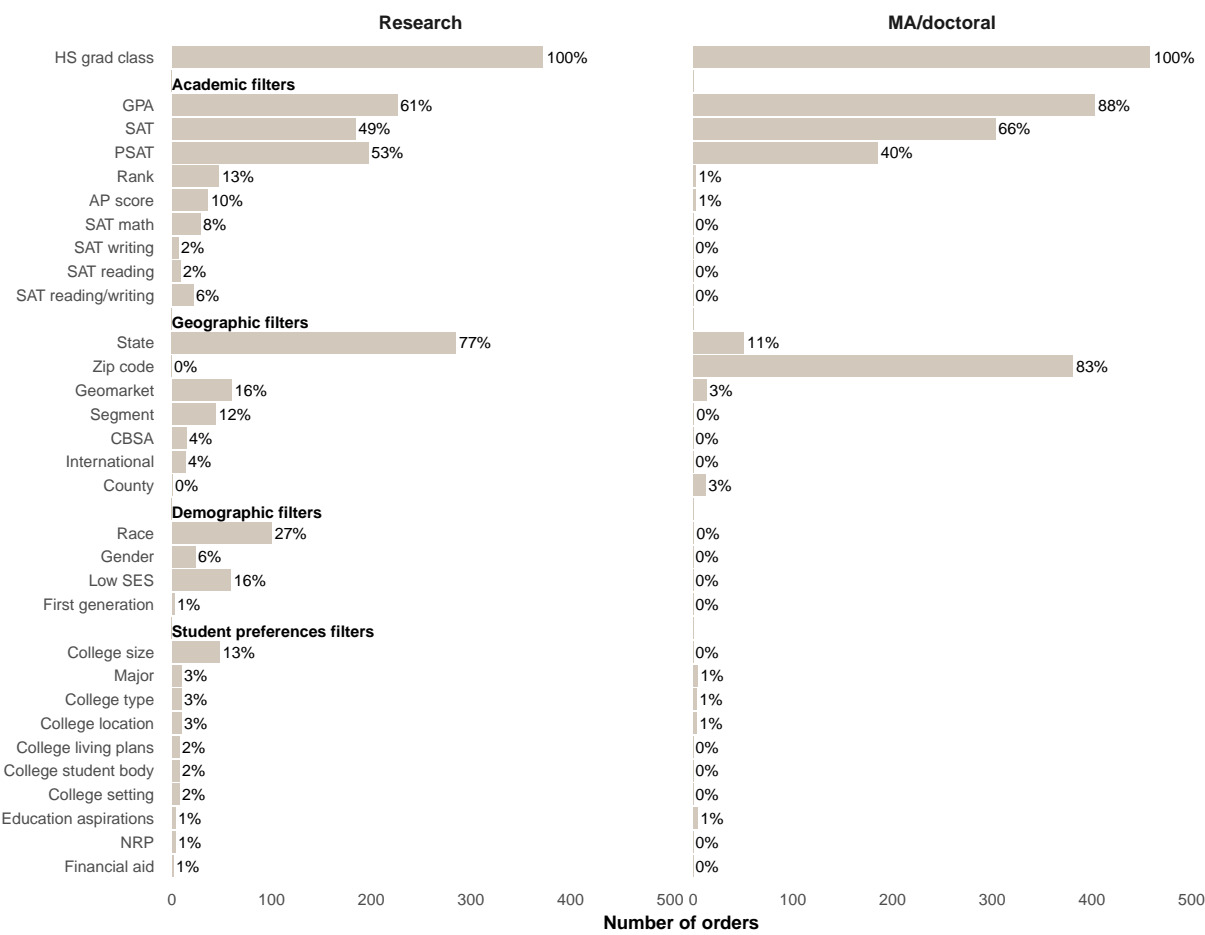


Figure 9: GPA filter used by research vs. ma/doctoral

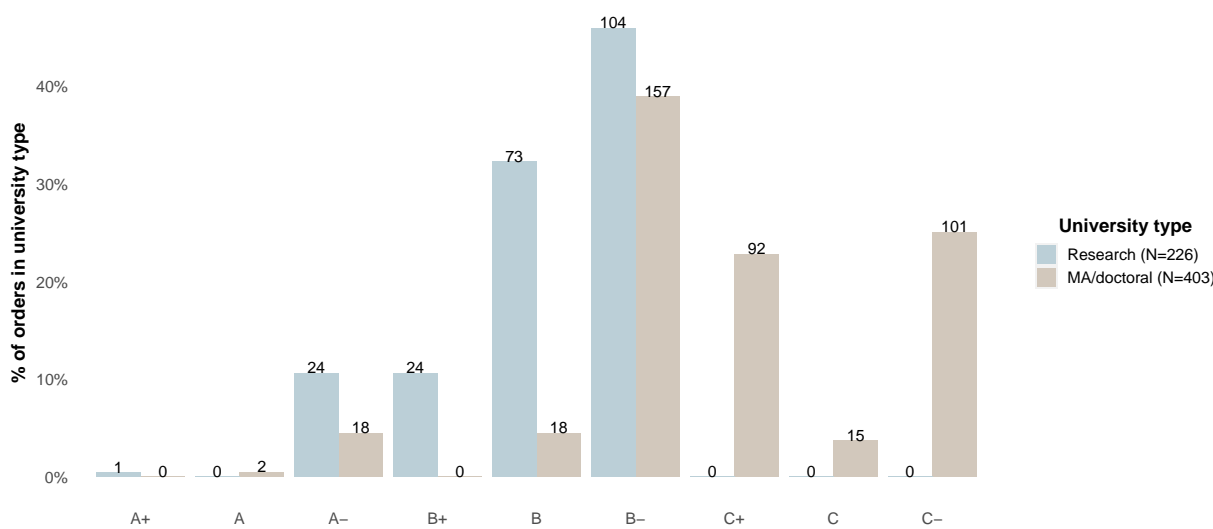


Figure 10: SAT filter used by research vs. ma/doctoral

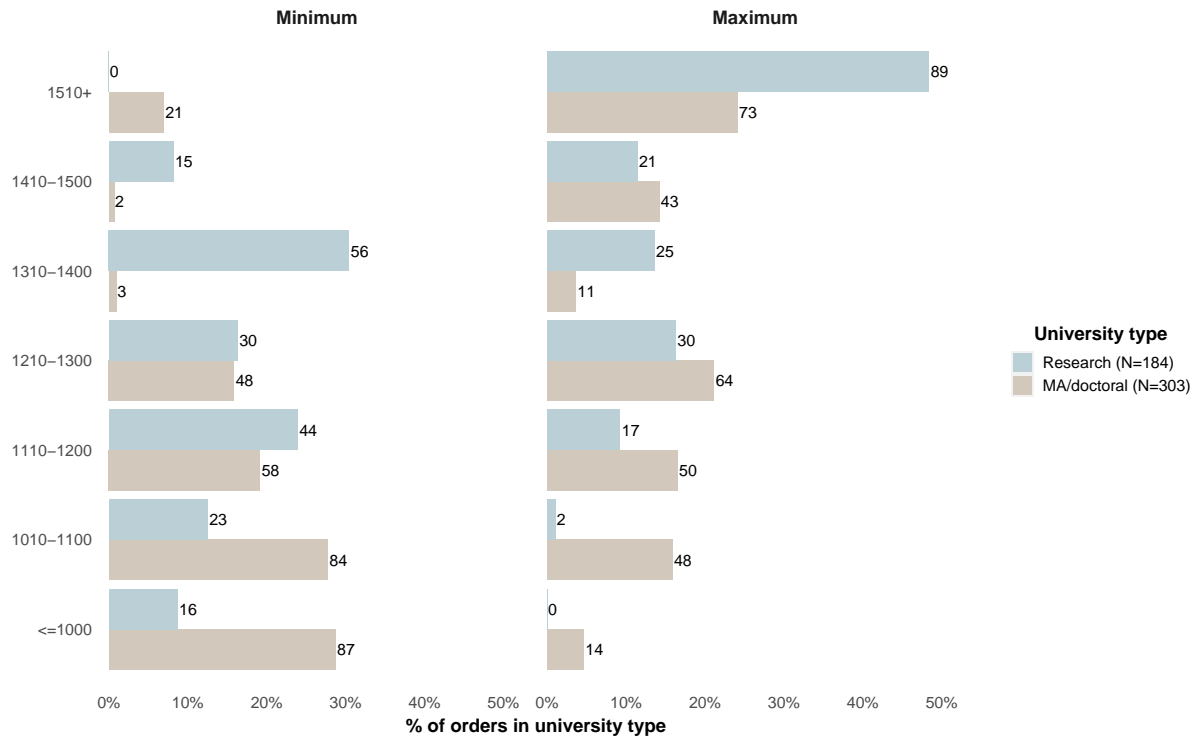


Figure 11: PSAT filter used by research vs. ma/doctoral

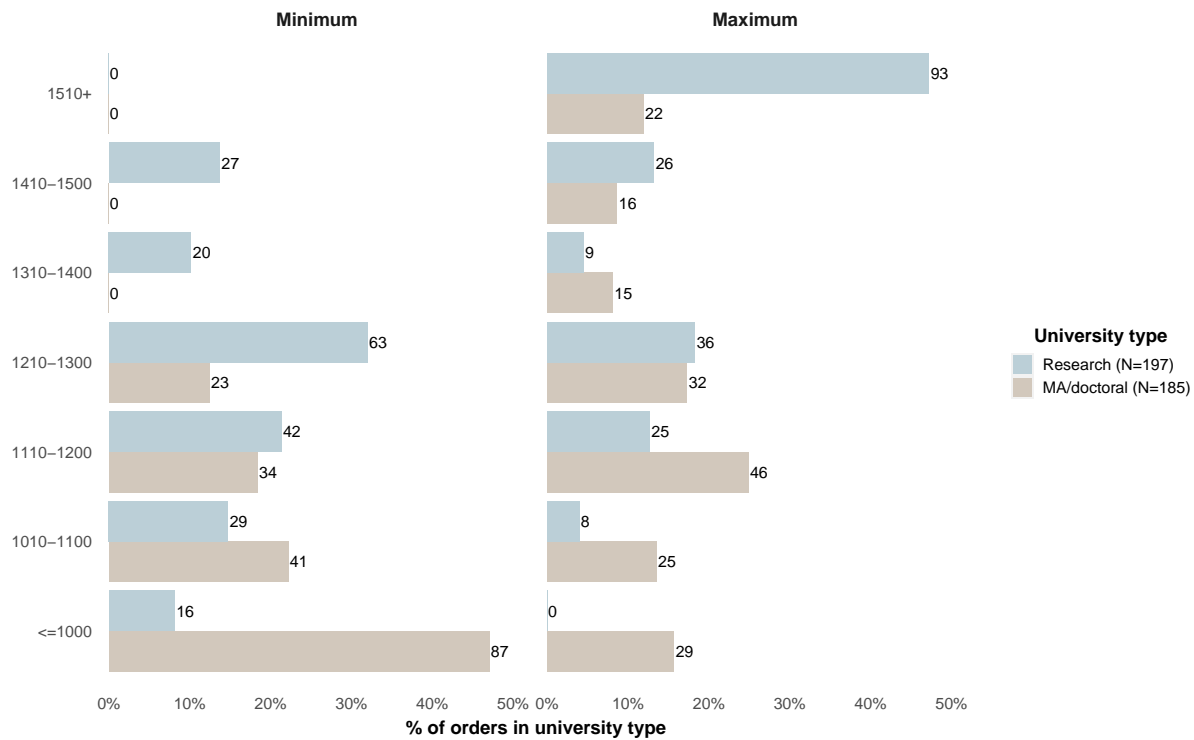


Figure 12: State filter used by research universities

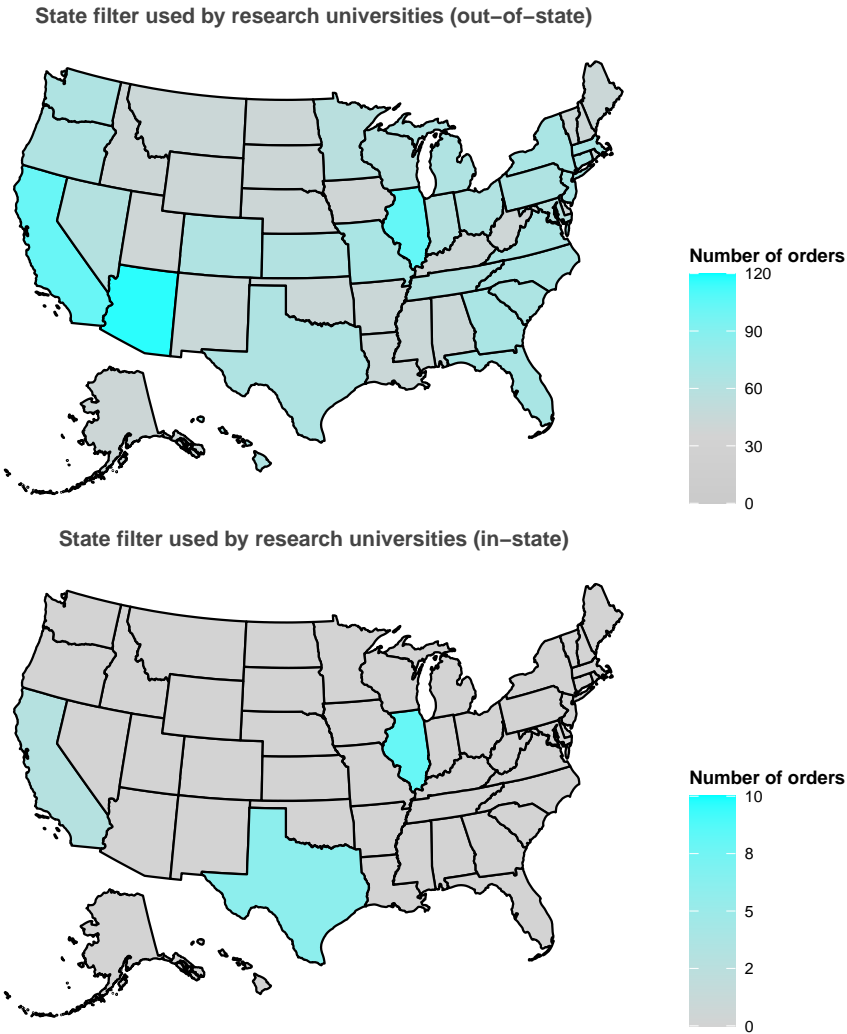


Figure 13: Race filter used by research vs. ma/doctoral

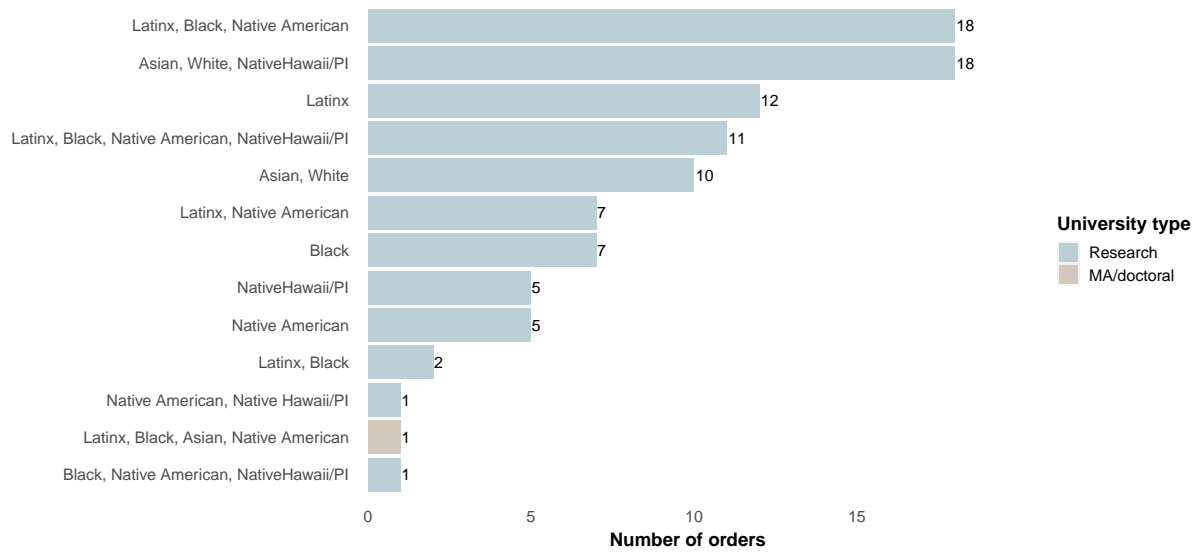


Figure 14: Number of prospects purchased by university type and location

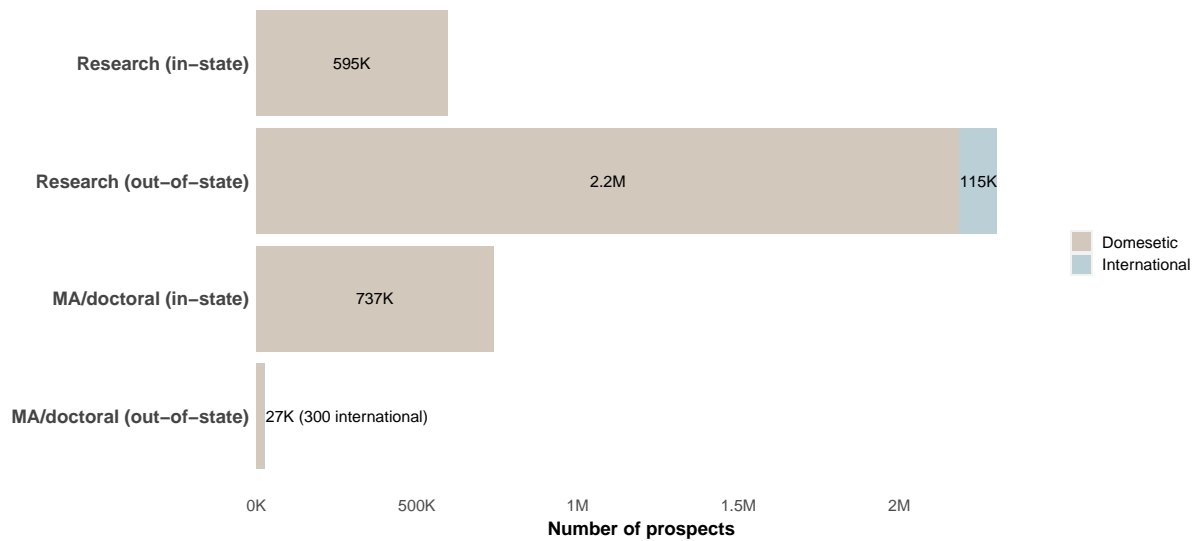


Figure 15: Racial composition of prospects purchased by research universities

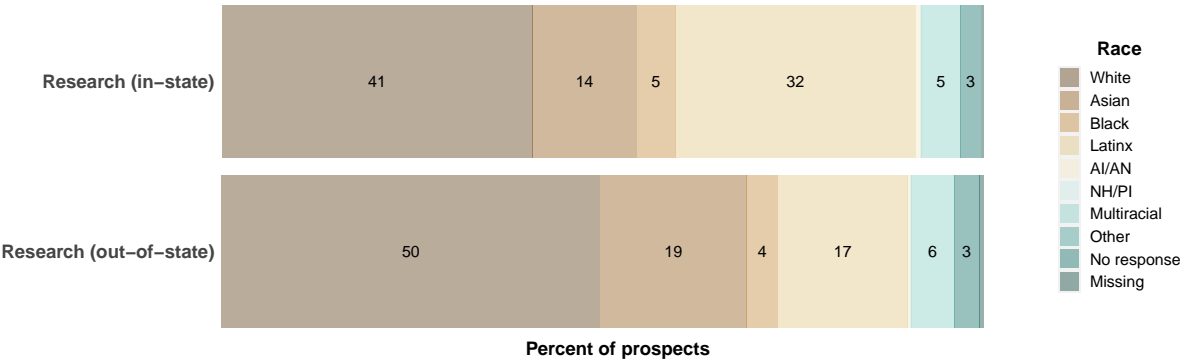


Figure 16: Median household income of prospects purchased by research universities

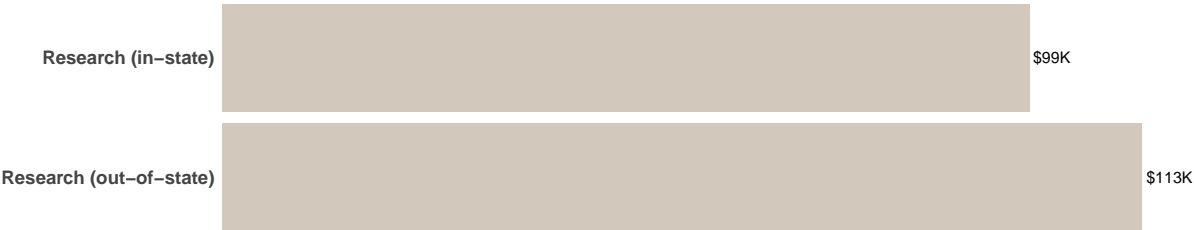


Figure 17: Locale of prospects purchased by research universities

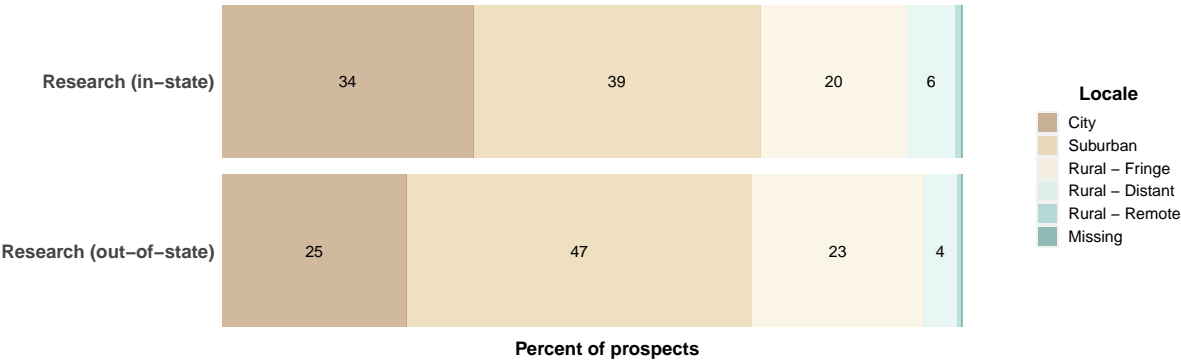


Figure 18: Racial composition of prospects purchased by ma/doctoral universities

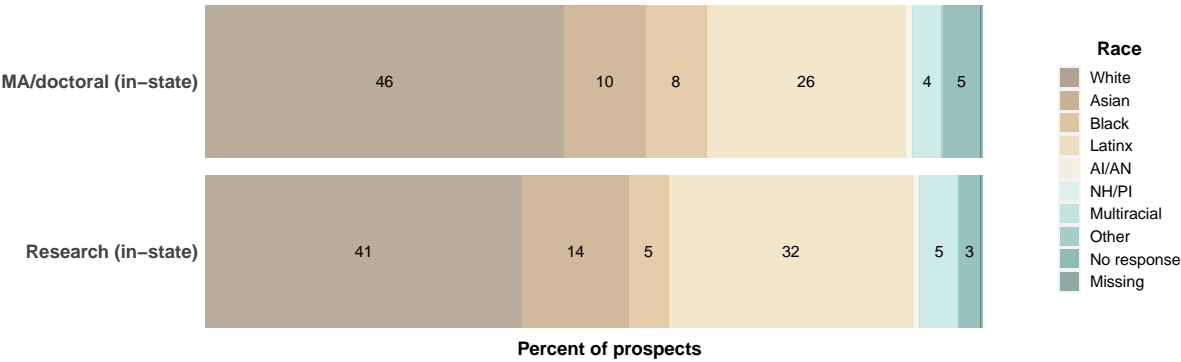


Figure 19: Median household income of prospects purchased by ma/doctoral universities



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

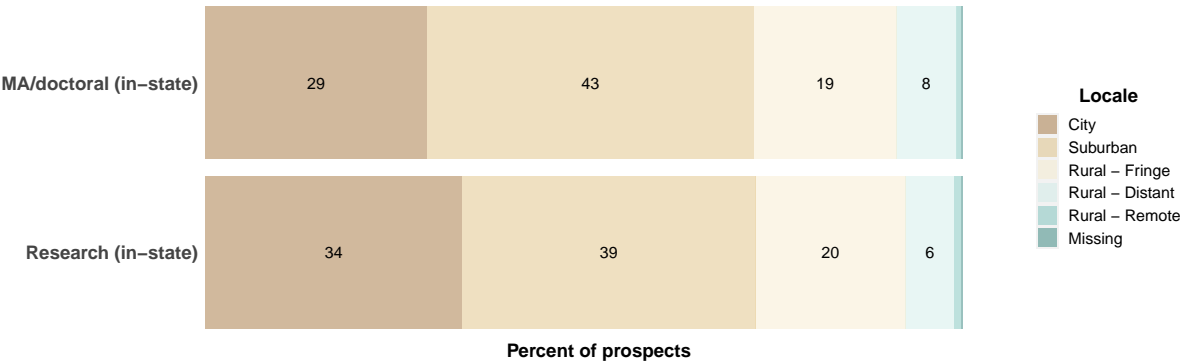


Figure 21: Zip code deep dive by Arizona State University in Los Angeles

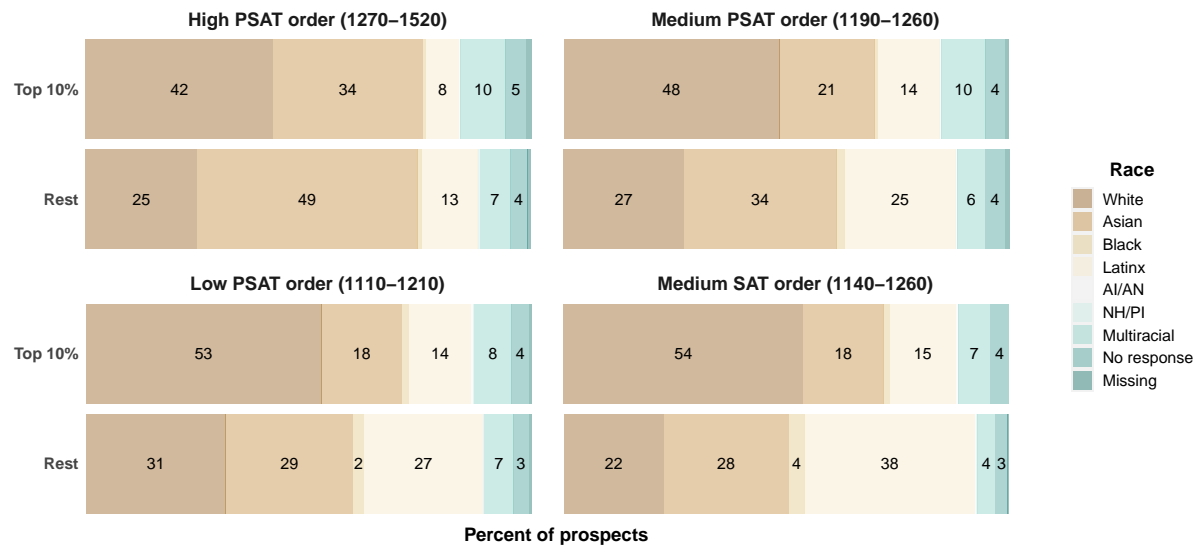


Figure 22: Women in STEM deep dive by University of California, San Diego

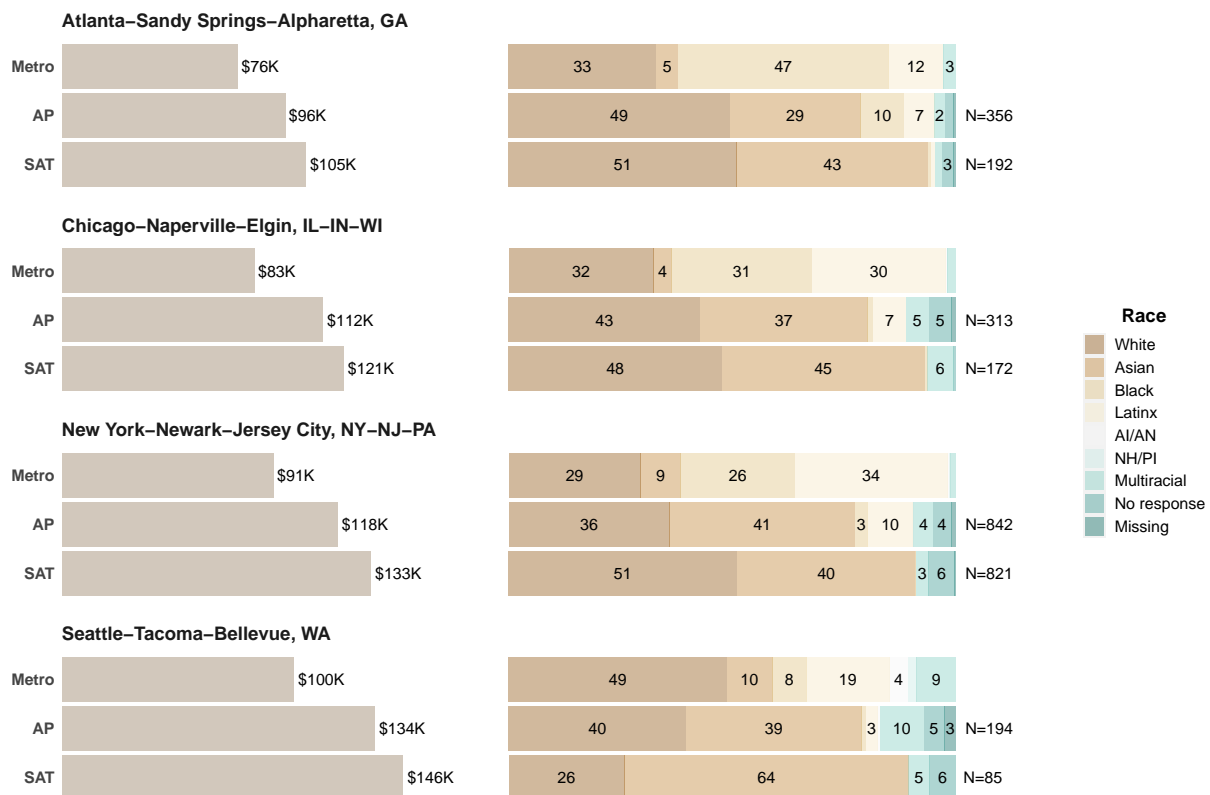


Figure 23: Segment deep dive by University of Illinois at Urbana-Champaign

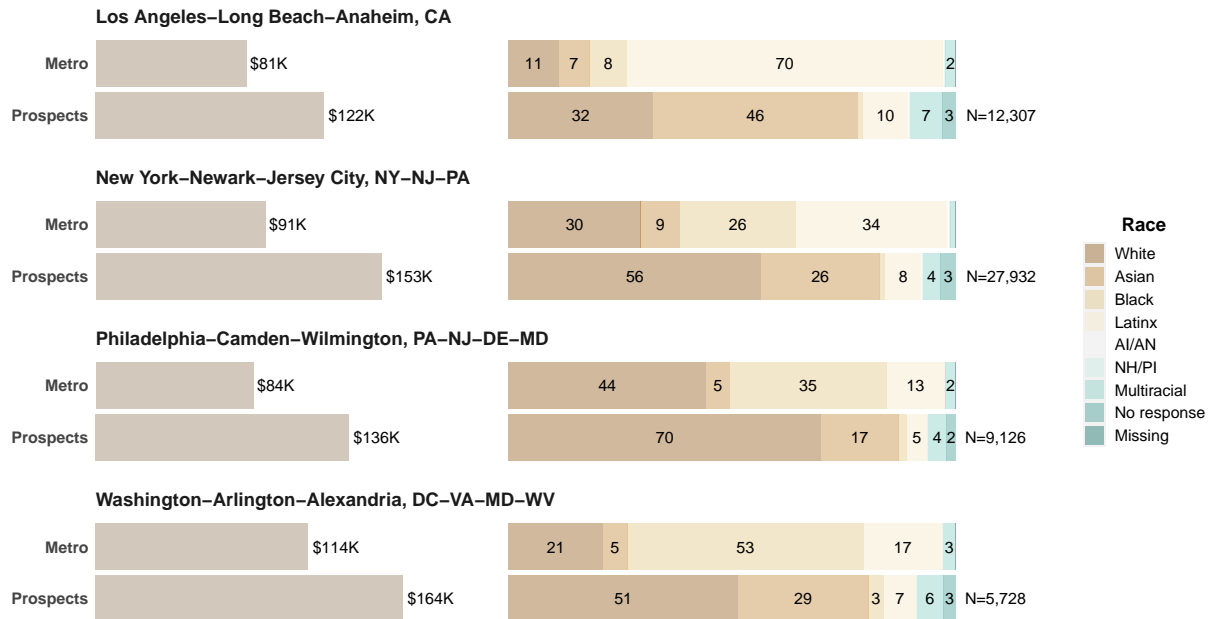


Figure 24: Targeting students of color, race categories

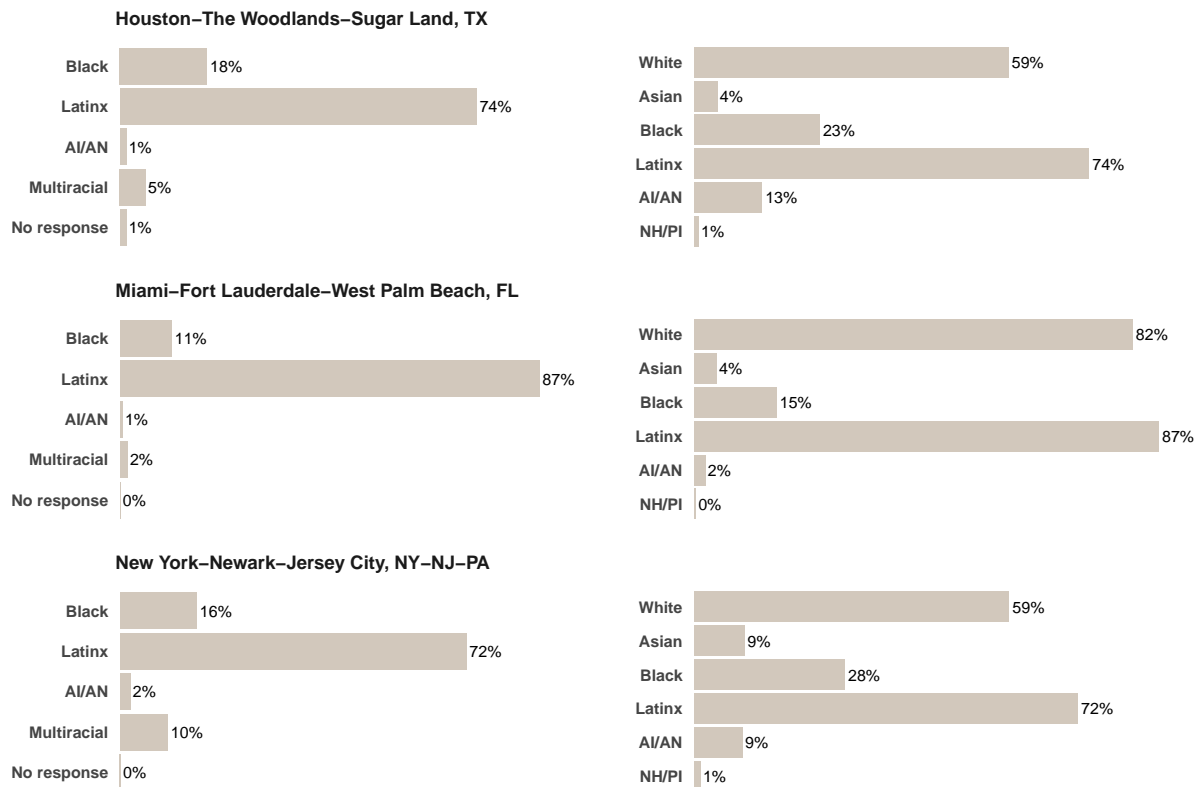


Figure 25: Targeting students of color, purchased prospects

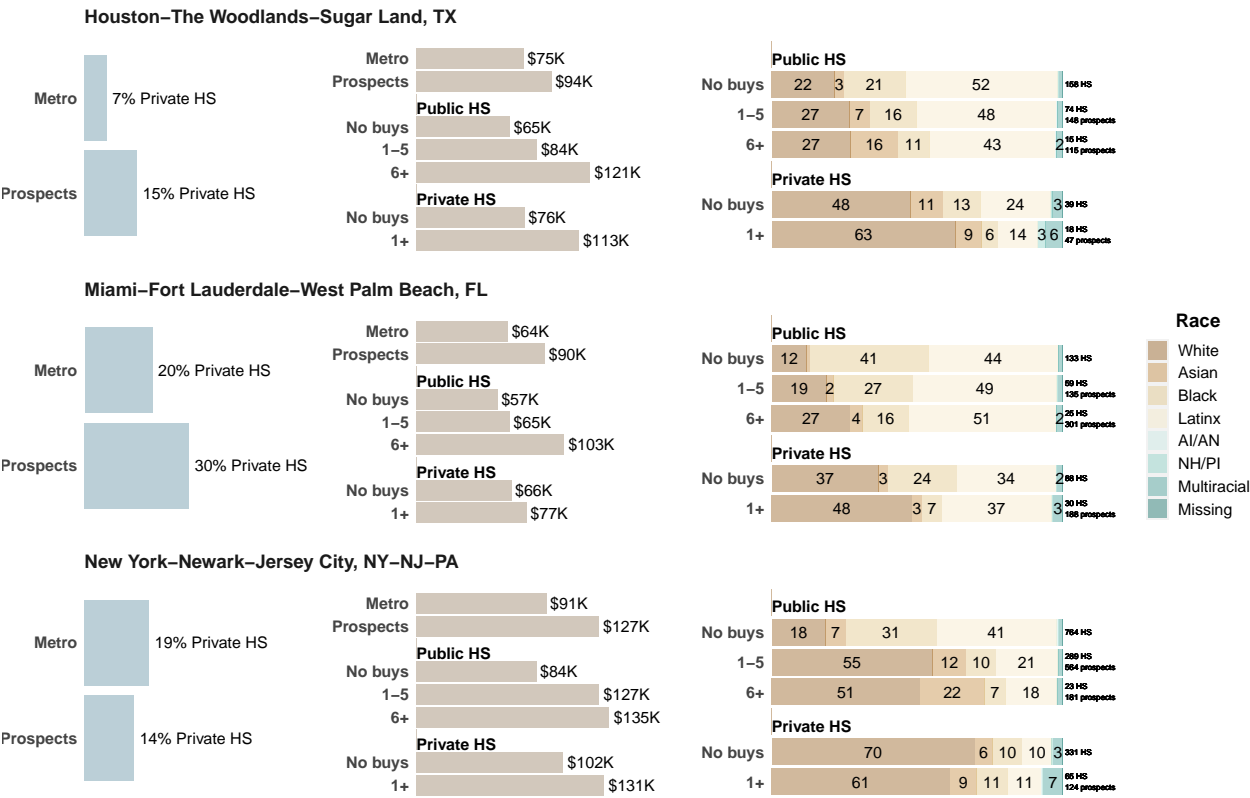


Figure A1: School type of prospects purchased by research vs. ma/doctoral universities

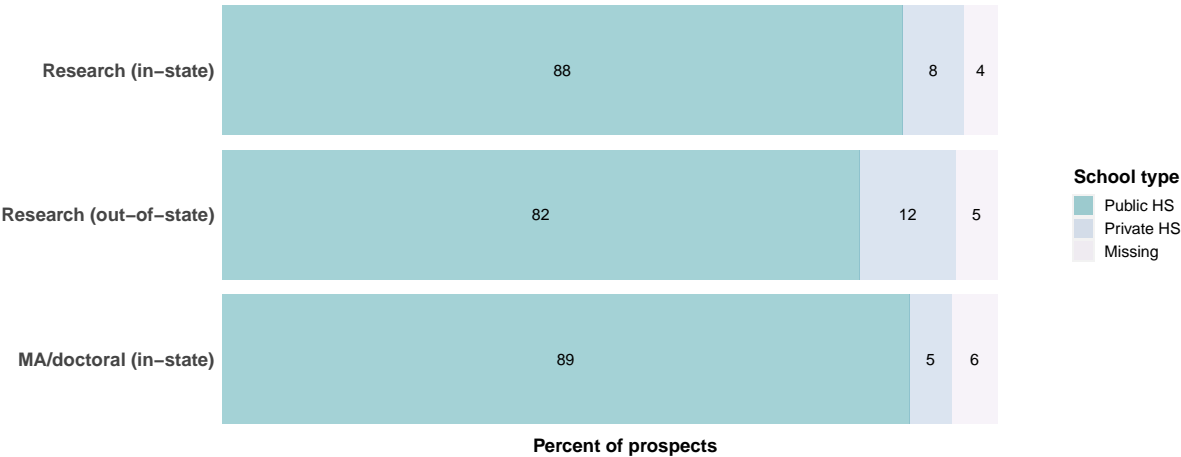


Table 7: Filter combos used in order purchases by research vs. ma/doctoral

Research			MA/doctoral		
Filters	Count	Percent	Filters	Count	Percent
HS grad class, GPA, SAT, PSAT, Rank, State, Race	39	10%	HS grad class, GPA, SAT, Zip code	206	45%
HS grad class, PSAT, State	27	7%	HS grad class, GPA, PSAT, Zip code	145	32%
HS grad class, GPA, PSAT, State, Race	20	5%	HS grad class, SAT, State	31	7%
HS grad class, PSAT, State, Low SES	20	5%	HS grad class, GPA, SAT, PSAT, Zip code	28	6%
HS grad class, GPA, PSAT, State	17	5%	HS grad class, GPA, SAT, State	7	2%
HS grad class, GPA, SAT, State	16	4%	HS grad class, SAT, Geomarket	6	1%
HS grad class, GPA, AP score, Geomarket	15	4%	HS grad class, GPA, SAT, County	5	1%
HS grad class, GPA, SAT, PSAT, State, Segment, Gender	13	3%	HS grad class, GPA, SAT, PSAT, County	4	1%
HS grad class, PSAT, Geomarket	12	3%	HS grad class, GPA, PSAT, State	2	0%
HS grad class, SAT, State, Low SES, College size	11	3%	HS grad class, SAT, Geomarket, College type	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