

Tables & Figures

Geodemographics of Student List Purchases by Public Universities

Figure 2.1: Women in STEM prospects (average income and racial composition)



Figure 3.2: Student Search Service and college enrollment and degree completion



Table 4.1: Summary of data received

State	# received order summary	# no order summary	# received list	# no list	# received both	# did not receive both
CA	9	23	13	19	9	23
IL	9	3	9	3	8	4
TX	15	20	16	19	10	25

State	# received order summary	# no order summary	# received list	# no list	# received both	# did not receive both
CA	9	23	13	19	9	23
IL	9	3	9	3	8	4
TX	15	20	16	19	10	25

Table 4.2: Summary of orders and prospects

RQ1	RQ3	RQ2	RQ3
# orders total	# orders with list	# prospects total	# prospects with order
830	414	3,663,257	2,549,085

RQ1	RQ3	RQ2	RQ3
# orders total	# orders with list	# prospects total	# prospects with order
830	414	3,663,257	2,549,085

Figure 4.1: Orders and prospects purchased by research vs. ma/doctoral

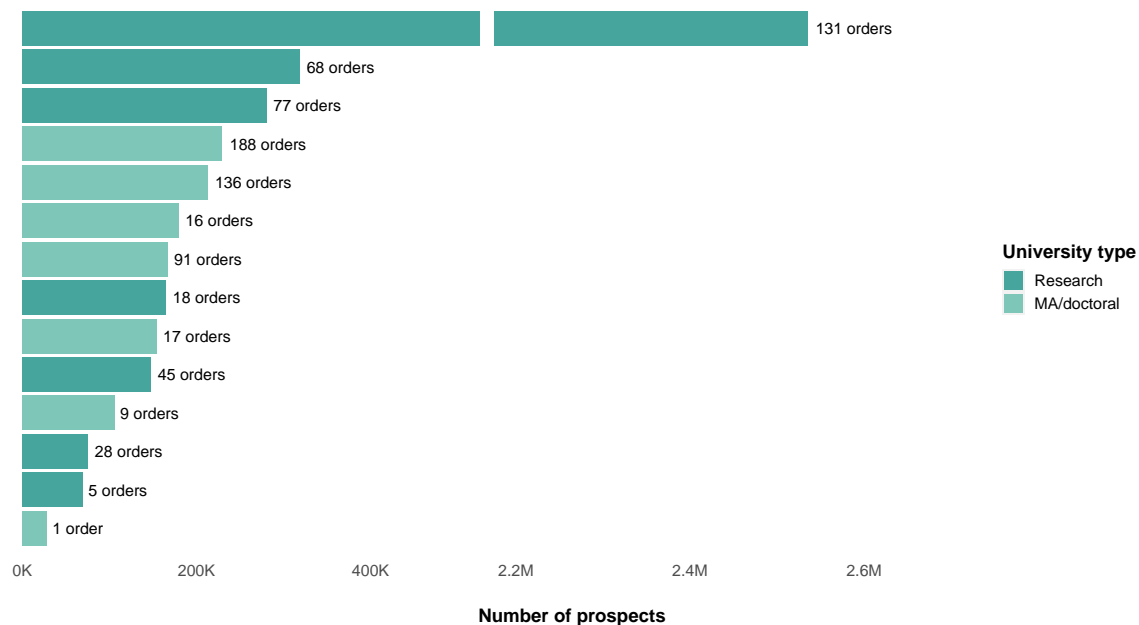


Figure 5.1: Filters used in order purchases by research vs. ma/doctoral

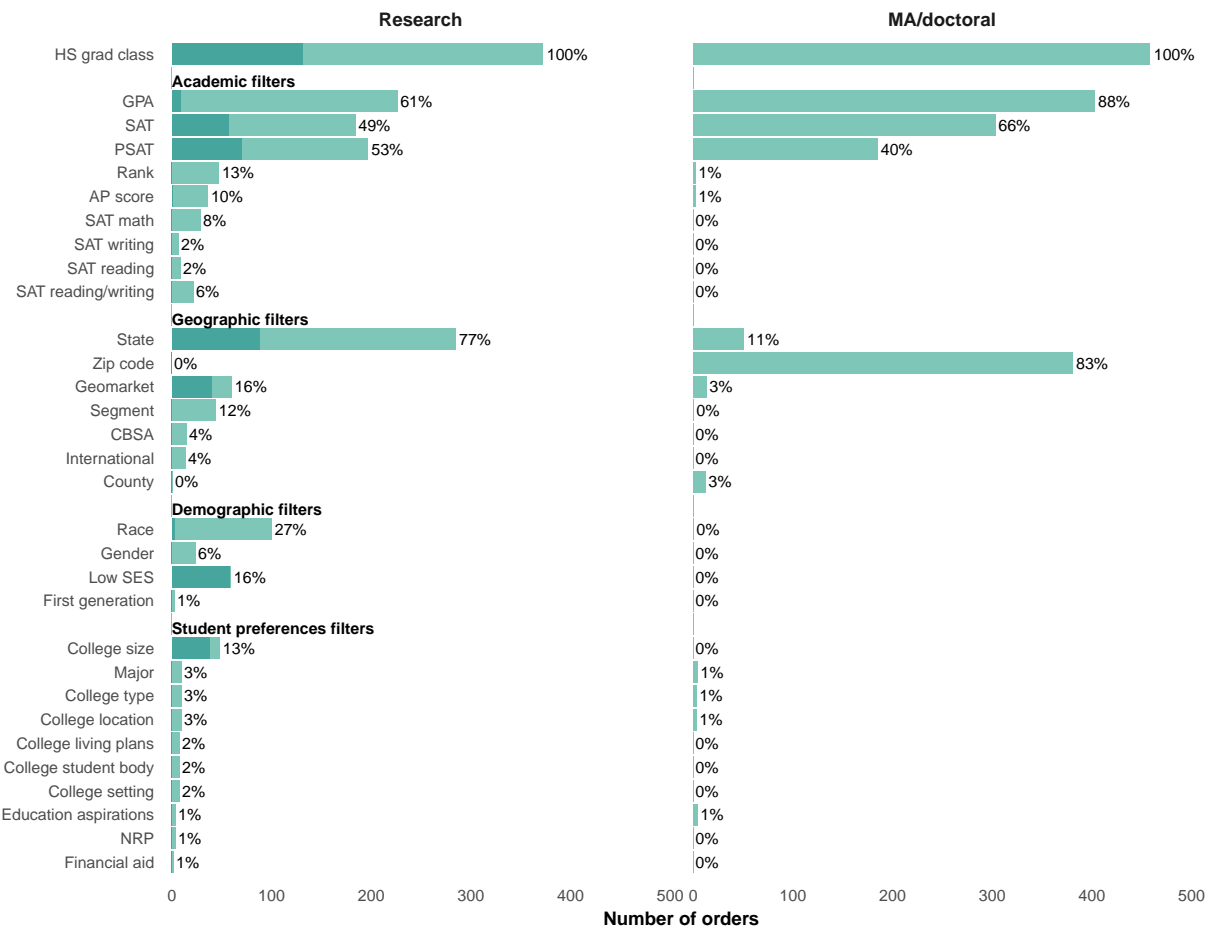


Figure 5.2: GPA filter used by research vs. ma/doctoral

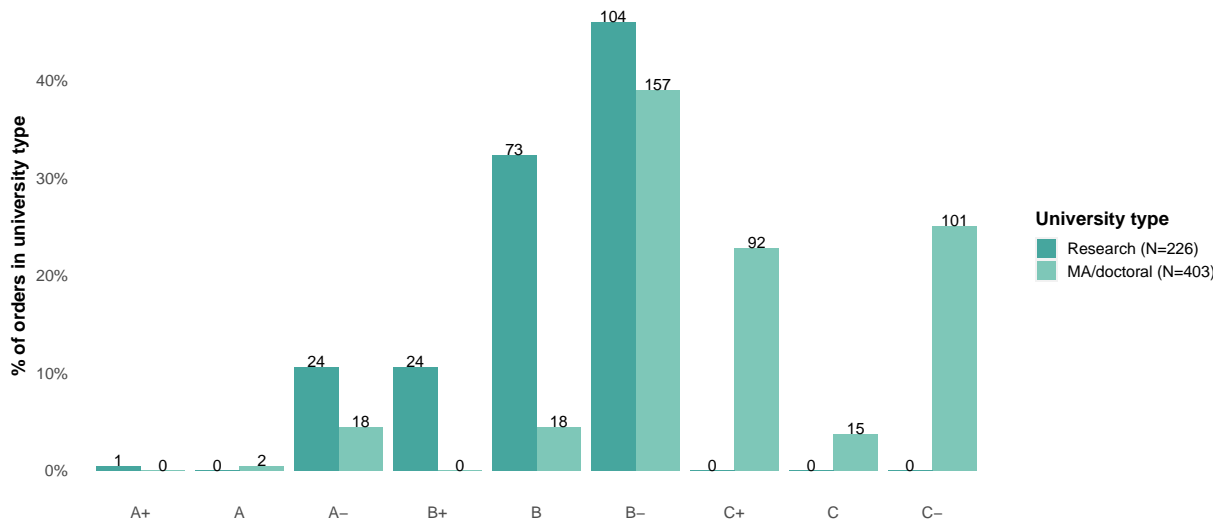


Figure 5.3: SAT filter used by research vs. ma/doctoral

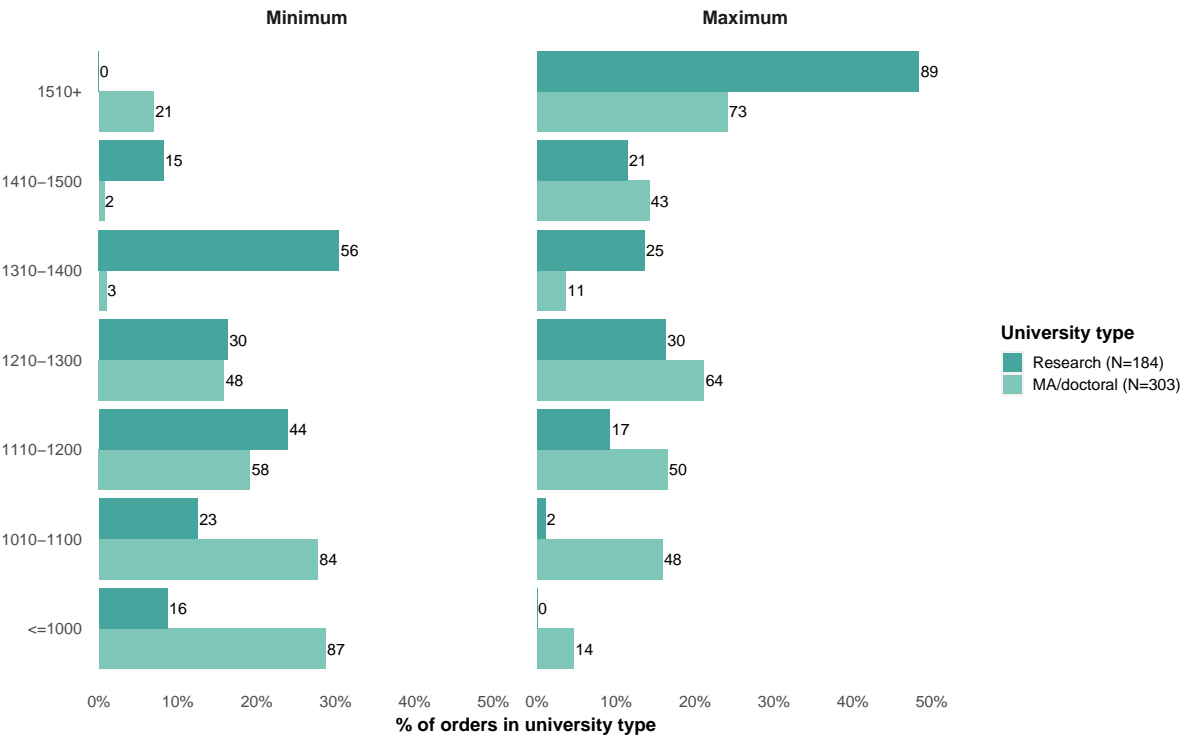


Figure 5.4: PSAT filter used by research vs. ma/doctoral

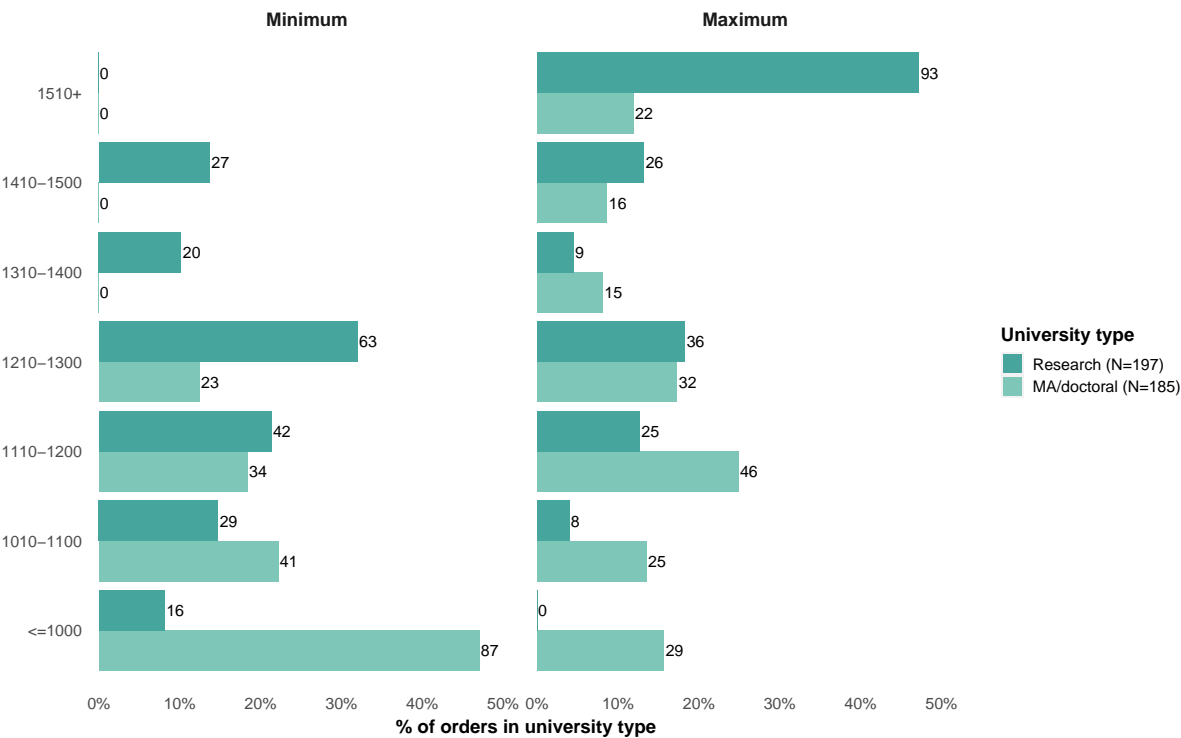


Figure 5.5: State filter used by research universities, out-of-state

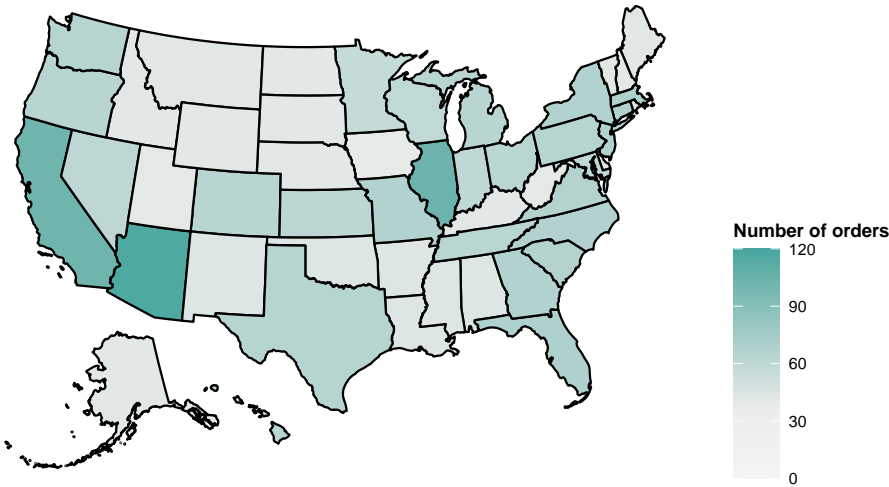


Figure 5.6: State filter used by research universities, in-state

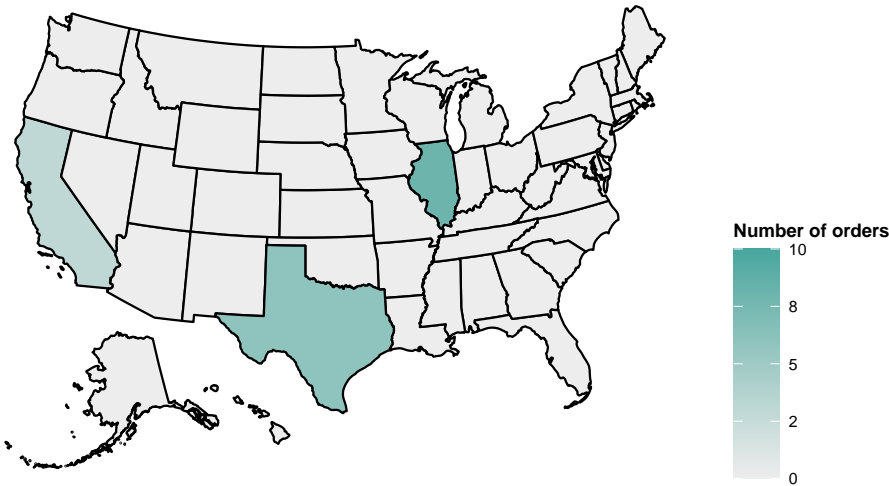


Figure 5.7: Race filter used by research vs. ma/doctoral

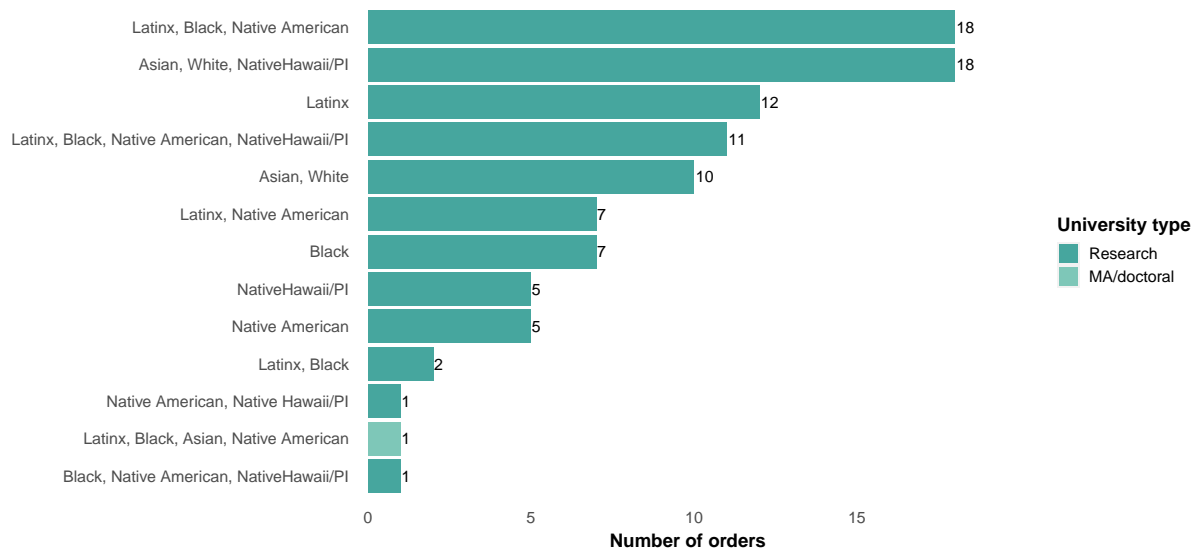


Table 5.1: Filter combos used in order purchases by research vs. ma/doctoral

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%

Figure 5.8: Number of prospects by university type and location

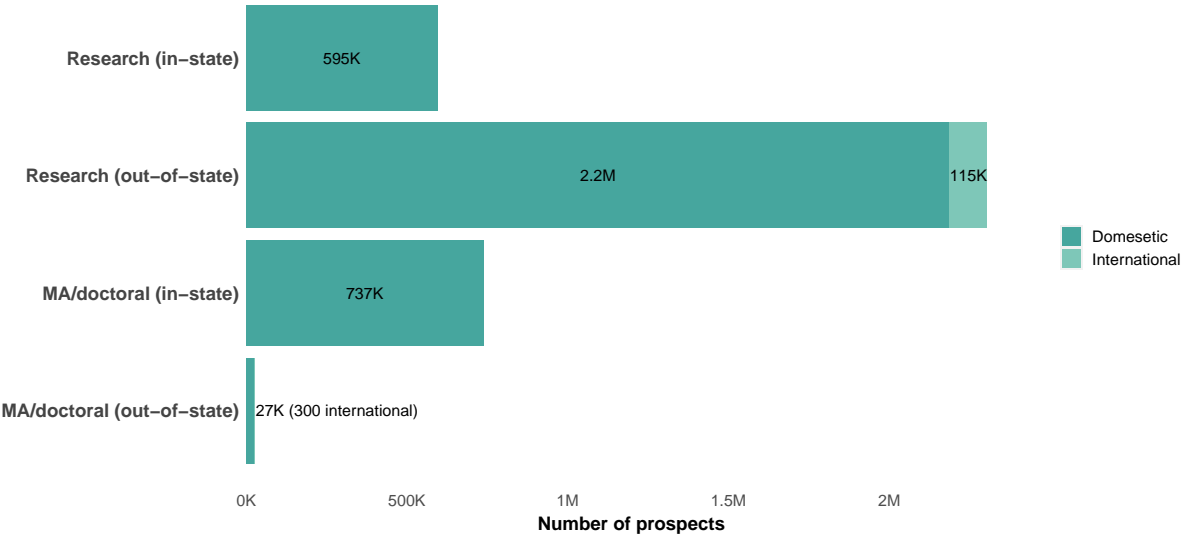


Figure 5.9: Racial composition of prospects in lists purchased by research universities

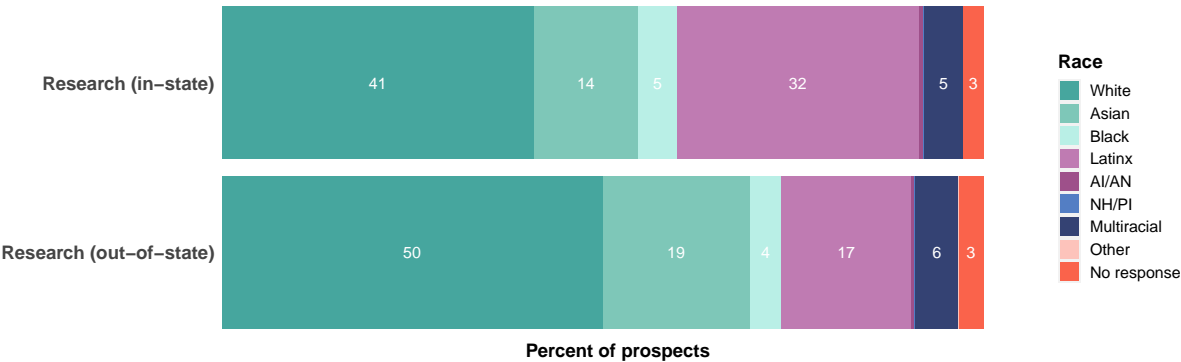


Figure 5.10: Median household income of prospects in lists purchased by research universities



Figure 5.11: Locale of prospects in lists purchased by research universities

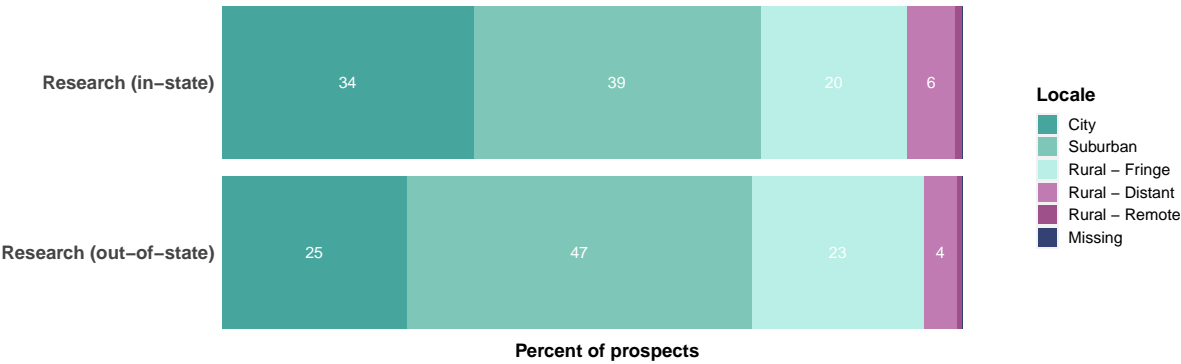


Figure 5.12: Racial composition of prospects in lists purchased by ma/doctoral universities

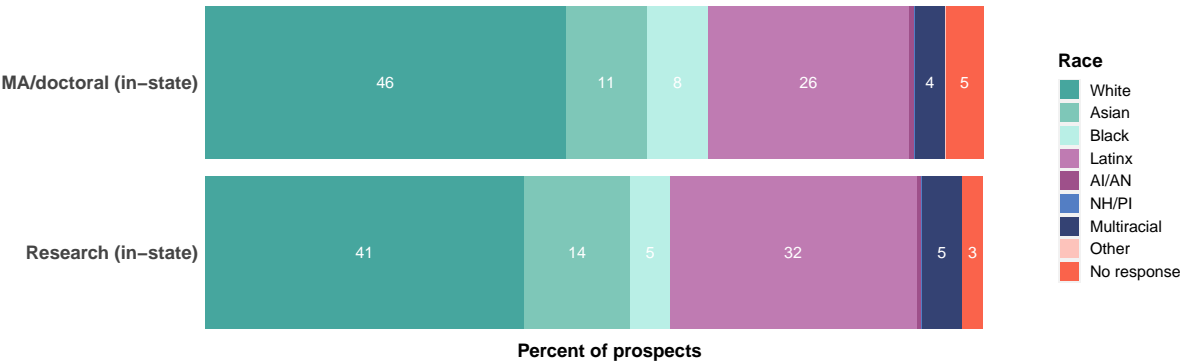


Figure 5.13: Median household income of prospects purchased by ma/doctoral universities



Figure 5.14: Locale of prospects in lists purchased by ma/doctoral universities

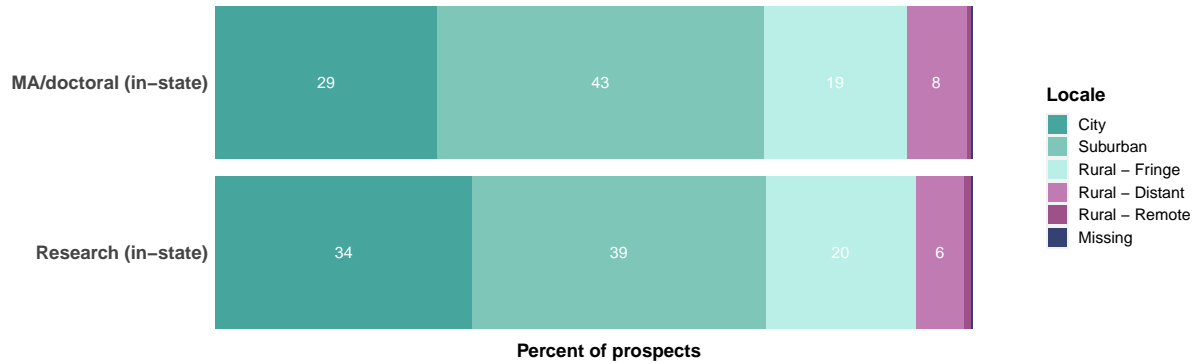


Table 5.2: Prospect characteristics by filter used

	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
% AI/AN	1	1	1	0	1	1	1	1	0	0	0	2	0
% NH/PI	0	0	0	0	0	1	0	0	0	0	0	0	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

Figure 5.15: Los Angeles prospects from top income decile zip codes (racial composition)

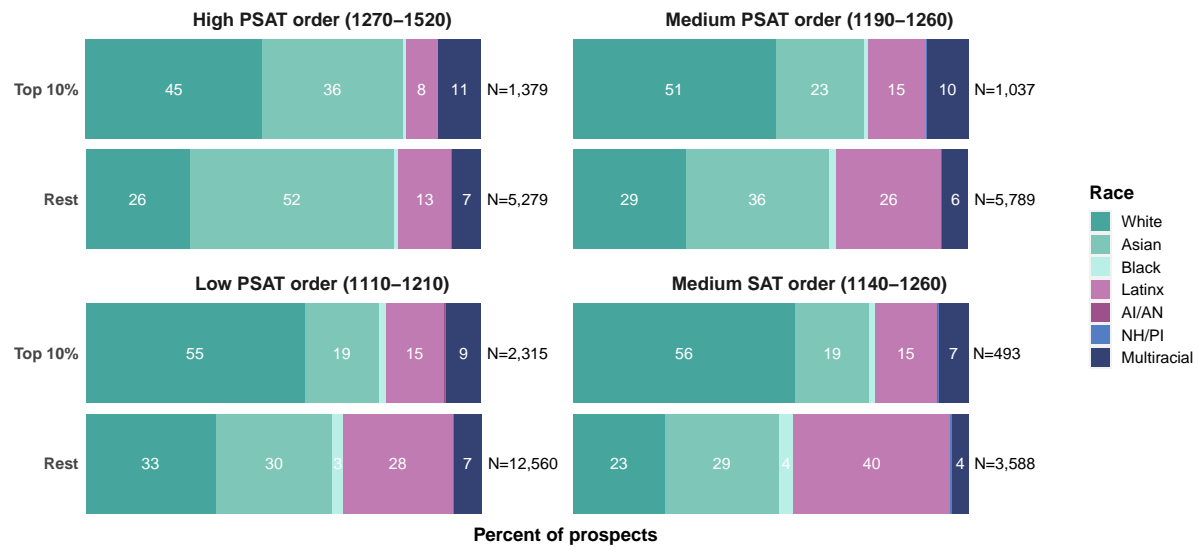


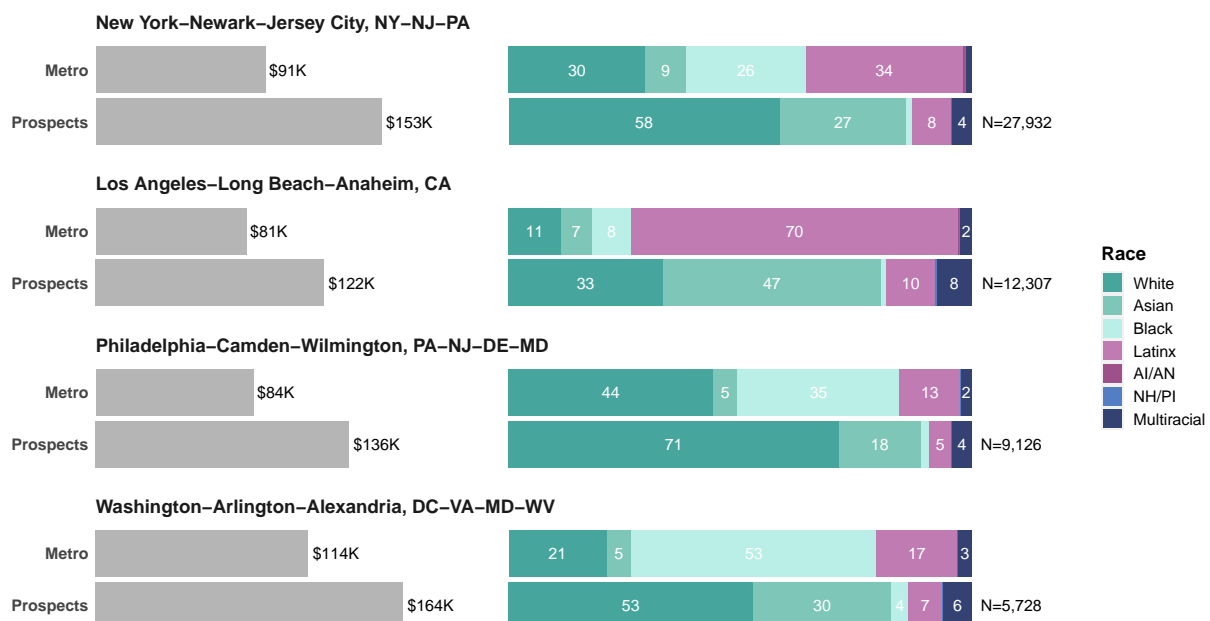
Table 5.3: Filter by neighborhood segments

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

Table 5.4: Filter by high school segments

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

Figure 5.16: Segment filter prospects by metro (average income and racial composition)



5.18: Women in STEM prospects by metro (average income and racial composition)

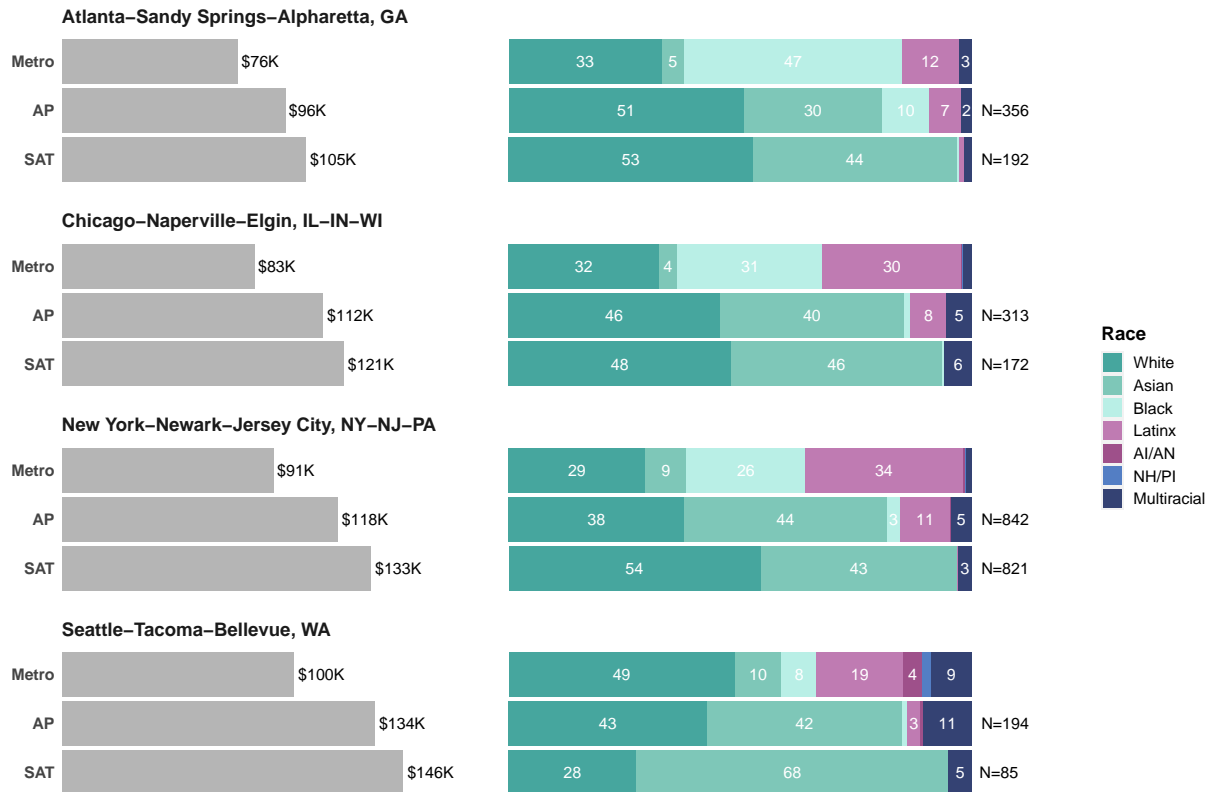


Figure 5.19: Race and ethnicity variables, aggregated vs. alone

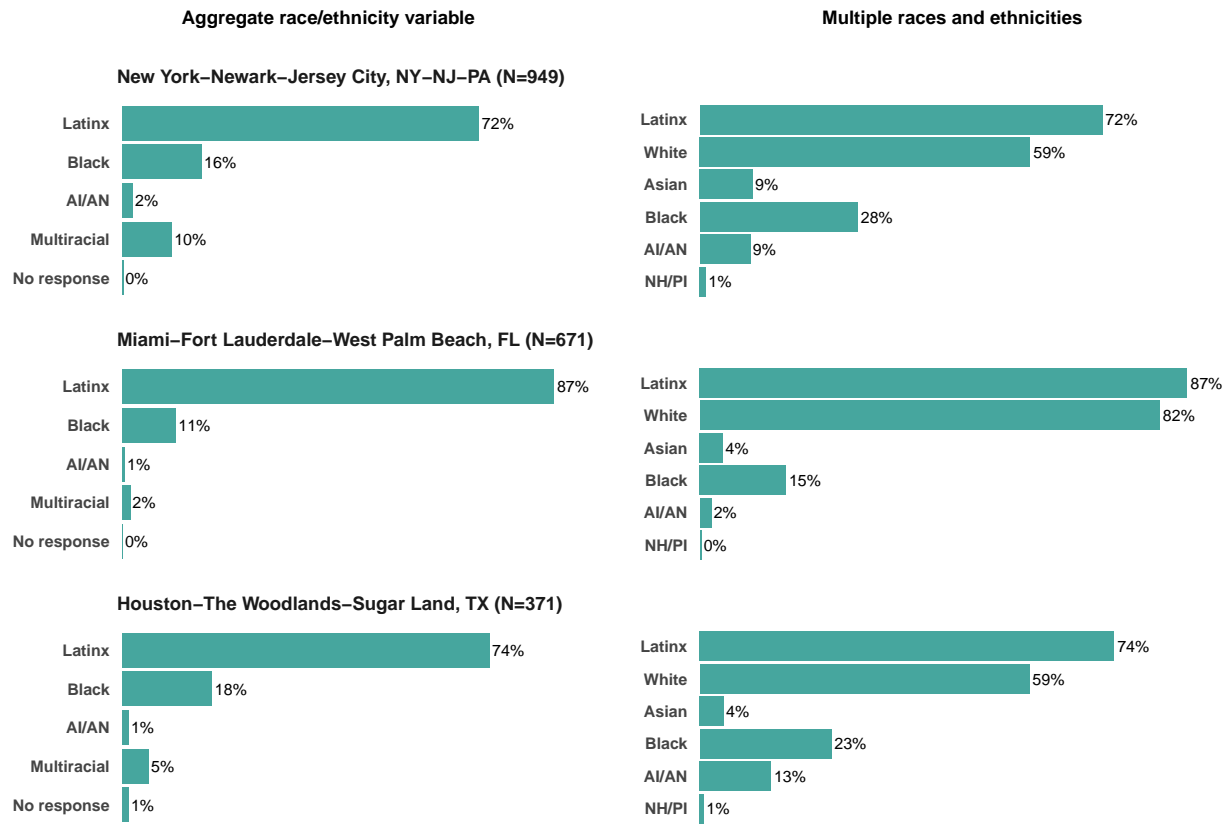


Figure 5.20: Purchased profiles for students of color by metro (HS type, average income, racial composition)

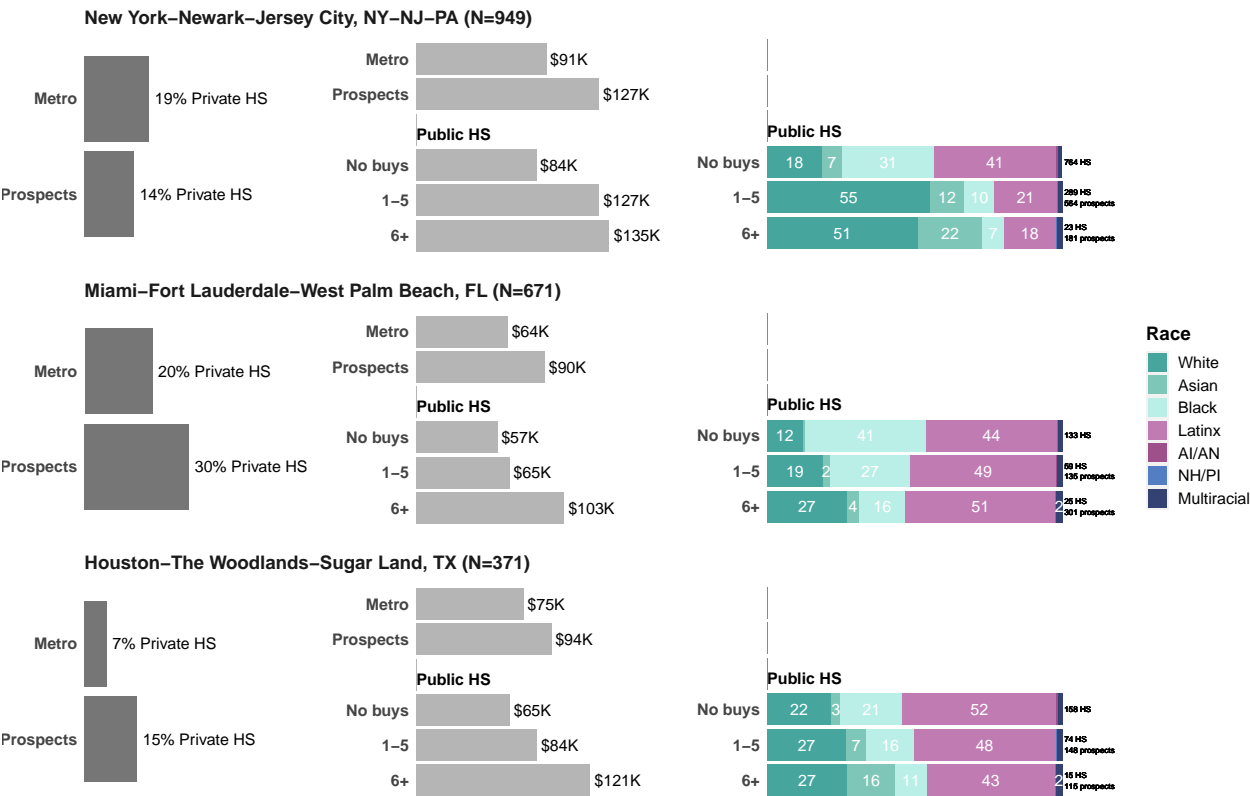


Figure 7.2: University by carnegie classification

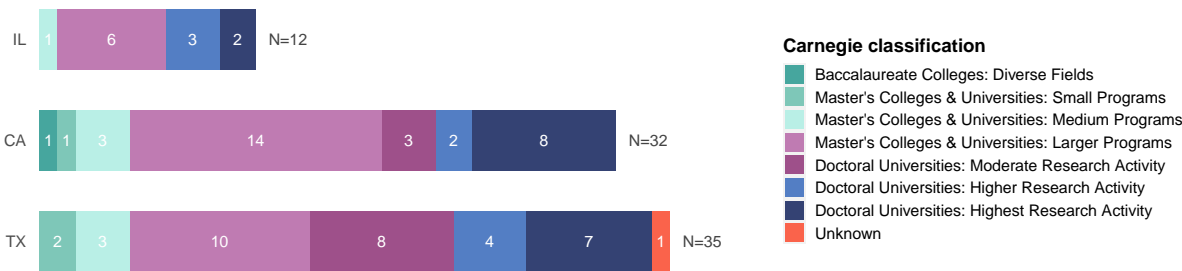


Figure 7.3: University by locale

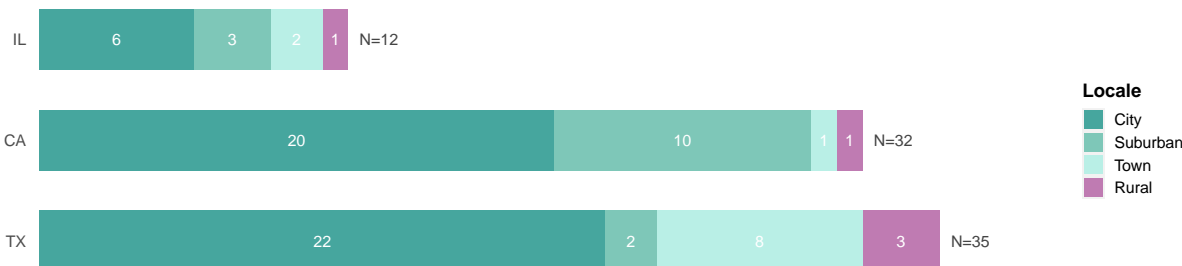


Figure 7.4: Summary of orders purchased by type

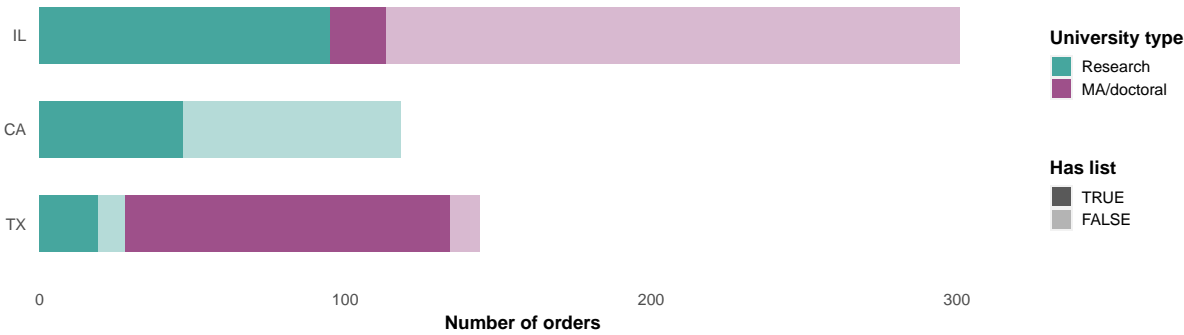


Figure 7.5: Summary of prospects by type

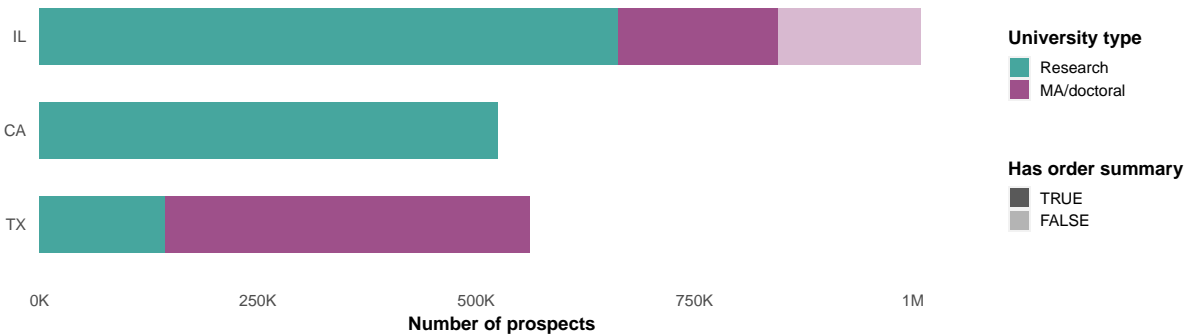
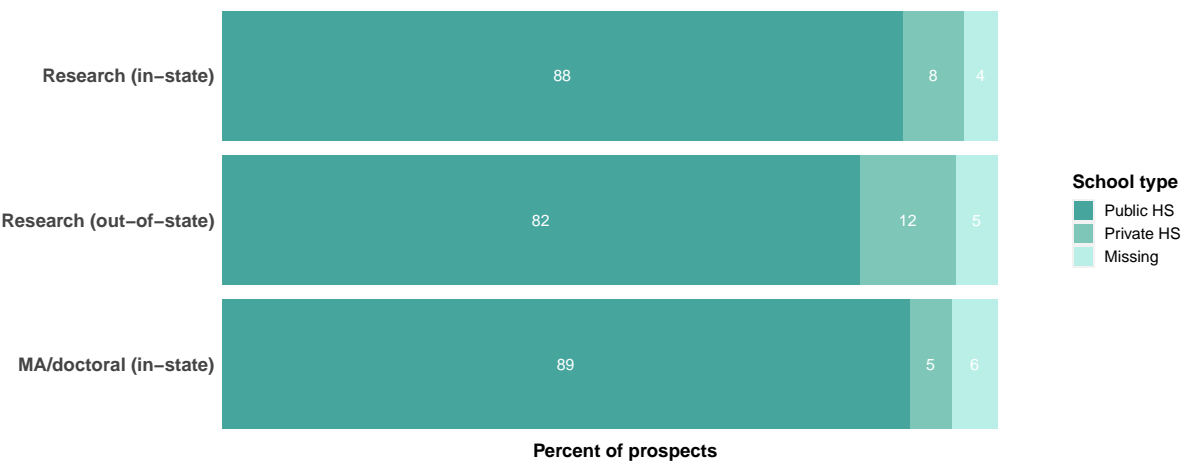
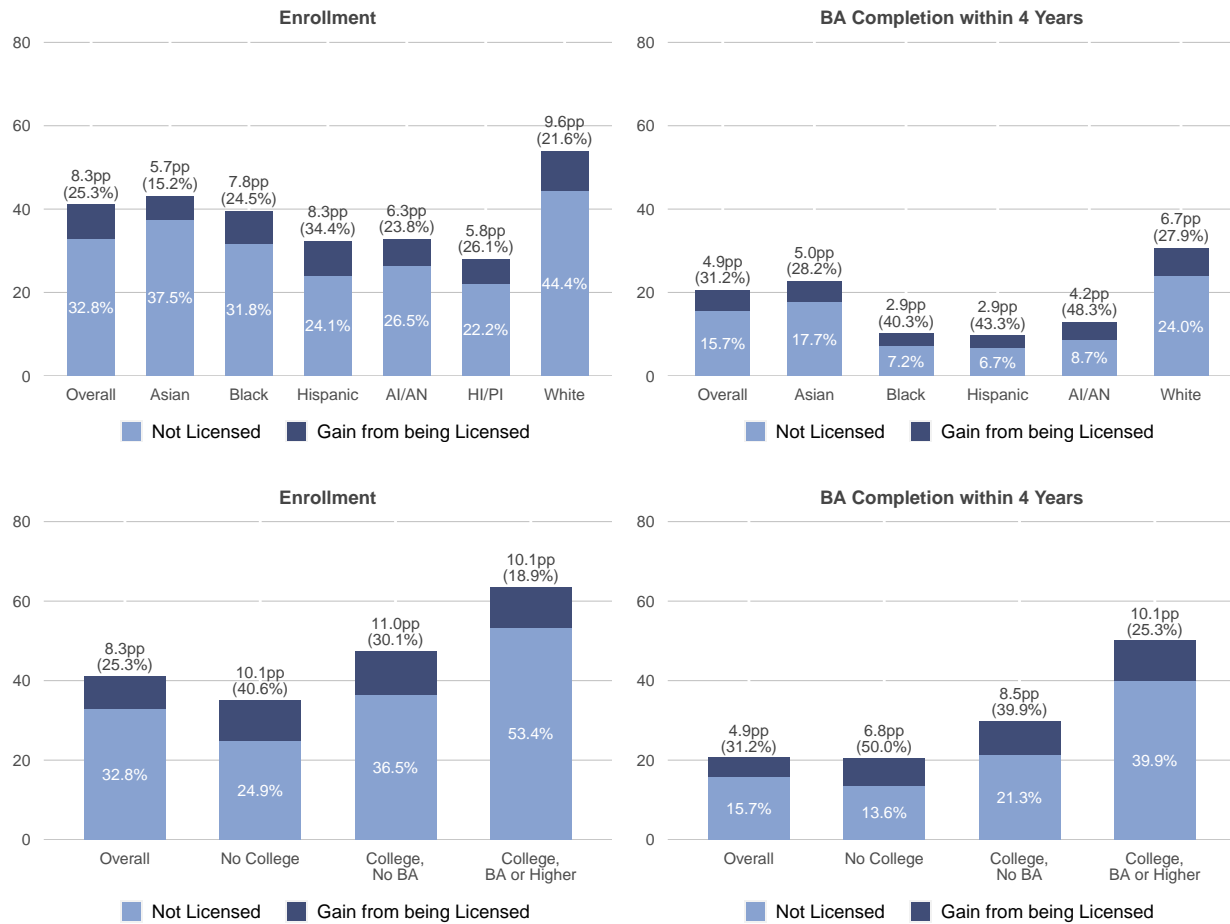


Figure 7.6: School type of prospects by research vs. ma/doctoral universities



Student List Policy

Figure 2.1



The Student List Business