

Tables & Figures

Figure 7

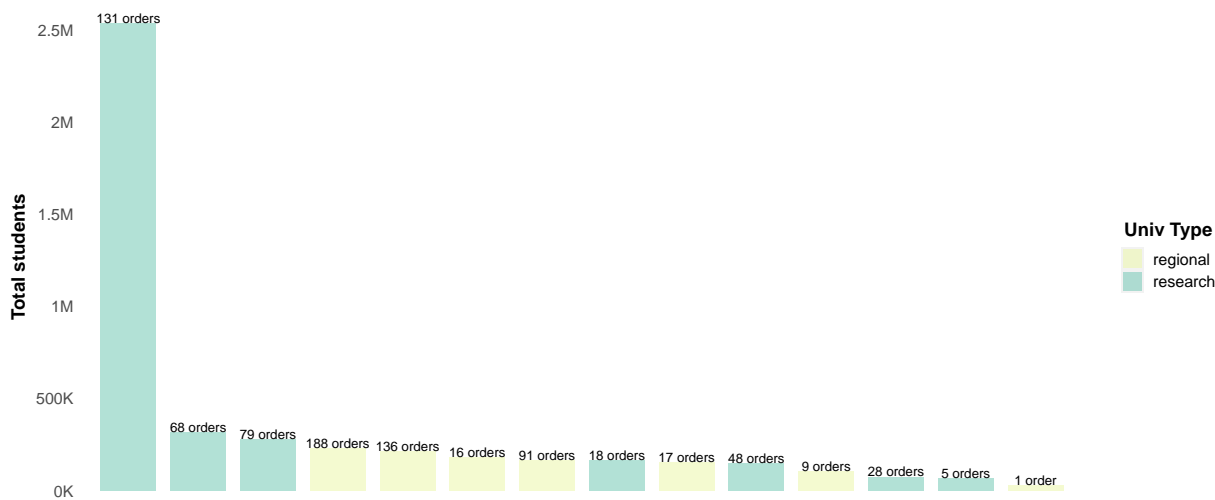


Figure 8

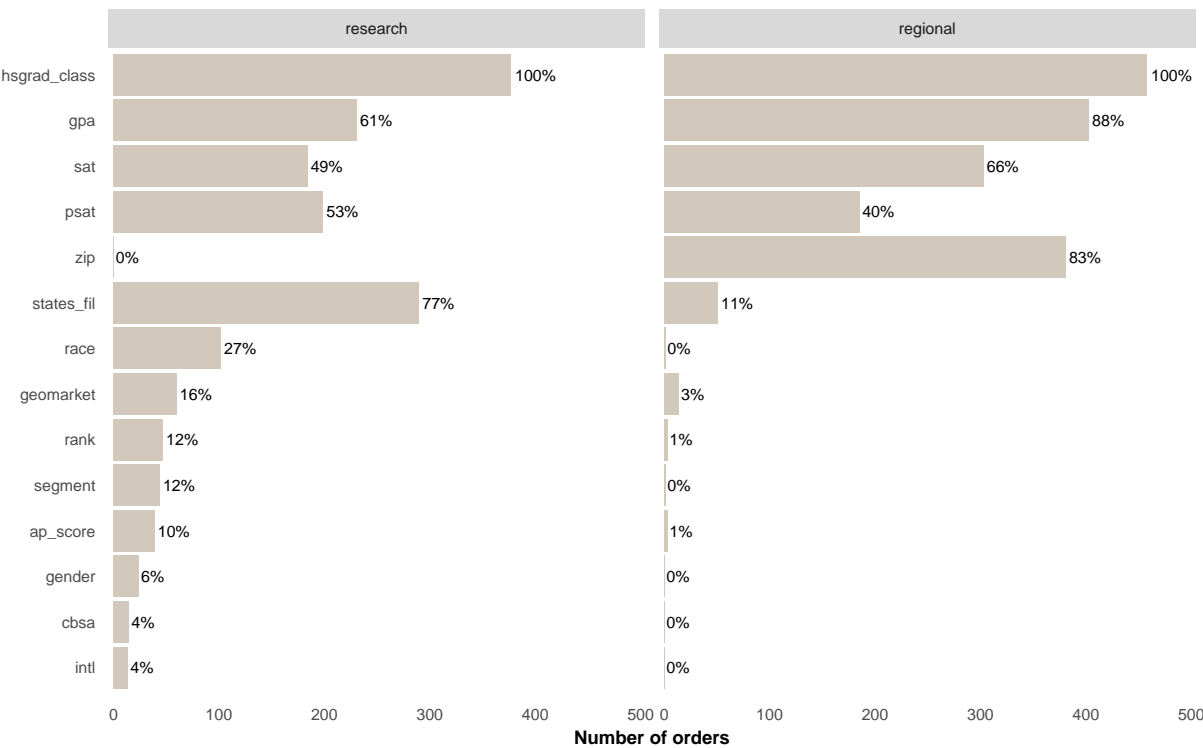
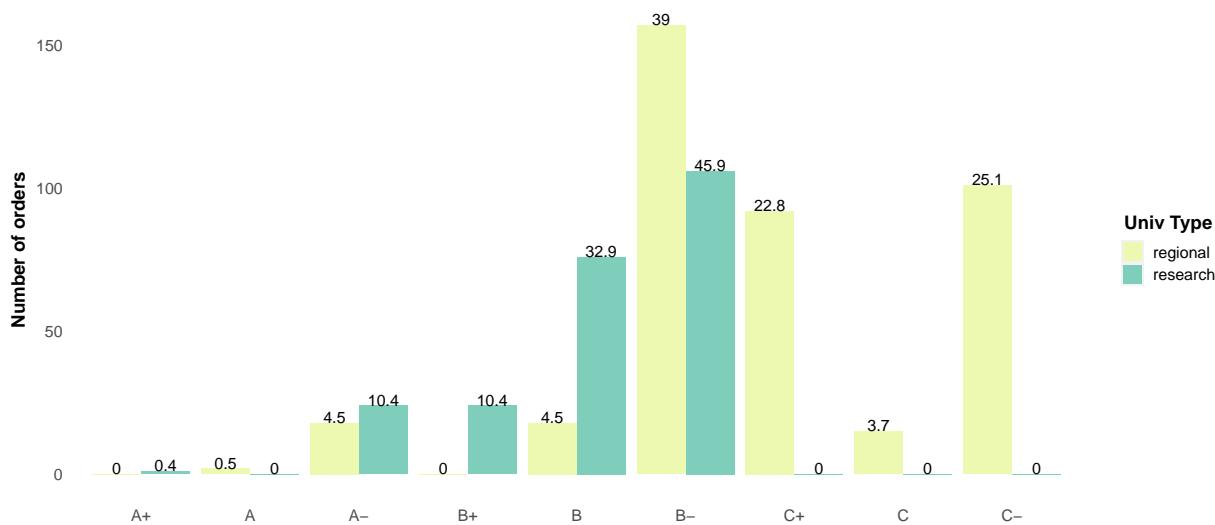
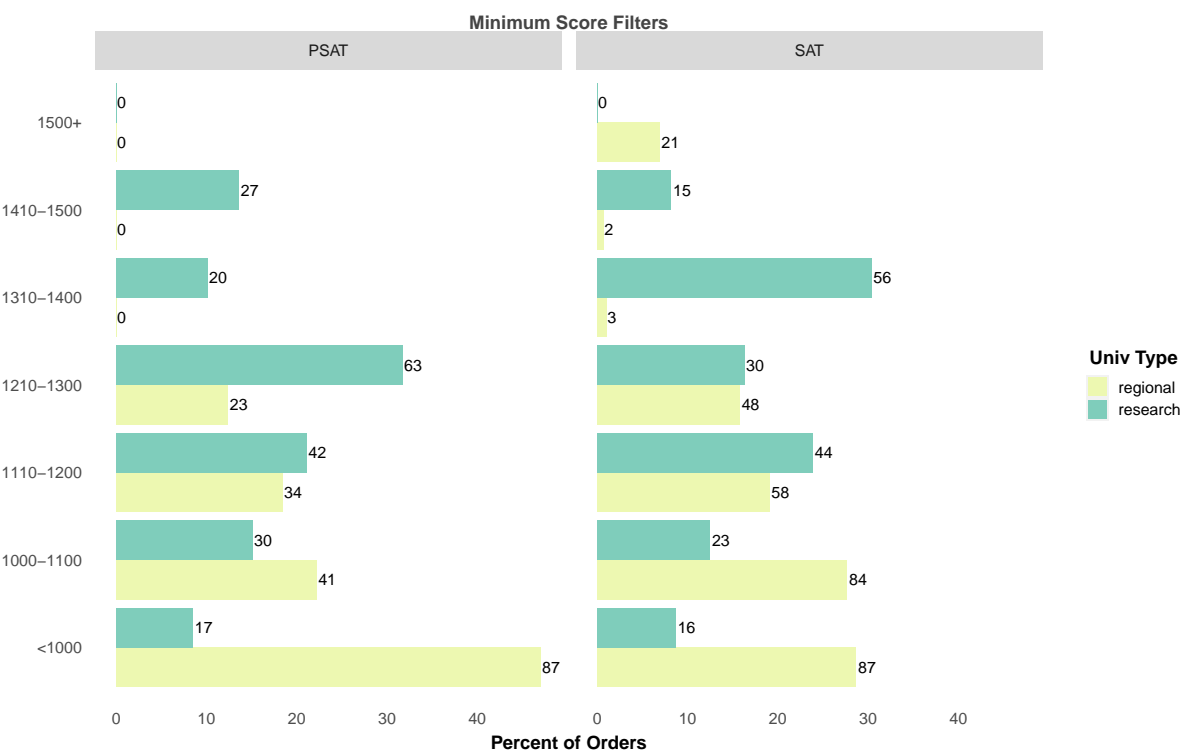


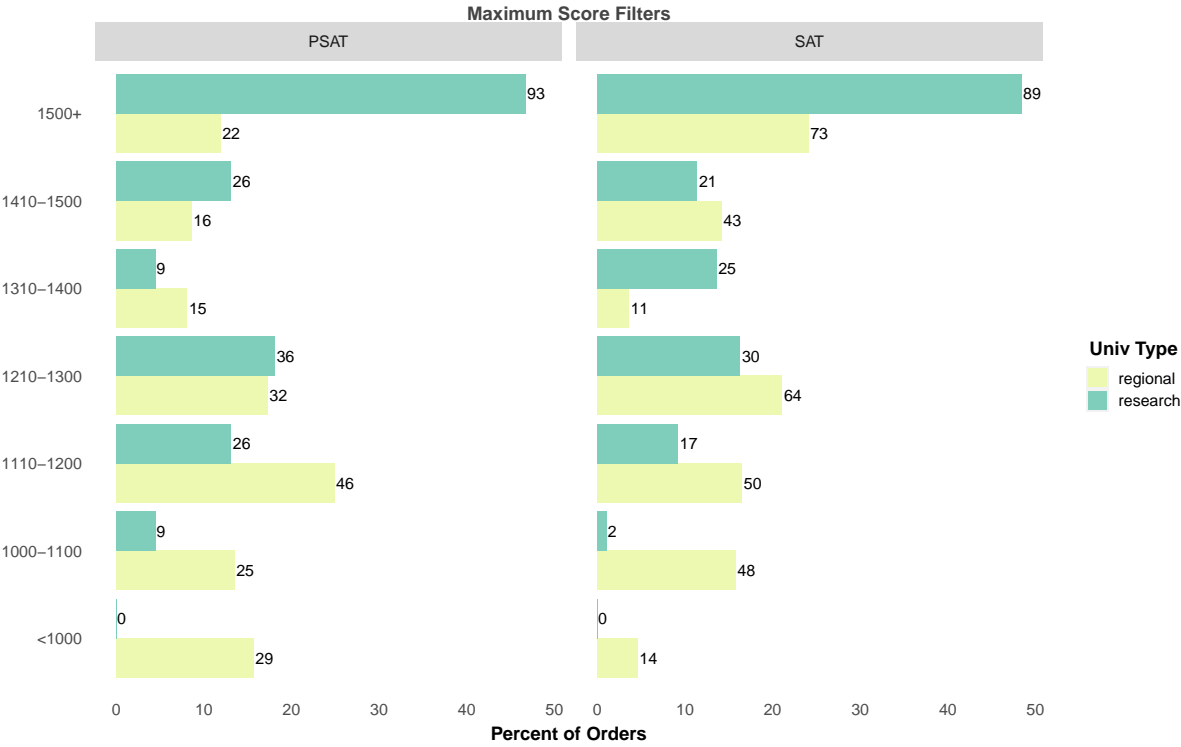
Table 3



NEW min test scores

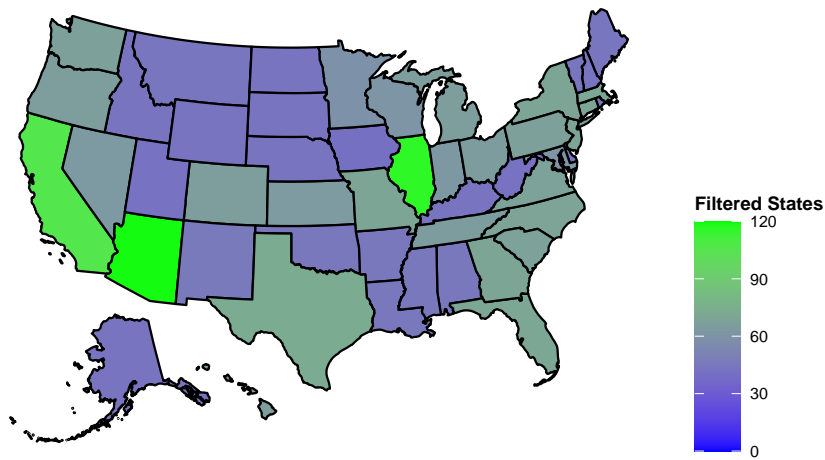


NEW max test scores

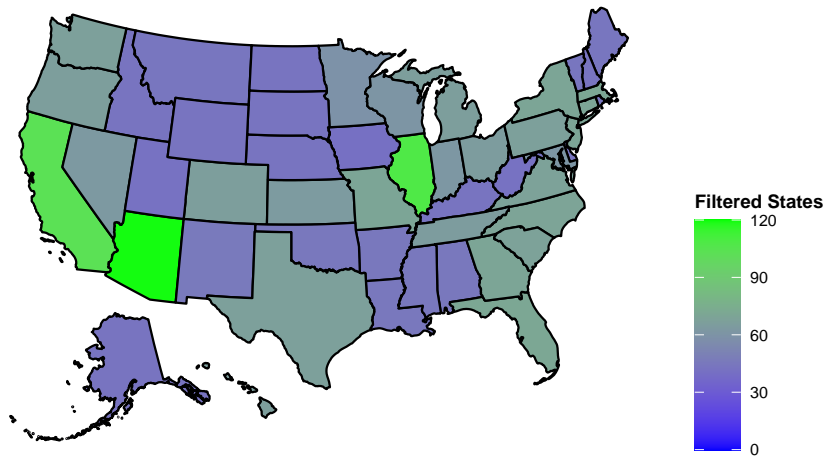


NEW state map (research)

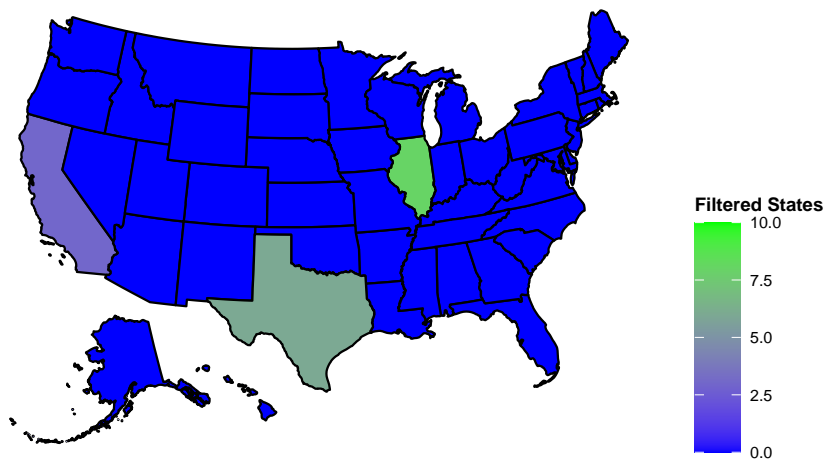
State Filters for Research Universities



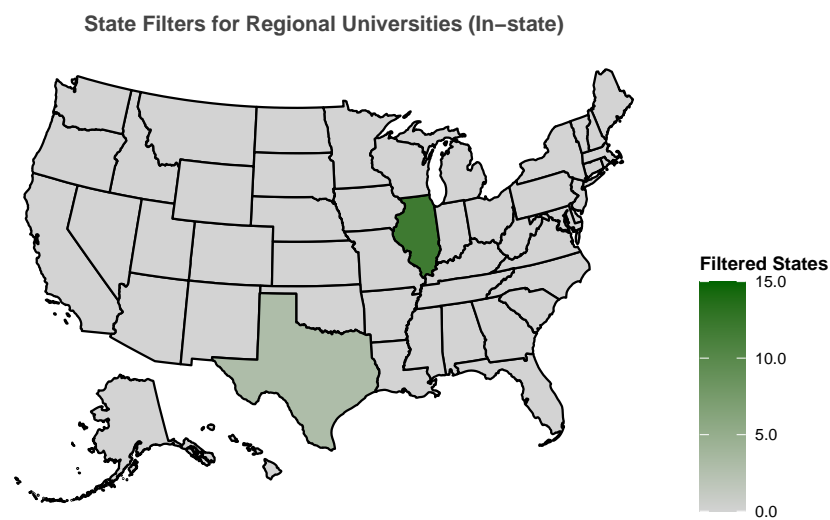
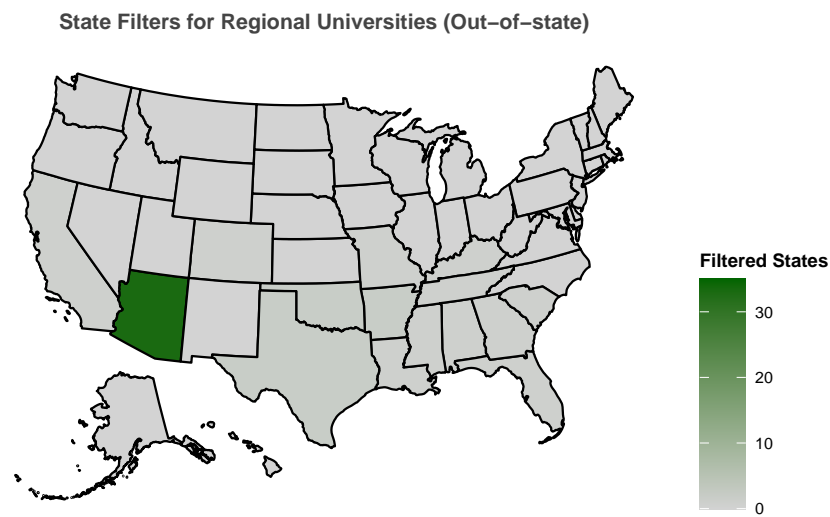
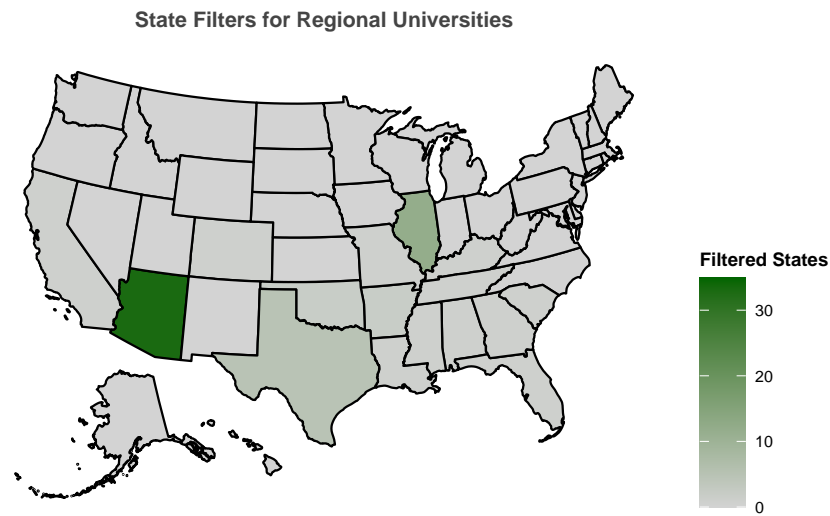
State Filters for Research Universities (Out-of-state)



State Filters for Research Universities (In-state)



NEW state map (regional)



NEW demographic race

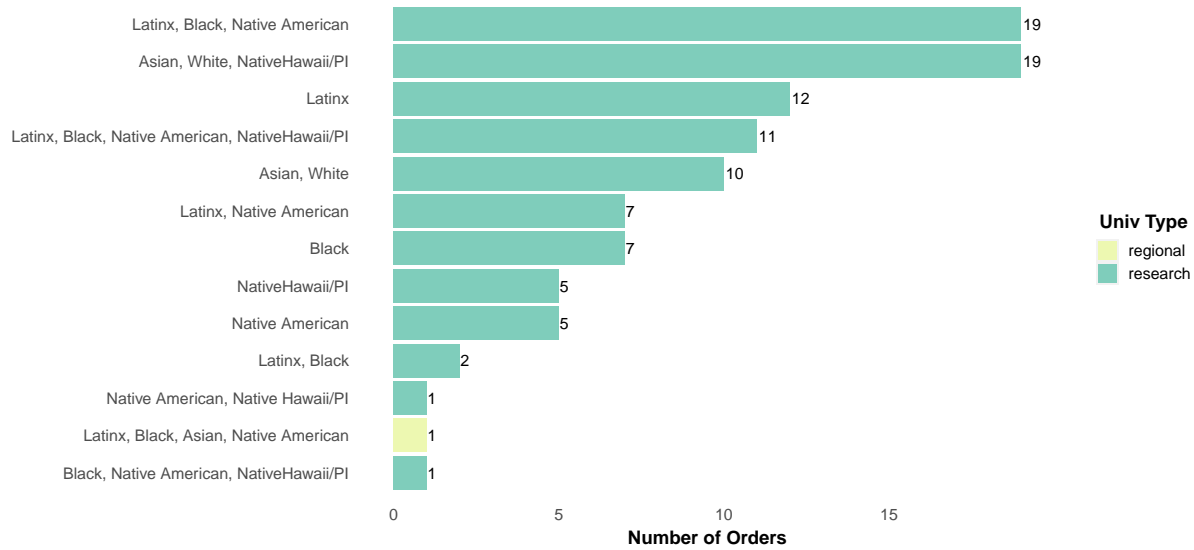


Table 7

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

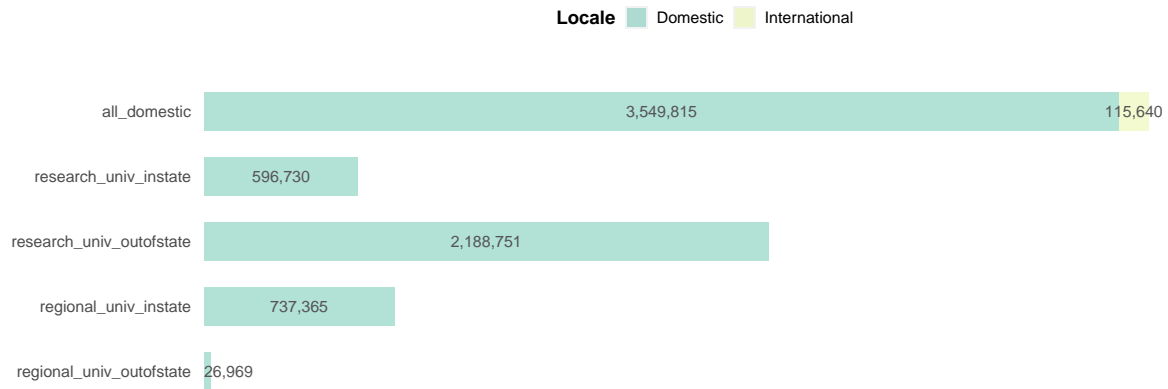


Figure 11

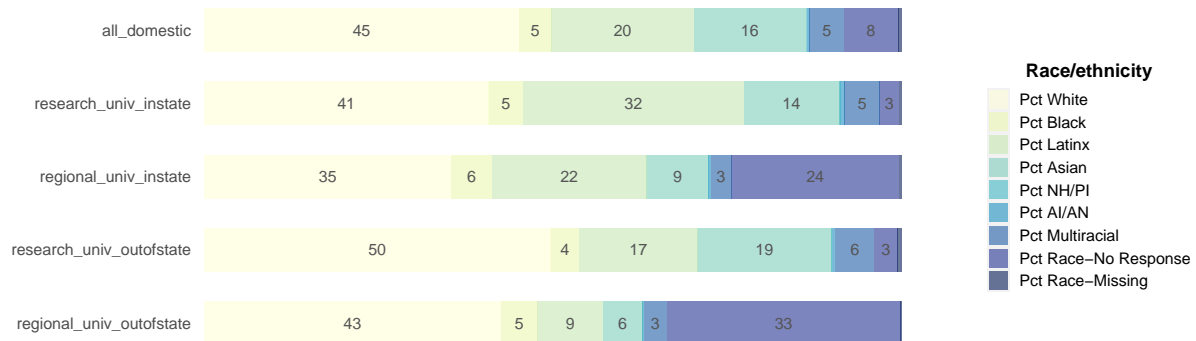
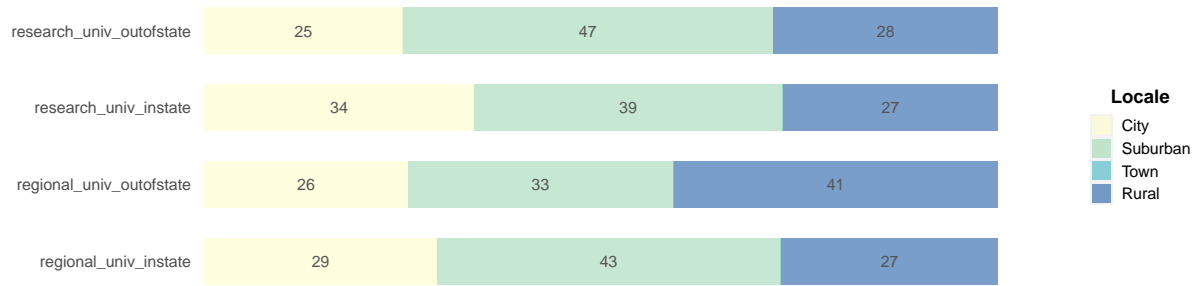


Figure 12



Figure 13



Appendix

