

Structuring College Access: The Market Segment Model and College Board Geomarkets

Ozan Jaquette (UCLA)

Karina Salazar (University of Arizona)

ABSTRACT

The Structure of College Choice (Zemsky & Oedel, 1983) created “Geomarkets” and the “Market Segment Model.” Geomarkets carve states and metropolitan areas into smaller geographic units, meant to define local recruiting markets. The Market Segment Model predicts how student demand for a particular college varies by Geomarket, based on the socioeconomic characteristics of households. Geomarkets became an input for two College Board products that help colleges recruit students. First, the Enrollment Planning Service (EPS) software recommends specific Geomarkets and high schools from which colleges should recruit. Second, the Student Search Service sells the contact information of prospective students – referred to as “student lists” – and colleges can filter by Geomarket to determine which prospect profiles they purchase. We draw from scholarship on quantification, particularly the discussions of correlation and homophily by Chun (2021), to conceptualize how recruiting products incorporate Geomarkets. We address two research questions: What is the socioeconomic and racial variation between Geomarkets and how does this variation change over time? How does the socioeconomic and racial composition of included versus excluded prospects vary when student list purchases filter on particular Geomarkets? We answer RQ1 by analyzing Census data from 1980, 2000, and 2020. We answer RQ2 using data on student lists purchased by public universities, which we collected by issuing public records requests. We utilize a quantitative case study design. Metropolitan areas are cases. Analyses consist of descriptive statistics and interactive maps.

1 Data and Methods

1.1 Data and Variables

RQ1. RQ1 primarily utilizes Census Data while RQ2 primarily utilizes data about student list purchases. Research question 1 is about socioeconomic and racial variation between Geomarkets in metropolitan areas and how such variation changes over time. To answer this question, we use census tract data from the U.S. Census Bureau. Utilizing a small geographic area is important for implementing a spatial merge between Census data and Geomarket shape files (described below). Census tract is the smallest geographic area for which measures of both race/ethnicity and socioeconomic characteristics are available. Census tracts are statistical subdivisions of a county designed to capture relatively homogeneous demographic communities that are generally considered to be more accurate for population analyses than zip codes, which are spatial boundaries drawn to demarcate route efficiency for postal services [CITE] .

We use data from the 1980 and the 2000 Decennial Census as well as 5-year estimates from the 2020 American Community Survey (ACS). For the 1980 Decennial Census, we draw from Summary Tape File 1 (STF1) for variables about race and Hispanic origin collected via “short form” questions answered by all households. We draw from Summary Tape File 3 (STF3) for variables about socioeconomic characteristics (income, education, and poverty) collected via the “long form” questionnaire completed by a sample of roughly 20% of all households. The 1980 Decennial Census data collection period closely matches the data collection period of SAT score-sending behavior that Zemsky & Oedel (1983) utilized to create Geomarkets and the Market Segment Model. For the 2000 Decennial Census, we similarly use the Summary File 1A (SF1A) for census-tract measures of race and Hispanic origin and the Summary File 3A (SF3A) for census-tract measures of income, education, and poverty.¹ Beginning in 2010, the Decennial Census no longer collected a “long form” questionnaire. These questions were replaced by ACS. Therefore, we also utilized the 2020 5-year ACS for both race and socioeconomic characteristics at the census tract level, which includes data collected from 2016-2020.² This data collection period mirrors the period for our primary data collection about student list purchases used to analyze RQ2, as described below.

¹Data for the 1980 and 2000 Decennial Census were retrieved from the IPUMS National Historical Geographic Information System, created by Manson et al. (2024).

²Data for the 2020 5-year ACS were retrieved from the [tidycensus](#) R package, created by Walker & Herman (2024)

Across these data sources, we created measures of race and ethnicity, specifically the number and proportion of the census-tract population in the following categories: White, non-Hispanic; Black, non-Hispanic; Asian, non-Hispanic; Pacific Islander, non-Hispanic; American Indian and Alaskan Native, non-Hispanic; and two or more races, non-Hispanic. Measures of Asian, American Indian and Alaskan Native, two or more races, and Native Hawaiian and Pacific Islander (all non-Hispanic) were not available for the 1980 Decennial Census. We also created socioeconomic measures that approximate the predictors of market segment identified by Zemsky & Oedel (1983). These variables are median household income, percent of households below the poverty line, and people age 25+ with a BA. All measures were created at the census tract-level and at the Geomarket-level by aggregating tract-level data to Geomarkets.

We assigned each census tract to College Board Geomarkets by implementing a partial spatial merge. Spatial manipulations utilized functions from the *sf* R package. Data to create the shapefiles for the College Board Geomarkets were obtained from a 2012 R-bloggers post.³ Essentially, the data file had one observation per zip code and a column that assigned each zip code to one Geomarket. Using these zip code-level data, we utilized the `aggregate()` function to create shapefiles for each Geomarket.

Next, we utilized the `st_intersection()` function to assign each census tract to a Geomarket, based on the intersection of their associated spatial shapefiles. We split census-tract shapefiles that intersected multiple Geomarkets (i.e., tracts whose boundaries spanned two or more Geomarkets) into smaller shapefiles, each entirely contained within a single Geomarket. We replaced each variable in these shapefiles with its original value scaled by the share of the tract's land area that lay within the Geomarket. For a particular census tract, imagine that 60% of its land area was contained in Geomarket A, 40% of its land area was contained in Geomarket B, and the census tract reports 100 people who identify as Asian, non-Hispanic. The partial spatial merge splits this census tract into two observations. The observation assigned to Geomarket A reports $.60 * 100 = 60$ Asian, non-Hispanic people and the observation assigned to Geomarket B reports $.40 * 100 = 40$ Asian, non-Hispanic people.

RQ2. Our second research question asks, how does the racial and socioeconomic composition of

³The author of the post reported that he found the zip codes associated with Geomarkets from a Google search.

included versus excluded prospects vary when student list purchases filter on Geomarkets? We answer this question using actual student lists purchased by public universities. In February 2020, we began issuing public records requests to public universities about student lists purchased from 2016 through 2020. We narrowed the scope of our request to student lists purchased from College Board, ACT, and the National Research Center for College and University Admissions (NRCCUA), the three largest student list vendors at the time. For each student list purchased from 2016 through 2020, we requested two related pieces of data: (1) the order summary, which specifies search criteria for the student list purchase; and (2) the de-identified prospect-level list produced from these search criteria.

The data collection sample for this project was all public universities in California, Illinois, Minnesota, and Texas. We chose these states because they were priorities for the two foundations that funded the data collection. Utilizing public records requests to obtain quantitative data is a painstaking process, made more difficult by the onset of the Covid Pandemic. Initially, the majority of universities ignored or denied our request. We established a client relationship with a civil rights legal organization and leveraged this relationship to obtain pro bono representation from four law firms. Firm representation substantially increased the success of data collection. We also collected data from Arizona State University and Northern Arizona University, because we were able to obtain pro-bono legal representation for these two universities. However, we were unable to obtain legal representation for Texas because firms interested in representing us had conflicts of interest in Texas.

Firm representation substantially increased the success of data collection. Nevertheless, data collection remained difficult. Some universities provided records that were not usable for quantitative analyses (e.g., summary statistics across multiple orders; or data did not contain important fields). Some universities did not provide records based on legitimate legal grounds (e.g., data not in university possession; not required to create records that do not currently exist). We learned that many universities outsourced student list purchases to third-party consulting firms, particularly [EAB](#). Unfortunately, we were rarely able to obtain usable data from these universities. Several universities denied requests based on questionable legal rationale, but we lacked the resources to litigate.

The primary data source for our second research question is student lists purchased from College Board for which we received both (a) the order summary data and (b) the de-identified prospect-level student list data. This sample includes a total of 414 orders associated with 2,549,085 prospects made by 14 [KS CHECK THIS] public universities located in California, Illinois, Texas, and Arizona. Although these lists were purchased by individual universities, the set of prospects included in each list is a function of the search criteria specified for that student list purchase. The resulting student lists could hypothetically extend to any university placing student lists orders based on the same filter criteria. In other words, any observed patterns in the findings below would remain constant for any university selecting the same filters.⁴ Therefore, we utilize these data not to analyze the behavior of individual universities, but to identify which prospective students are included when a particular set of search criteria are selected.

In particular, we answer the second research question by analyzing particular student list purchases that did *not* utilize the Geomarket search filter and purchased prospects from all Geomarkets in a particular metropolitan area.⁵ For each prospect, we know their home zip code and, therefore, which Geomarket they belong to. Our analyses then show which students would have been included or excluded from the student list purchase had the purchase filtered on particular Geomarkets.

The variables of interest are Geomarket and prospect-level characteristics, which are derived from the pretest questionnaire administered to College Board test-takers that are included in the de-identified student lists we received (e.g., HS code, HS GPA range, intended major). College Board asks students separate questions about ethnicity (Cuban, Mexican, Puerto Rican, other Hispanic, non-Hispanic, ethnicity non-response) and race (American Indian or Alaska Native, Asian, Black, Native Hawaiian or other Pacific Islander, White, race non-response), allowing students to check as many boxes as they want (College Board, 2016) [CITE]. From these responses, a College Board “derived aggregate race/ethnicity” was re-created based on the U.S. Department of Education reporting guidelines that includes the following categories: no response; American Indian/Alaska Native; Asian; Black; Hispanic/Latino; Native Hawaiian or Other Pacific Islander; White; other;

⁴ADD CAVEAT THAT PURCHASES EXCLUDE PROSPECT PROFILES THAT WERE PREVIOUSLY PURCHASED

⁵For analyses of Dallas, Detroit, Long Island, Northern New Jersey, and Philadelphia, we utilize data from student list purchases that did filter on Geomarkets but included all Geomarkets in the region.

two or more races, non-Hispanic (College Board, 2016) [CITE].⁶ Information about student socioeconomic status is limited. However, we create a measure of whether the prospect is first-generation college student based on their parents' level of education that was self-reported on the College Board questionnaire [KS double check this].

1.2 Methods

Research design. We utilize a multiple, quantitative case study design. Metropolitan areas are cases. Case studies deepen understanding of phenomena by comparing and contrasting across different settings [CITE YIN 2001]. Our research questions explore the socioeconomic and racial variation between Geomarkets, how such variation changes over time, and how Geomarket landscapes shape the composition of included versus excluded prospects. Our goal is not to generalize Geomarket variation nationally, but rather to explore how differences across Geomarket landscapes shape prospect pools based on the geographical model of metropolitan areas and their demographic characteristics [MAKE THIS MORE ABOUT EXPLORING THE MODEL. THIS SENTENCE SOUNDS FANCY BUT DOESN'T REALLY SAY ANYTHING]. Such aims align with the purpose of case studies, which drive the exploration of research questions focused on the “how” and “why” of phenomenon in rich and nuanced contexts. We, therefore, select a small number of metropolitan areas in order to provide sufficient analytic depth while situating each case within its specific historic and contemporary sociodemographic characteristics [TIE IN THEORETICAL FRAMEWORK HERE A BIT MORE]. Online Appendix XXX presents results for a larger number of metropolitan areas.

Case selection was informed by purposeful sampling to identify “information-rich” cases (Patton, 2002; Yin, 2009)[CITE] that can provide knowledge about variation across Geomarkets and over time. We considered metropolitan areas as information rich cases across three broad dimensions: 1) urban model structures, 2) geographical variation, 3) variation across racial/ethnic and socioeconomic characteristics, and 4) availability of student list orders and de-identified list data. Based on Zemsky & Oedel (1983), we identified classic urban model structures that reflected “major metropolitan area[s] ...composed of several markets, usually corresponding to the inner city, a first

⁶Any student who selects a Hispanic ethnicity category is defined as Hispanic/Latino, regardless of the race categories they select. Additionally, non-Hispanic students who check “American Indian or Alaska Native” and another race group are defined as “two or more races, non-Hispanic.”

ring of suburbs, and an outer ring of suburbs” (p. 11-12), such as Boston, Chicago, Detroit, Baltimore, Denver, Houston, Miami, and Philadelphia. To compare and contrast with classic urban model structures, we also identified alternative urban models such as bimodal or metroplex models that contain two centralized cores surrounded by the more classing suburban ring (e.g., Dallas-Fort Worth and San Francisco) and multi-nuclei models where urban growth develops around multiple, sometimes uncentralized and independent, metropolitan areas (e.g., Los Angeles and New York City). The third consideration addresses geographical variations in demographic populations by intentionally selecting metropolitan cases across different U.S. regions (West, Midwest, Northeast, South) to ensure resident and prospect pools mirror broader populations. Related to all previous selection dimensions, we are also interested in variation of racial and socioeconomic populations between Geomarkets within a metropolitan areas (RQ1) and how such variation shapes which prospective students are targeted by student list purchases (RQ2). We therefore considered whether or not metropolitan areas provided sufficient and varied racial and socioeconomic diversity for our research purposes.

Lastly, choice of metropolitan cases was informed by student list data availability. Although Census data are available for all metropolitan areas nationally (RQ1), we do not have good candidate student list data for all metropolitan areas (RQ2). In order to show which prospective students would have been included or excluded from the student list purchase had the purchase filtered on particular Geomarkets, the student list purchases we analyze must include all Geomarkets in a metropolitan area. This lead us to select on orders that filtered for an entire state (e.g., State filter is set to Pennsylvania), an entire metropolitan area without a Geomarket filter (CBSA filter is set to the Philadelphia metropolitan area), or an entire metropolitan area with a Geomarket filter inclusive of all Geomarkets (CBSA filter is set to the Philadelphia metropolitan area and Geomarket filter is set to all five Geomarkets in the Philadelphia area). Although we would like to analyze the D.C./Maryland/Virginia (DMV) area, the student list purchases we collected exclude “MD 5 – Prince Georges Metropolitan” and “MD 7 – Baltimore (Urban), which are substantially poorer and more Black than other Geomarkets in the DMV. Similarly, student list purchases targeting Cleveland exclude”OH 4 – City of Cleveland (East).”

In order to isolate the impact of Geomarkets on the racial/ethnic and socioeconomic characteristics

of prospect pools, we did not consider purchases that utilized student preference (e.g., campus size, intended major), low-income household, or first-generation status filters. Because nearly all orders we collected (Author, BLINDED) filter on some academic criteria, we only considered orders that included assessment threshold filters (e.g., PSAT, SAT) across a wide score range to explore whether and to what extent Geomarket contributions to prospect pools are consistent across all score ranges.

Our case selection process resulted in three metropolitan cases: Chicago, Dallas-Fort Worth, and Los Angeles.

Analyses. Analyses are simultaneously descriptive and spatial. We answer RQ1 by producing Geomarket-level tables and graphs that show how the Geomarkets in a selected metropolitan area vary on racial and socioeconomic characteristics and how they vary over time. We also produce interactive maps at the census tract-level to show more granular variation within and between Geomarkets.

We answer RQ2 by analyzing student list purchases that encompassed all Geomarkets in a selected metropolitan areas. Descriptive tables and graphs describe the racial and socioeconomic characteristics of prospects that would have been included/excluded had the purchase filtered on particular Geomarkets. We also create interactive maps of prospect pools by Geomarket contributions to provide a more granular visualization of analyses.

2 Findings

2.1 Chicago

Shifting Demographics, Persistent Segregation in Geomarket Landscape

Figure 2 presents the seven Geomarkets in the Chicago metropolitan area by total population across the three census periods. The maps in the figure show how Chicago Geomarkets reflect the classic urban geographical structure of an inner-city core surrounded by a ring of suburbs as described by Zemsky & Oedel (1983, p. 12). Based on the color gradient scale representing total population density, Figure 2 indicates northern suburb Geomarkets in the metropolitan area - Chain of Lakes,

Northwest Suburbs, Northshore, Evanston and Skokie - experienced relatively little population growth from 1980 through 2020. In contrast, the most significant population increases occurred in the Western Suburbs (1.2 Million to 1.6 Million) and the South and Southwest Suburbs (less than 1 Million to 1.3 Million) Geomarkets. The City of Chicago Geomarket, forming the metropolitan area's central core, was the only locality to experience a population decline, from 3.1 Million in 1980 to 2.8 Million in 2020, despite remaining the most densely populated Geomarket.

These modest population shifts lead to substantial change in the racial/ethnic composition within and across Geomarkets over time. Figure 3 illustrates the racial and ethnic composition of each Geomarket across the three census periods. In 1980, nearly all Geomarkets were predominantly White, with proportions ranging from 83% in the South and Southwest Suburbs to approximately 93% in North Shore. In contrast, the City of Chicago had a substantially more diverse population, with White residents comprising only 46% of its total population. By 2020, several Geomarkets that were previously predominantly White shifted to a more heterogeneous racial/ethnic distribution, including Chain of Lakes (59% White, 8% Black, 24% Hispanic; 7% Asian Pacific Islander), Northwest Suburbs (62% White, 3% Black, 18% Hispanic; 15% Asian Pacific Islander), Evanston and Skokie (64% White, 7% Black, 10% Hispanic; 16% Asian Pacific Islander), Western Suburbs (56% White, 9% Black, 23% Hispanic; 9% Asian Pacific Islander), and South and Southwest Suburbs (53% White, 24% Black, 18% Hispanic; 3% Asian Pacific Islander). For many Geomarkets, this balance in racial/ethnic composition was the result of large increases in the Latinx population from 1980 to 2020, which ranged from a 7 percentage point increase for the Evanston and Skokie Geomarket to a 19 percentage point increase for Western Suburbs. Some Geomarkets also experienced a substantial increase in Black populations (South and Southwest Suburbs) and in Asian populations (Northwest Suburbs and Evanston and Skokie). Figure 3 also indicates that, although the North Shore and City of Chicago Geomarkets underwent some changes in racial and ethnic composition, their overall demographic patterns remained relatively the same across the three census periods.

We also explore socioeconomic demographics - median income, percent living below poverty, and educational attainment - within and across Geomarkets over time in Figure 4. Overall, median income both within and across Geomarkets in the Chicago metropolitan area remained relatively stable across the three census periods. For instance, in 1980, median household income across the

Chicago metropolitan area ranged from a high of \$158,000 in the North Shore Geomarket to a low of \$66,000 in the City of Chicago Geomarket. However, median incomes in all other Geomarkets were closer to the upper thresholds of affluence, such as \$120,000 in the Northwest Suburbs, \$119,000 in Evanston and Skokie, \$108,000 in Chain of Lakes, \$105,000 in the Western Suburbs, and \$99,000 in the South and Southwest Suburbs. While overall income patterns across Geomarkets remained consistent through 2020, a median income increase for the City of Chicago Geomarket (\$79,000) and decrease in the South and Southwest Suburbs Geomarket (\$93,000) narrowed the income gap between the lowest and second-lowest Geomarkets to just \$14,000.

Figure 4 also shows that from 1980 to 2020, the percentage of residents living in poverty declined in the City of Chicago Geomarket while it increased in all other Geomarkets, resulting in a narrowing of poverty gaps across the Chicago metropolitan area. Similar patterns are evident in educational attainment across Geomarkets. In 1980, the City of Chicago had the lowest percentage of residents with a bachelor's degree or higher (13%). However, by 2020, the Geomarket experienced the largest percentage point increase in college degree attainment, reaching 38%. In comparison, all other Geomarkets experienced smaller gains in the share of residents with a bachelor's degree or higher over the same period. These trends contributed to a narrowing of the educational attainment gap across Geomarkets from 1980 to 2020.

Demographic shifts overtime have transformed the Chicago metropolitan area's Geomarket landscape from largely a binary structure into a more tiered dynamic shaped by substantial racial/ethnic and socioeconomic inequality between Geomarkets. The original Geomarket boundaries delineated significant racial and income segregation in the 1980s. This included Black, Hispanic, and Asian residents primarily in the City of Chicago Geomarket and White residents in Geomarkets forming the suburban ring of the metropolitan area. Income, poverty, and educational attainment also created a static socioeconomic divide in 1980, with southern Geomarkets (City of Chicago and South and Southwest Suburbs) characterized by lower affluence and educational attainment compared to the higher socioeconomic standing of the northwestern suburbs. However, declining White populations, Hispanic and Asian population growth, and Black out-migration, as well as narrowing of education and poverty gaps within some Geomarkets, have contributed to a more stratified Geomarket dynamic in the metropolitan area with significant disparities remaining between Geomarkets.

The City of Chicago Geomarket remains the critical geographical hub across all Geomarkets for racial/ethnic diversity; however, other Geomarkets now also include substantive numbers of residents across racial/ethnic groups (such as South and Southwest Geomarket for Black residents, Chain of Lakes for Hispanic residents, and Northwest Suburbs for Asian residents). While some stark socioeconomic gaps within Geomarkets have narrowed since 1980, significant geographical income segregation remains between Geomarkets despite a more clearly defined middle-to-high socioeconomic Geomarket group (Chain of Lakes, Northwest Suburbs, Western Suburbs).

Composition of Students Lists by Geomarket Contributions

To examine how the socioeconomic and racial composition of included versus excluded prospects varies when student list purchases filter on particular Geomarkets, we analyze six orders placed by a research university targeting prospects across the entire state of Illinois. The first two orders filter on the same SAT thresholds (ranging from 1020 to 1150), the same GPA thresholds (ranging from B- to A+), and filter on the high school graduating classes of 2020 and 2021 graduating classes, respectively. The remaining four orders used similar GPA and high school class filters but differed in SAT thresholds. Two orders targeted students with relatively middle-range scores (1160 to 1300) and two orders targeted those with relatively high scores (1310 to 1600). Because all six orders included an Illinois state filter, we can utilize prospects from the Chicago metropolitan area within the resulting student lists to examine Geomarket contributions by simulating the application of a Geomarket filter across low-, middle-, and high-range SAT threshold orders.

Figure 5 presents the racial/ethnic composition of purchased student profiles within Geomarkets in the Chicago metropolitan area, notably revealing that the City of Chicago stands out distinctly from all other Geomarkets in terms of the substantial racial and ethnic diversity of its purchased profiles. At the lowest PSAT score thresholds (top panel, 1020-1150) the racial/ethnic distribution of prospects within Geomarkets most closely reflects the demographic makeup of the metropolitan area in 2020 (see Figure 3). For example, more than 8,000 of the 15,981 total prospects in this SAT range order were concentrated in the Western Suburbs (56% White, 8% Asian, 6% Black, 26% Hispanic, 4% Multiracial) and South and Southwest Suburbs (55% White, 3% Asian, 17% Black, 22% Hispanic, and 3% Multiracial), both of which yield majority White prospect pools comparable

to the racial/ethnic makeup of their overall Geomarket populations. The North Shore (78% White, 8% Asian, 2% Black, 8% Hispanic) and the Northwest Suburbs (61% White, 11% Asian, 2% Black, 23% Hispanic) Geomarket pools exhibit the greatest proportions of White prospects. Unlike any other Geomarket, nearly nine of every 10 prospects from the City of Chicago Geomarket were Hispanic (50%), Black (30%), Asian (5%), or Multiracial (2%).

The City of Chicago Geomarket increasingly becomes the only Geomarket with substantial shares of Black, and Hispanic prospects as PSAT scores increase. All Geomarkets experience growth in the shares of White and Asian prospects, while Black and Hispanic prospect shares decline. For instance, the City of Chicago Geomarket pool is 18% Asian, 7% Black, 21% Hispanic, 5% Multiracial, making it the only Geomarket that is not predominantly White (49%). Prospect pools from all other Geomarkets in this high PSAT order are predominantly White and Asian, with Black and Hispanic shares ranging from 0.4% (North Shore) to 5% (South and Southwest Suburbs) of prospects and 6% (Northwest Suburbs) to 10% (South and Southwest Suburbs) of prospects, respectively.

We also explore contributions across Geomarkets to overall prospect pools by race/ethnicity. For instance, Figure 6 shows the contributions of each Geomarket to the pool of prospects from the two orders targeting middle range SAT scores (1160-1300) by race/ethnicity. The top panel presents the full distribution of the 13,643 total prospects (whose race/ethnicity is known) included in these orders by Geomarkets: 11% reside in Chain of Lakes, 13% in Northwest Suburbs, 5% in North Shore, 5% in Evanston and Skokie, 17% in City of Chicago, 28% in Western Suburbs, and 20% in South and Southwest Suburbs. These overall distributions are compared to those in the lower panels of Figure 6, which illustrate the proportional representation of each race/ethnicity group across Geomarkets.

For instance, Figure 6 shows the nearly 1,000 Black students whose contact information was purchased in these middle SAT score orders were largely contributed to the overall pool by the City of Chicago and South and Southwest Suburbs. These two Geomarkets contributed disproportionately higher shares, 48% and 30%, respectively, compared to their overall contributions of 17% and 20% of all included prospects. On the other hand, all other Geomarkets contributed substantially smaller shares of Black prospects. The City of Chicago Geomarket also contributed larger shares of

the nearly 3,000 Hispanic students (39% versus 17% for all prospects), while all other Geomarkets contributed comparable or relatively smaller proportions of Hispanic prospects than their overall representation among all included prospects.

In contrast, these representational patterns by Geomarket are reversed for White and Asian students. Figure 6 shows nearly all Geomarkets contributed to the pool of White prospects at rates proportional to their overall contributions to all included prospects (except City of Chicago). Similar patterns are observed for Asian students, with proportional contributions by Geomarket largely consistent with their overall distribution, except for Northwest Suburbs (19% versus 13% for all prospects) and Evanston and Skokie (10% versus 5% for all prospects) contributing disproportionately larger shares and the South and Southwest Suburbs (8% versus 10% for all prospects) contributing smaller shares relative to their overall contribution to the larger prospect pool.

These contribution patterns by race/ethnicity demonstrate that student list orders targeting prospects in the Chicago metropolitan area using Geomarket filters that exclude the City of Chicago— as observed in some orders collected via our public requests – result in the loss of substantially disproportionate shares of Black and Hispanic students from the resulting prospect pools. Appendix `@fig-chicago-rq2-midSAT-race` and `?@fig-chicago-rq2-highSAT-race` show that this pattern holds across both lower-range (1020-1150) and higher-range (1310-1600) SAT score filters. In both cases, the City of Chicago contributes disproportionately larger shares of Black and Hispanic prospects compared to all other Geomarkets.

We also examine the contributions of each Geomarket to the pool of prospects based on first-generation college student status. Similar to race/ethnicity figures above, Figure 7 presents the Geomarket distribution for the 13,749 total prospects (whose first-generations status is known) included in middle-range SAT score orders (1160-1300). Among the 1,743 prospects whose parents did not attend college (“no college”), the City of Chicago stands out as the only Geomarket contributing a disproportionately larger share of first-generation college students - 38% in comparison to 17% for all included prospects in this SAT range. In contrast, all other Geomarkets contributed disproportionately smaller shares of first-generation college students whose parents did not attend college relative to all included prospects, with such disparity ranging from a one-percentage-point difference (South and Southwest Suburbs) to a nine-percentage-point difference (Western Suburbs).

For prospects whose parents attended some college but did not complete their degrees (“some college”), Figure 7 indicates both City of Chicago and South and Southwest Suburbs Geomarkets contribute a disproportionately larger share of first-generation students. These representational patterns are reversed among prospects that are not first-generation college students. The City of Chicago Geomarket contributed a substantially smaller share of not-first generation prospects (12%) relative to all prospects (17%) in this SAT range, whereas all other Geomarkets contributed comparable shares.

Relative to Figure 7, appendix figures @fig-chicago-rq2-midSAT-ses and ?@fig-chicago-rq2-highSAT-ses demonstrate Geomarket contribution patterns by first-generation college student status are less pronounced in low-SAT range orders (1020-1150) and more pronounced in high-range SAT orders (1310-1600), respectively.

Finally, we examine Geomarket contributions to prospect pools by both first-generation college student status and race/ethnicity in the Chicago metropolitan area. Figure 8 presents the Geomarket distribution of the 12,981 total prospects (whose first-generation status and race/ethnicity is known) included in middle-range SAT (1160-1300) orders. Figure 8 shows the City of Chicago Geomarket consistently contributes a disproportionately larger share of first-generation college students whose parents did not attend college across all racial/ethnic categories. For instance, among all Asian prospects ($n=1,341$) whose contact information was purchased in this SAT score range, approximately 12% were first-generation college students whose parents did not attend college, 16% were first-generation college students whose parents attended some college but did not complete their degree, and 72% were not first-generation college students. Figure 8 shows the City of Chicago disproportionately contributes 35% of all Asian first-generation college students whose parents did not attend college. For first-generation college students whose parents attended some college but never completed degrees, City of Chicago (22%), South and Southwest Suburbs (20%), and Evanston and Skokie (20%) Geomarkets contributed larger shares of Asian prospects.

Similar Geomarket contribution patterns are evident among Hispanic prospects. The City of Chicago Geomarket stands out as the only Geomarket contributing substantially larger shares of Hispanic first-generation college students across those whose parents did not attend college (46% versus 38% overall) and those whose parents attended some college but did not complete their

degrees (29% versus 26% overall). Although Black prospects who are not first-generation college students make up a relatively smaller portion of the overall pool, Figure 8 suggests that such prospects are primarily contributed by the Evanston and Skokie, City of Chicago, and Western Suburbs Geomarkets.

Lastly, although Black prospects who are not first-generation college students make up a relatively smaller portion of the overall pool, Figure 8 suggests that such prospects are primarily contributed by the Evanston and Skokie, City of Chicago, and Western Suburbs Geomarkets. Similarly, Geomarkets such as Chain of Lakes, North Shore, Evanston and Skokie, and Western Suburbs contribute a disproportionately larger share of White prospects who are not first-generation college students, whereas City of Chicago and South and Southwest Suburbs contribute larger shares of White first-generation college students.

Appendix figures `?@fig-chicago-rq2-lowSAT-combo` and `@fig-chicago-rq2-highSAT-combo` show the magnitude of these Geomarket contribution disparities become more pronounced as SAT score thresholds increase.

The enduring segregated structure of the Chicago metropolitan area from 1980 to 2020 analyzed above plays a significant role in how Geomarkets shape the racial/ethnic and socioeconomic composition of prospect pools. Reflecting the larger metropolitan area dynamics, central Geomarkets that are predominantly comprised of low-income communities of color such as the City of Chicago and South and Southwest Suburbs consistently contribute disproportionately larger shares of Black, Hispanic, and first-generation college prospects, especially at lower SAT score thresholds. On the other hand, predominantly White and affluent Geomarkets in the suburban ring of the metropolitan area like the Chain of Lakes, North Shore, and Evanston and Skokie contribute larger proportions of White and Asian prospects, as well as non-first generation college students. However, the City of Chicago stands out in playing crucial role in fostering college access for first-generation Asian and Hispanic college students, contributing such prospects to the overall pool at significantly higher, disproportionate rates than any other Geomarket. Given the broader racial/ethnic distribution of the Chicago metropolitan area, student list orders that use Geomarket filters excluding the City of Chicago and including more affluent Geomarkets in targeting high-achieving students may still capture some Asian and Hispanic prospects. However, these students are far more unlikely to be

first-generation students of color.

2.2 Dallas-Fort Worth

Suburban Geomarket Growth Eases Racial Disparities, Concentrated Wealth Persists

The six Geomarkets within the Dallas-Fort Worth metropolitan area are illustrated in Figure 9 by total population across the three census periods. The Dallas-Fort Worth region represents a unique “metroplex” case formed by the convergence of two separate metropolitan areas, which creates a unique urban spatial structure that differs from the classic urban core and suburban ring model showcased by Chicago. As depicted in Figure 9, two distinct inner-core Geomarkets (City of Dallas and City of Fort Worth) are separated by a centrally located suburban Geomarket encompassing Irving, Arlington, & Grand Prairie. These central Geomarkets are surrounded by the more conventional outer ring of suburban Geomarkets (Dallas County, Collin and Rockwall Counties, and West of Dallas/Ft. Worth Metroplex).

From 1980 to 2020, the population of the overall Dallas-Fort Worth metropolitan area increased substantially from approximately 2.7 Million to 6.8 Million. Figure 9 shows all six Geomarkets experienced population growth over the three census periods. However, the most pronounced increases occurred in the West of Dallas/Fort Worth Metroplex and Collin & Rockwall Counties Geomarkets, which grew from approximately 340,000 to 1.4 Million and 170,000 to 1.2 Million, respectively. These population trends, as shown in Figure 9, suggest population growth has been partly driven by urban sprawl from the metropolitan centers - City of Fort Worth and City of Dallas - into the surrounding suburban and rural areas of the metropolitan areas. This outward expansion may also account for the comparatively larger geographic size of the West of Dallas/Fort Worth Metroplex Geomarket from 1980 to 2000.

Figure 10 presents the racial and ethnic composition of each Geomarket within the Dallas-Fort Worth metropolitan area across the three census periods. In 1980, all Geomarkets were predominantly White, with White populations ranging from 62% in City of Dallas to nearly 92% in West of Dallas/Fort Worth Metroplex. By 2000, however, Geomarkets located in the central part of the metropolitan area exhibited a more balanced racial/ethnic distribution, including Dallas County (58% White, 16% Black, 19% Hispanic; 6% Asian), Irving, Arlington, and Grand Prairie (54%

White, 12% Black, 26% Hispanic; 16% Asian), and City of Fort Worth (57% White, 16% Black, 22% Hispanic; 3% Asian). In contrast, Collin & Rockwall Counties and West of Dallas/Fort Worth Metroplex Geomarkets remained predominantly White in 2000 at 78% and 80%, respectively.

By 2000, the City of Dallas was no longer a predominantly White Geomarket, with a population that was approximately 24% Black, 30% Hispanic, and 3% Asian. Over the next two decades, the Hispanic population grew steadily, contributing to greater diversity. By 2020, the City of Dallas Geomarket had the lowest proportions of White and Asian residents across the Dallas-Fort Worth Metropolitan area, with approximately 21% Black, 38% Hispanic, and 2% Asian residents.

These shifts in racial and ethnic composition also became more pronounced for other Geomarkets between 2000 and 2020. The Collin and Rockwall and West of Dallas/Fort Worth Metroplex Geomarkets experienced continued declines in their share of White residents. However, both Geomarkets remained predominantly White (58% and 63%, respectively). In contrast, all other Geomarkets experienced continued increases in the shares of Black and Hispanic residents, resulting in a diminished previously White-majority populations for Dallas County (33% White, 23% Black, 32% Hispanic; 9% Asian), Irving, Arlington, and Grand Prairie (30% White, 20% Black, 36% Hispanic; 12% Asian), and City of Fort Worth (46% White, 15% Black, 33% Hispanic; 4% Asian).

Socioeconomic demographics of median income, percent living below poverty, and educational attainment over time are presented in Figure 11 for the Dallas-Fort Worth metropolitan area. Overall, median income both within and across Geomarkets remained relatively stable across the three census periods. Between 1980 to 2000, affluence levels across Geomarkets were consistent, ranging from a low of \$82,000 in City of Fort Worth to a high of \$135,00 in the Collin & Rockwall Counties Geomarket. However, the substantial increase in median income for the Collin & Rockwall Counties Geomarket during this time period plateaued by 2020, reshuffling relatively affluence levels among Geomarkets. By 2020, Collin & Rockwall Counties remained the most affluent Geomarket with a median household income of \$133,000, followed by West of Dallas/Fort Worth Metroplex (\$116,000), and Dallas County (\$90,000).

In contrast, median household income for City of Dallas and City of Fort Worth remained relatively stable through 2020. As a result, both City of Dallas and City of Fort Worth continued to rank at the

lowest levels of affluence within the metropolitan area at \$86,000 and \$87,000 median household incomes, respectively. Figure 11 also illustrates changes in the percentage of residents living in poverty and educational attainment within Geomarkets over time, revealing similar dynamics across Geomarkets to those observed in median household income. Together, these trends underscore the growingly racial/ethnic diverse but widening economic inequality within the evolving Geomarket landscape of the Dallas-Fort Worth metroplex.

Composition of Students Lists by Geomarkets

We also analyze student list orders collected through public requests to assess how the racial/ethnic and socioeconomic composition of included versus excluded prospects varies when filtering on particular Geomarkets within the Dallas-Fort Worth metropolitan area. Specifically, we analyze three list orders placed by a research university targeting prospects across 87 different Geomarkets nationwide, including all six Geomarkets in the Dallas-Fort Worth Metropolitan area. Each order also filtered for prospects in the 2019-2020 graduating class and based on PSAT scores across three ranges: 1070-1180, 1190-1260, and 1270-1520. Similar to Chicago analyses, we focus on prospects within the middle PSAT score range (1190-1260) from the Dallas-Fort Worth metropolitan area to simulate Geomarket contributions and assess patterns of inclusion versus exclusion.

Figure 12 presents the racial/ethnic composition of purchased student profiles within Geomarkets in the Dallas-Forthworth area, revealing a comparatively more distributed pattern of racial/ethnic diversity across Geomarkets unlike Chicago's concentrated diversity within a single Geomarket. This distribution is most notable at the lowest PSAT score threshold. For instance, at the 1070-1180 PSAT score range, the central suburban Geomarkets of Dallas County (36% White, 17% Asian, 15% Black, 28% Hispanic) and Irving, Arlington, and Grand Prairie (34% White, 13% Asian, 15% Black, 34% Hispanic) have the greatest proportions of non-White prospects, which is largely attributed to their greater shares of Asian and Black prospects. While the urban central Geomarkets of City of Dallas and City of Fortworth are the most racially/ethnically diverse in the larger metropolitan area (see Figure 10), their prospect pools in Figure 12 includes larger proportions of Hispanic prospects but lower proportions of Asian and Black students. The Collin & Rockwall Counties (57% White, 7% Black, 17% Hispanic, 14% Asian) and West of Dallas/Forth

Worth Metroplex Geomarkets (61% White, 7% Black, 19% Hispanic, 7% Asian) both yield the largest but predominantly White prospect pools.

Prospect pools within Geomarkets from the middle range PSAT score (1190-1260) to the high PSAT score range (1270-1520) become disproportionately more Asian, while the representation of Hispanic and Black prospects decline substantially.

Figure 13 presents the race/ethnicity of all prospects targeted in the middle PSAT score range across Geomarket contributions. The bars for “All (race known)” show that Collin & Rockwall (37%) and West of Dallas/Forth Worth (23%) contribute many more students than the other four Geomarkets. Disparities in Geomarket contributions were evident but differed for Asian, Black, and Hispanic students. For instance, The Dallas County (20% versus 13% for all prospects) and Collin and Rockwall Counties (47% versus 37% for all prospects) Geomarkets contributed a disproportionate larger share of Asian students, whereas nearly all other Geomarkets contributed disproportionately smaller shares.

Representational patterns across Geomarkets are reversed for Black and Hispanic prospects in Figure 13. All Geomarkets besides Collin and Rockwall Counties and West of Dallas/Fort Worth Metroplex contributed equal or larger proportions of Black and Hispanic prospects relative to their contributions to the overall prospect pool in the Dallas-Fort Worth metropolitan area. However, the City of Dallas Geomarket contributed the largest disproportionate share of Hispanic prospects (19% versus 11% for all prospects), whereas the Dallas Counties Geomarket contributed the largest disproportionate share of Black prospects (21% versus 13% for all prospects).

Contributions of each Geomarket to the pool of prospects based on first-generation college student status from the Dallas-Fort Worth metropolitan area are presented in Figure 14. Only 303 prospects of the 3,928 total in this middle PSAT score range pool were first-generation college students whose parents did not attend college. Again, all Geomarkets besides Collin and Rockwall Counties (14% versus 36% for all prospects) and West of Dallas/Fort Worth Metroplex (15% versus 24% for all prospects) contributed equal or larger proportions of first-generation college students (no college) relative to their contributions to the overall prospect pool. Disproportionately larger contributions range from six percentage points by the Dallas Counties Geomarket (19% versus

13% for all prospects) to 11 percentage points by the City of Dallas Geomarket (22% versus 11% for all prospects). Contributions become more proportional for the pool of first-generation college students whose parents attended but did not complete their degree. Proportional balances across Geomarkets are also evident for the 3,069 prospects that are not first-generation college students, with the exception of Collin and Rockwall Counties Geomarket contributing the largest disproportionate share of not first-generation college students (40%) relative to the contributions to the overall prospect pool (36%).

Lastly, Figure 15 presents Geomarket contributions to prospect pools by both first-generation college student status and race/ethnicity, which we view as the most interesting results for the Dallas-Fort Worth metropolitan area. Among all White prospects ($n=2,094$) whose contact information was purchased in this middle PSAT score range, approximately 3% were first-generation college students whose parents did not attend college, 11% were first-generation college students whose parents attended some college but did not complete their degree, and 86% were not first-generation college students. Figure 15 shows nearly all Geomarkets contribute a nearly proportionate share of prospects by first-generation college students relative to the overall pool, the only modest exception being the Irving, Arlington, & Grand Prairie Geomarket.

By contrast, for non-White groups, a larger share of prospects were first-generation students. Furthermore, first generation status differed substantially across Geomarkets, especially for Hispanic and Asian students. For Hispanic students, more than 50% of prospects from the City of Dallas, City of Fort Worth, Arlington & Grand Prairie, and Dallas County are first-generation college students. By contrast, for the more affluent Collin & Rockwall Geomarket and the West of Dallas/Fort Worth Metroplex Geomarkets, less than 30% of prospects were first-generation. For Asian prospects, City of Fort Worth and Irving, Arlington, & Grand Prairie Geomarkets contributed disproportionately larger shares of first-generation college students across both parents with no college and some college. By contrast, the more affluent Collin & Rockwall sent more Asian prospects (285) than any other Geomarket, but about 87% of these prospects were not first-generation college students.

Analyses of student list orders across the Dallas-Fort Worth metropolitan area reveals patterns of racial/ethnic and socioeconomic stratification in Geomarket contributions. As Dallas-Fort Worth

became increasingly diverse from 1980 to 2020, a more balanced racial/ethnic distribution emerged across the metropolitan area's Geomarket landscape. However, these patterns did not translate to racial/ethnic composition of student prospect pools. Suburban Geomarkets like Collin and Rockwall Counties and the West of Dallas/Fort Worth Metroplex yielded a disproportionately larger share of Asian prospects, whereas central Geomarkets such as the City of Dallas, Dallas County, and Irving, Arlington, and Grand Prairie contributed a disproportionately larger share of Hispanic and Black prospects. These racial/ethnic disparities become significantly more pronounced, particularly in the disproportionate share of Asian prospects, as PSAT score thresholds increase (see Appendix ?@fig-dallas-rq2-lowSAT-race and ?@fig-dallas-rq2-highSAT-race). Similar Geomarket contribution patterns are also evident by first-generation college student status, with Collin and Rockwall Counties and the West of Dallas/Fort Worth Metroplex providing larger shares of non-first generation college student prospects, and central Geomarkets (City of Dallas, City of Fort Worth, Dallas County, and Irving, Arlington, and Grand Prairie) providing disproportionately larger shares of first-generation college student prospects. Moreover, central Geomarkets are particularly important for including Black (City of Dallas and City of Fort Worth), Hispanic (City of Dallas, City of Fort Worth, Dallas County, and Irving, Arlington, and Grand Prairie), and Asian (City of Fort Worth and Irving, Arlington, and Grand Prairie) first-generation college students. While Collin and Rockwall Counties and the West of Dallas/Fort Worth Metroplex Geomarkets still contribute a notable overall number of Black, Hispanic, and Asian prospects, such students are predominantly not first-generation college students.

2.3 Los Angeles

Decentralized Diversity and Income in a Multi-Nucleo Landscape

Due to the large number of Geomarkets in urban Southern California, we distinguish Los Angeles – 11 Geomarkets, results shown here – from Orange County (four Geomarkets) and San Diego (three Geomarkets), which are shown in the Online Appendix. The 11 Geomarkets within the Los Angeles metropolitan area are illustrated in Figure 16 by total population across the three census periods. The Los Angeles metropolitan area is one of the only multi-nuclei models in the country that is formed when urban growth occurs around multiple centers that serve different functions rather than

expanding from a single central business district core (CITE- Harris and Ullman 1945). As depicted in Figure 16, Geomarkets closely follow this overall metropolitan model. Hollywood and Wilshire, South and South Central Los Angeles, and East Los Angeles Geomarkets are centrally located in the metropolitan area followed by an outer core ring made up by the Glendale and Pasadena, San Fernando Valley-East, West Los Angeles and West Beach, South Bay, and Long Beach Geomarkets. The San Fernando Valley-West Geomarket is located in the northwest part of the region, whereas Covina and West Covina as well as the Riverside, San Bernadino, and Ontario Geomarkets are located inland, comprising the Inland Empire.

The population growth in the Los Angeles metropolitan area increased from approximately 8 Million in 1980 to more than 12 Million in 2020. Figure 16 showcases population growth by Geomarkets over the three census periods reflect the urban sprawl forming the multi-nuclei model. The most pronounced increases occurred in South and South Central Los Angeles Geomarket, as well as the outer/inland Geomarkets of San Fernando Valley-West, Riverside and San Bernadino, and Ontario. The South and South Central Los Angeles Geomarket grew from approximately 1.2 to 1.6 Million from 1980 to 2020. In contrast, the San Fernando Valley-West and Riverside and San Bernadino, and Ontario Geomarkets grew from approximately 700,000 to 1.2 Million and from 1.1 Million to nearly 3 Million during this time, respectively.

Figure 17 presents the racial and ethnic composition of each Geomarket within the Los Angeles metropolitan area from 1980 to 2020. Over this period, the proportion of White residents declined across all Geomarkets, while Asian and Hispanic populations generally increased. [THE CAVEAT THAT WE DON'T HAVE ASIAN FOR 1980 IS MORE IMPORTANT FOR LA] In 1980, all Geomarkets - except for East Los Angeles, South and South Central Los Angeles, and Hollywood and Wilshire- were predominantly White, with percentages ranging from 62% White in Long Beach to 78% in the San Fernando Valleys (West and East) Geomarkets. By 2020, however, only the West Los Angeles and West Beach Geomarket remained predominantly White (62%). Remaining Geomarkets exhibited a more racially/ethnic diverse population by 2020, including San Fernando Valley-West- (44% White, 4% Black, 39% Hispanic; 11% Asian Pacific Islander), San Fernando Valley -East (43% White, 4% Black, 41% Hispanic; 8% Asian Pacific Islander), Glendale and Pasadena (35% White, 3% Black, 37% Hispanic; 21% Asian Pacific Islander), South Bay (29%

White, 12% Black, 33% Hispanic; 21% Asian Pacific Islander), Long Beach (26% White, 11% Black, 46% Hispanic; 13% Asian Pacific Islander), Covina and West Covina (19% White, 3% Black, 52% Hispanic; 24% Asian Pacific Islander), and Riverside, San Bernardino, and Ontario (28% White, 7% Black, 54% Hispanic; 6% Asian Pacific Islander). However, the South and South Central Los Angeles and Hollywood and Wilshire Geomarkets experienced substantial declines in the share of Black residents from 1980 to 2020, dropping from 44% to 18% and 18% to 9%, respectively.

Figure 18 presents trends in income, poverty, and educational attainment in the Los Angeles metropolitan area from 1980 to 2020, demonstrating the South and South Central Los Angeles, East Los Angeles, and Hollywood and Wilshire Geomarkets remained at the lowest socioeconomic levels across these indicators. For instance, the median household income in the South and South Central Los Angeles Geomarket increased modestly from \$57,000 in 1980 to \$59,000 in 2000, reaching \$67,000 by 2020. In comparison, East Los Angeles and Hollywood and Wilshire recorded slightly higher median incomes in 2020 at \$76,000 and \$84,000, respectively. These figures remain substantially lower than that of the most affluent Geomarket, West Los Angeles and West Beach, where the median household income reached \$137,000 in 2020.

Figure 18 also illustrates parallel trends in poverty and educational attainment over time, with Hollywood and Wilshire, East Los Angeles, South and South Central Los Angeles Geomarkets consistently ranking at lower levels across these socioeconomic indicators. Moreover, the disparities between these three Geomarkets and all others in the Los Angeles metropolitan area widened from 1980 to 2020.

Composition of Students Lists by Geomarkets

To examine how the socioeconomic and racial composition of included versus excluded prospects varies when student list purchases filter on particular Geomarkets in the Los Angeles metropolitan areas, we analyze six orders placed by a research university that filtered for prospects across the entire state of California, in the 2020-2022 high school graduating classes, and by PSAT scores. Two orders indicated PSAT score thresholds ranging from 1070-1180, another two orders filtered for a 1190-1260 PSAT range, and the remaining two orders filtered for scores ranging from 1270-1520.

Figure 19 presents the racial/ethnic composition of purchased student profiles. For the more than

15,000 prospects in the resulting student lists at the low PSAT score thresholds (1070-1180), South and South Central Los Angeles (n=1,031) and East Los Angeles (n=871) Geomarket pools stand out as having an overwhelming majority of students of color, 98% and 95% respectively. Relative to other Geomarkets in the Los Angeles metropolitan area, such patterns are attributed to both South and South Central Los Angeles (89%) and East Los Angeles (64%) having substantially greater proportions of Hispanic prospects, as well as a larger proportion of Black prospects for South and South Central Los Angeles (6%) and larger share of Asian prospects for East Los Angeles (30%).

Even among higher PSAT score ranges, South and South Central Los Angeles remains the most prominent Geomarket with significant proportions of Hispanic and Black student prospects, while East Los Angeles stands out for its substantial share of Asian prospects.

Figure 20 presents the race/ethnicity of all prospects targeted in the middle PSAT score range across Geomarket contributions for the Los Angeles metropolitan area, demonstrating South and South Central Los Angeles (7% versus 2% for all prospects) and Riverside, San Bernadino, and Ontario (25% versus 17% for all prospects) Geomarkets contributed larger proportions of Black prospects relative to their contributions to the overall prospect pool in the Los Angeles metropolitan area.

For Hispanic prospects, South and South Central Los Angeles (8% versus 2% for all prospects) and Riverside, San Bernadino, and Ontario (24% versus 17% for all prospects) also contributed a disproportionately larger proportions of prospects relative to their contributions to the overall pool in the Los Angeles metropolitan area.

In comparison, the Glendale and Pasadena (17% versus 14% for all prospects), East Los Angeles (11% versus 5% for all prospects) and Covina and West Covina (17% versus 11% for all prospects) Geomarkets contributed a disproportionate larger share of Asian prospects relative to their contributions to the overall prospect pool.

These contribution patterns by race/ethnicity demonstrate that student list orders targeting prospects in the Los Angeles metropolitan area using Geomarket filters that exclude lower-income Geomarkets such as South and South Central Los Angeles and Riverside, San Bernadino, and Ontario Geomarkets would result in the loss of substantially disproportionate shares of Black and Hispanic students from the resulting prospect pools. Similarly, using a Geomarket filter excluding

East Los Angeles would result in the loss of disproportionate shares of Asian students.

Figure 21 presents Geomarket contributions by first-generation college student status, demonstrating the disproportionately larger share of first-generation college students contributed to the overall pool by East Los Angeles, South and South Central Los Angeles, and Riverside, San Bernardino, and Ontario Geomarkets. For students whose parents did not attend college, East Los Angeles (16% versus 5% of all prospects), South and South Central Los Angeles (10% versus 2% of all prospects), and Riverside, San Bernardino, and Ontario (24% versus 17% of all prospects) Geomarkets provided a disproportionately larger contribution of first-generation college students. These three Geomarkets also made disproportionately larger contributions of first-generation college student prospects whose parents attended but did not complete their degree, as well as Hollywood & Wilshire (7% versus 5% of all prospects), Long Beach (7% versus 5% of all prospects), and Covina and West Covina (13% versus 10% of all prospects).

Lastly, Figure 22 presents Geomarket contributions to prospect pools by both first-generation college student status and race/ethnicity in the Los Angeles metropolitan area.

For Hispanic prospects, the South and South Central Los Angeles Geomarket stands out as providing the most substantial share of first-generation college students. Across all Hispanic prospects in the middle range PSAT orders, 25% were first-generation college students whose parents did not attend college, 25% were first-generation college students whose parents attended some college but did not complete their degrees, and 50% were not first-generation college students. In comparison, the South and South Central Los Angeles Geomarket contributed much larger disproportionate share of Hispanic first-generation college students whose parents did not attend college (54%), with the Hollywood & Wilshire (30%), East Los Angeles (39%), and Riverside, San Bernardino, and Ontario (31%) also contributing larger but more modest disproportionate shares. The East Los Angeles (33%), South and South Central Los Angeles (28%), Long Beach (30%), and Riverside, San Bernardino, and Ontario (27%) also contributed larger Hispanic first-generation college students whose parents attended college but did not complete their their degree.

Among all Asian prospects whose contact information was purchased, approximately 11% were first-generation college students whose parents did not attend college, 21% were first-generation

college students whose parents attended some college but did not complete their degree, and 68% were not first-generation college students. Figure 22 highlights the East Los Angeles Geomarket as a key contributor of Asian prospects ($n = 251$), a significant proportion of whom are first-generation college students (35%) whose parents did not attend college. The Hollywood & Wilshire Geomarket also contributed a modest number of Asian first-generation college students (some college) at a disproportionately larger rate (35%).

While the pool of Black prospects is relatively small ($n=186$) in Figure 22 , some patterns emerge by first-generation status. Overall, approximately 5% of Black prospects were first-generation college students-no college, 20% were first-generation college students-some college, and 74% not first-generation). The South and South Central Los Angeles Geomarket stands out for contributing a disproportionately high share (21%) of Black first-generation college students whose parents did not attend college, despite representing a relatively smaller overall number. Additionally, the Long Beach Geomarket is notable for its higher proportion (40%) of Black first-generation students whose parents attended college but did not complete a degree.

3 Discussion

In their analysis of quantifying school quality in England, McArthur & Reeves (2022, p. 517) observe that “one problem with school league tables ...is that the measures of school quality often merely reflect the social origins of those who attend a particular school.” Similarly, considering prior research showing that SAT scores are substantially a function of social origin (Sewell & Shah, 1967), the Market Segment Model argues that student demand for higher education is mostly a function of social origin.

Institutional theory defines the organizational field as “those organizations that, in the aggregate, constitute a recognized area of institutional life: key suppliers, resource and product consumers, regulatory agencies, and other organizations that produce similar services and products” (DiMaggio & Powell, 1983, p. 143).

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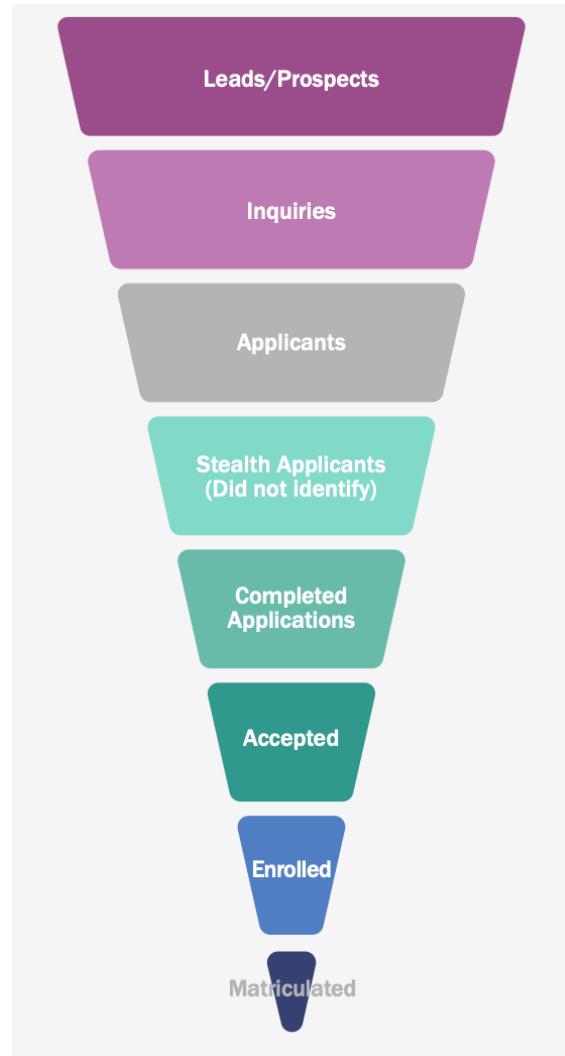


Figure 1: The Enrollment Funnel

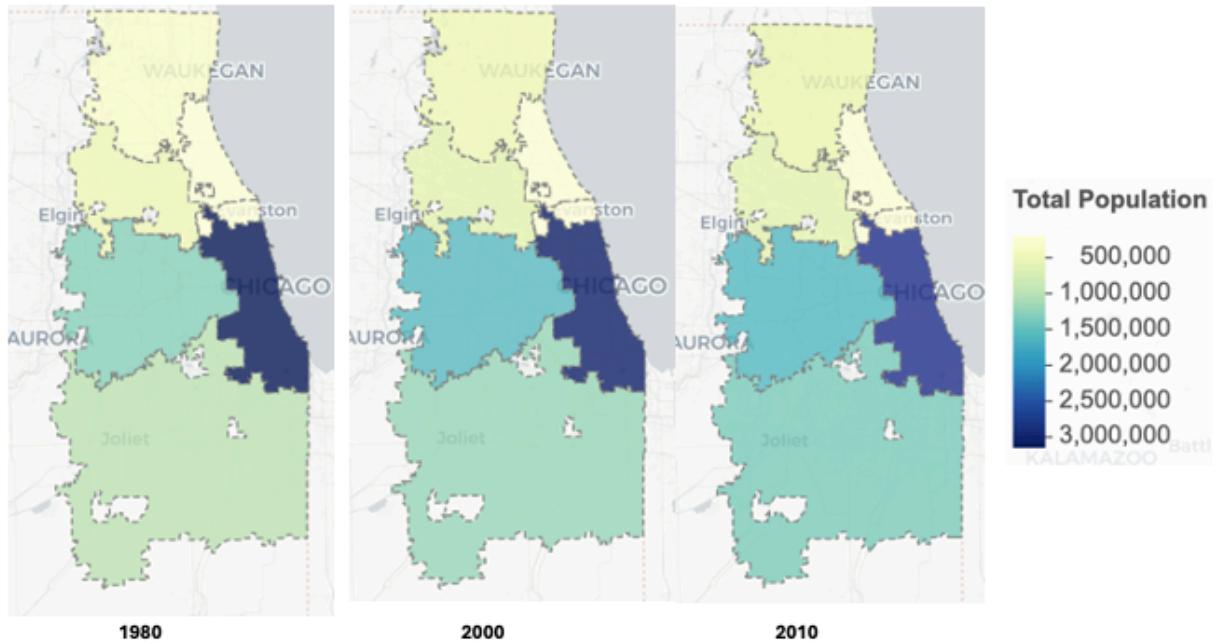


Figure 2: Chicago Geomarkets, Total Population 1980-2020

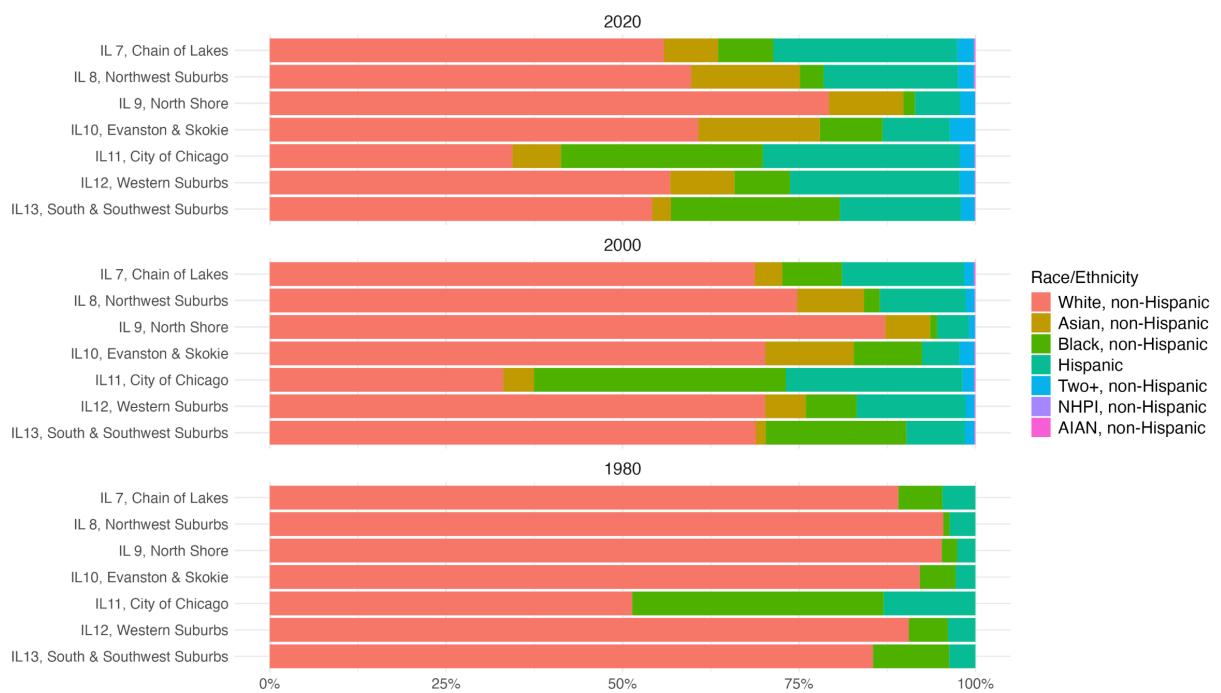


Figure 3: Racial/Ethnic Composition of Chicago Area Geomarkets, 1980-2020

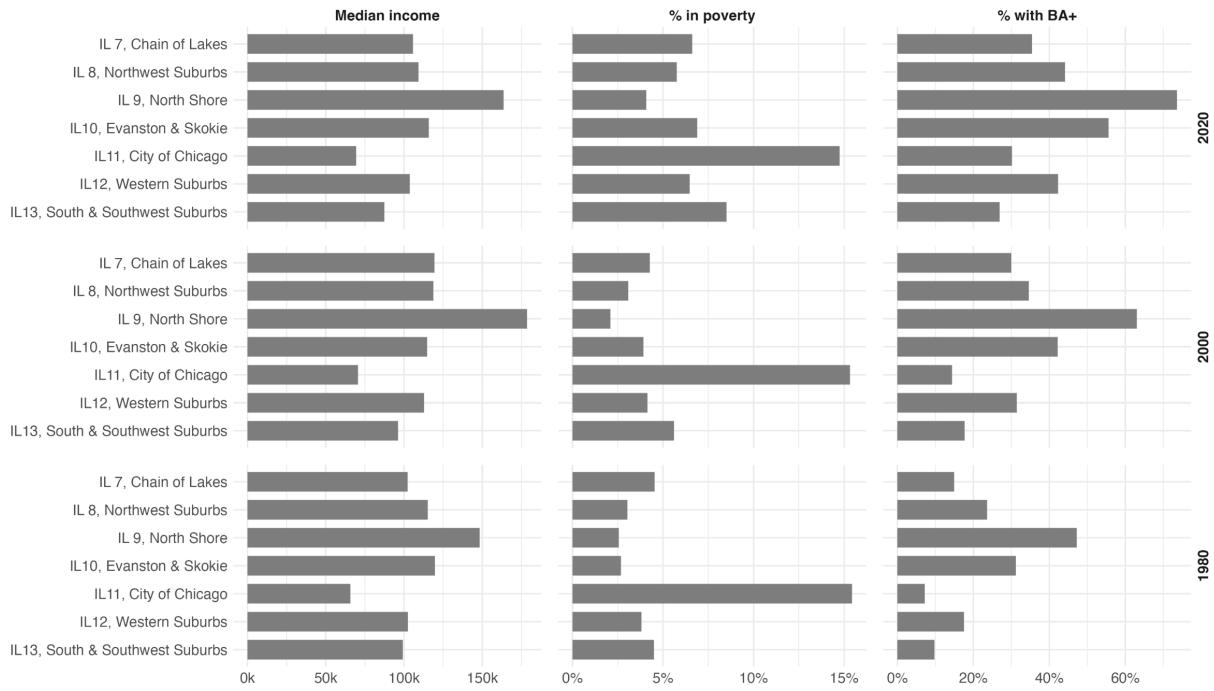


Figure 4: Socioeconomic Characteristics of Chicago Area Geomarkets, 1980-2020

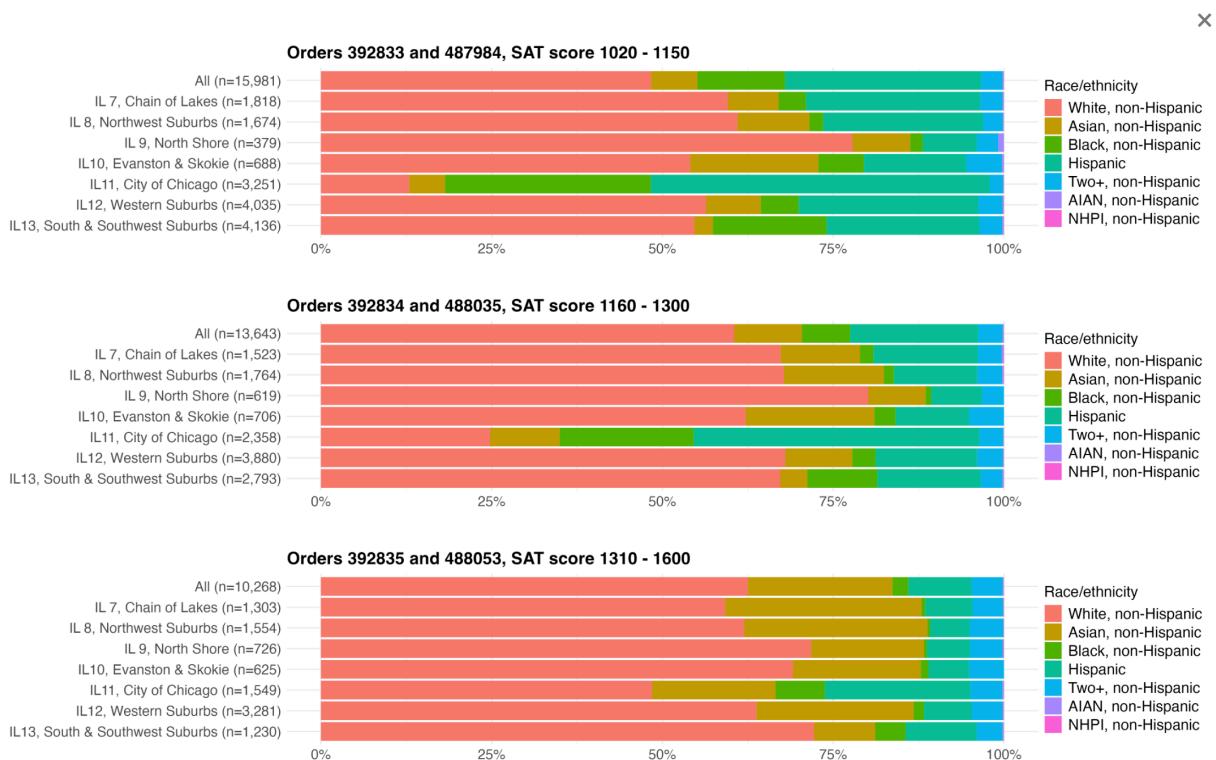


Figure 5: Racial/Ethnic Composition of Purchased Student Profiles by Geomarket, Chicago Area

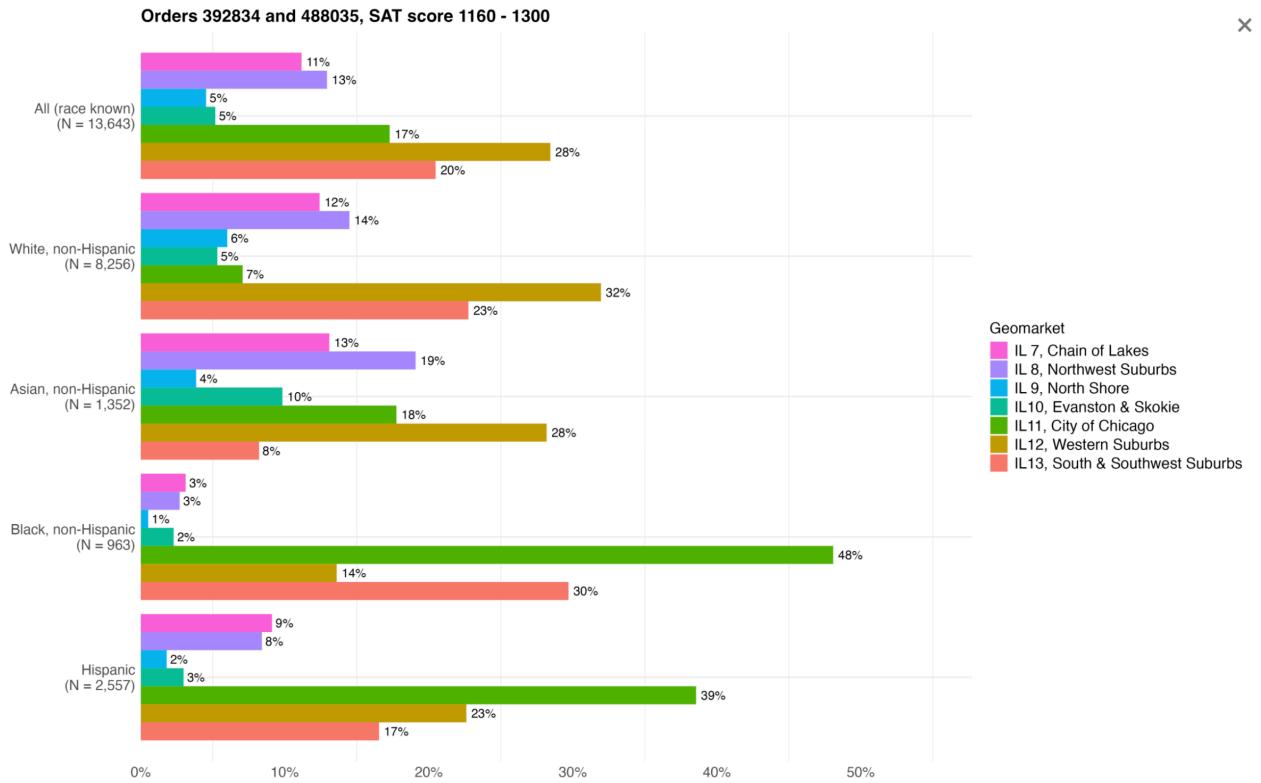


Figure 6: Chicago Geomarket Contribution to Purchased Student profiles by Racial/ethnic group, Middle-Range SAT orders

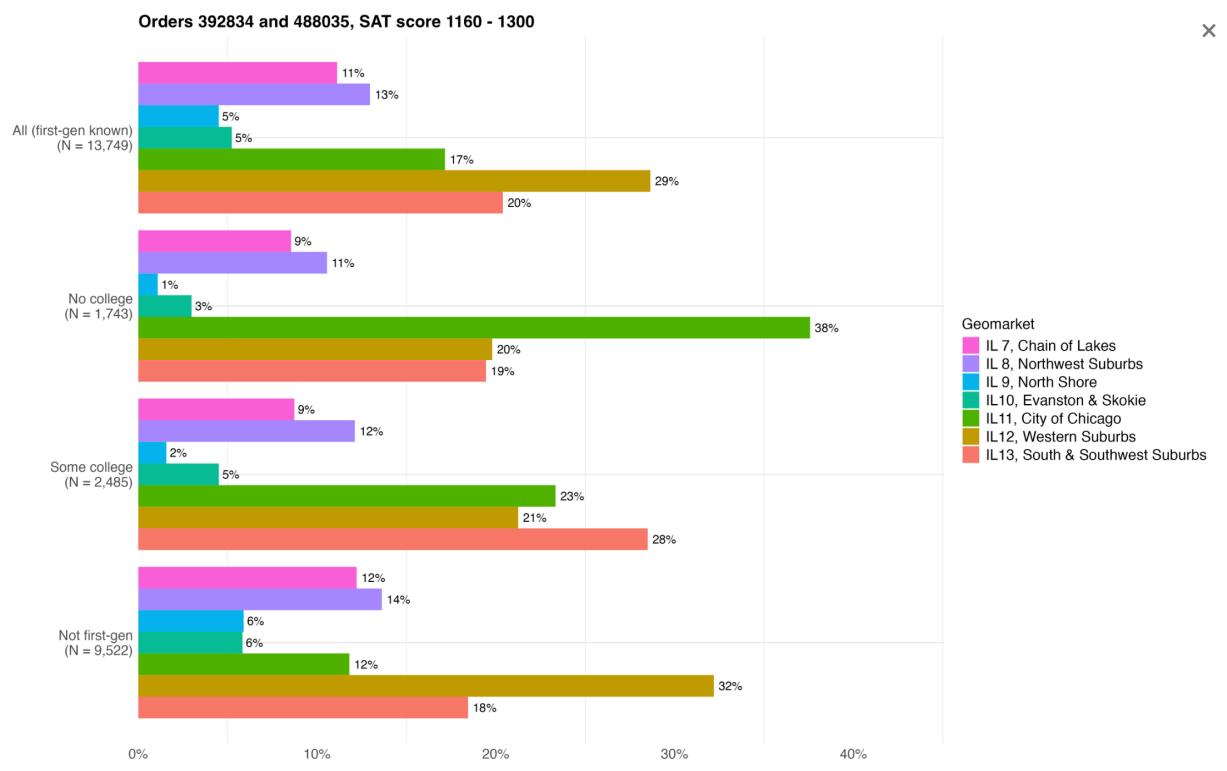


Figure 7: Chicago Geomarket Contribution to Purchased Student profiles by First-Generation Status, Middle-Range SAT orders

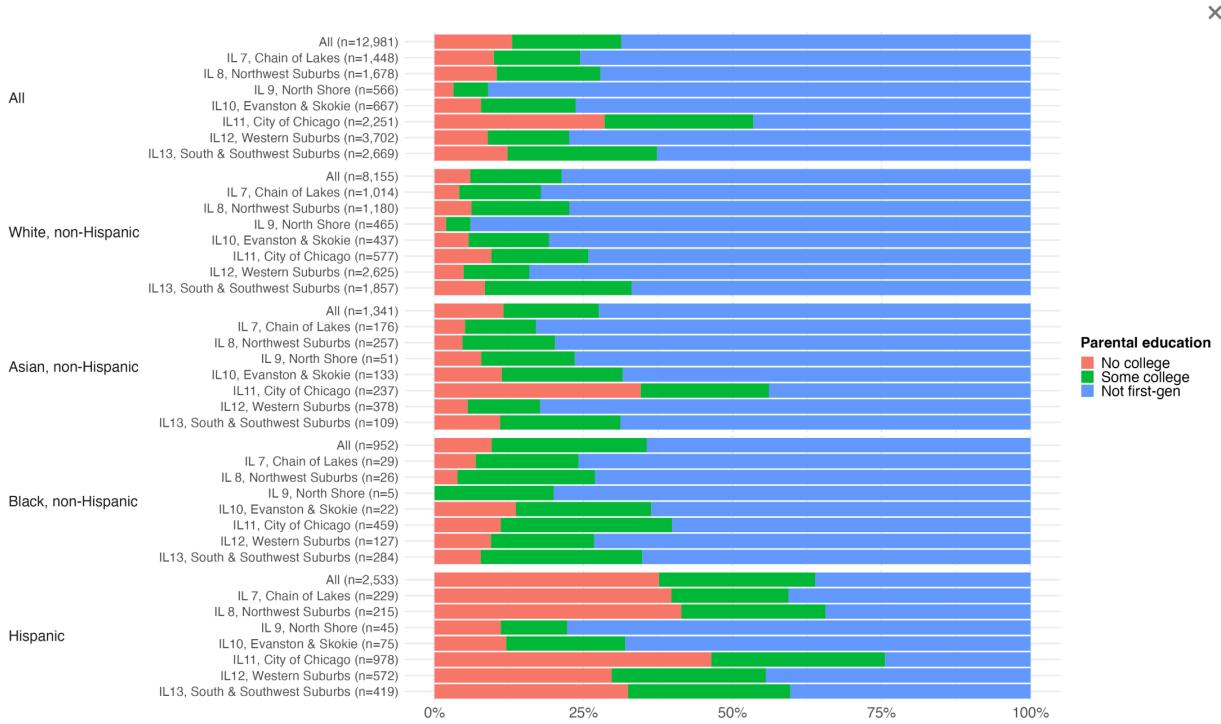


Figure 8: Chicago Geomarket Contribution to Purchased Student profiles by First-Generation Status, Middle-Range SAT orders

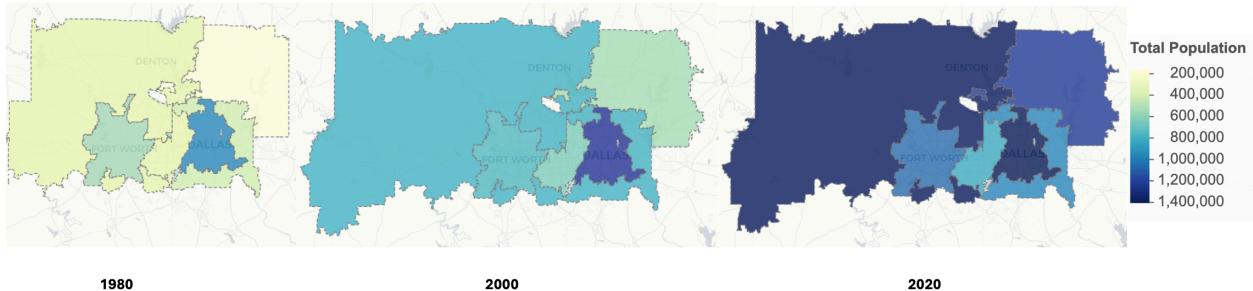


Figure 9: Dallas-Forth Worth Geomarkets, Total Population 1980-2020

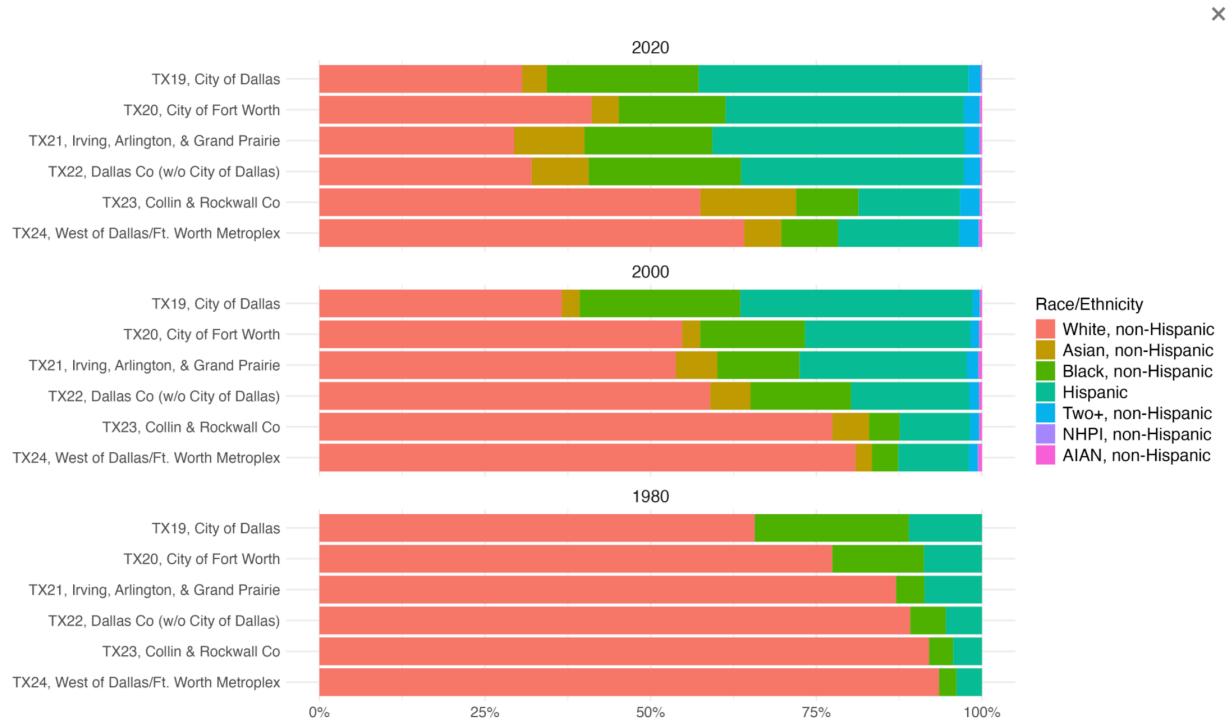


Figure 10: Racial/Ethnic Composition of Dallas Area Geomarkets, 1980-2020

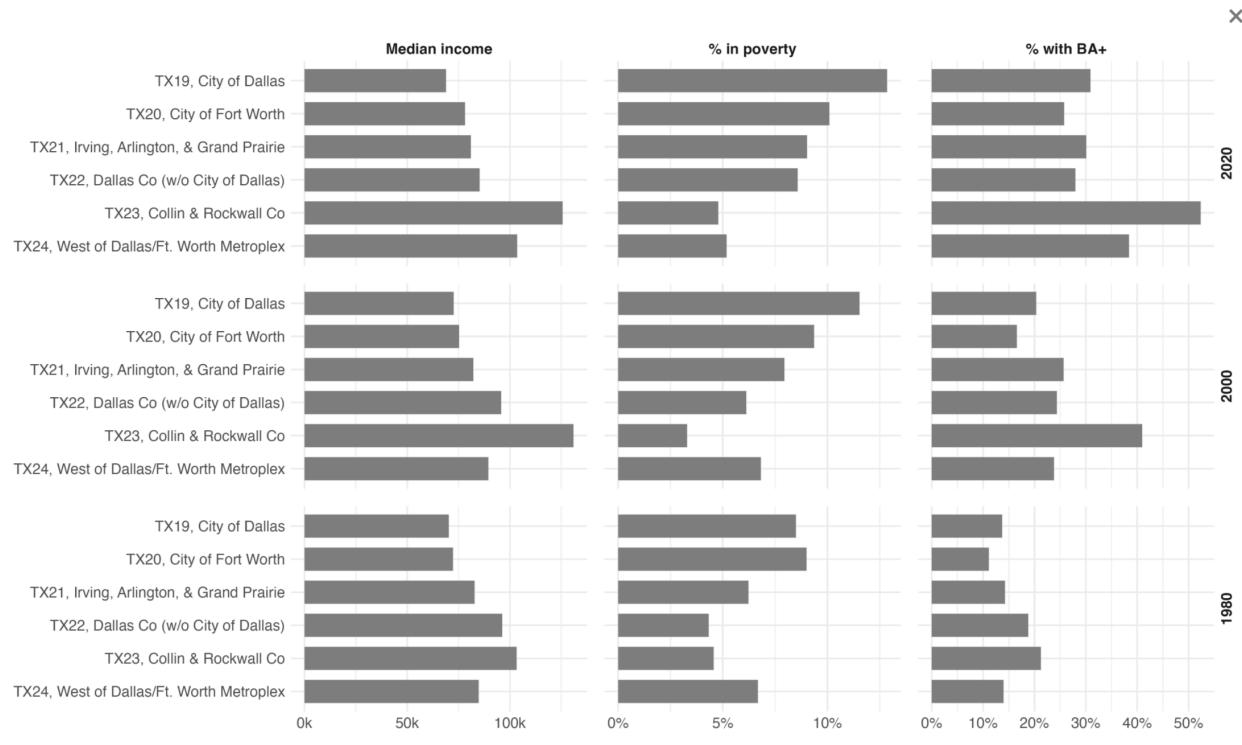


Figure 11: Socioeconomic Characteristics of Dallas Area Geomarkets, 1980-2020

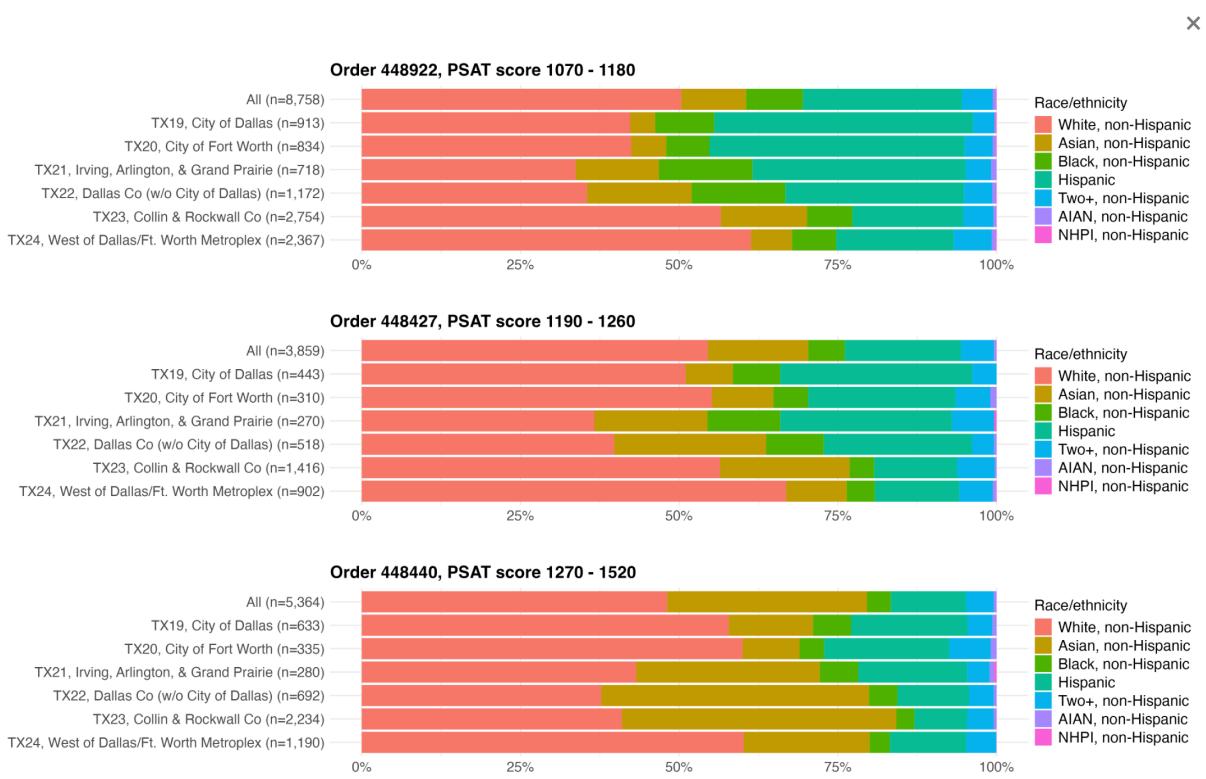


Figure 12: Racial/Ethnic Composition of Purchased Student Profiles by Geomarket, Dallas Area

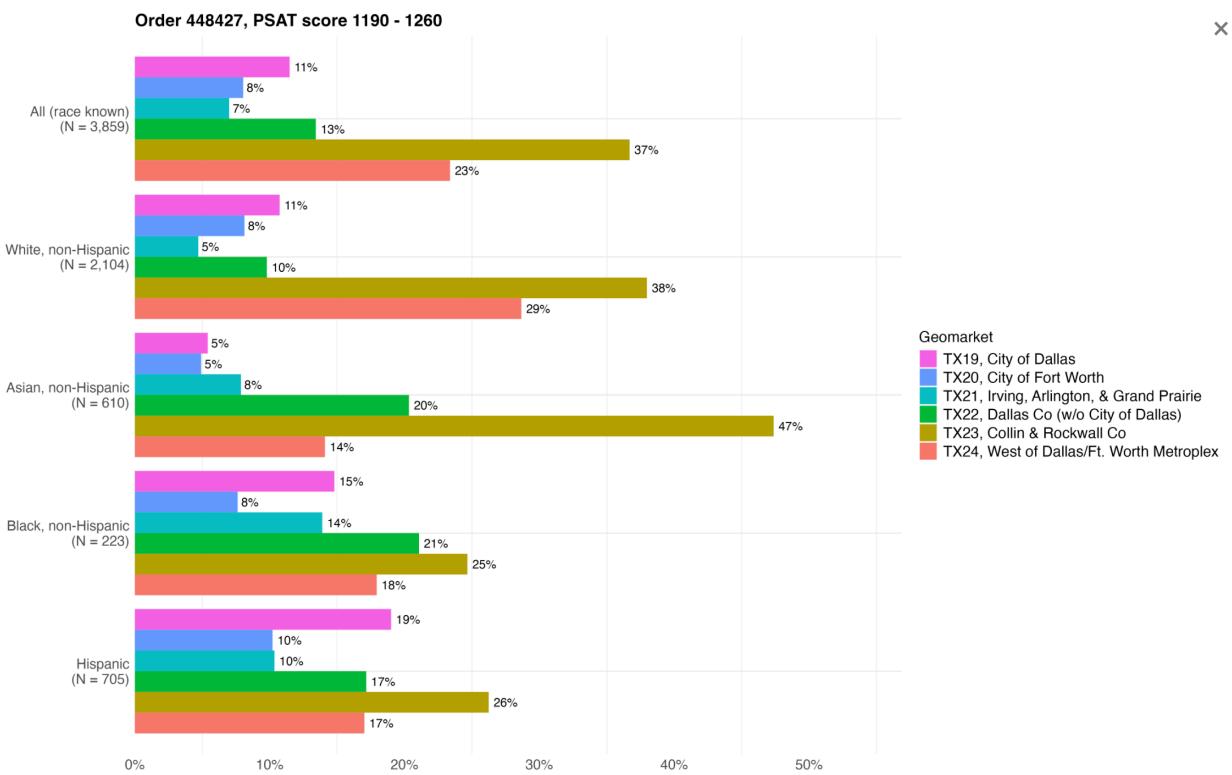


Figure 13: Dallas Geomarket Contribution to Purchased Student profiles by Racial/ethnic group, Middle-Range SAT orders

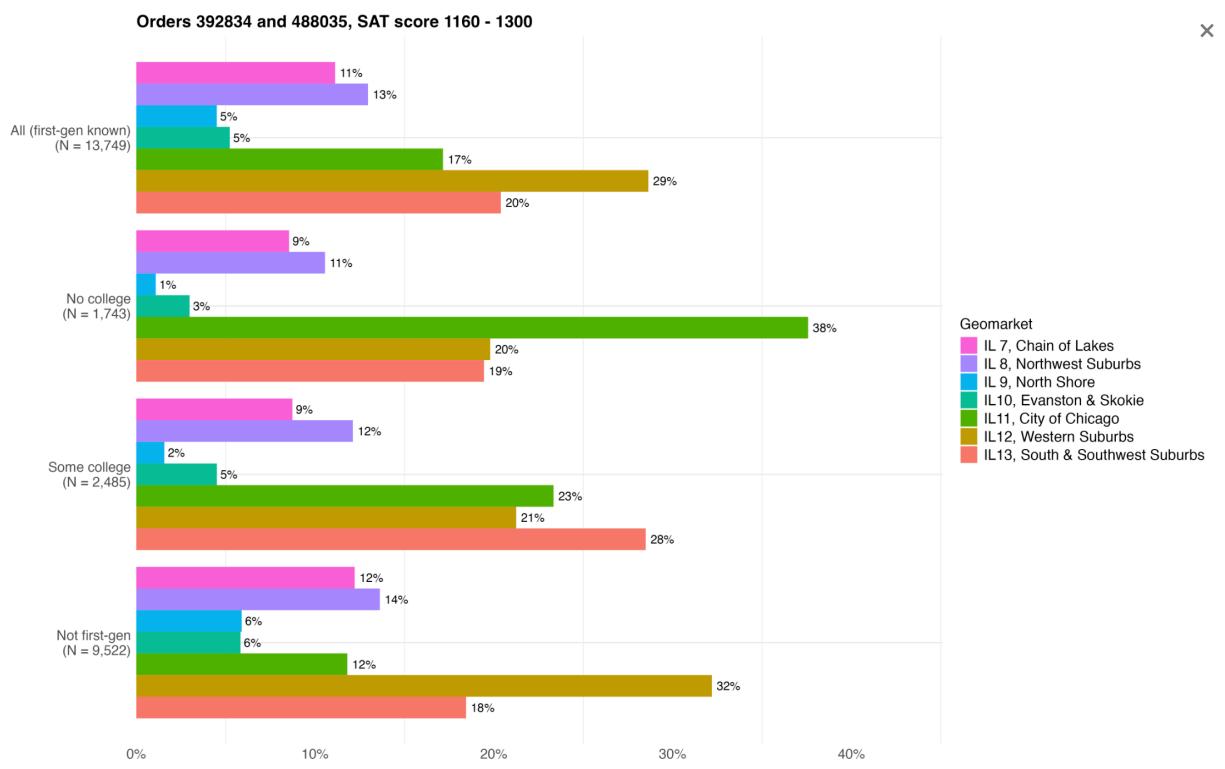


Figure 14: Dallas Geomarket Contribution to Purchased Student profiles by First-Generation Status, Middle-Range SAT orders



Figure 15: Dallas Geomarket Contribution to Purchased Student profiles by First-Generation Status, Middle-Range SAT orders

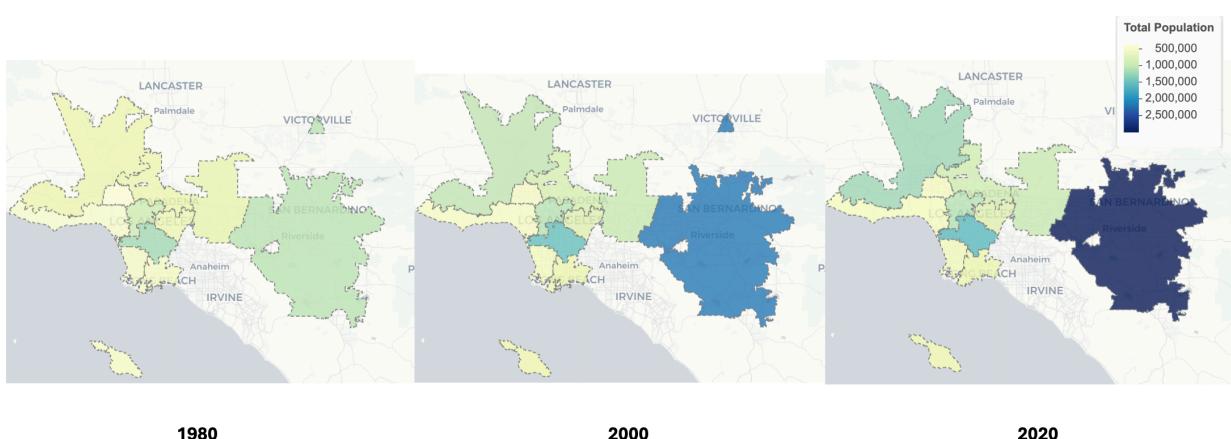


Figure 16: Los Angeles Worth Geomarkets, Total Population 1980-2020

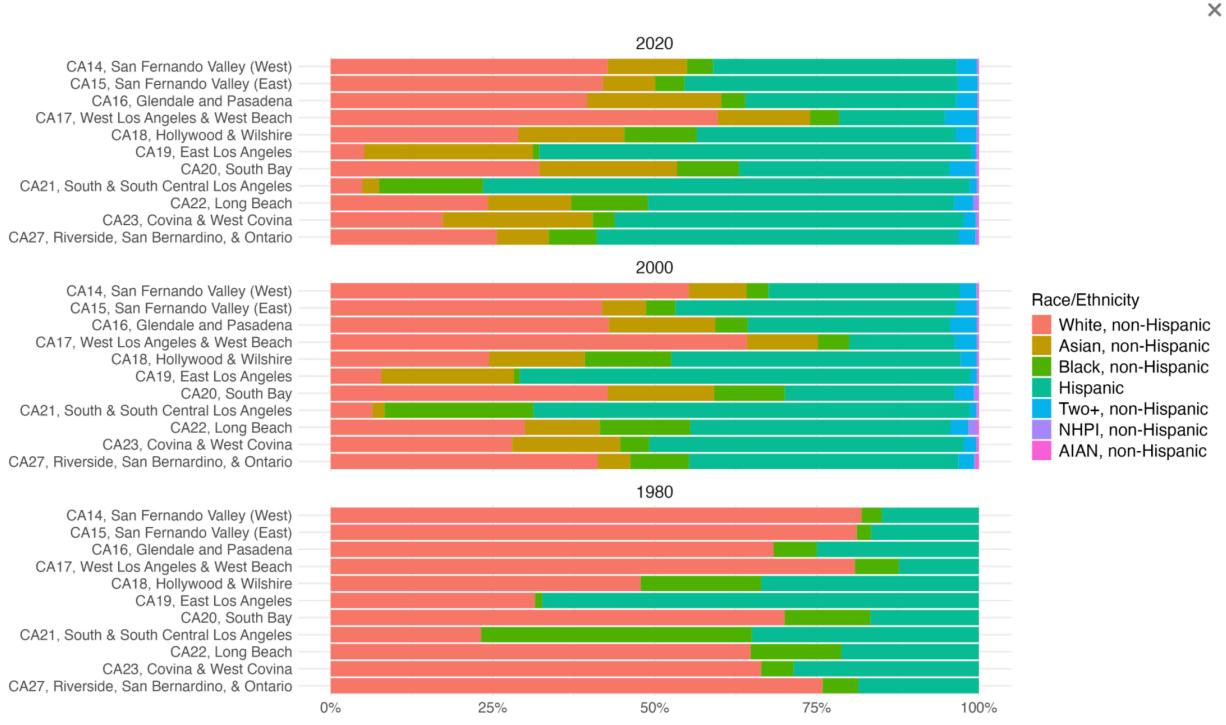


Figure 17: Racial/Ethnic Composition of Los Angeles Area Geomarkets, 1980-2020

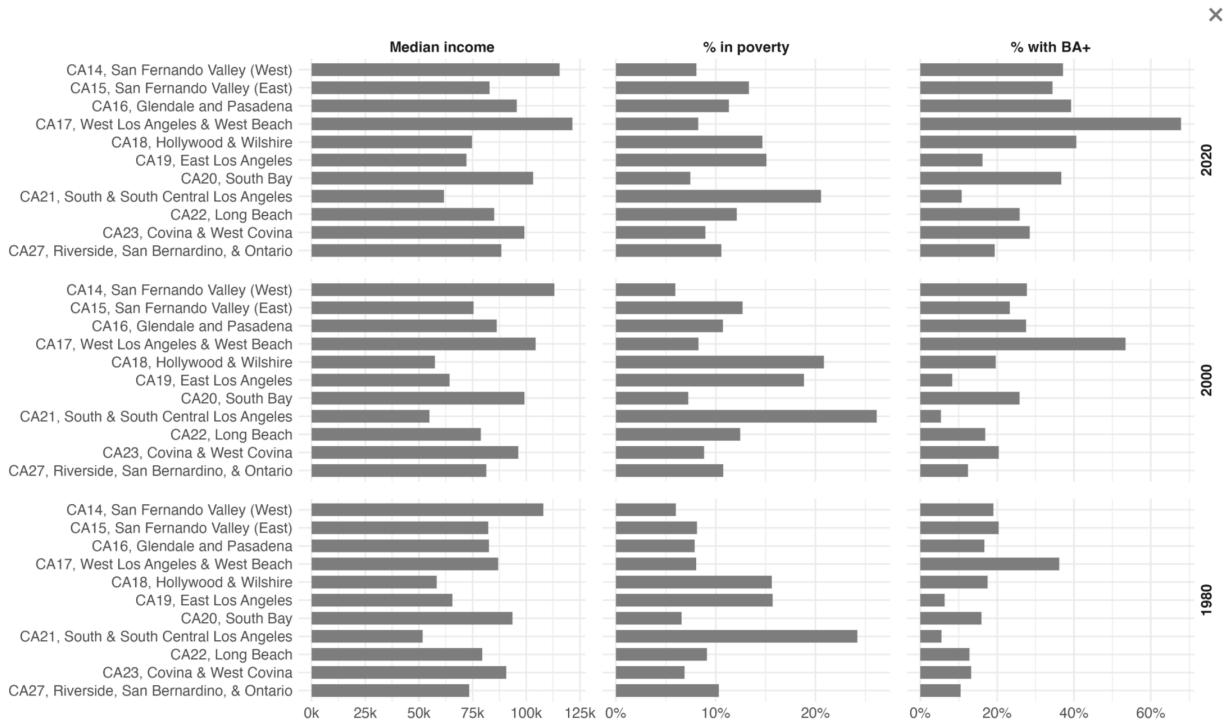


Figure 18: Socioeconomic Characteristics of Los Angeles Area Geomarkets, 1980-2020

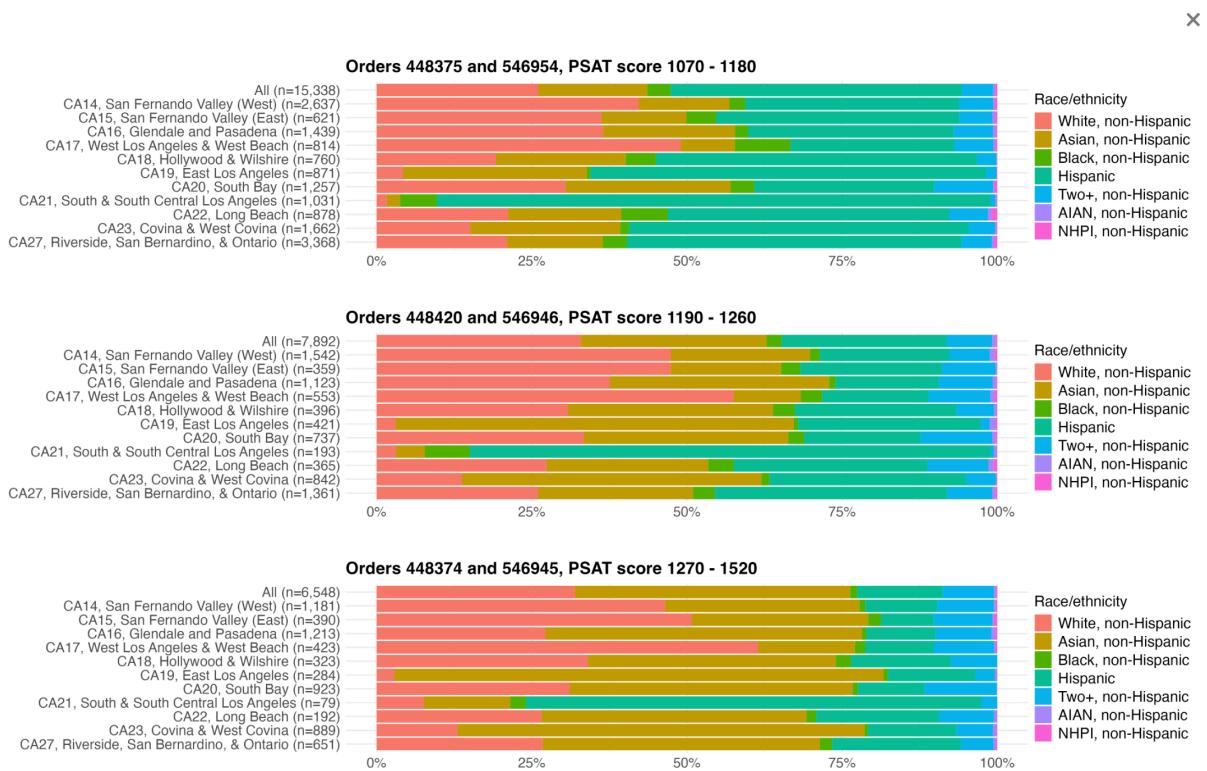


Figure 19: Racial/Ethnic Composition of Purchased Student Profiles by Geomarket, Los Angeles Area

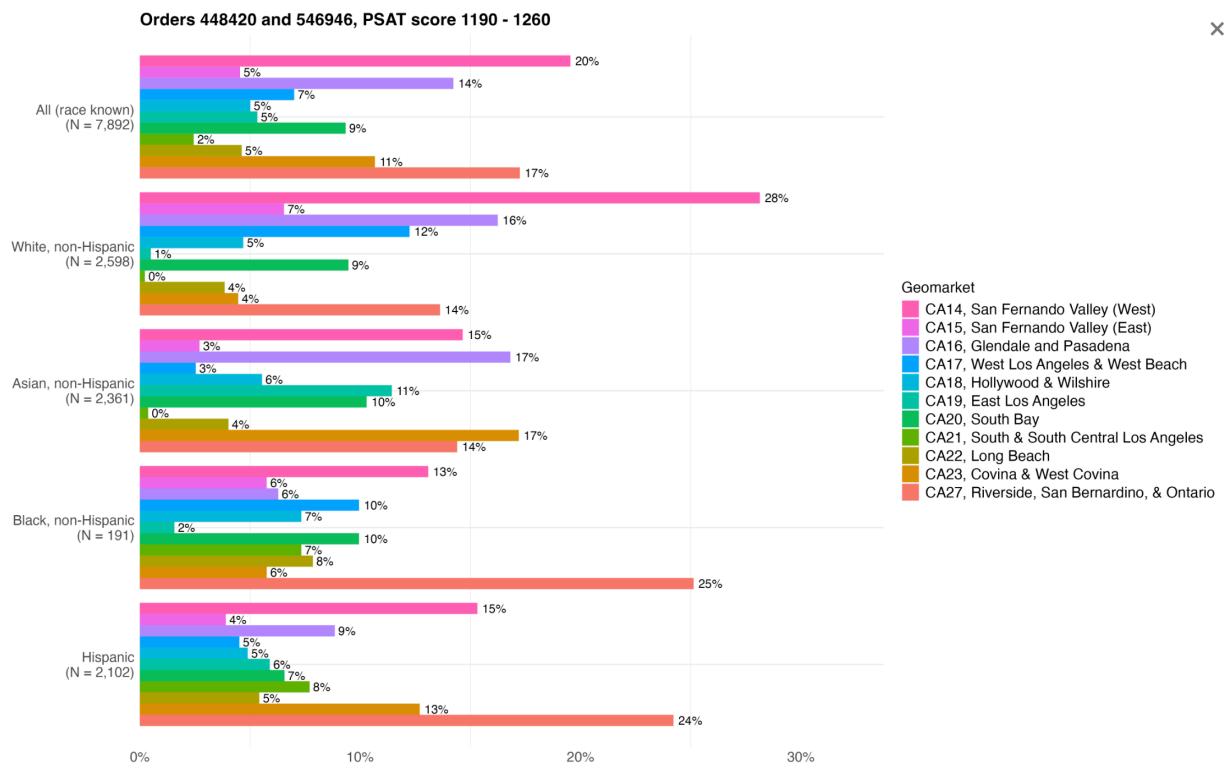


Figure 20: Los Angeles Geomarket Contribution to Purchased Student profiles by Racial/ethnic group, Middle-Range SAT orders

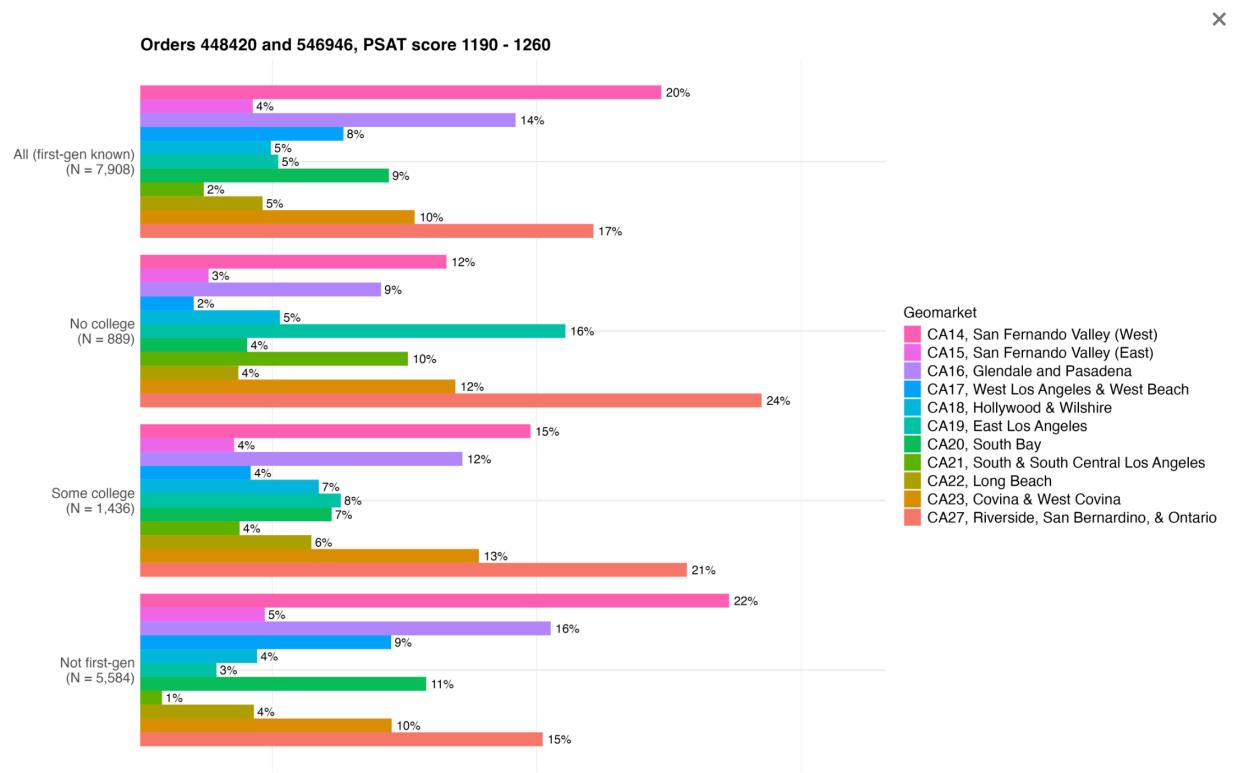


Figure 21: Los Angeles Geomarket Contribution to Purchased Student profiles by First-Generation Status, Middle-Range SAT orders

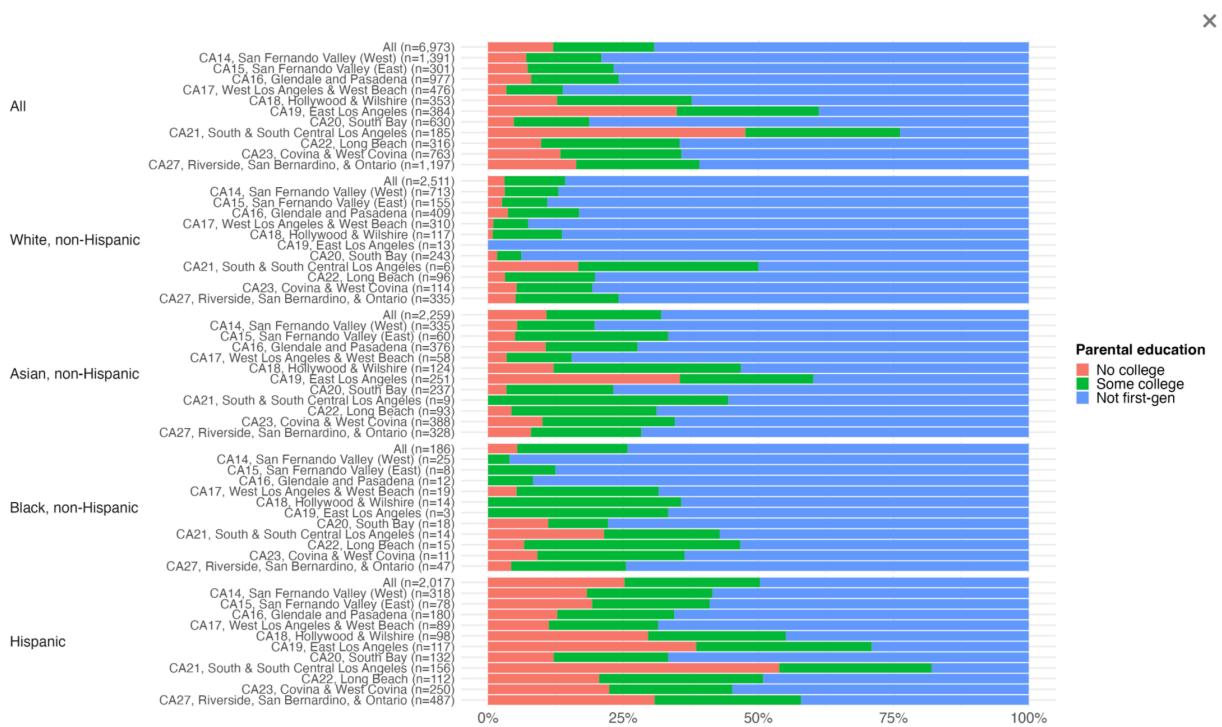


Figure 22: Los Angeles Geomarket Contribution to Purchased Student profiles by First-Generation Status, Middle-Range SAT orders

A Appendix A

Table A1 reproduces a partial, simplified version of the bottom panel of Zemsky & Oedel (1983, fig. 2.1) which represents the Market Segment Profile for “Connecticut Market 3: Fairfield County.” Table A1 has separate columns for each market segment (local, in-state, regional, national) and rows show the number of test-takers and characteristics of test-takers. For example, there were 550 “local” students in Fairfield county and these students submitted SAT scores to 2.8 postsecondary institutions on average. By contrast, there were 1,664 “regional” students who submitted test scores to 4.8 institutions on average. For local students, 11.2% had family income greater than \$35,000 and 9% had both parents with a BA. For regional students, 41.9% had family income greater than \$35,000 and 34.0% had both parents with a BA. Each Market Segment Profile also present information about the institutions that students from each segment sent scores to.

Table A2 recreates the top panel of Zemsky & Oedel (1983, fig. 2.1) for the Fairfield County, CT local market. For example, of the 550 local students, 277 (50.4%) sent scores to institution #1, which was a private master’s granting institution. Of the 1,199 in-state students, 757 (63.1) sent scores to institution #1, a public doctoral granting institution, and 515 (43.0%) sent scores to institution #2, a public master’s granting institution.

The *Institutional Profile* describes students who send scores to a particular institution and which majors these students are interested in. For each institution, institutional profiles are created separately for students from a particular local market, for all students in a state, or all students in a region. Table A3 reproduces a partial, simplified version of Zemsky & Oedel (1983, fig. 2.3), the institutional profile of an anonymous institution for students from Fairfield County, CT. Table A3 shows that 58 in-state students submitted SAT scores to the institution. These 58 students represented 4.8% of the total 1,199 in-state students from Fairfield County. 69 regional students sent scores to the institution, representing 4.1% of all 1,664 regional test-takers. Of these 69 regional students, 35 expressed interest in majoring in the liberal arts. These 35 students represent 7.0% of all regional students from Fairfield County who expressed interest in the liberal arts.

Zemsky & Oedel (1983) argue that the Institutional Profile and the Market Segment Profile enable admissions officers to know where to look for students and which institutions are competing for

those students (p. 25):

The Institutional Profile and the Market Segment Profile quantify the admission officers' intuitive grasp of market structure. Structure here carries a dual meaning, connoting both the structure of student choice and the structure of institutional competition...This two-sided interpretation furnishes the essential framework for planning by individual colleges and universities...To draw effectively on its own natural constituency, a college not only must contact the "right" kind of students — that is, students who are predisposed toward that type of institution – but also must persuade them of its special character. This means knowing the competition as well as the clientele.

Table A1: Simplified market segment profile, Connecticut Market 3: Fairfield County

Characteristic	Local	In-state	Regional	National
Total test takers	550.0	1199.0	1664.0	3766.0
Avg SAT (verbal + math)	770.0	850.0	970.0	980.0
Avg # scores sent per test taker	2.8	3.5	4.8	5.3
Percent in top 20% of HS class	27.8	26.1	44.7	45.7
Percent aspiring to more than BA	30.6	41.5	54.5	62.2
Percent family income more than \$35,000	11.2	20.6	41.9	43.0
Percent both parents with BA	9.0	16.3	34.0	37.1

Table A2: Top 5 institutions in terms of number of scores sent by segment, Connecticut Market 3:
Fairfield County

	Local (N=550)			In-state (N=1,199)			Regional (N=1,664)			National (N=3,766)		
	Num	Pct	Type	Num	Pct	Type	Num	Pct	Type	Num	Pct	Type
1	277	50.4	priv ma	757	63.1	pub doct	610	36.7	pub doct	1226	32.6	pub doc
2	261	47.5	priv ma	515	43.0	pub ma	348	20.9	priv doct	371	9.9	priv doct
3	183	33.3	priv ma	438	36.5	pub ma	272	16.3	priv doct	327	8.7	priv res
4	103	18.7	pub doct	183	15.3	pub ma	248	14.9	pub doct	312	8.3	priv doct
5	100	18.2	pub ma	177	14.8	pub ma	197	11.8	pub doct	308	8.2	priv doct

Table A3: Simplified sample institutional profile for anonymous institution, students from Connecticut Market 3: Fairfield County

	Local	In-state	Regional	National	Total
Total number of scores received	1.0	58.0	69.0	109.0	237.0
Pct of all test-takers in segment	0.2	4.8	4.1	2.9	3.3
lib_arts_num	0.0	25.0	35.0	61.0	121.0
lib_arts_share	0.0	8.4	7.0	5.3	5.9
engineering_num	0.0	2.0	5.0	3.0	10.0
engineering_share	0.0	3.0	5.8	0.8	1.8