

Online appendix

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1 Atlanta area

1.1 Research question 1

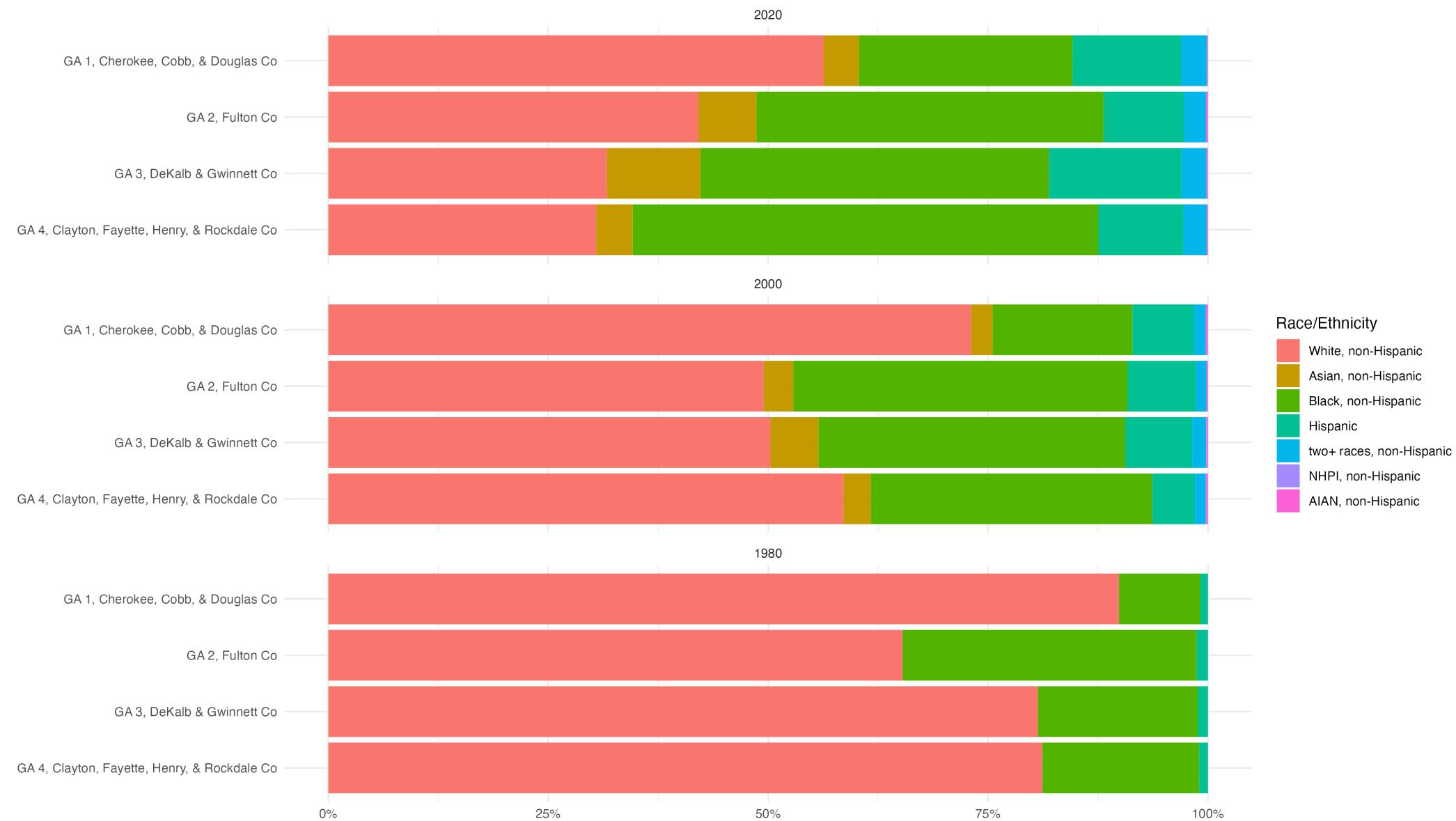


Figure 1: Racial/ethnic composition of Atlanta area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note



Figure 2: Socioeconomic characteristics of Atlanta area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

2 Bay Area area

2.1 Research question 1

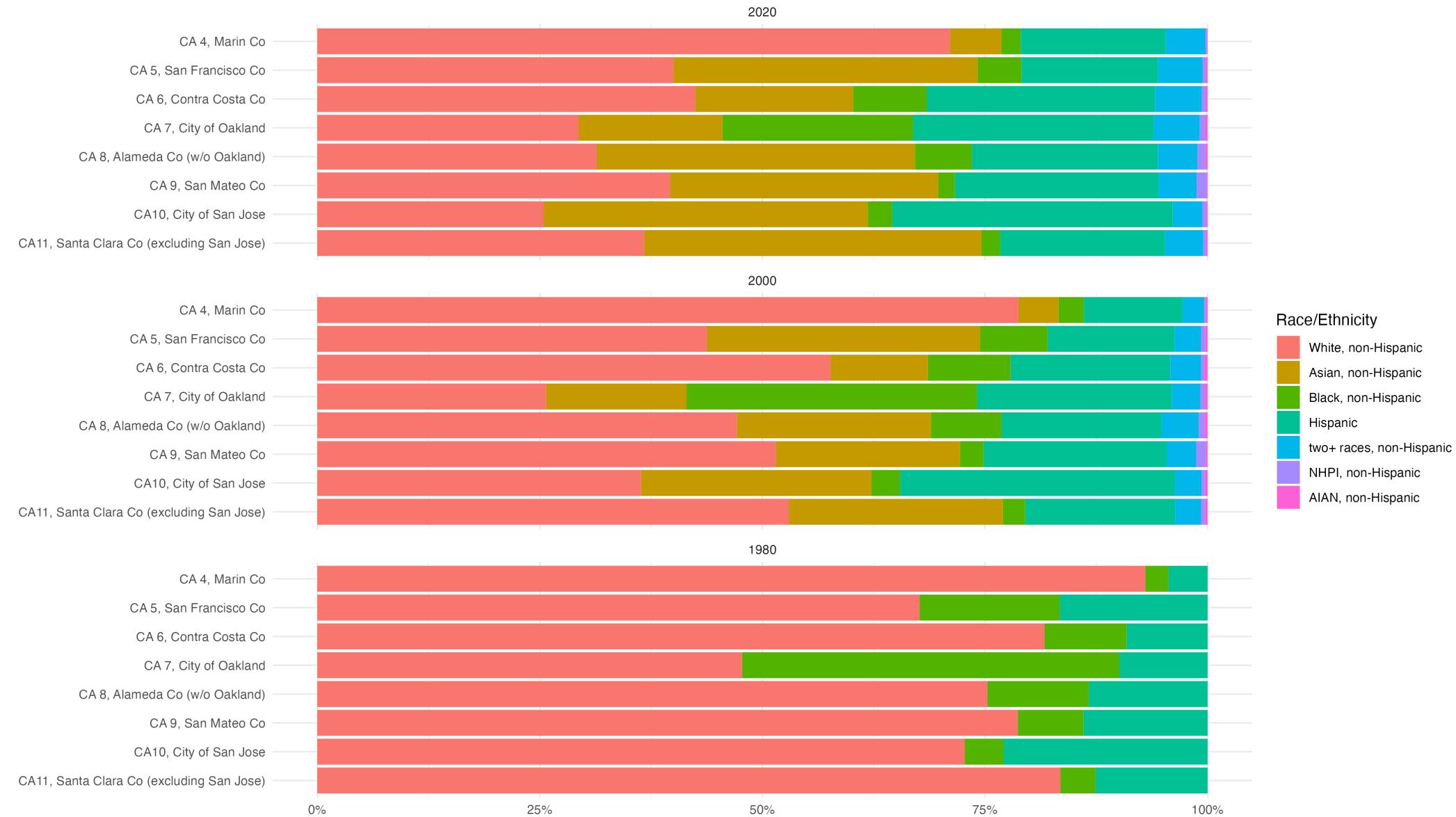


Figure 3: Racial/ethnic composition of Bay Area area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

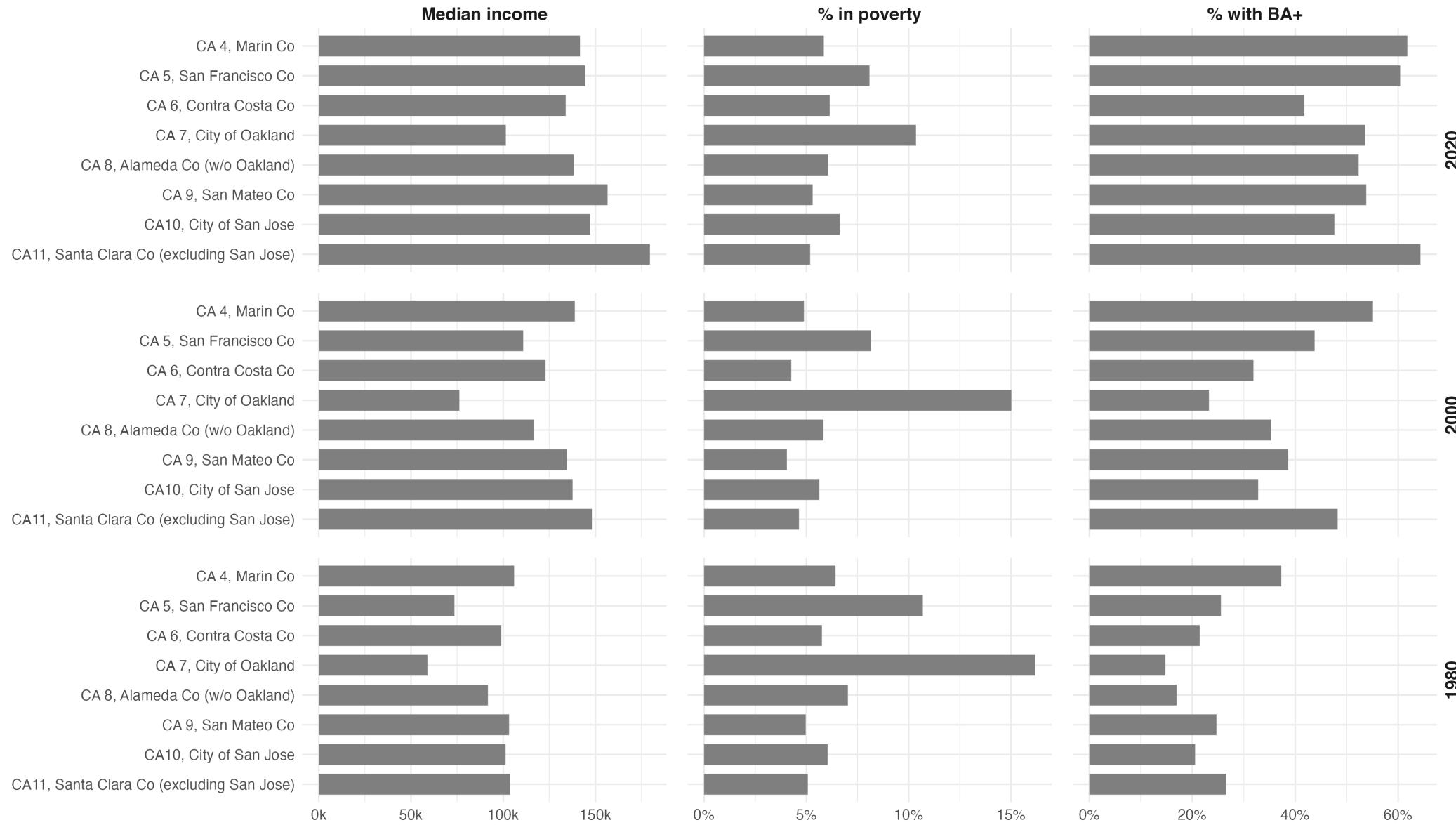


Figure 4: Socioeconomic characteristics of Bay Area area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

3 Boston area

3.1 Research question 1

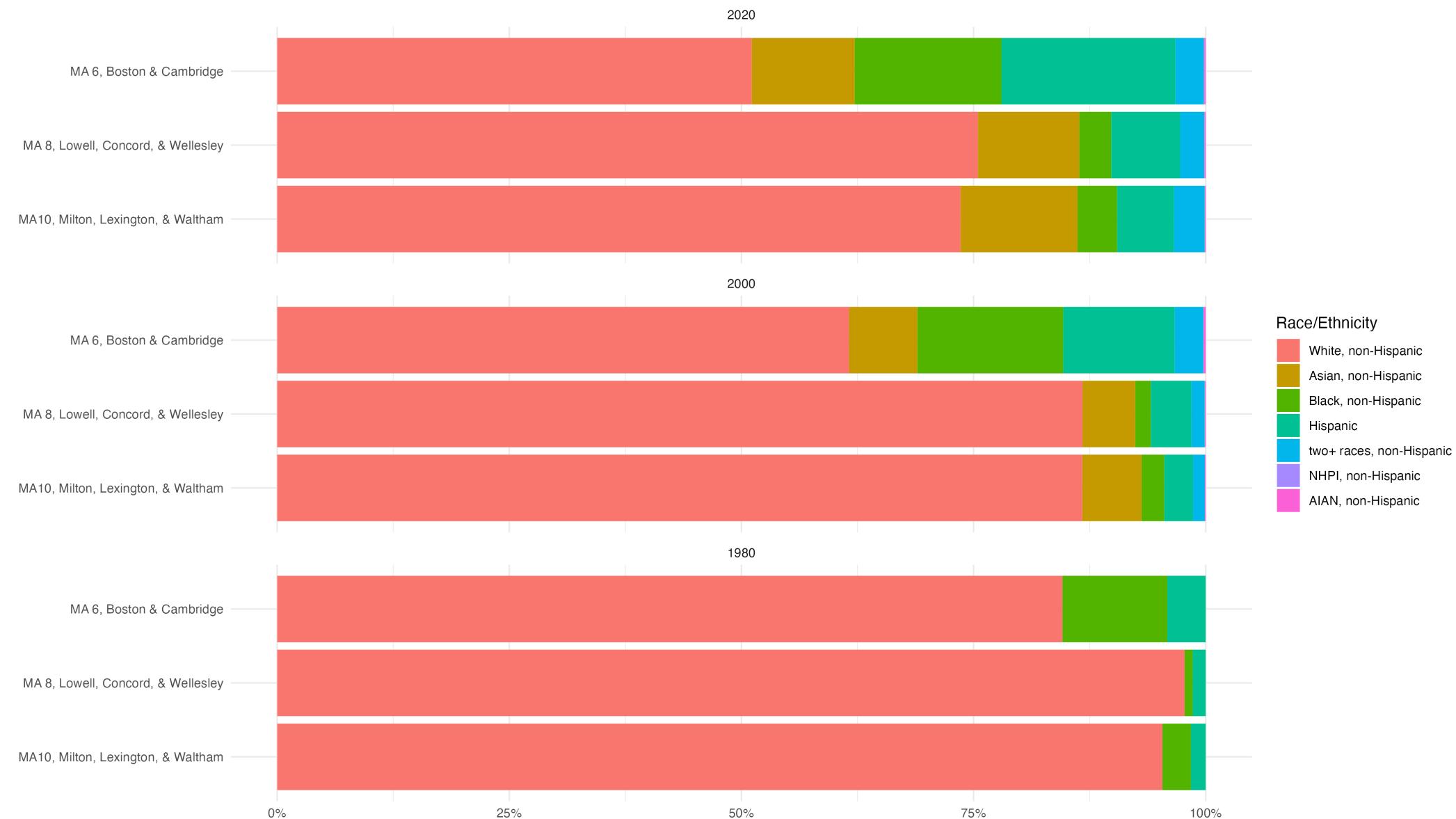


Figure 5: Racial/ethnic composition of Boston area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

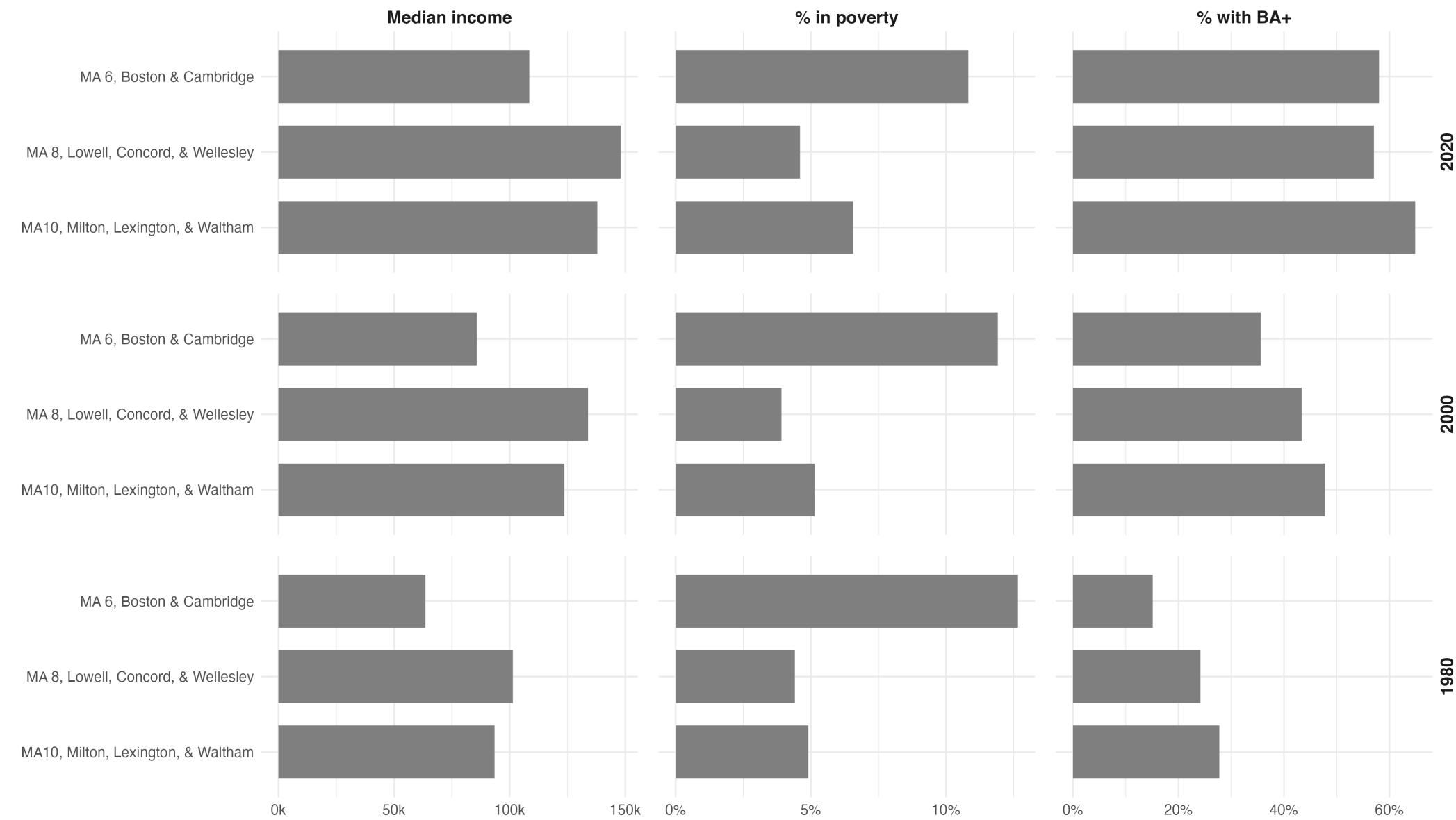


Figure 6: Socioeconomic characteristics of Boston area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

4 Chicago area

4.1 Research question 1



Figure 7: Racial/ethnic composition of Chicago area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

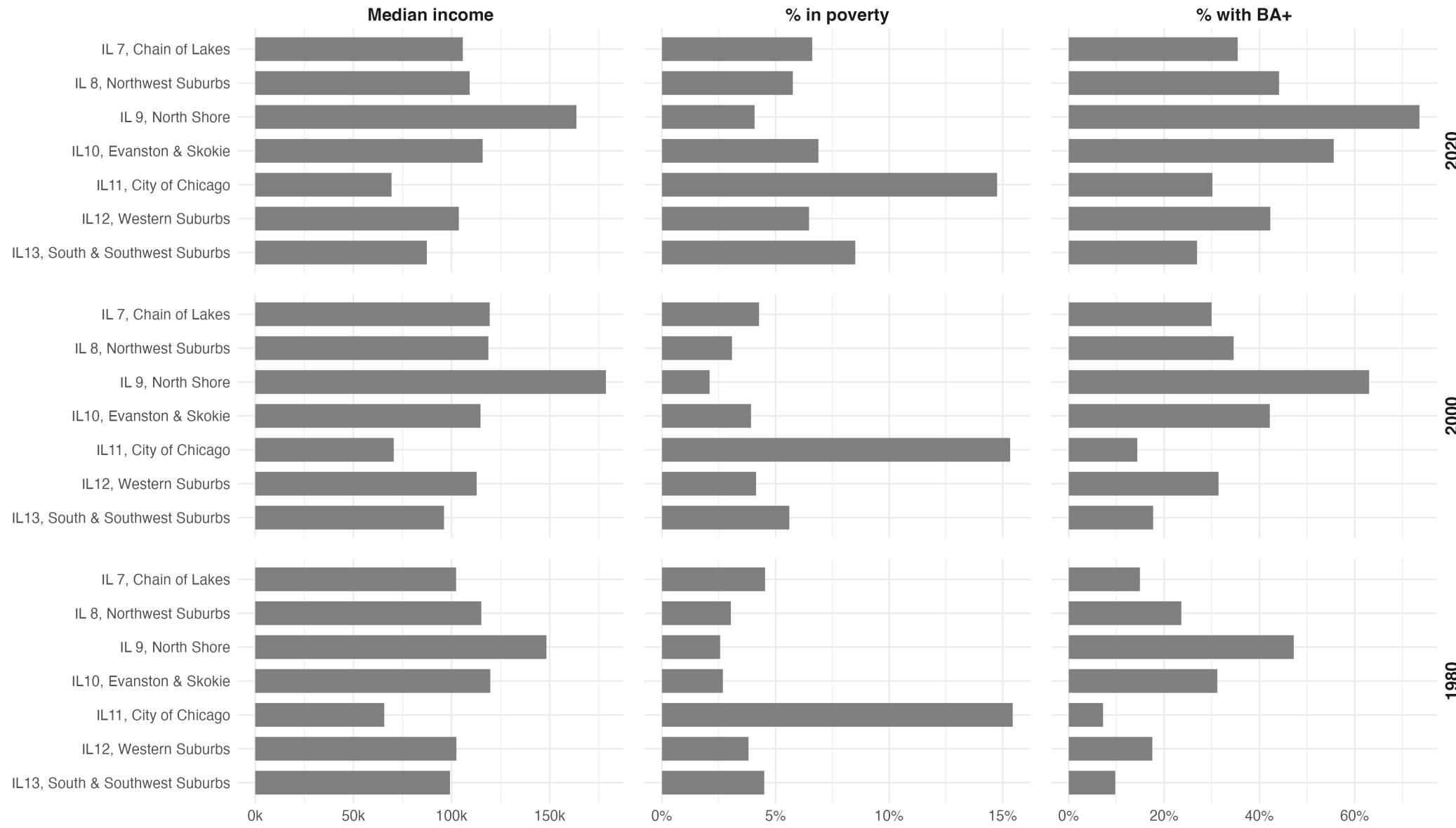


Figure 8: Socioeconomic characteristics of Chicago area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

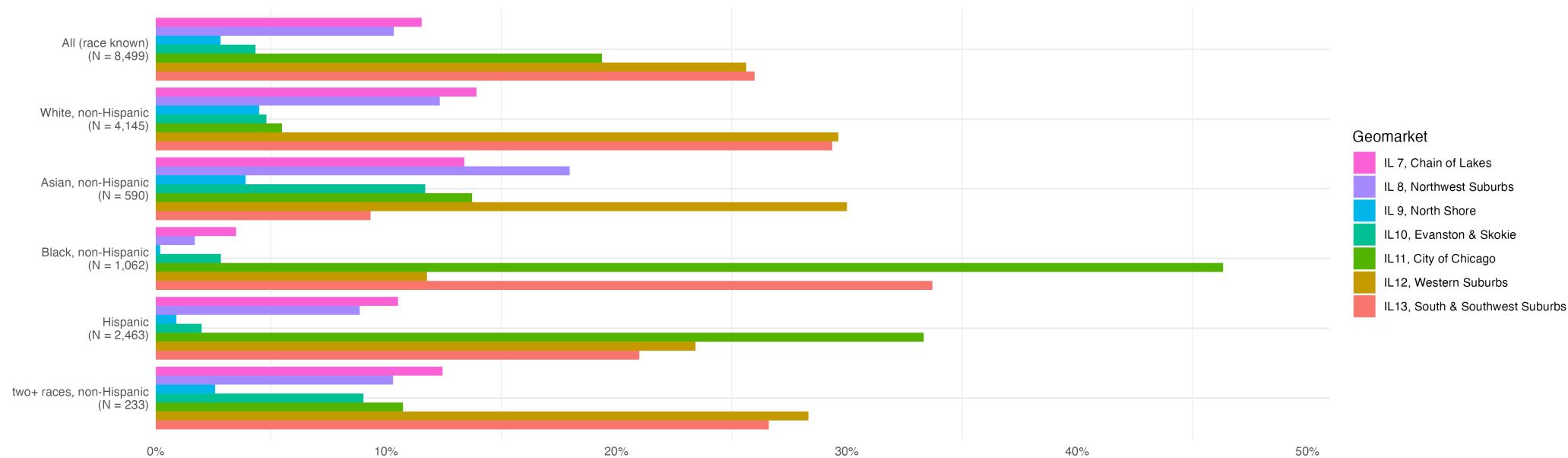
4.2 Research question 2



Figure 9: Racial/ethnic composition of purchased student profiles by Geomarket, Chicago area

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc.

SAT score 1020 - 1150



SAT score 1160 - 1600

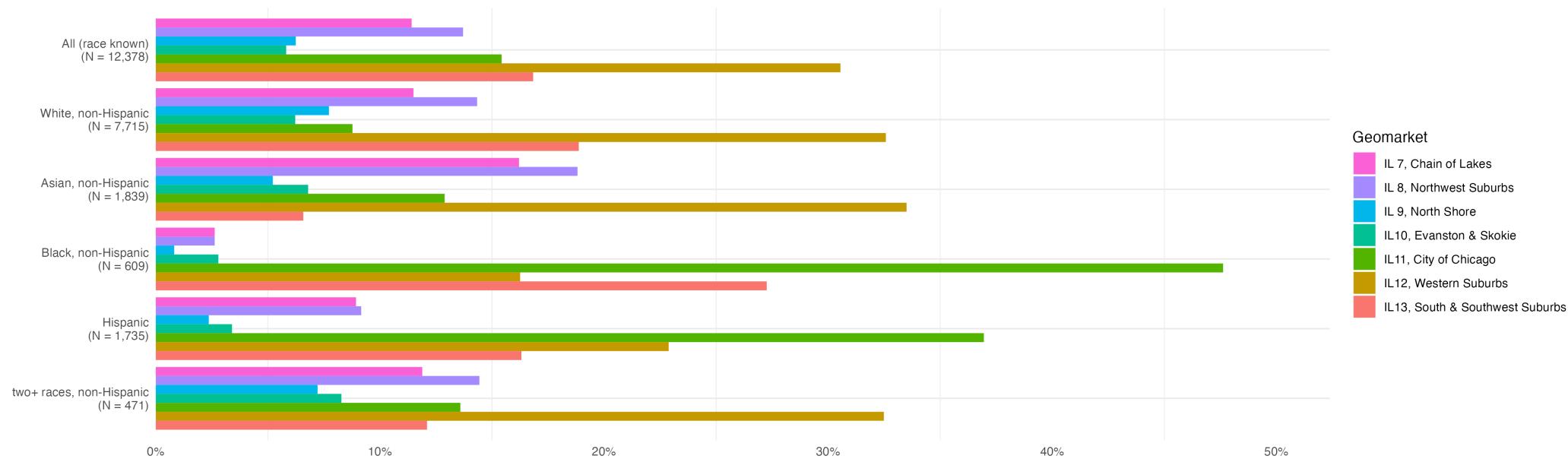
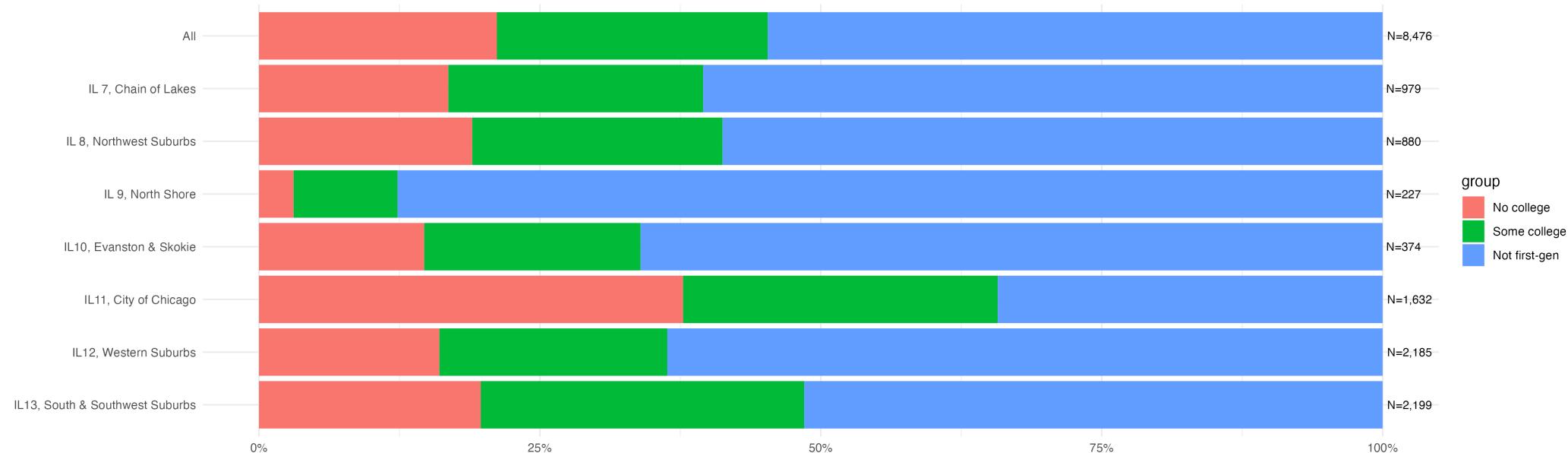


Figure 10: Geomarket contribution to purchased student profiles by Racial/ethnic group, Chicago area

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc.

SAT score 1020 - 1150



SAT score 1160 - 1600

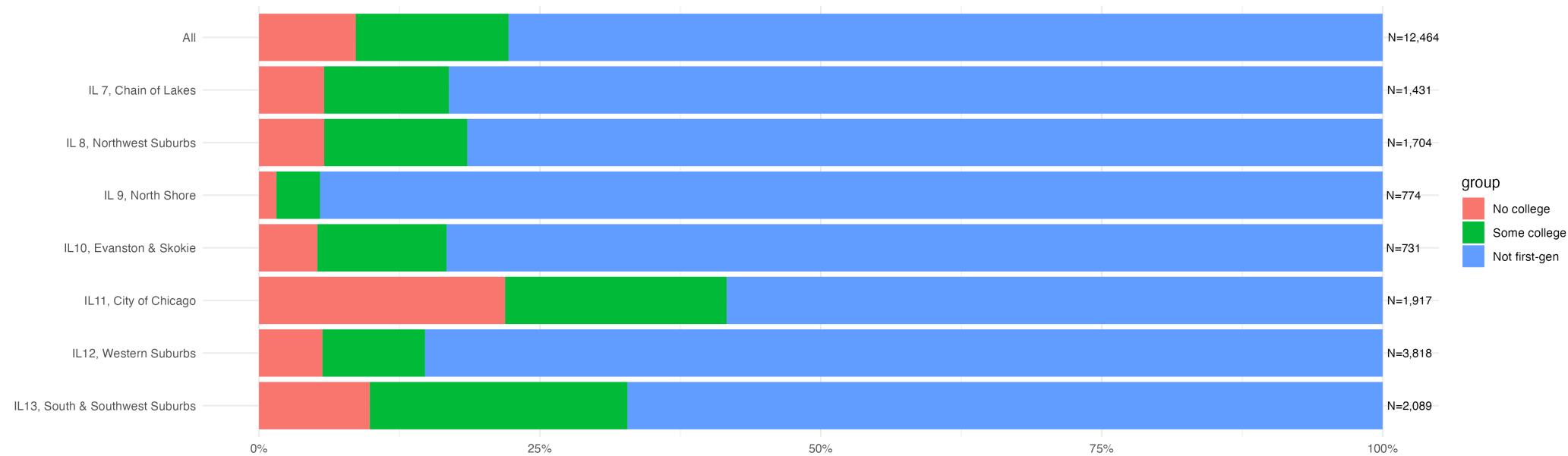


Figure 11: First-generation status composition of purchased student profiles by Geomarket, Chicago area

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc.

SAT score 1020 - 1150



SAT score 1160 - 1600

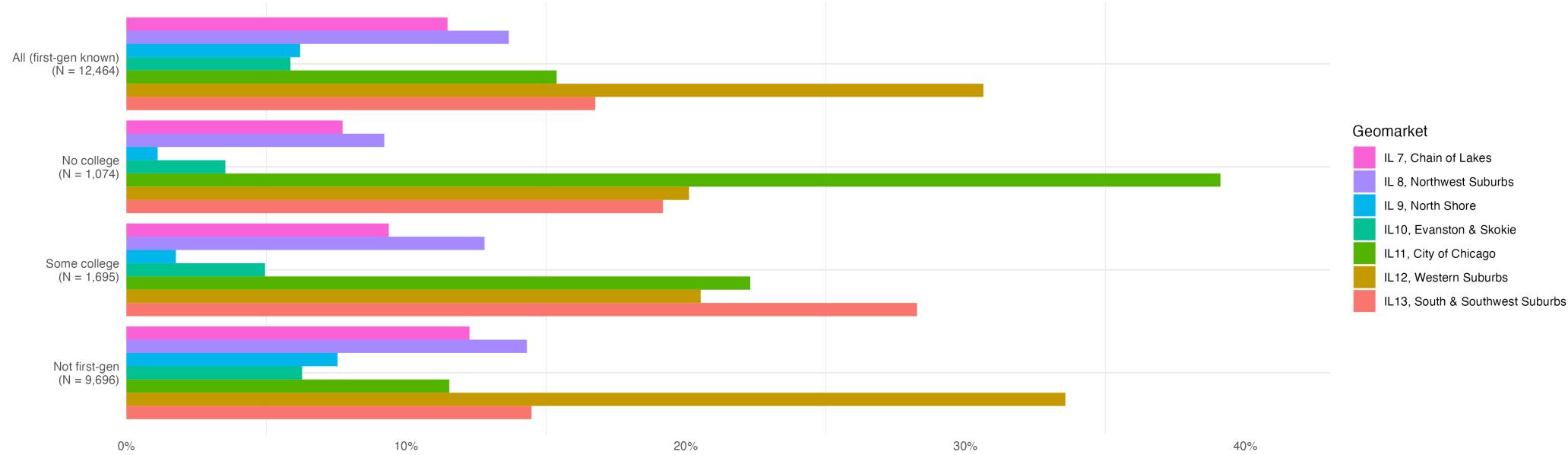


Figure 12: Geomarket contribution to purchased student profiles by First-generation status group, Chicago area

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc.

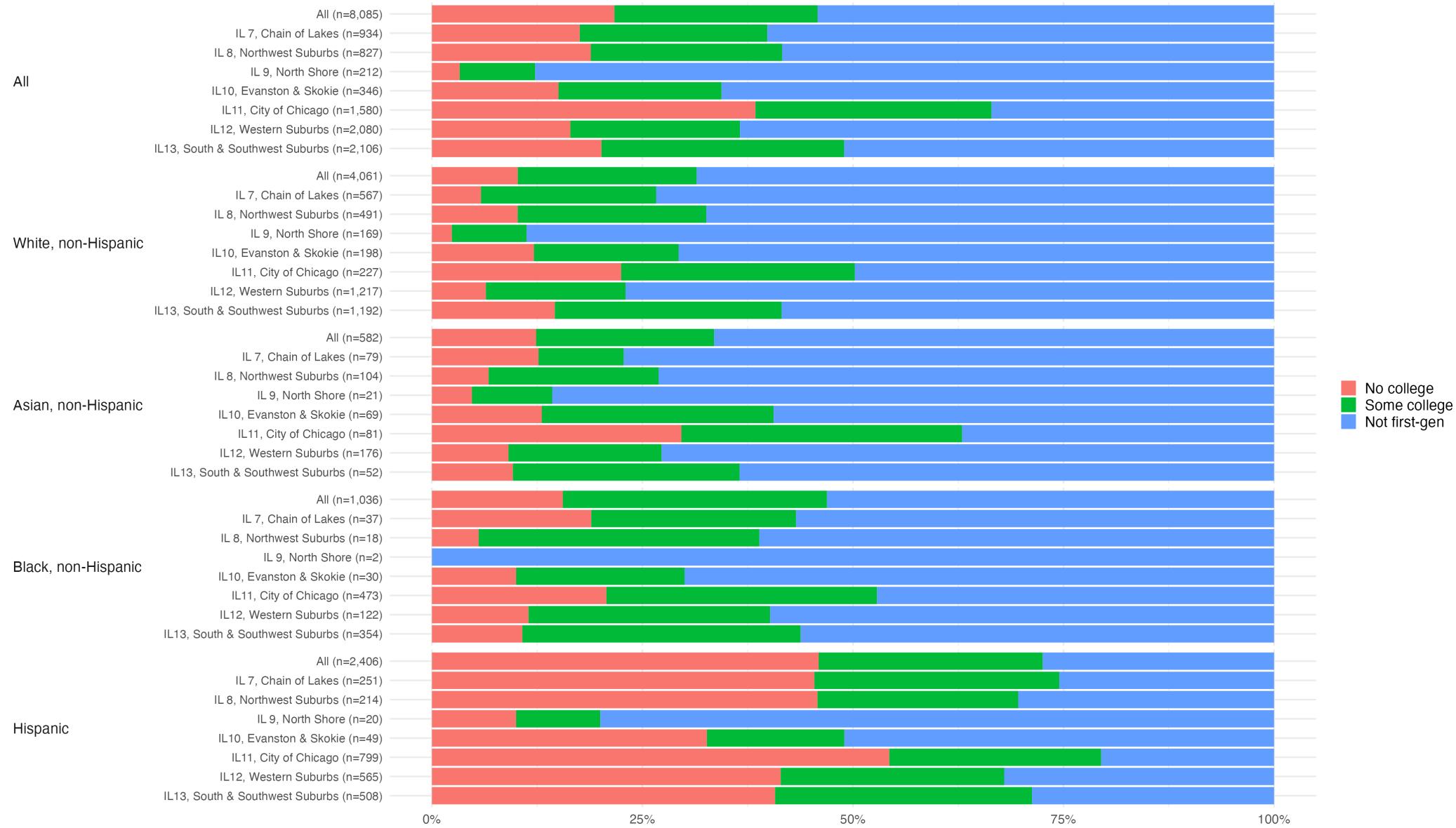


Figure 13: First-generation status by race for Chicago area Geomarkets, , SAT score 1020 - 1150

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc.

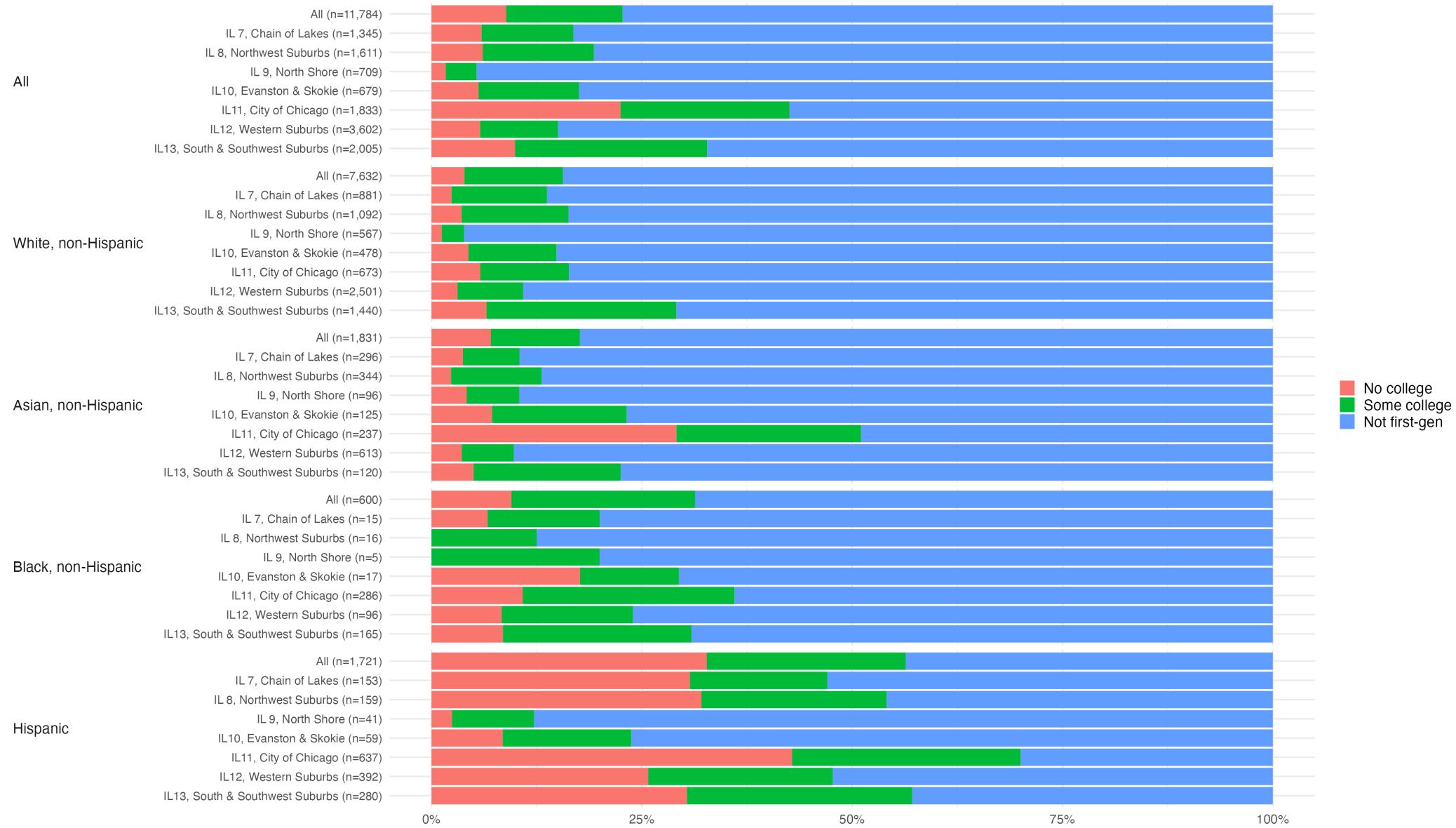


Figure 14: First-generation status by race for Chicago area Geomarkets, SAT score 1160 - 1600

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc.

5 Cleveland area

5.1 Research question 1



Figure 15: Racial/ethnic composition of Cleveland area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

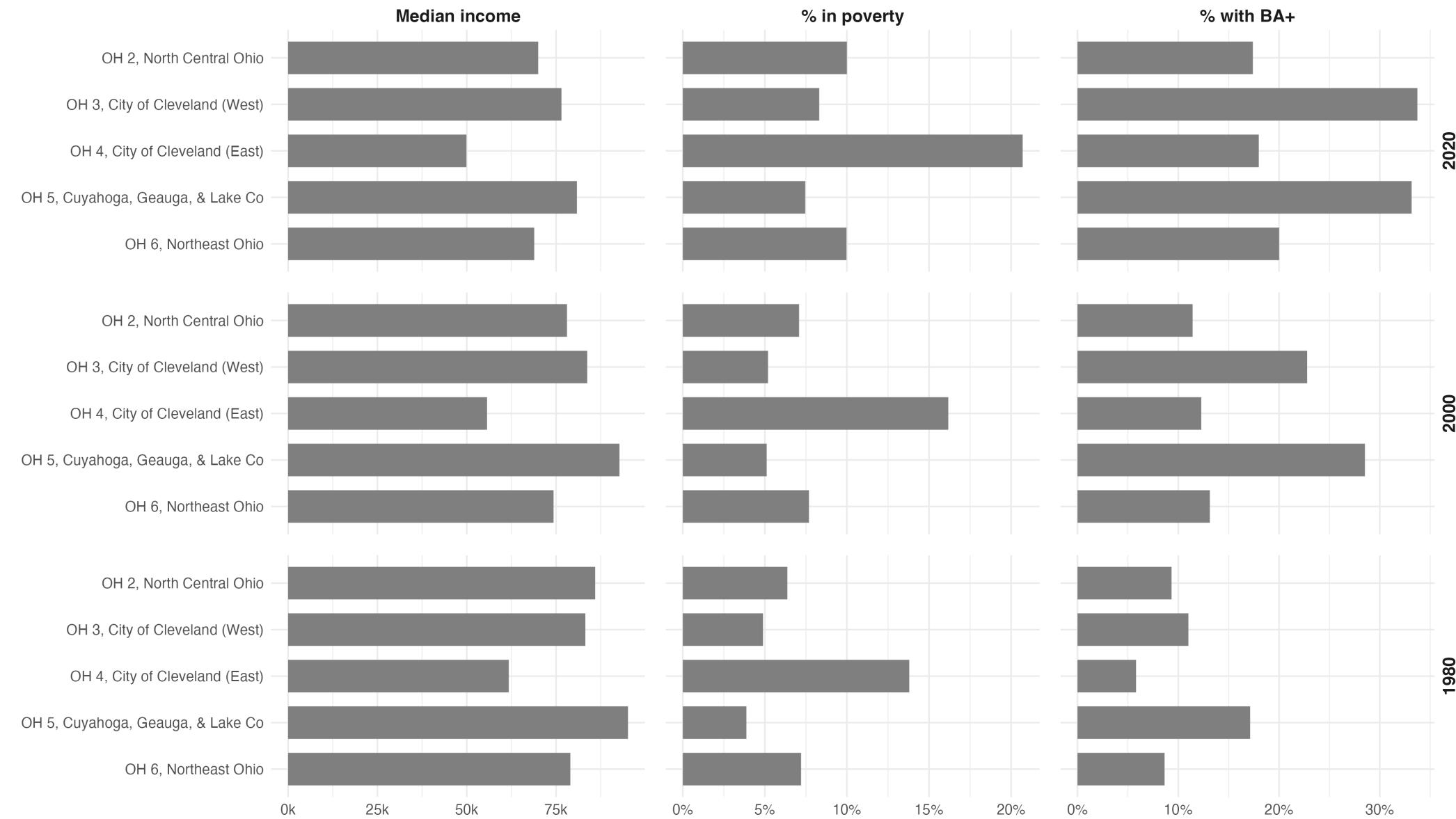


Figure 16: Socioeconomic characteristics of Cleveland area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

6 Dallas area

6.1 Research question 1



Figure 17: Racial/ethnic composition of Dallas area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

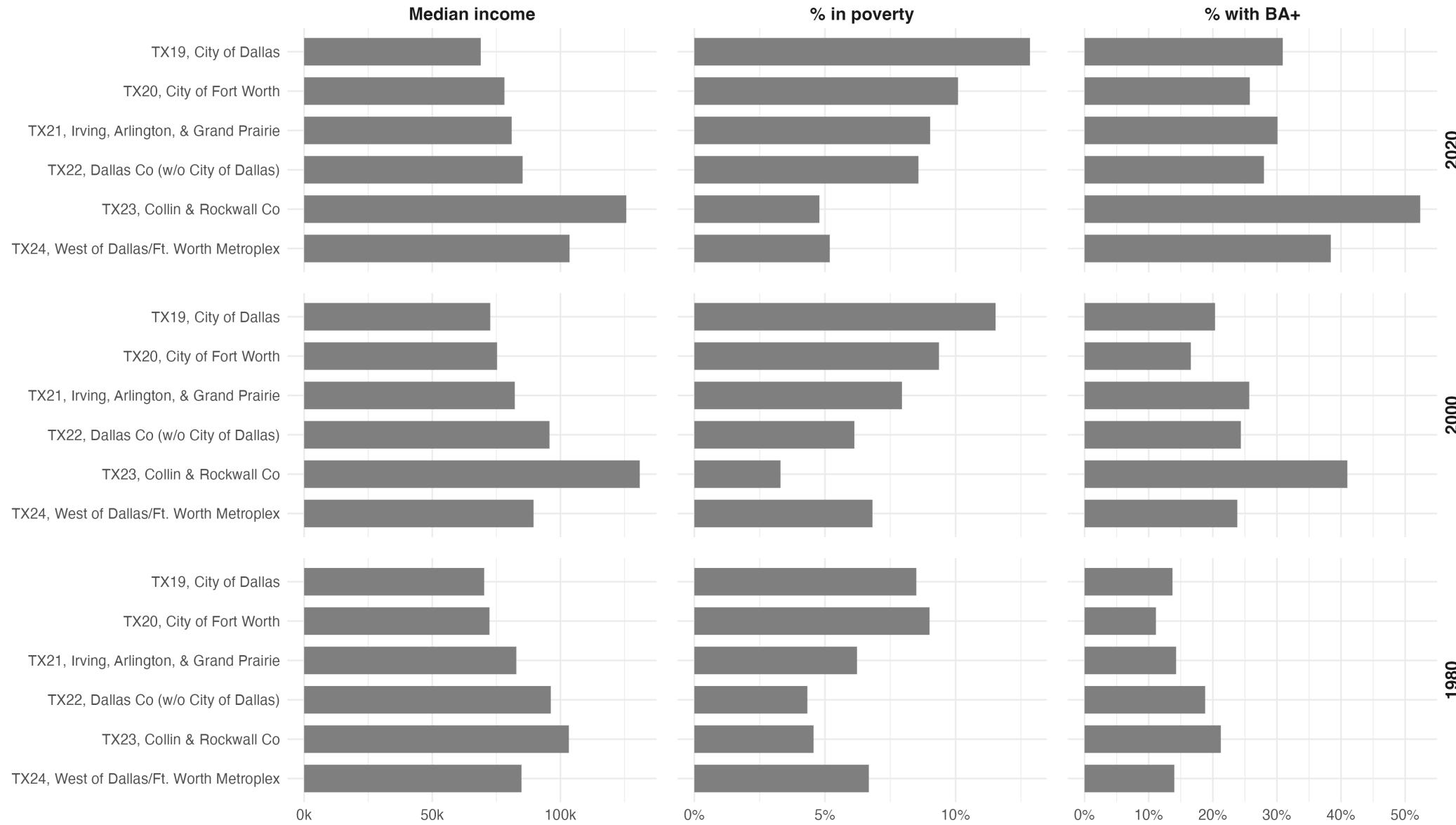


Figure 18: Socioeconomic characteristics of Dallas area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

7 Dc Maryland Virginia area

7.1 Research question 1



Figure 19: Racial/ethnic composition of Dc Maryland Virginia area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

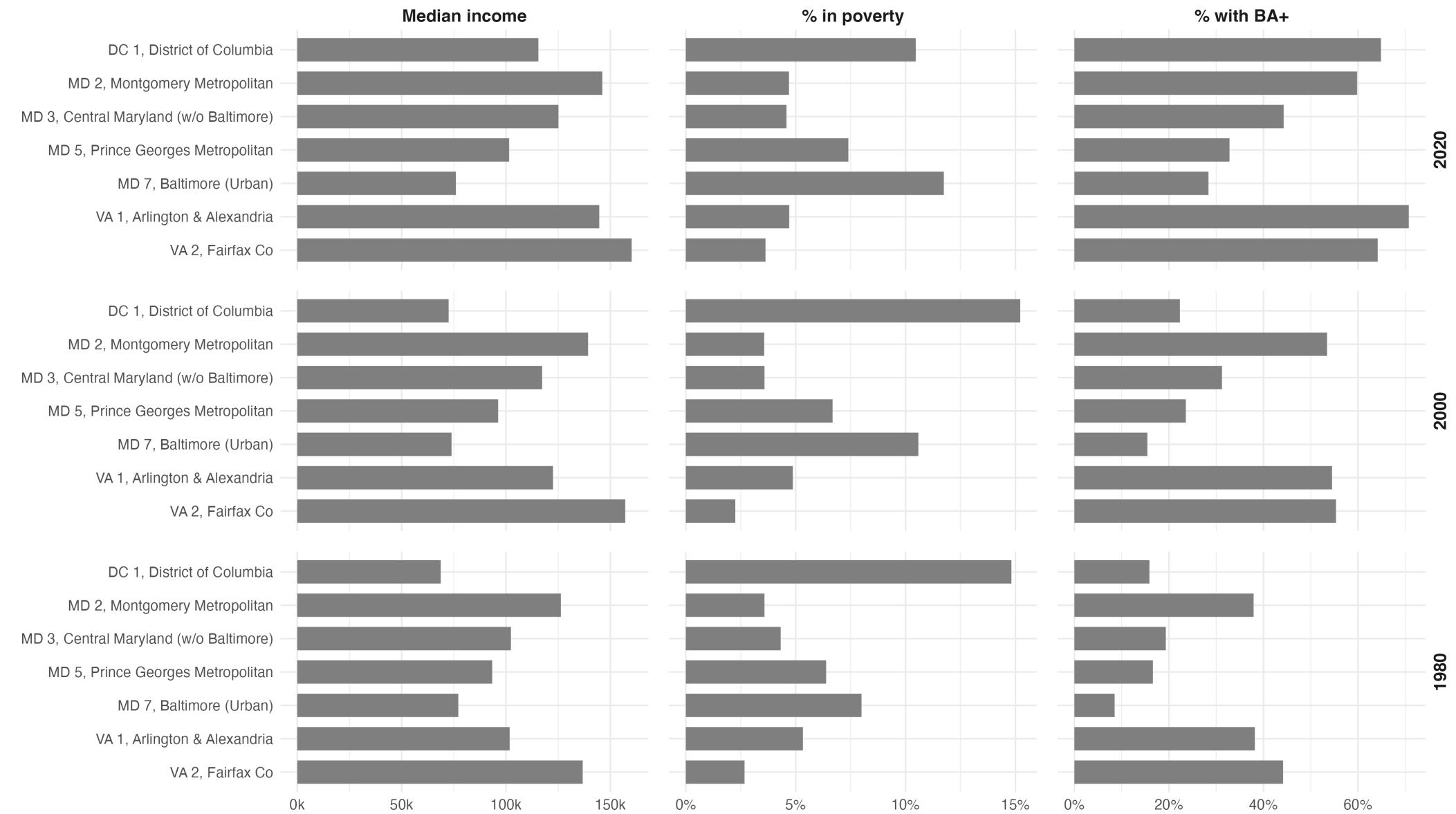


Figure 20: Socioeconomic characteristics of Dc Maryland Virginia area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

8 Detroit area

8.1 Research question 1

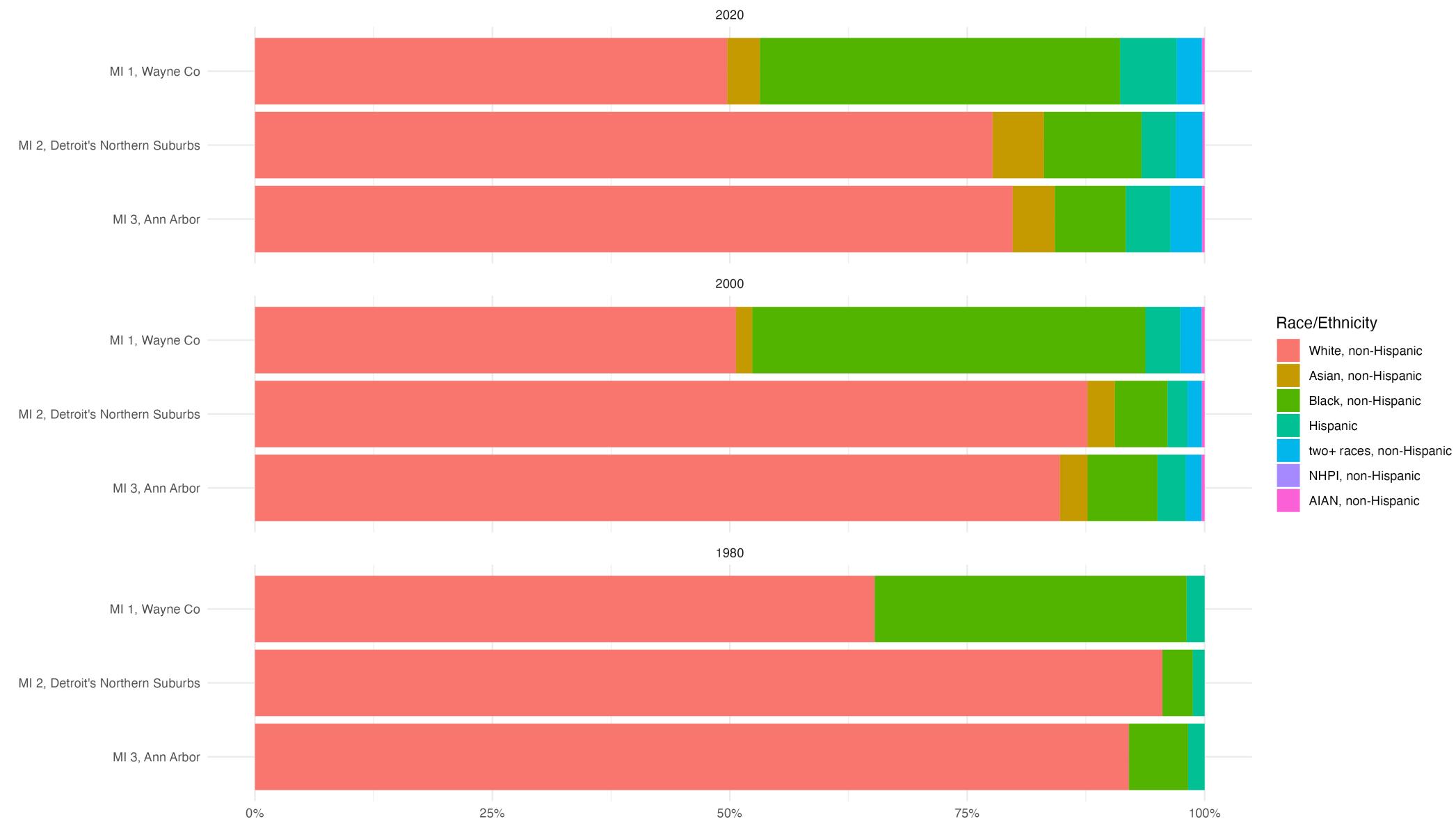


Figure 21: Racial/ethnic composition of Detroit area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

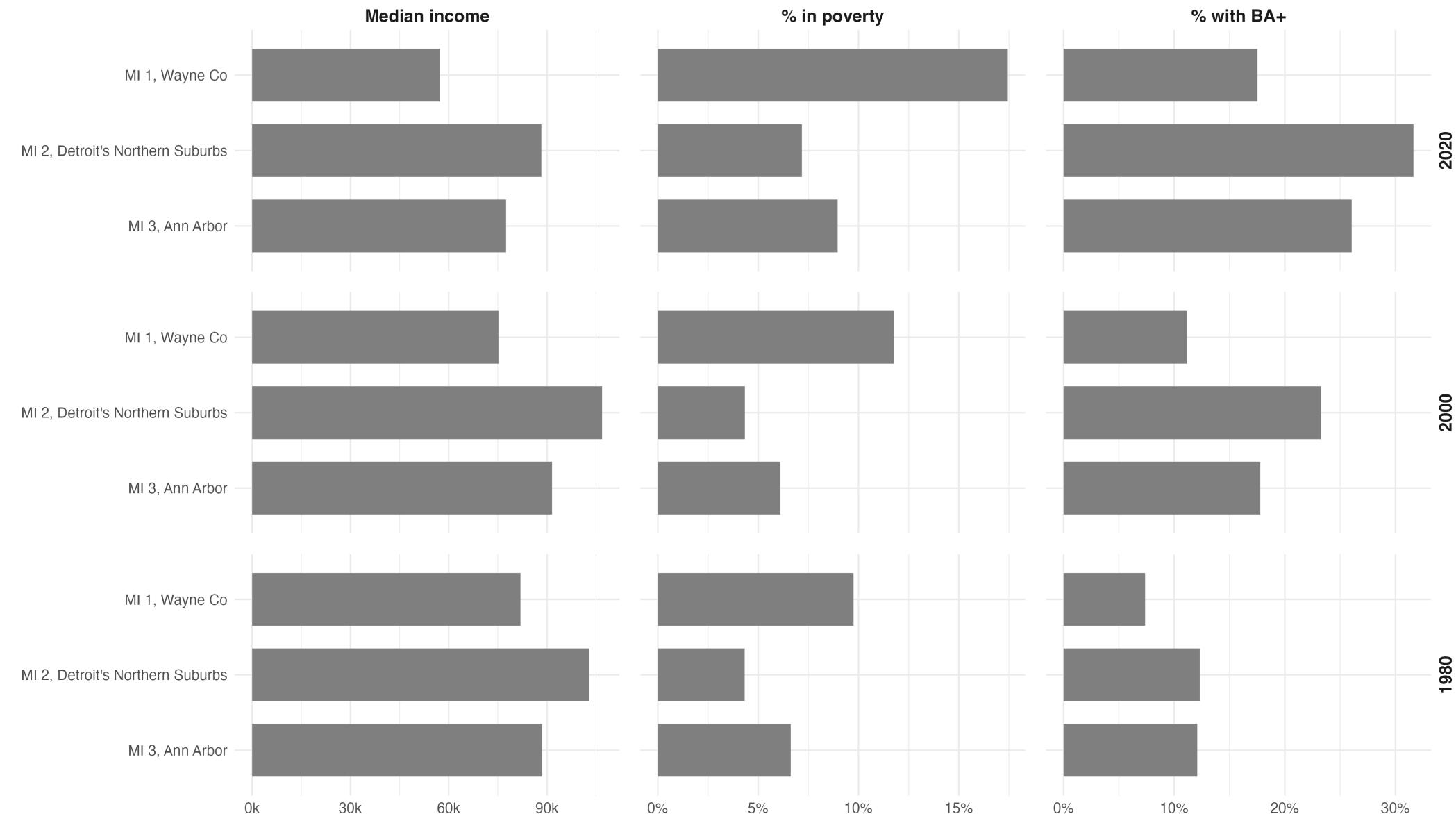


Figure 22: Socioeconomic characteristics of Detroit area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

9 Houston area

9.1 Research question 1

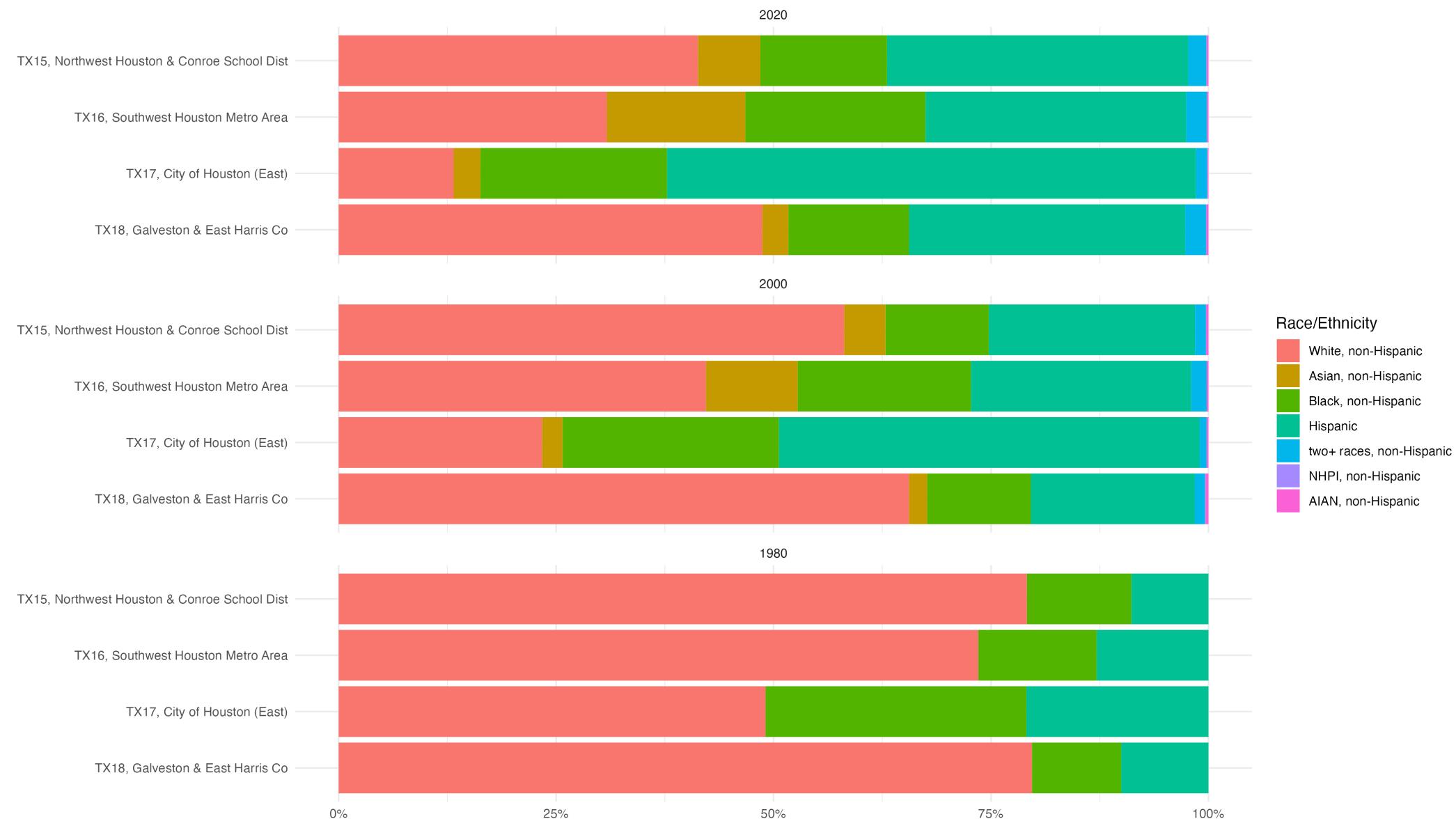


Figure 23: Racial/ethnic composition of Houston area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note



Figure 24: Socioeconomic characteristics of Houston area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

10 Long Island area

10.1 Research question 1

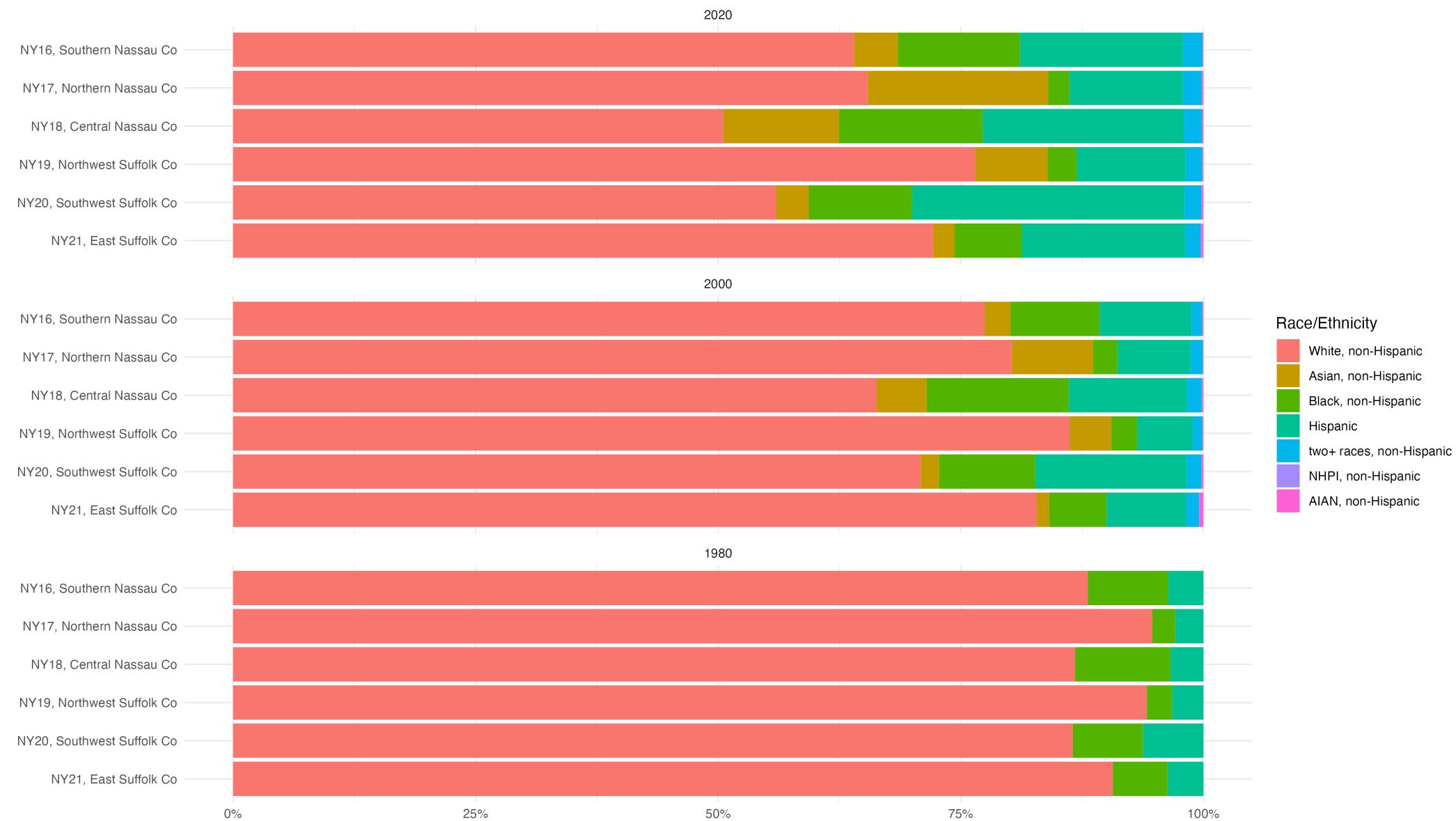


Figure 25: Racial/ethnic composition of Long Island area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

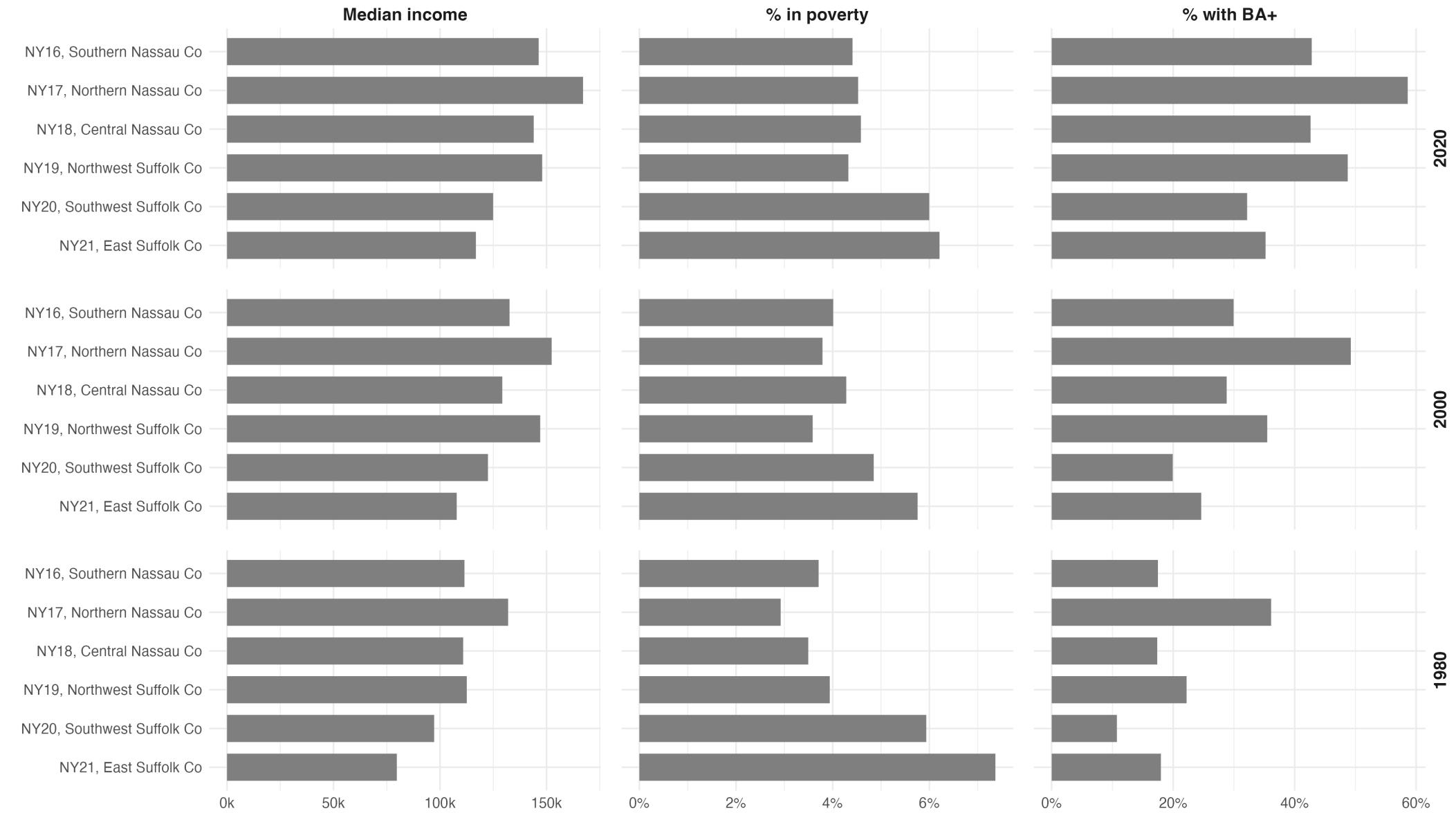


Figure 26: Socioeconomic characteristics of Long Island area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

11 Los Angeles area

11.1 Research question 1

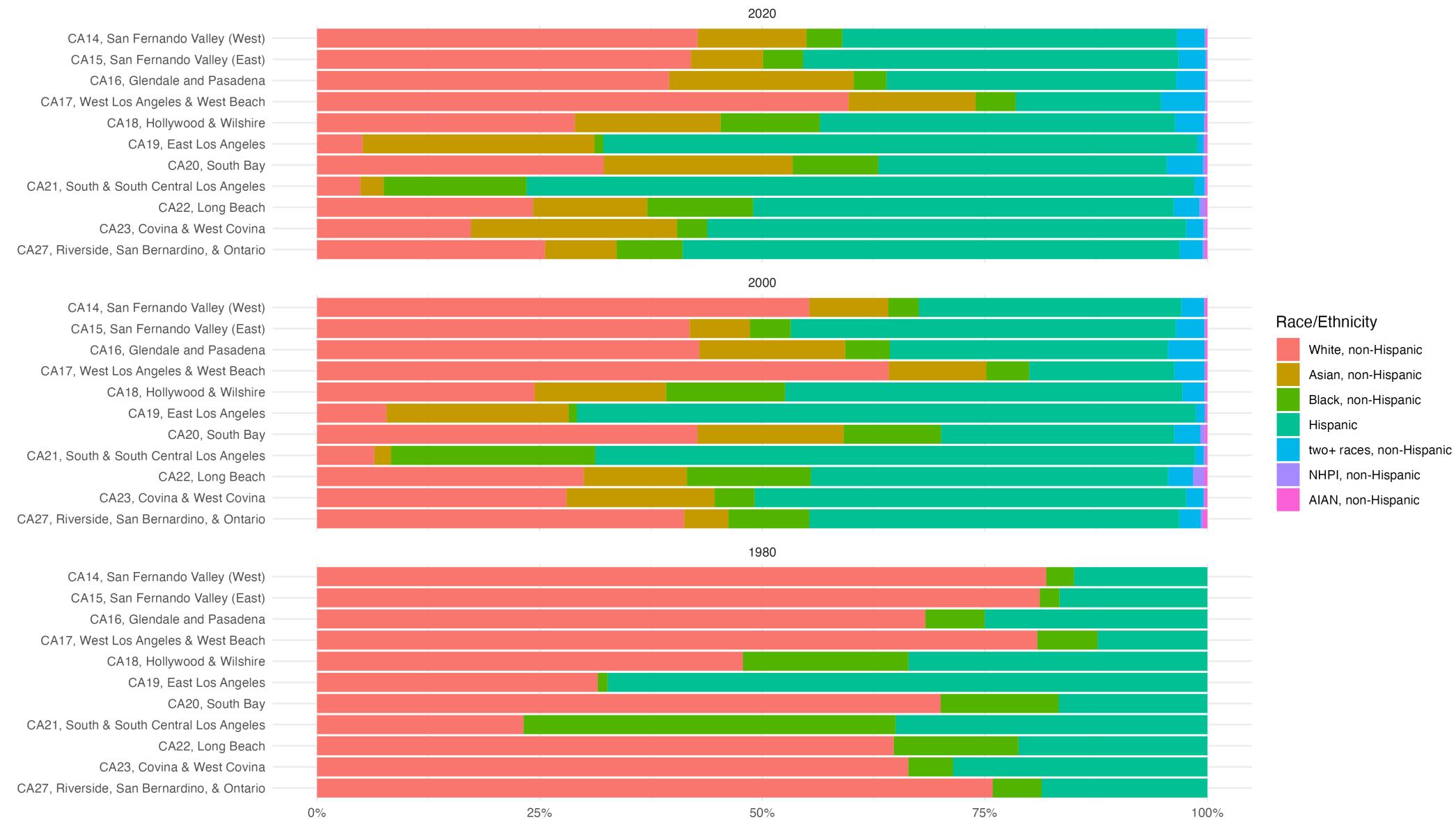


Figure 27: Racial/ethnic composition of Los Angeles area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

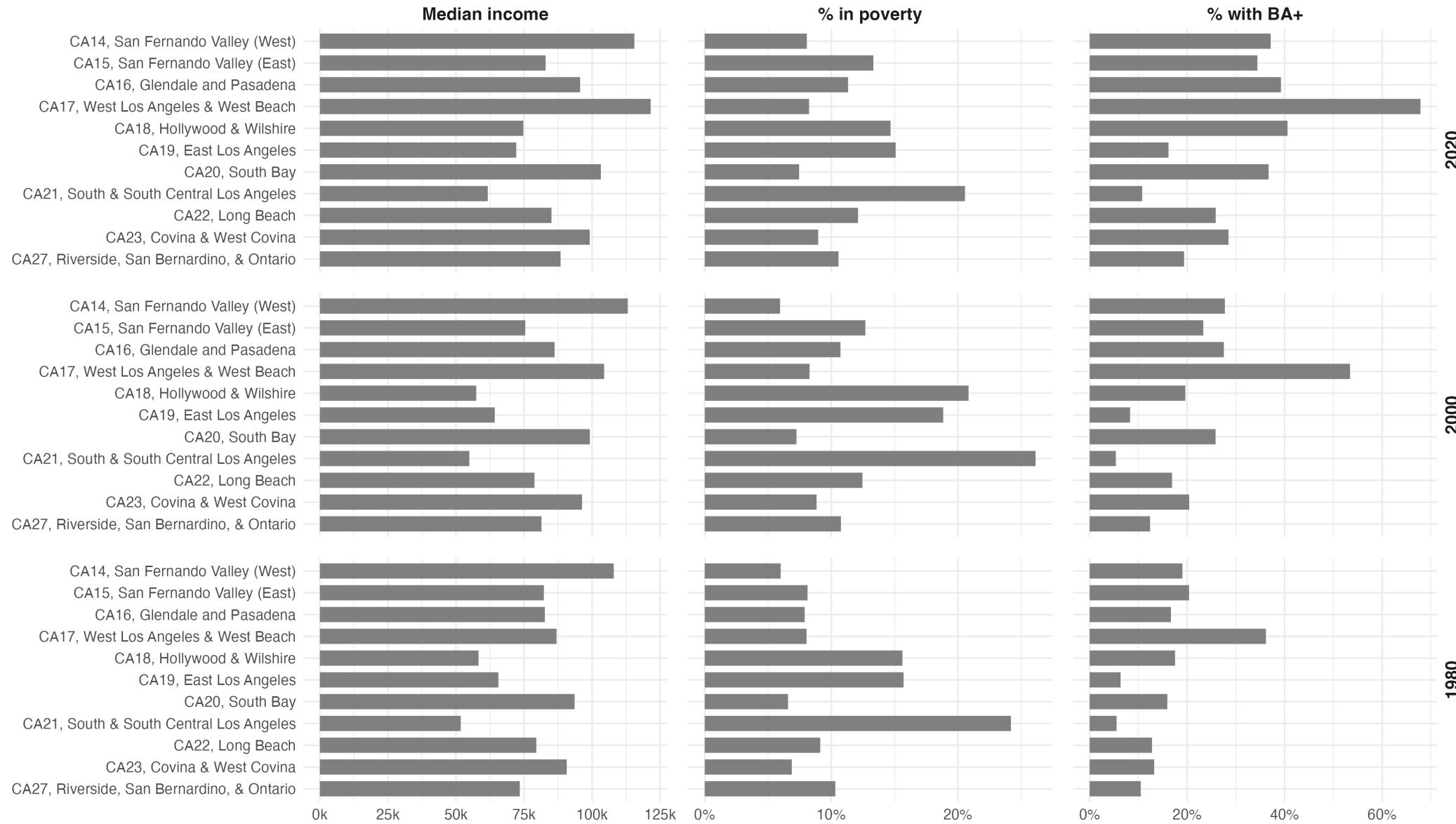


Figure 28: Socioeconomic characteristics of Los Angeles area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

12 Miami area

12.1 Research question 1

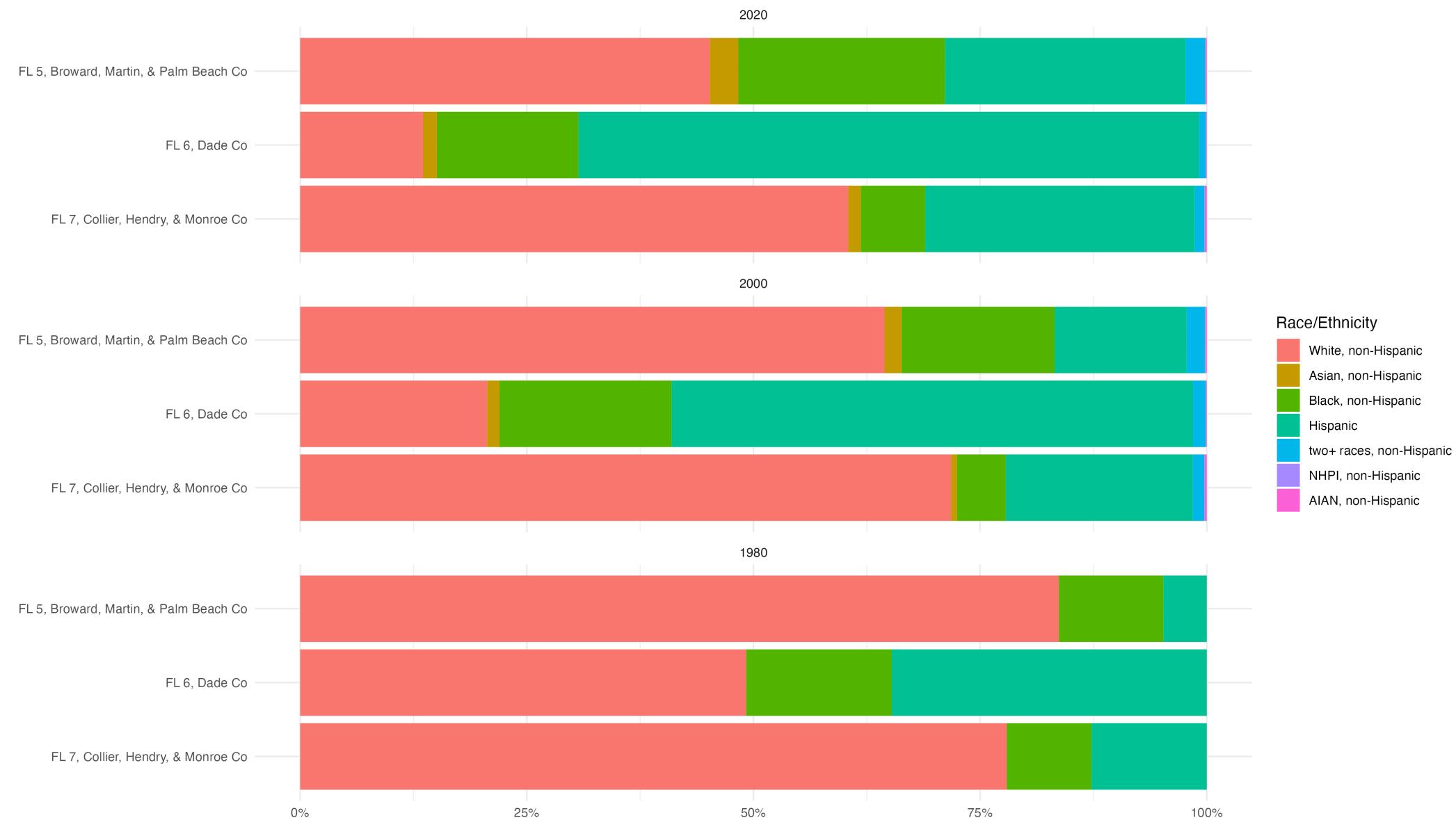


Figure 29: Racial/ethnic composition of Miami area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

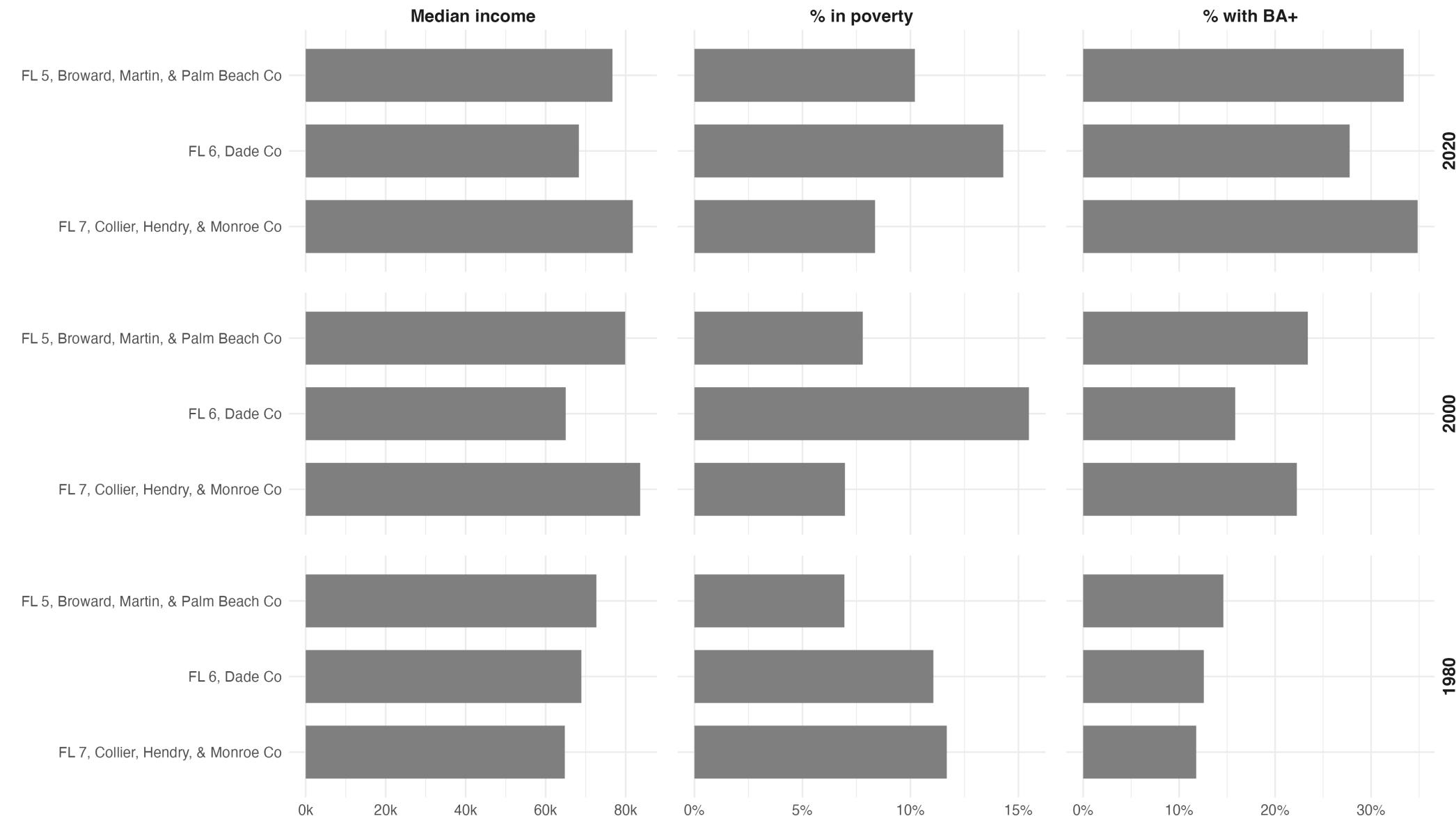


Figure 30: Socioeconomic characteristics of Miami area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

13 New York City area

13.1 Research question 1



Figure 31: Racial/ethnic composition of New York City area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

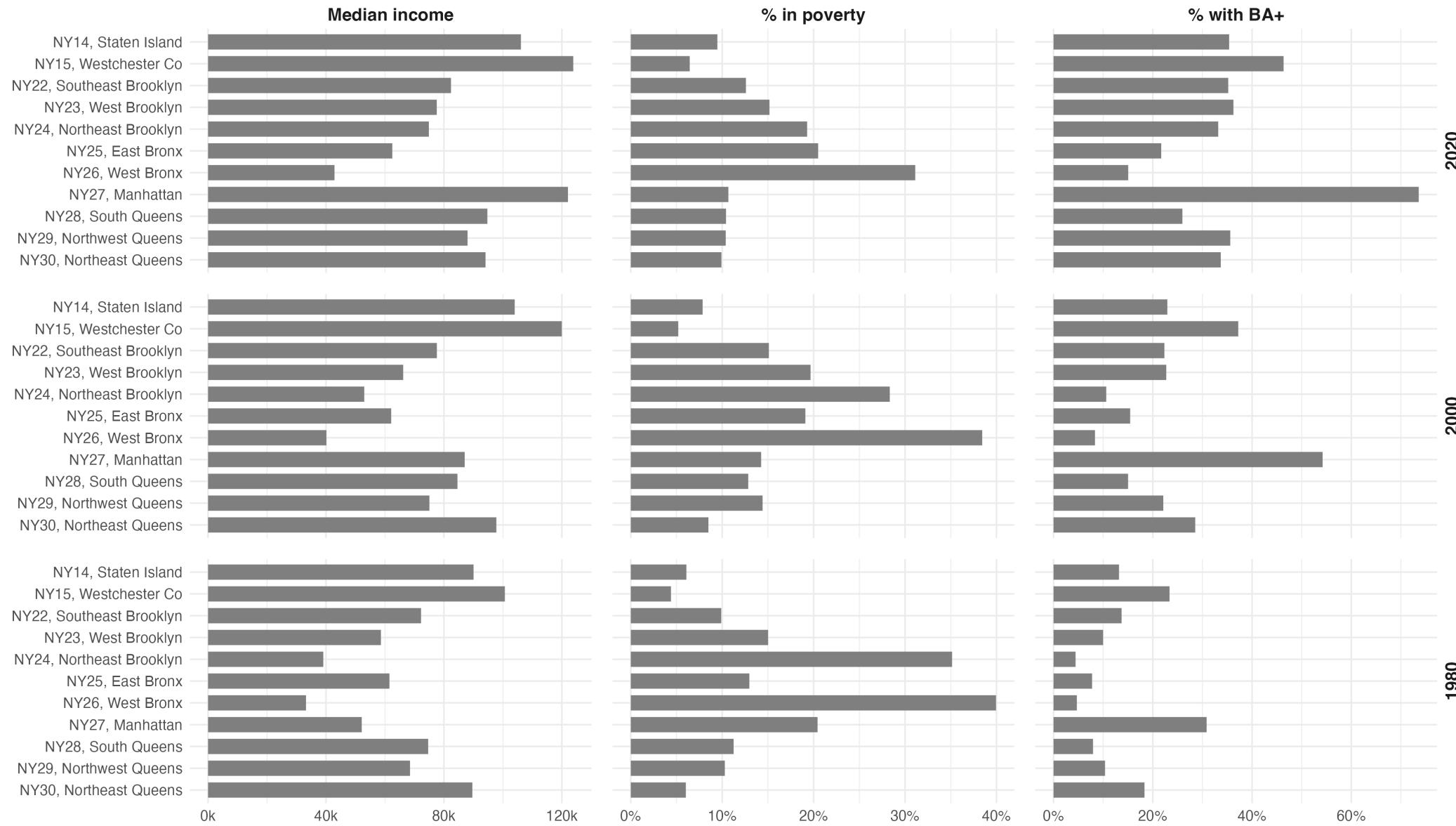


Figure 32: Socioeconomic characteristics of New York City area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

14 Northern New Jersey area

14.1 Research question 1



Figure 33: Racial/ethnic composition of Northern New Jersey area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

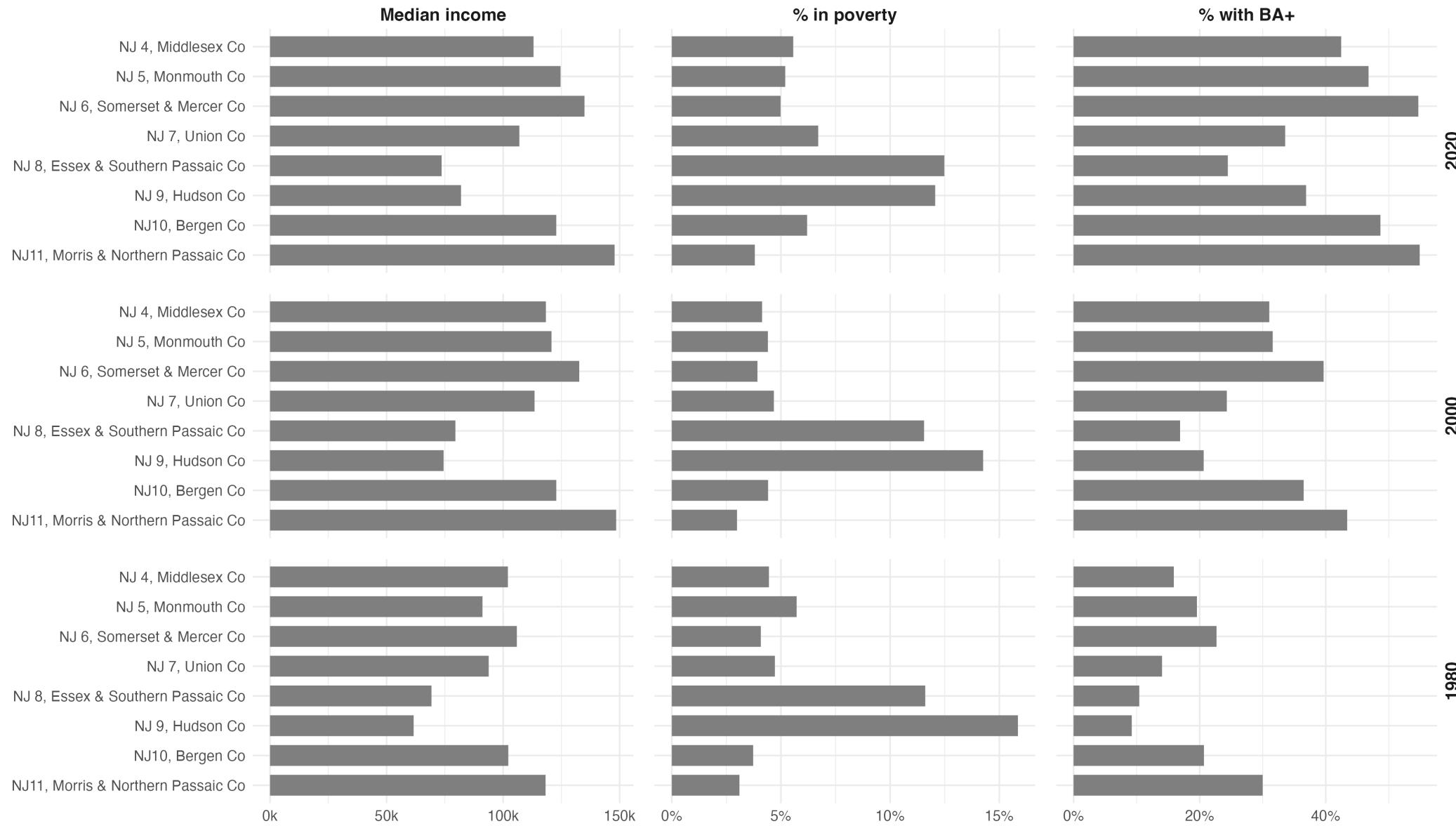


Figure 34: Socioeconomic characteristics of Northern New Jersey area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

15 Orange County area

15.1 Research question 1

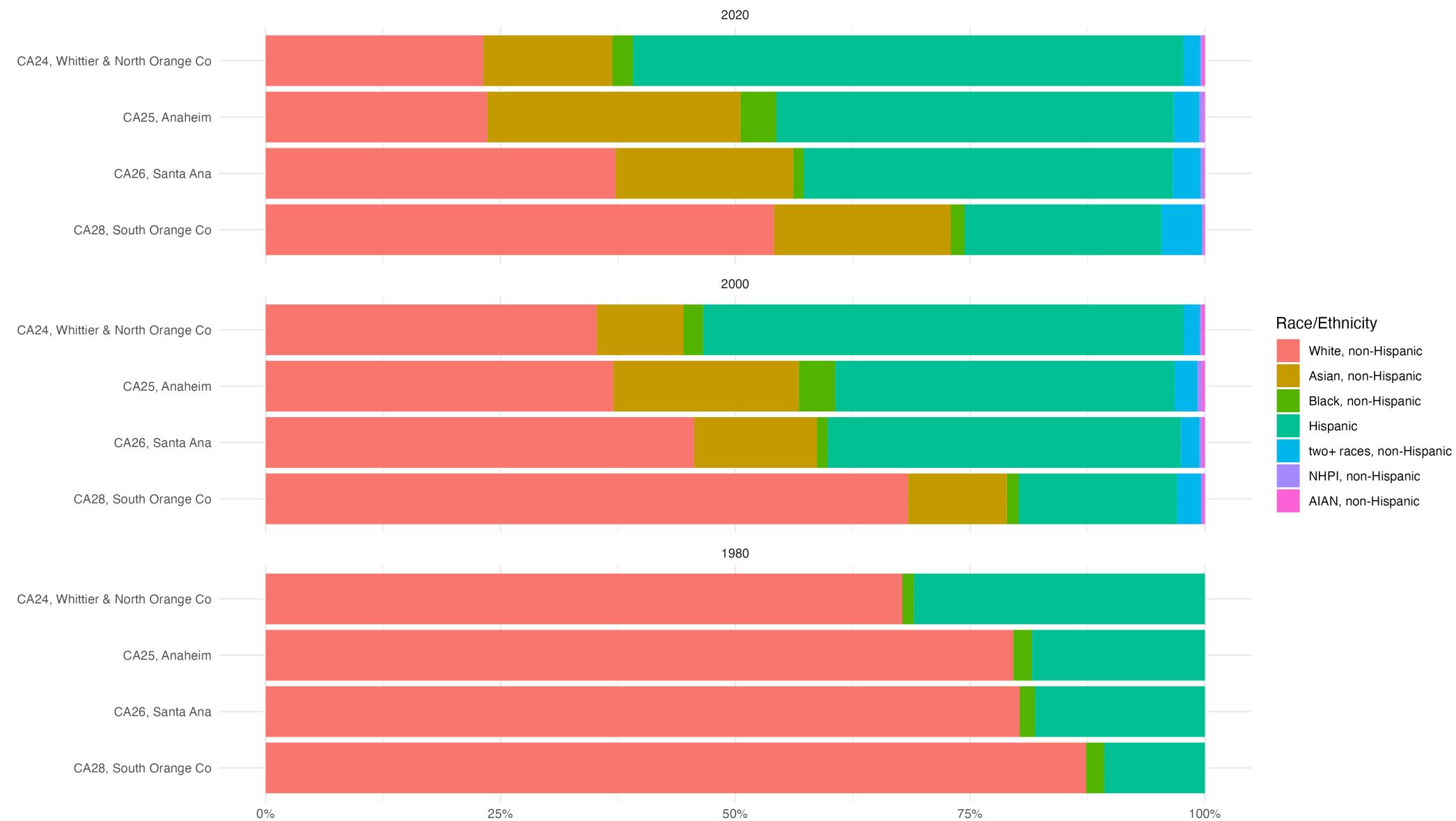


Figure 35: Racial/ethnic composition of Orange County area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

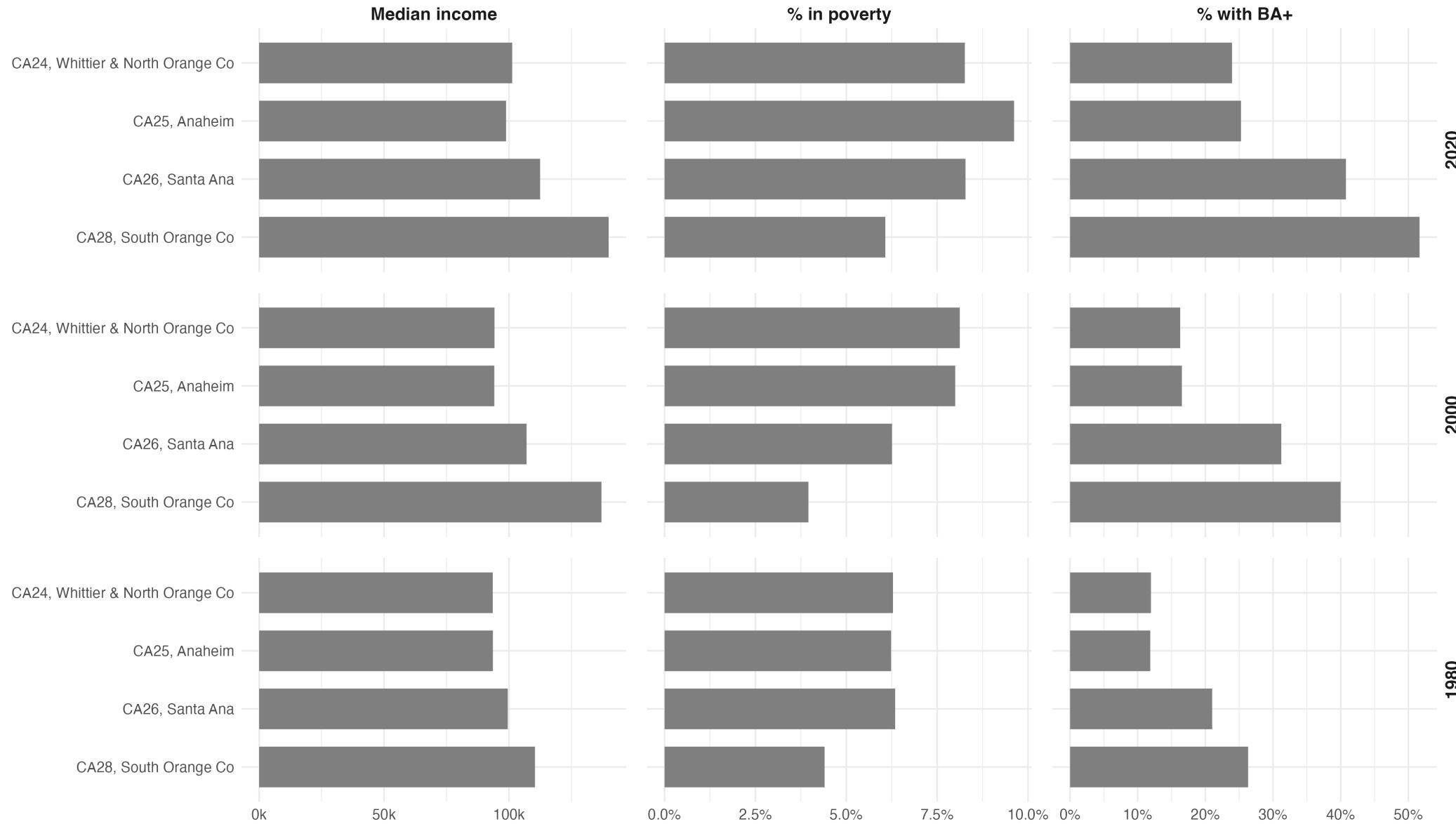


Figure 36: Socioeconomic characteristics of Orange County area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

16 Philadelphia area

16.1 Research question 1

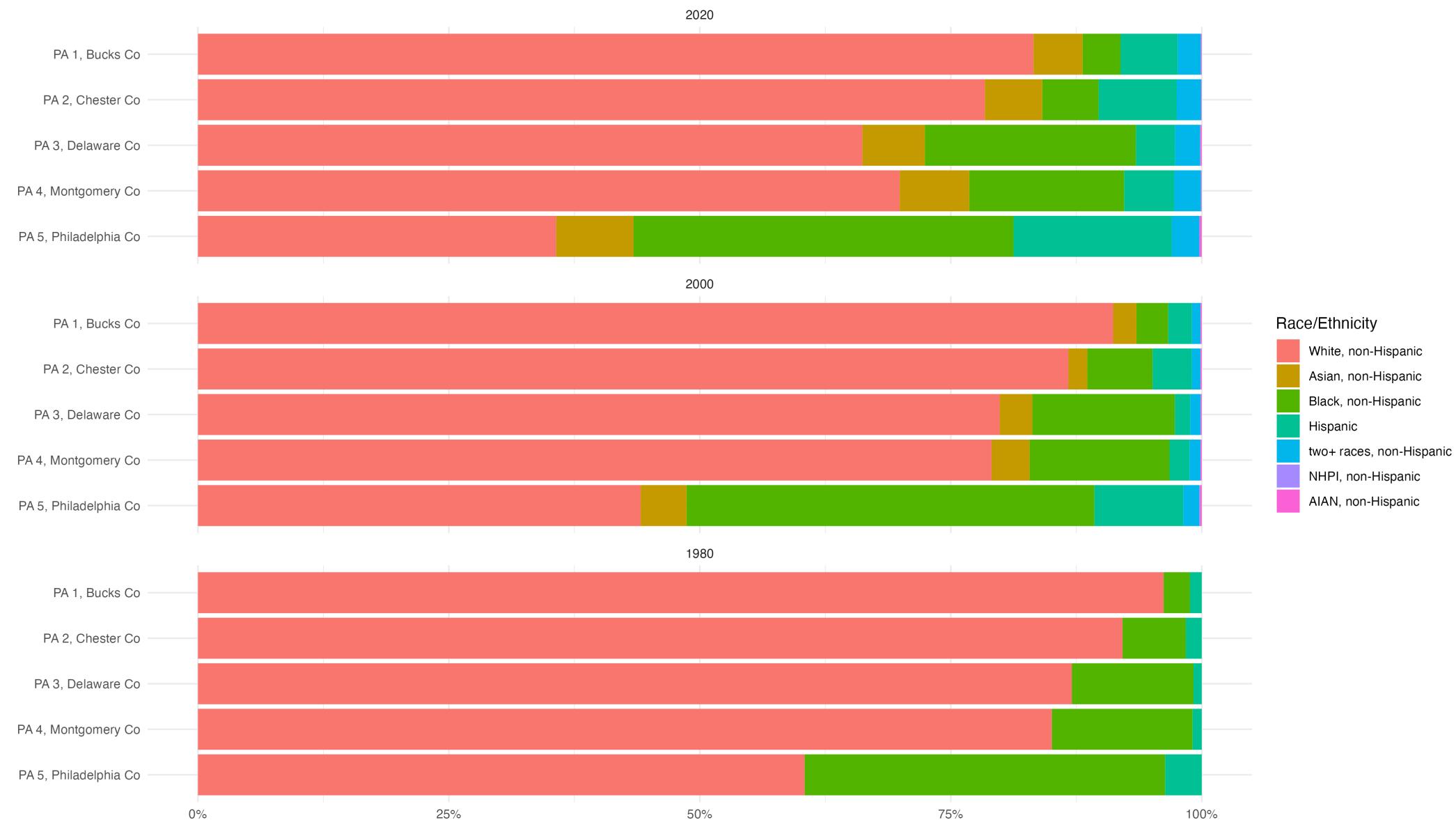


Figure 37: Racial/ethnic composition of Philadelphia area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

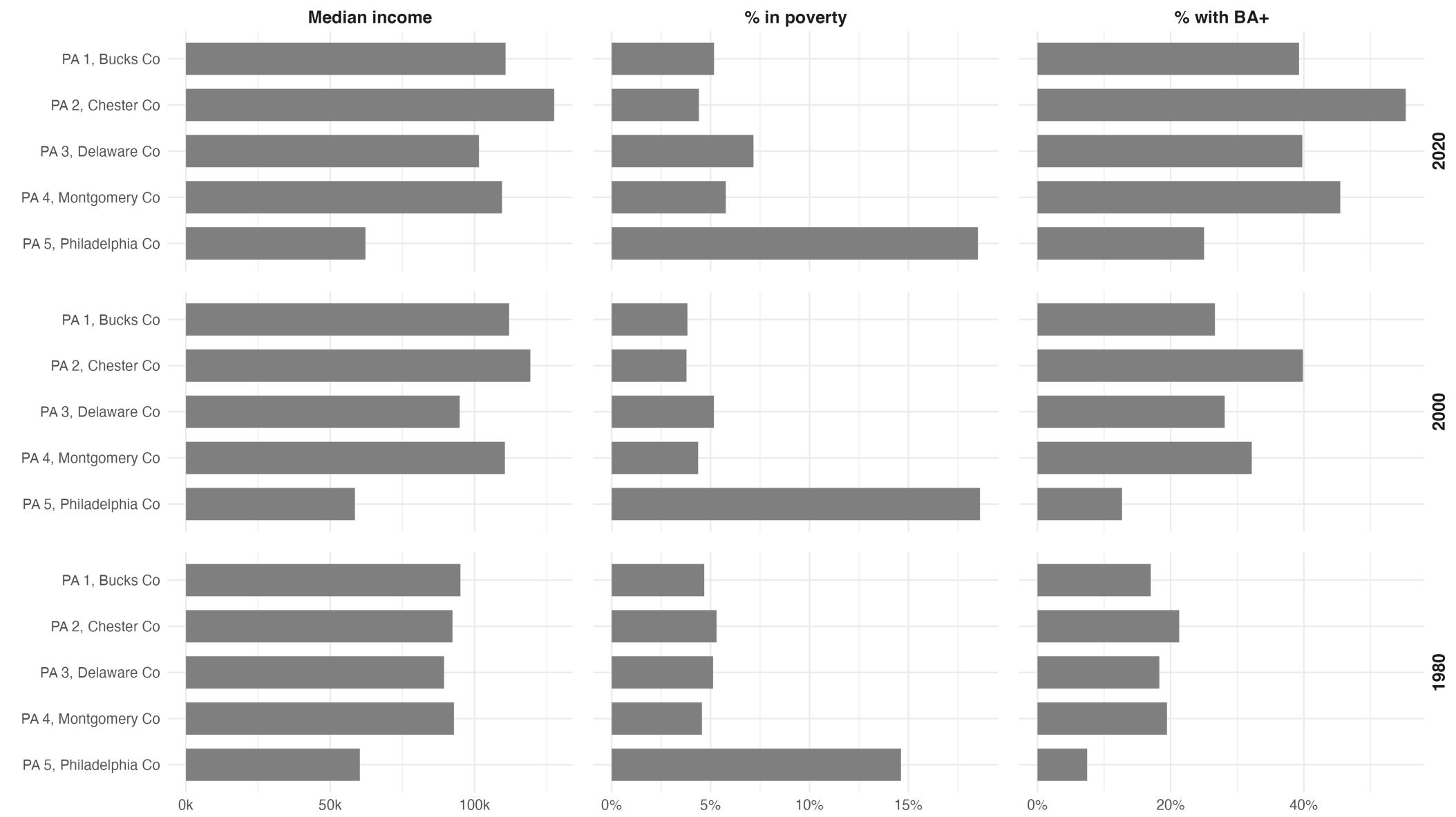
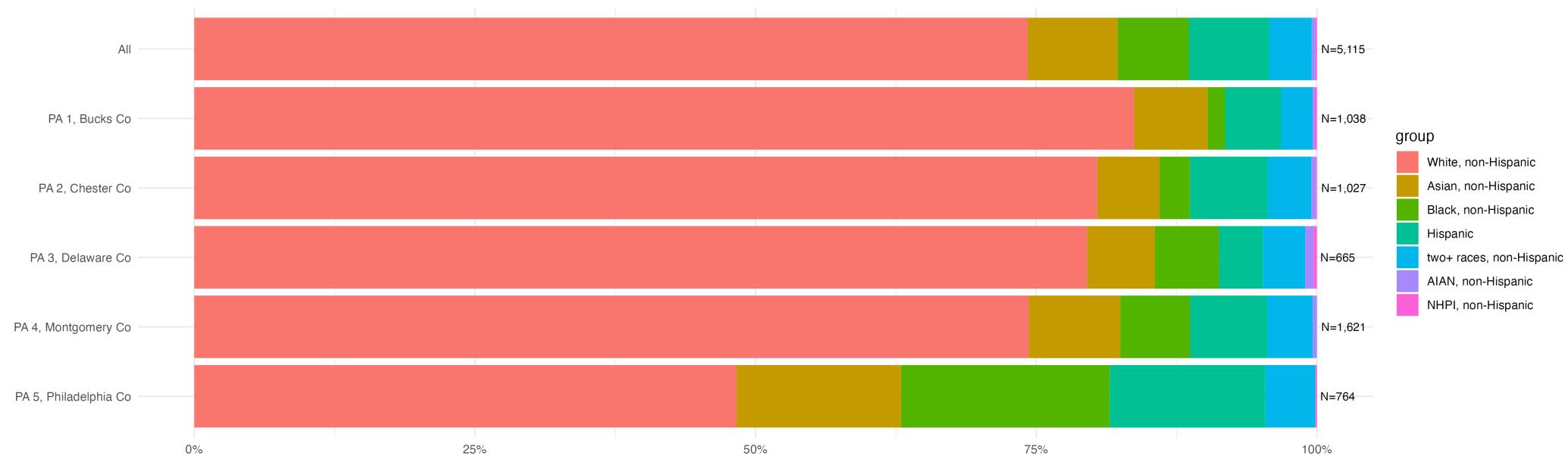


Figure 38: Socioeconomic characteristics of Philadelphia area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

16.2 Research question 2

PSAT score 1070 - 1180



PSAT score 1190 - 1520

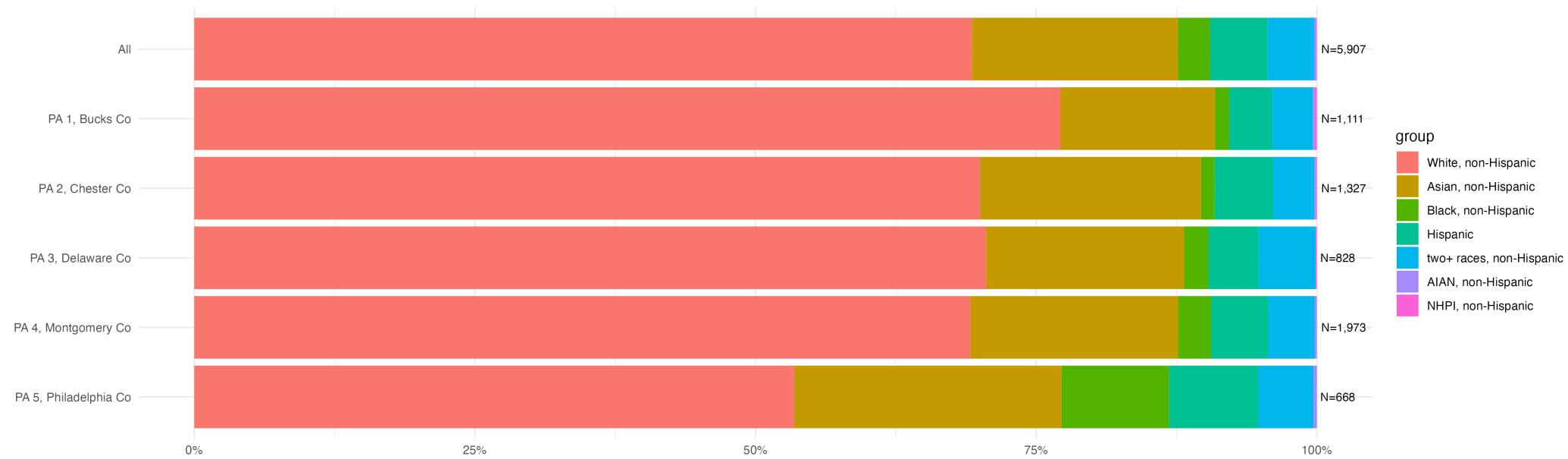
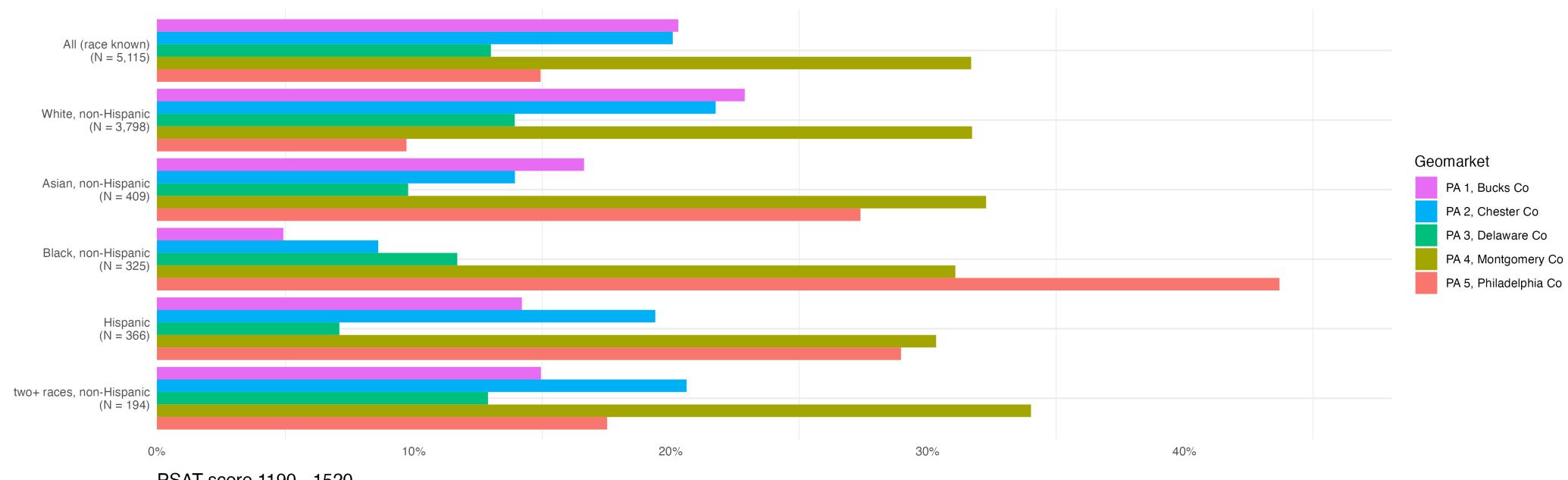


Figure 39: Racial/ethnic composition of purchased student profiles by Geomarket, Philadelphia area

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc.

PSAT score 1070 - 1180



PSAT score 1190 - 1520

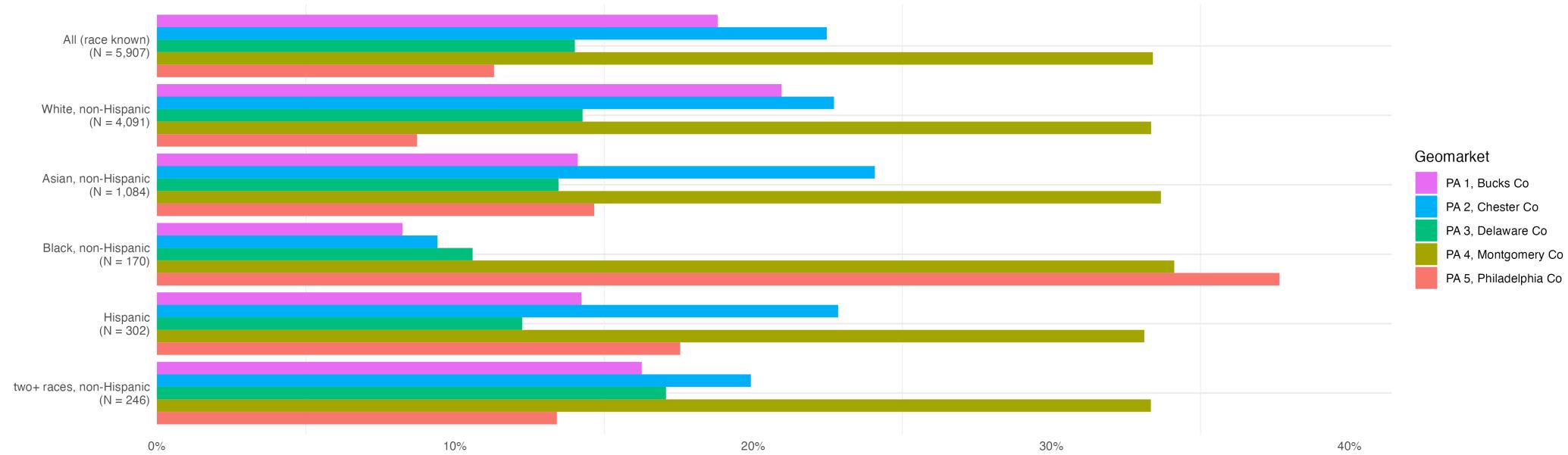
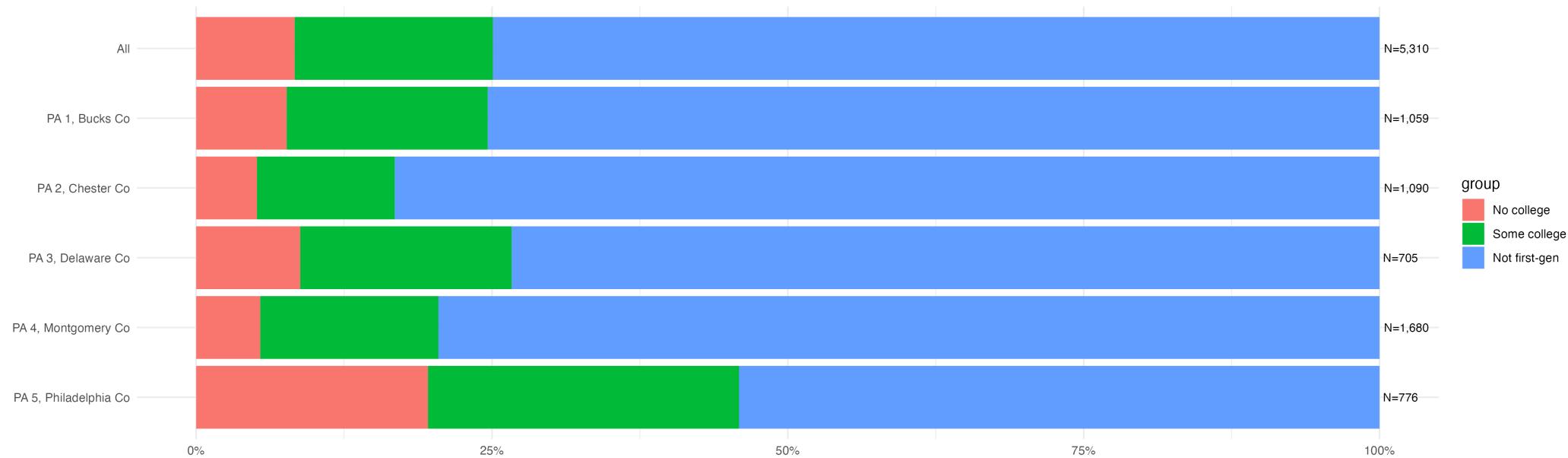


Figure 40: Geomarket contribution to purchased student profiles by Racial/ethnic group, Philadelphia area

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc.

PSAT score 1070 - 1180



PSAT score 1190 - 1520

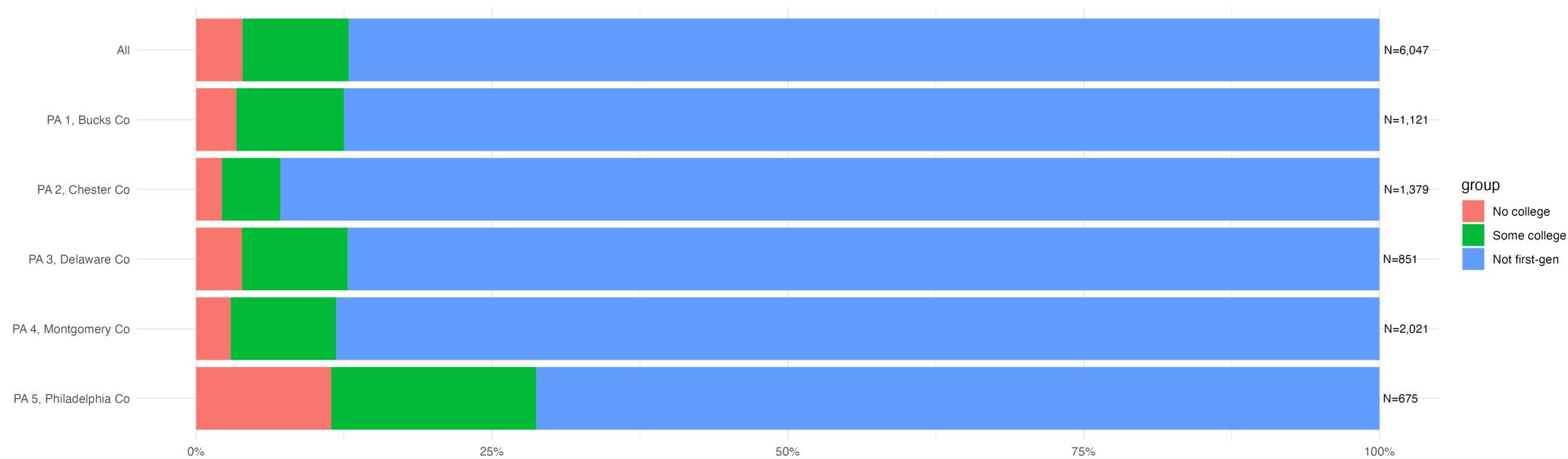
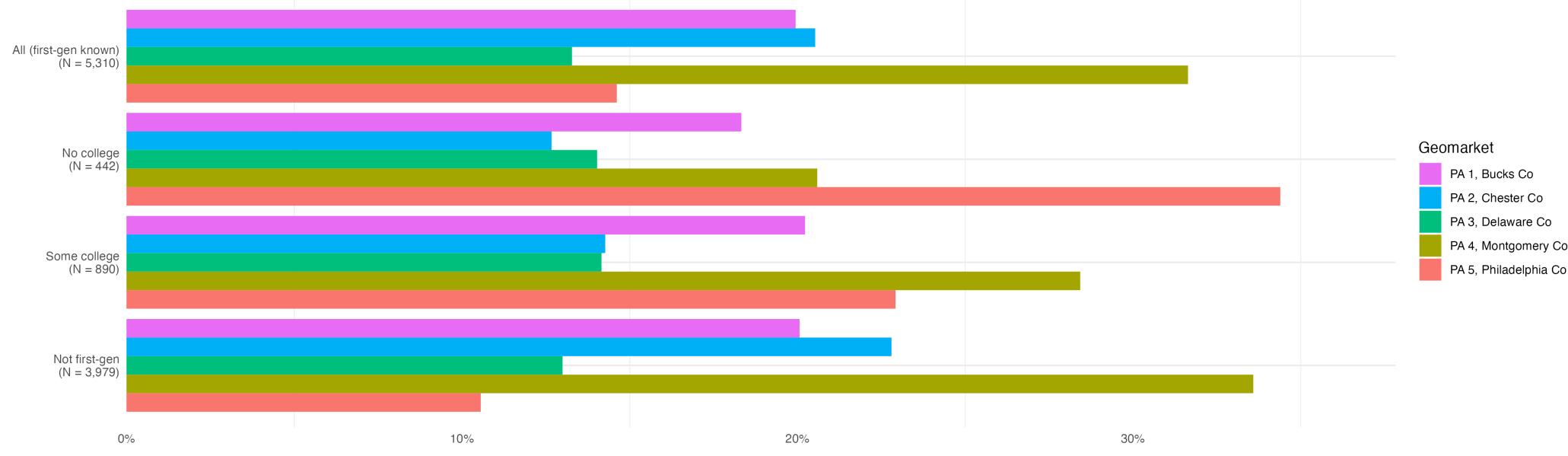


Figure 41: First-generation status composition of purchased student profiles by Geomarket, Philadelphia area

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc.

PSAT score 1070 - 1180



PSAT score 1190 - 1520

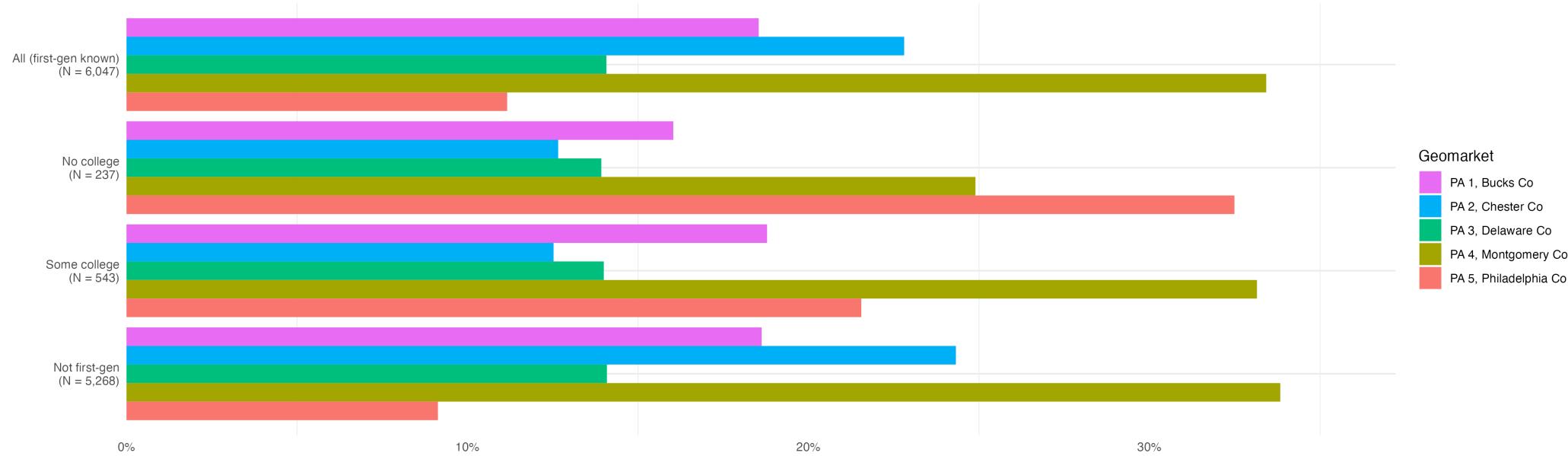


Figure 42: Geomarket contribution to purchased student profiles by First-generation status group, Philadelphia area

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc.

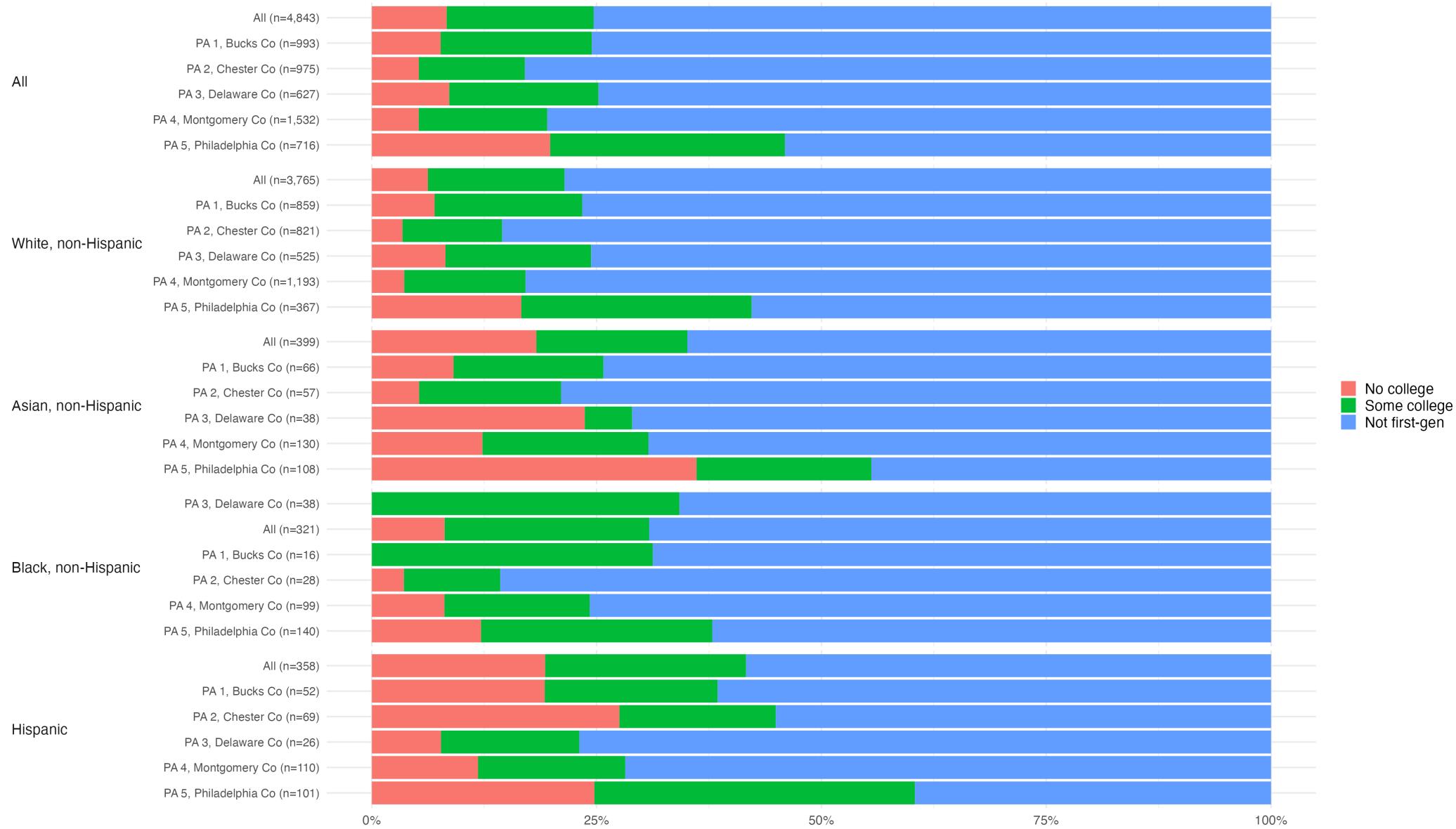


Figure 43: First-generation status by race for Philadelphia area Geomarkets, PSAT score 1070 - 1180

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc.

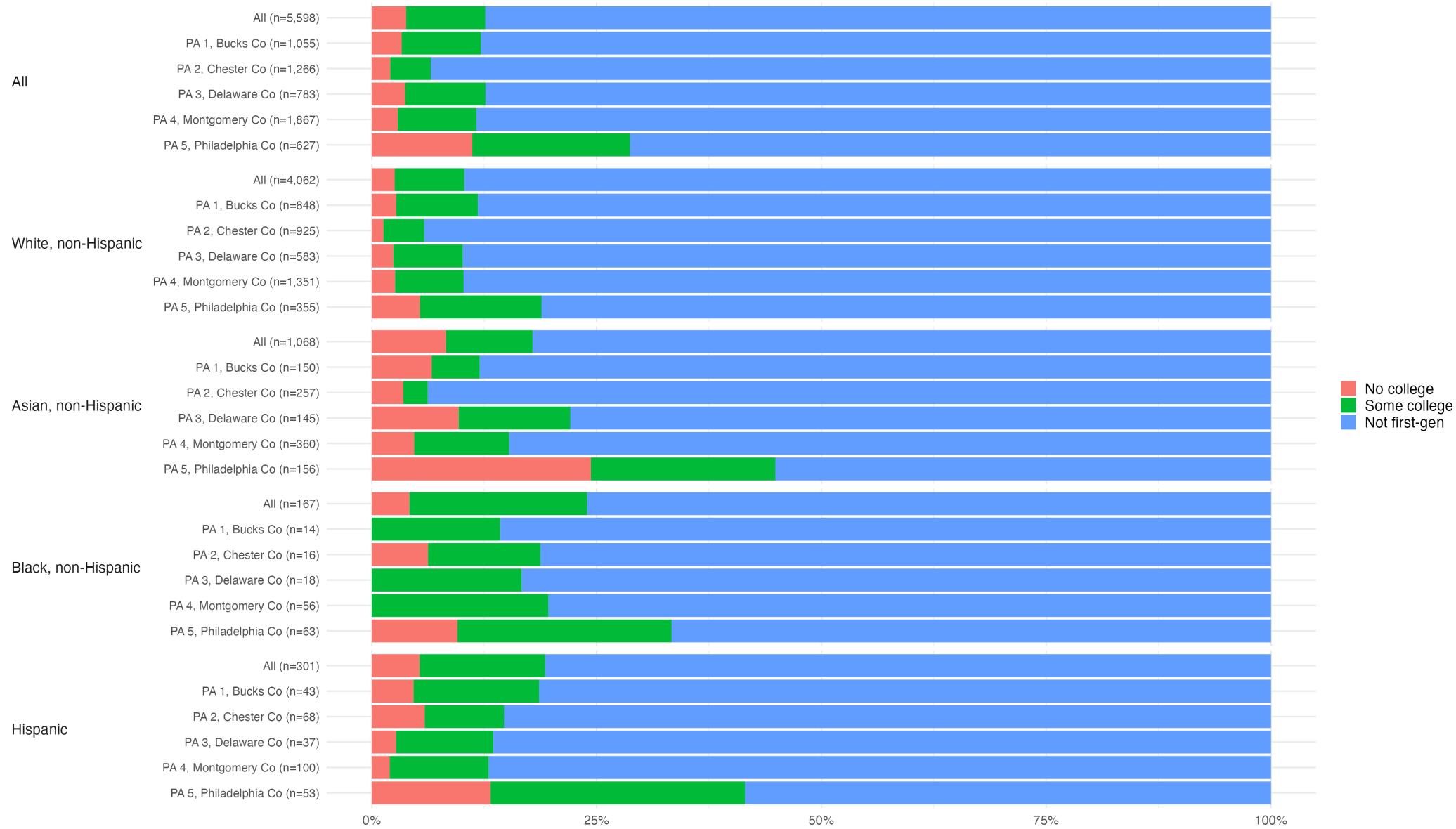


Figure 44: First-generation status by race for Philadelphia area Geomarkets, PSAT score 1190 - 1520

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc.

17 San Diego area

17.1 Research question 1

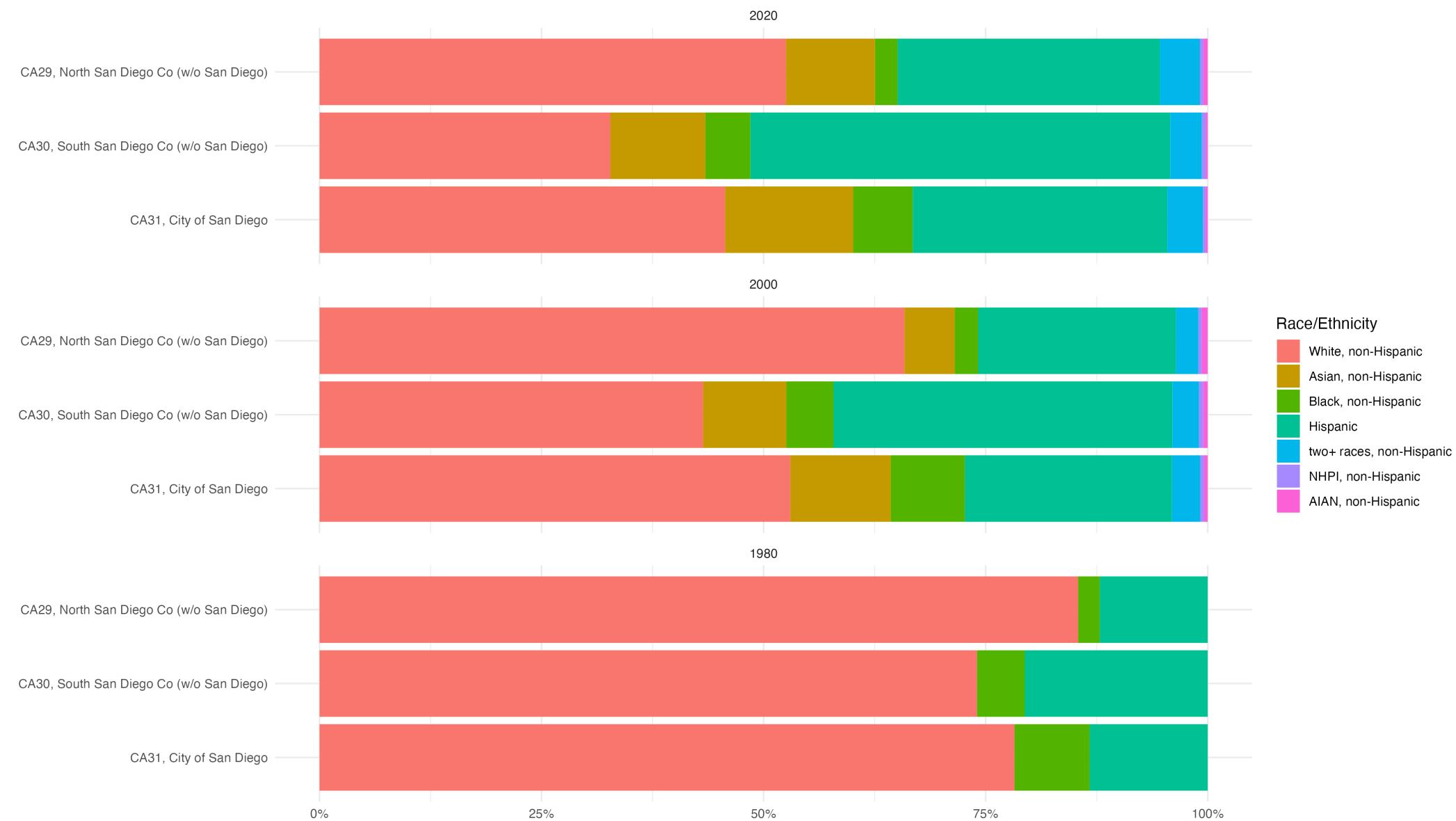


Figure 45: Racial/ethnic composition of San Diego area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note

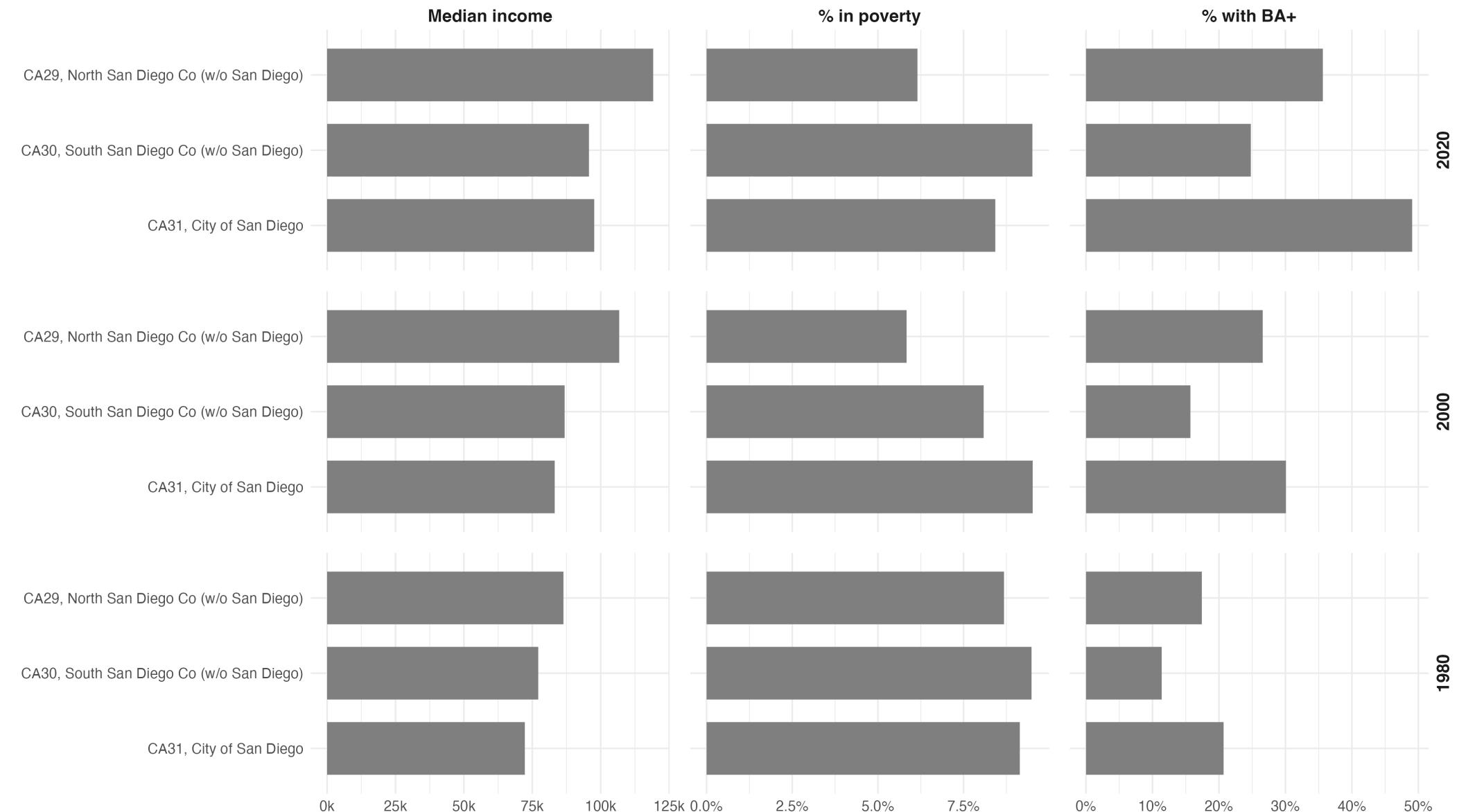


Figure 46: Socioeconomic characteristics of San Diego area Geomarkets

Note: Figure Notes: - Median income is shown in thousands (\$k). - '% in poverty' is the share of individuals below the federal poverty line. - Data sources: US Census, etc. some note