1   References
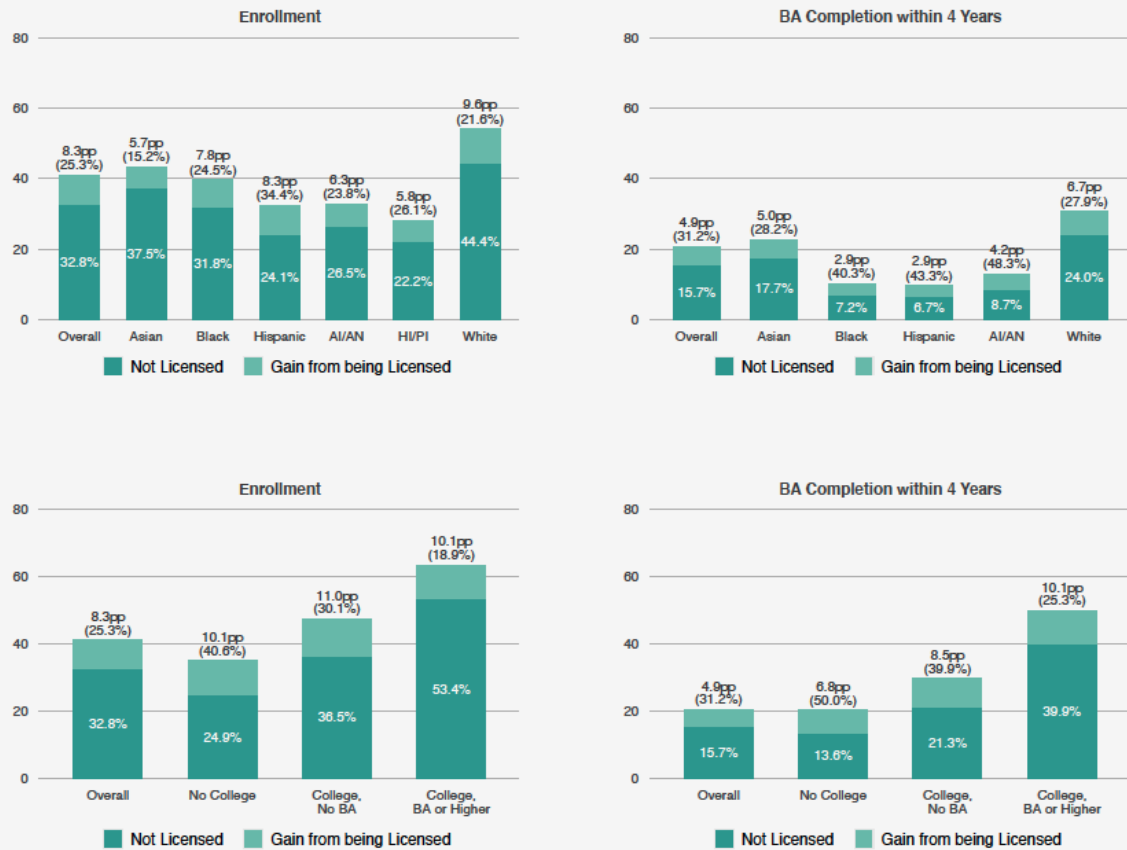
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2 Figures

Figure 1: Student Search Service: College Enrollment and Degree Completion

Figure 2: Filters Used in Order Purchases by Research vs. MA/Doctoral Universities
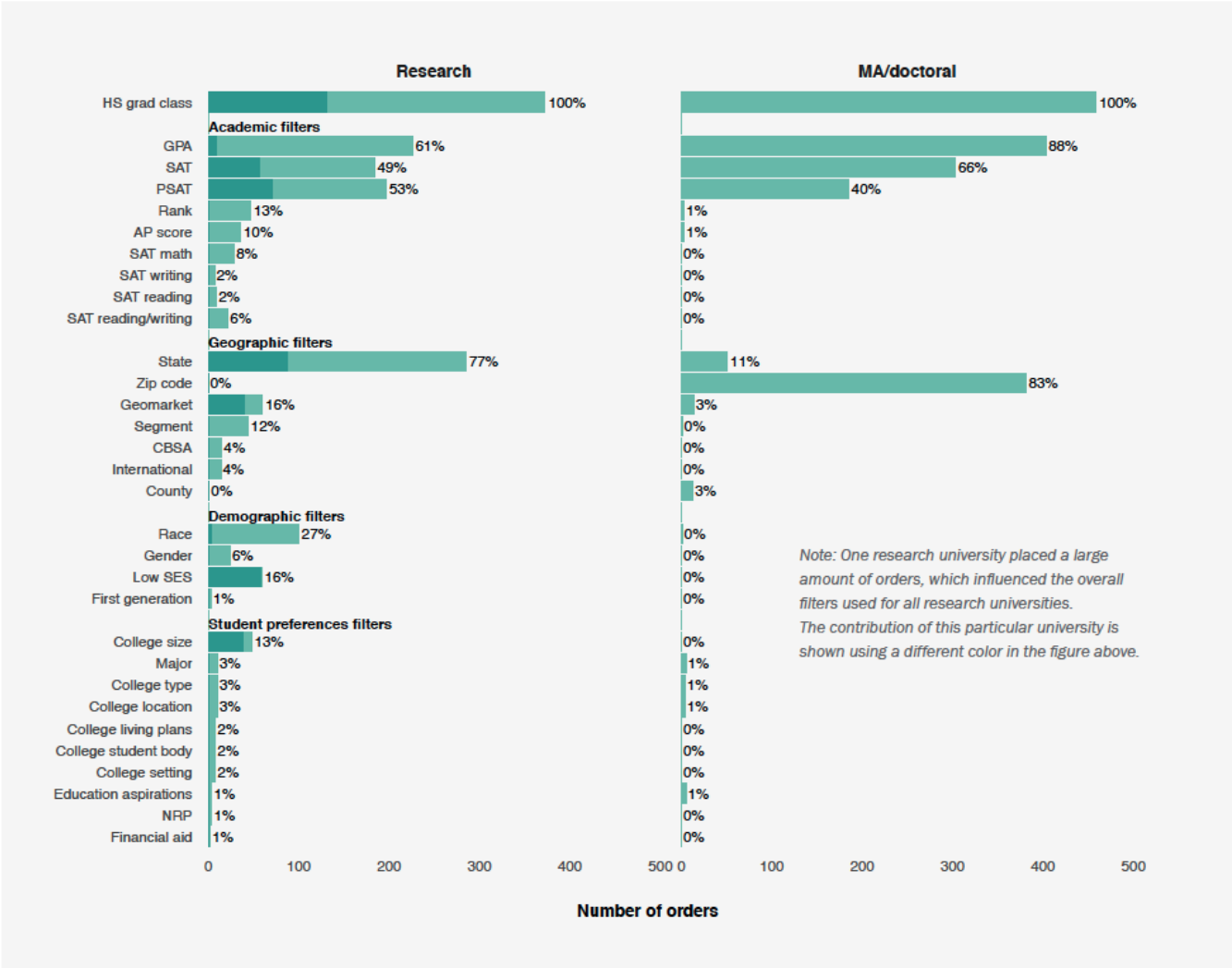
Figure 3: Los Angeles Prospects from Top Income Decile Zip Codes by Racial Composition

High PSAT order (1270–1520)

	White	Asian	Latinx	Multiracial	
Top 10%	45	36	8	11	N=1,379
Rest	26	52	13	7	N=5,279

Medium PSAT order (1190–1260)

	White	Asian	Latinx	Multiracial	
Top 10%	51	23	15	10	N=1,037
Rest	29	36	26	6	N=5,789

Low PSAT order (1110–1210)

	White	Asian	Latinx	Multiracial	
Top 10%	55	19	15	9	N=2,315
Rest	33	30	3	28	7	N=12,560

Medium SAT order (1140–1260)

	White	Asian	Latinx	Multiracial	
Top 10%	56	19	15	7	N=493
Rest	23	29	4	40	4	N=3,588

Percent of prospects

Race: White, Asian, Black, Latinx, AI/AN, NH/PI, Multiracial

Note: Prospects whose race were unknown (1% top decile and 0.9% rest for high PSAT orders; 0.9% top decile and 0.9% rest for medium PSAT orders; 0.6% top decile and 0.6% rest for low PSAT orders; 0% top decile and 0.3% rest for medium SAT orders) or did not report their race (5% top decile and 4% rest for high PSAT orders; 4% top decile and 4% rest for medium PSAT orders; 4% top decile and 3% rest for low PSAT orders; 4% top decile and 3% rest for medium SAT orders) were excluded.
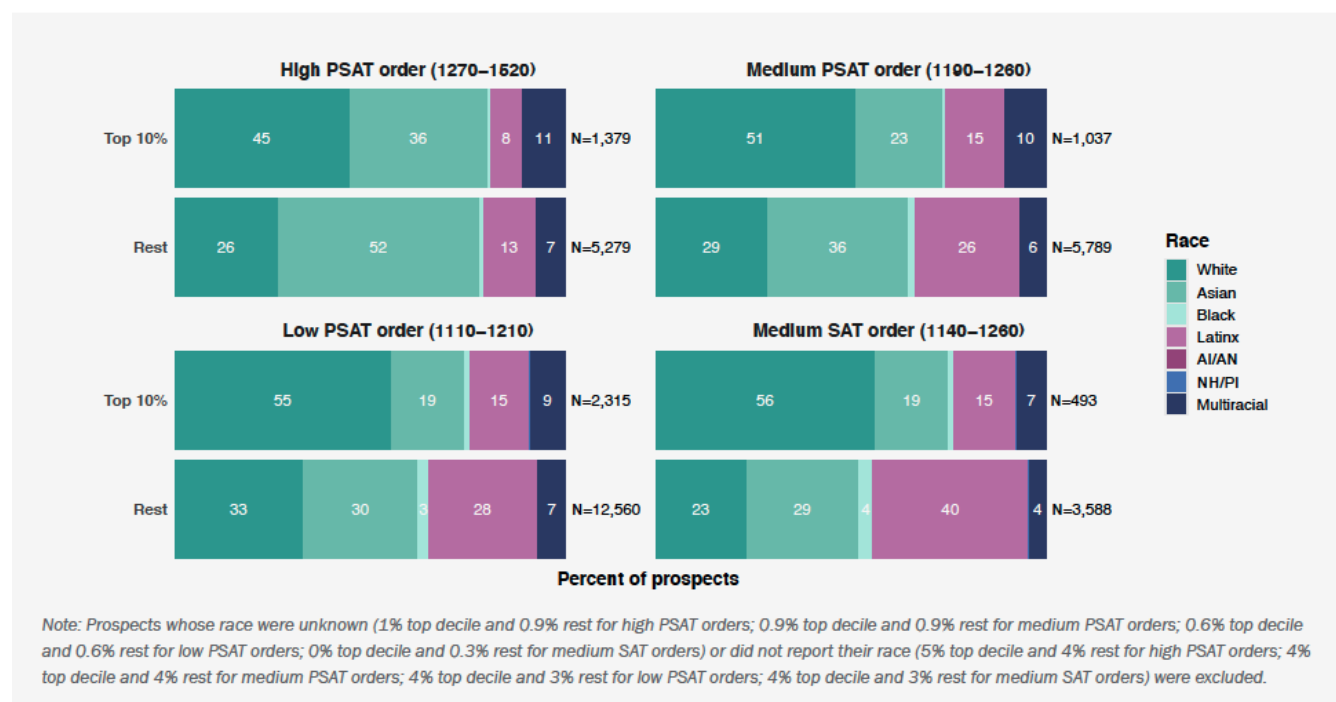
Figure 4: Segment Filter Prospects by Metro Maps (Average Income and Racial Composition)

New York–Newark–Jersey City, NY–NJ–PA

Los Angeles–Long Beach–Anaheim, CA

Philadelphia–Camden–Wilmington, PA–NJ–DE–MD

Washington–Arlington–Alexandria, DC–VA–MD–WV

Black, Latinx, and Native Population

- 0–19%
- 20–39%
- 40–59%
- 60–79%
- 80–89%
- 90–100%
- NA

Note: Public high schools that satisfied the following criteria were included: enrolls at least ten 12th graders; is a non-virtual school; is an open, new, or reopened school.