Tables & Figures

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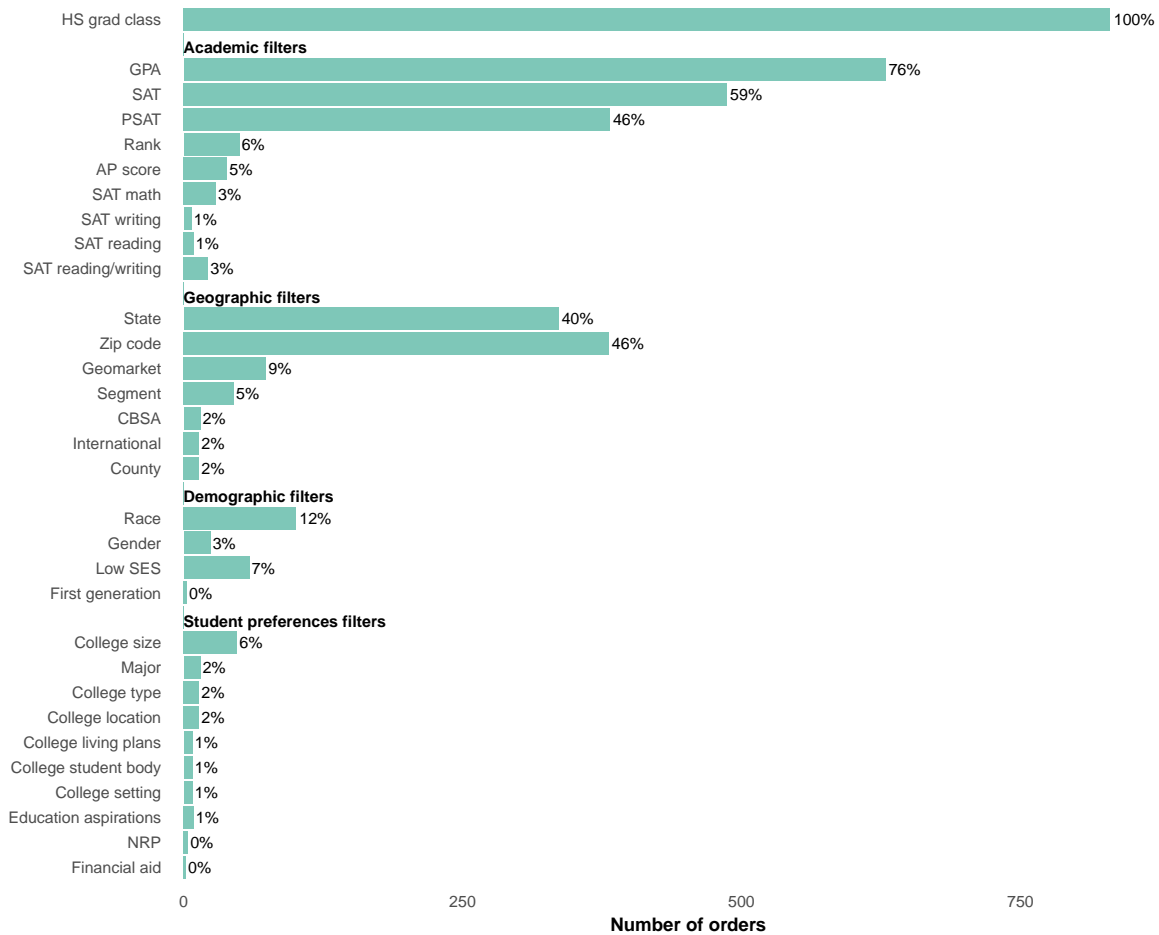

Filter	Value
HS grad class	100%
Academic filters	
GPA	76%
SAT	59%
PSAT	46%
Rank	6%
AP score	5%
SAT math	3%
SAT writing	1%
SAT reading	1%
SAT reading/writing	3%
Geographic filters	
State	40%
Zip code	46%
Geomarket	9%
Segment	5%
CBSA	2%
International	2%
County	2%
Demographic filters	
Race	12%
Gender	3%
Low SES	7%
First generation	0%
Student preferences filters	
College size	6%
Major	2%
College type	2%
College location	2%
College living plans	1%
College student body	1%
College setting	1%
Education aspirations	1%
NRP	0%
Financial aid	0%

Number of orders

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

Filters	Count	Pct	Cum count	Cum pct
HS grad class, GPA, SAT, Zip code	206	24.8	206	24.8
HS grad class, GPA, PSAT, Zip code	145	17.5	351	42.3
HS grad class, GPA, SAT, PSAT, Rank, State, Race	39	4.7	390	47.0
HS grad class, SAT, State	38	4.6	428	51.6
HS grad class, GPA, SAT, PSAT, Zip code	28	3.4	456	54.9
HS grad class, PSAT, State	28	3.4	484	58.3
HS grad class, GPA, SAT, State	23	2.8	507	61.1
HS grad class, GPA, PSAT, State, Race	20	2.4	527	63.5
HS grad class, PSAT, State, Low SES	20	2.4	547	65.9
HS grad class, GPA, PSAT, State	19	2.3	566	68.2
HS grad class, GPA, AP score, Geomarket	15	1.8	581	70.0
HS grad class, PSAT, Geomarket	14	1.7	595	71.7
HS grad class, GPA, SAT, PSAT, State, Segment, Gender	13	1.6	608	73.3
HS grad class, SAT, State, College size	11	1.3	619	74.6
HS grad class, SAT, State, Low SES, College size	11	1.3	630	75.9
HS grad class, GPA, SAT math, SAT reading/writing, State, Segment	10	1.2	640	77.1
HS grad class, PSAT, State, Segment	10	1.2	650	78.3
HS grad class, PSAT, Geomarket, Low SES	9	1.1	659	79.4
HS grad class, SAT, Geomarket	9	1.1	668	80.5
HS grad class, GPA, AP score, State	8	1.0	676	81.4

Descriptive stats

Actual student list purchases filter on several criteria rather than one. @list_empirics analyzed data on 830 student lists purchased by 14 public universities. The average purchase specified 4.439759 criteria and 98.7951807% of purchases simultaneously specified at least one academic and one geographic filter.