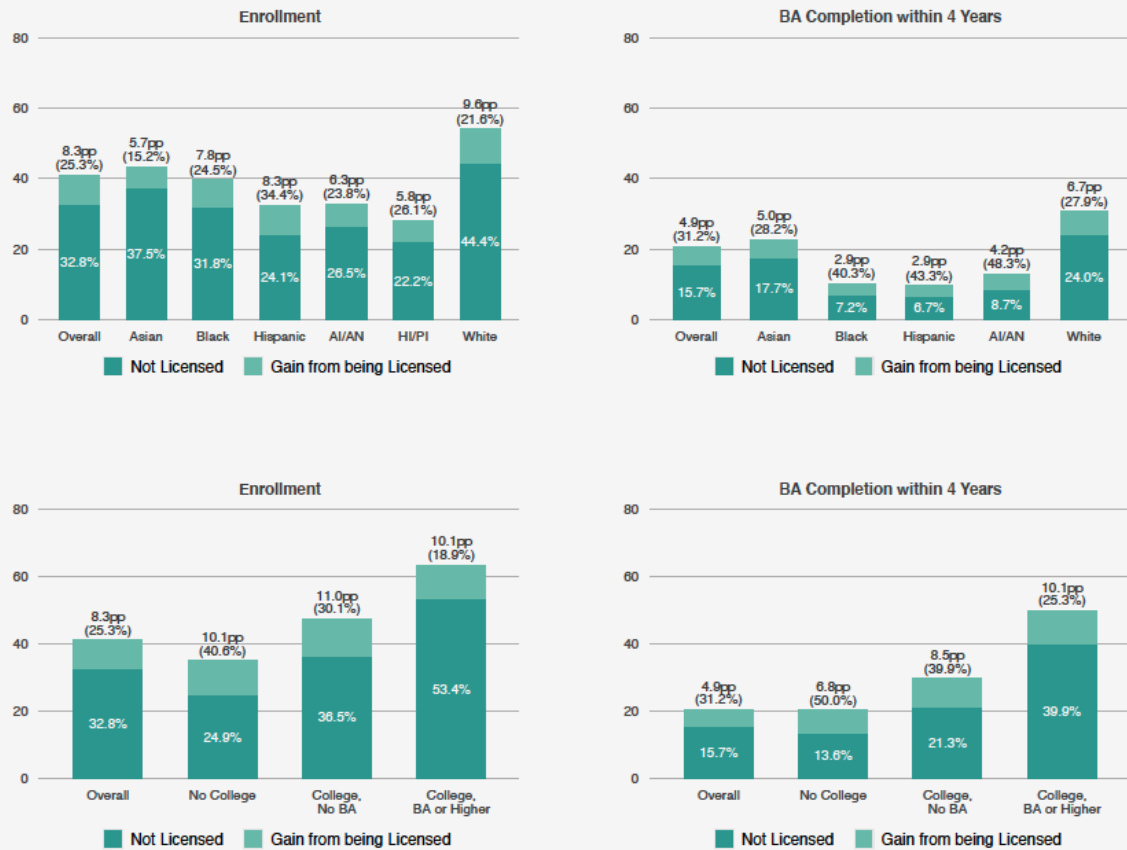


# 1 Figures

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



Note: AI/AN = American Indian or Alaska Native. HI/PI = Hawaiian or Pacific Islander. The sample for enrollment outcomes includes all SAT takers in the 2015–2018 high school graduation cohorts. The sample for completion outcomes is restricted to students in the 2015–2016 cohorts. Completion results are not reported for HI/PI students due to very small sample size ( $N=2,749$ ), which returns imprecise estimates. Results are estimated from regressions that include student-level controls for sex, race/ethnicity, SAT score, parental education level, last Student Search Service opt-in status, and graduation cohort and high school fixed effects. All differences between students whose names were licensed and those whose names were not licensed are statistically significant at the 1% level.

Figure 2: Filters Used in Order Purchases by Research vs. MA/Doctoral Universities

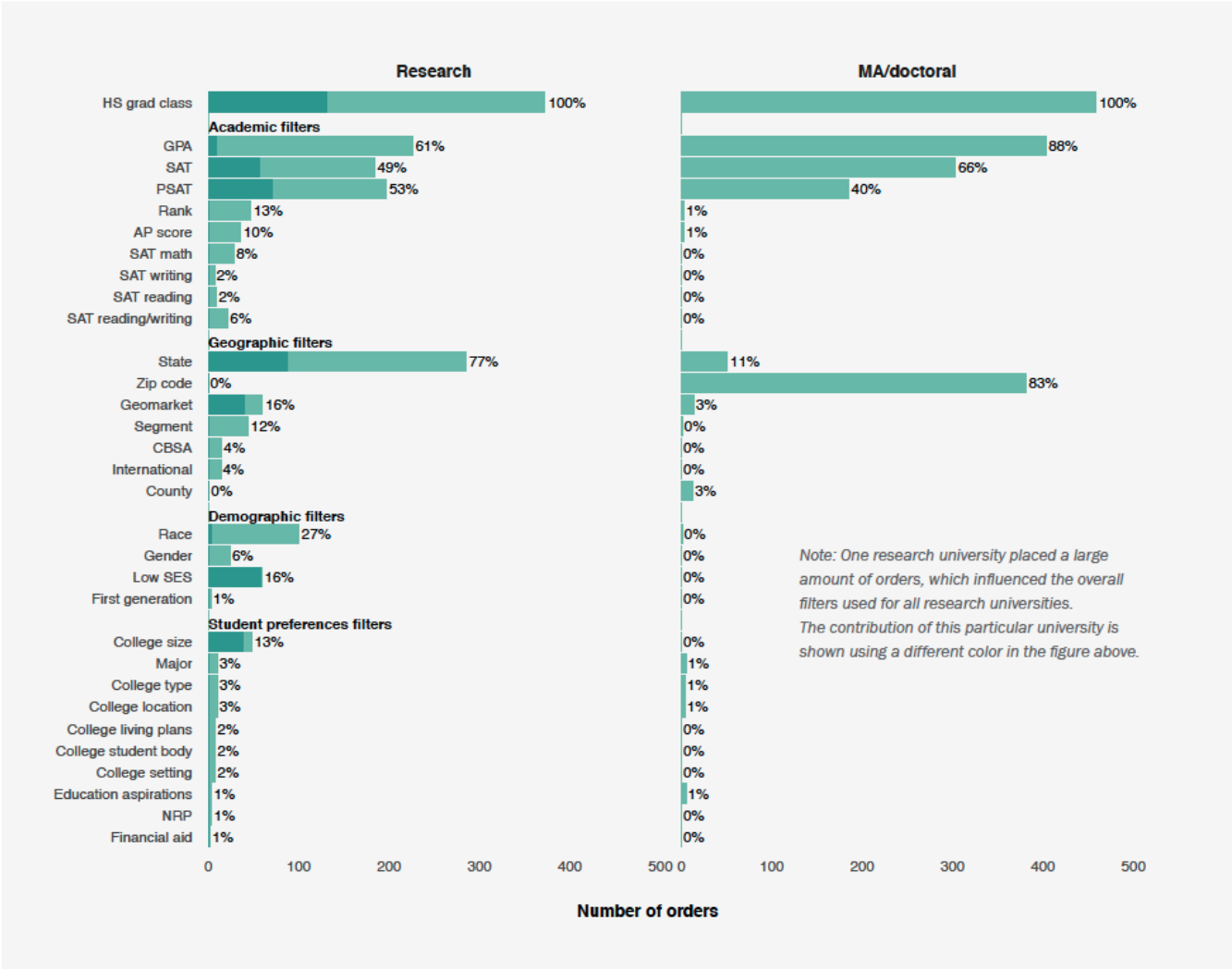


Figure 3: Los Angeles Prospects from Top Income Decile Zip Codes by Racial Composition

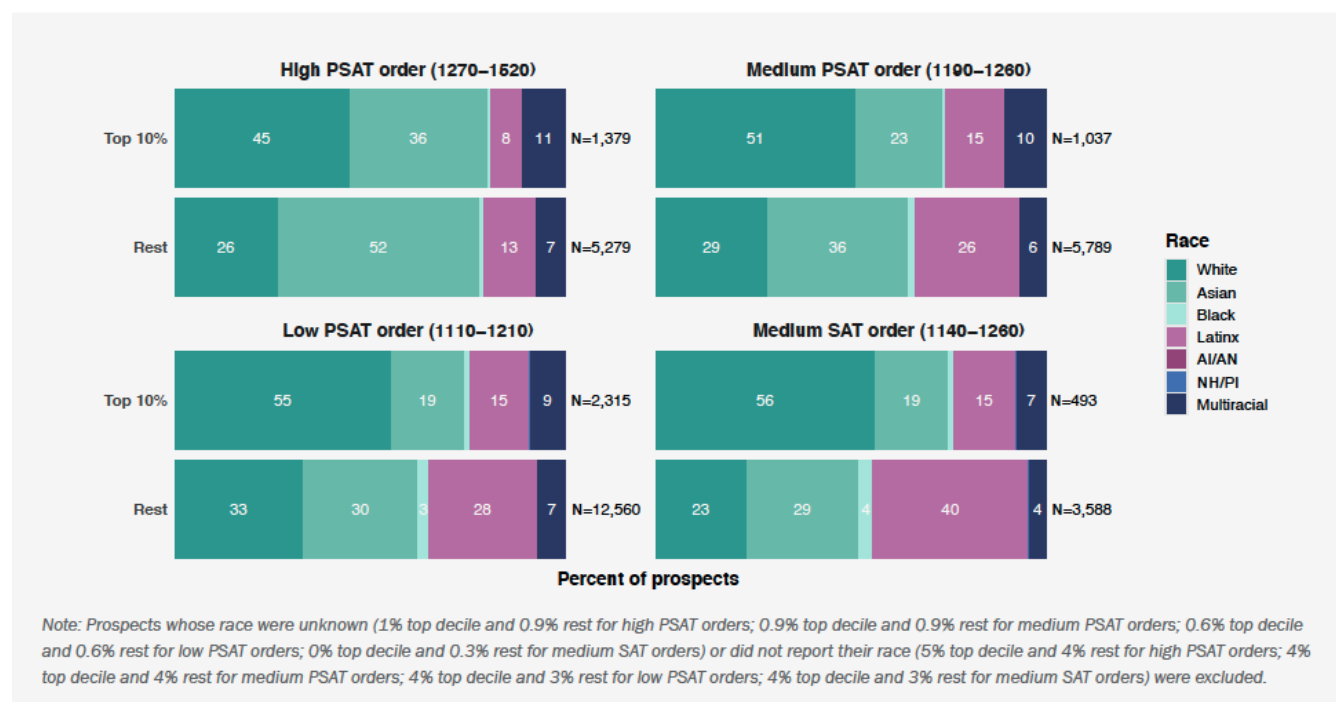


Figure 4: Segment Filter Prospects by Metro Maps (Average Income and Racial Composition)

