

2016-2020 Name Purchases by Source



| Campaign | List Source | 2016 | 2017 | 2018 | 2019 | 2020 |
|---|----------------------|----------------|----------------|------------------|----------------|------------------|
| Senior Search | College Board | 124,163 | 138,705 | 204,307 | 178,113 | 183,065 |
| | ACT-EOS | 197,228 | 202,682 | 232,484 | 185,483 | 166,956 |
| | CBSS | | | | 14,726 | 123,802 |
| | NRCCUA | | 4,254 | 12,431 | 8,769 | 104,189 |
| | Total Seniors | 321,391 | 345,641 | 449,222 | 387,091 | 578,012 |
| Freshman, Sophomore, Junior, Senior Search | College Board | 392,456 | 486,420 | 451,666 | 492,686 | 465,224 |
| | ACT-EOS | 46,006 | 39,000 | 34,381 | 25,958 | 27,733 |
| | PreACT | 2,843 | 4,487 | 13,823 | 25,549 | 25,205 |
| | CBSS | 22,146 | 2,066 | 25,000 | 29,478 | 120,714 |
| | NRCCUA | 30,878 | 29,107 | 30,280 | 31,707 | 24,104 |
| | Total Search | 494,329 | 561,080 | 555,150 | 605,378 | 662,980 |
| Total Purchased Quantity | | 815,720 | 906,721 | 1,004,372 | 992,469 | 1,250,992 |