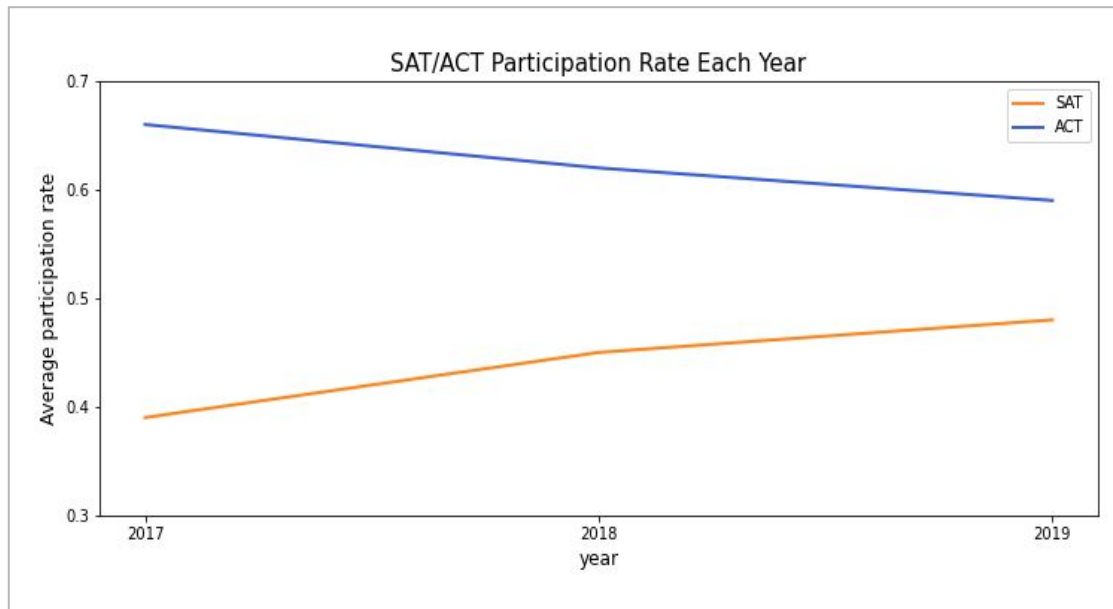


Tips for Increasing the SAT Participation Rate in States

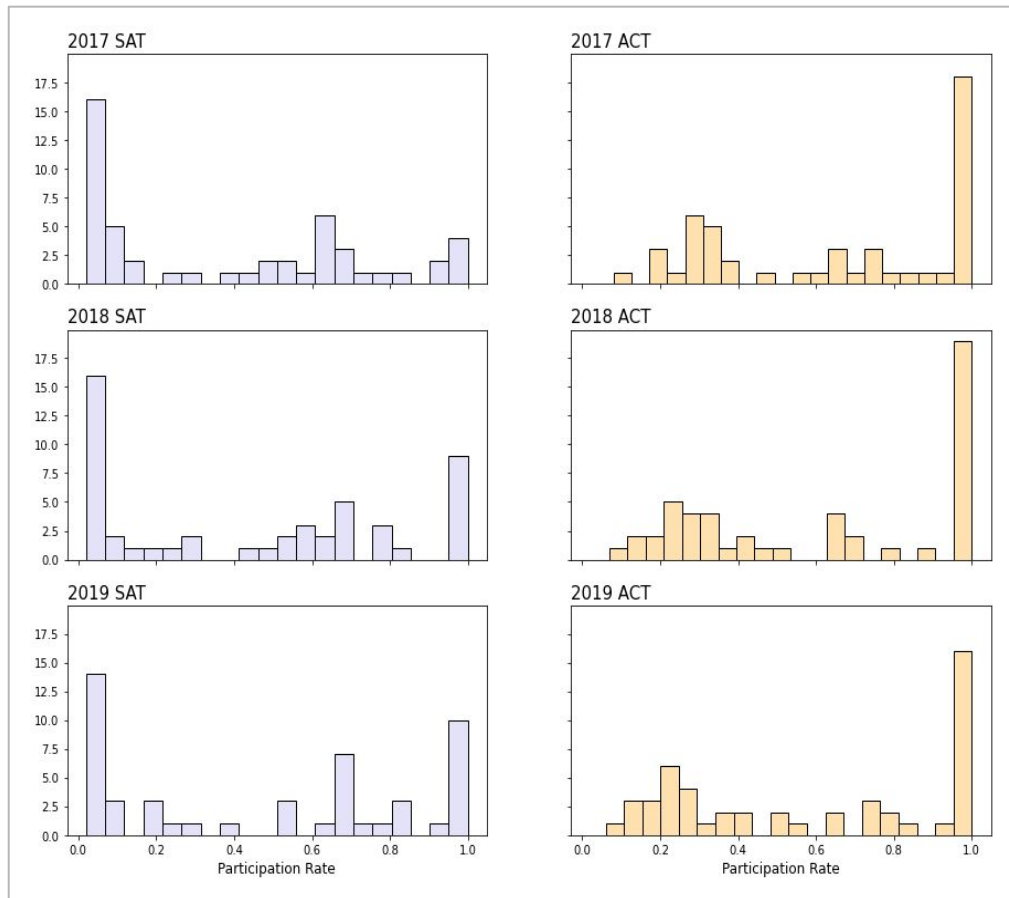
- Who leads the trend now? SAT or ACT?**
- Which states are our target?**
- How to increase our market share on standardized tests?**

Taking SAT is a trend

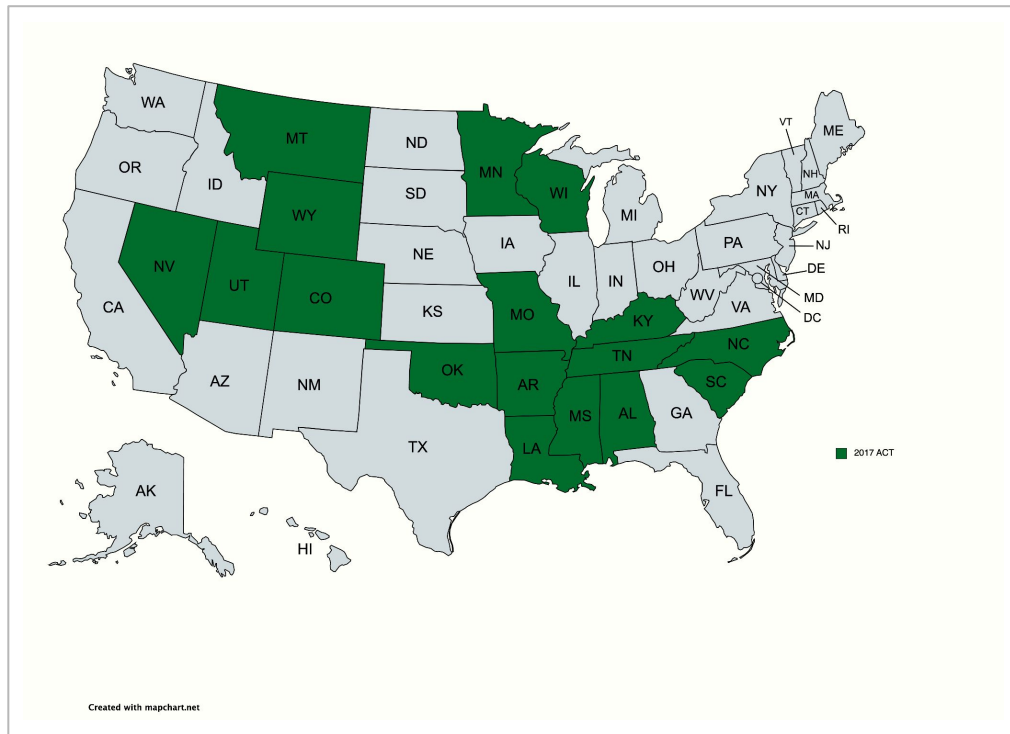


The participation rate of SAT is increasing from 2017 to 2019, while ACT is decreasing.

SAT v.s ACT in Participation

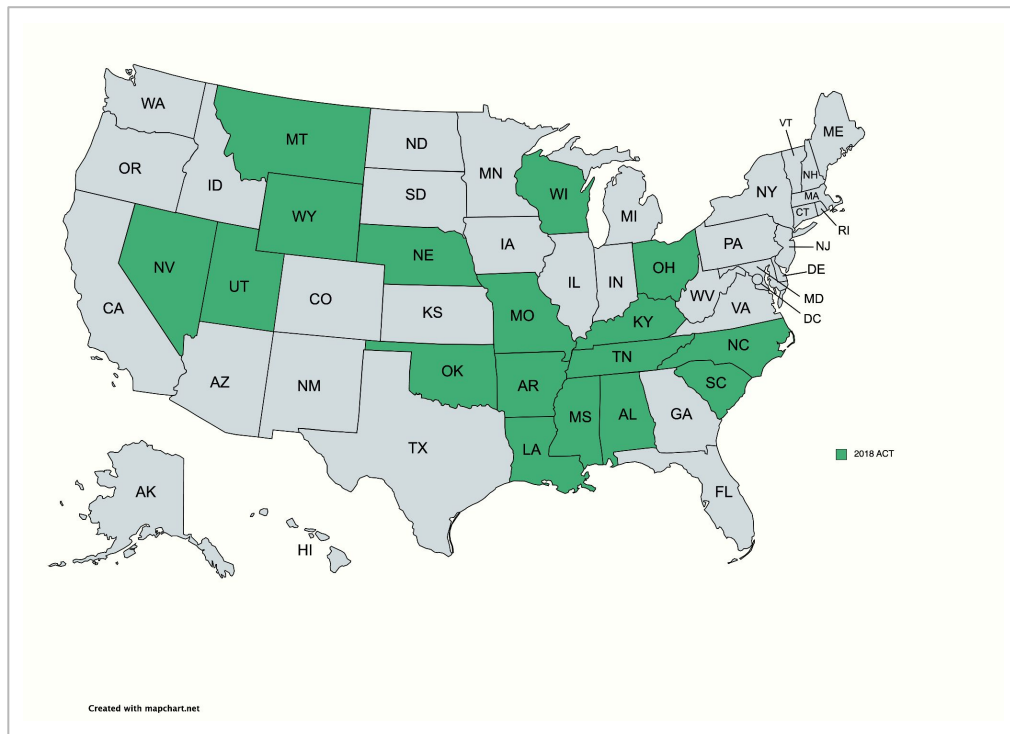


Which states are our target?



**ACT is mandatory
in 17 states in 2017.**

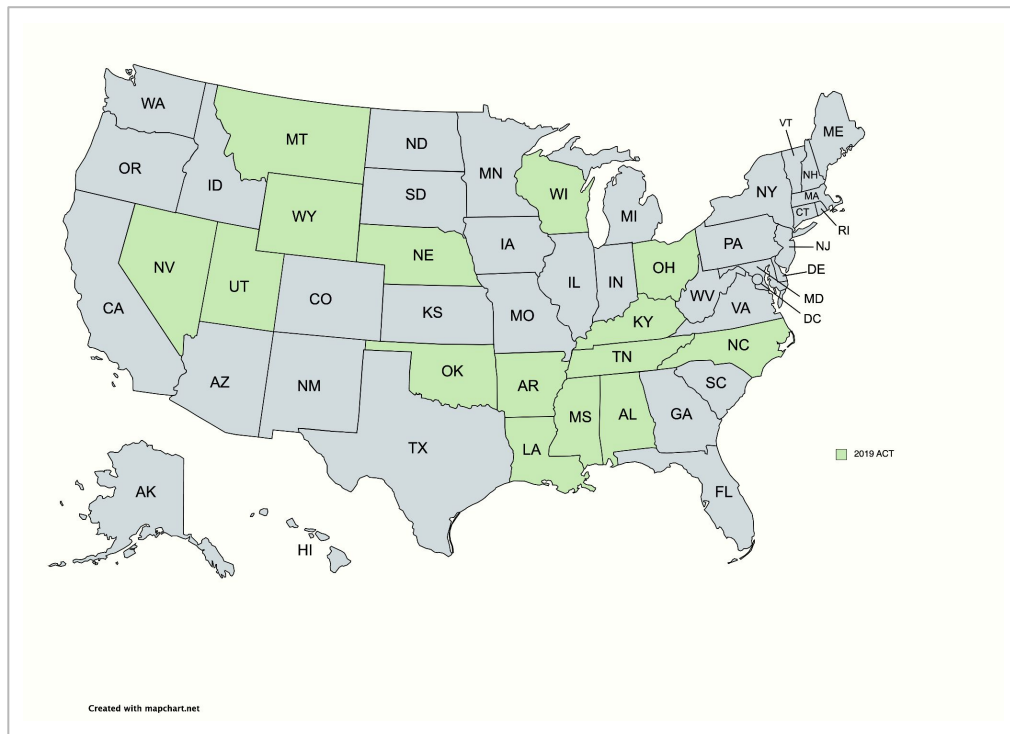
Which states are our target?



**ACT is mandatory
in 17 states in 2017.**

**In 2018,
Nebraska and Ohio joined;
Colorado and Minnesota quitted.**

Which states are our target?

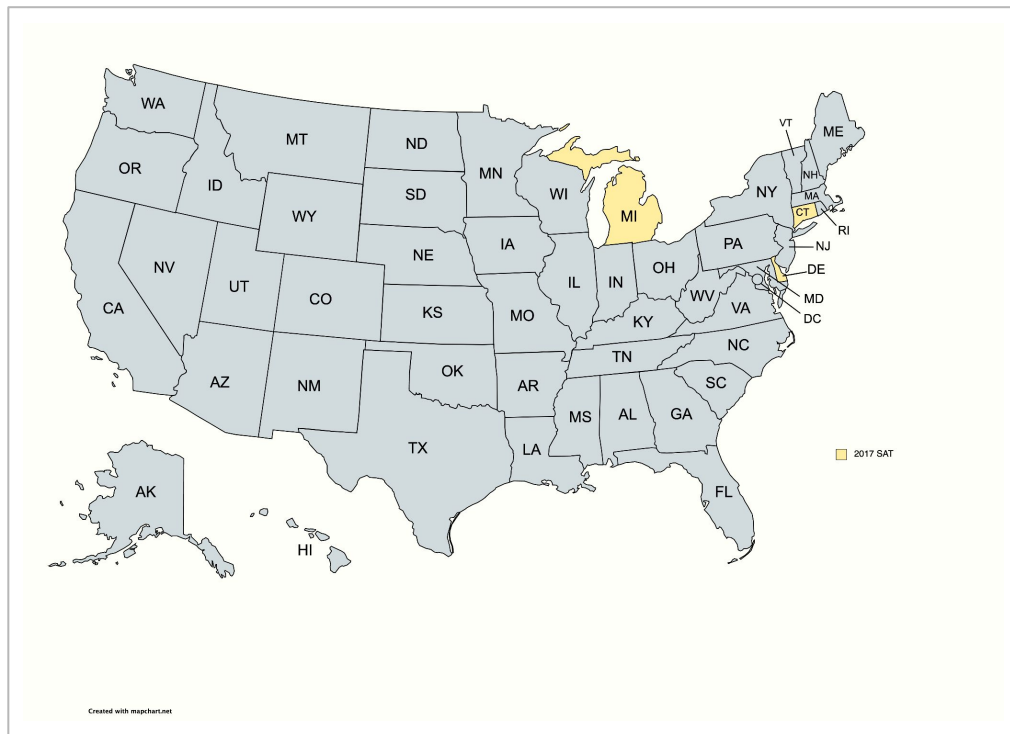


**ACT is mandatory
in 17 states in 2017.**

**In 2018,
Nebraska and Ohio joined;
Colorado and Minnesota quitted.**

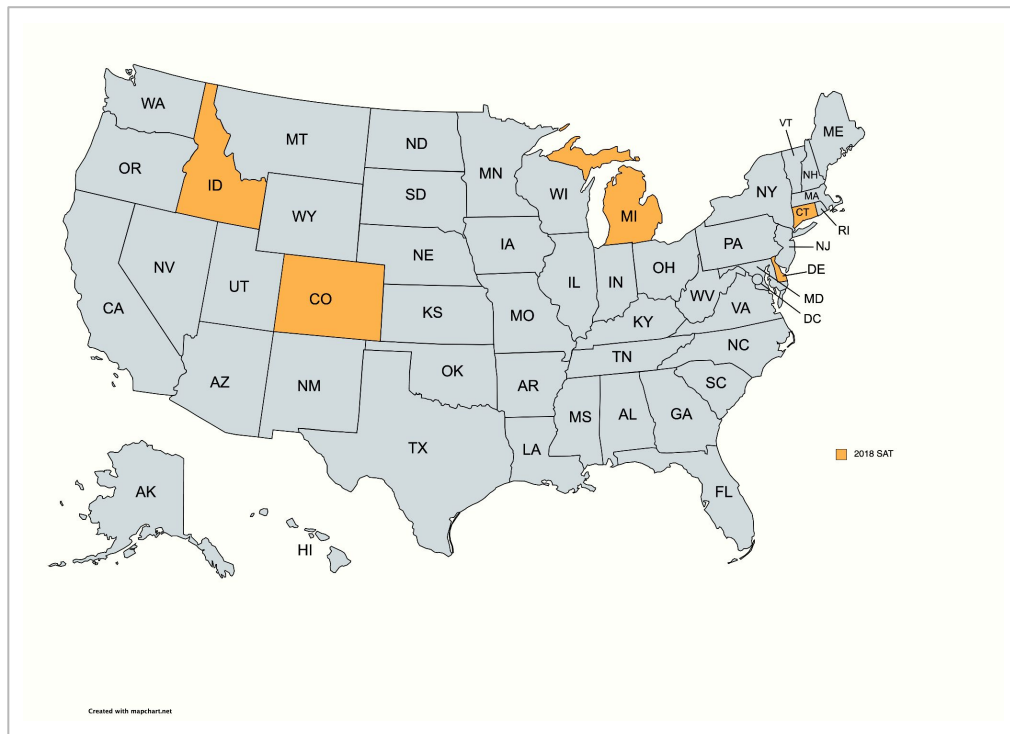
**In 2019,
Missouri and South Carolina
quitted.**

Which states are our target?



**SAT is mandatory
in only 3 states in 2017.**

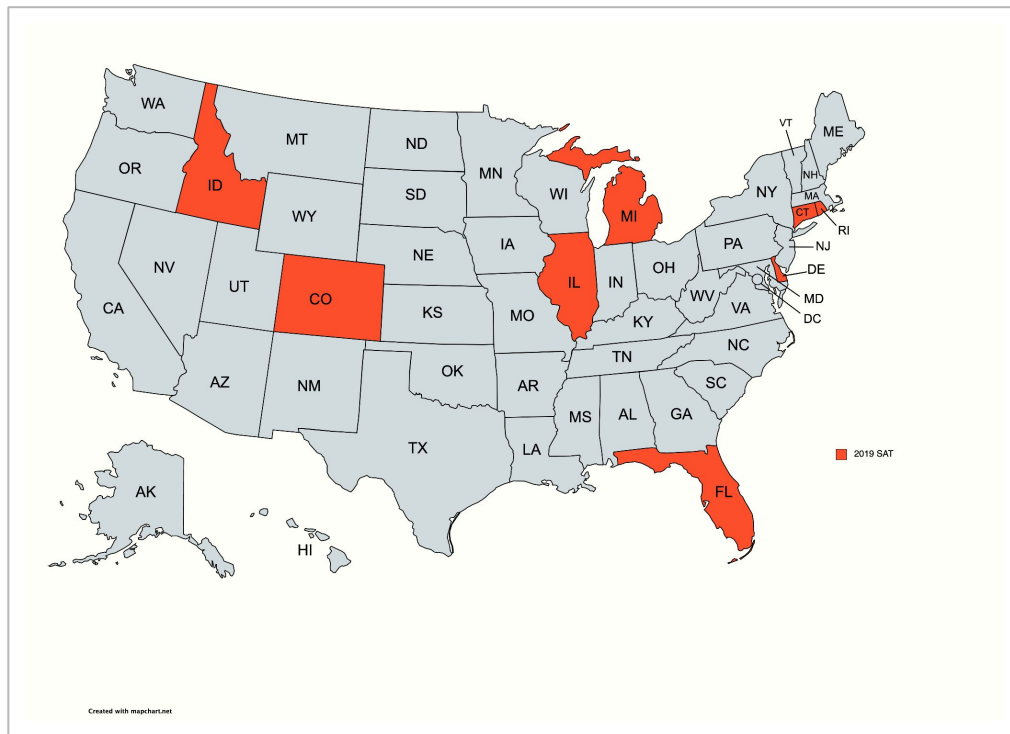
Which states are our target?



**SAT is mandatory
in only 3 states in 2017.**

**In 2018,
Colorado and Idaho joined.**

Which states are our target?

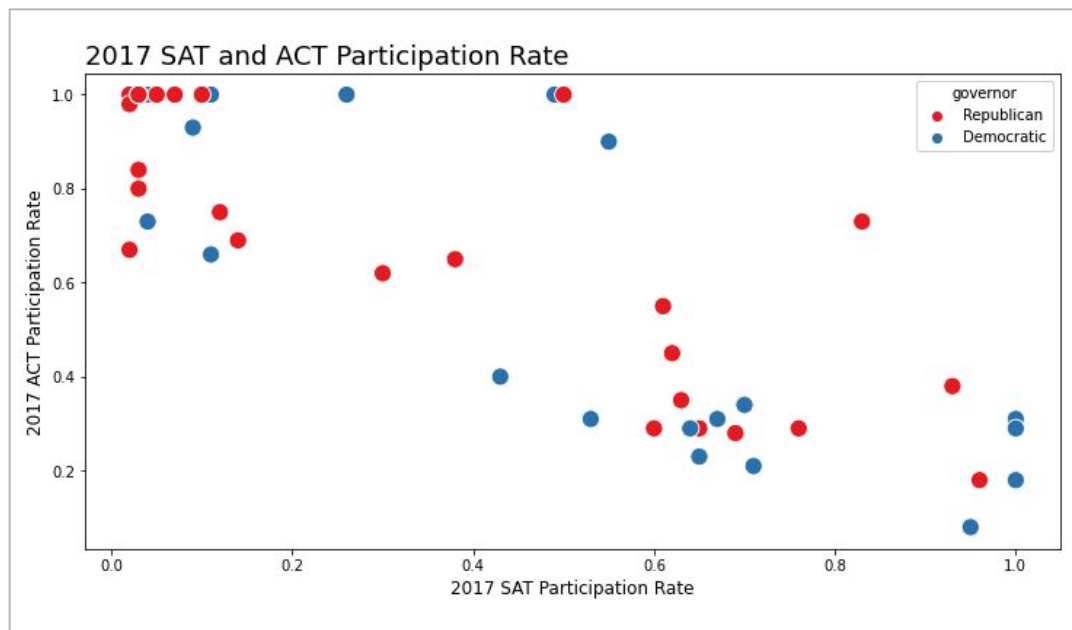


**SAT is mandatory
in only 3 states in 2017.**

**In 2018,
Colorado and Idaho joined.**

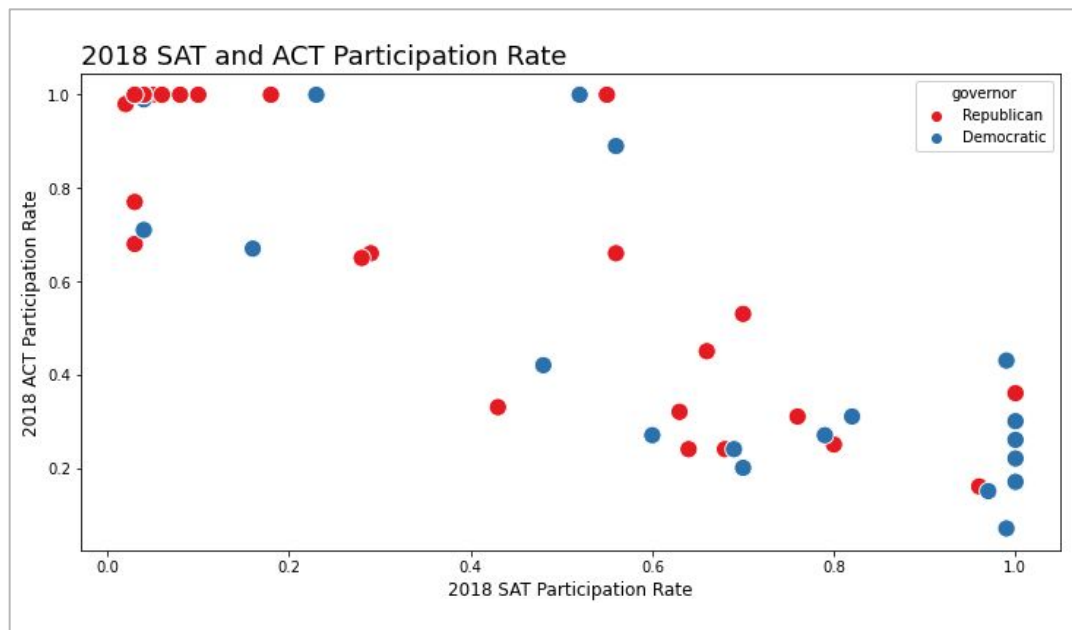
**In 2019,
Florida, Illinois and Rhode
Island joined.**

From ACT to SAT



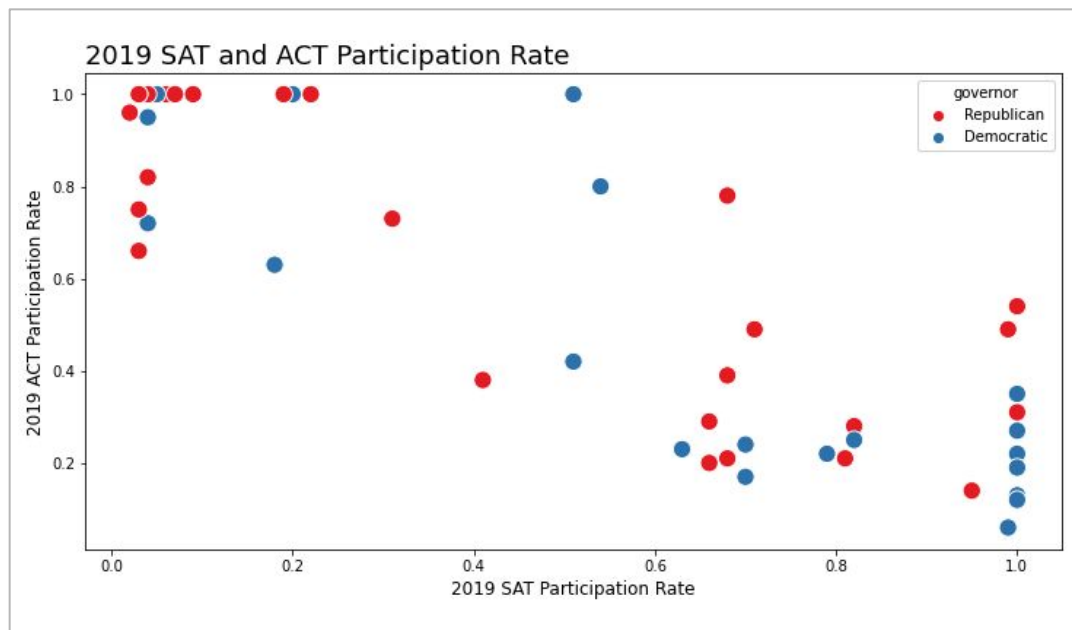
A higher participation rate on SAT will mostly get a lower rate on ACT.

From ACT to SAT



A higher participation rate on SAT will mostly get a lower rate on ACT.

From ACT to SAT



A higher participation rate on SAT will mostly get a lower rate on ACT.

Blue states tends to either increase the participation rate on SAT or make SAT mandatory.

Conclusion

- ★ SAT and ACT are substitute products and they share the same market.
- ★ According to our study, the growth of one test's participation rate will inversely affect the other test.
- ★ The best way to grow the SAT participation rate is to make the SAT test mandatory.
- ★ Try to target **blue states** to increase the market share.

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Citations

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