



Model Deciles

100,00 Leads
Found Here

82% of
Enrollment
Found Here

State	Model Decile										Total
	1	2	3	4	5	6	7	8	9	10	
CT	29,713	20,388	16,733	16,764	16,038	15,401	14,739	14,560	14,820	14,587	173,743
MA	43,541	35,348	32,256	31,231	28,501	27,481	26,499	26,566	27,071	28,987	307,481
MD	26,790	27,510	28,000	29,207	28,135	28,192	29,351	29,505	27,445	25,105	279,240
ME	2,506	5,038	6,682	6,602	7,041	7,025	7,063	7,071	6,615	6,296	61,939
NH	3,827	7,337	8,024	8,041	7,367	6,980	6,827	6,495	5,772	5,444	66,114
NJ	23,742	48,274	53,108	49,556	45,955	43,358	42,139	39,360	36,555	35,161	417,208
NY	104,735	75,082	62,716	67,266	68,696	72,123	72,435	76,031	77,748	91,582	768,414
PA	55,817	58,686	65,161	63,552	69,577	70,701	71,809	71,129	76,372	69,930	672,734
RI	7,971	4,931	3,901	4,153	4,634	4,799	4,640	4,814	5,134	5,466	50,443
VA	21,805	36,301	42,752	42,456	42,533	42,568	43,204	43,183	41,481	36,879	393,162
VT	991	2,221	2,663	2,691	2,819	2,897	3,023	2,807	2,500	2,087	24,699
Total	321,438	321,116	321,996	321,519	321,296	321,525	321,729	321,521	321,513	321,524	3,215,177

**Households with college age potential students present
New England – NY – NJ – PA – MD - VA**