\$125K -

\$110k -

Breaking Down the GMAT® and the GRE®



\$127,803

With an advanced degree come a lot of benefits: increased earning potential, specialized knowledge, and the freedom to do what you love. No matter your path, it starts with a great score. Here's what you need to know.

Those with advanced degrees have higher earnings and lower unemployment rates.

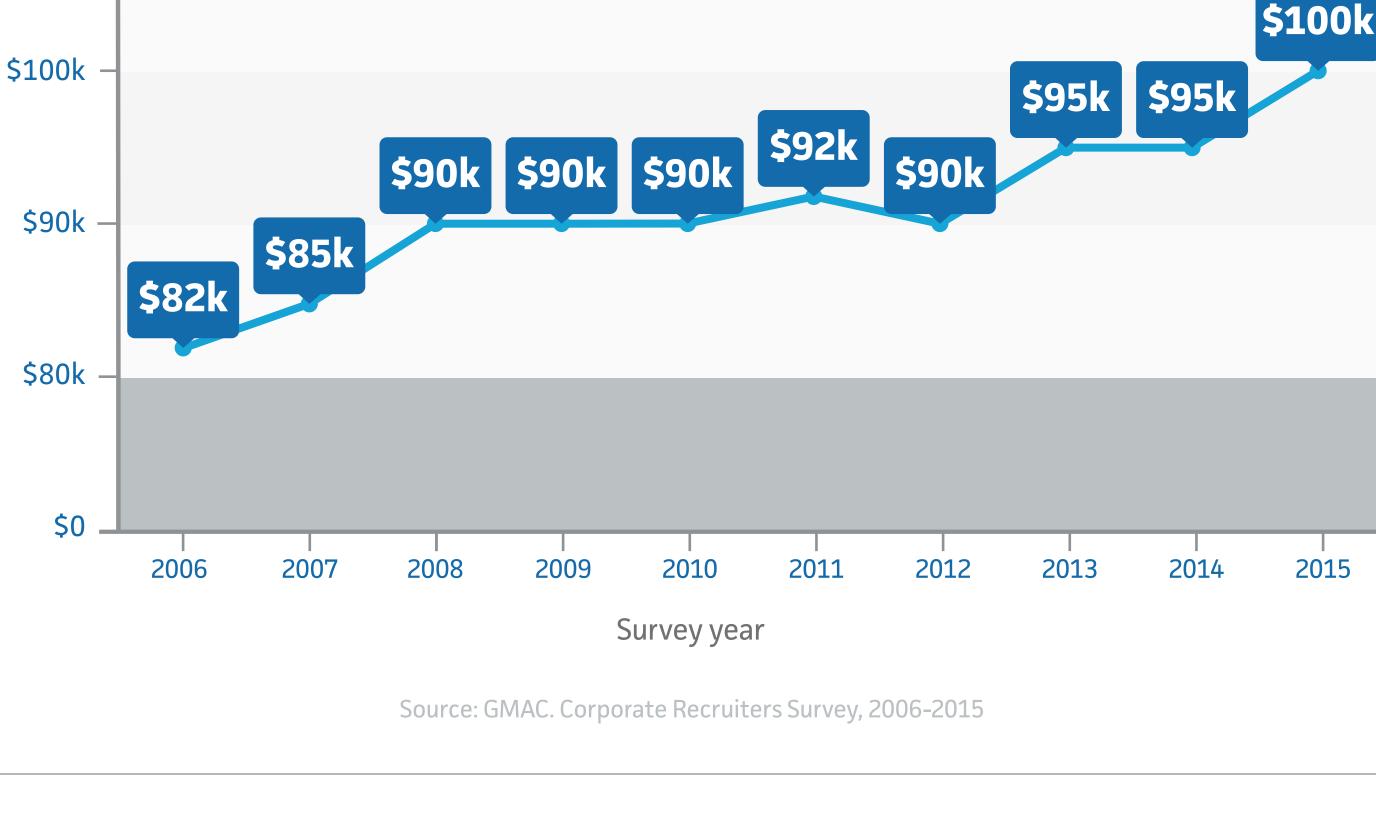
Education Pays

Mean Annual Earnings by Education Level

\$103,054 \$100k -\$73,738 \$75k -\$56,665 \$50k-\$39,771 \$32,295 \$30,627 \$20,241 \$25k-0 Not a high High school Some college, Associate Bachelor's Master's **Doctoral Professional** degree school graduate no degree degree degree degree degree* graduate only *A professional degree prepares someone for a particular profession by emphasizing skills and practical analysis over theory and research.

Median starting salary for B-school grads breaks into the six digits. Mean Starting Salary for Newly Hired MBAs (US Companies), 2006-2015

Source: U.S. Census Bureau; Bureau of Labor Statistics



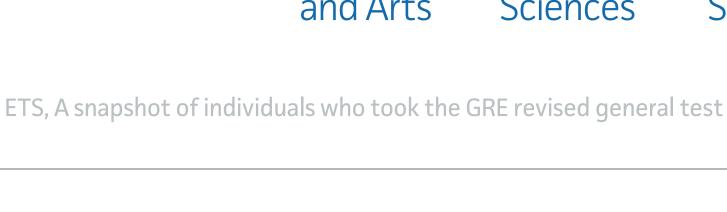
Degrees for GRE Test Takers to Consider

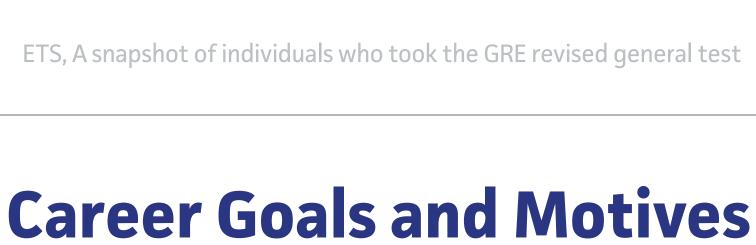
There are many major fields of study for GRE test takers to consider.

Business Physical Education Engineering Life Humanities and Arts Sciences Sciences















Social

Prospective MBA students' motives are split.

Career Enhancers Aspiring Entrepreneurs

38%



28%

Globally, the MBA continues to be the degree most often

considered by prospective business school students.

52% 22% 26%

considered only considered both MBA of prospective students considered specialized master's and specialized business programs in a business only MBA programs. master's programs. discipline (non-MBA).

2015 mba.com Prospective Students Survey Report

The Competition

Money Matters

Acceptance isn't guaranteed at top graduate and business schools. Average acceptance rate of top ten education programs: **16.5%** of applicants

16% of applicants 命命命命 U.S. News and World Report, America's Best Graduate Schools/Best Business Schools

Average acceptance rate of top

Average acceptance rate of top

graduate programs:

25% of applicants

business schools:

GMAT

44%

of GMAT candidates are

hesitant about taking on

large financial debt.

Financial issues remain the most prominent reservation among prospective students. of graduate school admissions officers say a strong GRE score will help a student receive

merit-based scholarships,

teaching assistantships

or grants.

41%

27%

GRE

GRE

GRE

Average acceptance rate of top

engineering programs:

21% of applicants

GMAT Application Killers

50%

2015 mba.com Prospective Students Survey Report; Kaplan Admissions Officers Survey, 2014

most damaging factor in business and graduate school admissions.

Low GRE Score

6%

According to admissions officers, a candidate's entrance exam score is the

Low GMAT/GRE Score

Low Undergraduate GPA

Poorly Written Essays

9%

3%

GMAT

32%

Low Undergraduate GPA 18% Poor Letters of Recommendation Lack of Relevant Work Experience 6% 8% **Poor Letters of Recommendation**

Kaplan Admissions Officers Survey, 2014

Talkin' 'bout My Generation

Poorly Written Essays Lack of Relevant Work Experience

1 month before 3 months after **Millennials Boomers and Generation X'ers GMAT**

Boomers and Generation X'ers are likely

business school before taking the GMAT,

while Millennials wait an average of three

to submit their first application to

months after the exam.

87% GRE Examinees 30 or younger 2015 mba.com Prospective Students Survey Report; ETS, A snapshot of individuals who took the GRE revised general test **GRE Going Global** Applicant pools are more geographically diverse than ever before.

The majority of GRE examinees

were 30 years of age or younger.

Which Test Is Best for Me?

GMAT

for MBA programs. admissions test accepted by a wide variety of graduate programs. Over 90% of MBA



programs accept the GRE.

Visit Kaptest.com/GRE or Kaptest.com/GMAT for more tools and resources.

GMAT® is a registered trademark of the Graduate Management Admission Council™. Kaplan is neither endorsed by nor affiliated with GMAC. GRE® is a

registered trademark of the Educational Testing Service. Kaplan is neither endorsed by nor affiliated with ETS. Test names and other trademarks are the

The GRE is a general

2015 mba.com Prospective Students Survey Report; ETS, A snapshot of individuals who took the GRE revised general test Application deadlines are year-round for many programs. Research the

property of the respective trademark holders. None of the trademark holders are affiliated with Kaplan.

programs you are interested in pursuing and build your timeline accordingly. KAPLAN TEST PREP

GMAT students seek to study outside their country of citizenship; the United States remains the top desired study destination followed by the United Kingdom, Canada, France, India, Hong Kong, Germany, Singapore, Netherlands, and Australia. ETS, A snapshot of individuals who took the GRE revised general test

The GMAT is primarily

Globally, **52%** of prospective

Over 30

GRE test takers showed the most interest in studying in the US followed by Europe, Canada, Australia, and New Zealand.