

Segment #1 – Serious scholars



This is the oldest of all the segments, with the majority of students over the age of 23. Nearly a third of respondents are between 25-29, but tend to be earlier in their college careers.

Significant Work Experience: Almost half held full-time jobs and one-third held full-time jobs for more than a year.

Focused on school: Over half of this segment had decided on their undergraduate major before starting school. The majority are very happy with their majors. They also have the highest GPA of any of the segments.

Plans after school: Over a third are planning on going directly to graduate school, but 100% are either planning or considering going within the next five years. Nearly 60% decided on grad school before starting college.

<i>Key Metrics</i>		
<i>Student Profile</i>	<i>Segment</i>	<i>Total</i>
Segment size (% of total)	12%	100%
Age: 25-29	32%	14%
Employment >1 Year	31%	19%
Year in school: Senior	21%	29%
<i>Current Status</i>		
Decided major: before freshman	63%	53%
Very happy with major	61%	45%
High GPA (>3.5)	38%	29%
School selection: close to home	51%	41%
Major related to future plans: Ex Likely	50%	34%
<i>Post-Grad Plans</i>		
Considering or planning grad school	63%	55%
Consider or plan w/in 5 years	100%	89%
Avg. grad major considering	2.1	1.2
<i>Grad School Decision Making</i>		
Decided on grad school: before	57%	40%
Began research: before undergrad	23%	13%
School website for information	72%	60%
<i>Grad School Tests</i>		
Plan to take tests in future	78%	57%
Taking senior year	48%	28%
<i>Exam Preparation</i>		
Extremely interested in prep test	35%	16%
Take practice exams	86%	75%
Prep Guide	77%	66%
Prep Course	65%	51%

Grad School Decision Process

- Influenced by several sources, including family and current or potential employer.
- Going to grad school to get a better job, more money and professional degree. Also stronger on liking school.
- Highest percentage considering multiple grad school degree options. Business top choice.

Grad School Information Sources

- Highest level of research across multiple sources. Including: school websites, review sites, Internet searches, publications, current professors, family, college advisement center, employer and grad school reps.
- Many started researching grad school options before they even entered college.

Grad School Tests

- Most have not taken any grad school tests, but they rank the highest on plans to take tests in the future.
- May take more than one test.
- Most will take tests in their senior year or after.

Exam Preparation

- Plan to use a variety of methods to prepare for graduate exams, with a higher reliance on test prep courses, practice exams, prep guides and study groups
- Strongest interest of all segments in taking a practice exam in real testing environment.

Segment #2 – Struggling students



This segment appears to be average in many respects, except for being unsatisfied with their major and having a low GPA.

Average Work Experience: About 60% have part-time experience and much lower on any full-time work.

Having a hard time in school: About half of this segment had decided on their undergraduate major before starting school. However, almost all of them are unhappy with their current undergraduate major and also have the lowest GPA of any segment. Most are sophomores and juniors.

Plans after school: Roughly average on intent to go to graduate school immediately after college. However, ranks among the lowest on intent to go within five years for those not going immediately.

Key Metrics		
Student Profile	Segment	Total
Segment size (% of total)	12%	100%
Age: 18-22	69%	69%
Full-time employment	33%	33%
Year in school: Soph-Junior	79%	71%
Current Status		
Decided major: before freshman	55%	53%
Unhappy with major	90%	13%
Low GPA (<3.0)	48%	39%
Major related to future plans: V/E Likely	54%	70%
Post-Grad Plans		
Considering or planning grad school	54%	55%
Consider or plan w/in 5 years	82%	89%
Avg. grad major considering	0.9	1.2
Grad School Decision Making		
Decided on grad school: before	53%	40%
Began research: before undergrad	22%	13%
School website for information	53%	60%
Grad School Tests		
Plan to take tests in future	58%	57%
Exam Preparation		
Extremely interested in prep test	9%	16%
Take practice exams	72%	75%
Prep Guide	60%	66%
Prep Course	44%	51%

Grad School Decision Process

- Family is the greatest source of influence for grad school, but overall influencers are about average.
- Reasons for going to grad school scoring below average: better job, more money, like school, professional degree and desire to get it done now.
- Lowest of all segments considering business.

Grad School Information Sources

- At or below average in terms of what information sources they consult. School websites most popular.
- About 1/5 started researching grad school option before college, but 1/3 will start in sophomore or junior year.

Grad School Tests

- Small percentage have already taken tests and a little over half plan on taking exams at some point.
- Likely to take just one test.
- Most will take tests in their senior year or after.

Exam Preparation

- Practice exams and prep guides most popular means of preparation.
- Least interest of all segments in taking a practice exam in real testing environment.

Segment #3 – Young achievers



This is the youngest of all the segments, with over 70% of the students between 18-20. Accordingly, 2/3 of the students are sophomores.

Least amount of Work Experience: Less than 10% have more than one year of full-time work experience.

Focused on school: Almost 2/3 of this segment had decided on their undergraduate major before starting school, the most of any segment. Most are fairly happy with their majors, with very few indicating truly unhappy. They tend to have average GPAs. Very few think their future employment will be related to undergraduate major.

Plans after school: Over 40% are planning on grad school (second highest). Over 90% are planning or considering within the next five years.

<i>Key Metrics</i>		
<i>Student Profile</i>	<i>Segment</i>	<i>Total</i>
Segment size (% of total)	15%	100%
Age: 18-20	73%	39%
Employment >1 Year	9%	19%
Year in school: Sophomore	68%	35%
% with no work experience	12%	7%
<i>Current Status</i>		
Decided major: before freshman	63%	53%
Very happy with major	49%	45%
High GPA (>3.5)	28%	29%
Major related to future plans: Ex Likely	6%	34%
<i>Post-Grad Plans</i>		
Considering or planning grad school	61%	55%
Consider or plan w/in 5 years	94%	89%
Avg. grad major considering	1.1	1.2
<i>Grad School Decision Making</i>		
Decided on grad school: before	70%	40%
Began research: before undergrad	31%	13%
School website for information	60%	60%
<i>Grad School Tests</i>		
Plan to take tests in future	63%	57%
Taking senior year	8%	28%
<i>Exam Preparation</i>		
Extremely interested in prep test	8%	16%
Take practice exams	71%	75%
Prep Guide	68%	66%
Prep Course	46%	51%

Grad School Decision Process

- While family is important, this group indicated more than any other that no one influences their decision.
- Reasons for going to grad school in line with overall averages.
- Generally, only considering one grad school major.
- Of those going to grad school, 70% decided before starting college.

Grad School Information Sources

- School websites most important, but all sources in line with overall averages.
- Highest percentage of all segments doing grad school research before starting undergrad. About ¼ start freshman year and another ¼ aren't sure when they are going to start.

Grad School Tests

- Most have not taken any grad school tests, but nearly 2/3 plan to in the future.
- About half will take just one test, half more than one.
- More than 40% plan on taking after college.

Exam Preparation

- Will use a variety of methods, with practice exams the most important.
- For those not sure what exam to take, they will rely most heavily on recommendations from the grad school program.

Segment #4 – Young work bound



This is the second youngest of all the segments, with nearly 70% of the students between 18-20. Accordingly, about half of the students are sophomores and less than 10% are seniors.

Limited Work Experience: While their full-time work experience is fairly low, this group has the highest amount of part-time work experience of any group.

Education for a job: Most are very happy with their majors, with none indicating truly unhappy. They tend to have average GPAs. An overwhelming majority think their future employment will be related to undergraduate major.

Plans after school: Half are planning on seeking employment immediately after college, and only a fourth are planning on going to graduate school.

Key Metrics		
Student Profile	Segment	Total
Segment size (% of total)	22%	100%
Age: 18-20	69%	39%
Part-time employment	74%	64%
Year in school: Sophomore	51%	35%
FT Employment >1 year	13%	19%
Current Status		
Decided major: before freshman	57%	53%
Very happy with major	60%	45%
High GPA (>3.5)	28%	29%
Major related to future plans: Ex Likely	57%	34%
Post-Grad Plans		
Considering or planning grad school	45%	55%
Consider or plan w/in 5 years	78%	89%
Plan to seek employment	50%	39%
Grad School Decision Making		
Decided on grad school: before	36%	40%
Began research: before undergrad	1%	13%
School website for information	60%	60%
Grad School Tests		
Plan to take tests in future	64%	57%
Taking after school	52%	43%
Exam Preparation		
Extremely interested in prep test	21%	16%
Take practice exams	82%	75%
Prep Guide	75%	66%
Prep Course	59%	51%

Grad School Decision Process

- For those going to grad school, family is the most important influencer but in line with other segments.
- Reasons for going to grad school in line with overall averages.
- Of those going to grad school, about half decide during freshman or sophomore year.

Grad School Information Sources

- School websites most important, but all sources in line with overall averages.
- Most planning on doing grad school research later in college career, with more than 70% not starting until their junior year or later. More than 20% won't start until after graduation.

Grad School Tests

- Almost none of this segment have taken any tests..
- Over half will wait to take till after graduation.

Exam Preparation

- Heavy reliance on practice exams and prep guides.
- Decent amount of interest in practice exam..
- For those not sure what exam to take, they will rely most heavily on recommendations from the grad school program, as well as advisement center suggestions.

Segment #5 – Upper class to Grad School



This segment tends to be somewhat older, with the majority of students over the age of 20. Most of the students are juniors or seniors. Also, this group tends to index slightly higher towards males than other groups.

Varied Work Experience: About a third have done internships and a quarter have full-time work experience of at least a year.

School experience: Most are somewhat to very happy with their majors, with only a small percentage indicating truly unhappy. They tend to have average GPAs. Only half think their major will be related to their jobs.

Plans after school: Over half planning on going directly to graduate school (the highest of any segment). About 20% planning on work (the lowest of any segment).

Key Metrics		
Student Profile	Segment	Total
Segment size (% of total)	14%	100%
Age: >20	73%	61%
Internships	32%	20%
Year in school: Junior-Senior	73%	65%
FT Employment <1 year	24%	15%
Current Status		
Decided major: before freshman	45%	53%
Somewhat to Very happy with major	79%	78%
High GPA (>3.5)	30%	29%
Major related to future plans: Ex Likely	14%	34%
Post-Grad Plans		
Considering or planning grad school	74%	55%
Consider or plan w/in 5 years	97%	89%
Plan to seek employment	21%	39%
Grad School Decision Making		
Decided on grad school: before	34%	40%
Began research: Soph-Junior	58%	42%
Social media for information	23%	14%
Grad School Tests		
Already taken tests	99%	19%
Taking after school	16%	43%
Exam Preparation		
Extremely interested in prep test	15%	16%
Take practice exams	61%	75%
Prep Guide	51%	66%
Prep Course	43%	51%

Grad School Decision Process

- Family is the most important influencer, but employers most important than for other segments.
- Reasons for going to grad school in line with overall averages.
- Grad school decision spread over college career, but junior year indexes higher than other segments.

Grad School Information Sources

- School websites most important, but also rely on social media more heavily than others.
- Majority start doing research for grad school sometime during their sophomore or junior years.

Grad School Tests

- Almost half have already taken an exam.
- Nearly half will likely take additional tests as well.
- Most will take either junior or senior year.

Exam Preparation

- Will use a variety of prep techniques, but no one technique stands out.
- Average amount of interest in taking practice exam, with slightly higher percentage indicating no interest..

Segment #6 – Work bound seniors



This is the second oldest of all the segments, with only 11% below the age of 21. A strong majority of these students are seniors.

Varied Work Experience: About a quarter have done internships and nearly two-thirds have worked part time.

School experience: Almost all are somewhat to very happy with their majors, with only a small percentage indicating truly unhappy. They tend to have average GPAs. Two-thirds think their major will be related to their jobs.

Plans after school: About half planning on seeking employment directly after school. Slightly less than a quarter plan on going to graduate school (lowest of any segment).

<i>Key Metrics</i>		
<i>Student Profile</i>	<i>Segment</i>	<i>Total</i>
Segment size (% of total)	25%	100%
Age: >20	89%	61%
Internships	25%	20%
Year in school: Senior	68%	29%
<i>Current Status</i>		
Decided major: before freshman	43%	53%
Somewhat to Very happy with major	89%	78%
High GPA (>3.5)	29%	29%
Major related to future plans: Ex Likely	28%	34%
<i>Post-Grad Plans</i>		
Considering or planning grad school	46%	55%
Consider or plan w/in 5 years	87%	89%
Plan to seek employment	49%	39%
<i>Grad School Decision Making</i>		
Decided on grad school: before	0%	40%
Began research: Senior or after	56%	27%
School website for information	61%	60%
<i>Grad School Tests</i>		
Plan to take tests in the future	70%	57%
Taking after school	68%	43%
<i>Exam Preparation</i>		
Extremely interested in prep test	13%	16%
Take practice exams	77%	75%
Prep Guide	68%	66%
Prep Course	48%	51%

Grad School Decision Process

- Most not considering or making decision to go to grad school until junior or senior year.
- For those planning on going at some point, “need a break” and “getting work experience” were the primary reasons for waiting.

Grad School Information Sources

- School websites most important, but no other sources really stand out for this group.
- Majority of those going will start doing research in senior year or after school.

Grad School Tests

- Small percentage have already taken exams.
- Nearly 70% indicate that they will take exams in the future.
- Two-thirds will take after graduation.

Exam Preparation

- Will use a variety of prep techniques, but no one technique stands out.
- Average amount of interest in taking practice exam.