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.

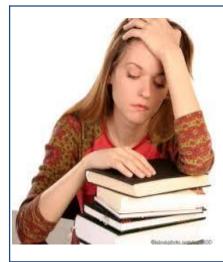
Plans after school: Over a third are planning on going directly to graduate school, but 100% are either planning or considering going within the next five years. Nearly 60% decided on grad school before starting college.

_			To a reason and a second a second and a second a second and a second a
	Grad School Decision Process	Grad School Information Sources	Consider or plan w/in 5 years Avg. grad major considering
	 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. 	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 Decision Making Decided on grad school: before Began research: before underg School website for information Grad School Tests Plan to take tests in future
	· - · - ·		Taking conjor woor
	Grad School Tests	Exam Preparation	Taking senior year

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

Kev Metrics

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.

L	Grad School Decision Process	Grad School Information Sources	A۱
•	Family is the greatest source of influence for grad school, but overall influencers are about average.	At or below average in terms of what information sources they consult. School websites most popular.	G
•	Reasons for going to grad school scoring below average: better job, more money, like school, professional degree and desire to get it done now.	About 1/5 started researching grad school option before college, but 1/3 will start in sophomore or junior year.	Be Se
•	Lowest of all segments considering business.		Gr
			1PI
	Grad School Tests	Exam Preparation] '
•		Practice exams and prep guides most popular means of preparation.	_
•	Small percentage have already taken tests and a little	Practice exams and prep guides most popular means of preparation. Least interest of all segments in taking a practice exam	<u>Ex</u>
•	Small percentage have already taken tests and a little over half plan on taking exams at some point. Likely to take just one test.	Practice exams and prep guides most popular means of preparation.	<u>Ex</u> Ex
	Small percentage have already taken tests and a little over half plan on taking exams at some point. Likely to take just one test.	Practice exams and prep guides most popular means of preparation. Least interest of all segments in taking a practice exam	<u>Ex</u>

	Key Metrics		
3	Student Profile	Segment	<u>Total</u>
	Segment size (% of total)	12%	100%
	Age: 18-22	69%	69%
	Full-time employment	33%	33%
	Year in school: Soph-Junior	79 %	71%
	<u>Current Status</u>		
	Decided major: before freshman	<i>55%</i>	53%
	Unhappy with major	90%	13%
	Low GPA (<3.0)	48%	39%
	Major related to future plans: V/E Like	ly 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		
_		00/	4007
n	Extremely interested in prep test	9% 70%	16%
	Take practice exams	72%	75%
	Prep Guide	60%	66%
	Prep Course	44%	51%

Kay Matrics

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.

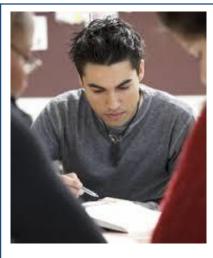
Focused on school: Almost 2/3 of this segment had decided on their undergraduate major before starting school, the most of any segment. Most are fairly happy with their majors, with very few indicating truly unhappy. They tend to have average GPAs. Very few think their future employment will be related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

	Grad School Decision Process		Grad School Information Sources	/
-	• While family is important, this group indicated more than any other that no one influences their decision.	•	School websites most important, but all sources in line with overall averages.]
,	Reasons for going to grad school in line with overall averages.	Highest percentage of all segments doing graceresearch before starting undergrad. About 1/4 starting undergrad.		E
	Generally, only considering one grad school major.		freshman year and another ¼ aren't sure when they are going to start.	7
,	 Of those going to grad school, 70% decided before starting college. 			F
	Grad School Tests		Exam Preparation]-
•	• Most have not taken any grad school tests, but nearly 2/3 plan to in the future.	•	Will use a variety of methods, with practice exams the most important.	
	About half will take just one test, half more than one.More than 40% plan on taking after college.	•	For those not sure what exam to take, they will rely most heavily on recommendations from the grad school program.	F

	Key Metrics		
	Student Profile	Segment	<u>Total</u>
	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%
'	<u>Current Status</u>		
	Decided major: before freshman	63%	53%
t	Very happy with major	49%	45%
	High GPA (>3.5)	28%	29%
	Major related to future plans: Ex Likely	/ 6%	34%
	Post-Grad Plans		
	Considering or planning grad school	61%	
	Consider or plan w/in 5 years	94%	89%
	Avg. grad major considering	1.1	1.2
	Grad School Decision Making		
	Decided on grad school: before	<i>70%</i>	40%
	Began research: before undergrad	31%	13%
	School website for information	60%	60%
	<u>Grad School Tests</u>		
	Plan to take tests in future	63%	57%
	Taking senior year	8%	28%
	France Dromanastica		
	Exam Preparation		
	Extremely interested in prep test	8%	16%
	Take practice exams	71%	75%
ı	Prep Guide	68%	66%
	Prep Course	46%	51%

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.

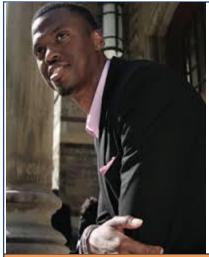
Education for a job: Most are very happy with their majors, with none indicating truly unhappy. They tend to have average GPAs. An overwhelming majority think their future employment will be related to undergraduate major.

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

Grad School Decision Process	Grad School Information Sources
For those going to grad school, family is the most important influencer but in line with other segments.	School websites most important, but all sources in line with overall averages.
Reasons for going to grad school in line with overall averages.	Most planning on doing grad school research later in college career, with more than 70% not starting until
Of those going to grad school, about half decide during freshman or sophomore year.	their junior year or later. More than 20% won't start until after graduation.
Grad School Tests	Exam Preparation
Grad School Tests • Almost none of this segment have taken any tests	Exam Preparation Heavy reliance on practice exams and prep guides.
0.00 00.00 00.00	·

	Key Metrics		
	Student Profile	Segment	<u>Total</u>
	Segment size (% of total)	22%	100%
	Age: 18-20	69%	39%
	Part-time employment	74%	64%
f	Year in school: Sophomore	51%	35%
	FT Employment >1 year	13%	19%
	<u>Current Status</u>		
•	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%
ol	Prep Guide	75%	66%
	Prep Course	59%	51%

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).

Grad School Decision Process	Grad School Information Sources
Family is the most important influencer, but employers most important than for other segments.	School websites most important, but also rely on social media more heavily than others.
 Reasons for going to grad school in line with overall averages. 	Majority start doing research for grad school sometime during their sophomore or junior years.
 Grad school decision spread over college career, but junior year indexes higher than other segments. 	
Grad School Tests	Exam Preparation
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.	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

Key Metrics		
Student Profile	Segment	<u>Total</u>
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%
<u>Current Status</u>		
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	y 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%

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 happ with their majors, with only a small percentage indicating truly unhappy. They tend to have average GPAs. Twothirds 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).

	IIIIEIIIIps	23/0	20/0
арру	Year in school: Senior	68%	29%
)	<u>Current Status</u>		
	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%
	Post-Grad Plans		
	Considering or planning grad school	46%	55%
	Consider or plan w/in 5 years	87%	89%
	Plan to seek employment	49%	39%
ces	Grad School Decision Making		
	Decided on grad school: before	0%	40%
	Began research: Senior or after	56%	27%
	School website for information	61%	60%
	Grad School Tests		
	Plan to take tests in the future	70%	57%
	Taking after school	68%	43%
٦.	Exam Preparation		
1.	Extremely interested in prep test	13%	16%
	Take practice exams	77%	75%
	Prep Guide	68%	66%
	Prep Course	48%	51%

Key Metrics

Student Profile

Age: >20

Internships

Segment size (% of total)

Segment Total

100%

61%

20%

25%

25%

Grad School Decision Process	Grad School Information Sources	Plan to seek employment
 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. 	 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 Decision Making Decided on grad school: be Began research: Senior or School website for informat Grad School Tests
Grad School Tests	Exam Preparation	Plan to take tests in the fut
 Small percentage have already taken exams. Nearly 70% indicate that they will take exams in the future. Two-thirds will take after graduation. 	 Will use a variety of prep techniques, but no one technique stands out. Average amount of interest in taking practice exam. 	Exam Preparation Extremely interested in processes Gaussian Prep Guide