

# A Matter of Degrees: Breaking Down the GMAT® and the GRE®

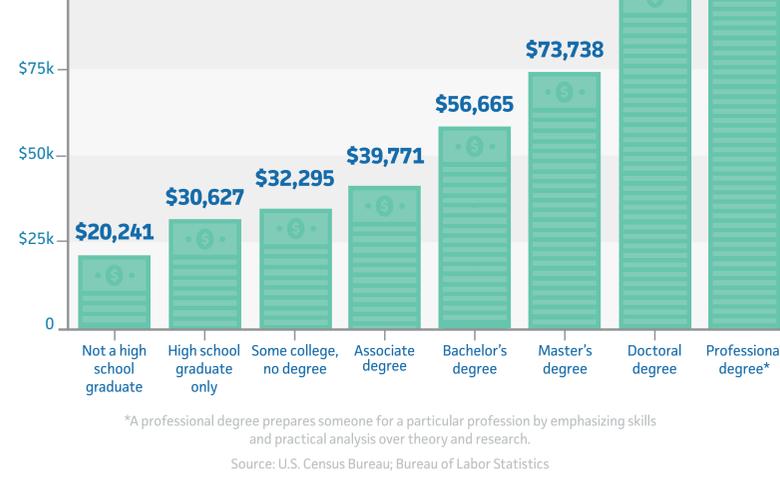
With an advanced degree come a lot of benefits: increased earning potential, specialized knowledge, and the freedom to do what you love. No matter your path, it starts with a great score. Here's what you need to know.

## Education Pays

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

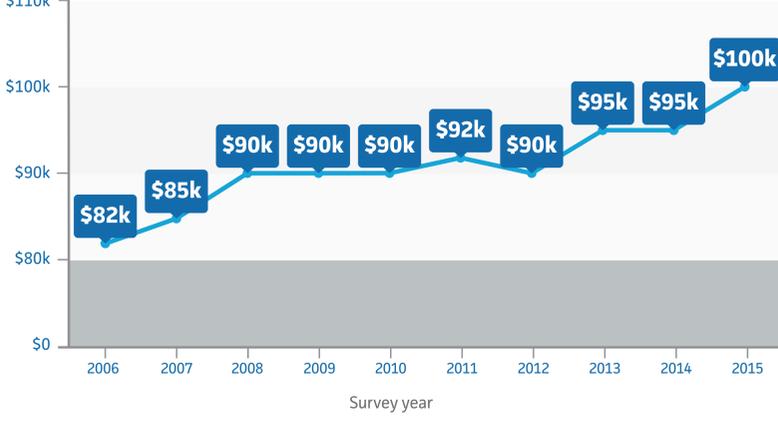
Mean Annual Earnings by Education Level

\$127,803



Median starting salary for B-school grads breaks into the six digits.

Mean Starting Salary for Newly Hired MBAs (US Companies), 2006-2015



## Degrees for GRE Test Takers to Consider

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



ETS, A snapshot of individuals who took the GRE revised general test

## Career Goals and Motives

Prospective MBA students' motives are split.

**38%**  
Career Enhancers



**28%**  
Aspiring Entrepreneurs

**34%**  
Career Switchers

2015 mba.com Prospective Students Survey Report

## The GMAT and an MBA Go Hand in Hand

Globally, the MBA continues to be the degree most often considered by prospective business school students.



**52%**

of prospective students considered only MBA programs.



**22%**

considered only specialized master's programs in a business discipline (non-MBA).



**26%**

considered both MBA and specialized business master's programs.

2015 mba.com Prospective Students Survey Report

## The Competition

Acceptance isn't guaranteed at top graduate and business schools.

Average acceptance rate of top graduate programs:

**25%** of applicants



Average acceptance rate of top ten education programs:

**16.5%** of applicants



Average acceptance rate of top business schools:

**16%** of applicants



Average acceptance rate of top engineering programs:

**21%** of applicants



U.S. News and World Report, America's Best Graduate Schools/Best Business Schools

**GMAT**

**GRE**

## Money Matters

Financial issues remain the most prominent reservation among prospective students.

**44%**

of GMAT candidates are hesitant about taking on large financial debt.



**66%**

of graduate school admissions officers say a strong GRE score will help a student receive merit-based scholarships, teaching assistantships or grants.

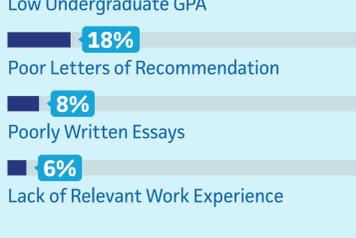
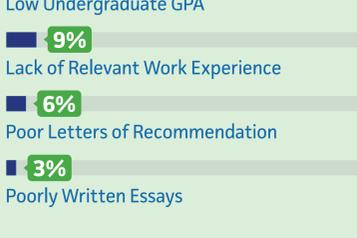
2015 mba.com Prospective Students Survey Report; Kaplan Admissions Officers Survey, 2014

**GMAT**

**GRE**

## Application Killers

According to admissions officers, a candidate's entrance exam score is the most damaging factor in business and graduate school admissions.



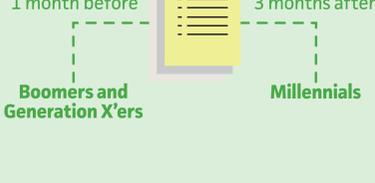
Kaplan Admissions Officers Survey, 2014

**GMAT**

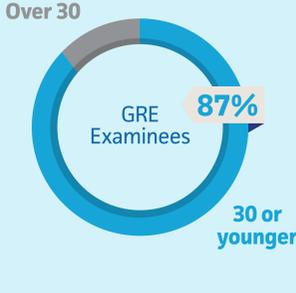
**GRE**

## Talkin' 'bout My Generation

Boomers and Generation X'ers are likely to submit their first application to business school before taking the GMAT, while Millennials wait an average of three months after the exam.



The majority of GRE examinees were 30 years of age or younger.



2015 mba.com Prospective Students Survey Report; ETS, A snapshot of individuals who took the GRE revised general test

**GMAT**

**GRE**

## Going Global

Applicant pools are more geographically diverse than ever before.

Globally, **52%** of prospective 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.



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

ETS, A snapshot of individuals who took the GRE revised general test

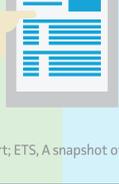
**GMAT**

**GRE**

## Which Test Is Best for Me?

✓ The GMAT is primarily for MBA programs.

✓ The GRE is a general admissions test accepted by a wide variety of graduate programs. Over 90% of MBA programs accept the GRE.



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

Visit [Kaptest.com/GRE](http://Kaptest.com/GRE) or [Kaptest.com/GMAT](http://Kaptest.com/GMAT) for more tools and resources.