Kaplan University's retention rate is based on a group of students who enrolled at Kaplan University during the period of August 1, 2015 - October 31, 2015. The students contained in the calculation did not attend another college or university prior to enrolling in a Bachelor's Degree program at Kaplan University. The calculation reflects the percentage of students who began their studies in the fall of 2014, continued their programs of study and remained in their program of study as of August 1, 2015. The calculation takes into account students enrolled at Kaplan University's Davenport, online, and Learning Center campuses.

*Interpret data with caution. Students who enroll in the university are not typically first-time students, as most are adult learners. Therefore, the number of first-time students is traditionally low.