WHO IN BOSTON

IS HEADING TO BUSINESS SCHOOL?

WHO

9,118 Boston residents took the GMAT exam

58% Male | **42%** Female

38% Under 25 | **48%** Between 25 & 30 | **14%** 31 & Older

Current Industry		Intended Industry*
12%	CONSULTING	24%
1%	ENERGY/UTILITIES	5%
24%	FINANCE/ACCOUNTING	29%
15%	HEALTHCARE	15%
12%	TECHNOLOGY	16%
1%	MANUFACTURING	3%
15%	GOV/NON-PROFIT	20%
14%	PRODUCTS & SERVICES	22%

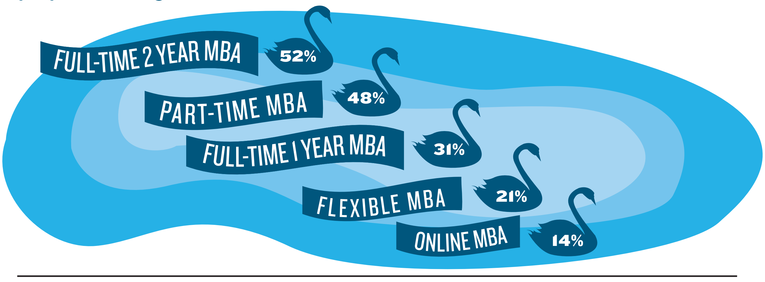
Out of 23 US metro areas studied, Boston has the highest percentage of prospective students both working in and considering the healthcare sector after they graduate. Boston also has one of the lowest percentages of GMAT test takers 31 and older.

WHAT

30% are considering specialized master's degrees in business*

89% of prospective business school students are considering MBA programs

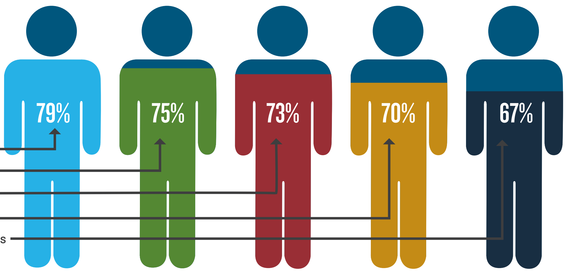
Top Specific Programs Considered*



WHY

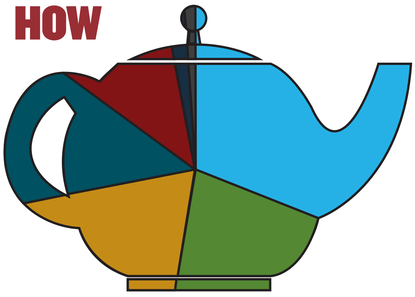
Top 5

Reasons why Boston metro residents are considering business school*



1. Increase Salary
2. Job Opportunities
3. Accelerate Career Path
4. Develop Business Skills
5. Develop Leadership Skills

HOW



Expected Financing Mix

to cover 100% of educational costs

Loans	31%
Personal Earnings/Savings	22%
Employer Support	19%
Grants	13%
Parental Support	12%
Spouse/Partner Earnings	2%
Other	1%

*Respondents could choose more than one answer

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