

WHO IN NYC

IS HEADING TO BUSINESS SCHOOL?

WHO

32,004

NYC Metro Area residents took the GMAT exam

58%

Male

42%

Female

40%

Under 25

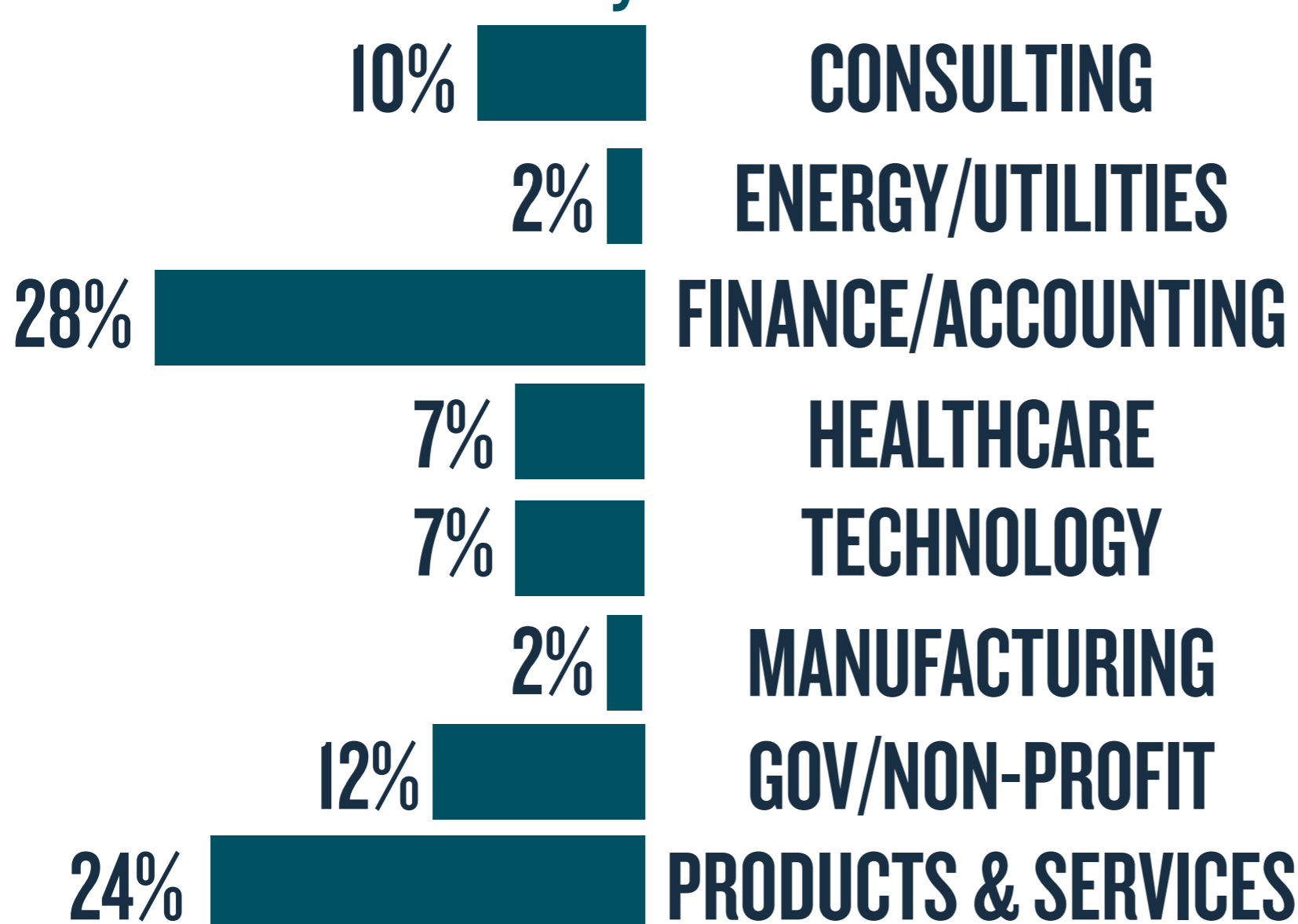
47%

Between 25 & 30

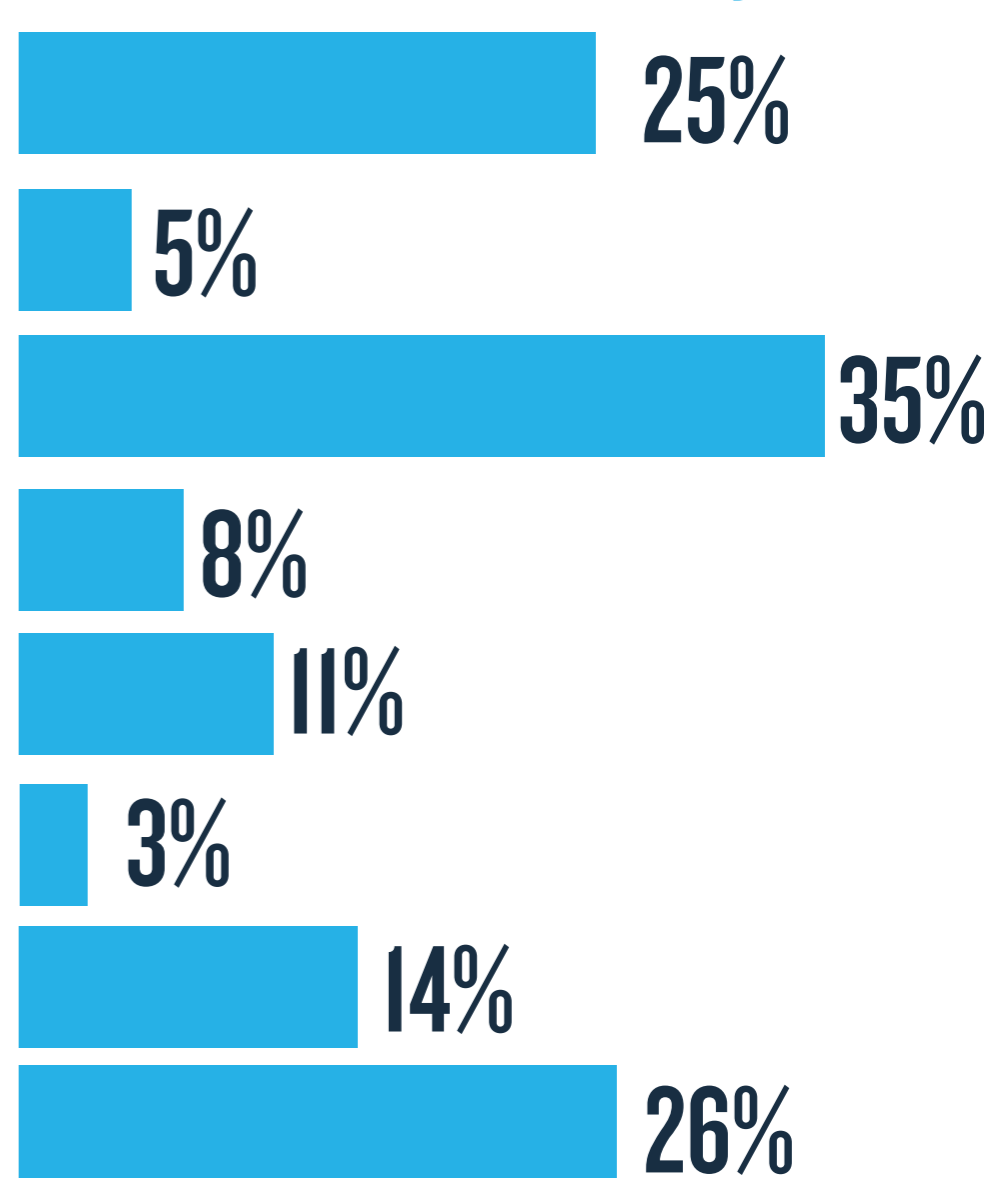
13%

31 & Older

Current Industry



Intended Industry*



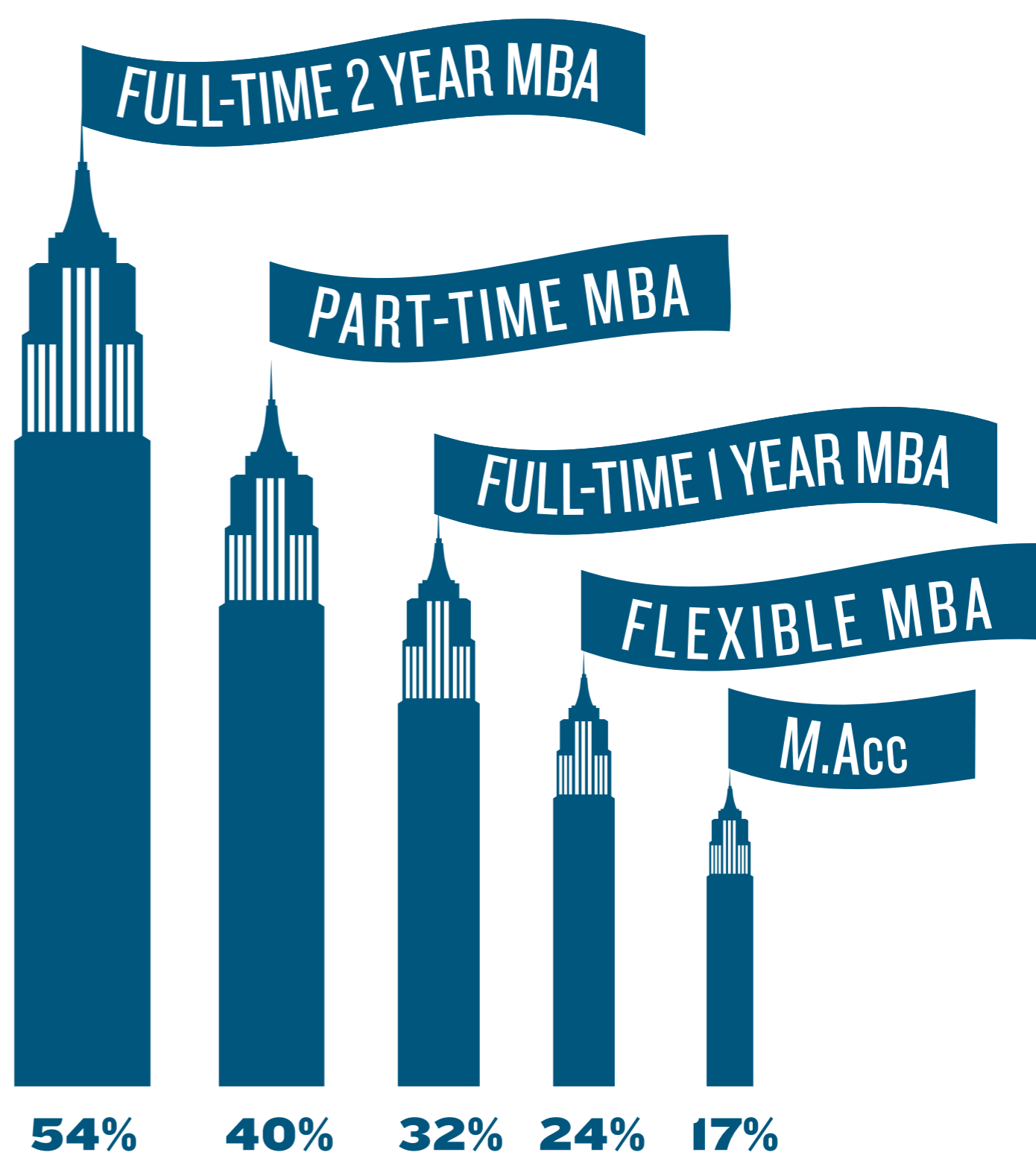
Out of 23 US metro areas studied, New York has the highest percentage of prospective students working in the finance/accounting sector and the second-highest percentage (after Charlotte, 37%) considering the sector after graduation.

WHAT

86%
of prospective business school students are considering MBA programs

36%
are considering specialized master's degrees in business*

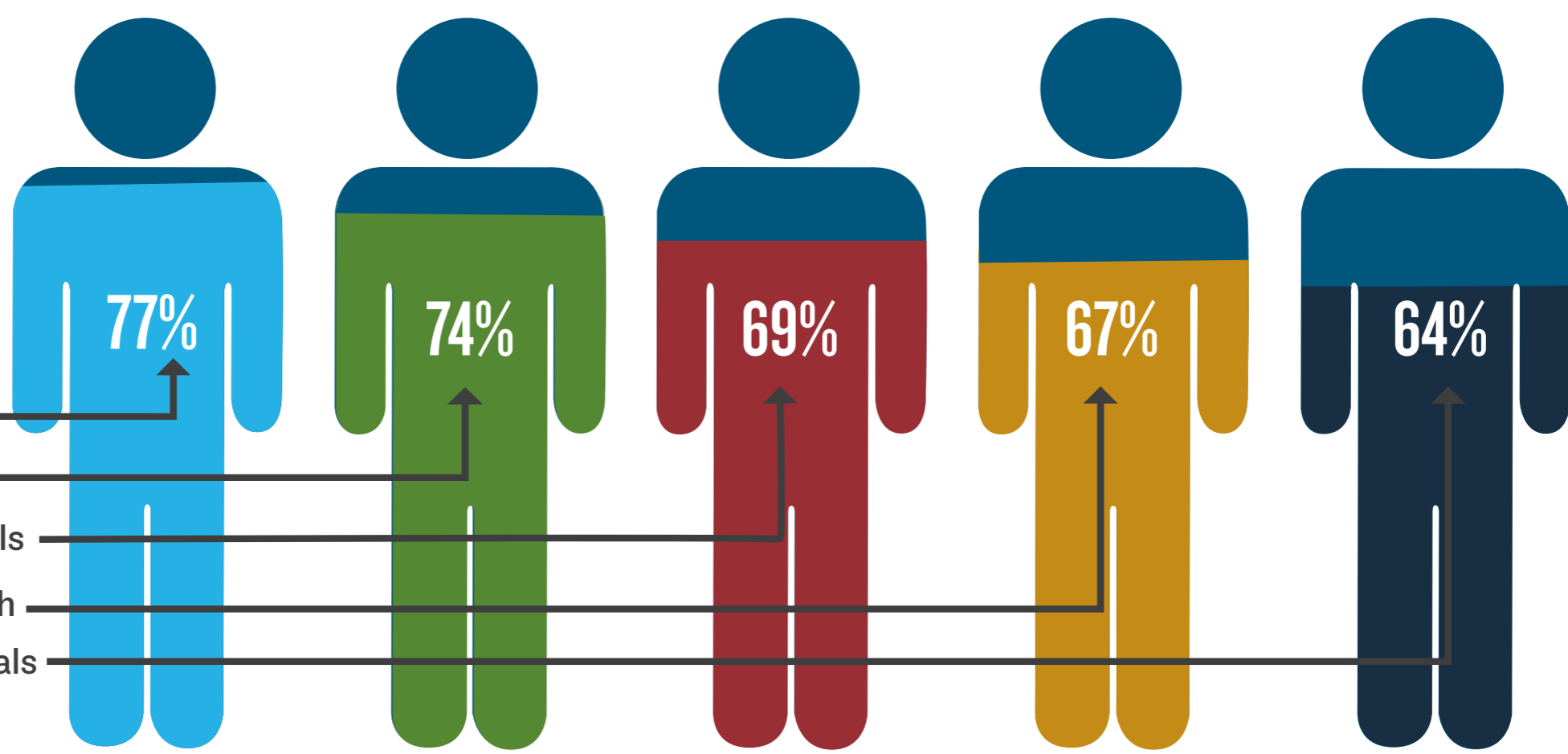
Top Specific Programs Considered*



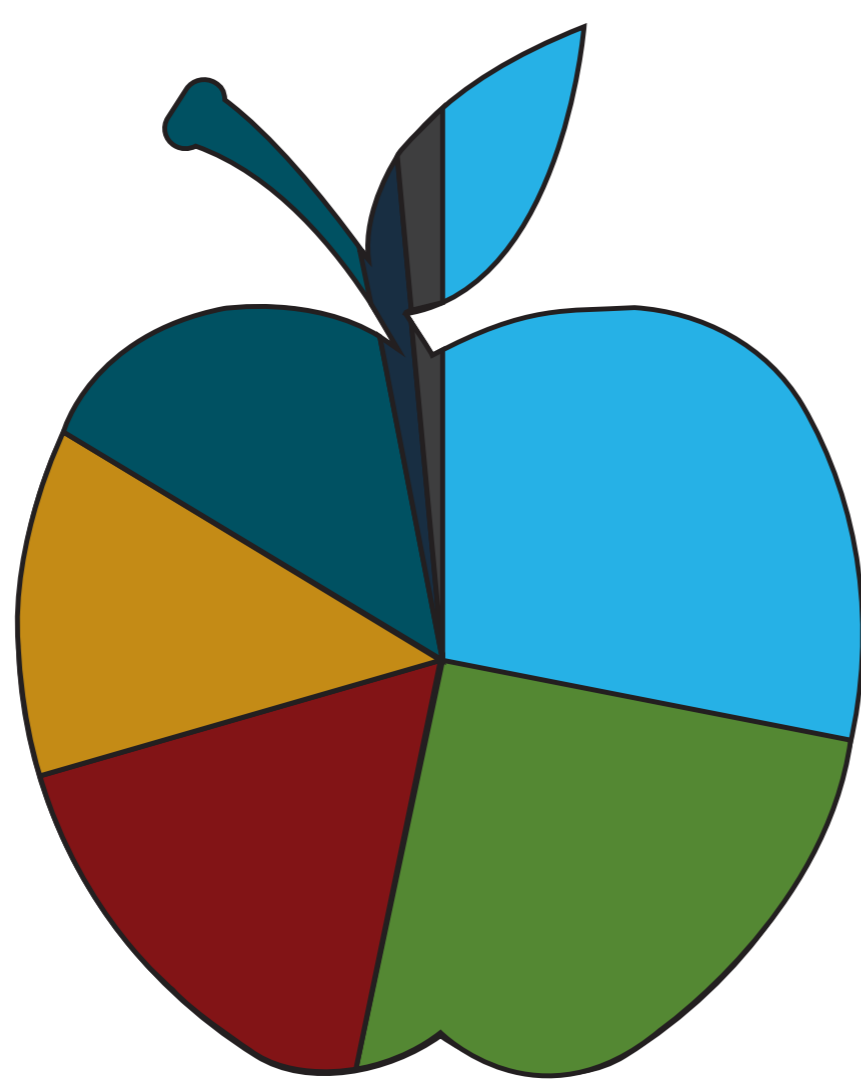
WHY

Top 5
Reasons why NYC metro residents are considering business school*

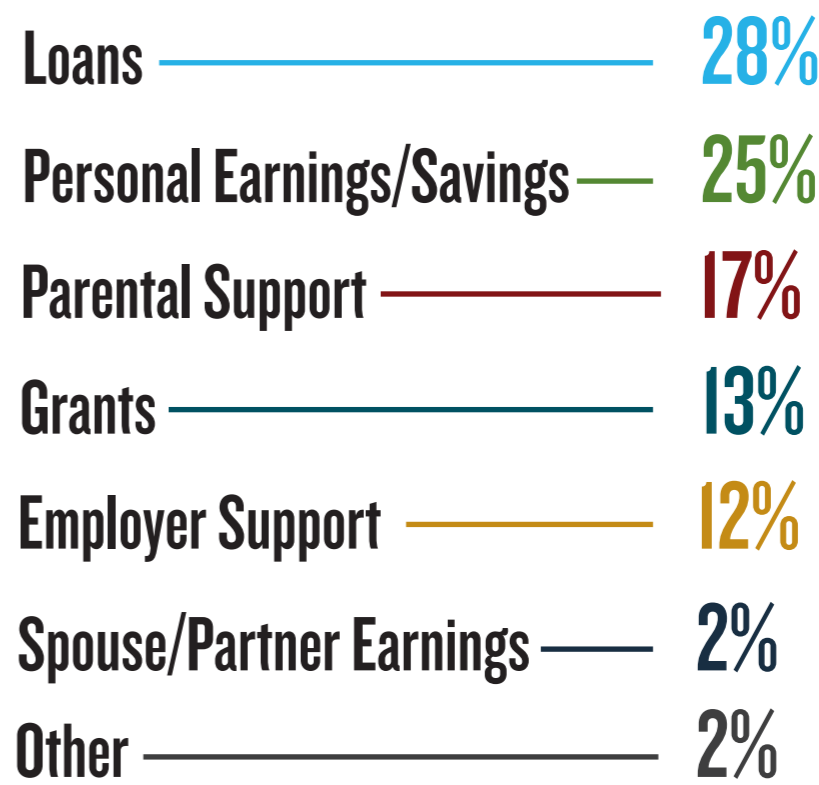
1. Job Opportunities
2. Increase Salary
3. Develop Business Skills
4. Accelerate Career Path
5. Professional Credentials



HOW



Expected Financing Mix to cover 100% of educational costs



*Respondents could choose more than one answer

© 2014, Graduate Management Admission Council. Sources: Graduate Management Admission Council. GMAT exam data July 1, 2011-June 30, 2013 mba.com Prospective Students Survey of 1,358 candidates in the New York-Northern New Jersey-Long Island, NY-NJ-PA metro area considering graduate business school in 2012-2013. For more, see mba.com or gmac.com

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