



# WHO IN SAN JOSE IS HEADING TO BUSINESS SCHOOL?

## WHO

**3,232** San Jose metro area residents took the GMAT exam

**59%**  
Male

**41%**  
Female

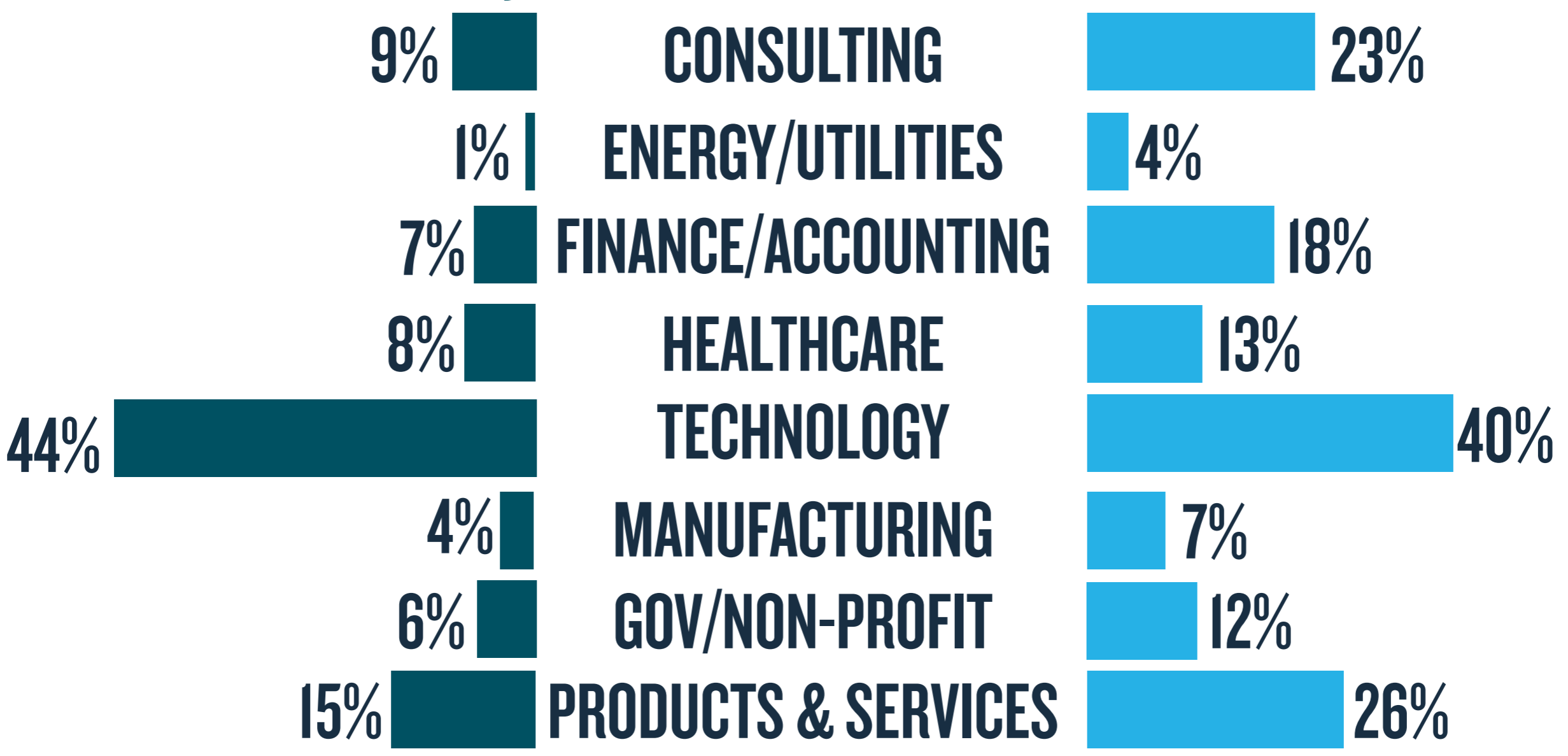
**24%**  
Under 25

**48%**  
Between 25 & 30

**28%**  
31 & Older

### Current Industry

### Intended Industry\*



Out of 23 metro areas, the San Jose area has by far the highest percentage of prospective students in the technology sector. It has the highest percentage of GMAT test takers 31 and older

## WHAT

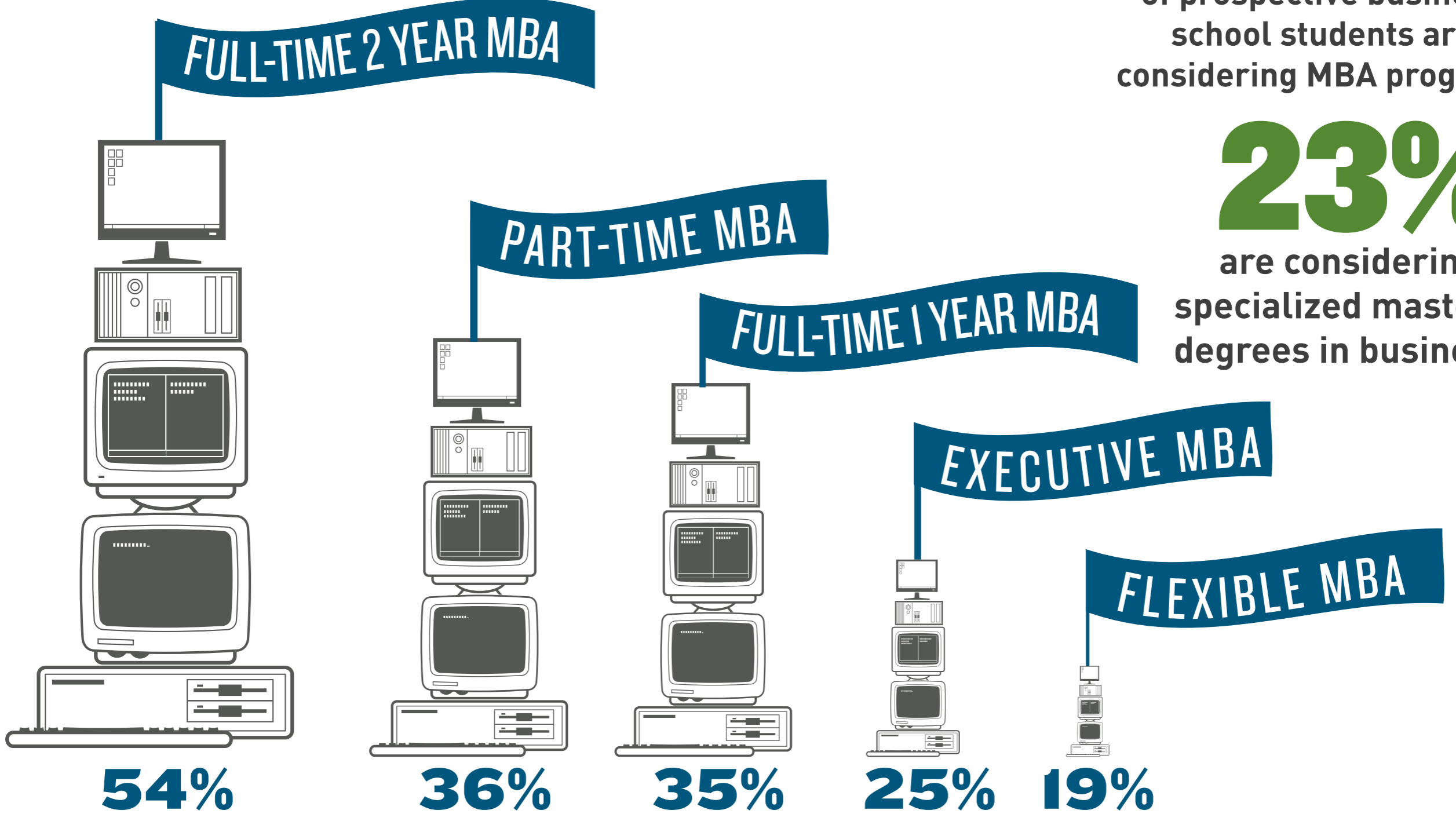
### Top Specific Programs Considered\*

**92%**

of prospective business school students are considering MBA programs

**23%**

are considering specialized master's degrees in business\*

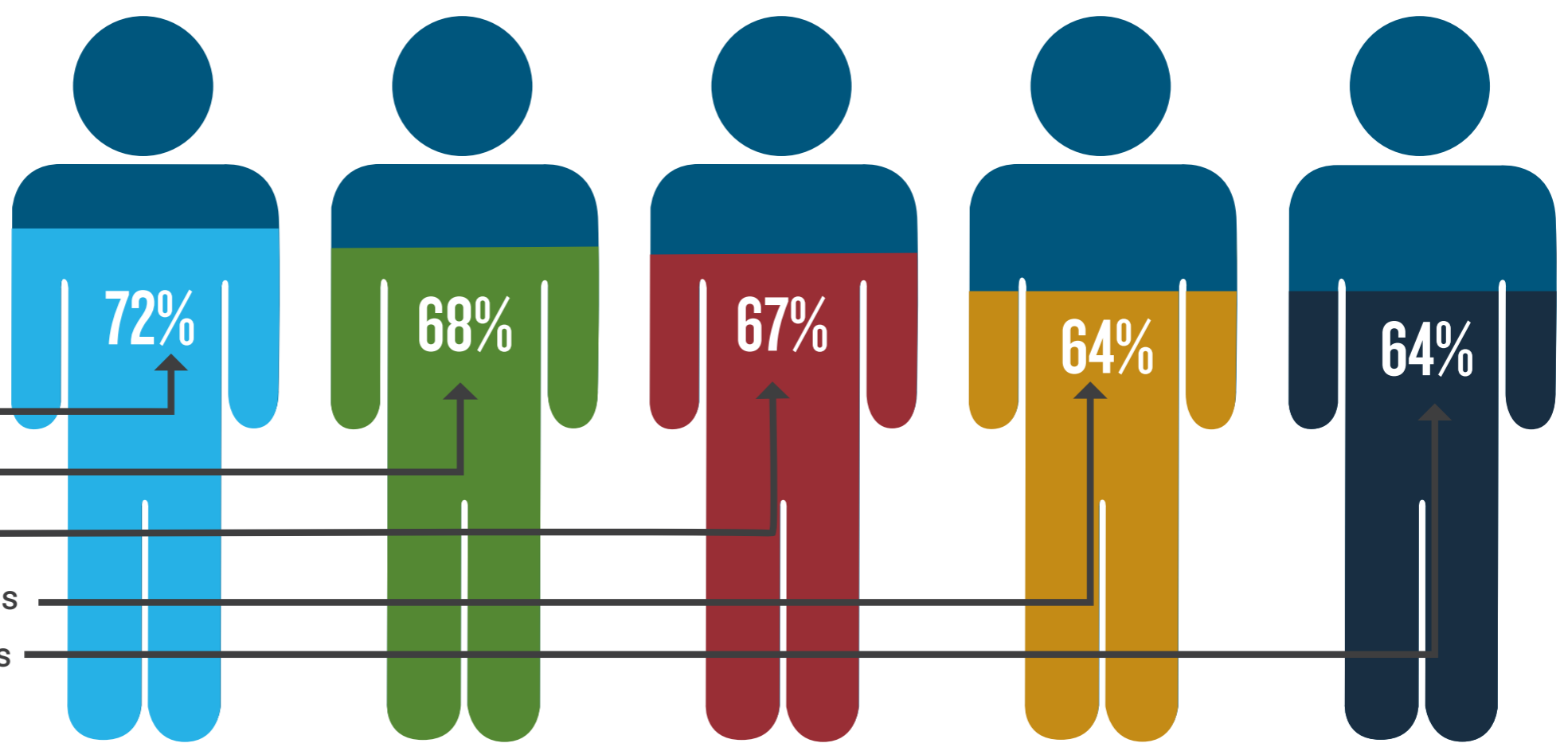


## WHY

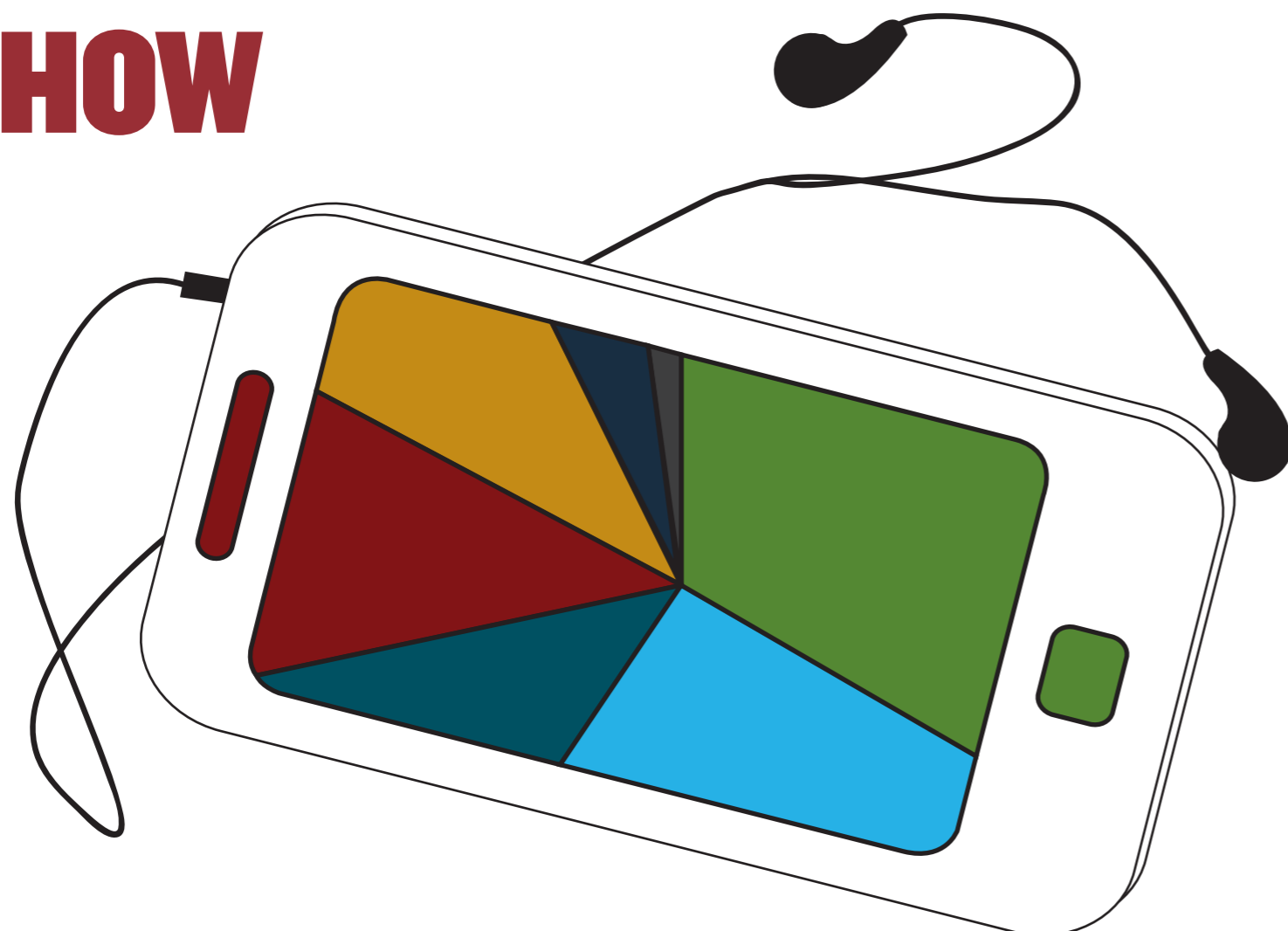
### Top 5

Reasons why San Jose metro residents are considering business school\*

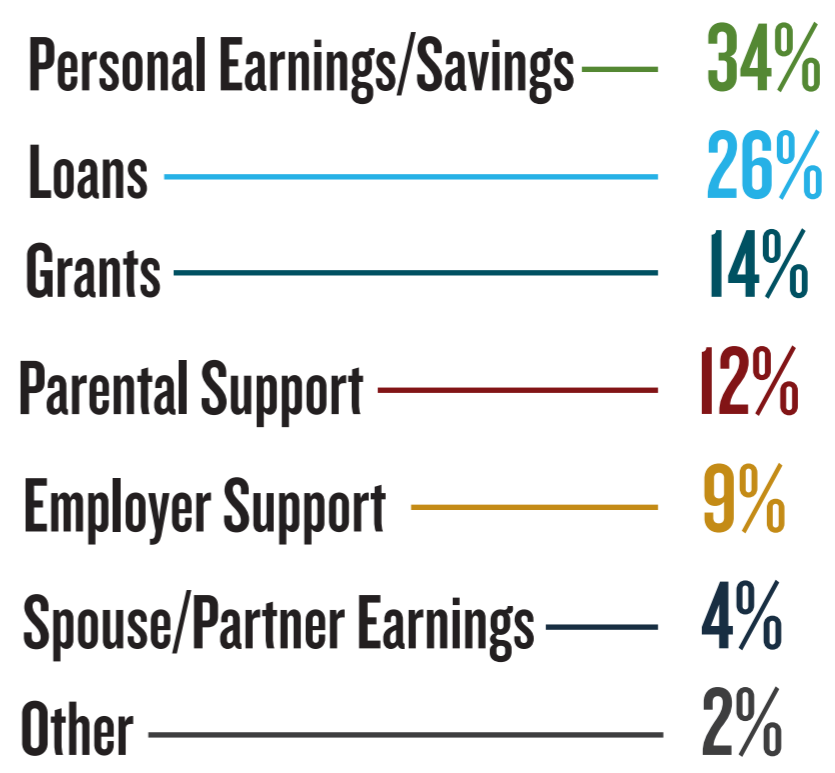
1. Develop Business Skills
2. Job Opportunities
3. Accelerate Career Path
4. Develop Leadership Skills
5. Develop Managerial Skills



## 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 167 candidates living in the San Jose-Sunnyvale-Santa Clara, CA, area considering graduate business school in 2012-2013. For more, see mba.com or gmac.com