



WHO IN SEATTLE IS HEADING TO BUSINESS SCHOOL?

WHO

3,715

Seattle area residents took the GMAT exam

60%

Male

40%

Female

28%

Under 25

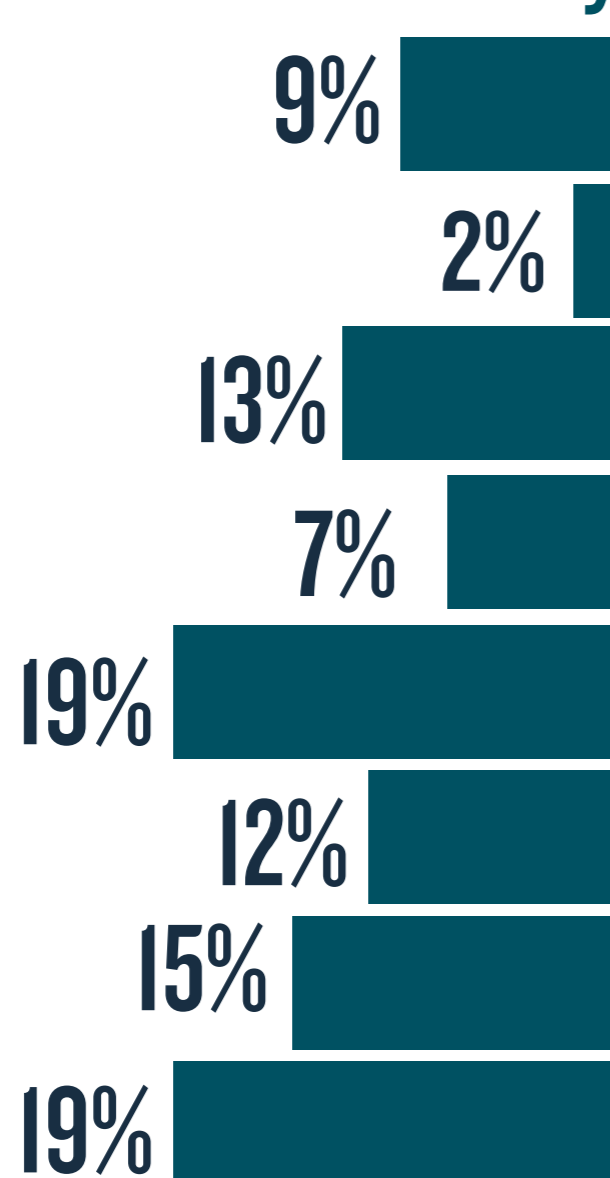
46%

Between 25 & 30

26%

31 & Older

Current Industry



Intended Industry*

Out of 23 US metro areas studied, Seattle has high percentages of prospective students working in and considering the technology sector.

WHAT

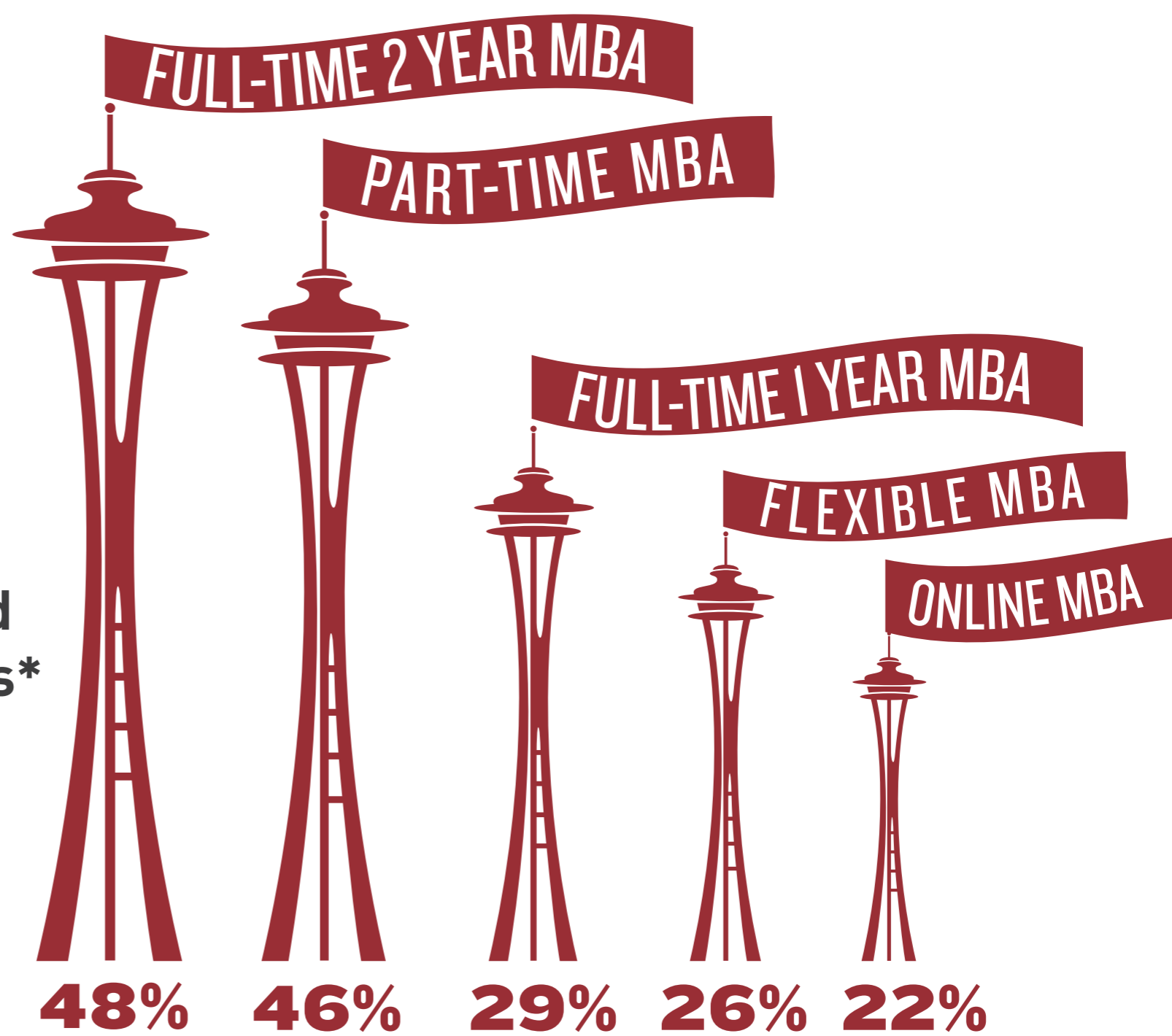
Top Specific Programs Considered*

85%

of prospective business school students are considering MBA programs

31%

are considering specialized master's degrees in business*

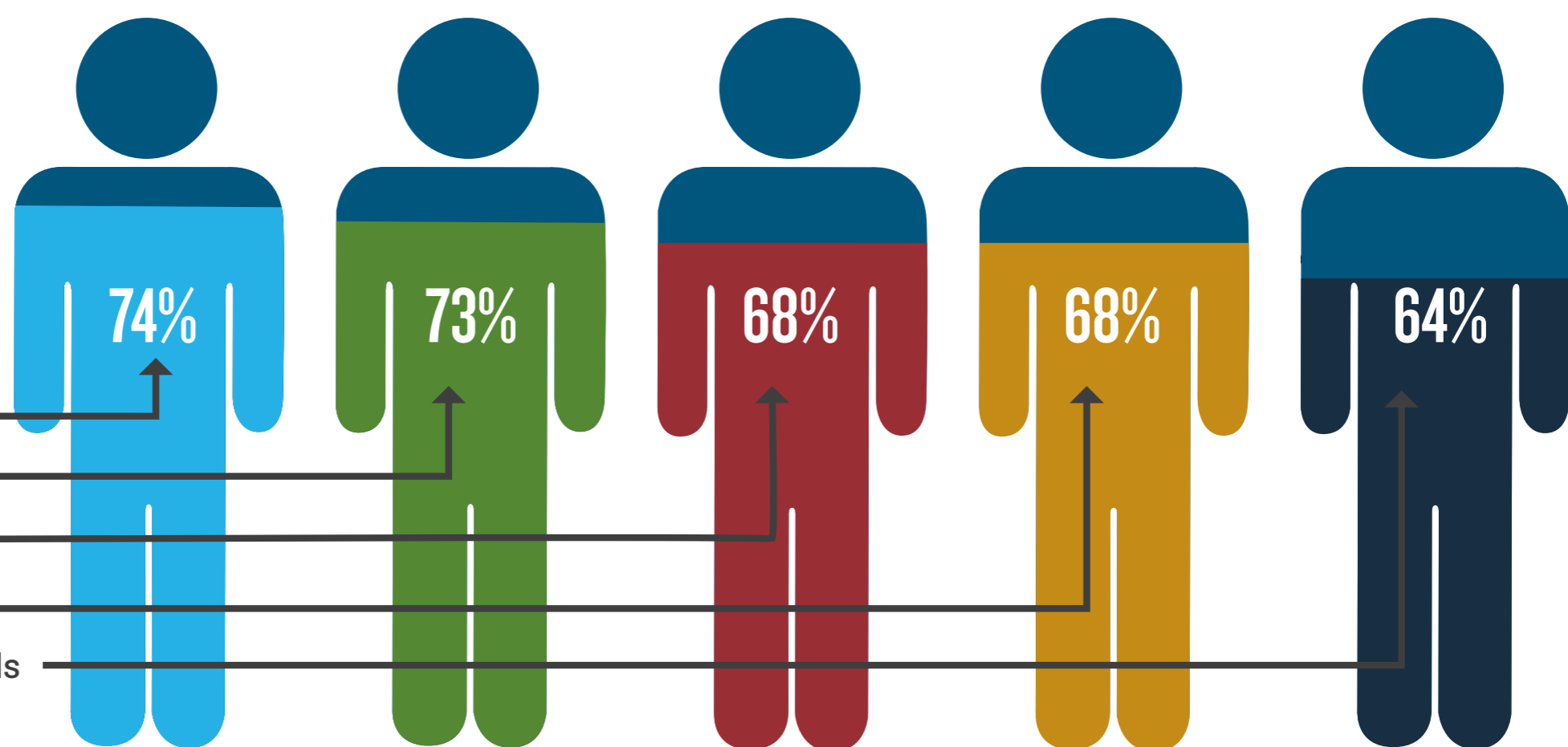


WHY

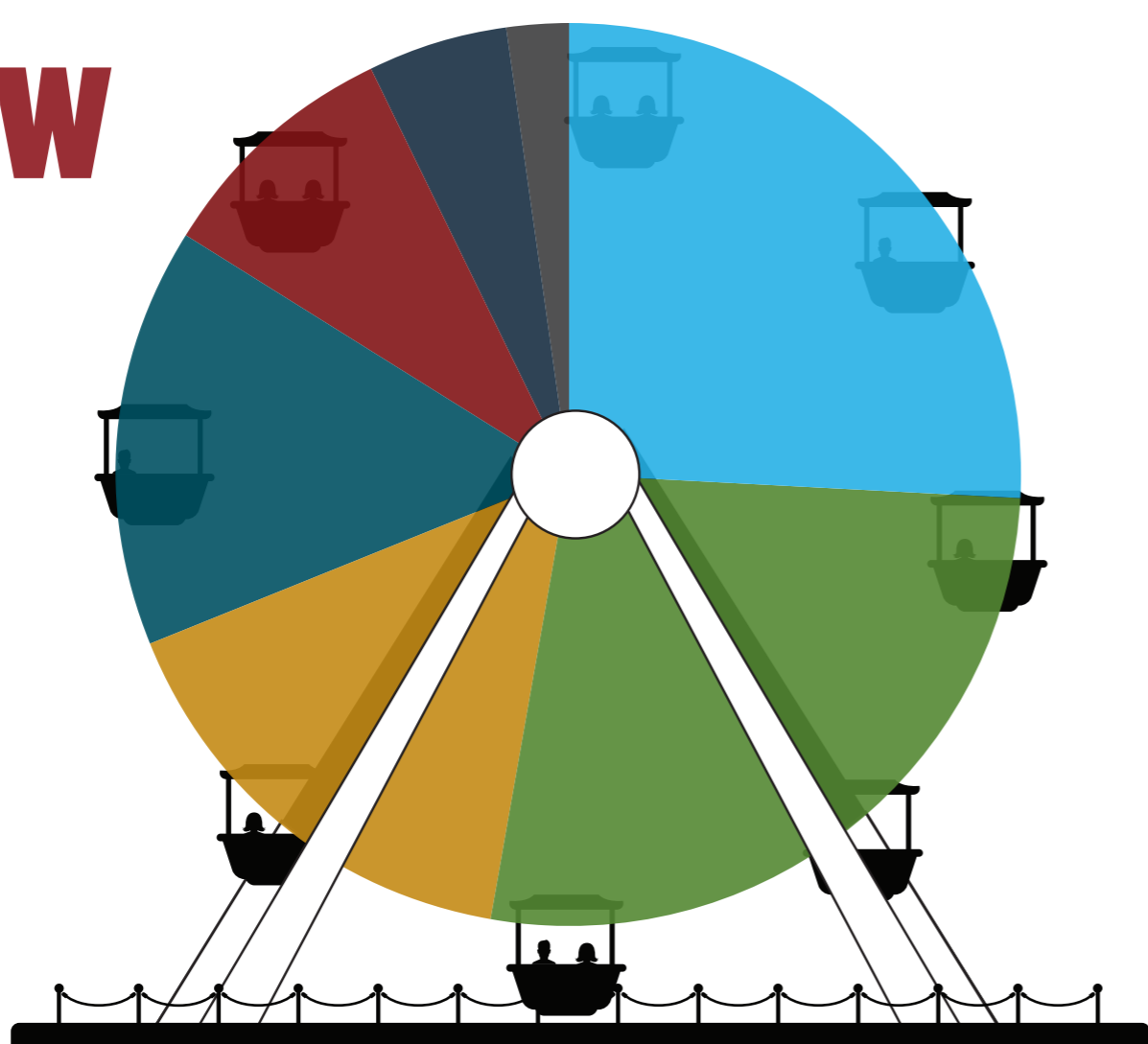
Top 5

Reasons why Seattle area residents are considering business school*

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

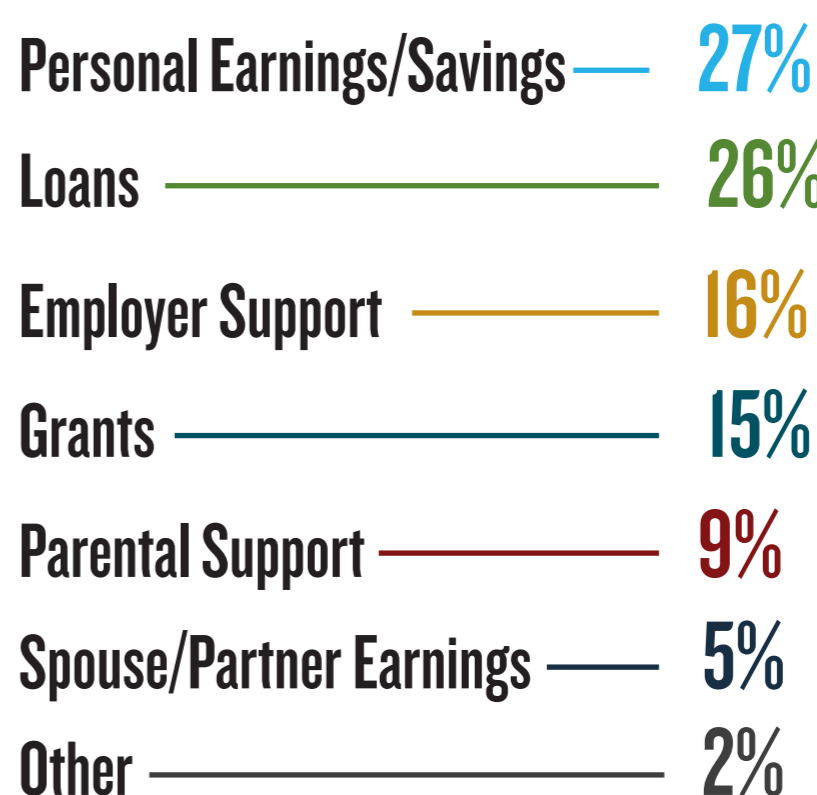


HOW



Expected Financing Mix

to cover 100% of educational costs



*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 234 candidates in the Seattle metro area considering graduate business school in 2012-2013. For more, see mba.com or gmac.com