

WHO IN ATLANTA IS HEADING TO BUSINESS SCHOOL?

WHO

6,317

Atlanta area residents took the GMAT exam

59%

Male

41%

Female

37%

Under 25

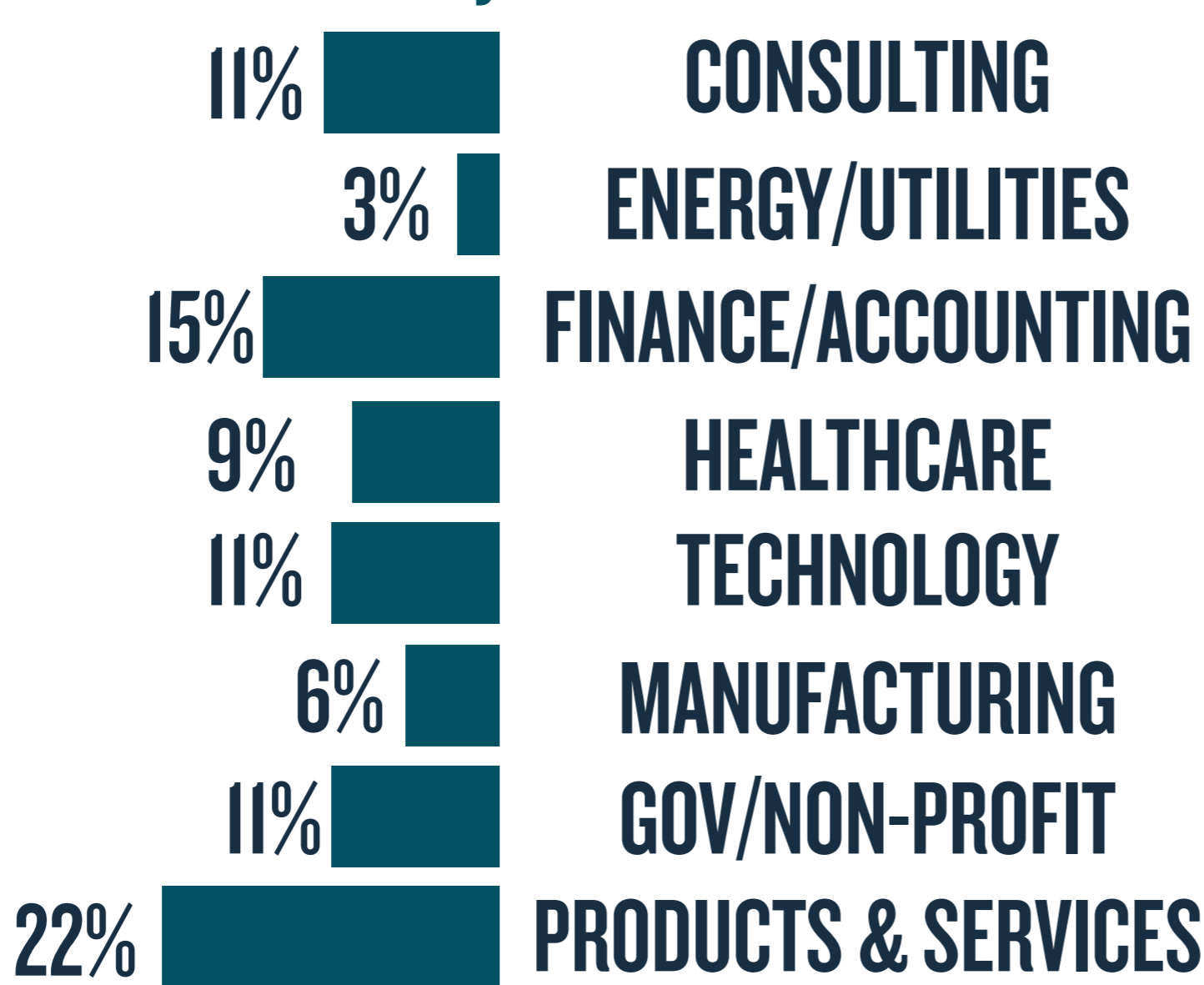
41%

Between 25 & 30

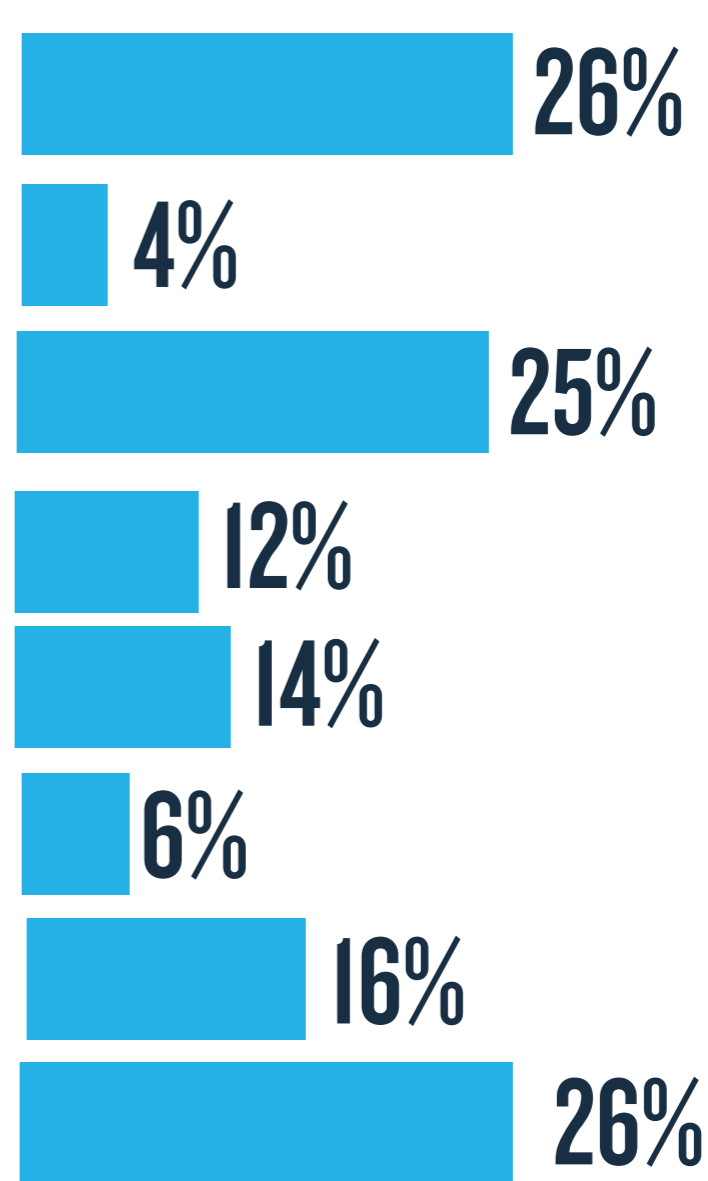
22%

31 & Older

Current Industry



Intended Industry*



Out of 23 US metro areas studied, the Atlanta area has one of the highest percentage of those 31 and older taking the GMAT exam, the standardized test used by business and management programs.

WHAT

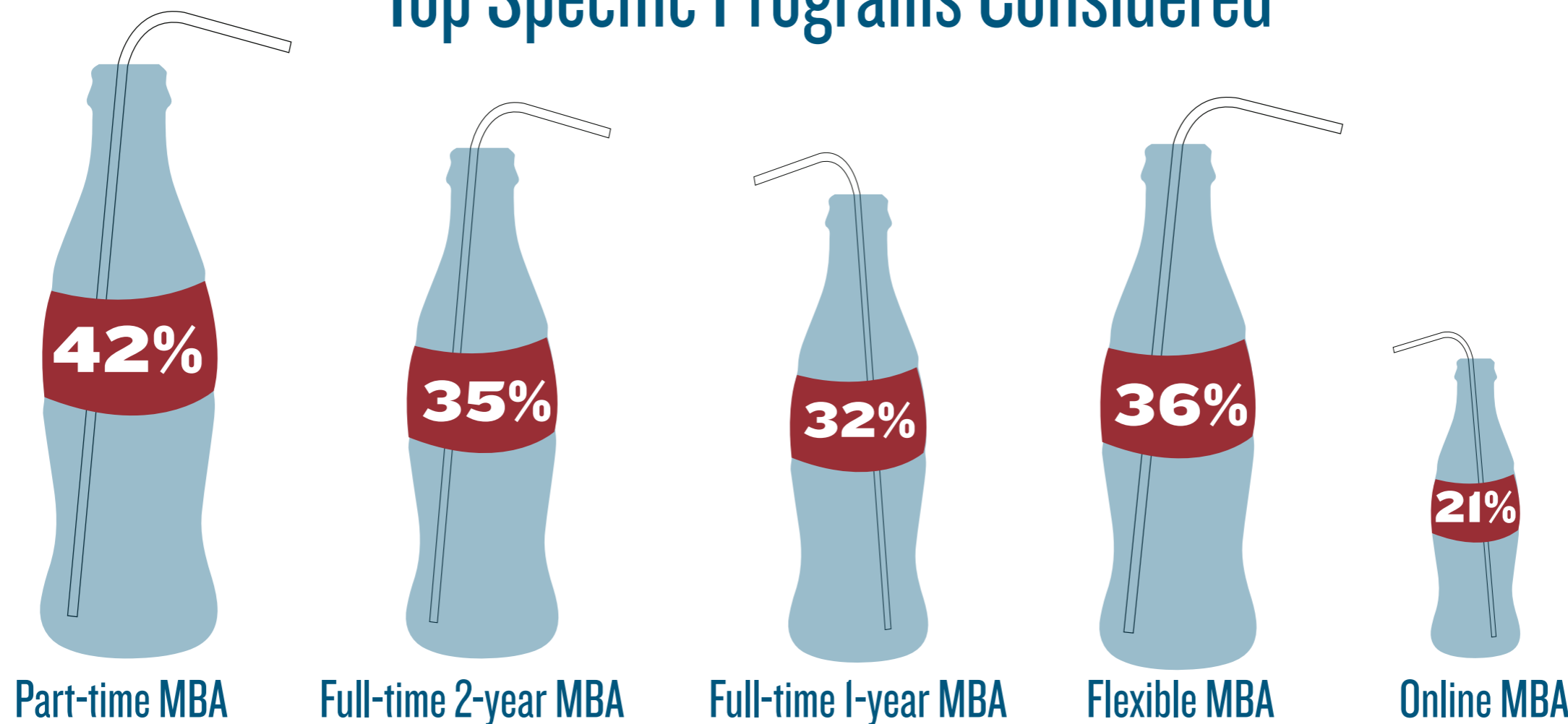
83%

of prospective business school students are considering MBA programs

38%

are considering specialized master's degrees in business*

Top Specific Programs Considered*

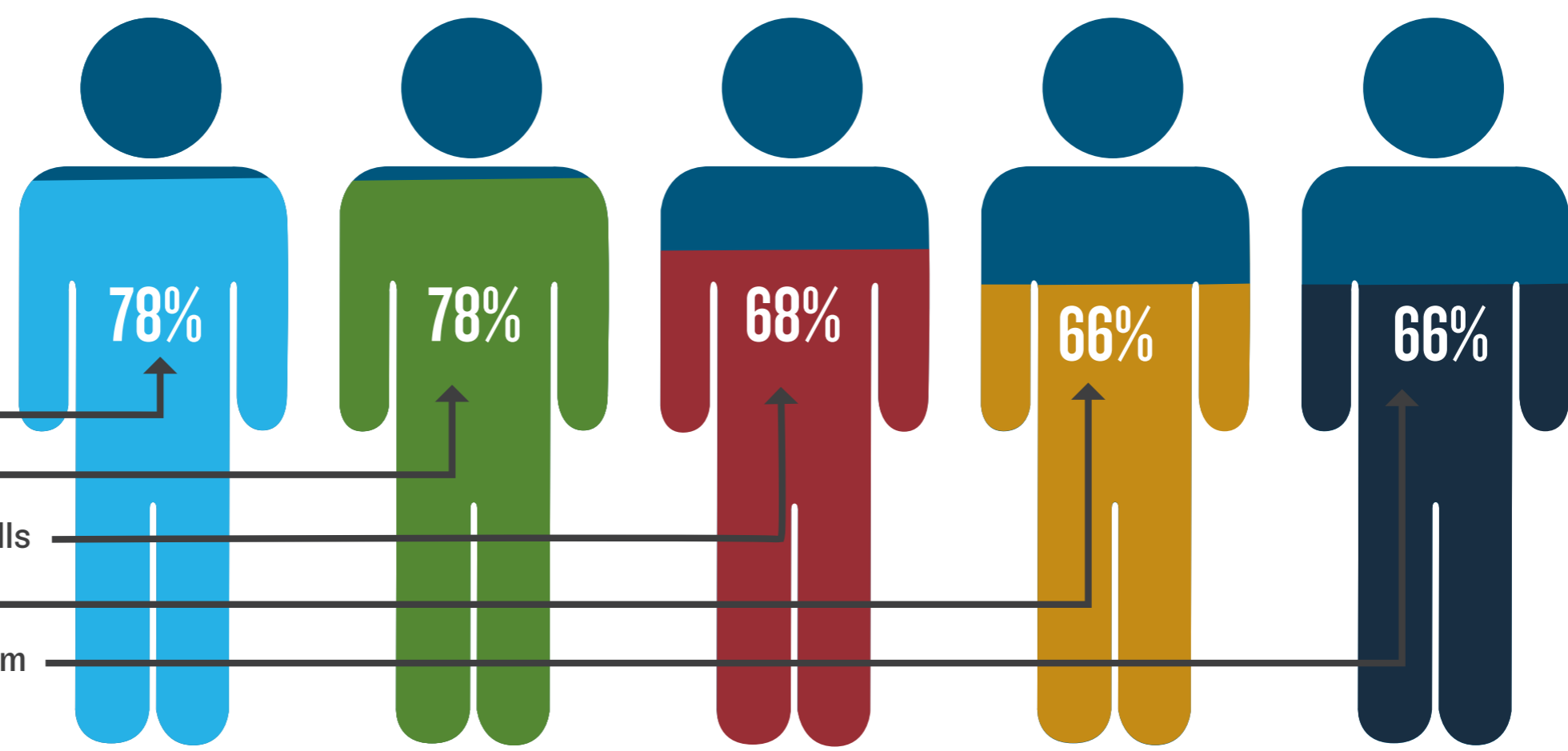


WHY

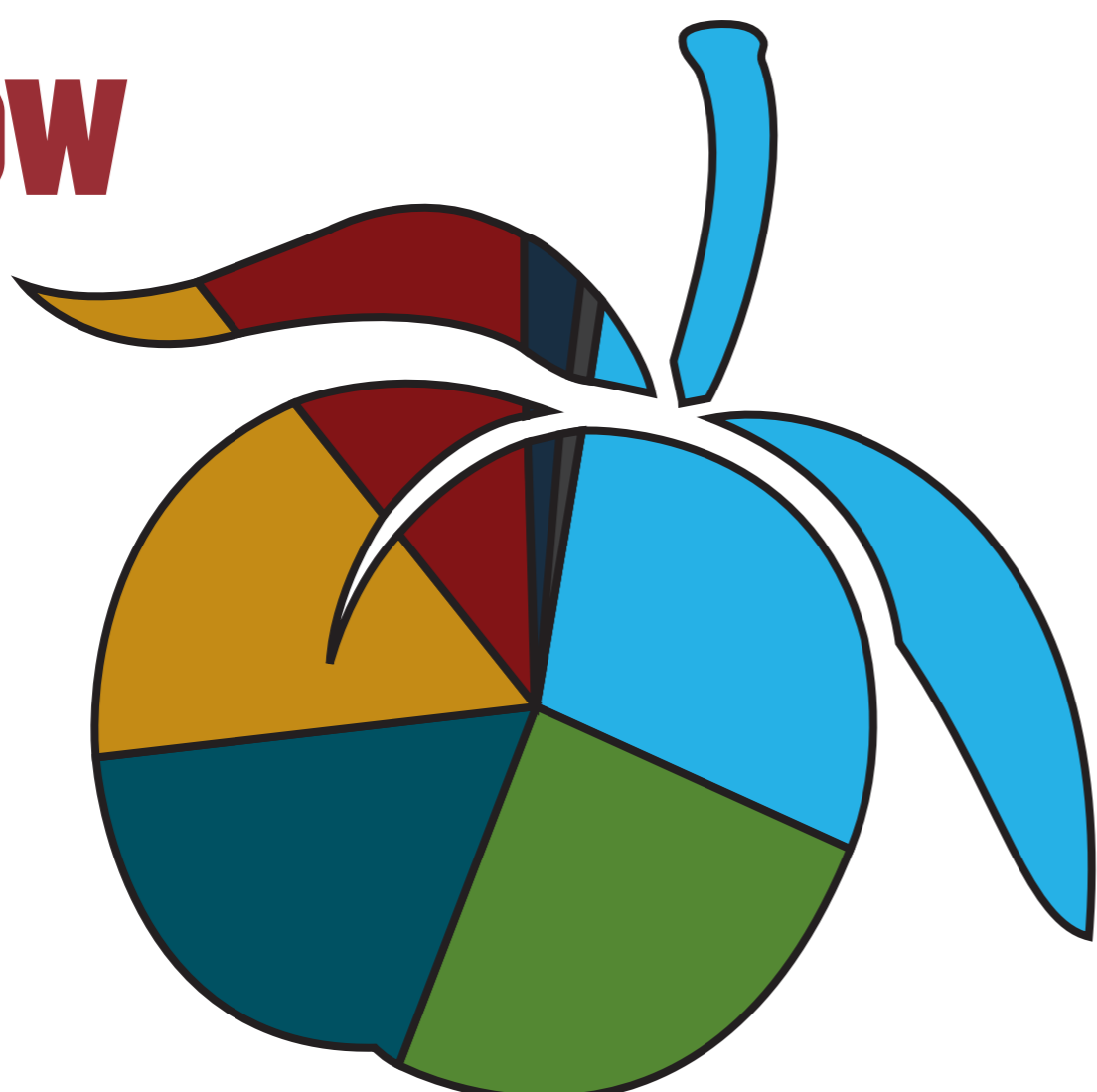
Top 5

Reasons why Atlanta residents are considering business school*

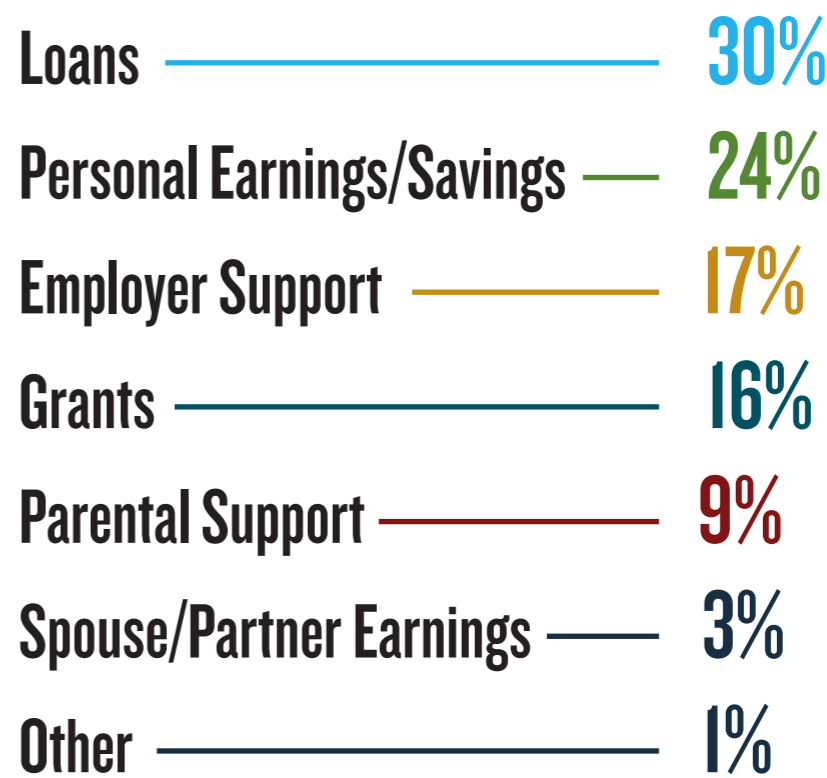
1. Job Opportunities
2. Increase Salary
3. Develop Business Skills
4. Accelerate Career
5. Career Choice Freedom



HOW



Expected Financing Mix to cover 100% of educational costs



*Respondents could choose more than one answer

© 2014, Graduate Management Admission Council. Sources: GMAT exam data July 1, 2011-June 30, 2013; mba.com Prospective Students Survey of 428 candidates in the Atlanta-Sandy Springs-Marietta area considering graduate business school in 2012-2013. For more, see mba.com or gmac.com.