



WHO IN SAN FRAN IS HEADING TO BUSINESS SCHOOL?

WHO

6,909 San Francisco metro area residents took the GMAT exam

58%

Male

42%

Female

28%

Under 25

52%

Between 25 & 30

20%

31 & Older

Current Industry

16%

CONSULTING

4%

ENERGY/UTILITIES

15%

FINANCE/ACCOUNTING

7%

HEALTHCARE

17%

TECHNOLOGY

1%

MANUFACTURING

16%

GOV/NON-PROFIT

16%

PRODUCTS & SERVICES

Intended Industry*

32%

11%

27%

8%

23%

4%

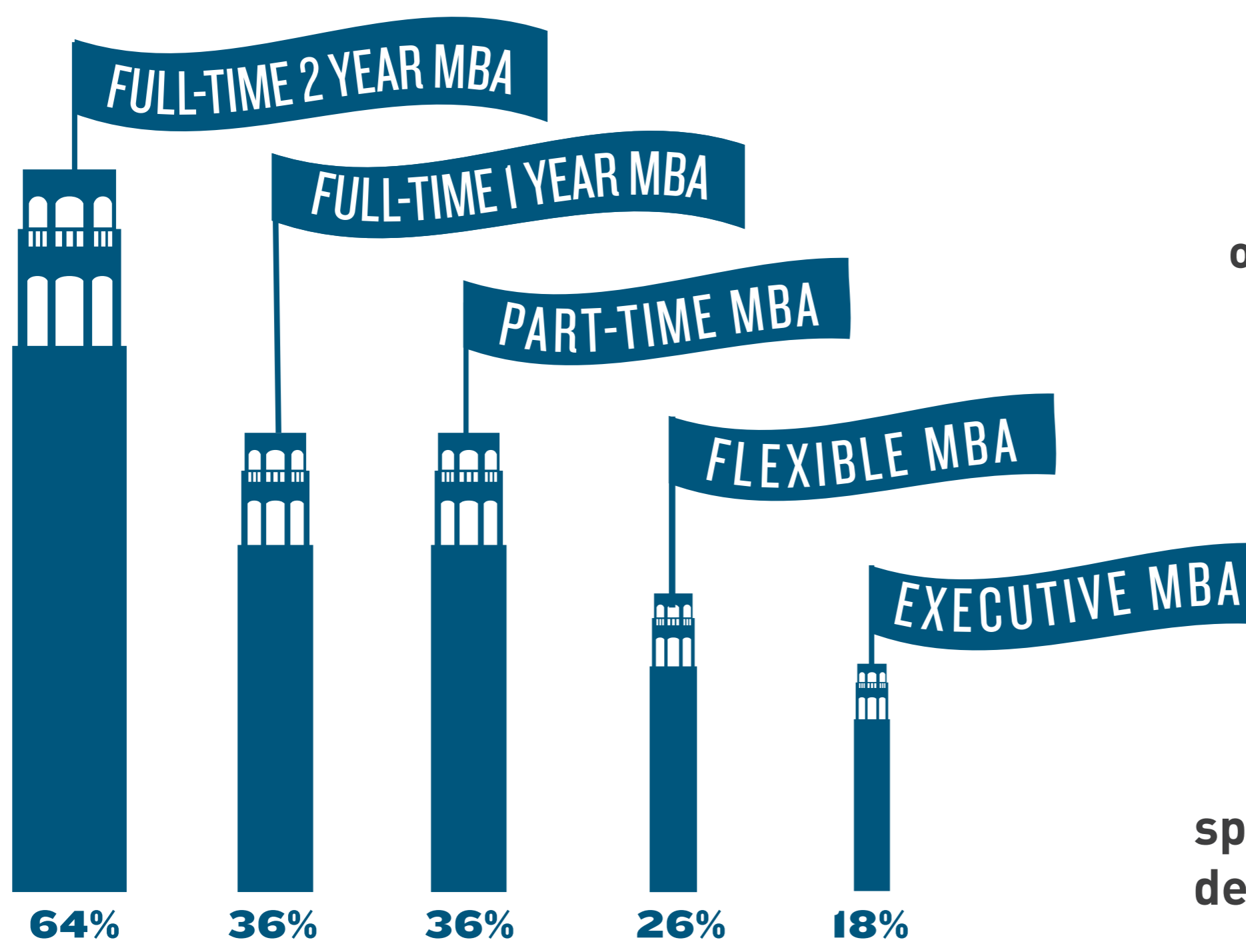
18%

26%

Out of 23 metro areas studied, the San Francisco area (along with Washington, D.C.) has the highest percentage of prospective students considering full-time two-year MBAs.

WHAT

Top Specific Programs Considered*



91%

of prospective business school students are considering MBA programs

27%

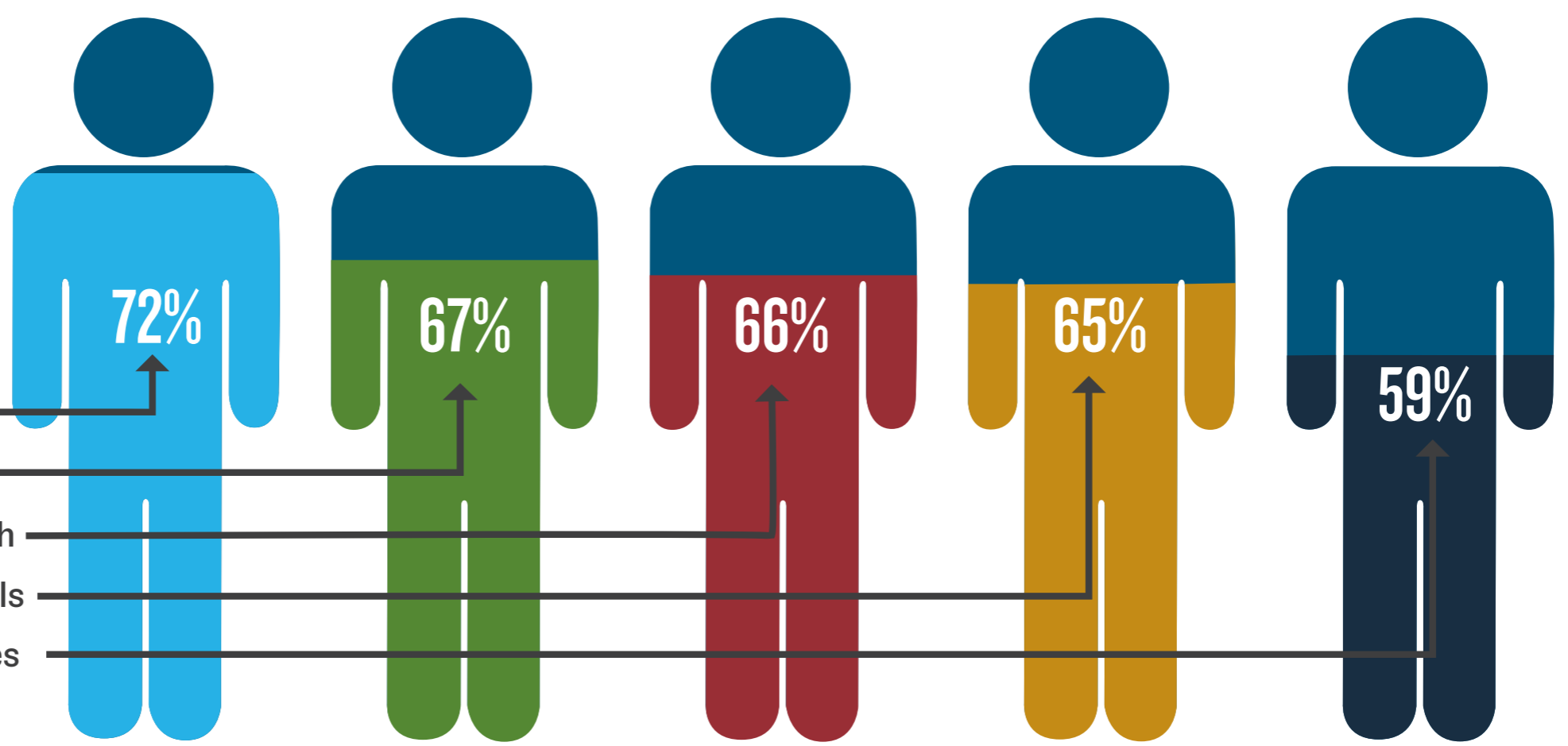
are considering specialized master's degrees in business*

WHY

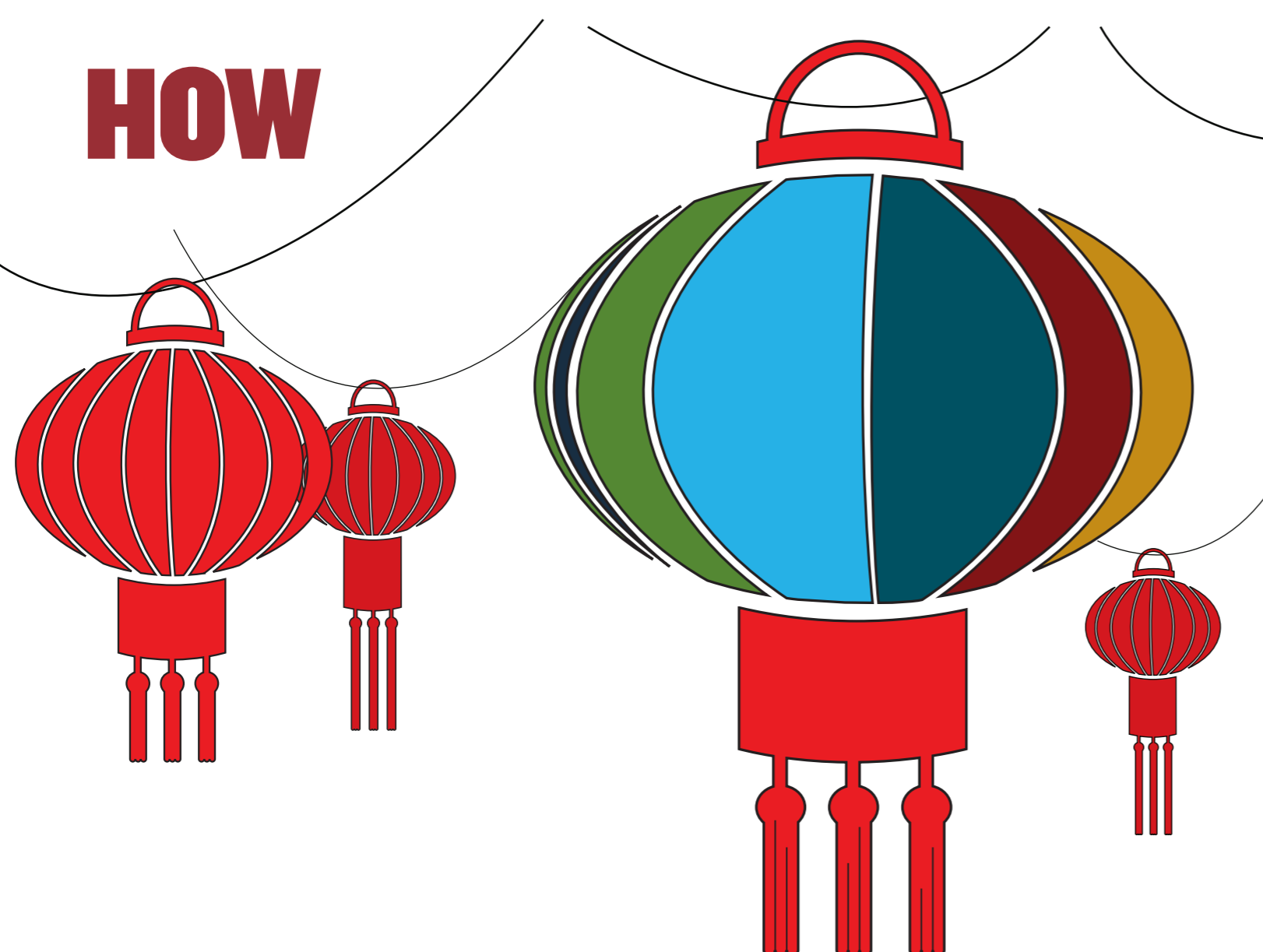
Top 5

Reasons why San Francisco metro residents are considering business school*

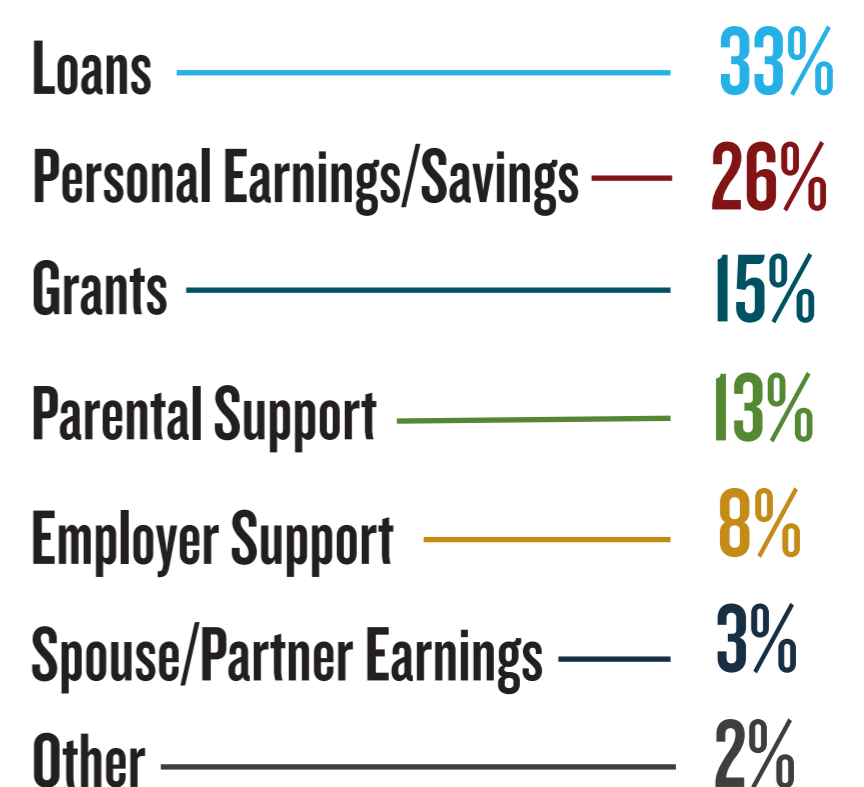
1. Job Opportunities
2. Accelerate Career Path
3. Increase Salary
4. Develop Business Skills
5. Greater Career Choices



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 360 candidates living in the San Francisco-Oakland-Fremont, CA area considering graduate business school in 2012-2013. For more, see mba.com or gmac.com

