



WHO IN THE US IS HEADING TO BUSINESS SCHOOL?

WHO

258,084 US residents took the GMAT exam

US residents took the GMAT exam

59%

Male

41%

Female

42%

Under 25

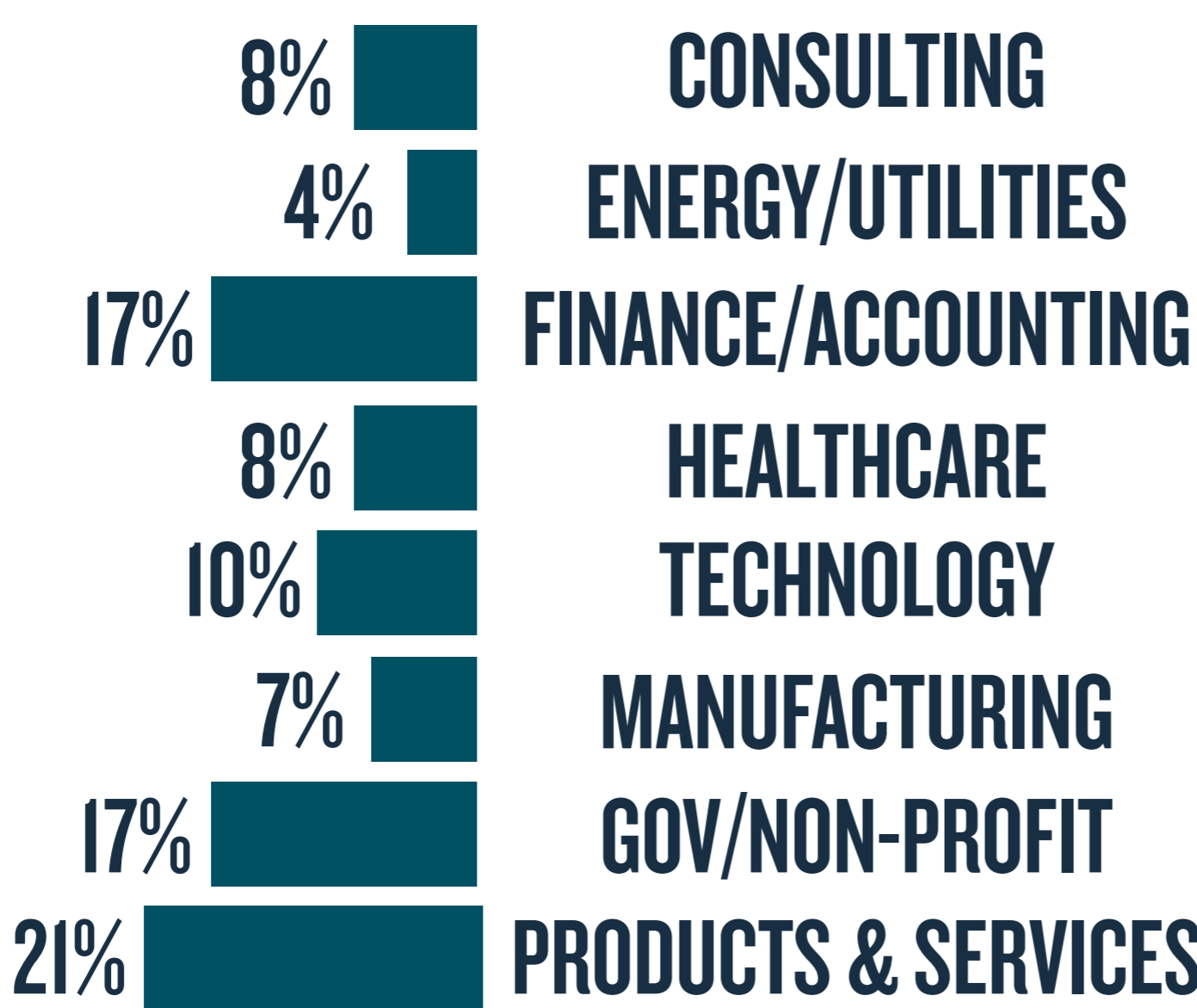
40%

Between 25 & 30

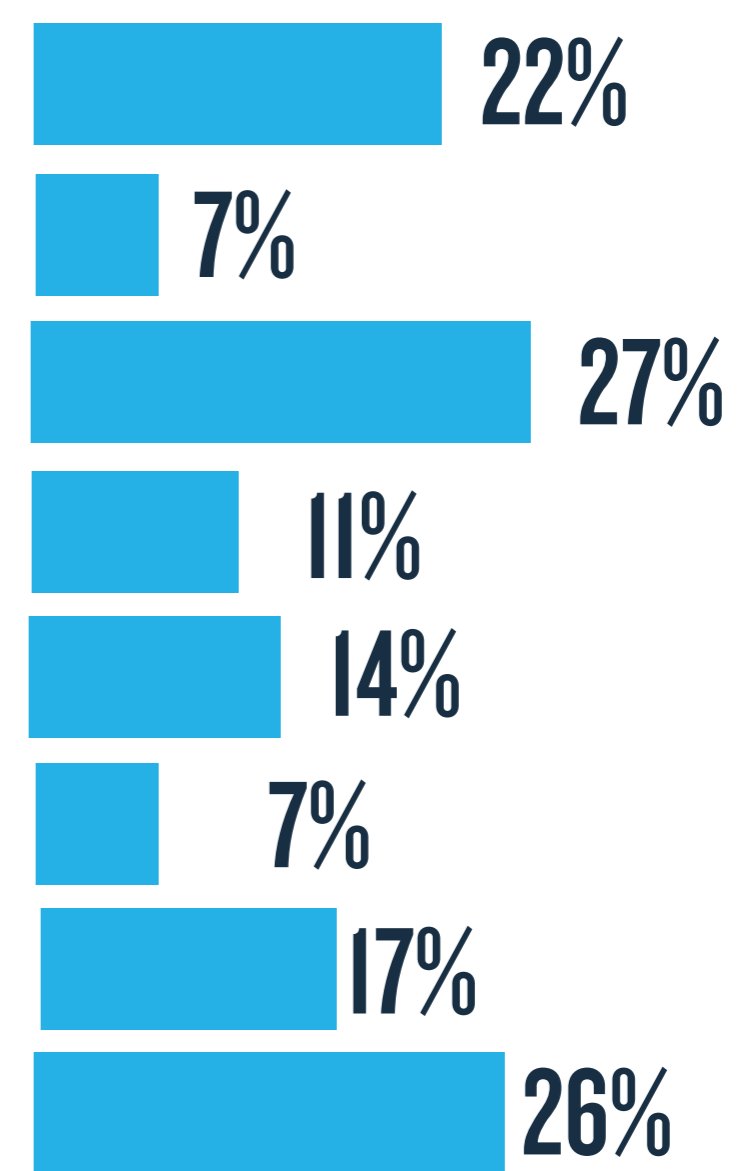
18%

31 & Older

Current Industry



Intended Industry*



91% of US residents considering business school are also US citizens, and just 4% of them would prefer to study outside the US. Some 8% of non-US citizens living in the US would like to study outside the US.

WHAT

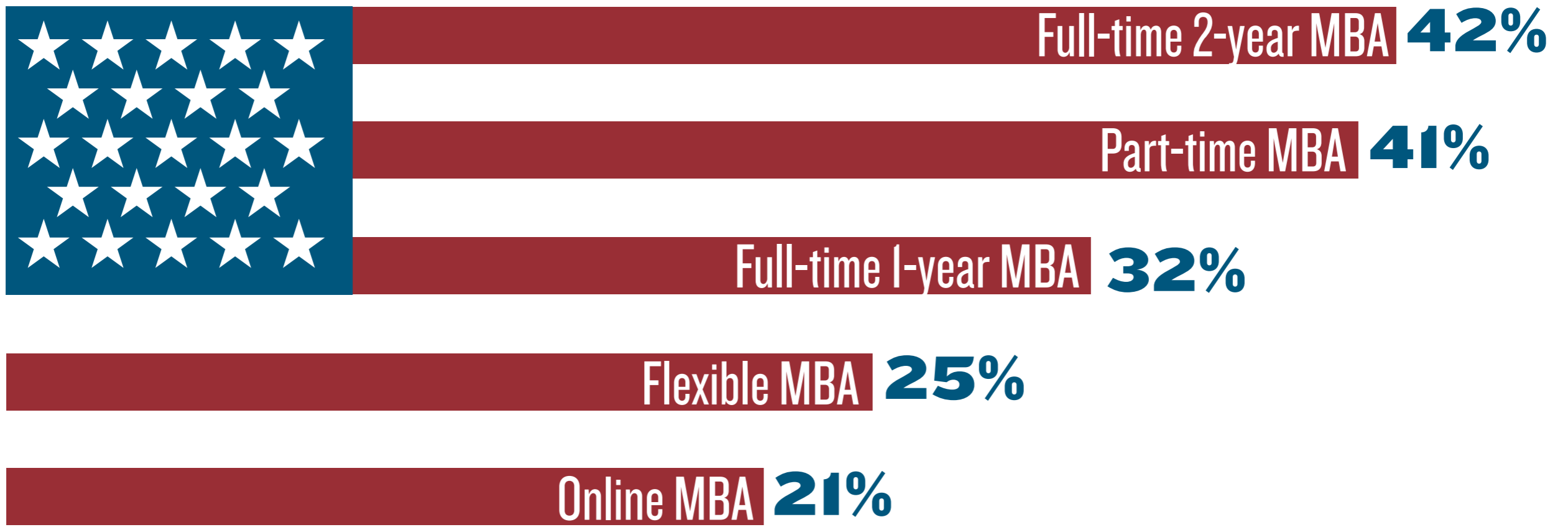
84%

of prospective business school students are considering MBA programs

38%

are considering specialized master's degrees in business*

Top Specific Programs Considered*

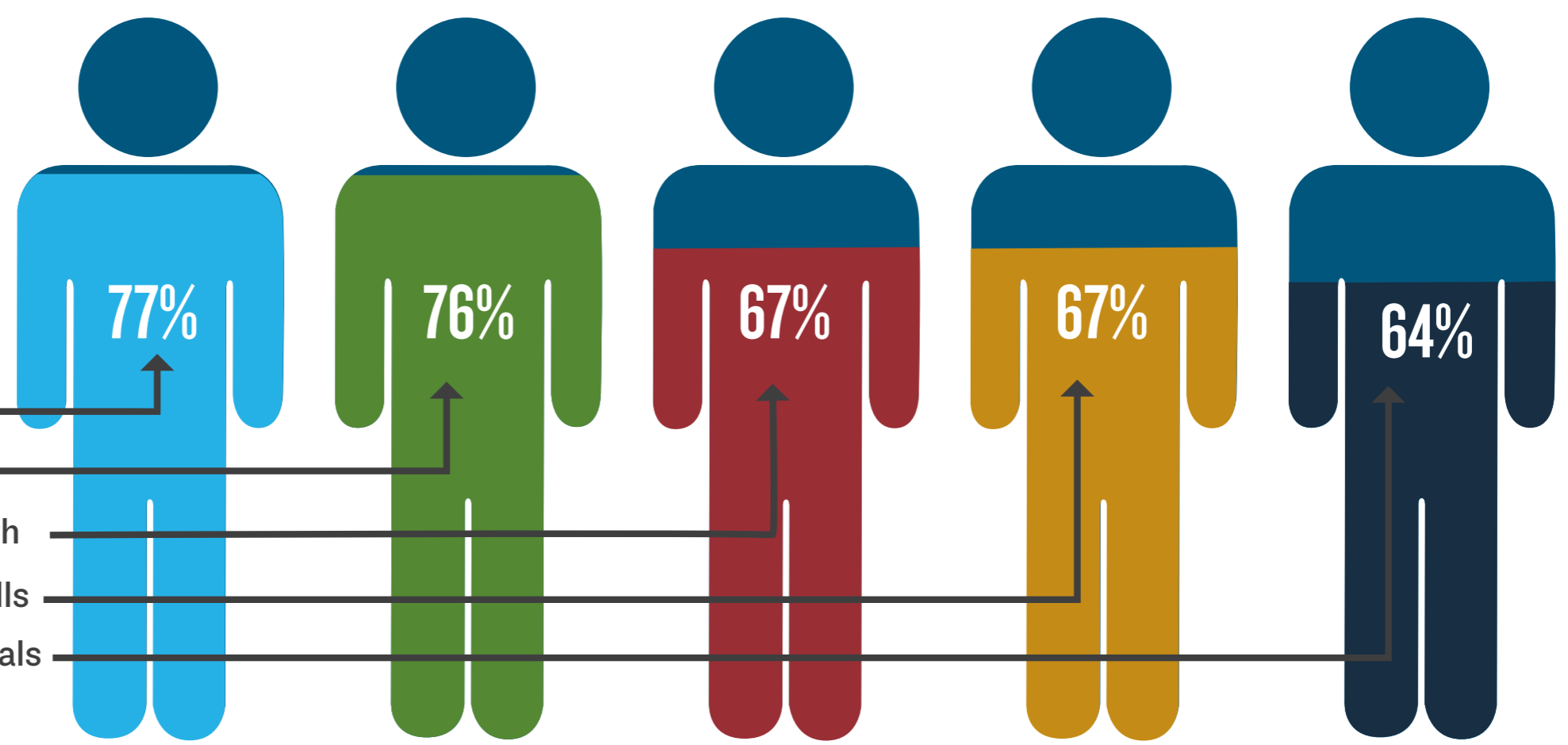


WHY

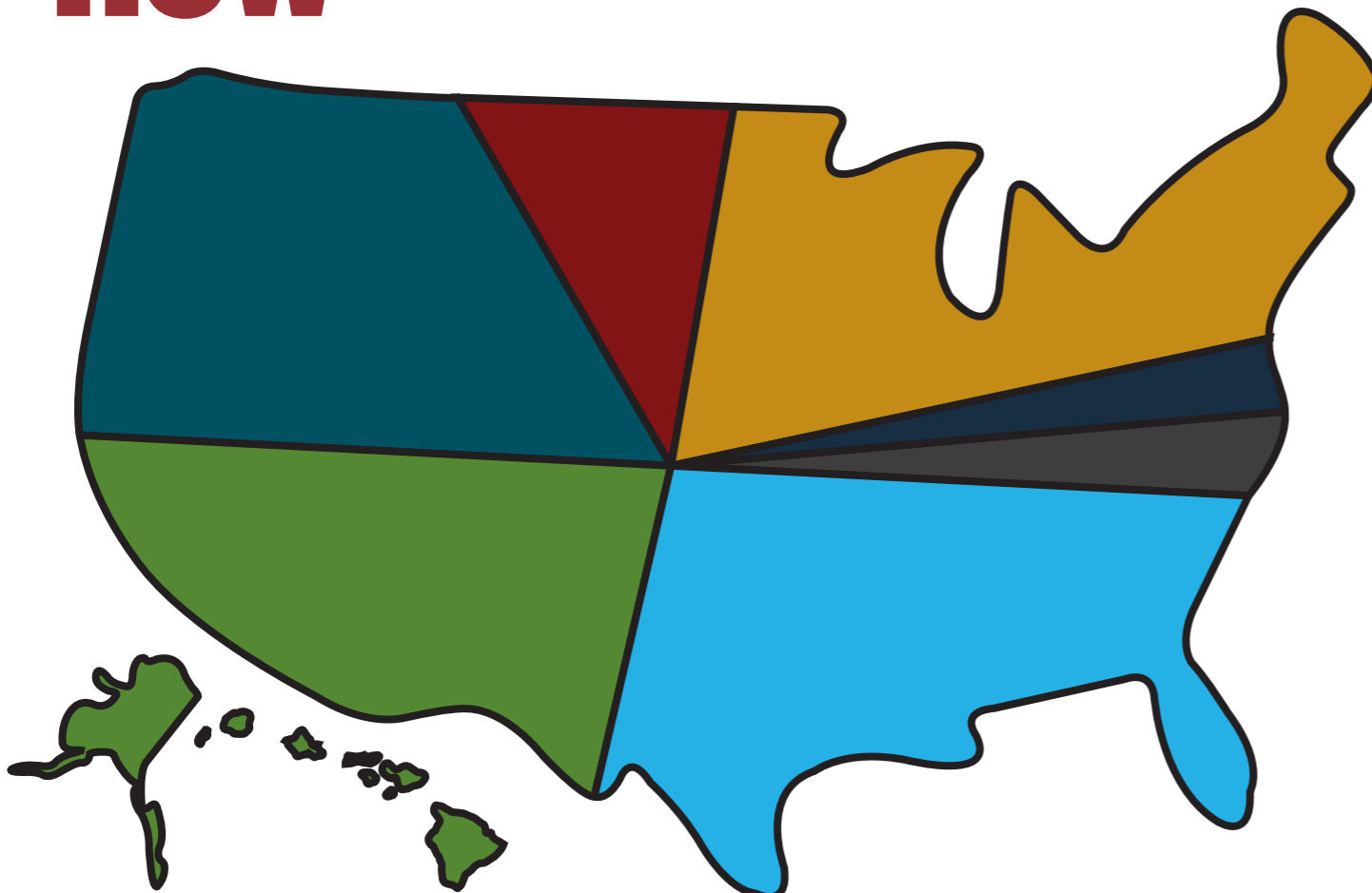
Top 5

Reasons why US residents are considering business school*

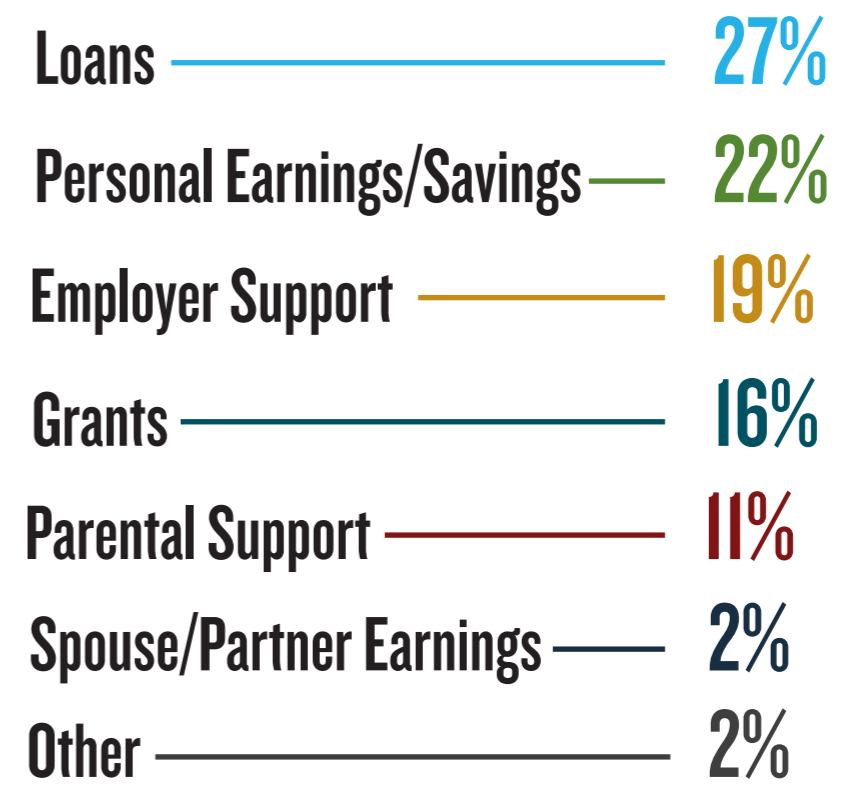
1. Job Opportunities
2. Increase Salary
3. Accelerate Career Path
4. Develop Business Skills
5. Professional Credentials



HOW



Expected Financing Mix to cover 100% of educational costs



*Respondents could choose more than one answer