



WHO IN L.A.

IS HEADING TO BUSINESS SCHOOL?

WHO

12,239

Los Angeles metro area residents took the GMAT exam

58%

Male

42%

Female

33%

Under 25

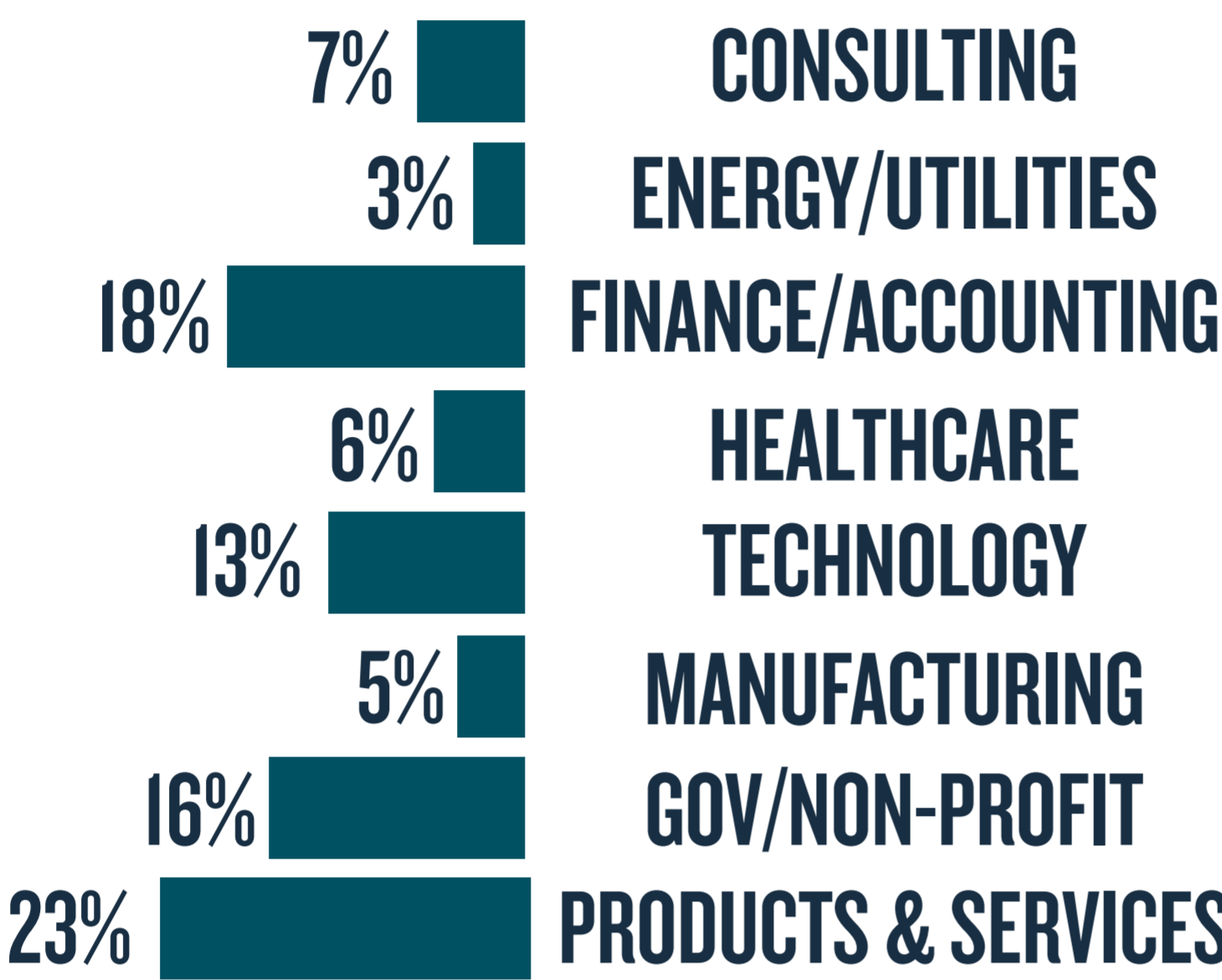
48%

Between 25 & 30

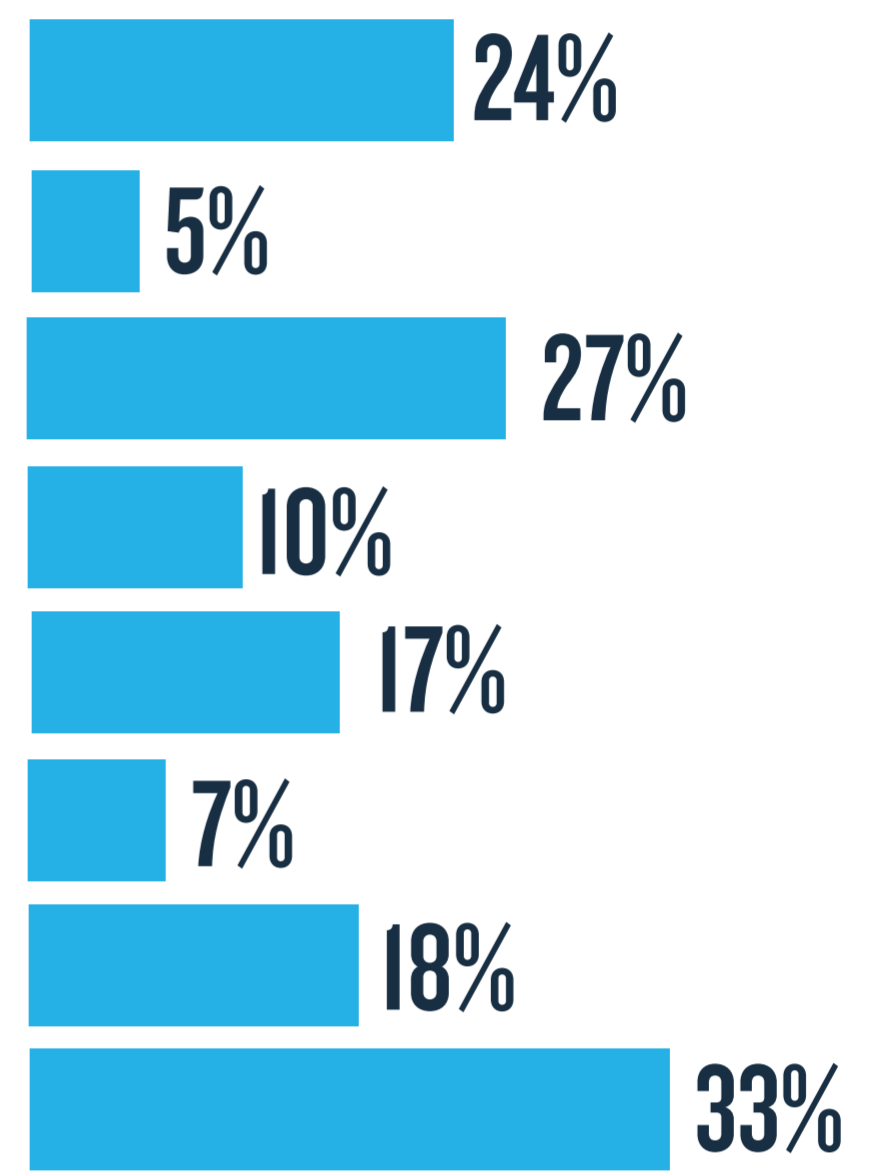
19%

31 & Older

Current Industry



Intended Industry*



Out of 23 US metro areas studied, Los Angeles has high percentages of prospective students working in and considering the products and services sector.

WHAT

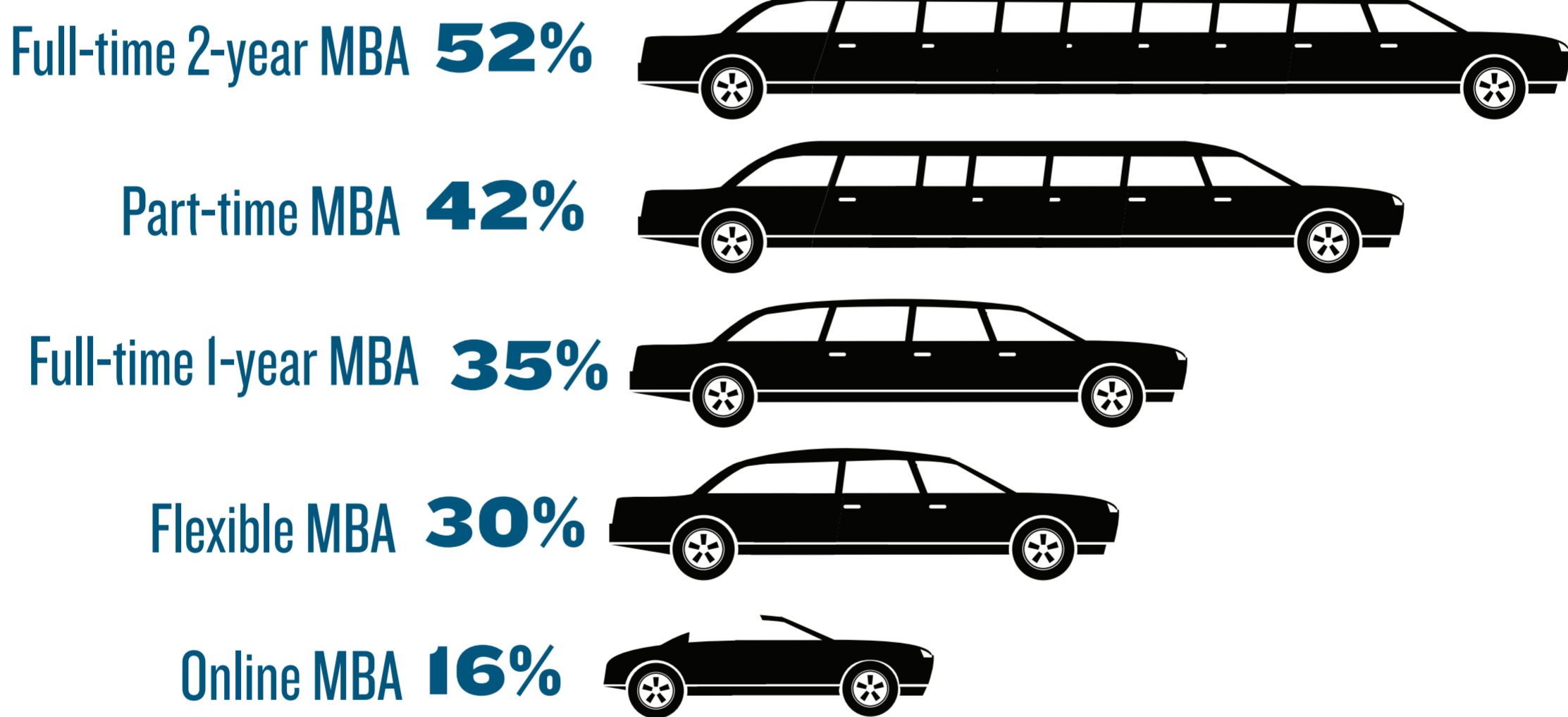
87%

of prospective business school students are considering MBA programs

30%

are considering specialized master's degrees in business*

Top Specific Programs Considered*

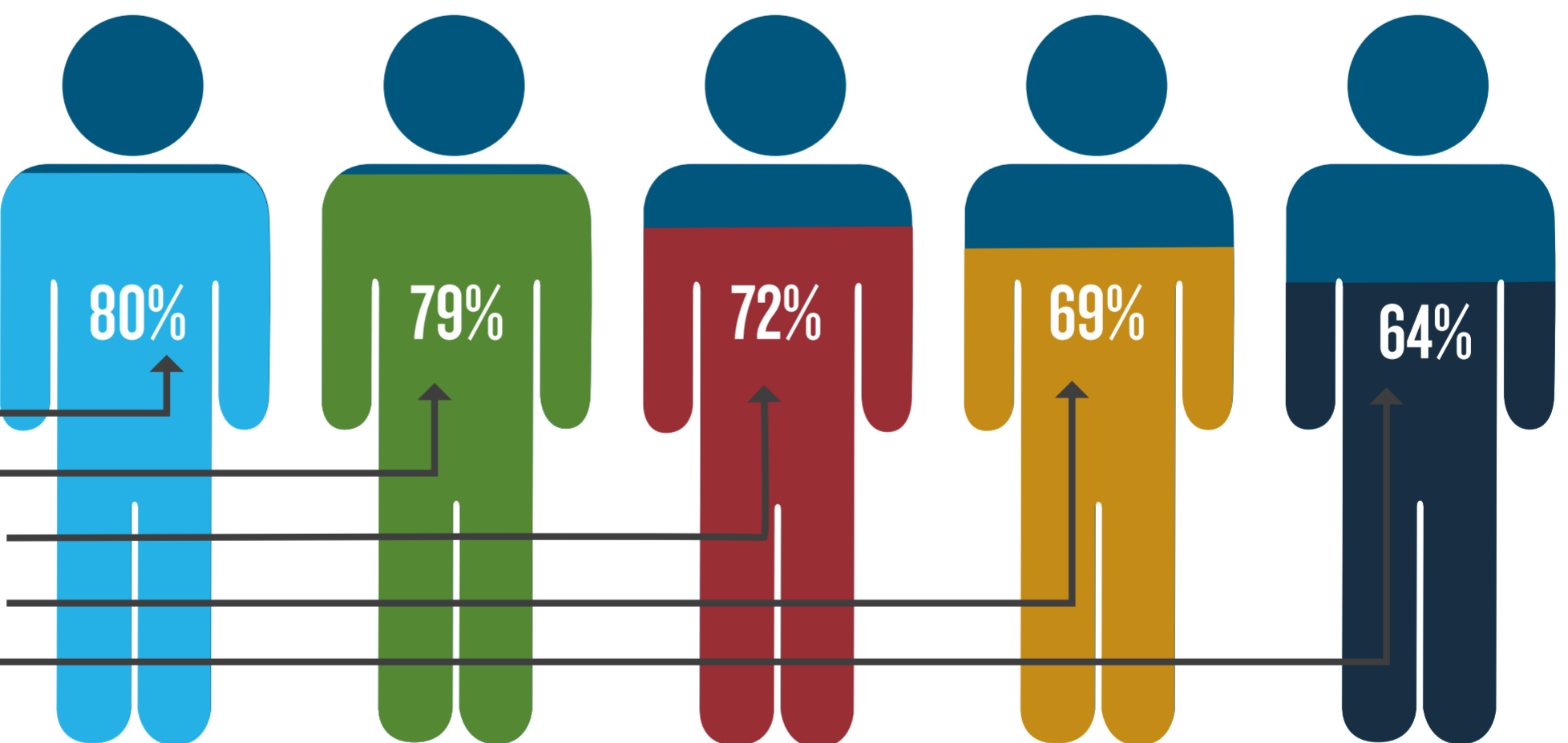


WHY

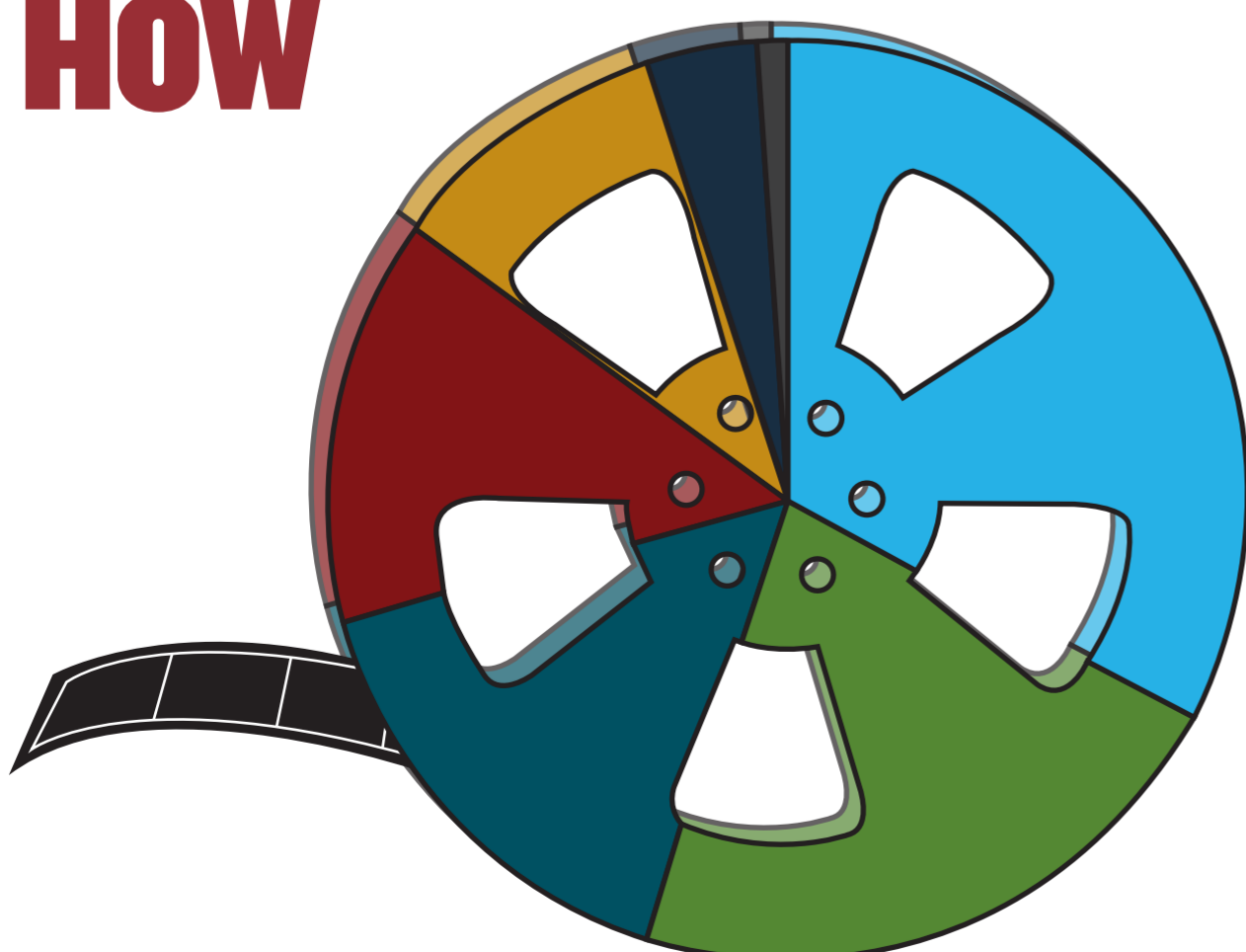
Top 5

Reasons why L.A. Metro residents are considering business school*

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

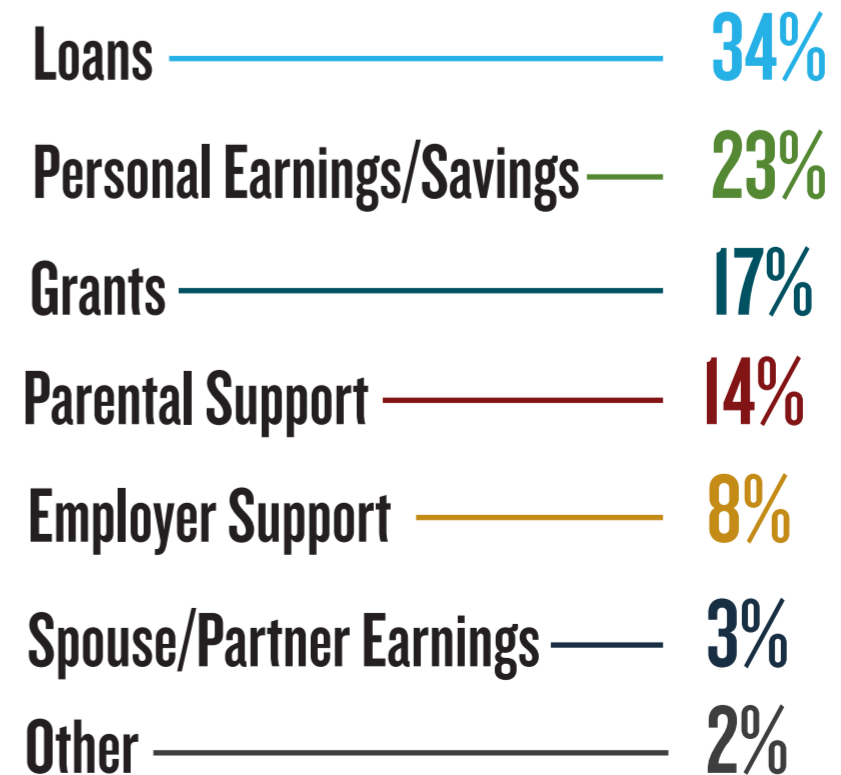


HOW



Expected Financing Mix

to cover 100% of educational costs



*Respondents could choose more than one answer