

WHO IN MIAMI IS HEADING TO BUSINESS SCHOOL?

WHO

4,005 Miami metro area residents took the GMAT exam

60%

Male

41%

Female

54%

Under 25

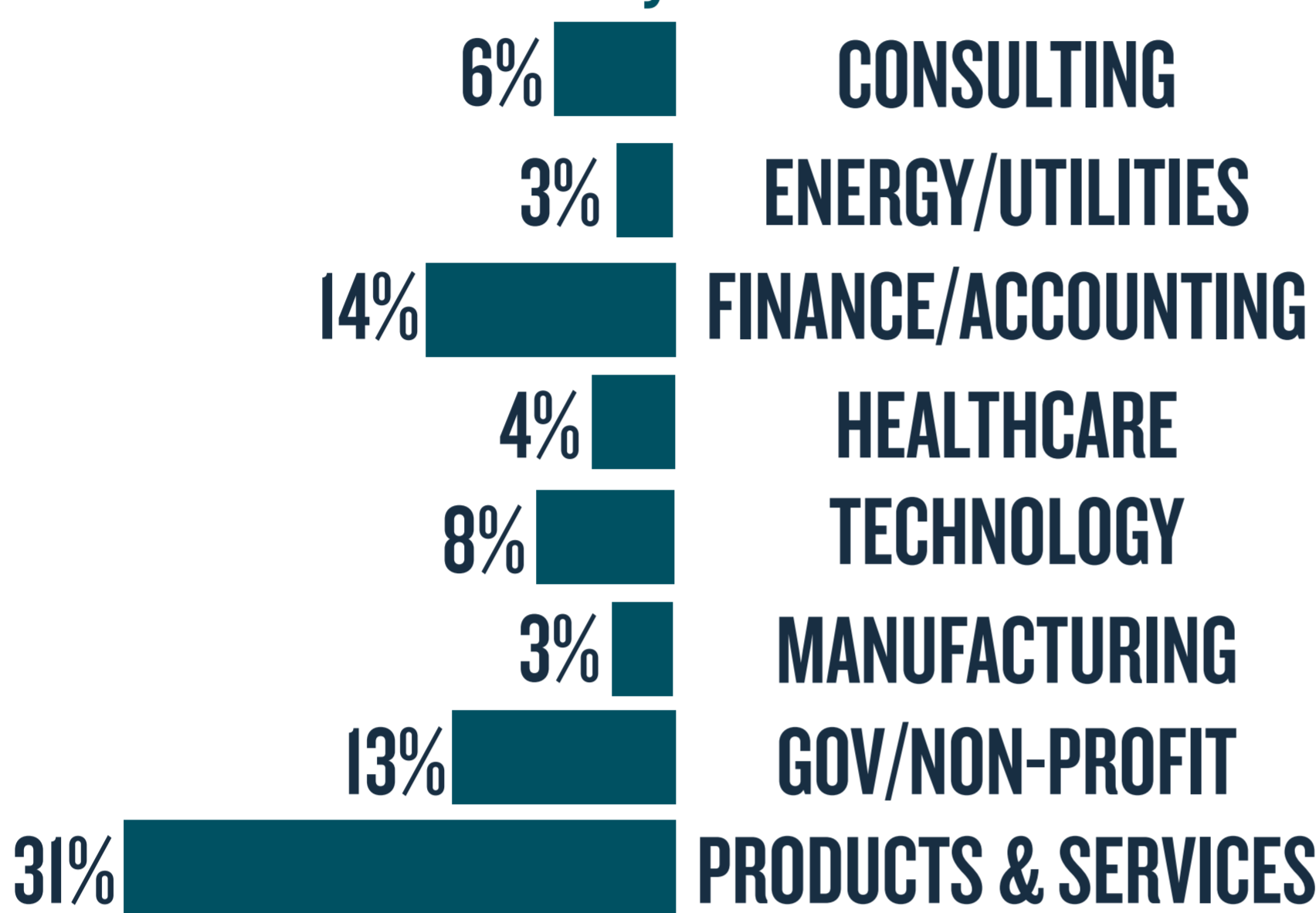
32%

Between 25 & 30

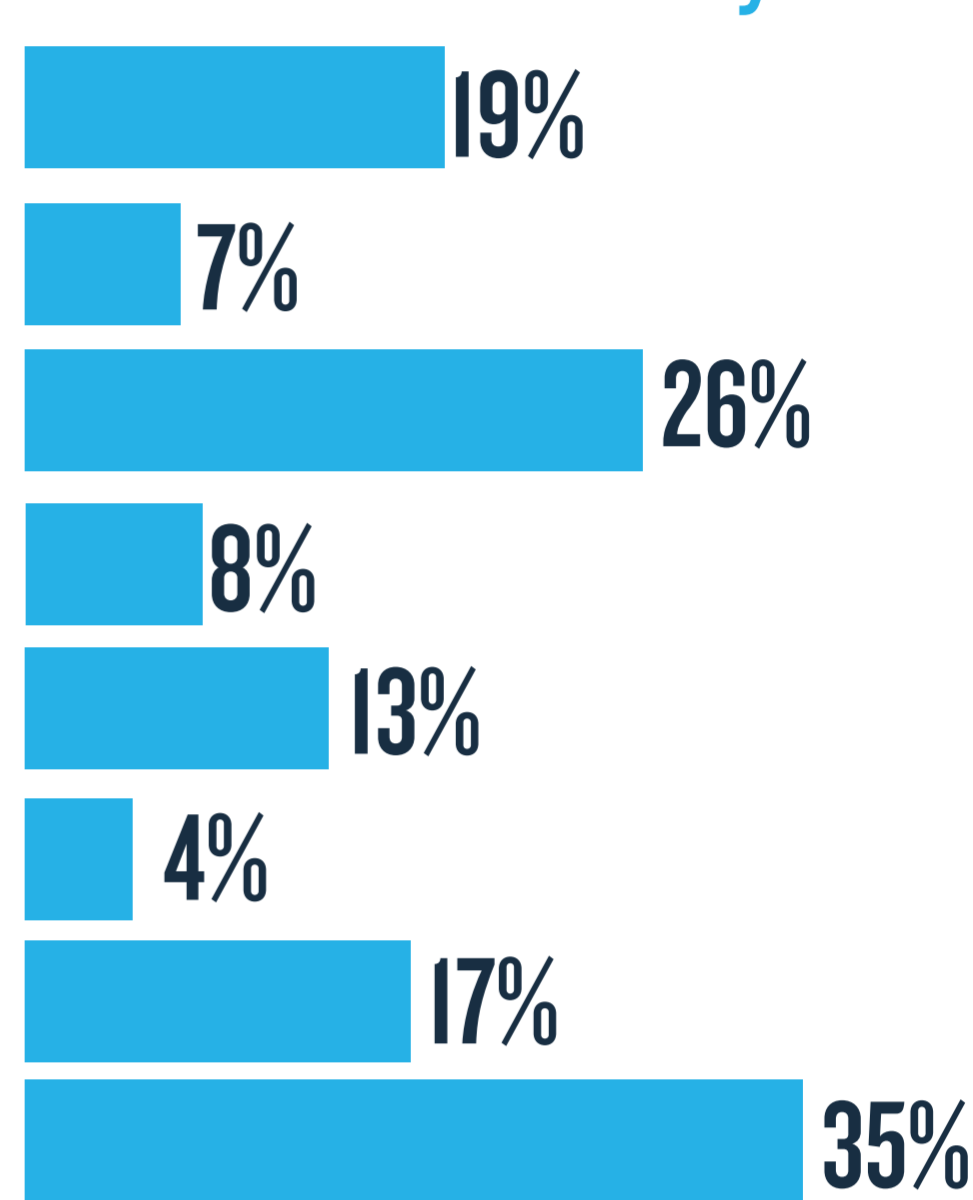
15%

31 & Older

Current Industry



Intended Industry*



Out of 23 US metro areas studied, Miami has the highest percentage of prospective students both working in and considering the products and services sector and of a high percentage considering full-time one-year MBA programs

WHAT

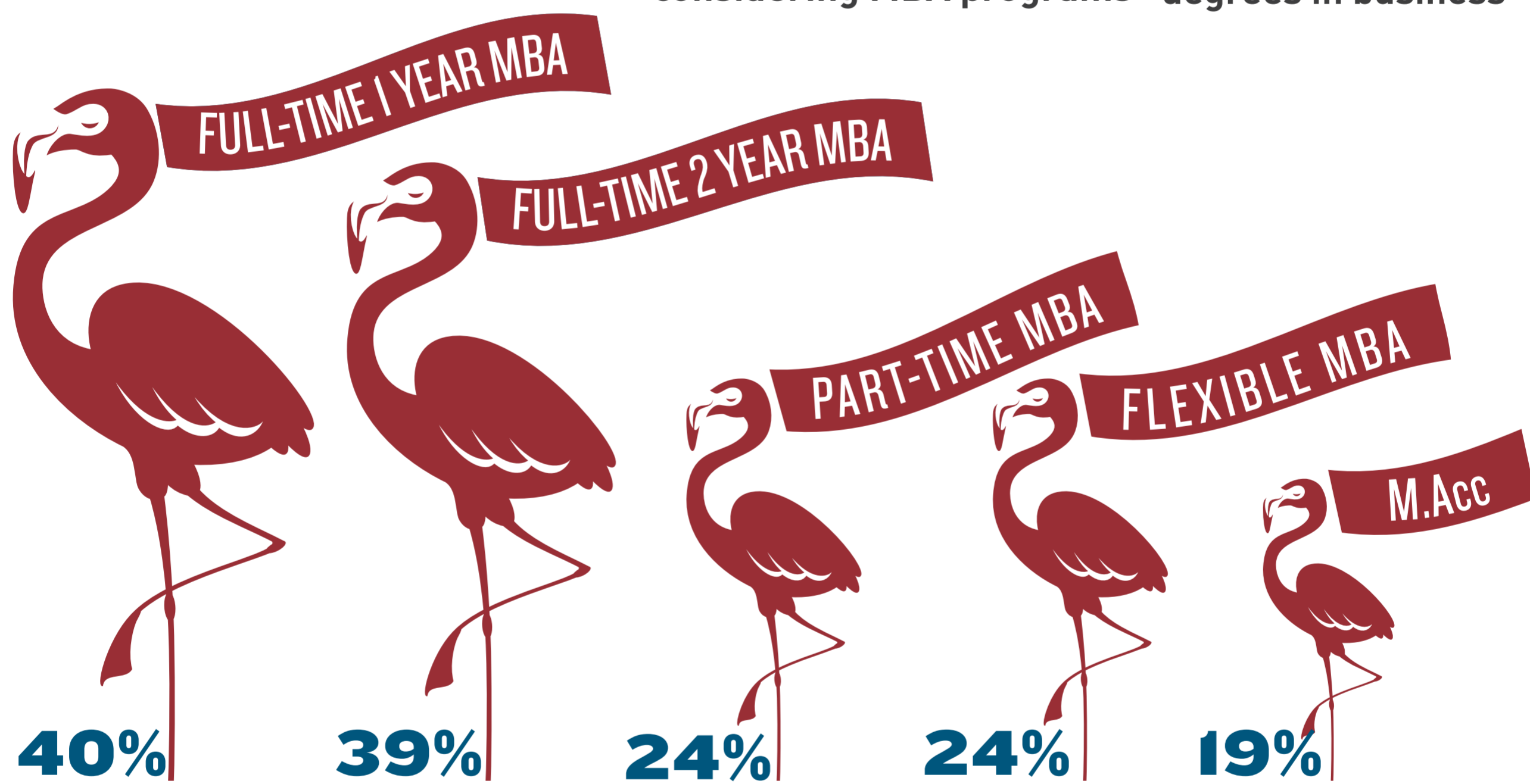
Top Programs Considered*

79%

of prospective business school students are considering MBA programs

41%

are considering specialized master's degrees in business*

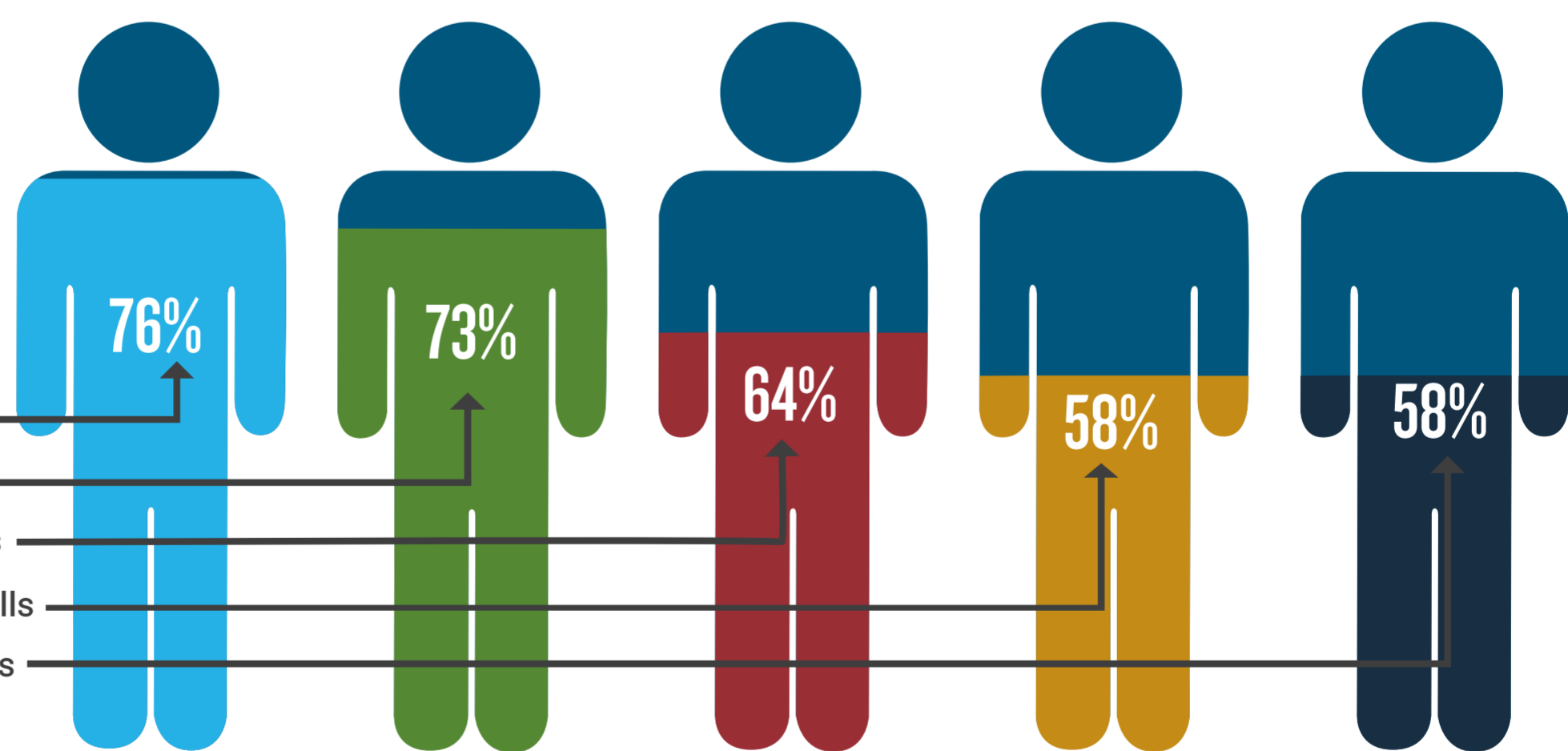


WHY

Top 5

Reasons why Miami metro residents are considering business school*

1. Job Opportunities
2. Increase Salary
3. Develop Business Skills
4. Develop Leadership Skills
5. Professional Credentials

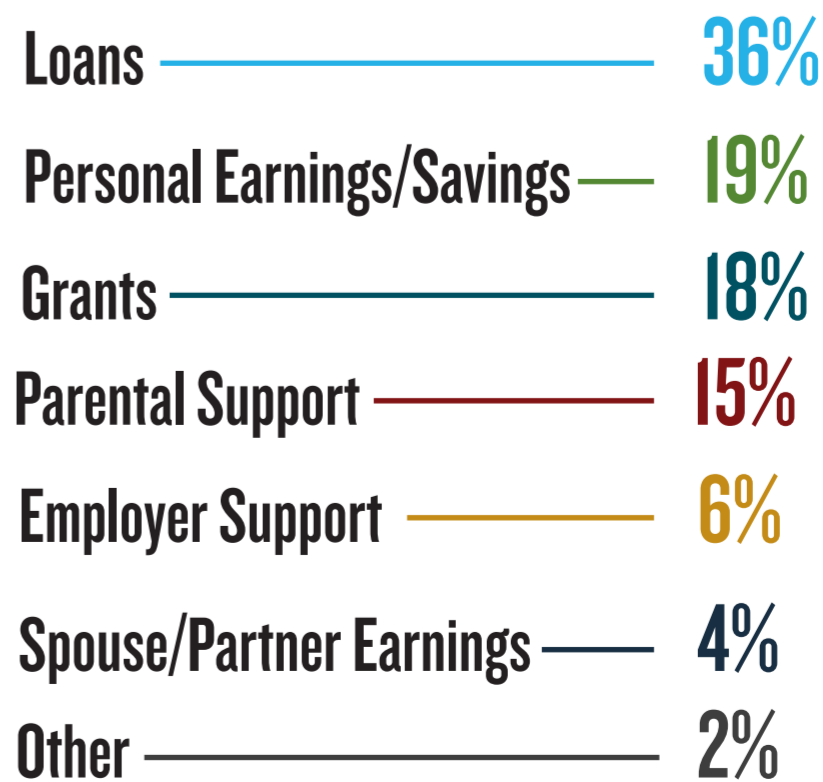


HOW



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 116 candidates in the Miami-Fort Lauderdale-Pompano Beach, FL area considering graduate business school in 2012-2013. For more, see mba.com or gmac.com.