

Graduate Management Admission Council®

mba.com Prospective Students Survey 2017 Report

Introduction to the 2017 GMAC mba.com Prospective Students Survey Research Tool

The interactive report presents detailed results of the ongoing monthly survey series of individuals who register on mba.com (the "mba.com" website) for prospective graduate business students. The survey offers an in-depth view into the motivation, preparation, program choices, faculty, and opinions of individuals who are contemplating taking the GMAT exam or preparing for application to a graduate business school program.

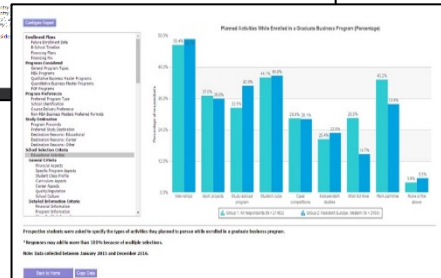
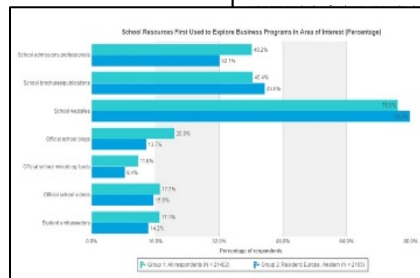
The report contains data collected worldwide from 6,687 mba.com registrants in 2016 and 2017. mba.com registrants in 2016 are referred to as "Group 1: All registrants (N=2,942)" and mba.com registrants in 2017 are referred to as "Group 2: Prospective Graduate Registrants (N=3,745)".

GMAT scores and information with business schools to take these relevant questions with us:

- Which school the program select?
- What information do you use to make a school select?
- What information do they use that might impact their choice?
- What is important to you about the school?
- What is your opinion on the GMAT exam?
- How do they plan to finance their graduate management education?

Graduate business school professionals can use the survey results to understand their target audience, build messages and brands, identify resources, and develop recruitment strategies.

REGISTRATION INFORMATION: The 2017 Prospective Students Survey interactive report is only accessible to individuals who have registered on mba.com and are currently active. Also, data on the Data Project Series can be downloaded from the report only to registered mba.com users who have opted in to the Data Project Series. See the Data Project Series in the report for more information.



The Graduate Management Admission Council offers this Interactive Data Research Tool as a companion to the **2017 mba.com Prospective Students Survey Report**.

Click on the link below, or paste into your browser, to access a tool that lets you explore the survey question-by-question and filter survey data by a variety of geographic, demographic, and psychographic characteristics of prospective business school students.

<https://research.gmac.com/utile/mbareg2017/index.aspx?DR=4xTR75pl0g>

Exclusive Access

This link is made accessible to you as a professional at a GMAT accepting institution. Please do not distribute this link, as your access via gmac.com is exclusively for professionals who work at graduate business schools that accept the GMAT exam as part of your admissions process.

Contact Information

For questions or comments regarding the study findings, methodology, or data, please contact the Research Department at GMAC at research@gmac.com.

About This Study

The mba.com Prospective Students Survey shines a spotlight on the next generation of graduate students—their behaviors, program choices, preferred study destinations, career goals, intended career outcomes, and financing considerations. Findings in the 2017 report are based on analysis of data provided by more than 11,000 individuals who registered on mba.com between February and December 2016. More information can be found at www.gmac.com/prospectivestudents.

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