

2018 mba.com Prospective Students Survey: Interactive Data Research Tool

March 2018

The largest data resource of its kind available to the graduate management education community, the mba.com Prospective Students Survey provides business schools around the world with reliable survey data to inform their understanding of candidate demand.

Use the link below to access the 2018 mba.com Prospective Students Survey interactive data research tool, which enables you to explore the survey question-by-question and filter the data by a variety of geographic, demographic, and psychographic characteristics of prospective business school students.

<https://research.gmac.com/utile/mbareg2018/index.aspx?DR=h6j8uYTh12>

About This Study

The mba.com Prospective Students Survey—an ongoing monthly online survey of individuals who register on mba.com—provides an inside look into the motivations, preferences, program choices, needs, and opinions of thousands of individuals who are contemplating taking the GMAT exam in preparation for applying to a graduate business school program.

This interactive data research tool presents the combined results of the monthly online surveys completed between February and December 2017. The survey responses of 9,471 unique individuals are reflected in the tool.

Visit the mba.com Prospective Students Survey homepage at gmac.com/prospectivestudents to find more information and view past mba.com Prospective Students Survey summary reports.

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 GMAC Research at research@gmac.com.