

Baby Boomers	Generation X	Millennials	Generation Z
Nonprofit/government (30%)	Consulting (25%)	Consulting (33%)	Finance (49%)
Consulting (29%)	Finance (22%)	Finance (32%)	Consulting (44%)
Finance (14%)	Products/services (21%)	Products/services (25%)	Products/services (24%)
Technology (12%)	Nonprofit/government (19%)	Technology (16%)	Technology (21%)
Products/services (11%)	Technology (16%)	Nonprofit/government (11%)	Nonprofit/government (11%)
Manufacturing (10%)	Energy/utilities (11%)	Energy/utilities (9%)	Manufacturing (9%)
Energy/utilities (7%)	Health care (9%)	Manufacturing (7%)	Health care (8%)
Health care (6%)	Manufacturing (8%)	Health care (6%)	Energy/utilities (7%)

By generation, respondents identify their top industries for postgraduate employment  
(Percentages in each column do not sum to 100 due to multiple selections)

Source: GMAC (2016) mba.com Prospective Students Survey. Data collected January to December 2015.