

GMAC Prospective Students Survey 2023

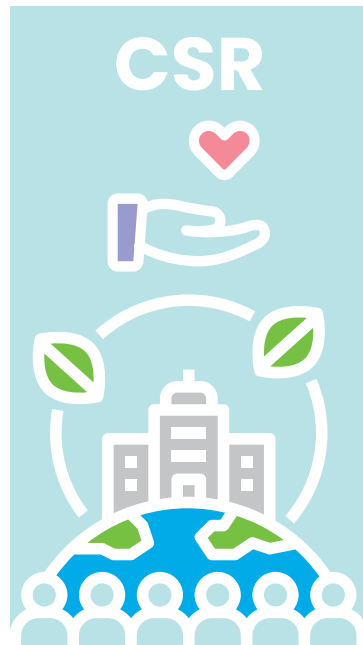
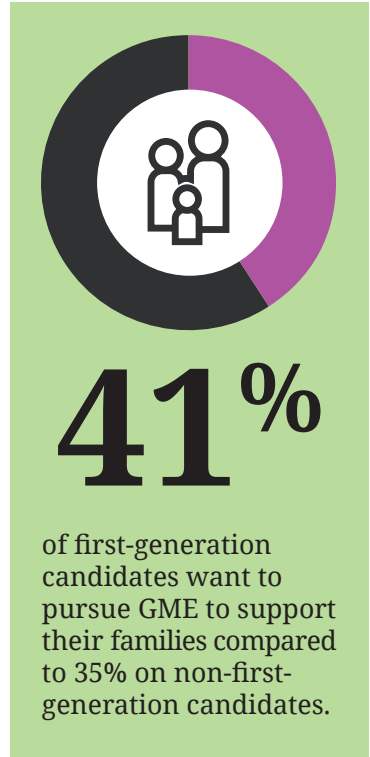
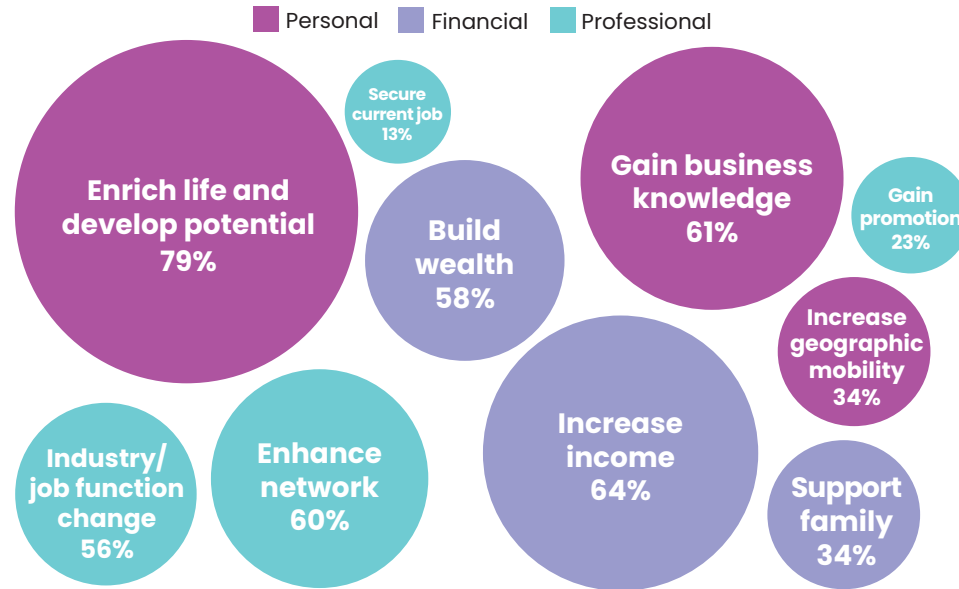
Access the summary report at gmac.com/prospectivestudents

What's new in 2023?

In this year's survey, GMAC added new questions to give graduate business schools more insights into the motivations and social conscience of prospective students globally. And for the first time, GMAC's Prospective Students Survey reports findings that explore the experiences and preferences of first-generation candidates.

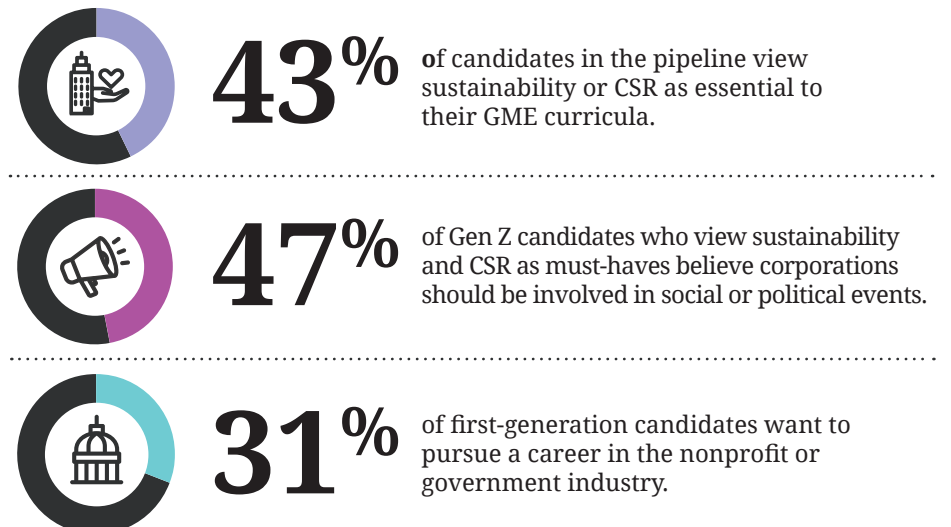
Candidates are most motivated to pursue GME to enrich their lives.

Enriching life and developing potential was the top motivator across gender, generation, and region.



Candidate interest extends to their outer world, too.

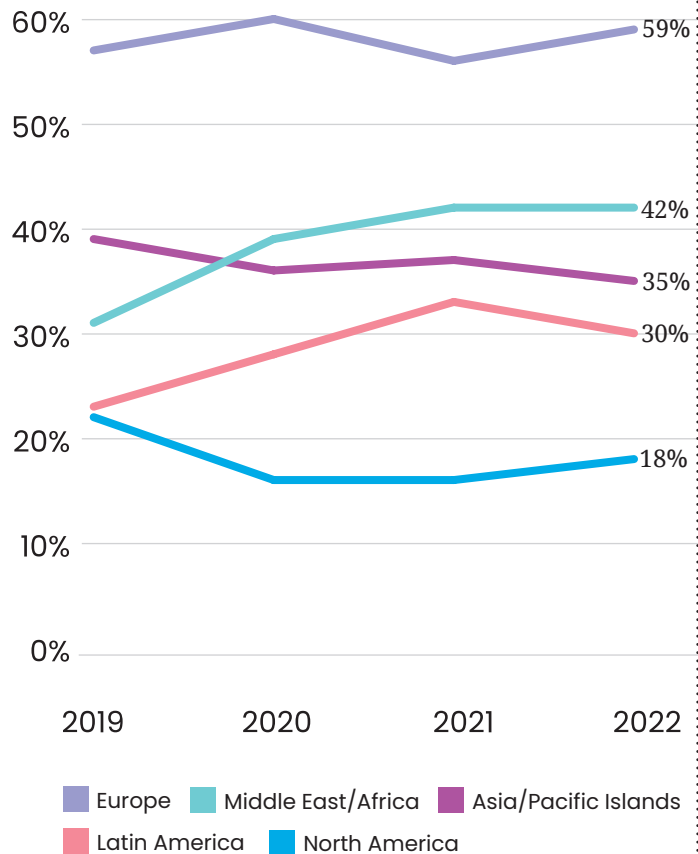
About half of candidates view sustainability or corporate social responsibility (CSR) as essential to their GME curricula.



What's Trending?

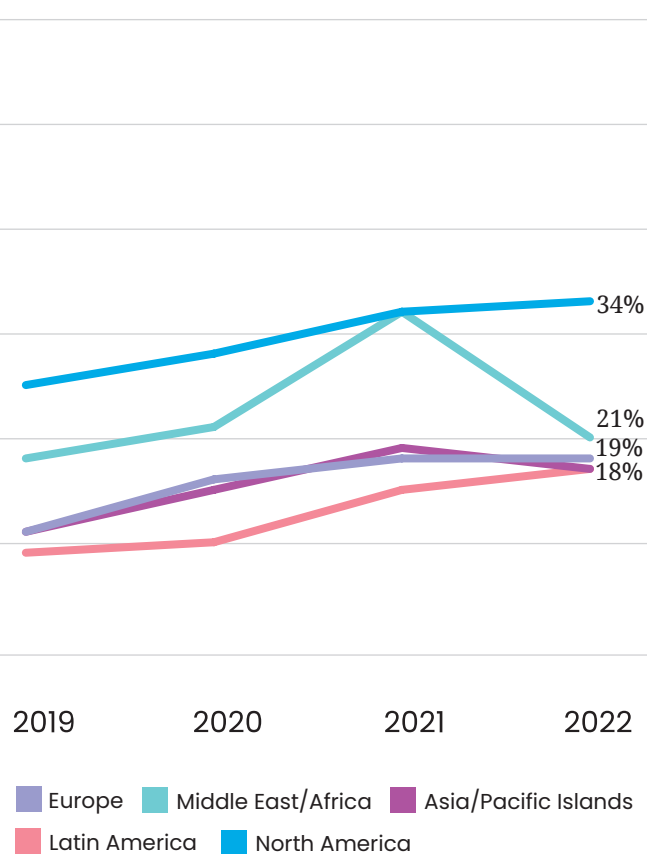
In addition to new questions, GMAC's Prospective Students Survey continues to report on trends in graduate management education candidates' program considerations, delivery preferences and career goals.

Program Highlight: Preference for Business Master's Degrees



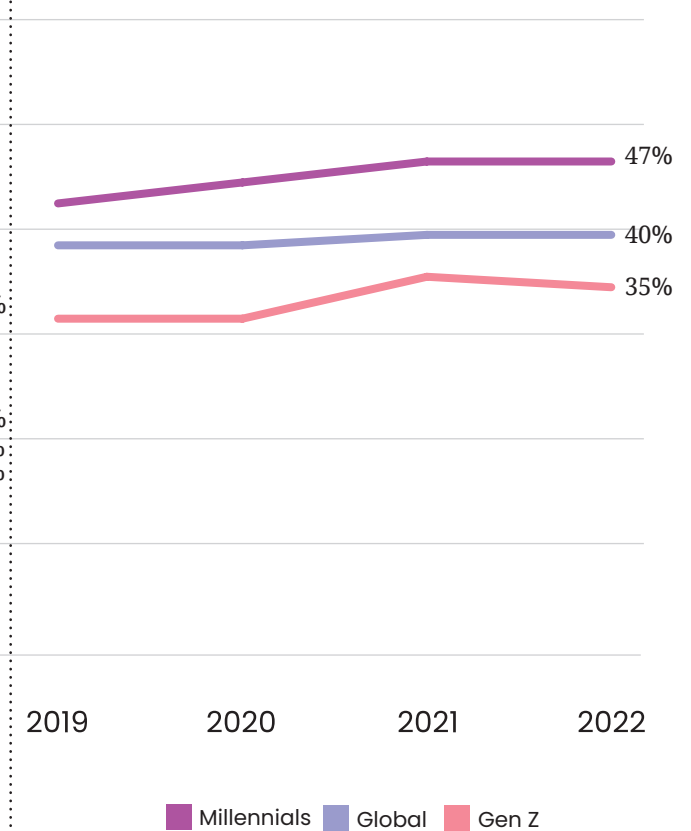
Most European candidates continue to prefer business master's degrees, and interest is growing in the Middle East and Africa.

Program Delivery Highlight: Online and Hybrid Trends



Interest in online and hybrid programs remains above pre-pandemic levels, with the largest market in North America.

Career Highlight: Interest in the Tech Sector



Gen Z candidates' interest in the tech sector is below the global average and their millennial counterparts.