

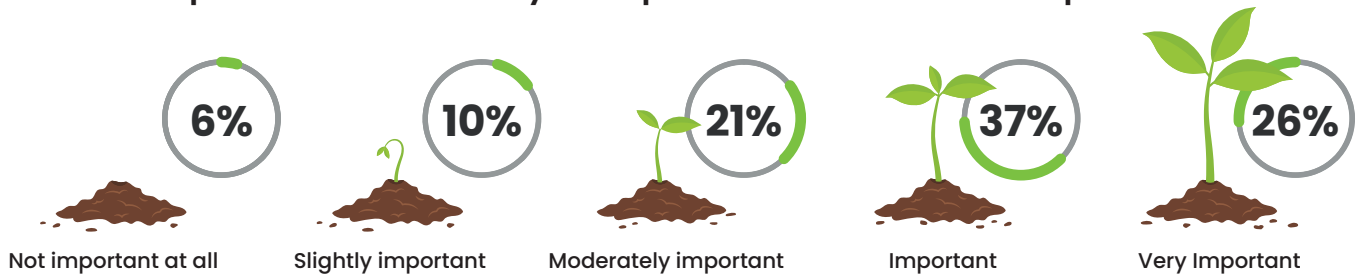
Prospective Business Students and Sustainability

In celebration of Earth Day, learn how concern for the environment factors into candidates' decision-making about business school and employment opportunities.

Learn more at gmac.com/prospectivestudents

Nearly all candidates say sustainability has at least some importance to their academic experience.

Importance of Sustainability in Prospective Students' Academic Experience



We asked prospective students who said sustainability is important to their business school experience if they would rule out applying to a school that does not prioritize the topic – and many said yes.

34%

of sustainability-concerned candidates would **rule out applying to a school that does not prioritize the topic**

67%

Of **women** say sustainability is important or very important to their academic experience
Compared to 59% of men

Yet

38%

Of **sustainability-concerned men** would rule out a school that does not prioritize sustainability
Compared to 30% of sustainability-concerned women

Most candidates also say an employer's sustainable and ethical practices would impact their decision to accept a job.

Agreement with the statement: "Potential employers' commitment to ethical and sustainable practices significantly influences their decision to accept a job offer."

