

Men and Women: What Drives Them?

While men and women share many preferences across their GME considerations, women tend to be more cautious in their goals while more likely to leverage flexibility in program formats. Gendered differences in industry and job functions are persistent across curricular and job preferences.

Motivations

Women were more likely than men to seek out GME to defend their current position—including bolstering their income.

Women		Men
84%	Top motivator: Enrich life and develop potential	82%
73%	Increase their income	67%
18%	Secure their current job	15%

Curricular Preferences

Men tend to prefer programs focused on management or finance, whereas women are more likely to demonstrate interest in programs developing brands or generating social impact.

Women		Men
59%	Top preference: Strategy	60%
42%	Corporate Finance	52%
38%	Economics	48%
28%	Technology management	34%
38%	Sustainability	27%
36%	Brand/product management	28%
27%	Cultural competency/diversity, equity, inclusion	13%
23%	Social entrepreneurship/nonprofit	15%

Program Pace and Delivery

Though in-person and full-time options are the top choices among men and women, women are more likely to appreciate online and flexible options.

Women		Men
73%	Full-time	79%
11%	Flexible	7%
69%	In-person	77%
19%	Hybrid	15%
8%	Online	6%

Job Aspirations

Compared to women, men report interest in more post-GME job functions related to finance and management. When describing career goals, men are more likely to cite level or position (e.g., mid-level, executive, CEO) whereas women are more likely to cite their next step (e.g., increase in salary, get a promotion).

Women		Men
23%	Become a CEO	32%
67%	Top Job: Consulting	73%
30%	Finance/Accounting Job	40%
34%	Technology Industry	44%
31%	Government/Nonprofit Industry	26%

Data from GMAC's 2024 Prospective Students Survey Report.
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