Graduate Management Admission Council™

Market Intelligence

Demand for MBA and Business Master's Programs: Insights on Candidate Decision Making

Supplemental Report

mba.com Prospective Students Survey 2020

May 2020

Demand for MBA and Business Master's Programs: Insights on Candidate Decision Making Supplemental Report, mba.com Prospective Students Survey 2020 is a product of the Graduate Management Admission Council (GMAC), a global, mission-driven association of 228 leading graduate business schools. Founded in 1953, we are actively committed to advancing the art and science of admissions by convening and representing the industry and offering best-in-class products and services for schools and students. GMAC owns and administers the Graduate Management Admission Test™ (GMAT™) exam, used by more than 7,000 graduate programs worldwide. Other GMAC assessments include the NMAT by GMAC™ exam, for entrance into graduate management programs in India, South Africa, and the Philippines, and the Executive Assessment, specifically designed for Executive MBA programs around the world. The Council is based in the United States with offices in the United Kingdom, India, and China.

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Graduate Management Admission Council™

Nearly 10,000 mba.com registrants worldwide responded to the mba.com Prospective Students Survey in 2019

Each month, the Graduate Management Admission Council (GMAC) surveys a random sample of individuals who three months prior registered on mba.com—the GMAC™ website for prospective graduate business students. Their survey responses provide an inside look into the decision-making process of people currently considering applying to a graduate business school program. The findings detailed in this supplemental report are based on responses from a total of 9,840 individuals surveyed between January and December 2019.

Survey respondents represent demand for various MBA and business master's *program categories*, including full-time MBA, professional MBA, executive MBA, and business master's programs. Each program category contains specific *program types*. For example, full-time MBA programs include full-time one-year and full-time two-year MBA programs. Professional MBA programs include part-time, flexible, and online MBA programs. Business master's programs include Master in Management, Master of Finance, Master of Data Analytics, and Master of Accounting, among others.

This report provides detailed breakdowns of 2019 candidate survey responses by several variables of interest to school professionals, including by program type, candidate country of citizenship and residence, and candidate preferred study destination.

About the Data

The results of this survey do not necessarily reflect a statistically representative sample of the global prospective student population. Rather, the results reflect responses from prospective students who register on mba.com. Because of this limitation, the results of this research study should not be used to generalize about the global prospective student population, but rather the mba.com registrant population.

Explore and Filter the Data for Yourself

An Interactive Data Research Tool accompanies the mba.com Prospective Students Survey 2019. Available exclusively to school professionals at GMAT™ score-accepting institutions, the tool allows users to customize data searches by multiple survey response variables, such as candidate segment, citizenship/residence, gender, age, preferred program type, and more. Access it with your gmac.com login at:

www.gmac.com/prospectivestudents.

Business School Participation in GMAC Research

GMAC Research offers graduate business schools' opportunities to gather data and generate insights about the business school pipeline.

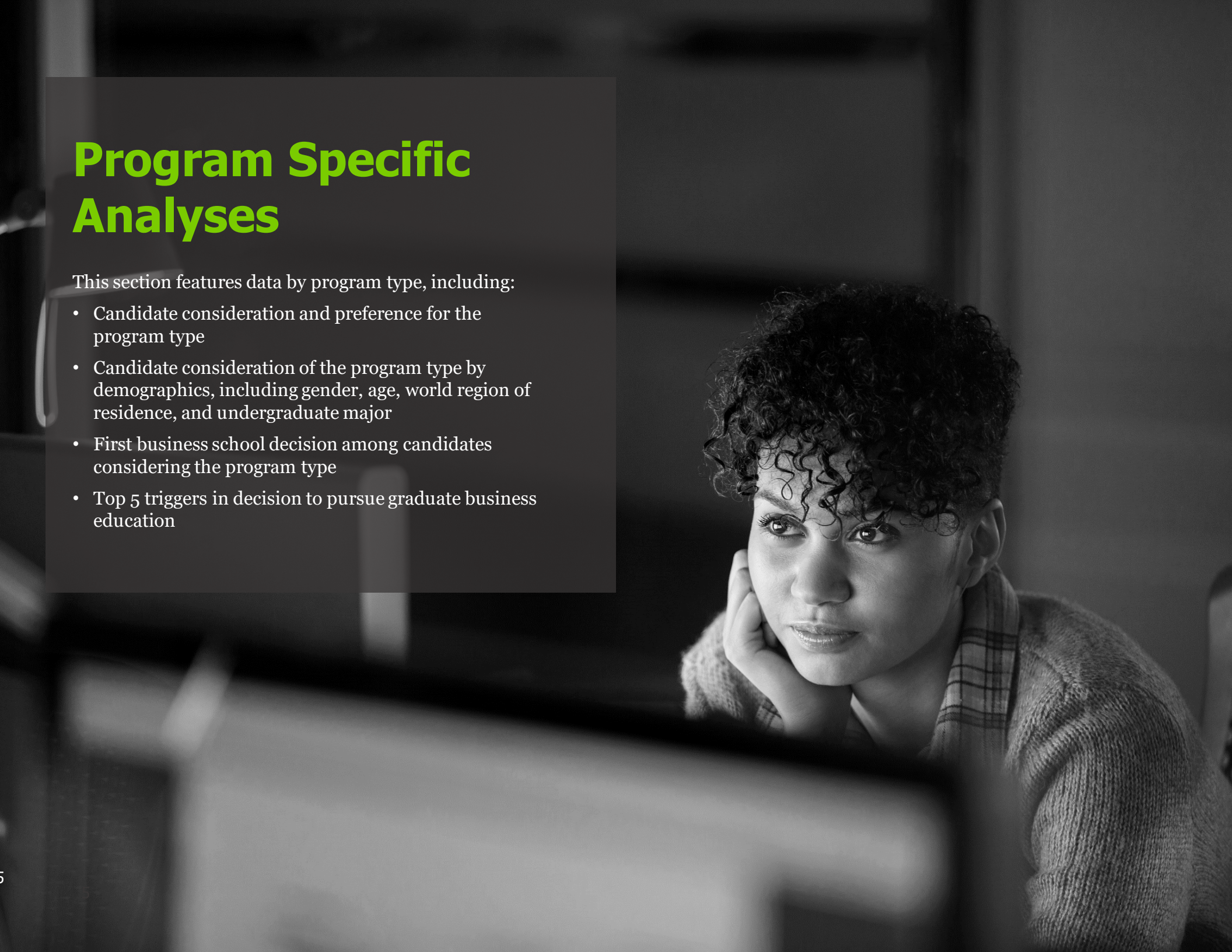
Schools can sign up to participate in the GMAC Application Trends Survey and Corporate Recruiters Survey on our survey sign-up page:

www.gmac.com/surveysignup.

Program Specific Analyses

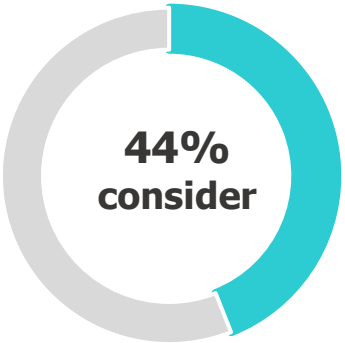
This section features data by program type, including:

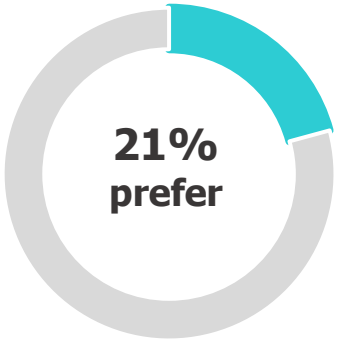
- Candidate consideration and preference for the program type
- Candidate consideration of the program type by demographics, including gender, age, world region of residence, and undergraduate major
- First business school decision among candidates considering the program type
- Top 5 triggers in decision to pursue graduate business education



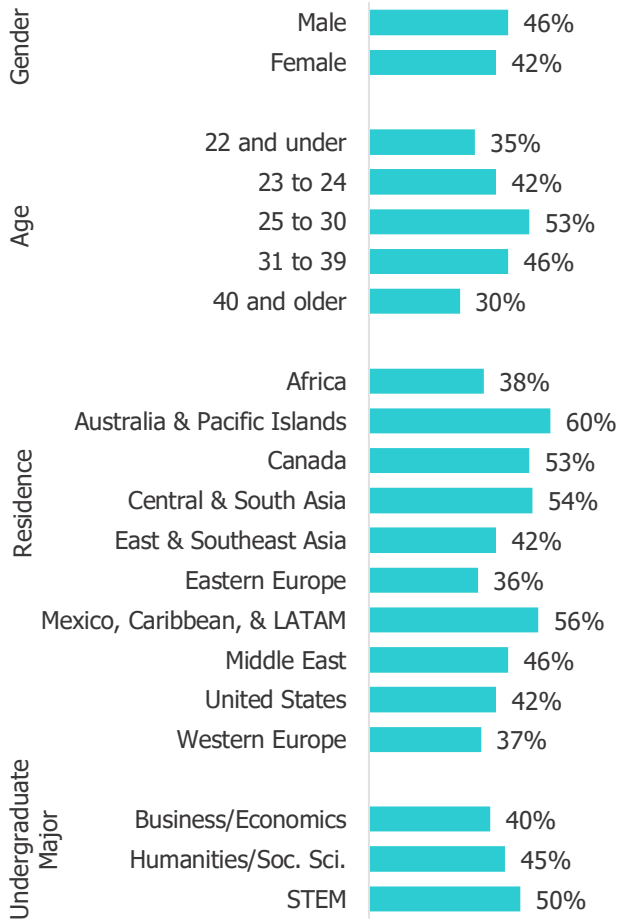
Full-Time One-Year MBA

Candidate Consideration and Preference for This Program Type



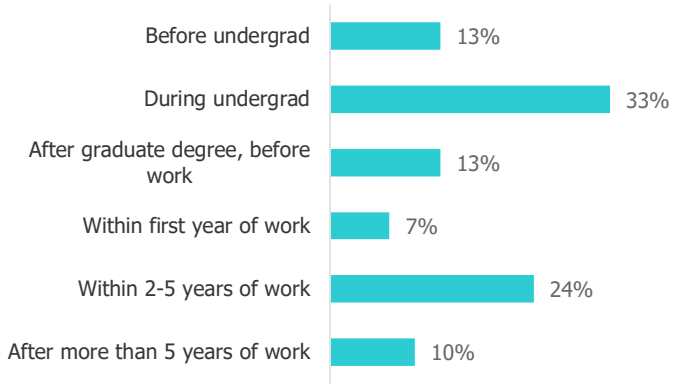


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School



Top 5 Triggers in Decision to Pursue Graduate Business Education

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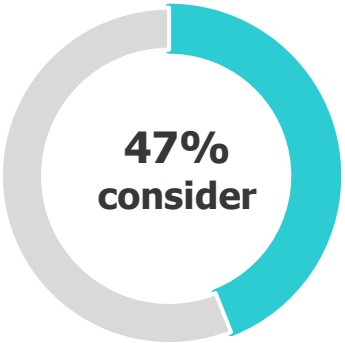
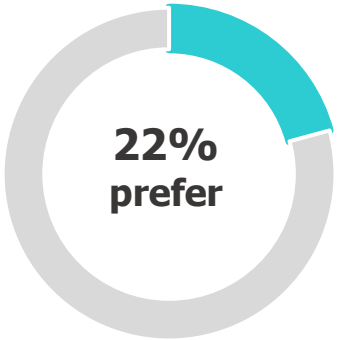
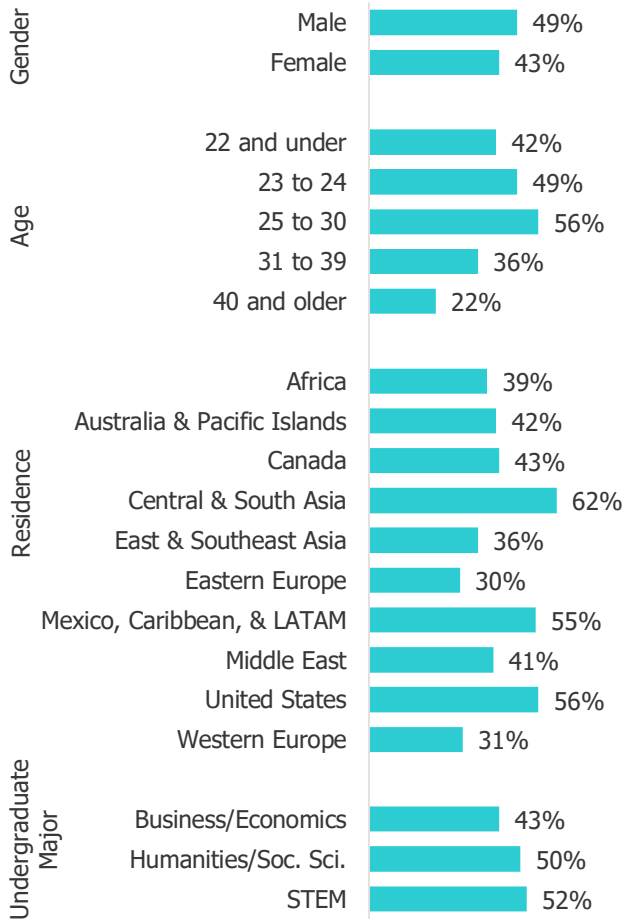
Full-Time Two-Year MBA

Candidate Consideration and Preference for This Program Type



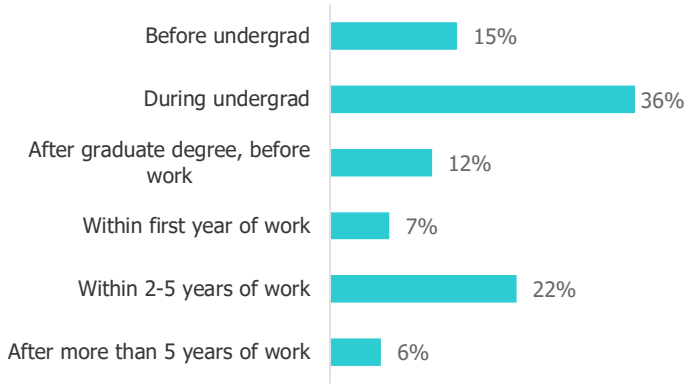


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School



Top 5 Triggers in Decision to Pursue Graduate Business Education

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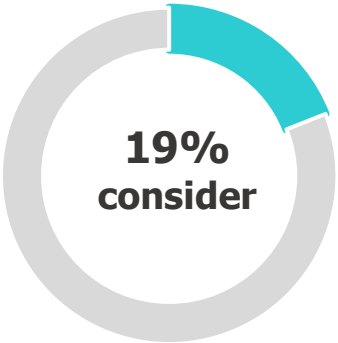
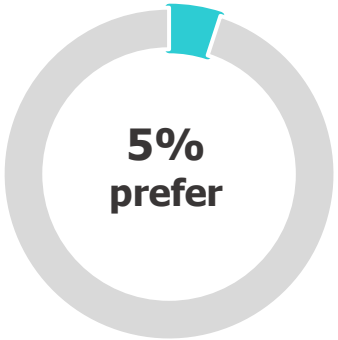
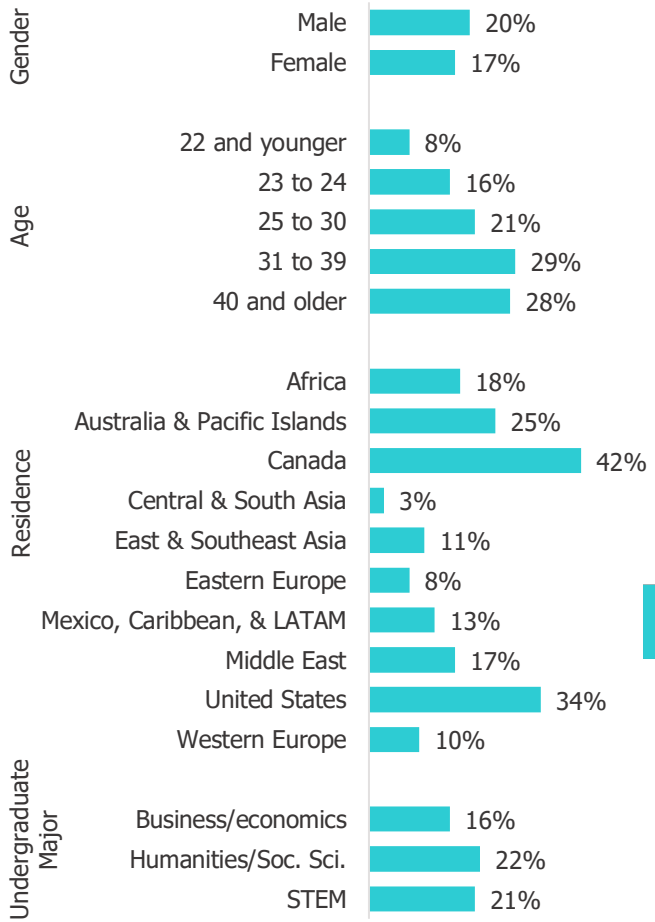
Part-Time MBA

Candidate Consideration and Preference for This Program Type



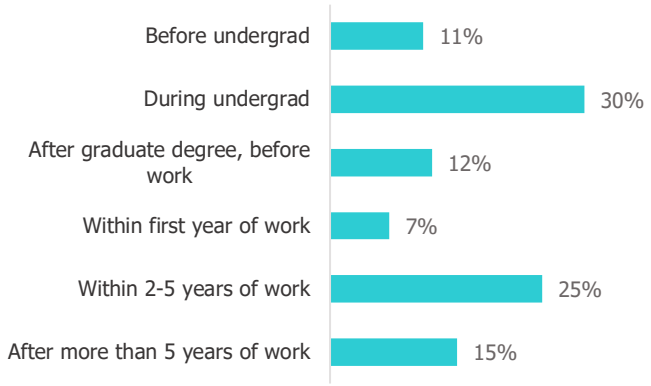


Percentage of Candidates Considering This Program Type by Demographic Group

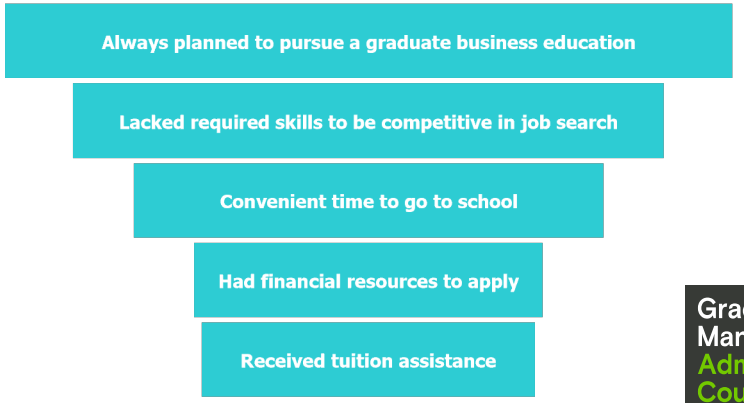


Candidates Considering This Program Type

First Consider Graduate Business School



Top 5 Triggers in Decision to Pursue Graduate Business Education



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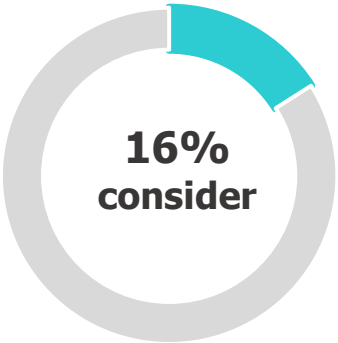
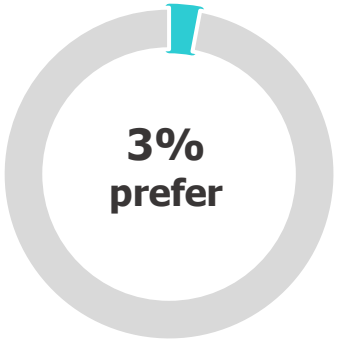
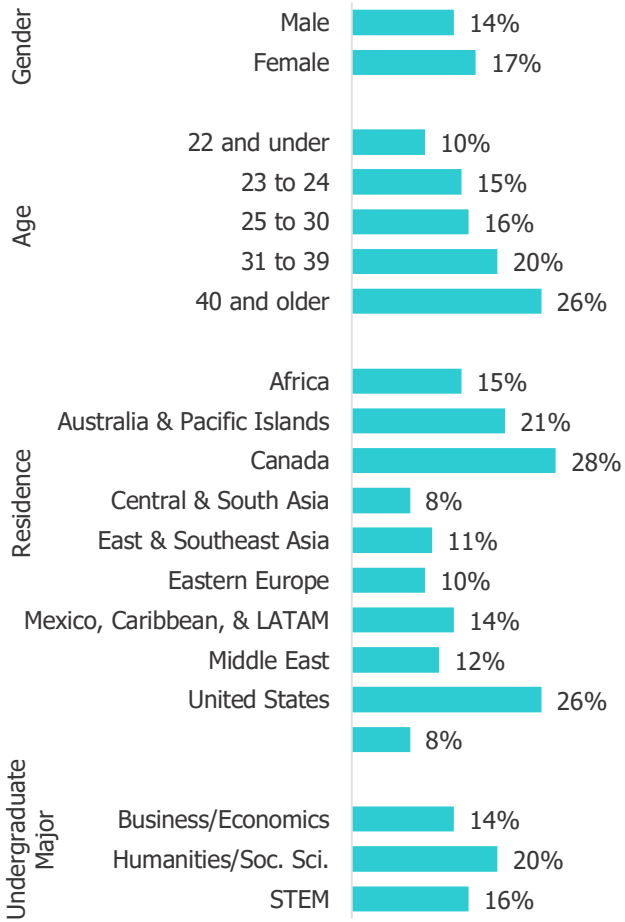
Flexible MBA

Candidate Consideration and Preference for This Program Type



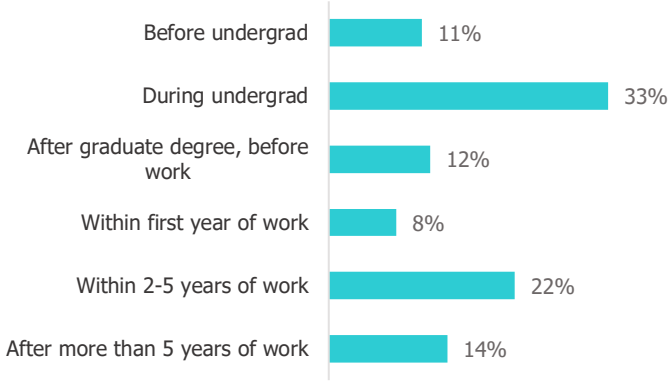


Percentage of Candidates Considering This Program Type by Demographic Group

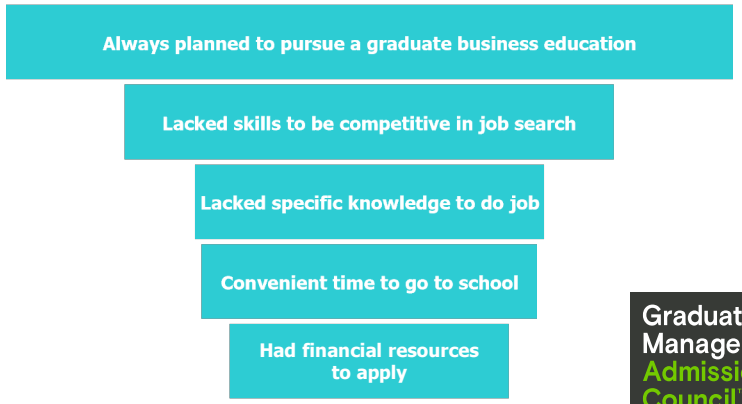


Candidates Considering This Program Type

First Consider Graduate Business School



Top 5 Triggers in Decision to Pursue Graduate Business Education



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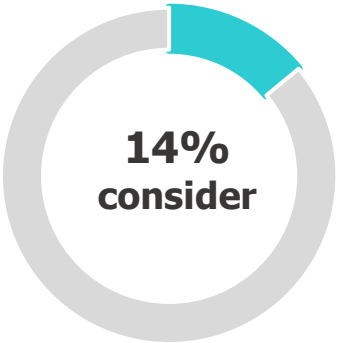
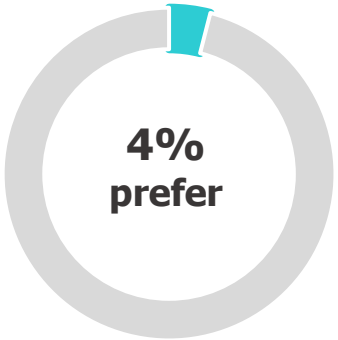
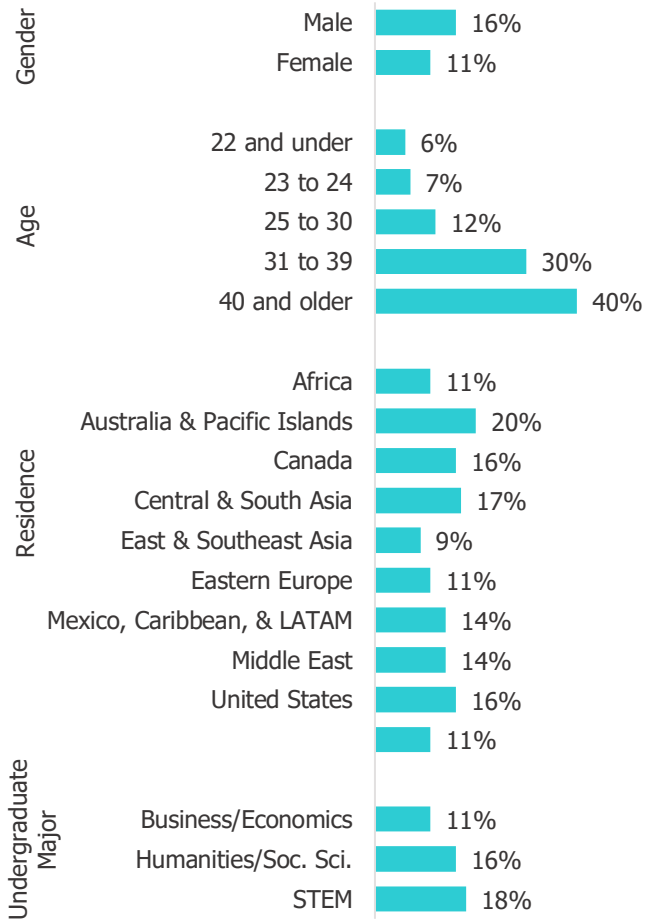
Executive MBA

Candidate Consideration and Preference for This Program Type



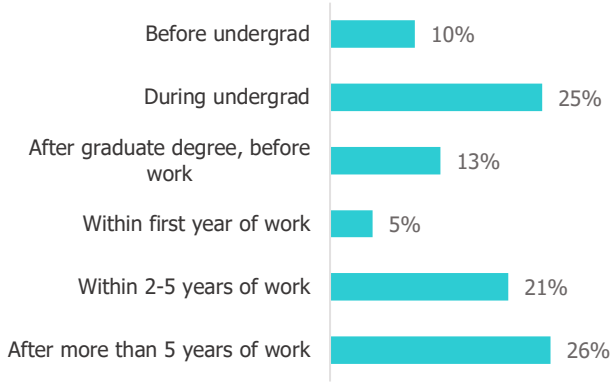


Percentage of Candidates Considering This Program Type by Demographic Group

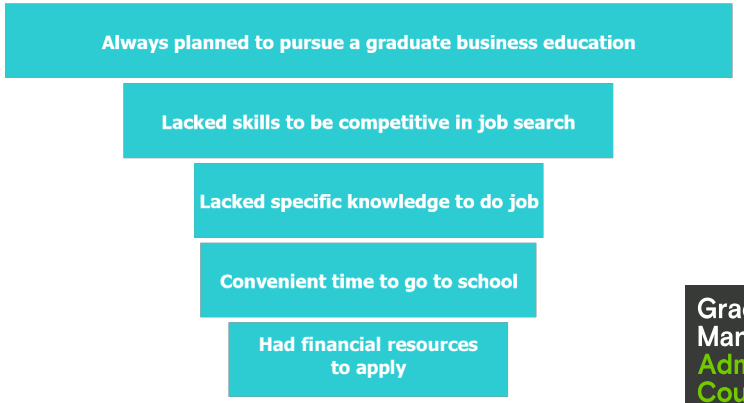


Candidates Considering This Program Type

First Consider Graduate Business School



Top 5 Triggers in Decision to Pursue Graduate Business Education



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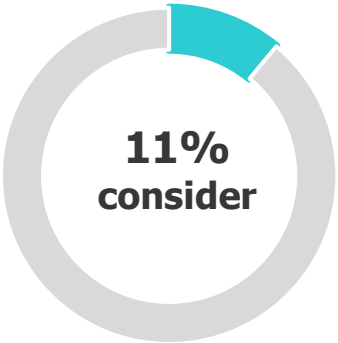
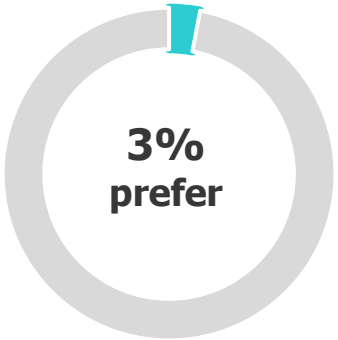
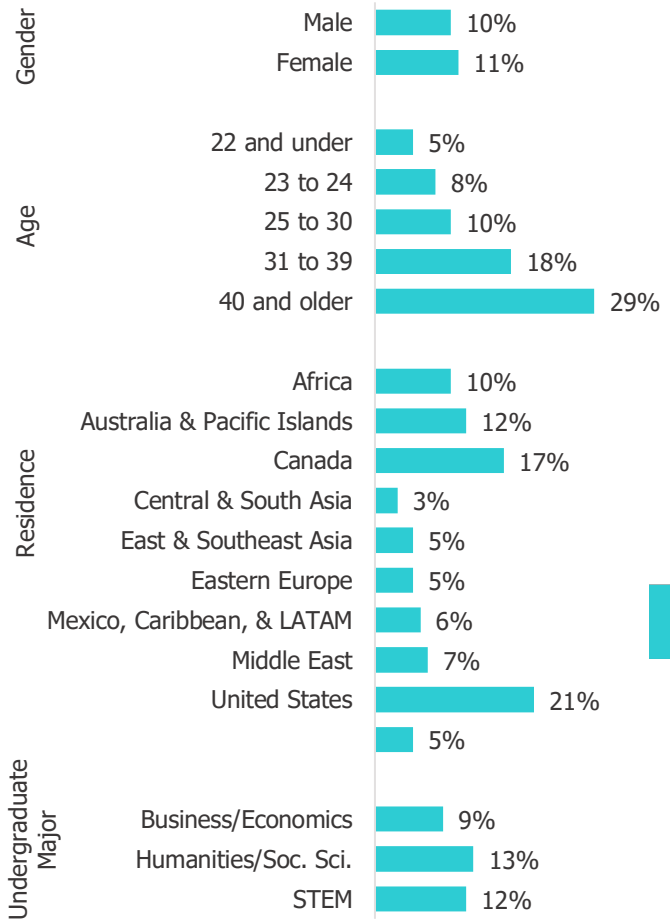
Online MBA

Candidate Consideration and Preference for This Program Type



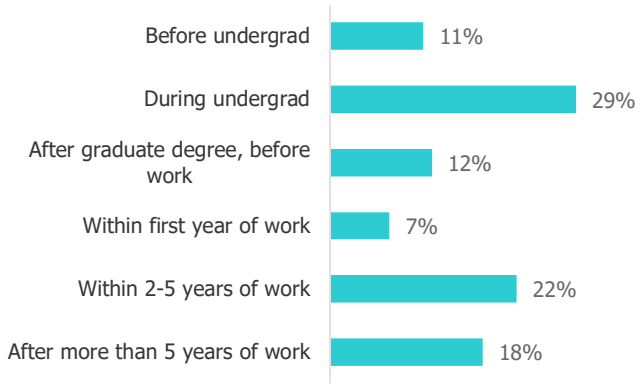


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School



Top 5 Triggers in Decision to Pursue Graduate Business Education

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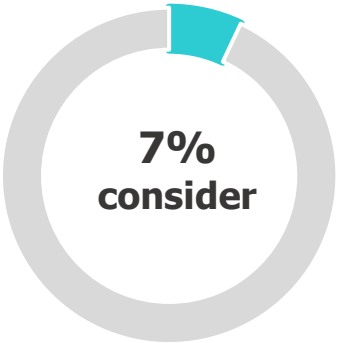
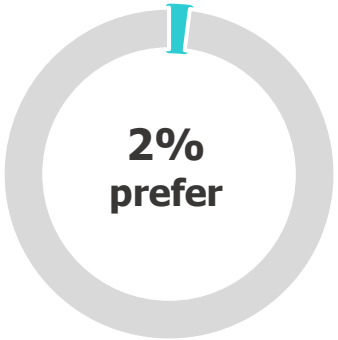
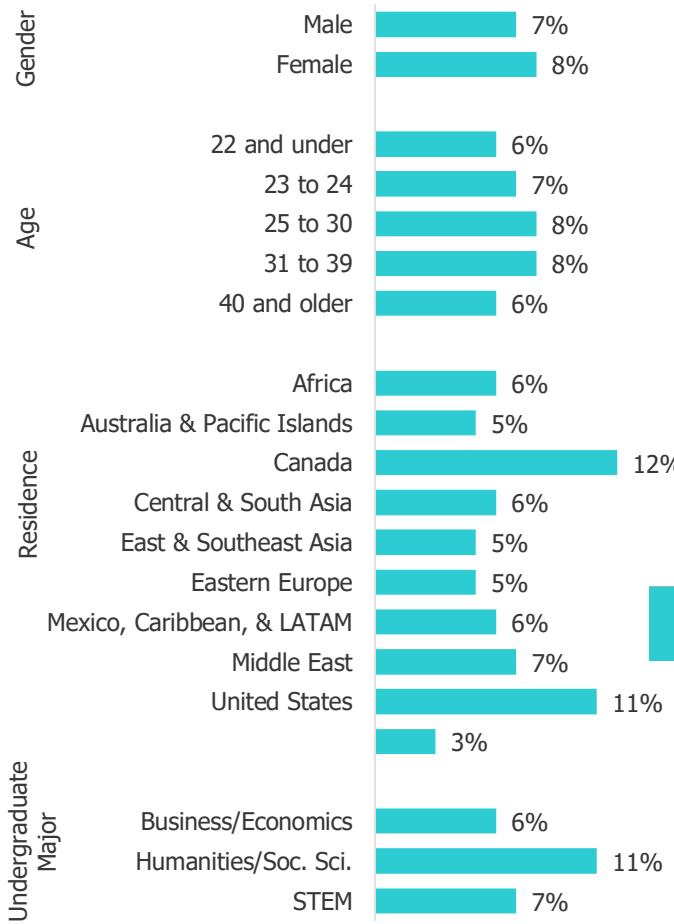
Joint/Dual Degree Program (With an MBA)

Candidate Consideration and Preference for This Program Type



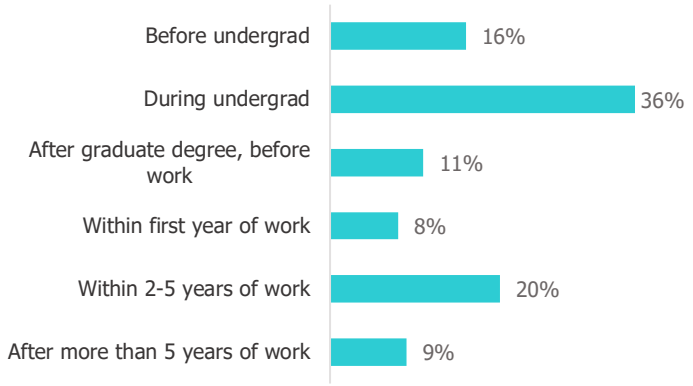


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School



Top 5 Triggers in Decision to Pursue Graduate Business Education

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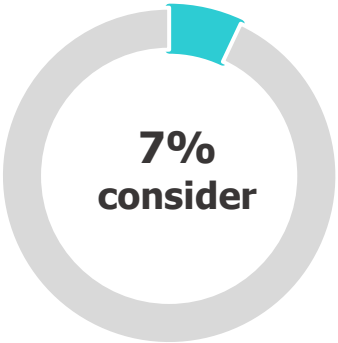
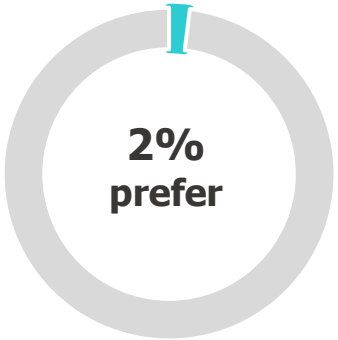
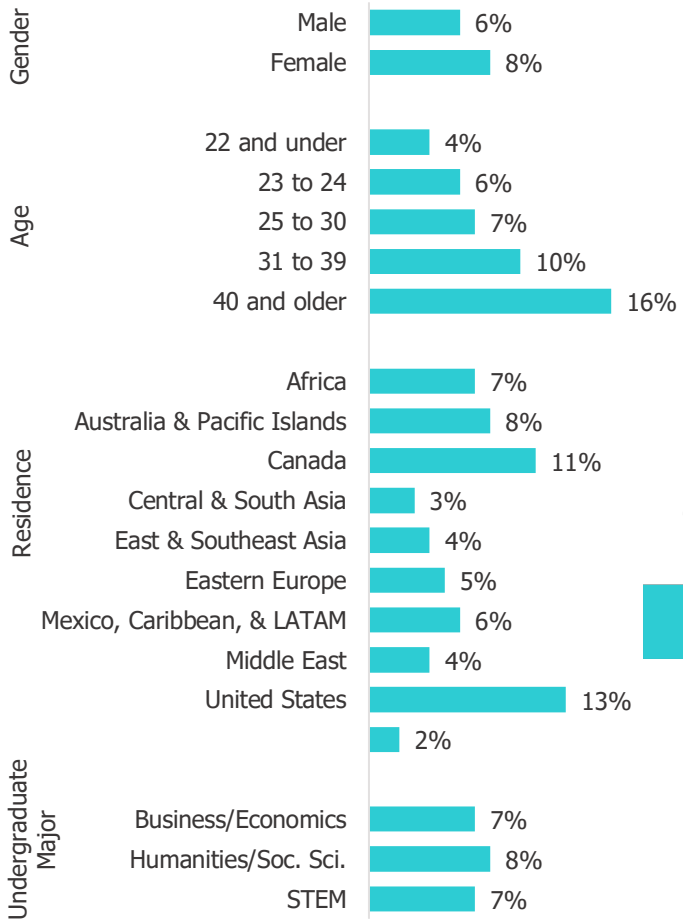
Hybrid/Blended MBA Program

Candidate Consideration and Preference for This Program Type



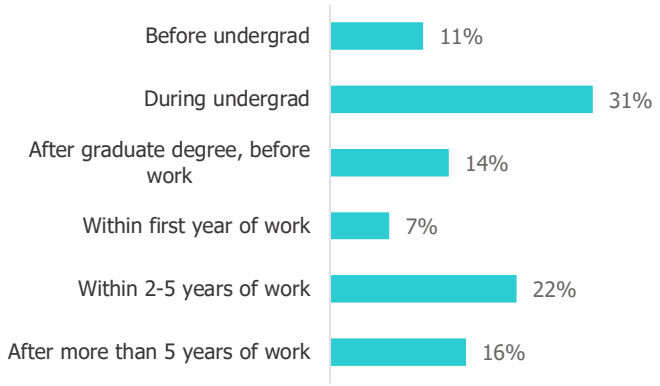


Percentage of Candidates Considering This Program Type by Demographic Group

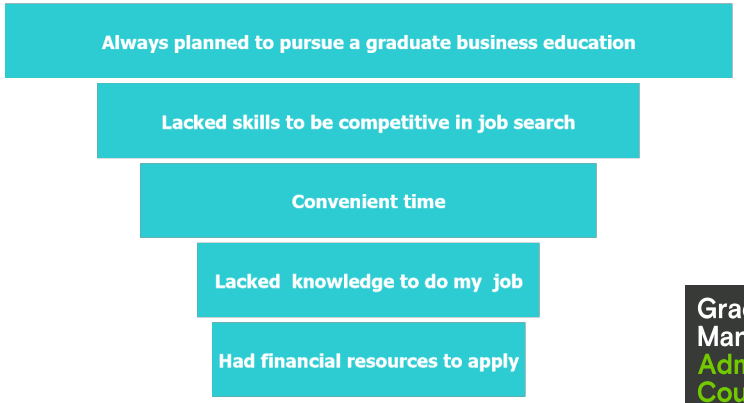


Candidates Considering This Program Type

First Consider Graduate Business School



Top 5 Triggers in Decision to Pursue Graduate Business Education



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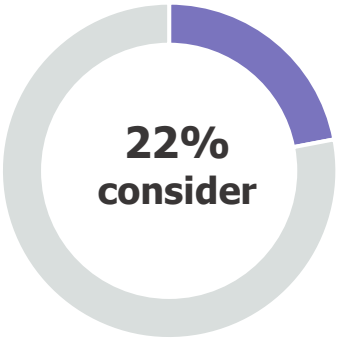
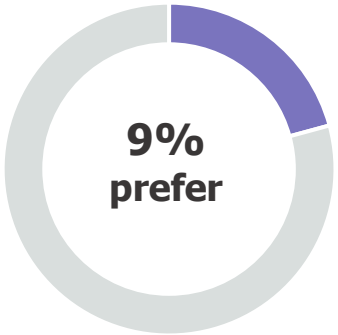
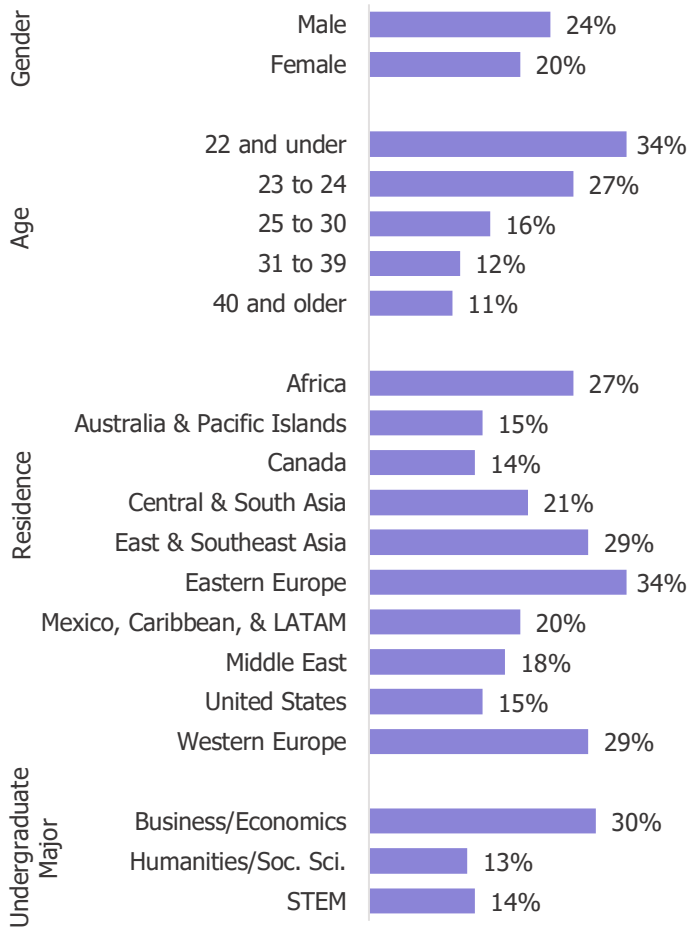
Master of Finance

Candidate Consideration and Preference for This Program Type



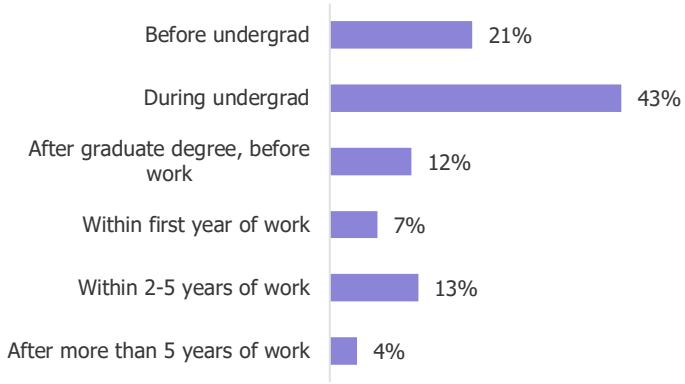


Percentage of Candidates Considering This Program Type by Demographic Group

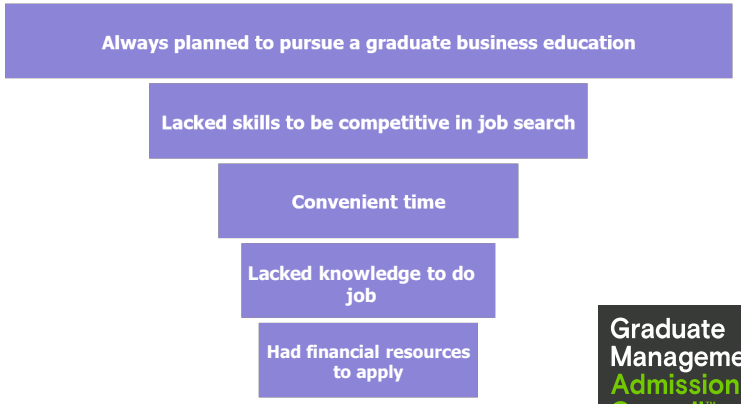


Candidates Considering This Program Type

First Consider Graduate Business School



Top 5 Triggers in Decision to Pursue Graduate Business Education



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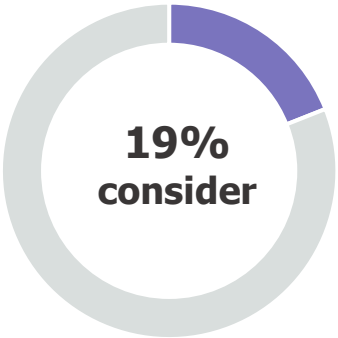
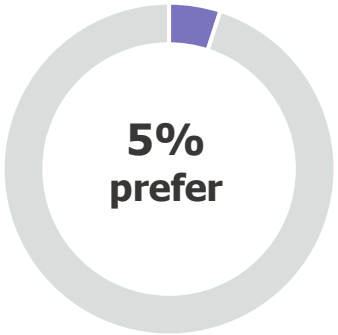
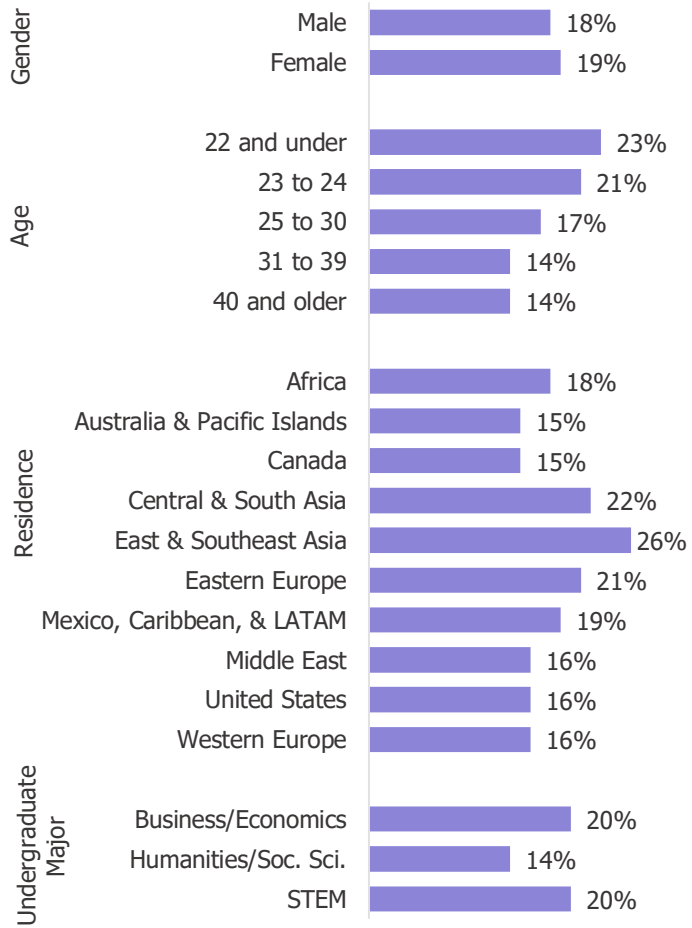
Master of Data Analytics

Candidate Consideration and Preference for This Program Type



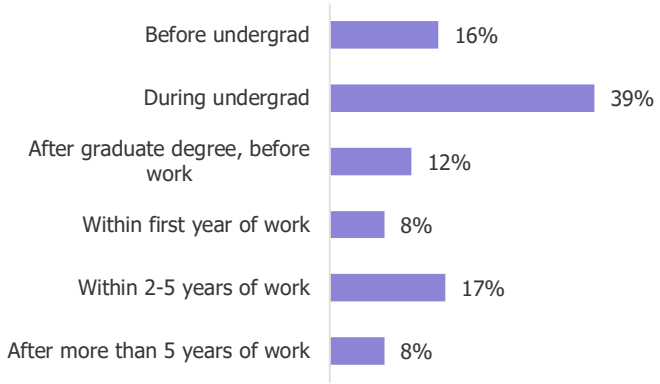


Percentage of Candidates Considering This Program Type by Demographic Group

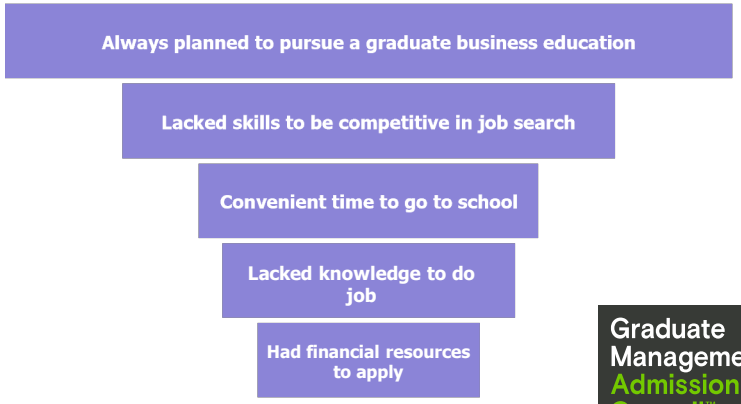


Candidates Considering This Program Type

First Consider Graduate Business School



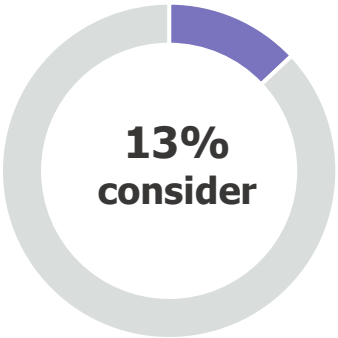
Top 5 Triggers in Decision to Pursue Graduate Business Education

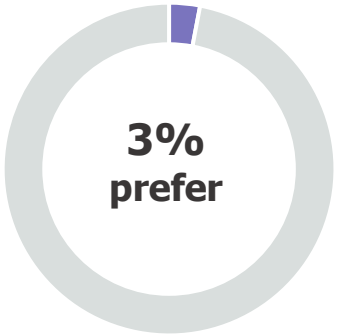


Graduate Management Admission Council™

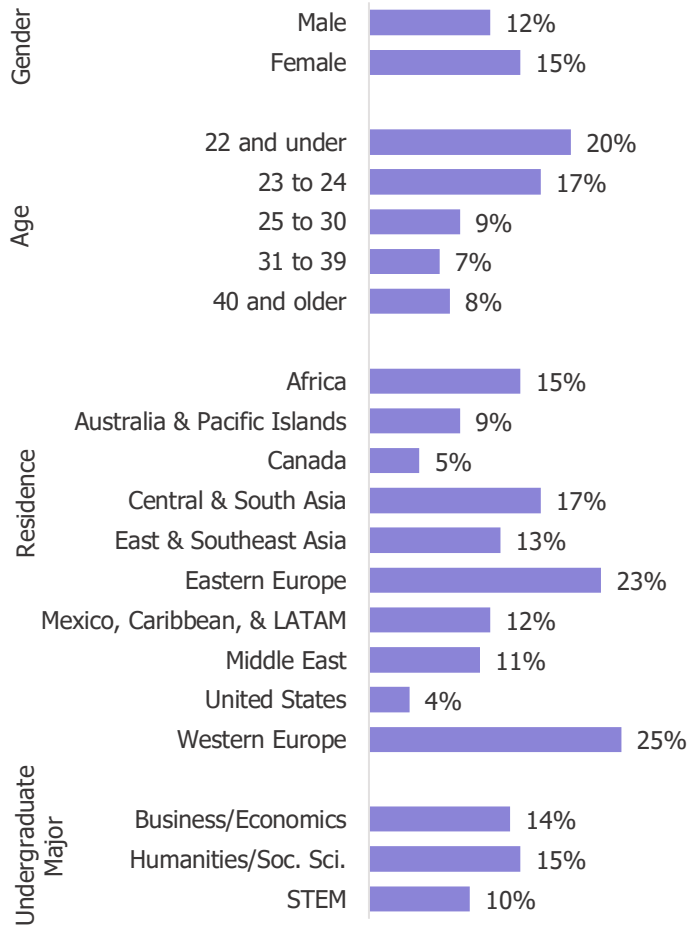
Master of International Management

Candidate Consideration and Preference for This Program Type



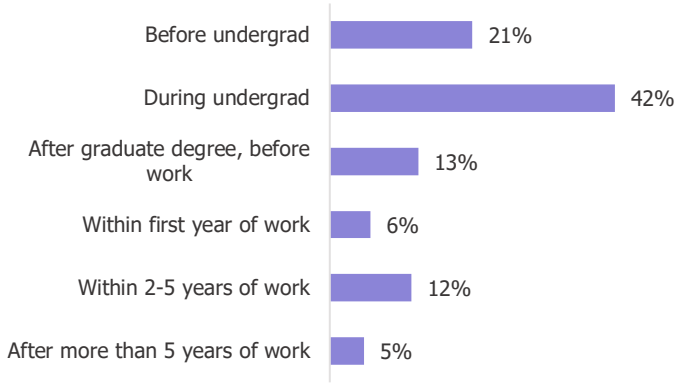


Percentage of Candidates Considering This Program Type by Demographic Group

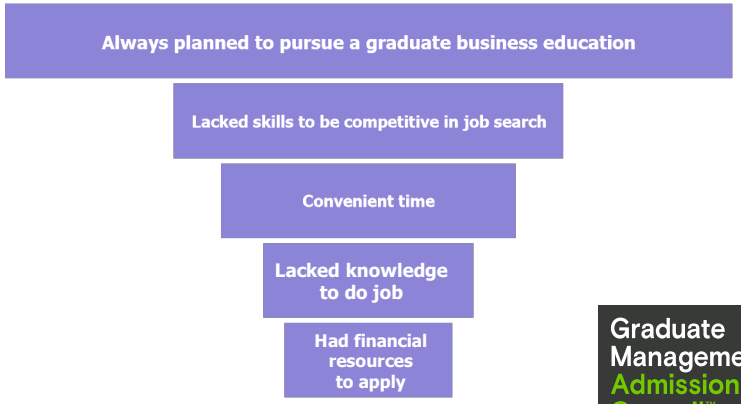


Candidates Considering This Program Type

First Consider Graduate Business School



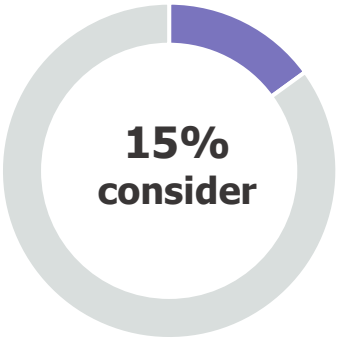
Top 5 Triggers in Decision to Pursue Graduate Business Education

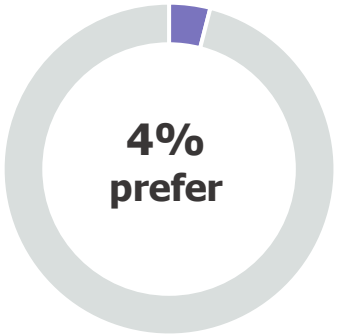


Graduate Management Admission Council™

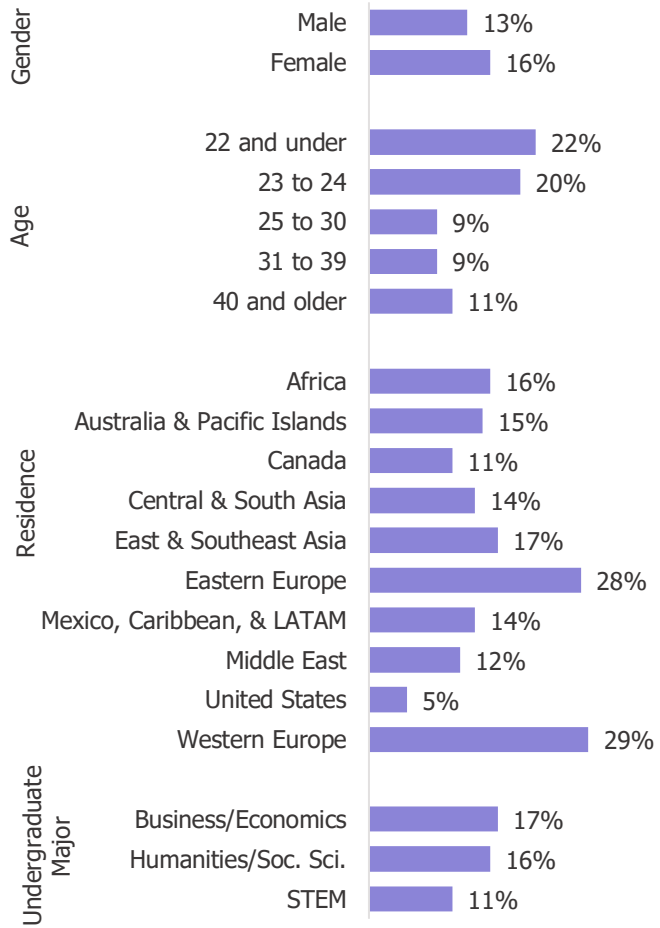
Master of Management

Candidate Consideration and Preference for This Program Type



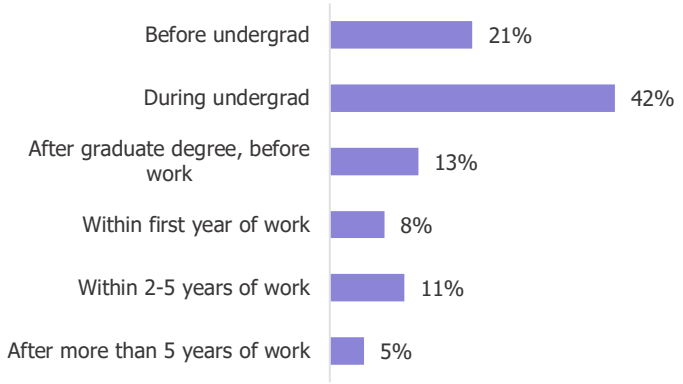


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

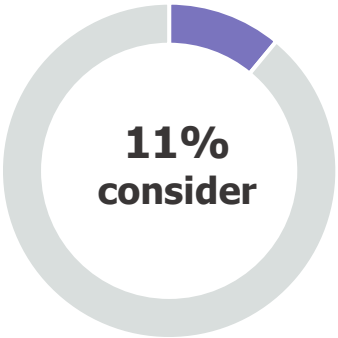


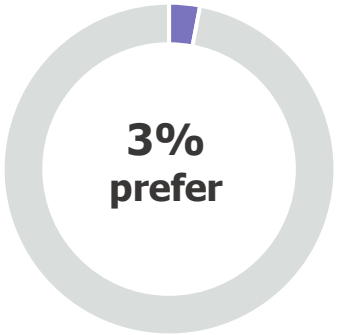
Top 5 Triggers in Decision to Pursue Graduate Business Education

Graduate Management Admission Council™

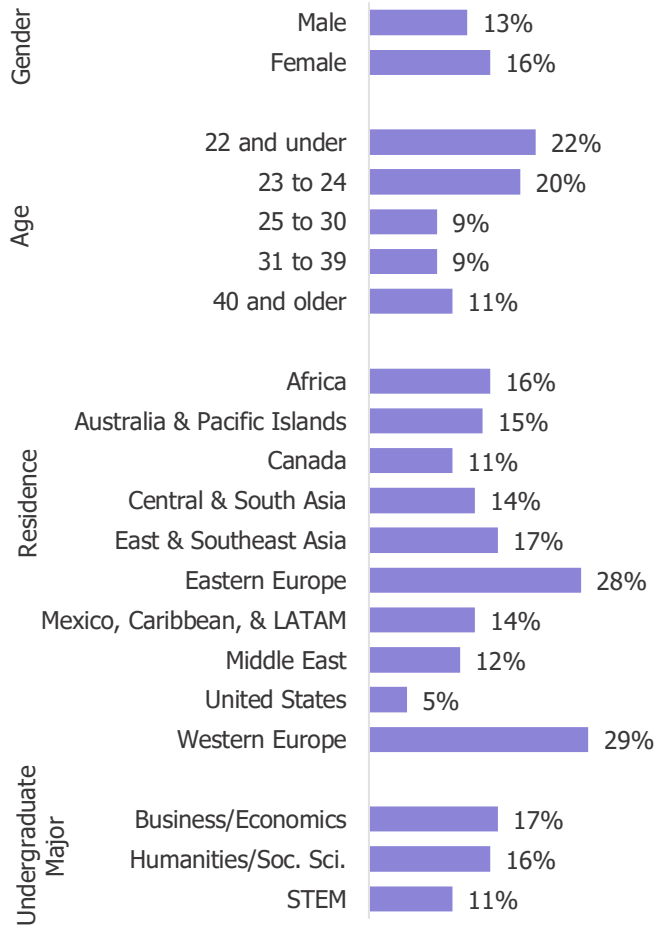
Master of Marketing

Candidate Consideration and Preference for This Program Type



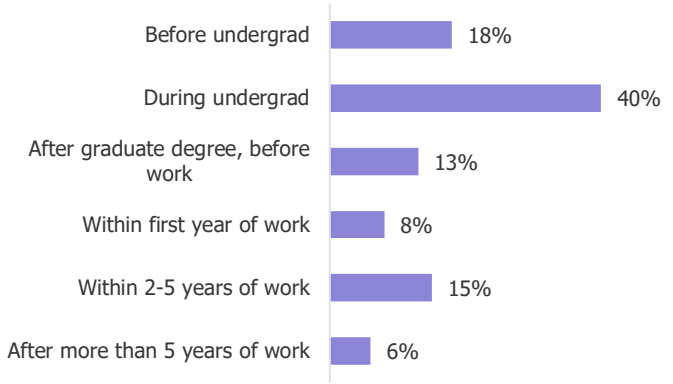


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

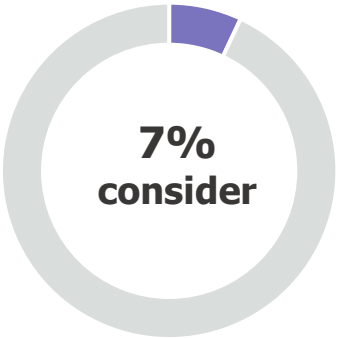


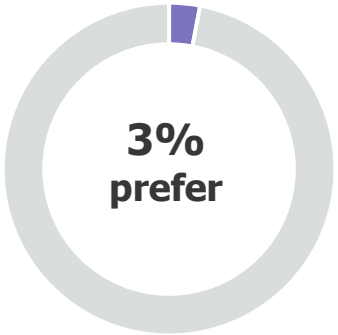
Top 5 Triggers in Decision to Pursue Graduate Business Education

Graduate Management Admission Council™

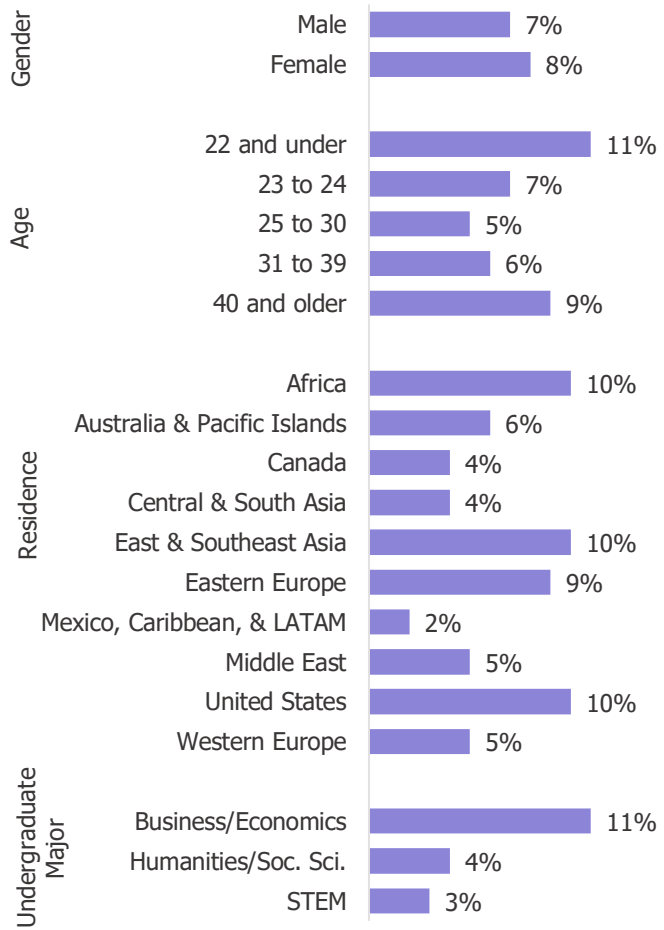
Master of Accounting

Candidate Consideration and Preference for This Program Type



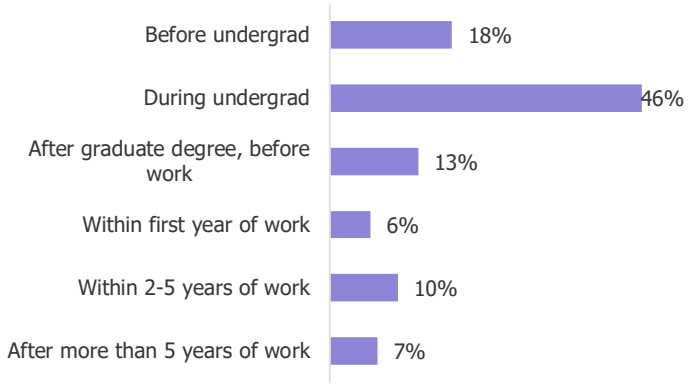


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

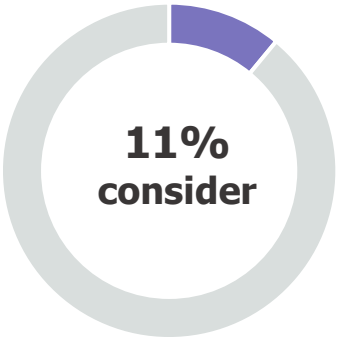


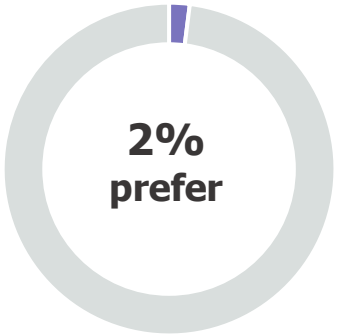
Top 5 Triggers in Decision to Pursue Graduate Business Education

Graduate Management Admission Council™

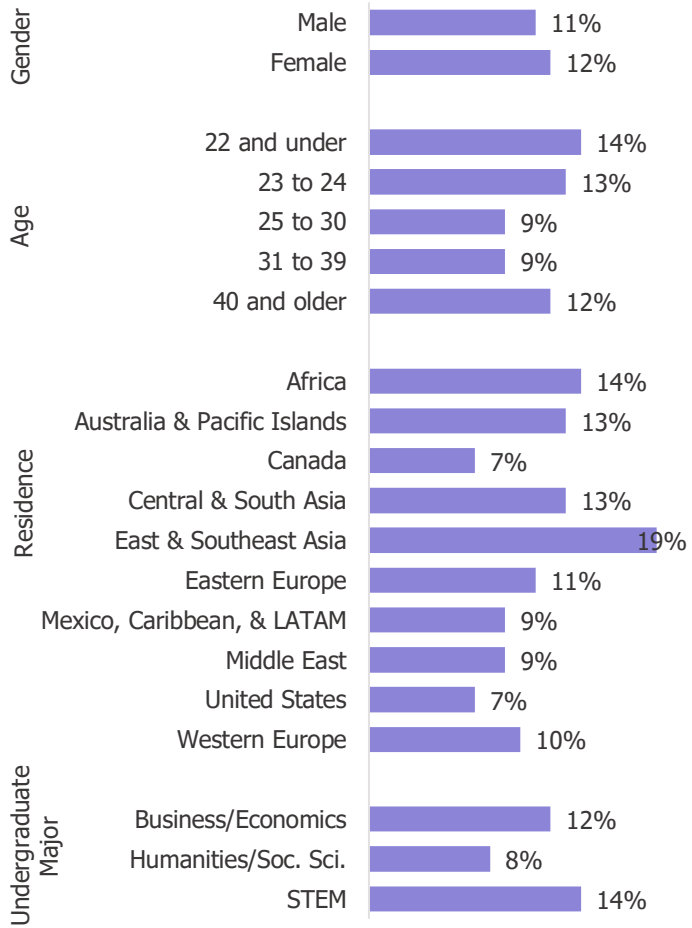
Master of Information Technology

Candidate Consideration and Preference for This Program Type



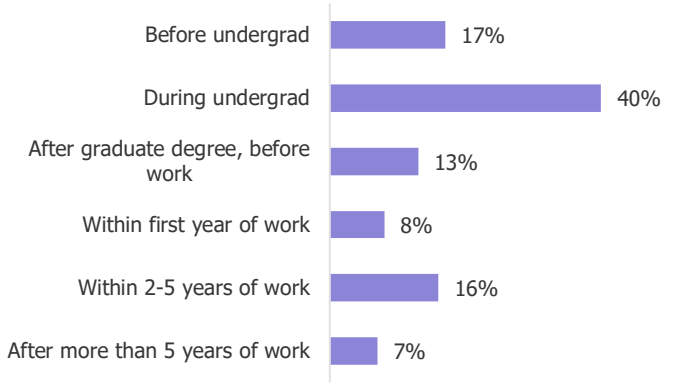


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

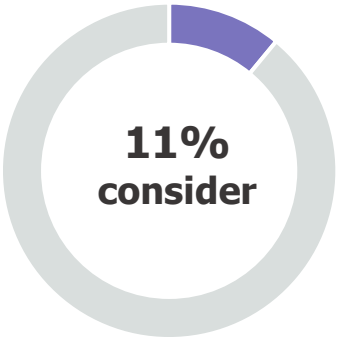


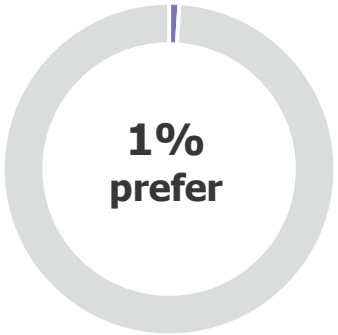
Top 5 Triggers in Decision to Pursue Graduate Business Education

Graduate Management Admission Council™

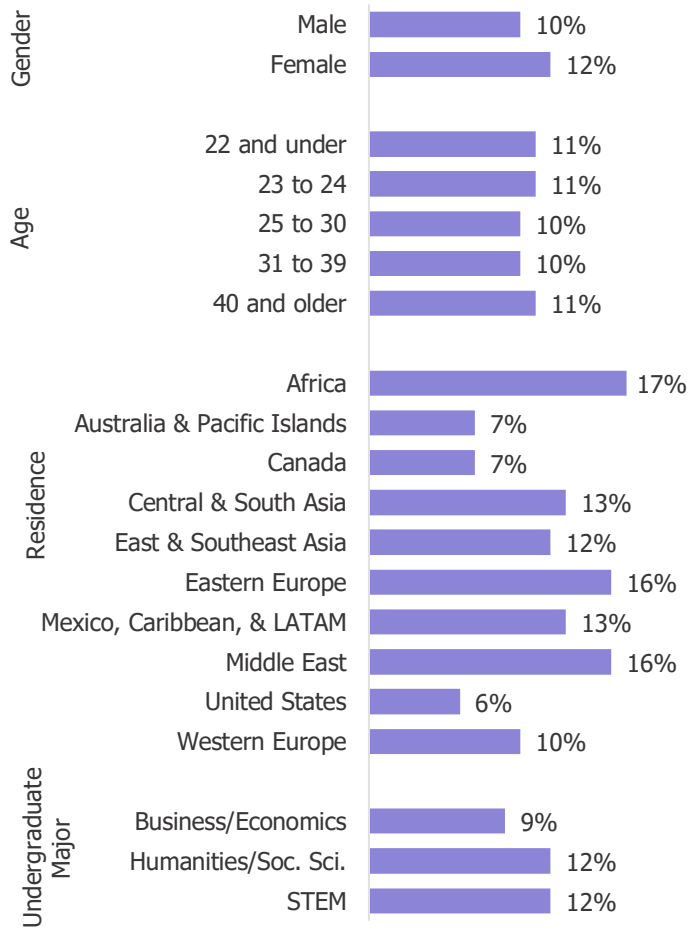
Master of Project Management

Candidate Consideration and Preference for This Program Type



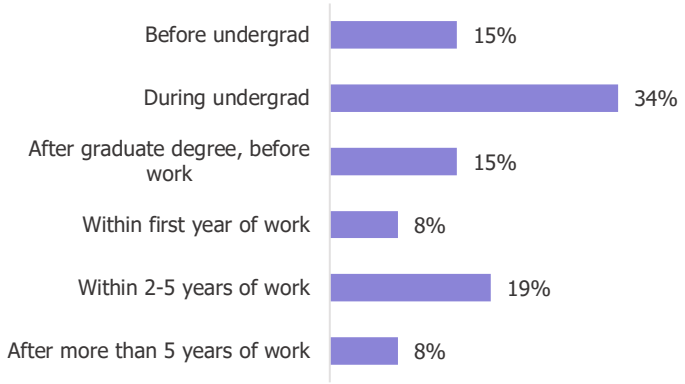


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

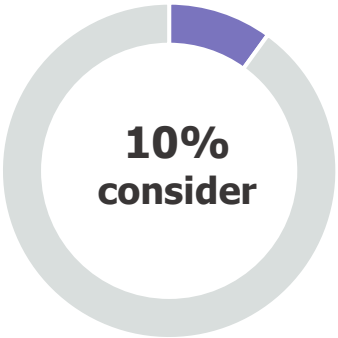


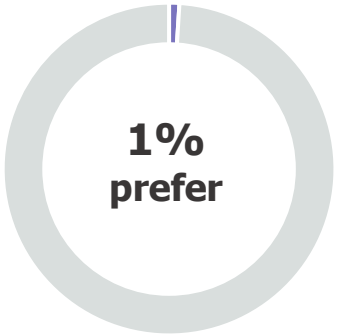
Top 5 Triggers in Decision to Pursue Graduate Business Education

Graduate Management Admission Council™

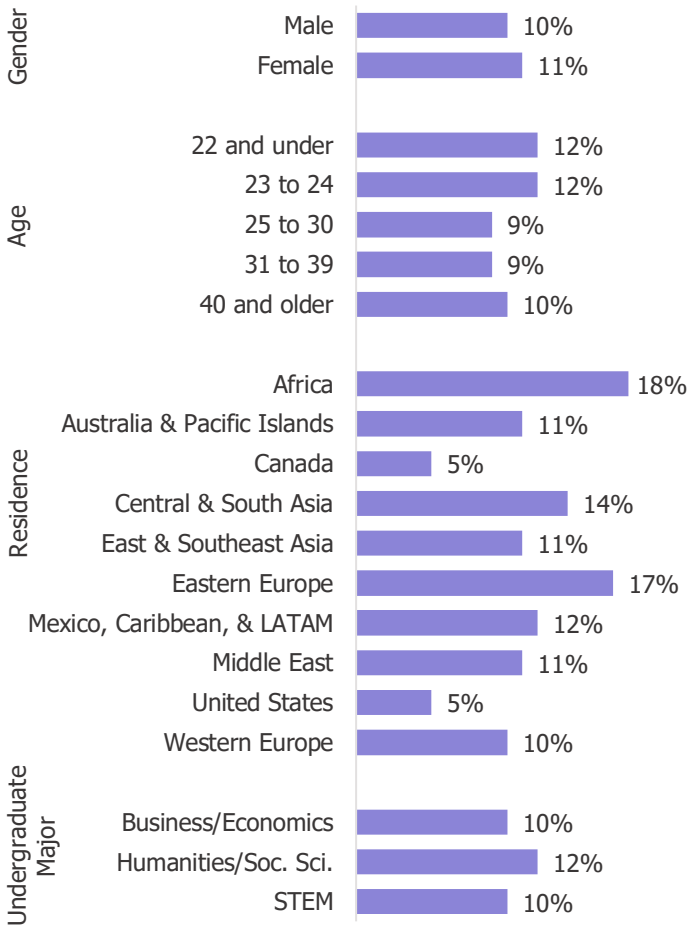
Master of Entrepreneurship

Candidate Consideration and Preference for This Program Type



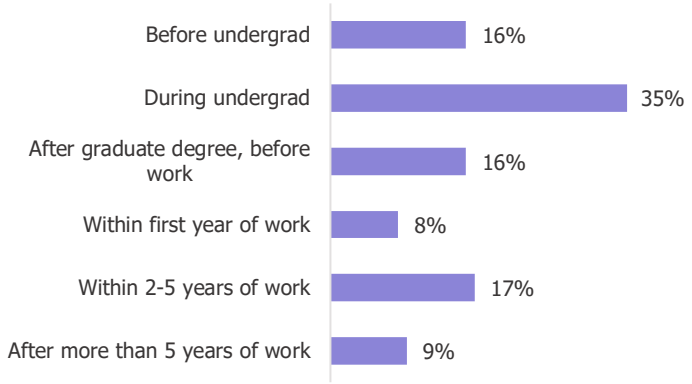


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

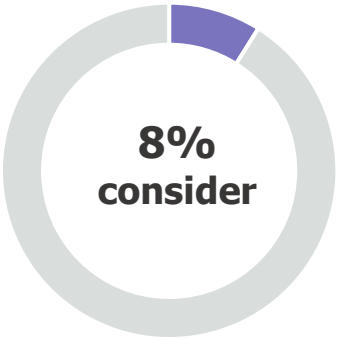


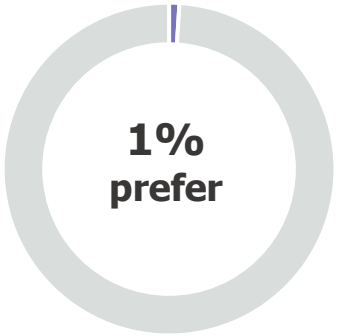
Top 5 Triggers in Decision to Pursue Graduate Business Education

Graduate Management Admission Council™

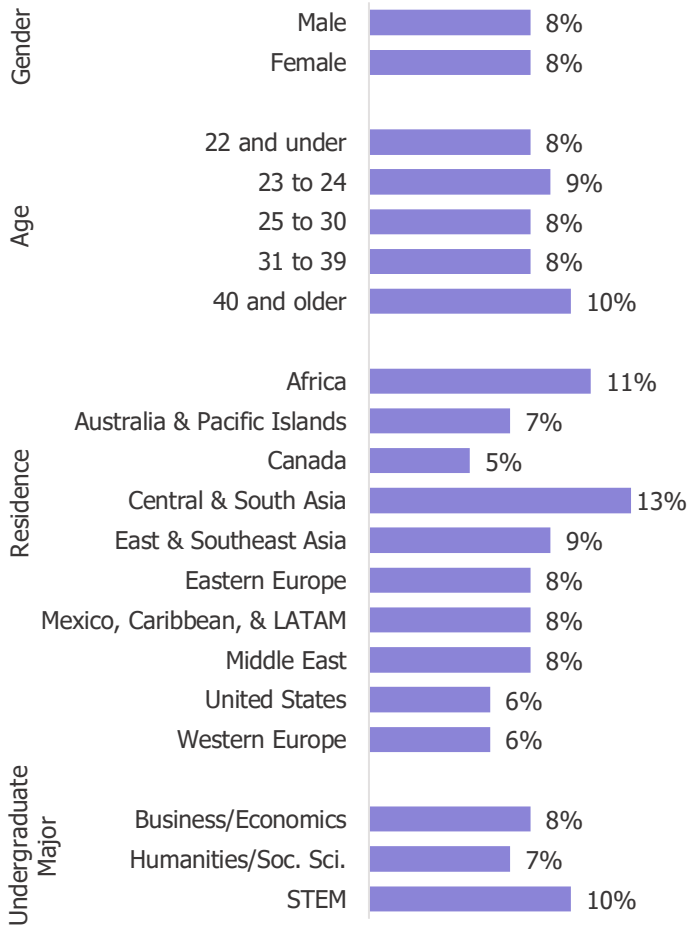
Master of Supply Chain Management

Candidate Consideration and Preference for This Program Type



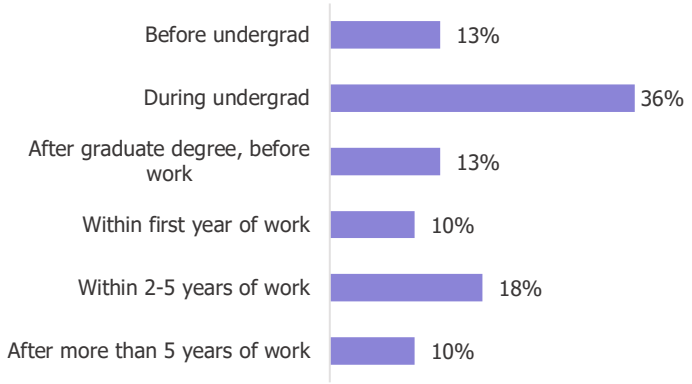


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

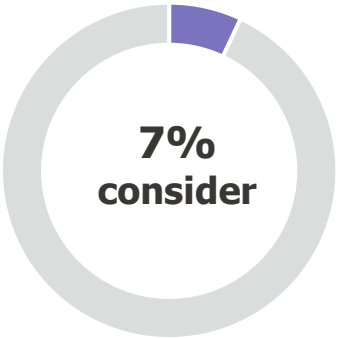


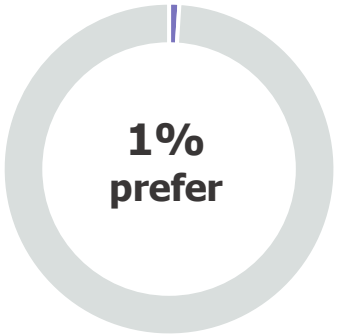
Top 5 Triggers in Decision to Pursue Graduate Business Education

Graduate Management Admission Council™

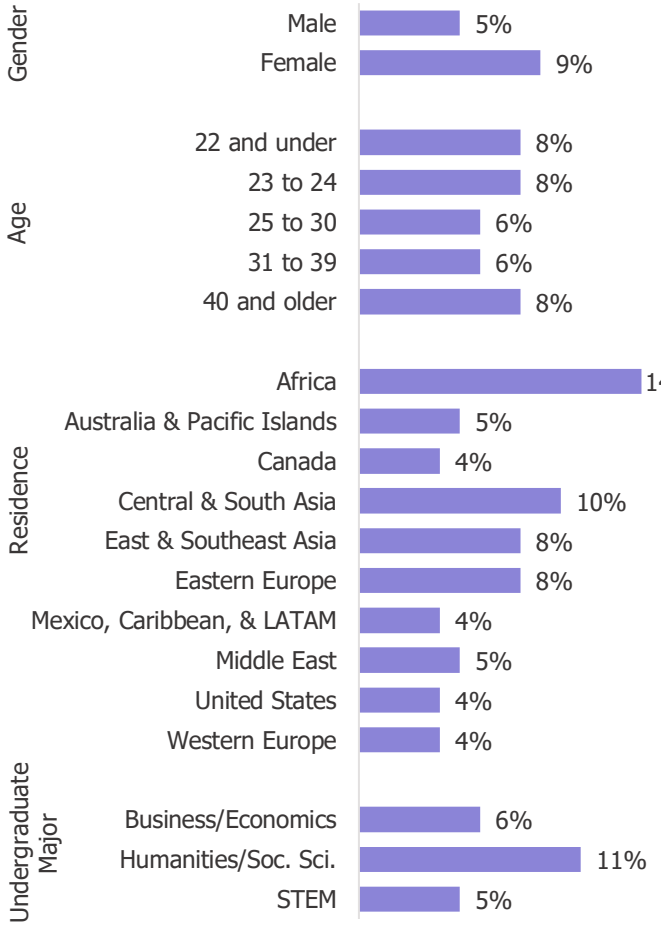
Master of Human Resources

Candidate Consideration and Preference for This Program Type



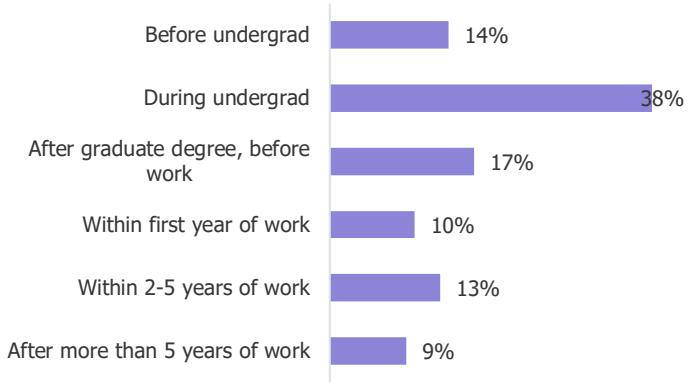


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

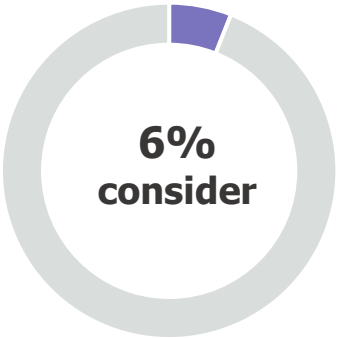


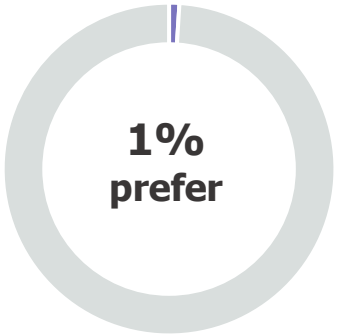
Top 5 Triggers in Decision to Pursue Graduate Business Education

Graduate Management Admission Council™

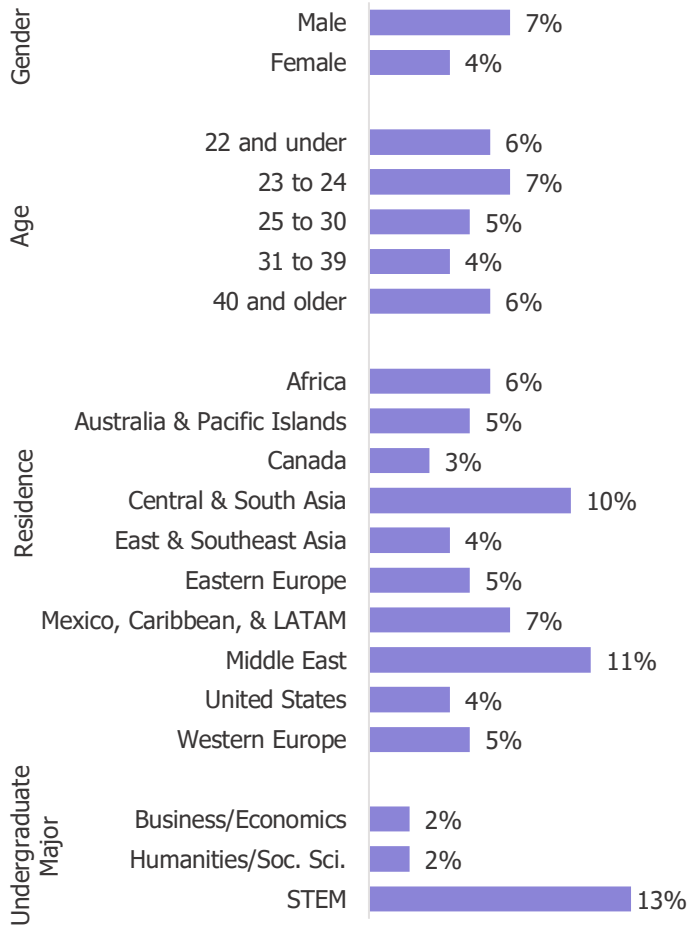
Master of Engineering Management

Candidate Consideration and Preference for This Program Type



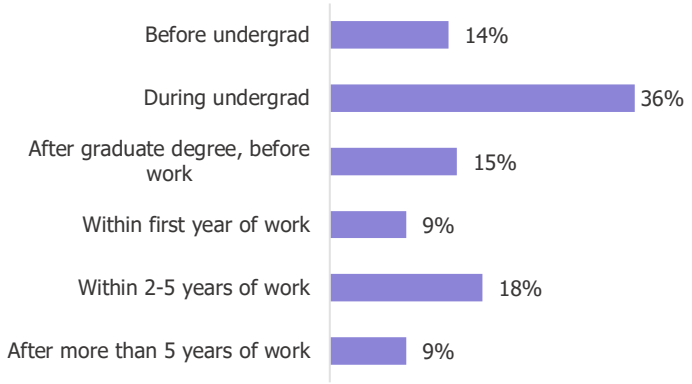


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

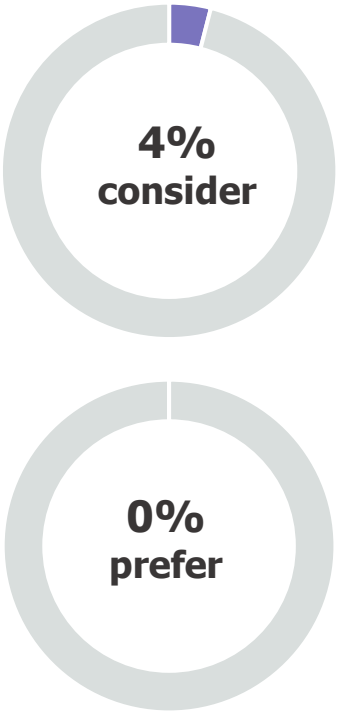


Top 5 Triggers in Decision to Pursue Graduate Business Education

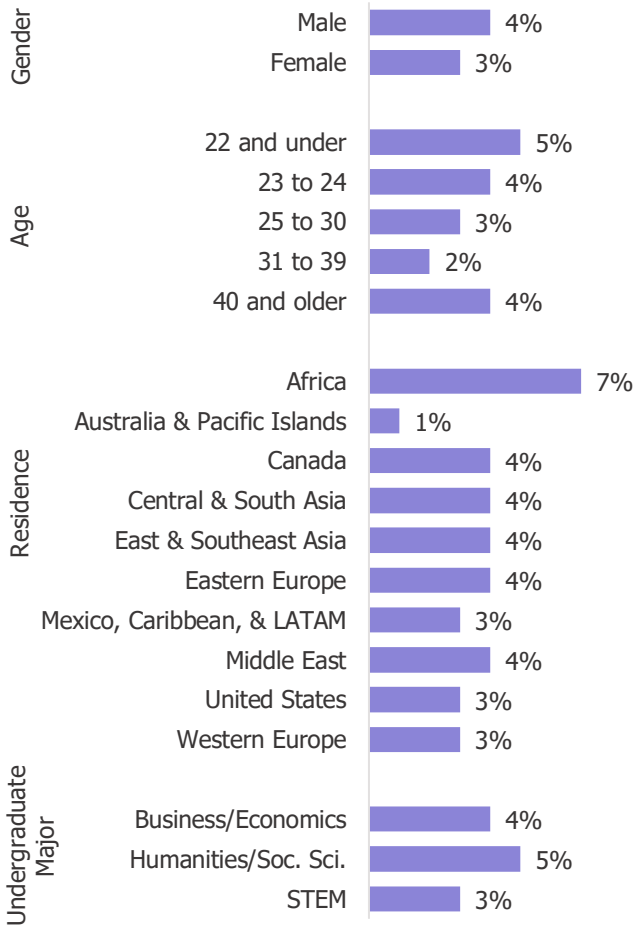
Graduate Management Admission Council™

Master of Real Estate Management

Candidate Consideration and Preference for This Program Type

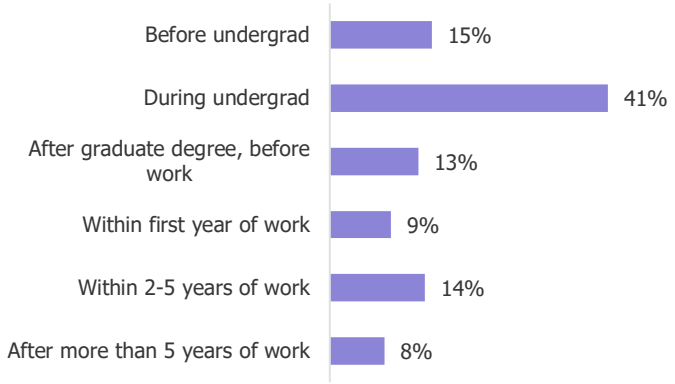


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

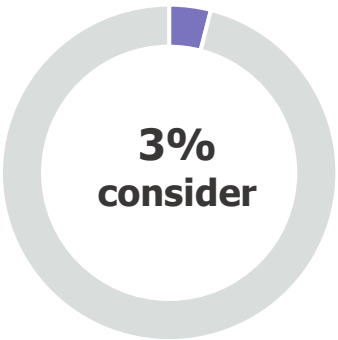


Top 5 Triggers in Decision to Pursue Graduate Business Education

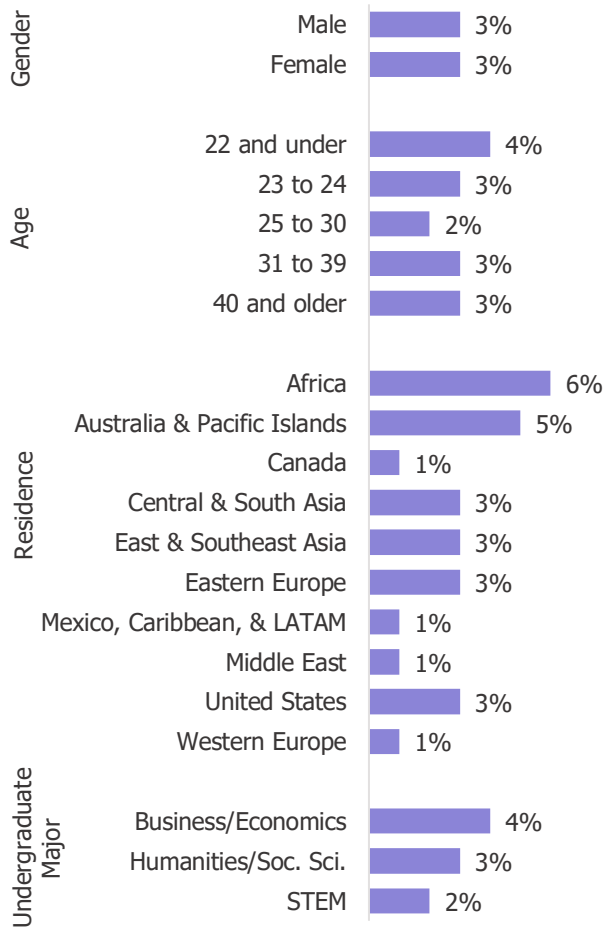
Graduate Management Admission Council™

Master of Taxation

Candidate Consideration and Preference for This Program Type

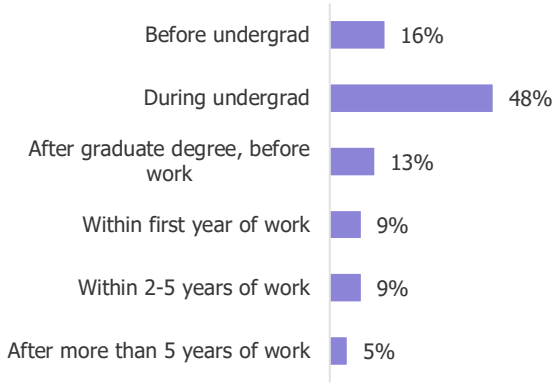


Percentage of Candidates Considering This Program Type by Demographic Group

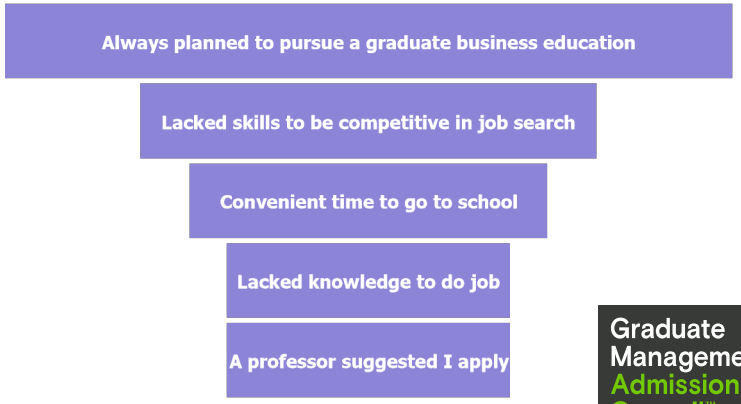


Candidates Considering This Program Type

First Consider Graduate Business School



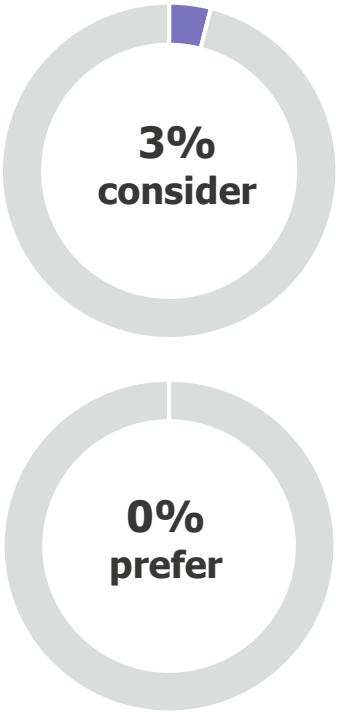
Top 5 Triggers in Decision to Pursue Graduate Business Education



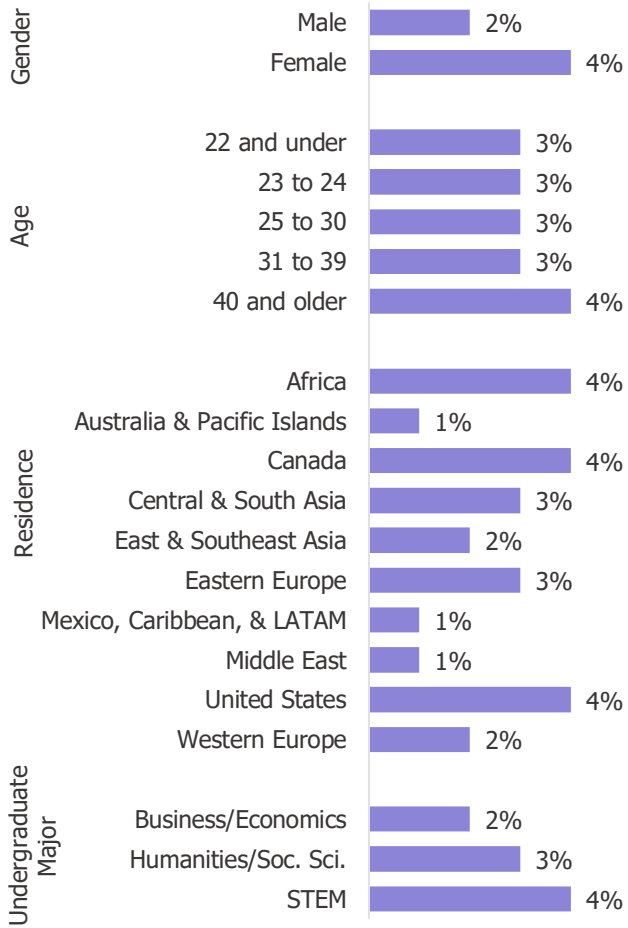
Graduate Management Admission Council™

Master of Health Administration

Candidate Consideration and Preference for This Program Type

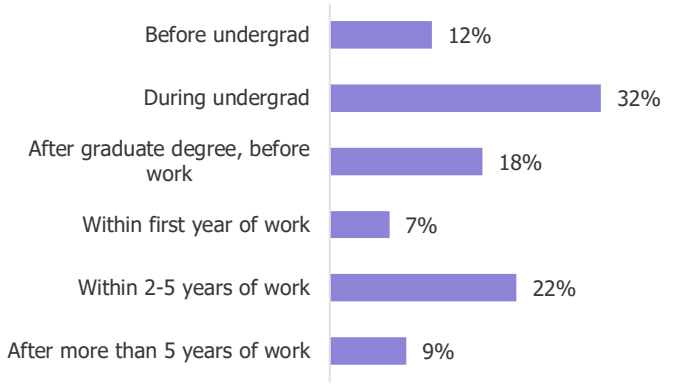


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School



Top 5 Triggers in Decision to Pursue Graduate Business Education

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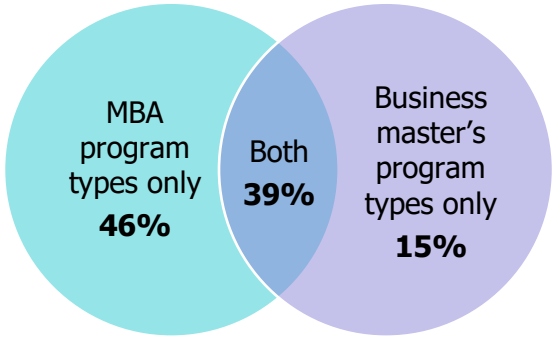
Candidate Profiles by Citizenship

This section features data by candidate country of citizenship, including:

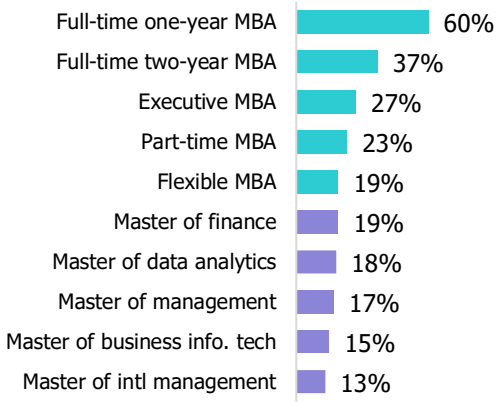
- Program considerations
- Top 10 program types considered
- Top program types preferred
- Application plans by relative location
- Application plans by program world region
- Preferred study destination by program country

Australia

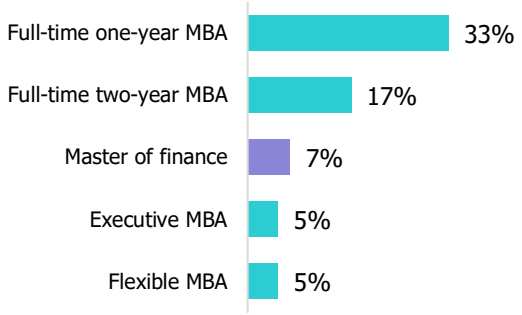
Program Considerations



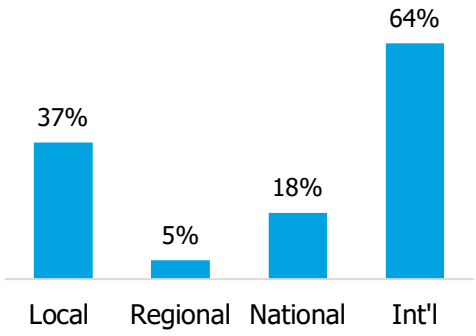
Top 10 Program Types Considered



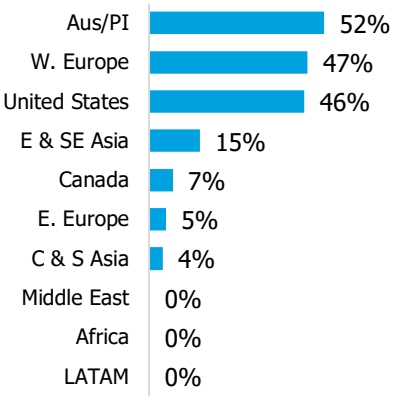
Top Program Types Preferred*



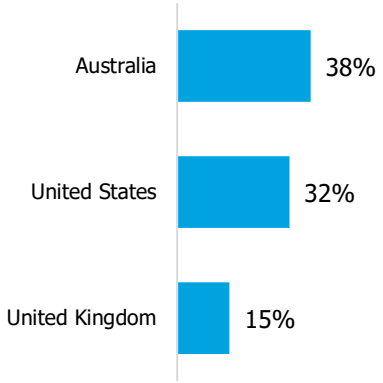
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

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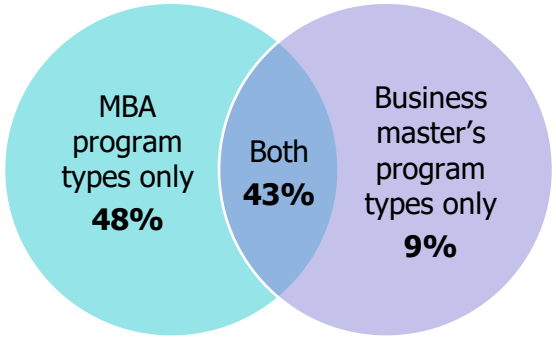
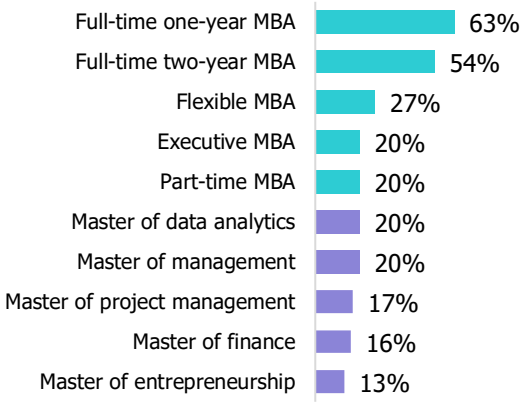
Brazil

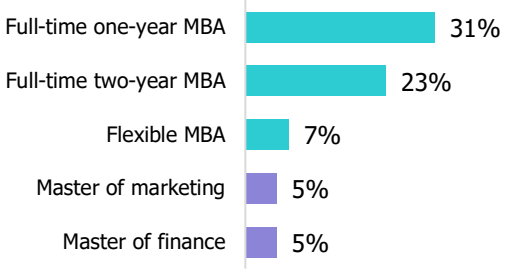
Program Considerations



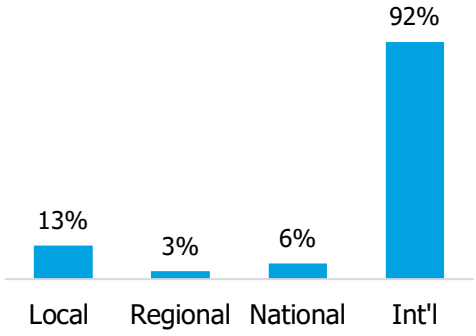
Top 10 Program Types Considered



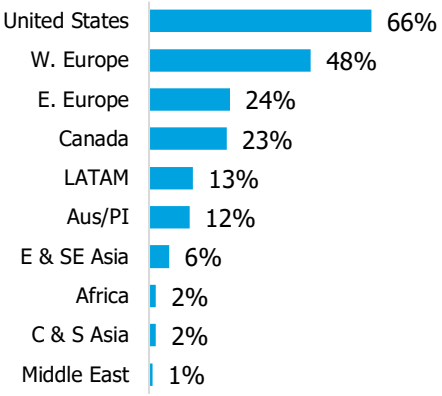
Top Program Types Preferred*



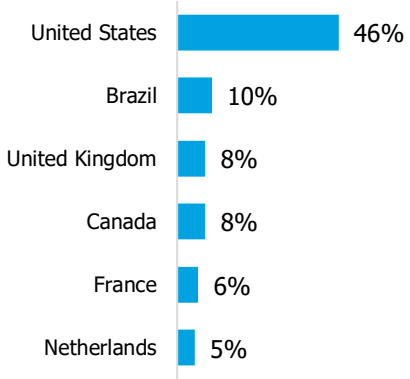
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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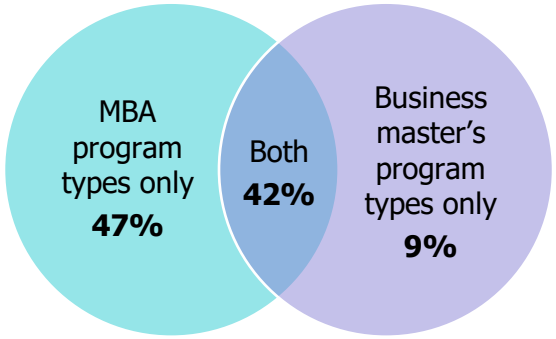
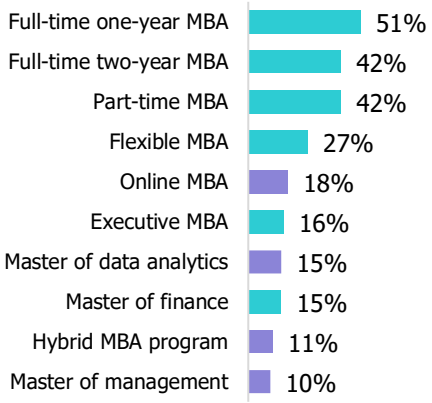
Canada

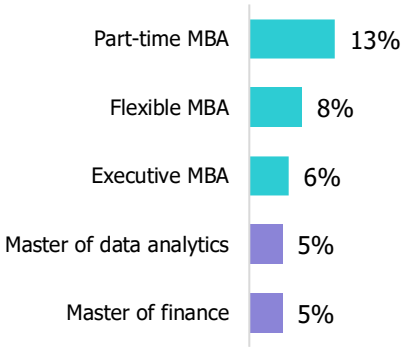
Program Considerations



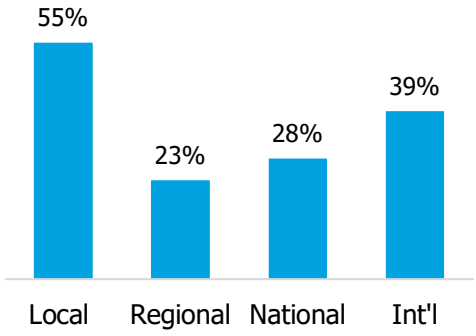
Top 10 Program Types Considered



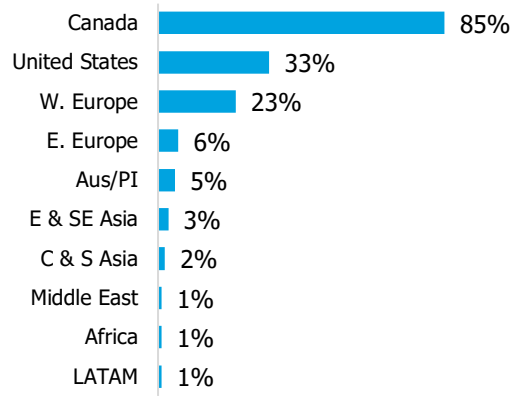
Top Program Types Preferred*



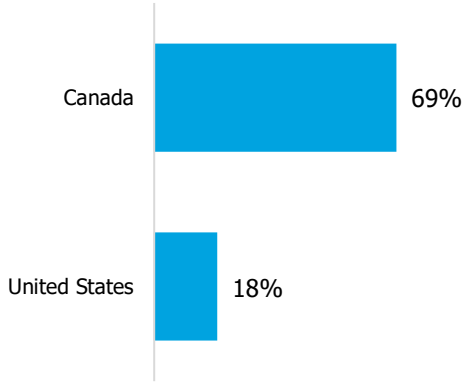
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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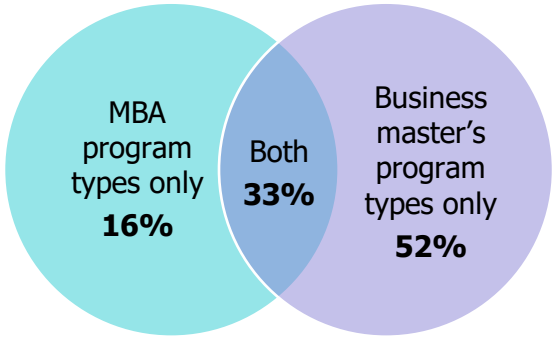
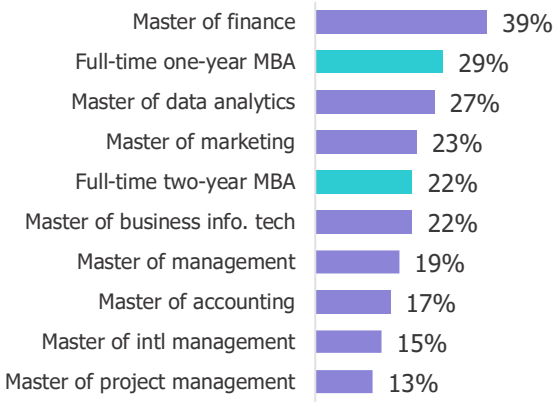
China

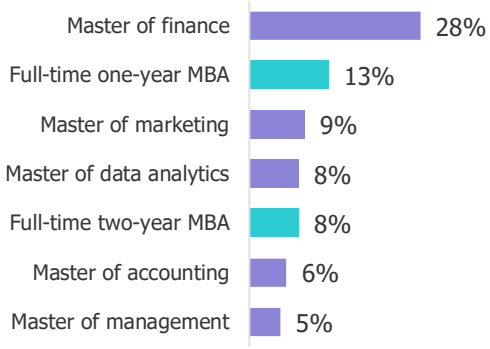
Program Considerations



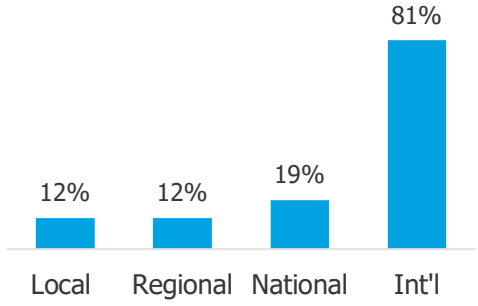
Top 10 Program Types Considered



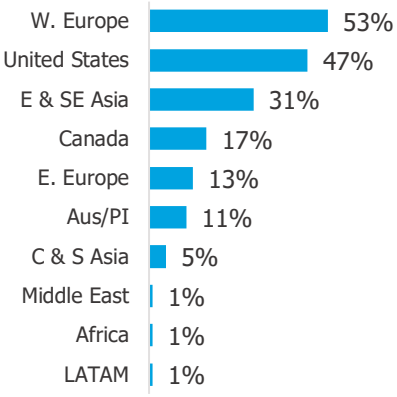
Top Program Types Preferred*



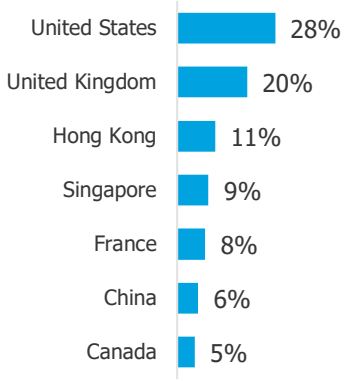
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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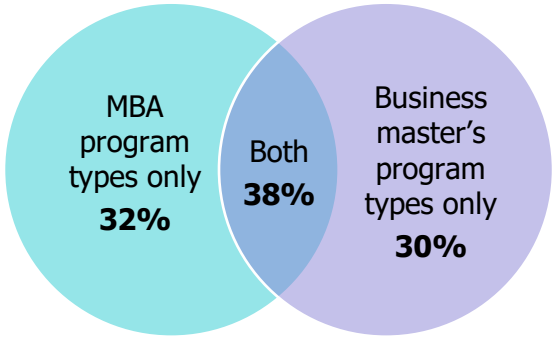
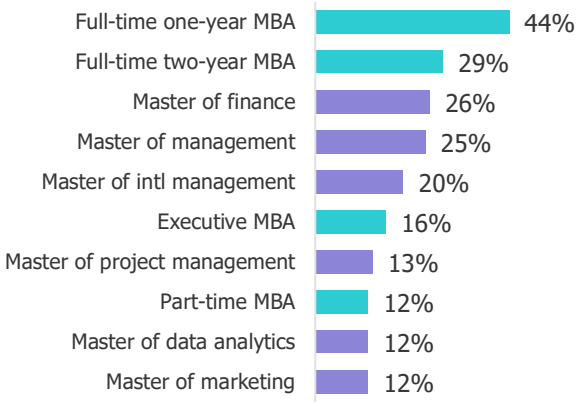
France

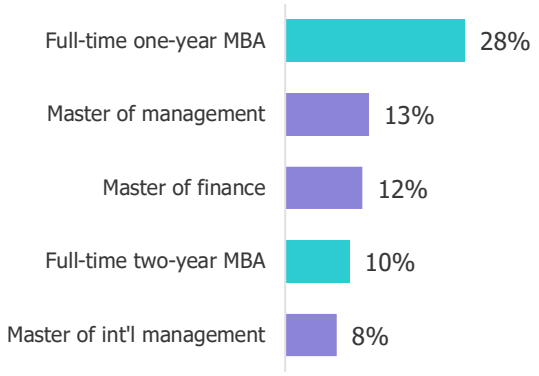
Program Considerations



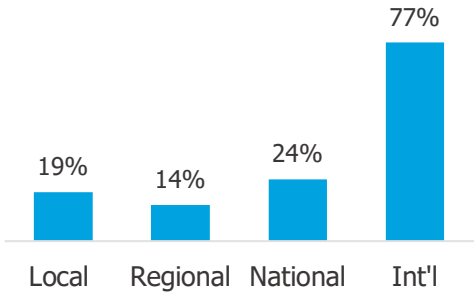
Top 10 Program Types Considered



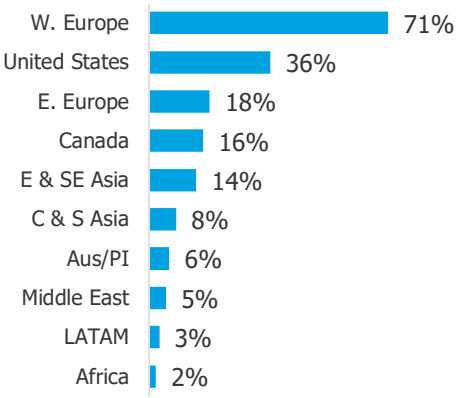
Top Program Types Preferred*



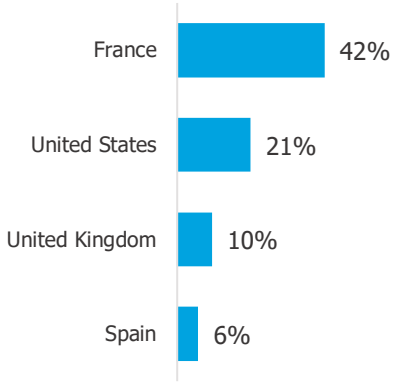
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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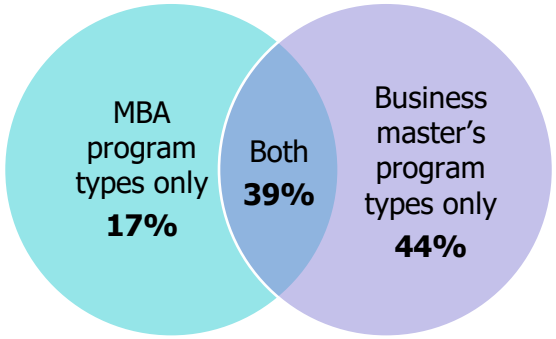
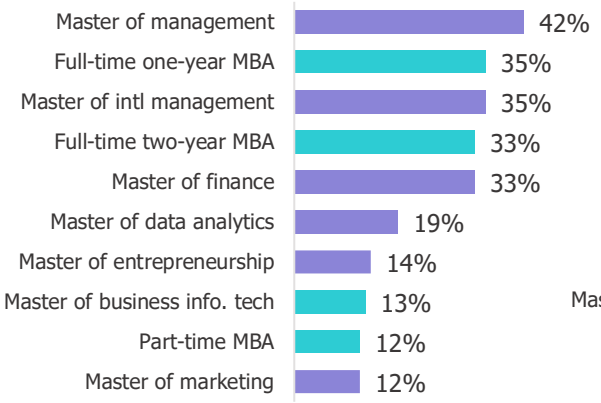
Germany

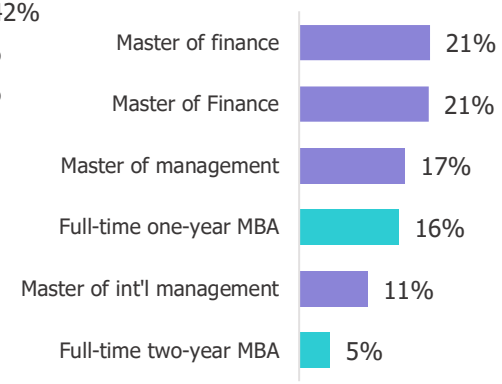
Program Considerations



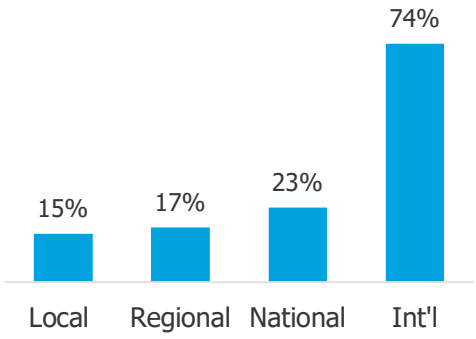
Top 10 Program Types Considered



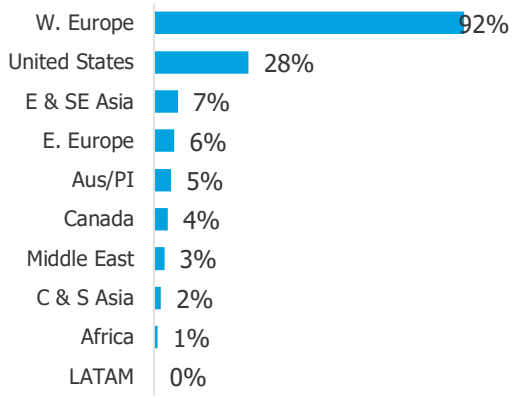
Top Program Types Preferred*



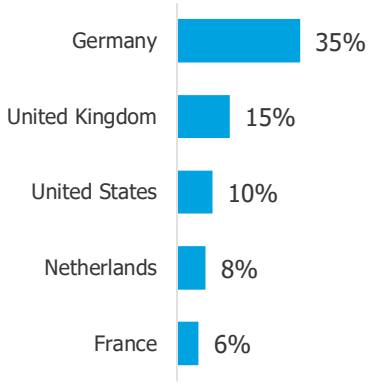
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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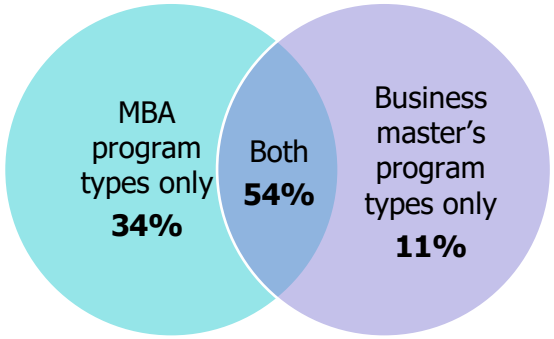
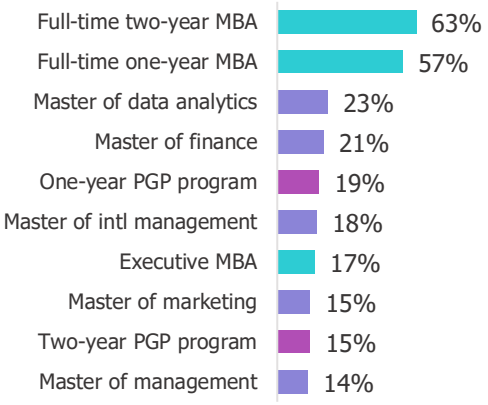
India

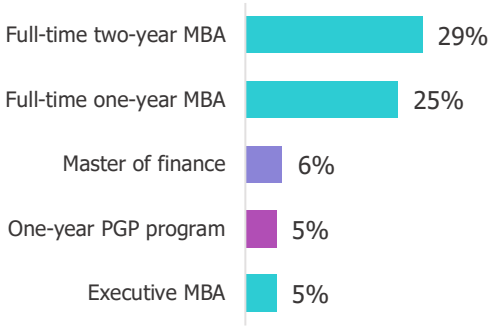
Program Considerations



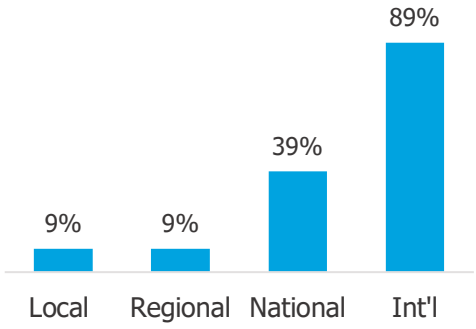
Top 10 Program Types Considered



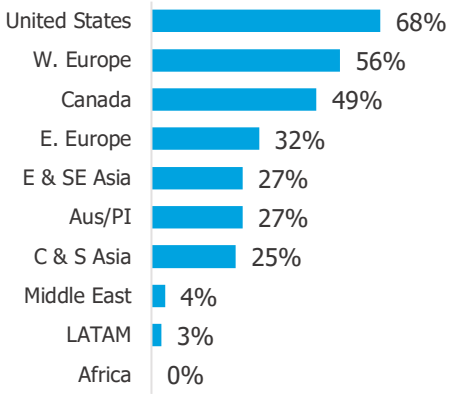
Top Program Types Preferred*



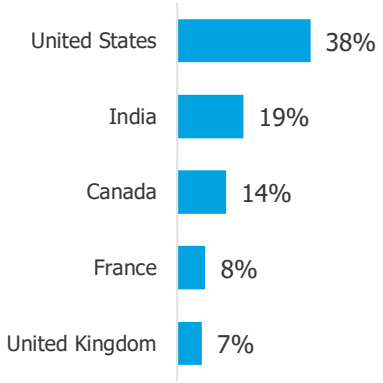
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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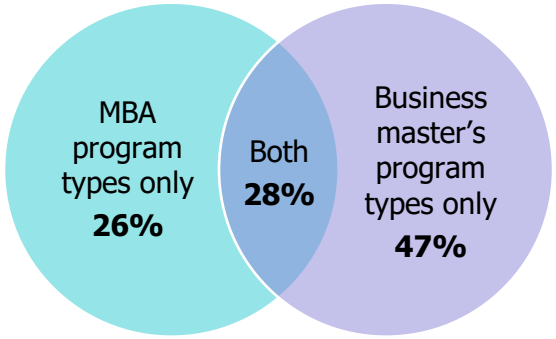
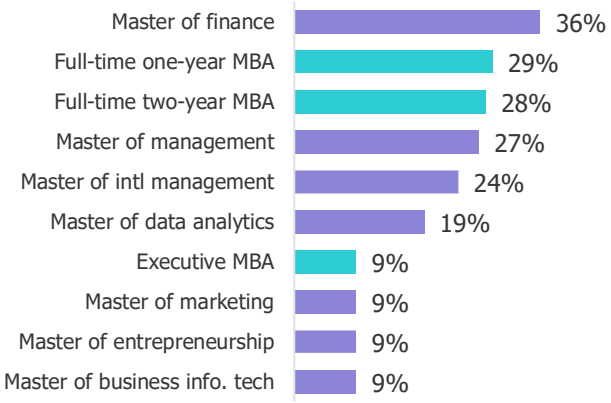
Italy

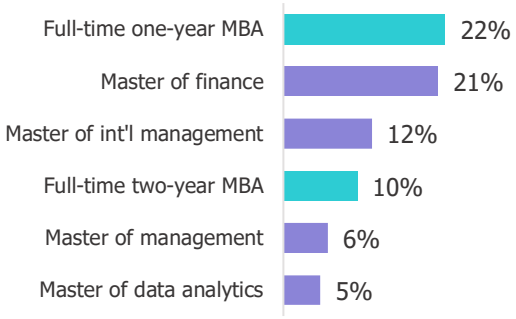
Program Considerations



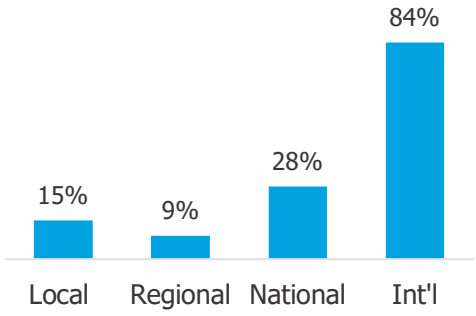
Top 10 Program Types Considered



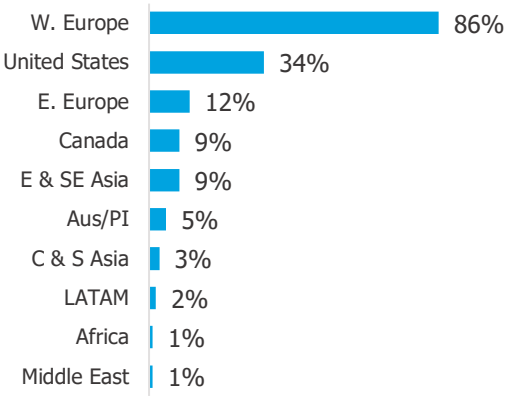
Top Program Types Preferred*



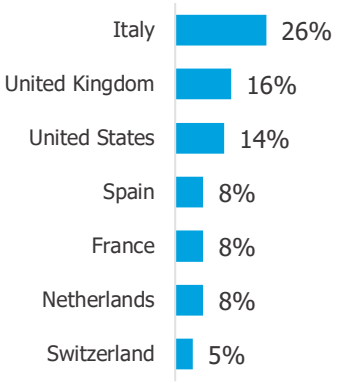
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
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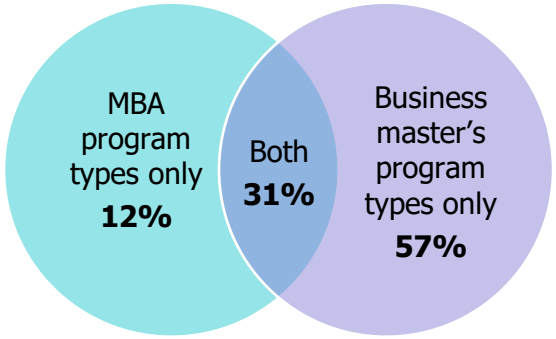
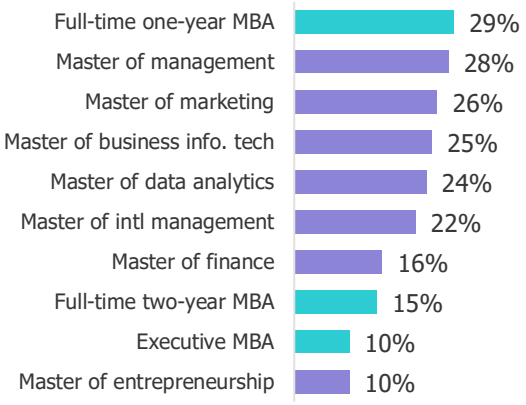
Netherlands

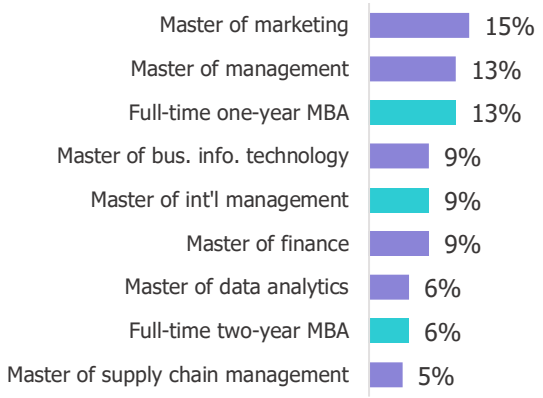
Program Considerations



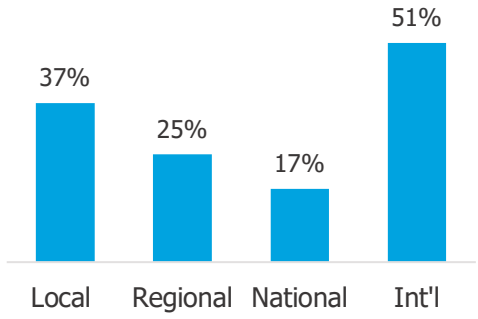
Top 10 Program Types Considered



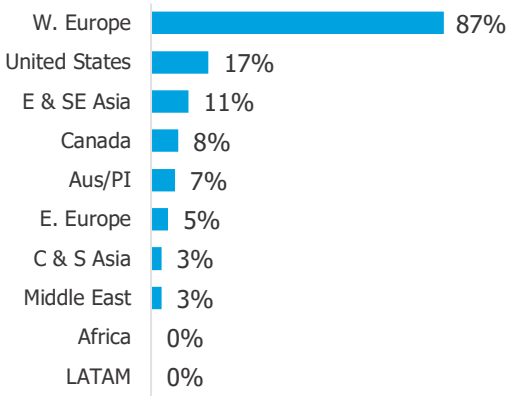
Top Program Types Preferred*



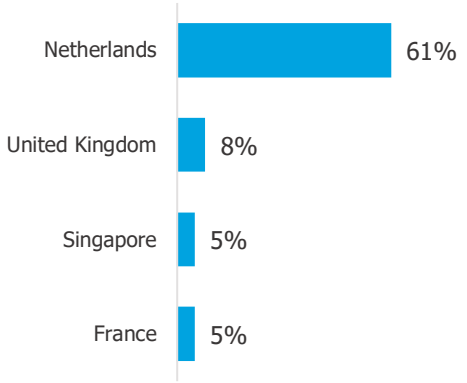
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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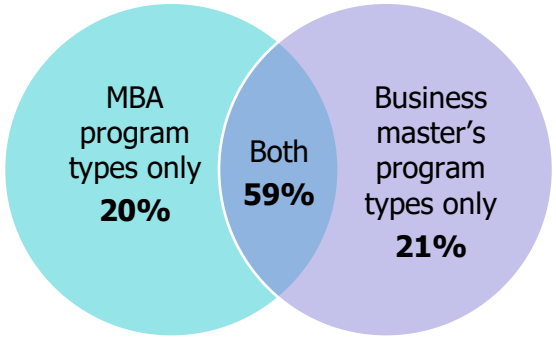
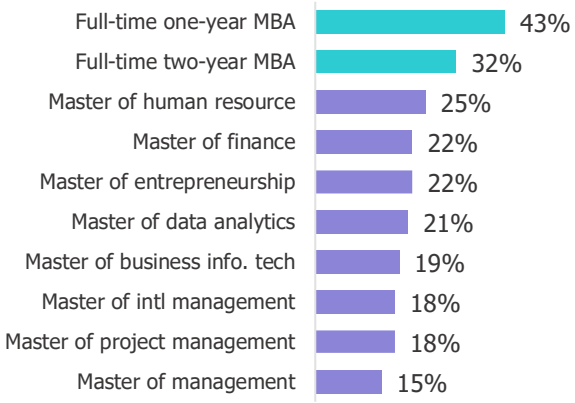
Nigeria

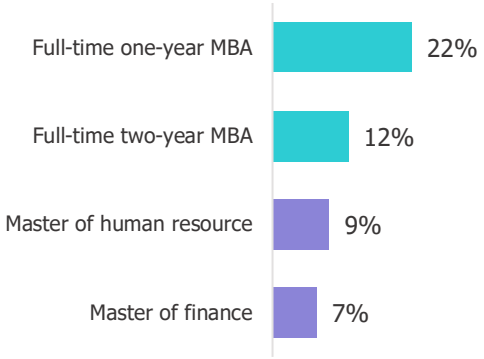
Program Considerations



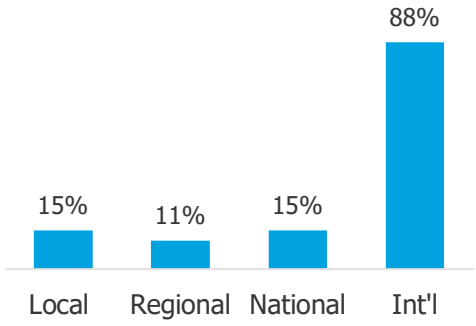
Top 10 Program Types Considered



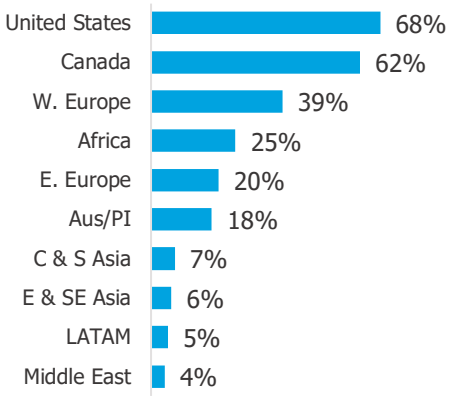
Top Program Types Preferred*



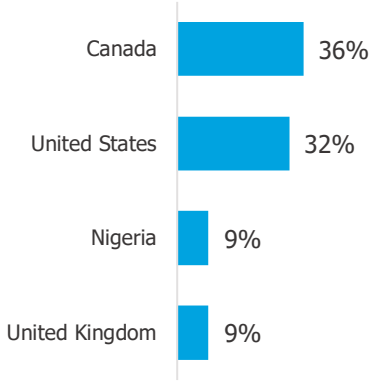
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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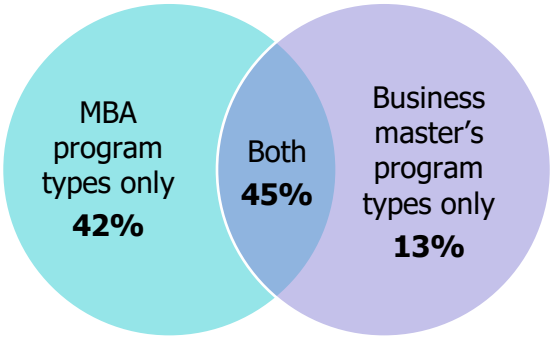
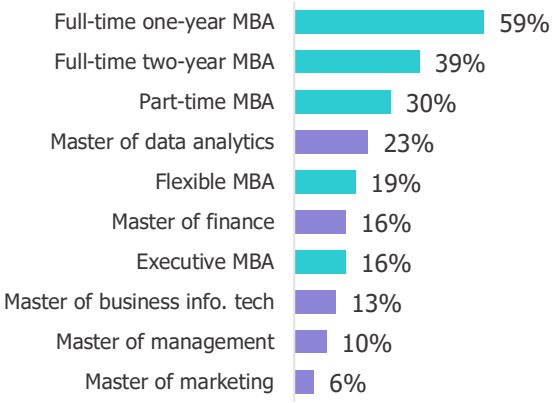
Singapore

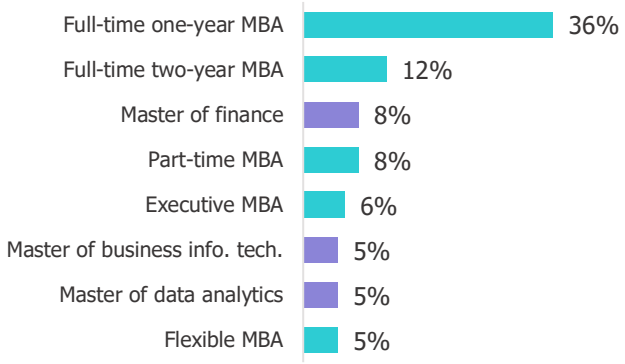
Program Considerations



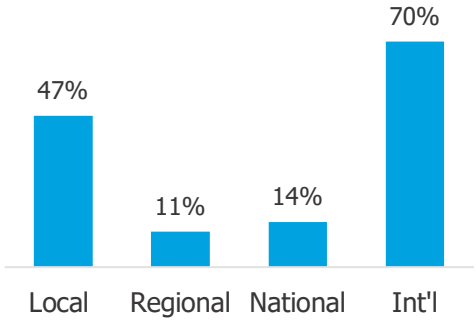
Top 10 Program Types Considered



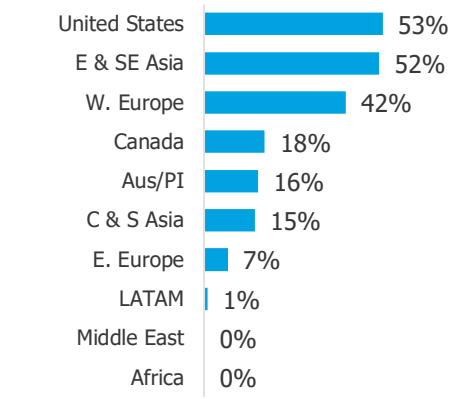
Top Program Types Preferred*



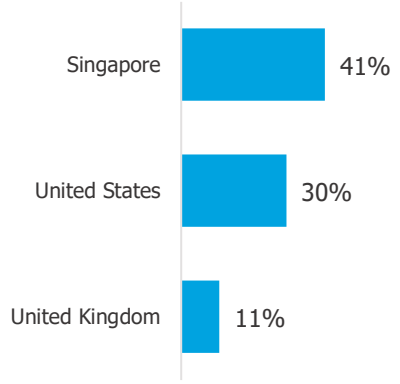
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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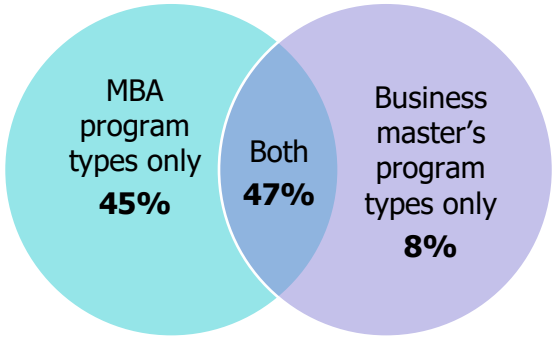
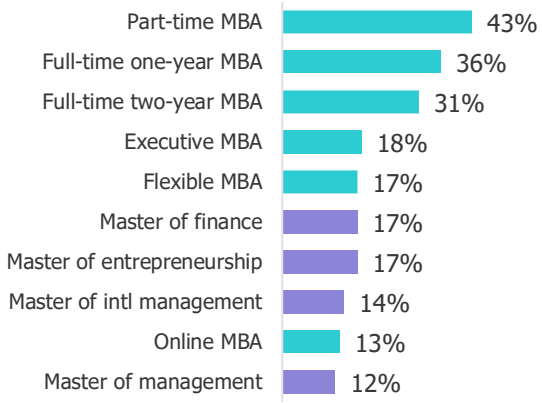
South Africa

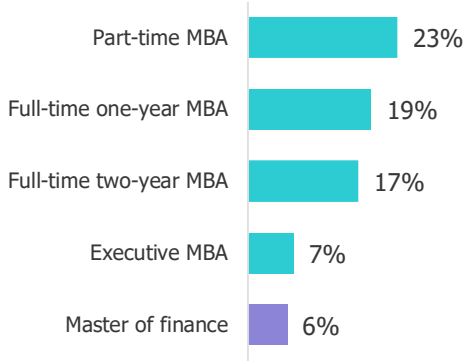
Program Considerations



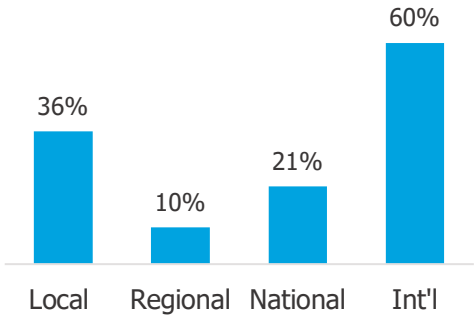
Top 10 Program Types Considered



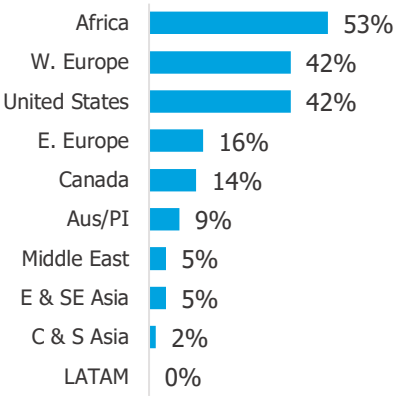
Top Program Types Preferred*



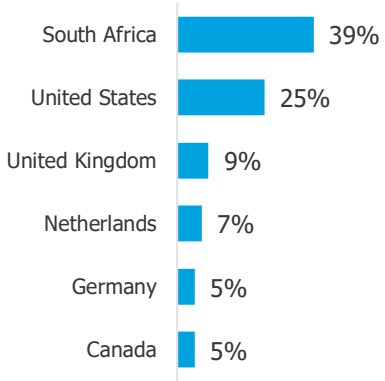
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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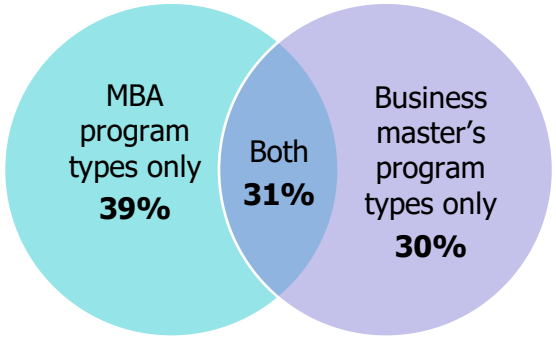
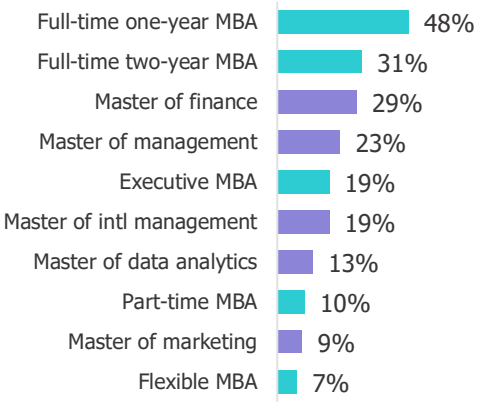
Spain

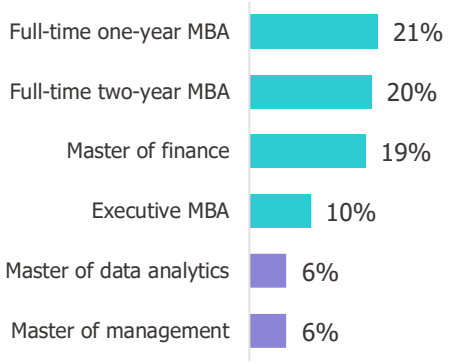
Program Considerations



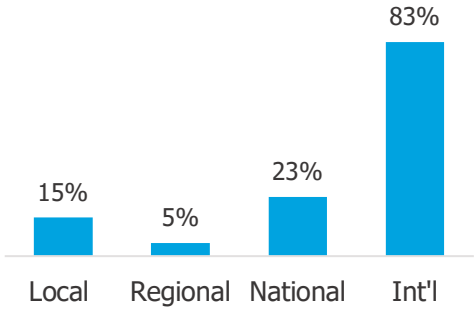
Top 10 Program Types Considered



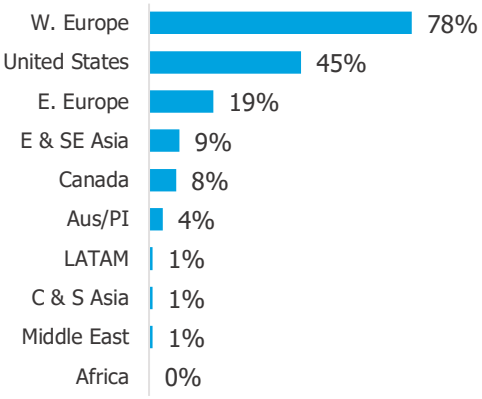
Top Program Types Preferred*



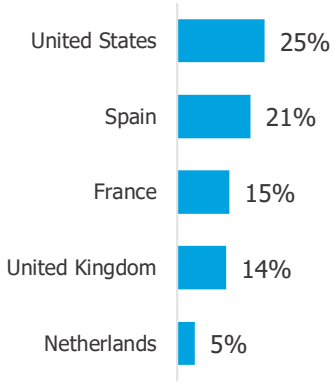
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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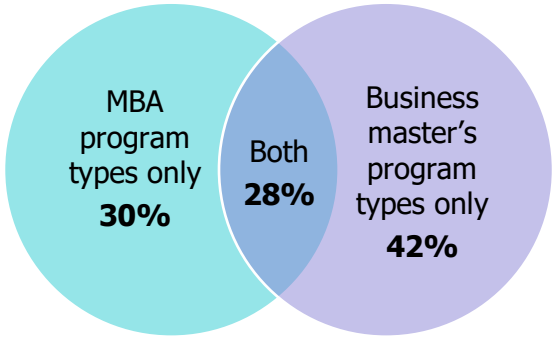
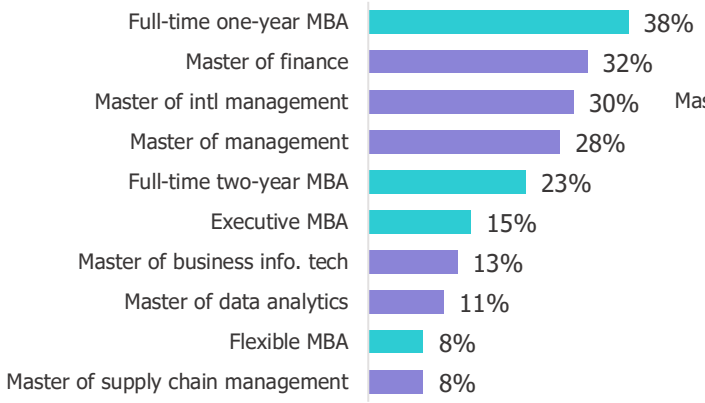
Switzerland

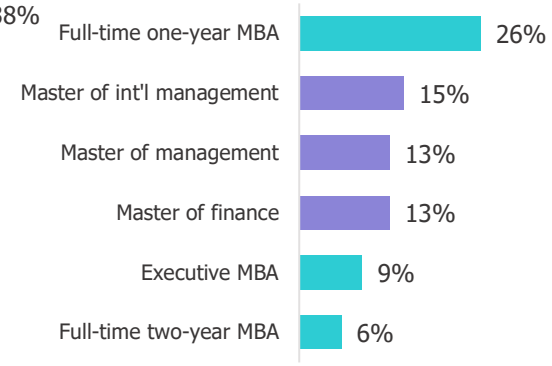
Program Considerations



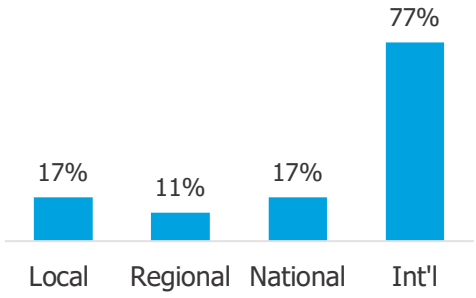
Top 10 Program Types Considered



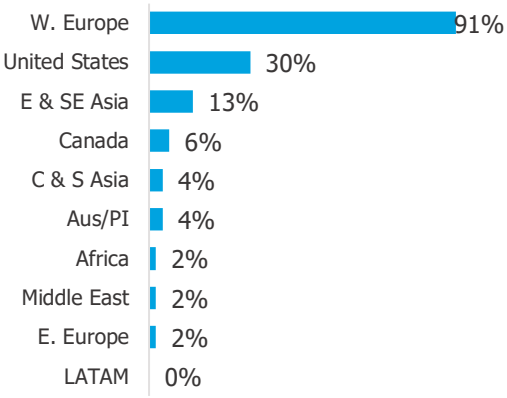
Top Program Types Preferred*



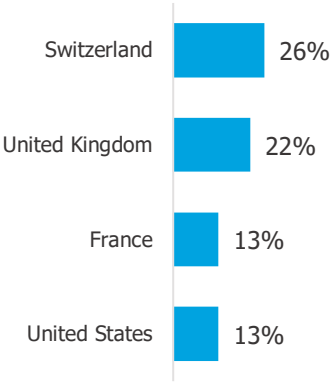
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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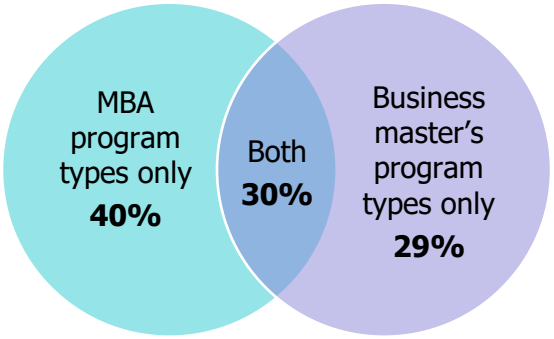
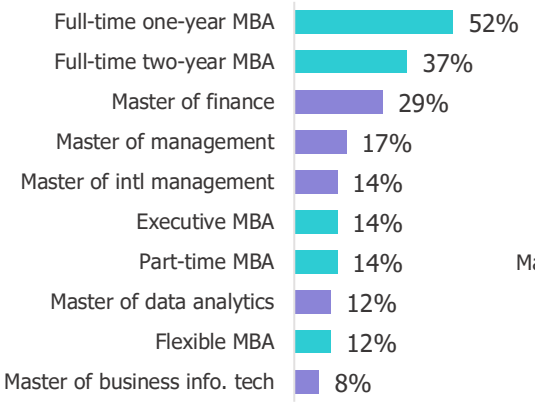
United Kingdom

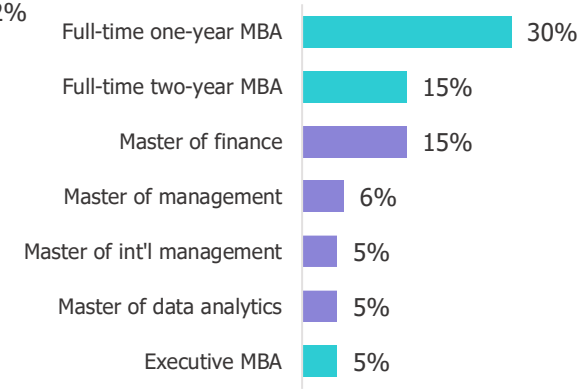
Program Considerations



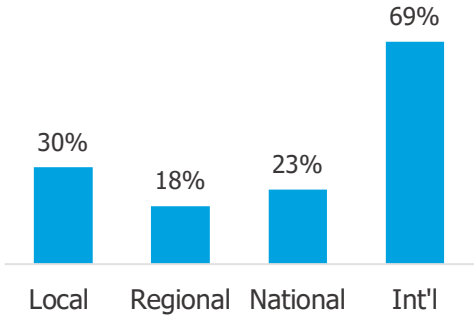
Top 10 Program Types Considered



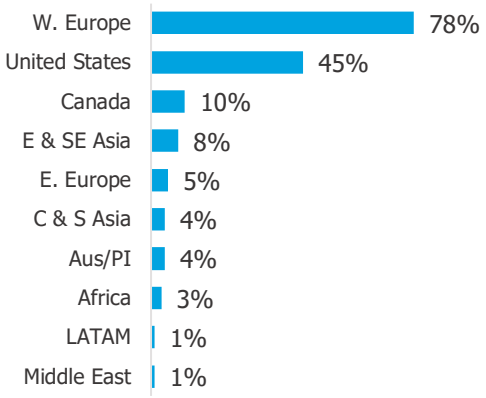
Top Program Types Preferred*



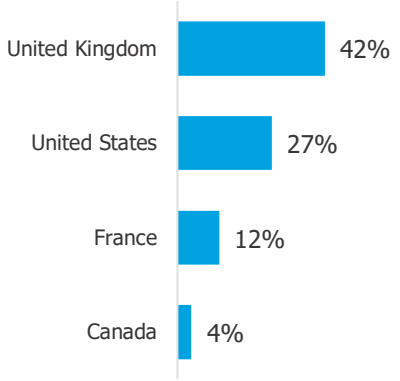
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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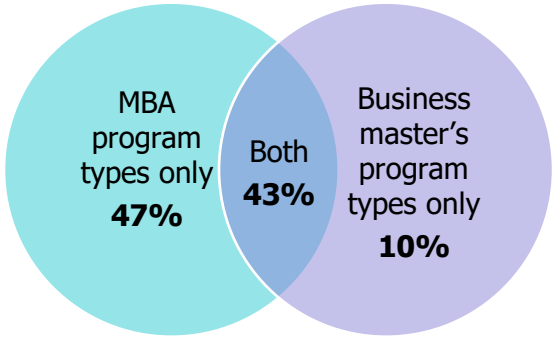
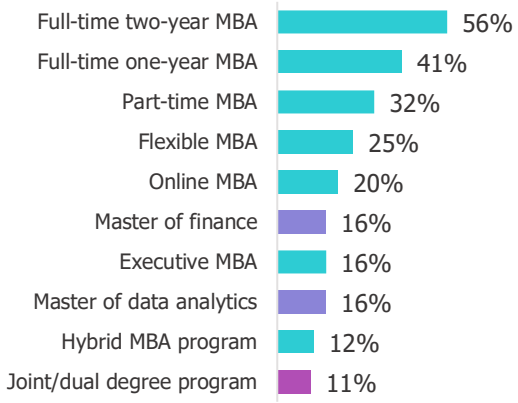
United States

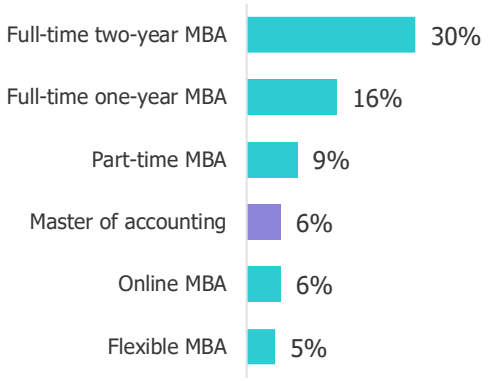
Program Considerations



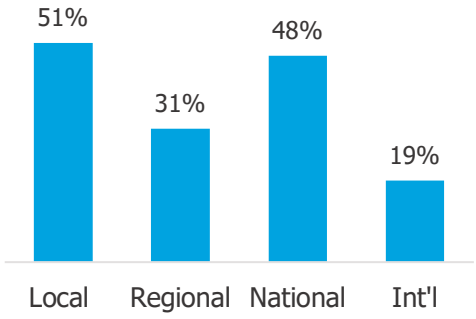
Top 10 Program Types Considered



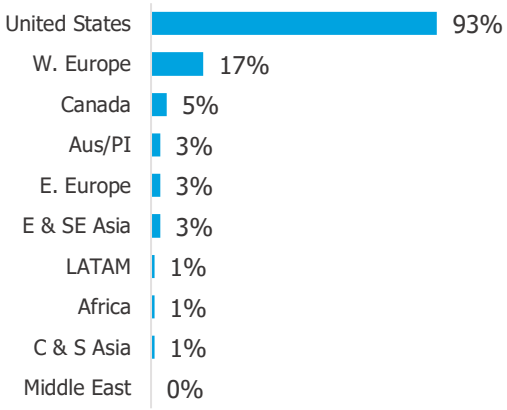
Top Program Types Preferred*



Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

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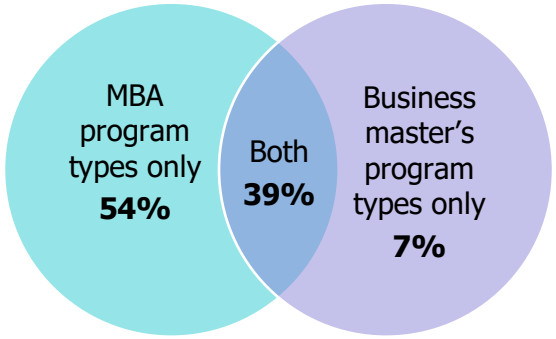
Candidate Profiles by Residence

This section features data by candidate country of residence, including:

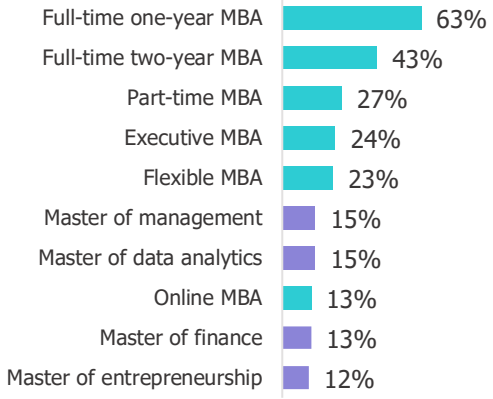
- Program considerations
- Top 10 program types considered
- Top program types preferred
- Application plans by relative location
- Application plans by program world region
- Preferred study destination by program country

Australia

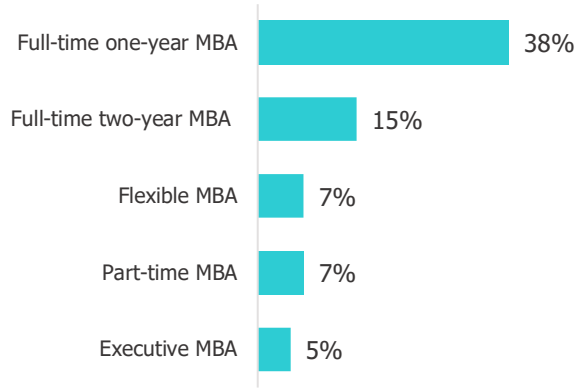
Program Considerations



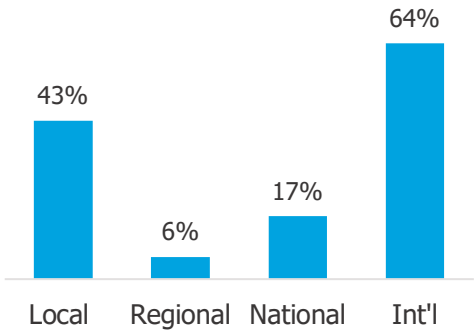
Top 10 Program Types Considered



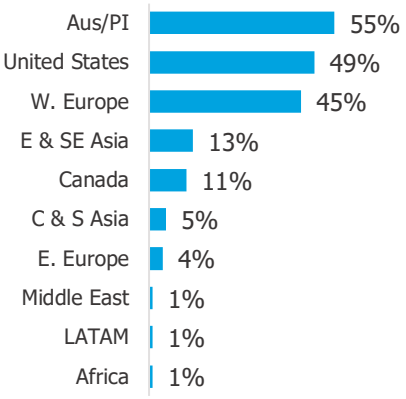
Top Program Types Preferred*



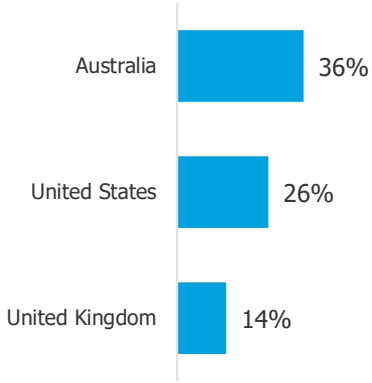
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
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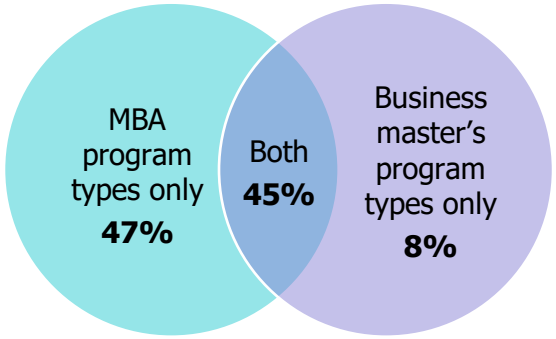
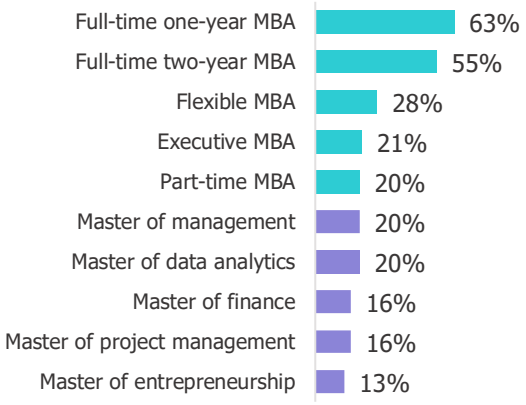
Brazil

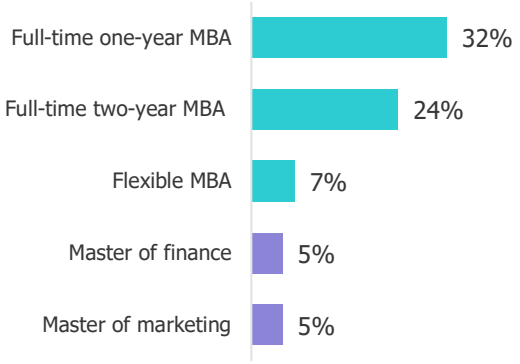
Program Considerations



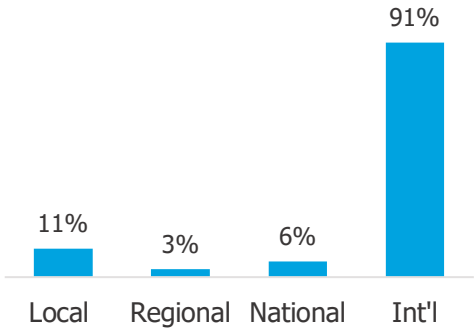
Top 10 Program Types Considered



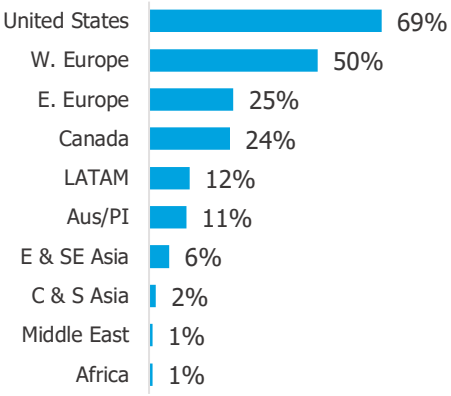
Top Program Types Preferred*



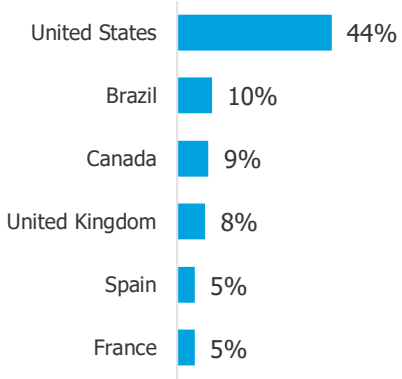
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
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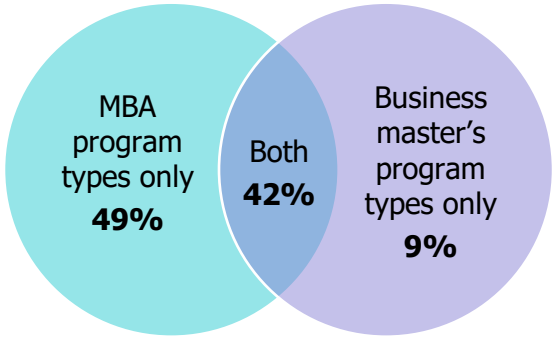
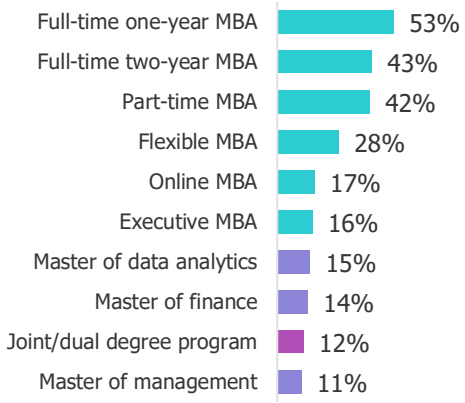
Canada

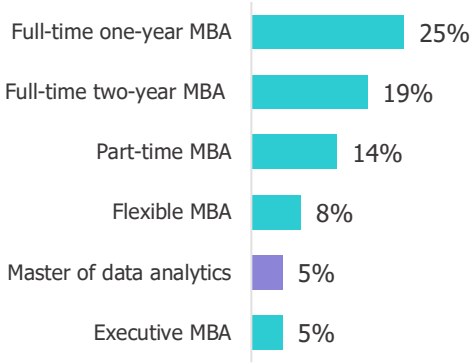
Program Considerations



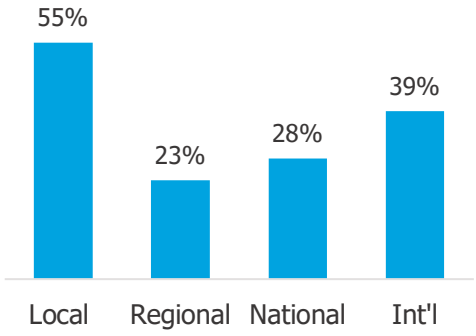
Top 10 Program Types Considered



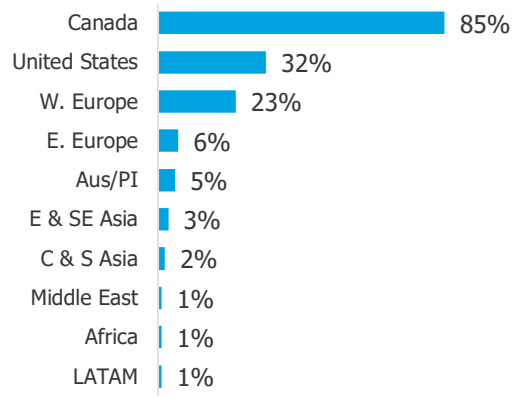
Top Program Types Preferred*



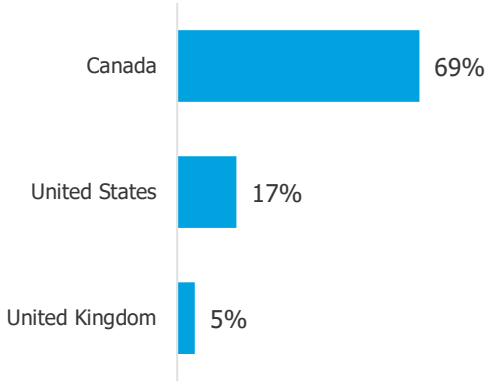
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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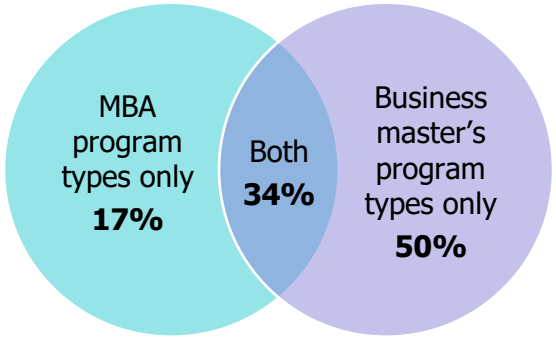
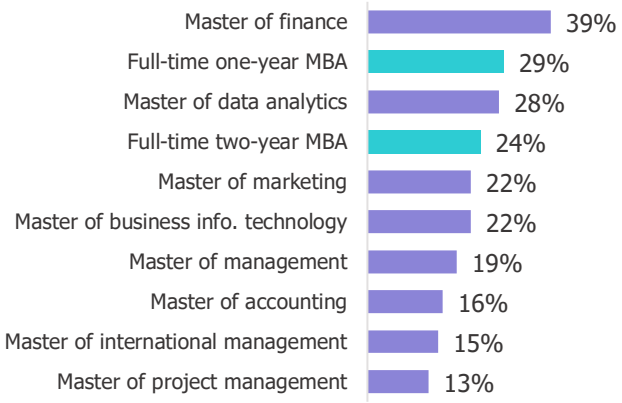
China

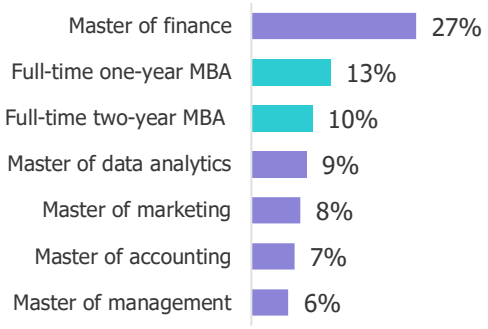
Program Considerations



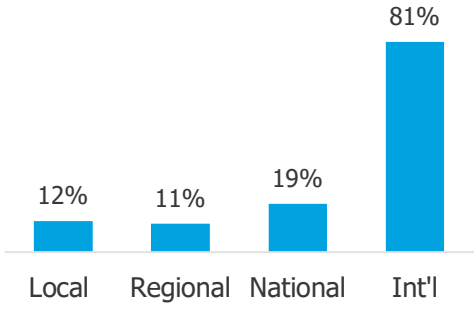
Top 10 Program Types Considered



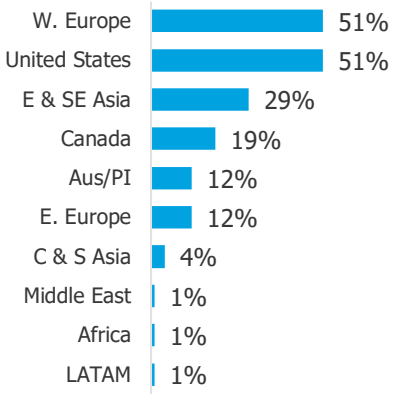
Top Program Types Preferred*



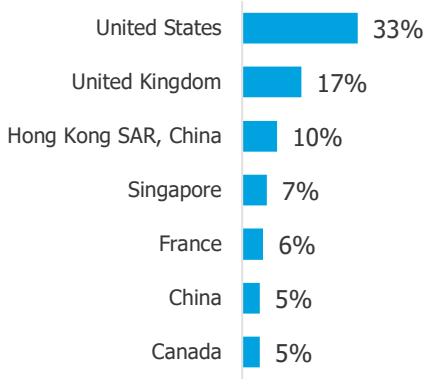
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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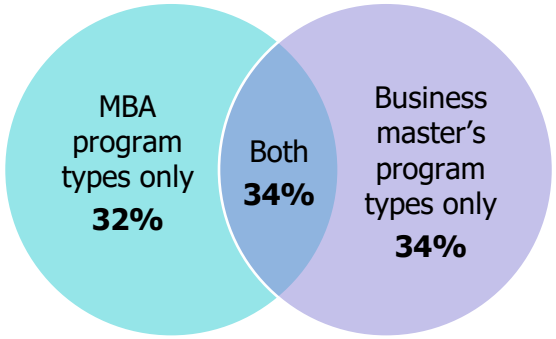
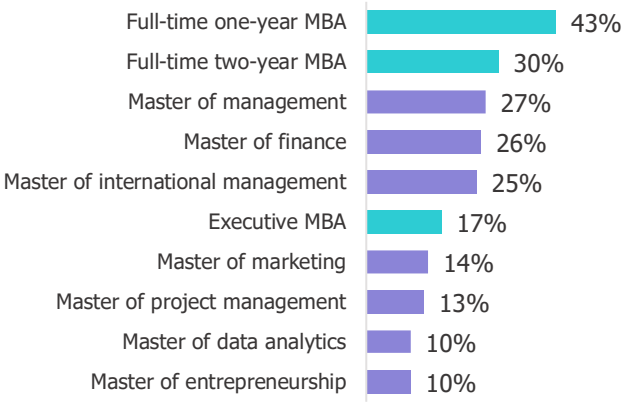
France

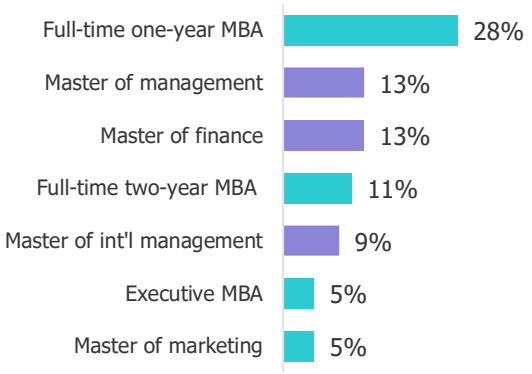
Program Considerations



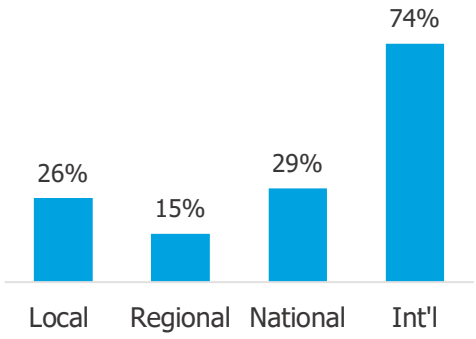
Top 10 Program Types Considered



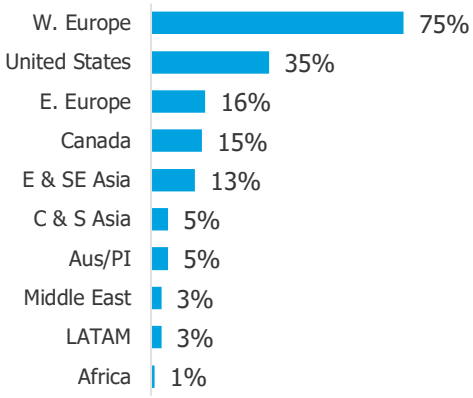
Top Program Types Preferred*



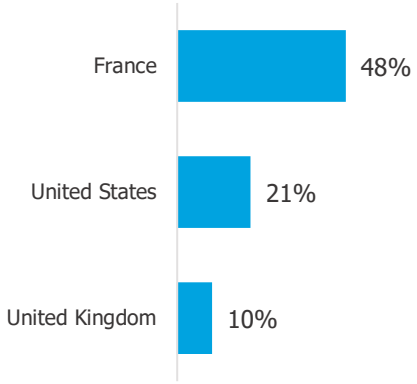
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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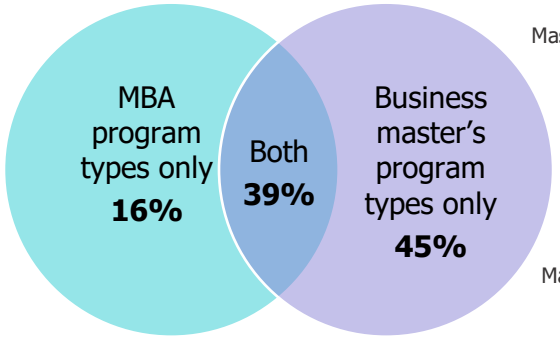
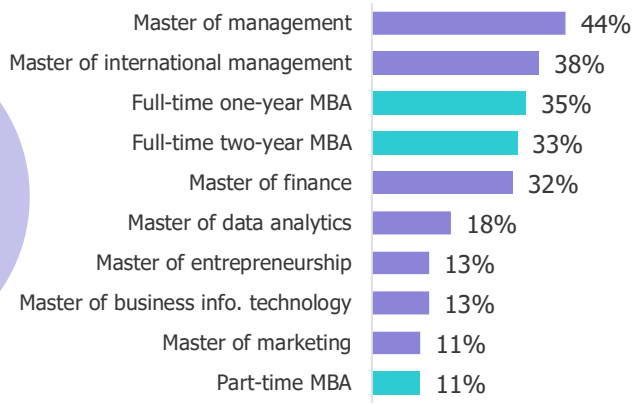
Germany

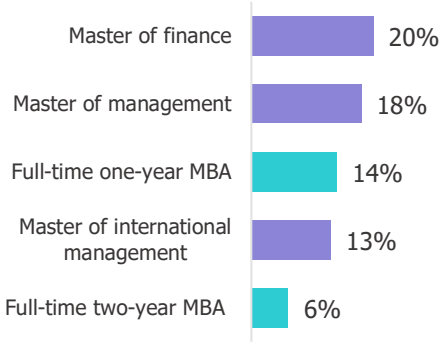
Program Considerations



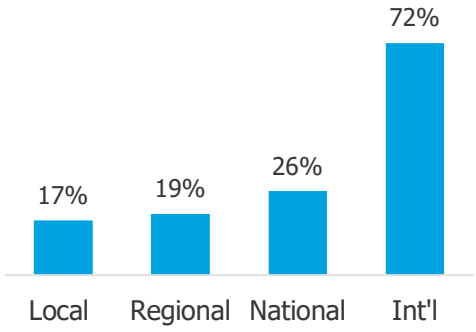
Top 10 Program Types Considered



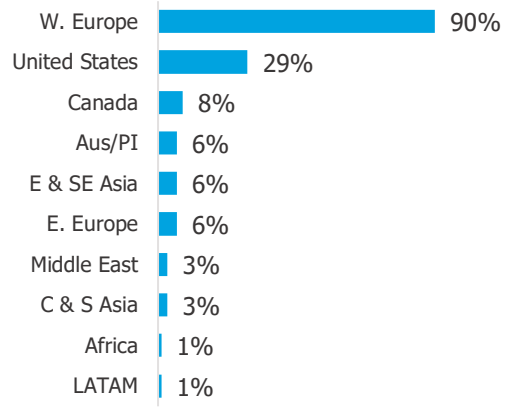
Top Program Types Preferred*



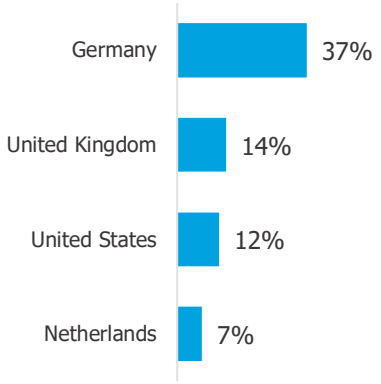
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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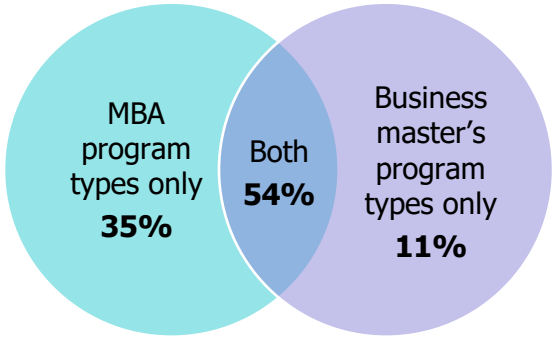
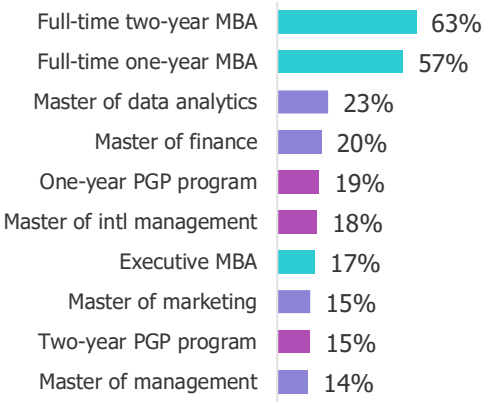
India

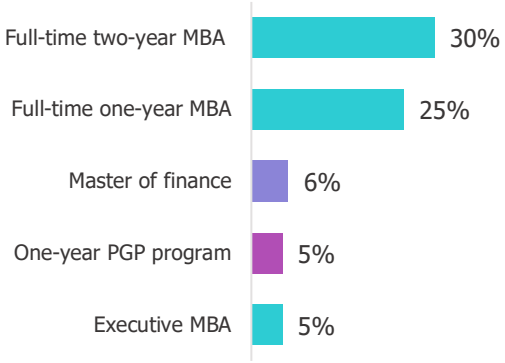
Program Considerations



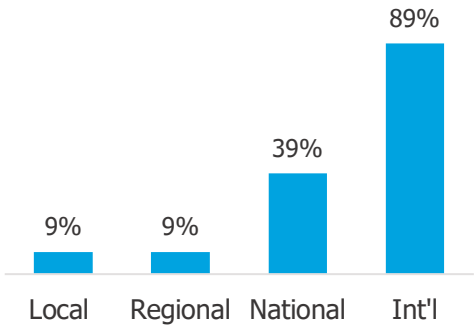
Top 10 Program Types Considered



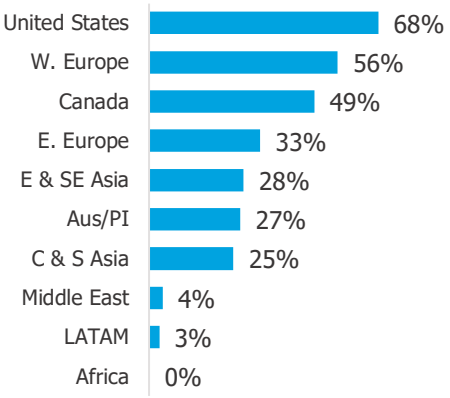
Top Program Types Preferred*



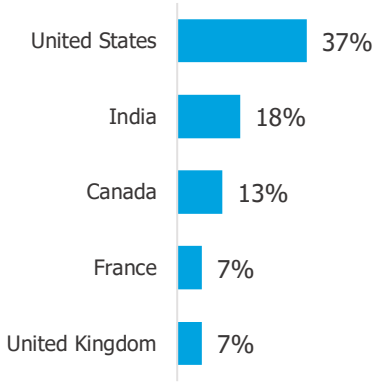
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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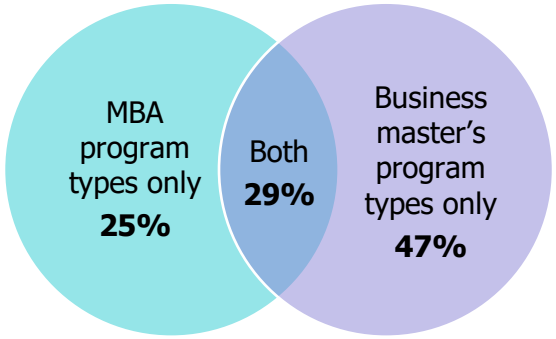
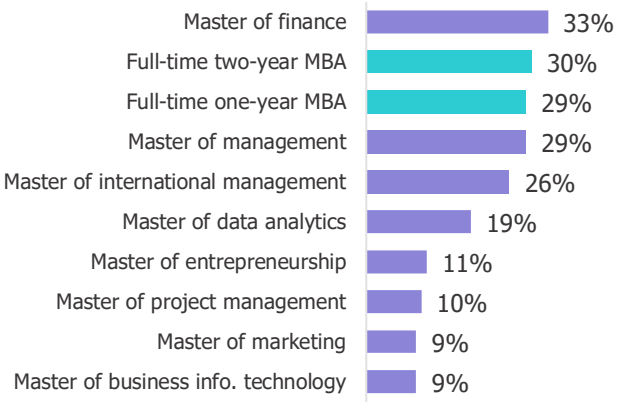
Italy

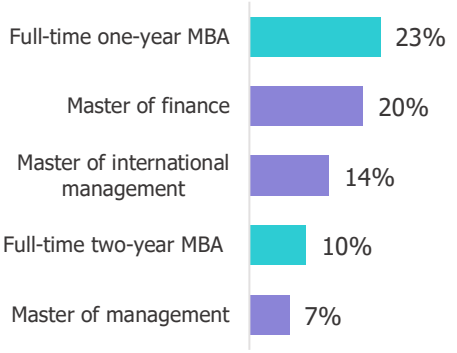
Program Considerations



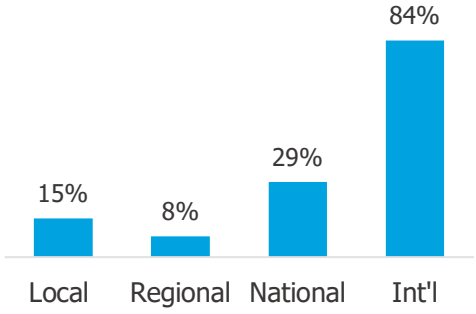
Top 10 Program Types Considered



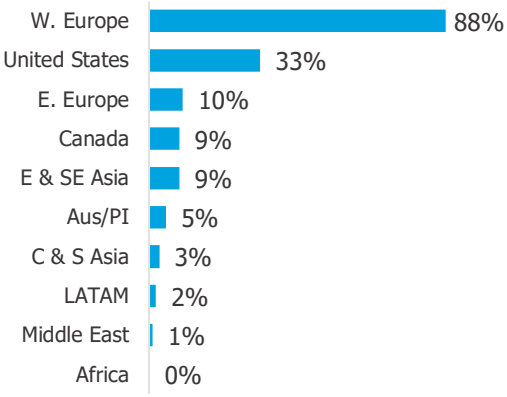
Top Program Types Preferred*



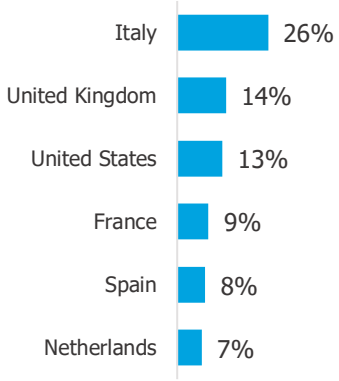
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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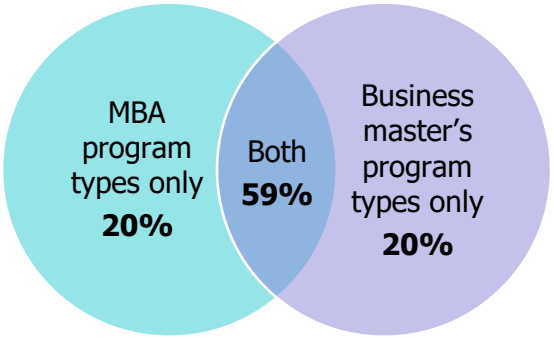
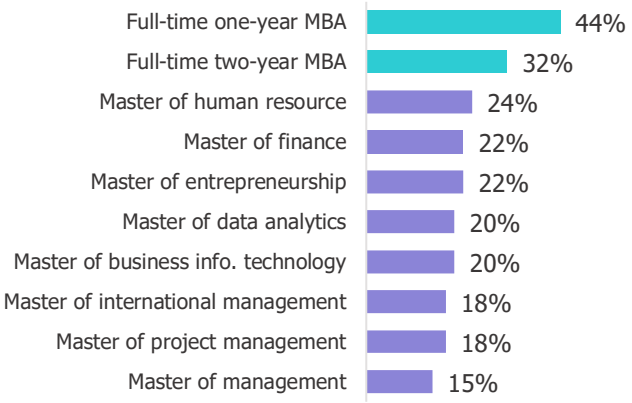
Nigeria

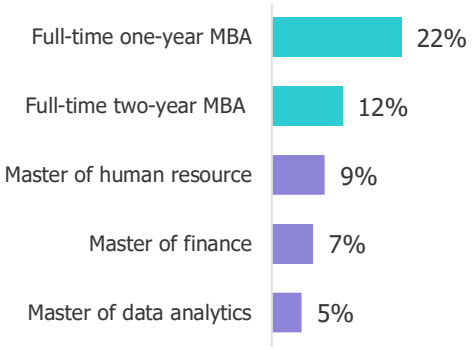
Program Considerations



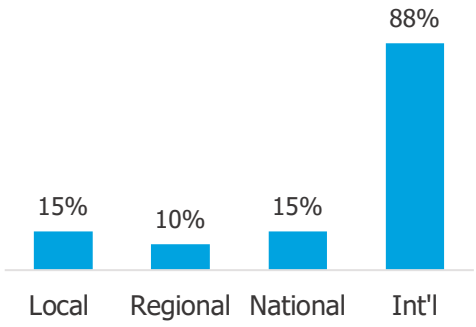
Top 10 Program Types Considered



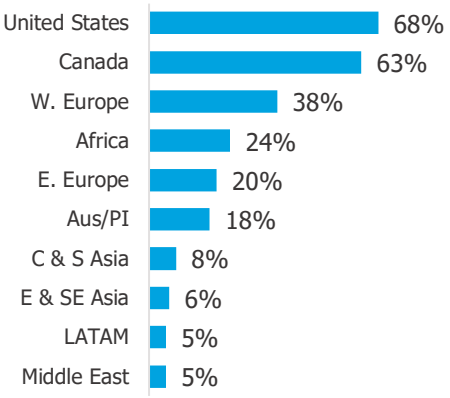
Top Program Types Preferred*



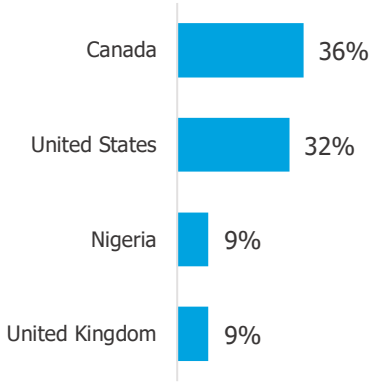
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

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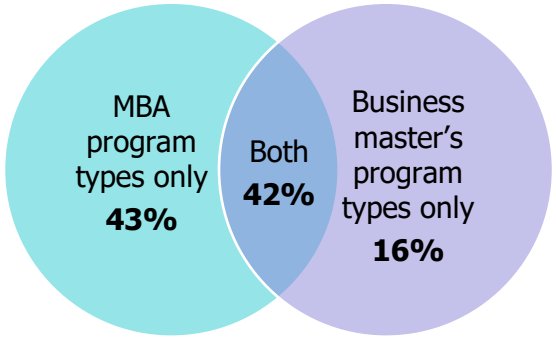
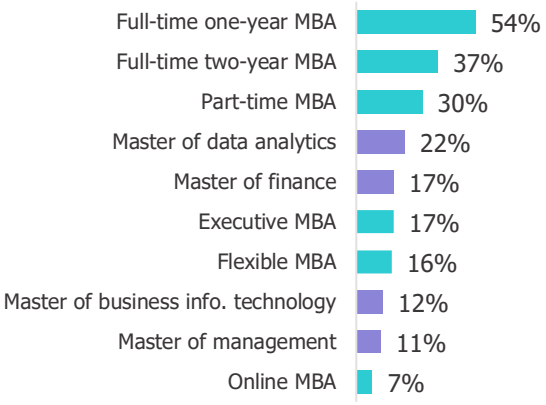
Singapore

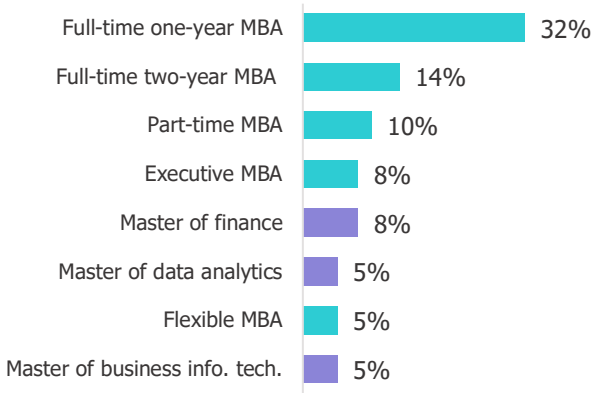
Program Considerations



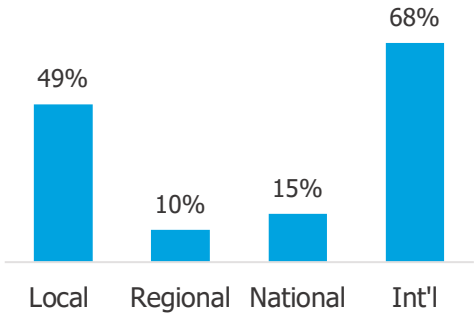
Top 10 Program Types Considered



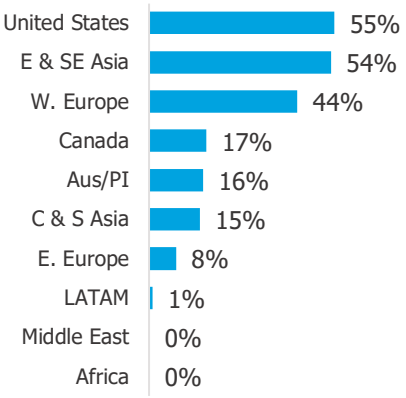
Top Program Types Preferred*



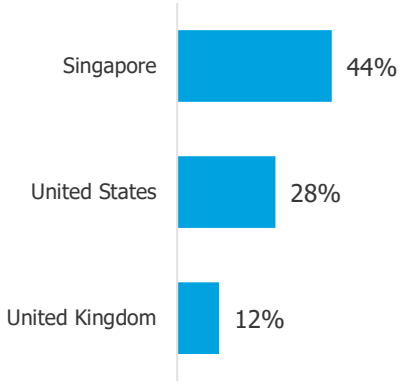
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
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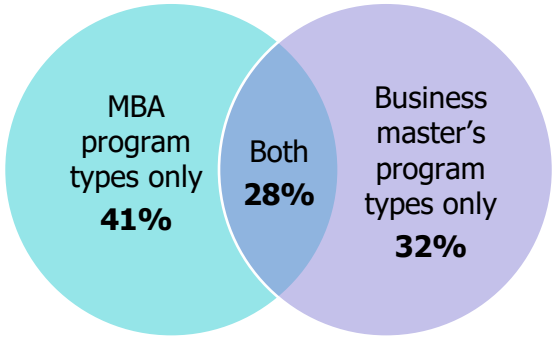
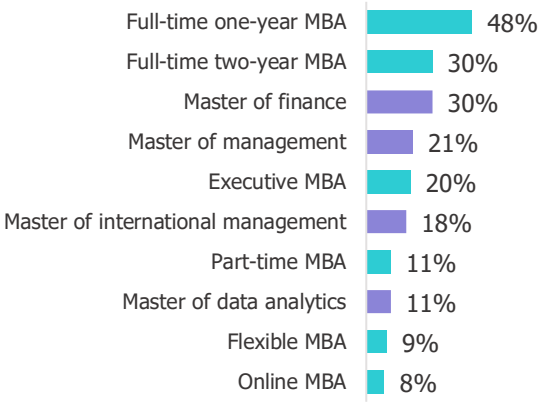
Spain

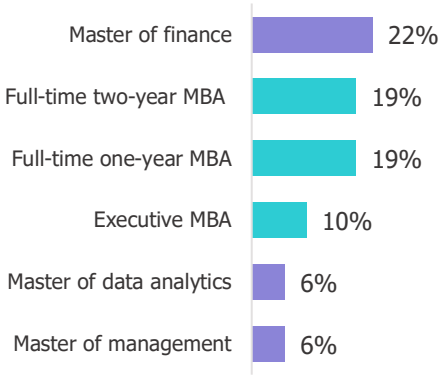
Program Considerations



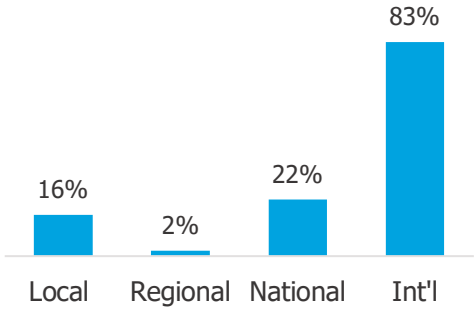
Top 10 Program Types Considered



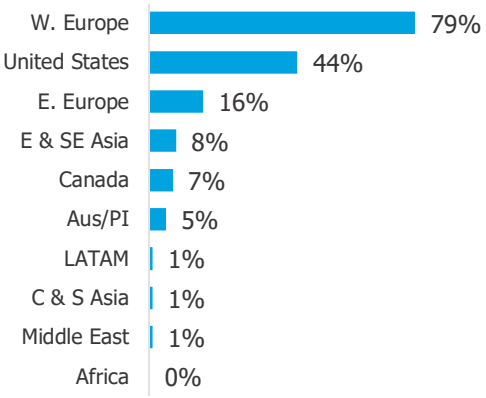
Top Program Types Preferred*



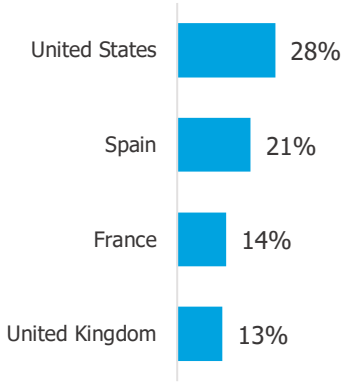
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
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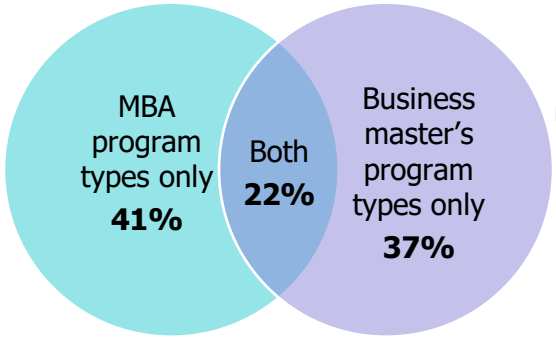
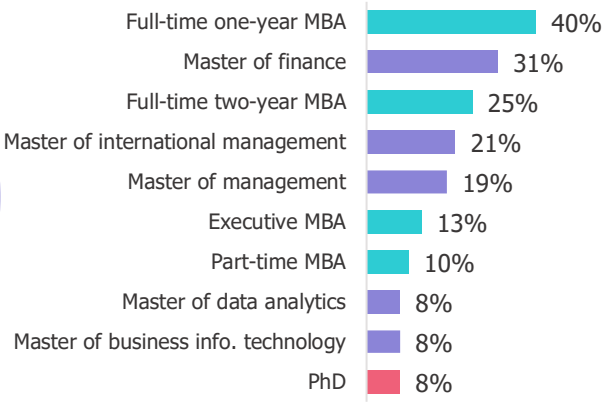
Switzerland

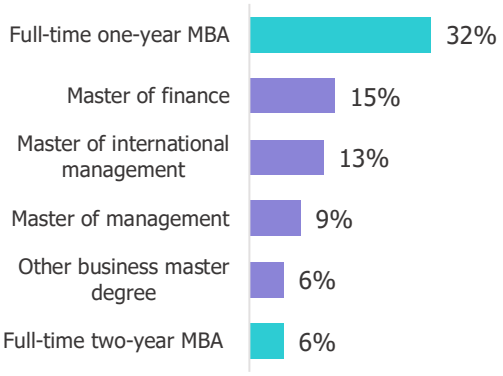
Program Considerations



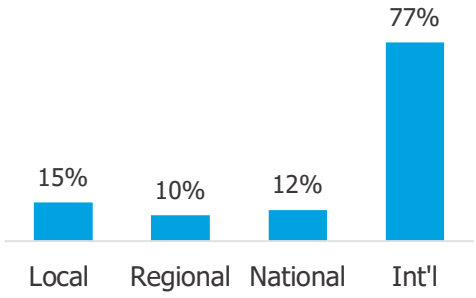
Top 10 Program Types Considered



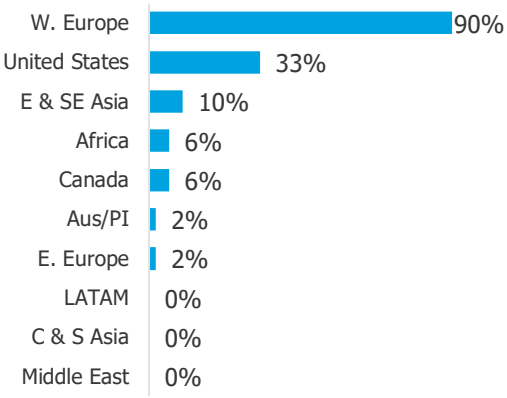
Top Program Types Preferred*



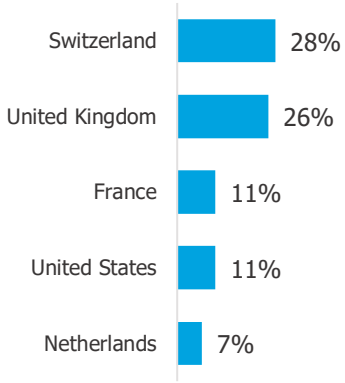
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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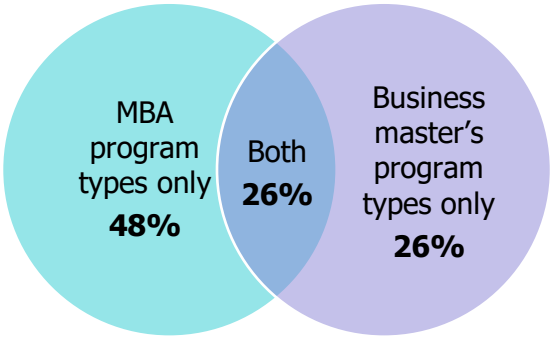
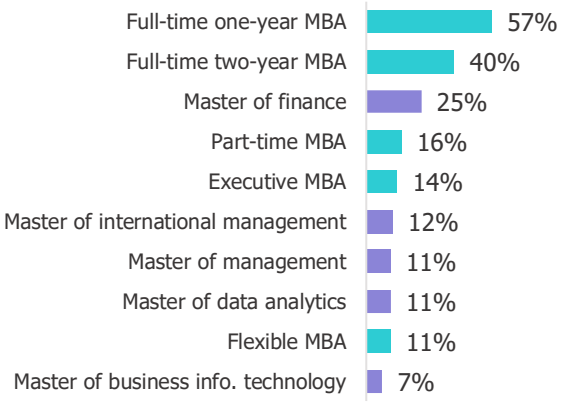
United Kingdom

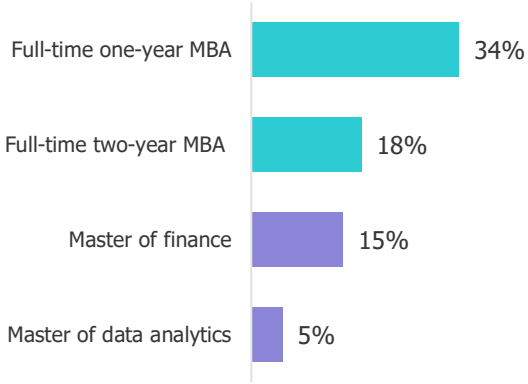
Program Considerations



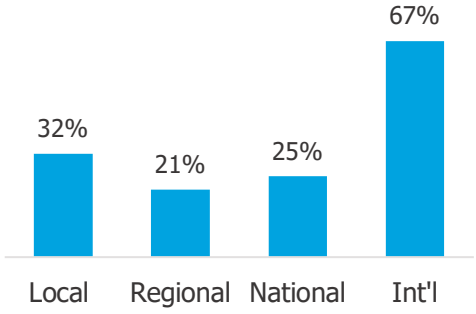
Top 10 Program Types Considered



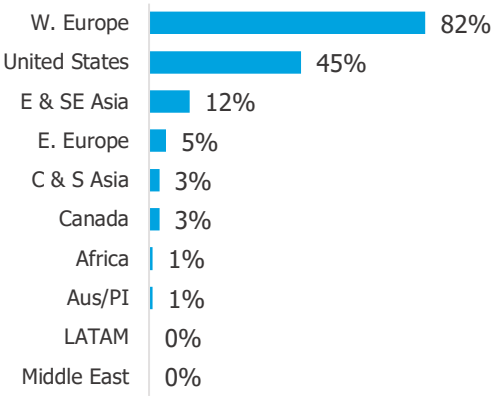
Top Program Types Preferred*



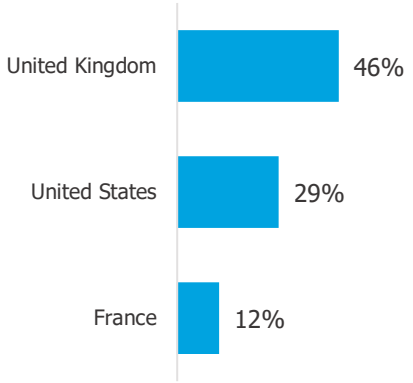
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



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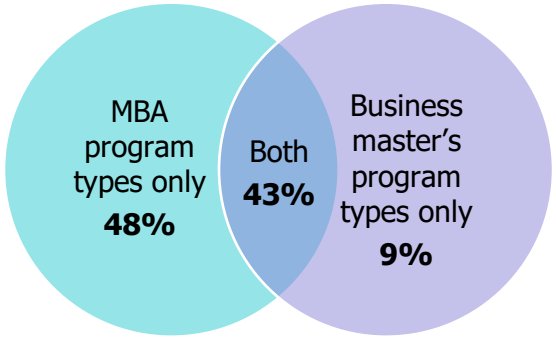
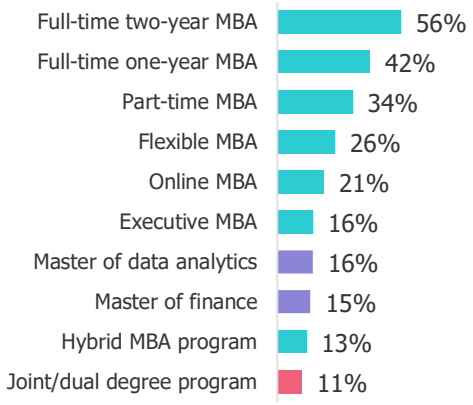
United States

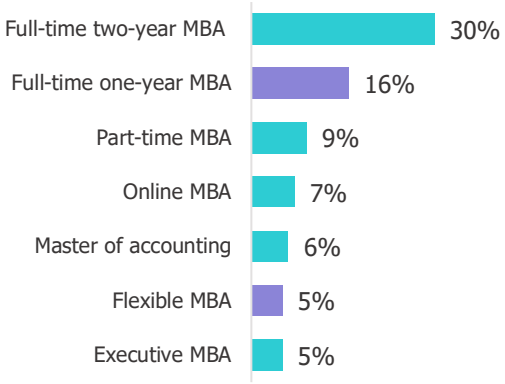
Program Considerations



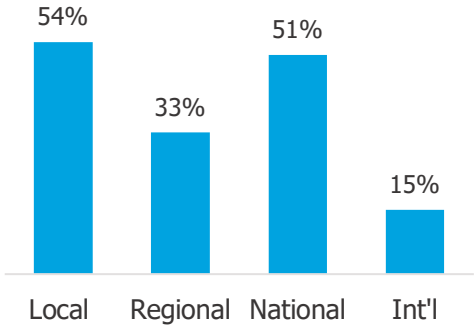
Top 10 Program Types Considered



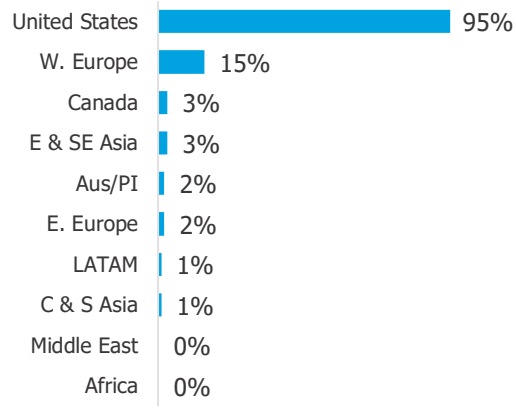
Top Program Types Preferred*



Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
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Preferred Study Destination

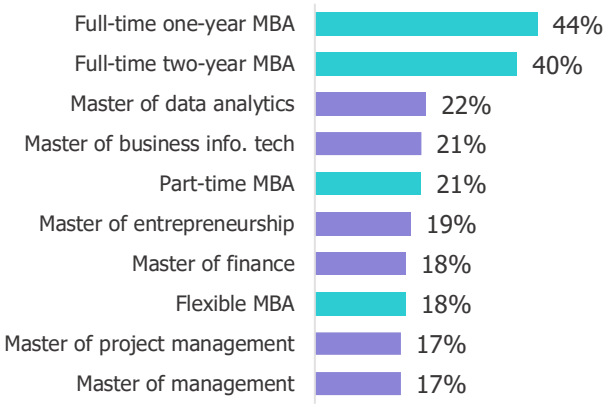
This section features data by candidate preferred study destination country, including:

- Top 10 program types considered
- Top program types preferred
- Citizenship
- Preferred program delivery by candidates preferring this study destination

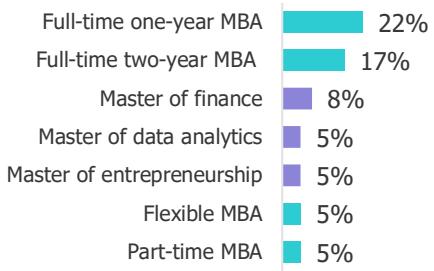
Australia

Candidates Preferring This Study Destination

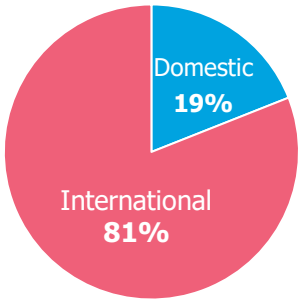
Top 10 Program Types Considered



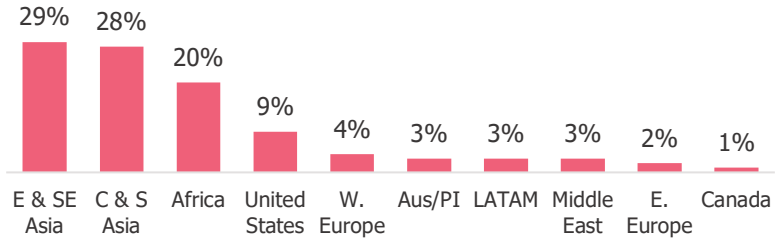
Top Program Types Preferred*



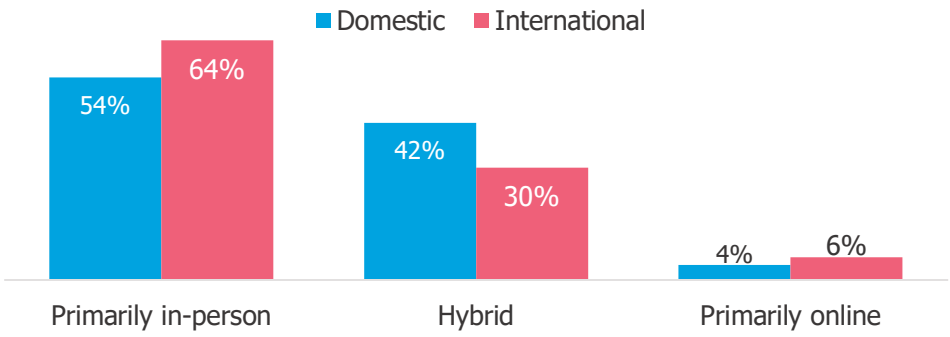
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



Note: Program types considered may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

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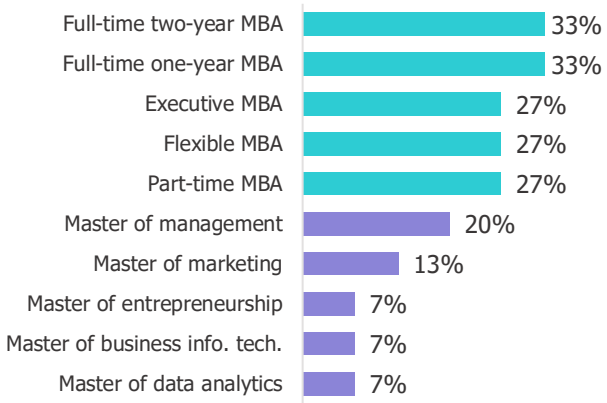
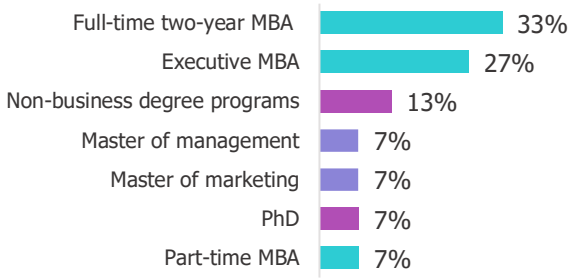
Brazil

Candidates Preferring This Study Destination

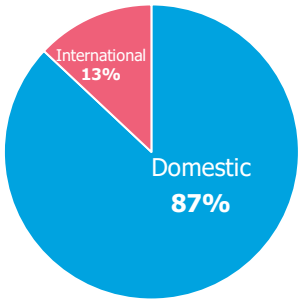
Top 10 Program Types Considered



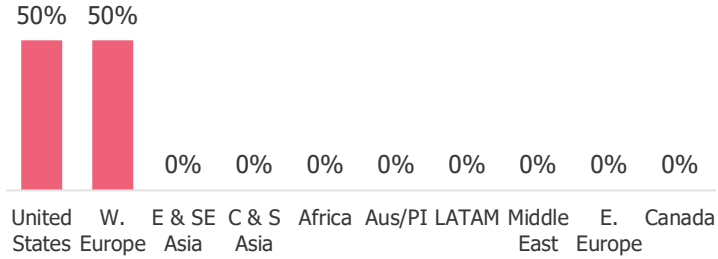
Top Program Types Preferred*



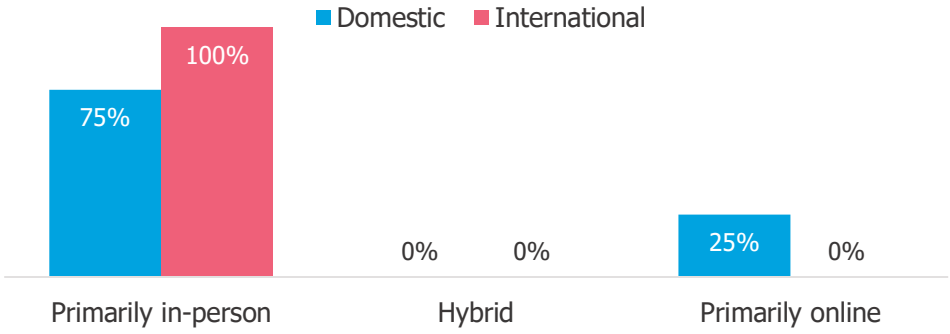
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



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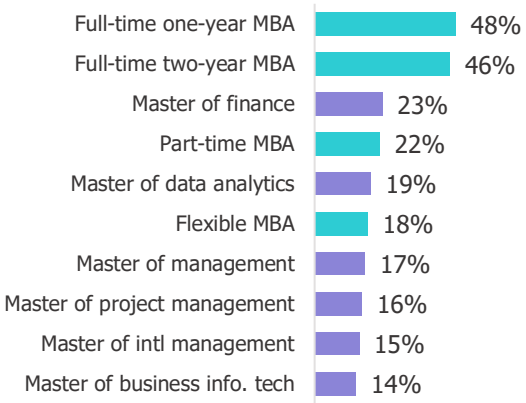
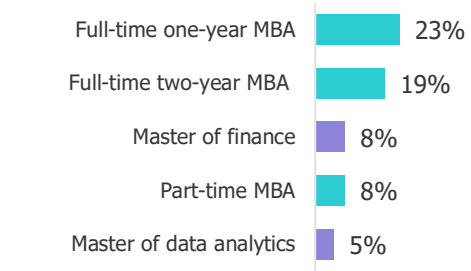
Canada

Candidates Preferring This Study Destination

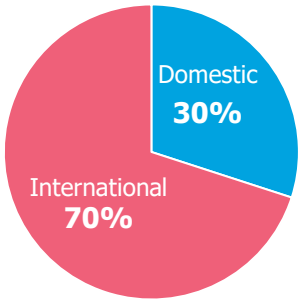
Top 10 Program Types Considered



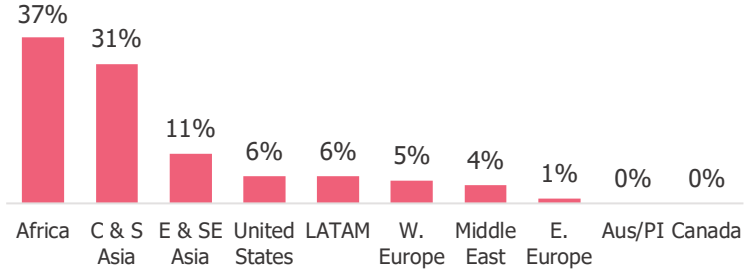
Top Program Types Preferred*



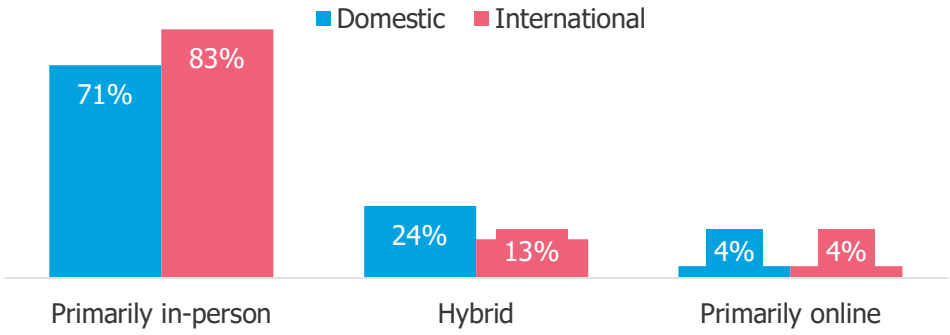
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



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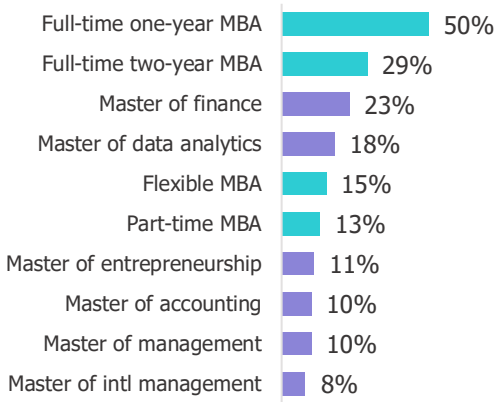
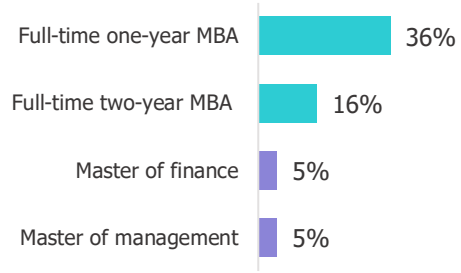
China

Candidates Preferring This Study Destination

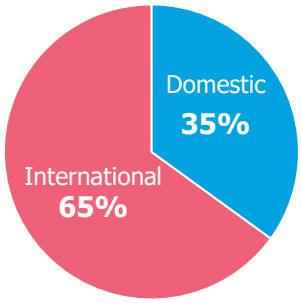
Top 10 Program Types Considered



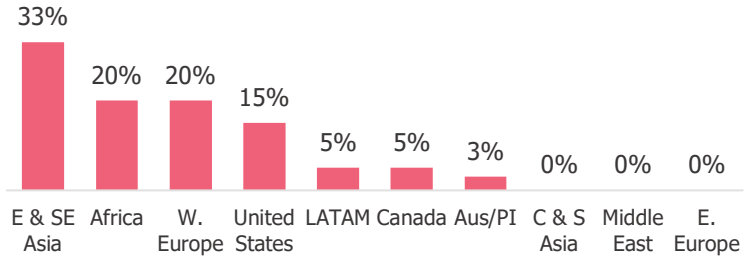
Top Program Types Preferred*



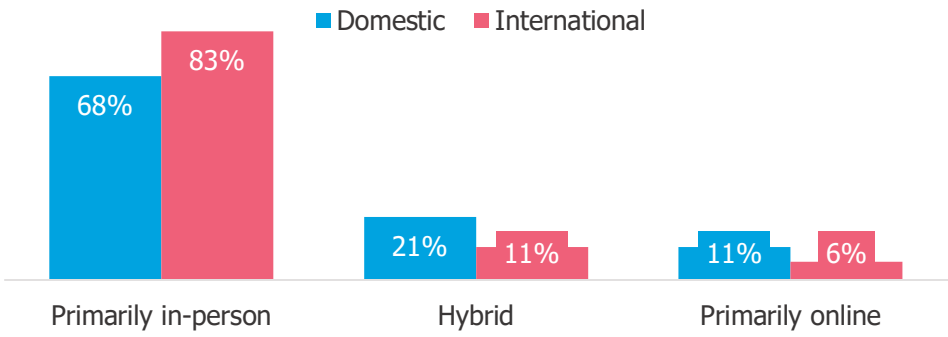
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



Note: Program types considered may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

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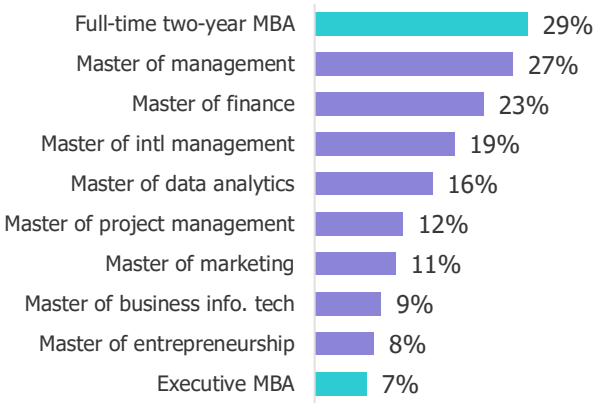
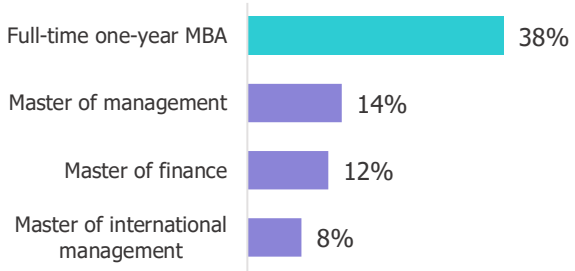
France

Candidates Preferring This Study Destination

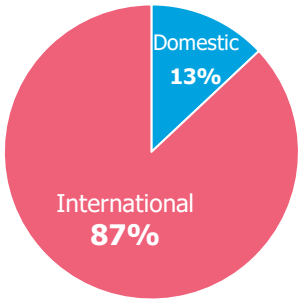
Top 10 Program Types Considered



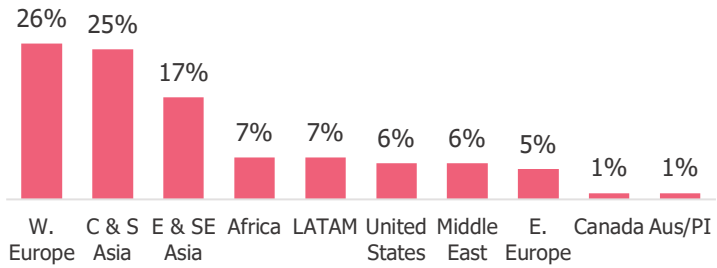
Top Program Types Preferred*



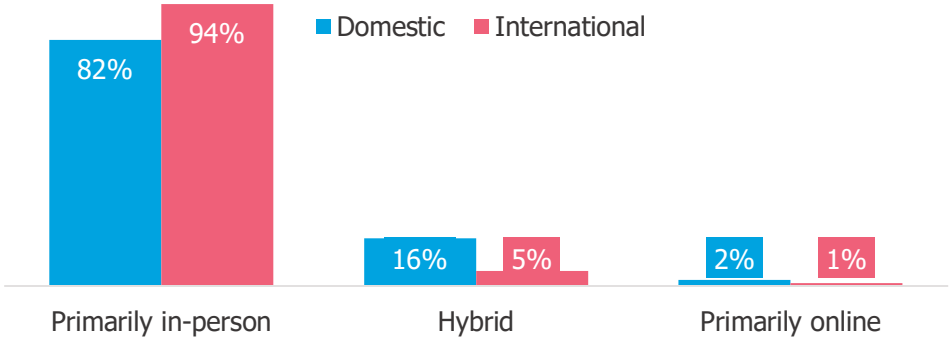
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



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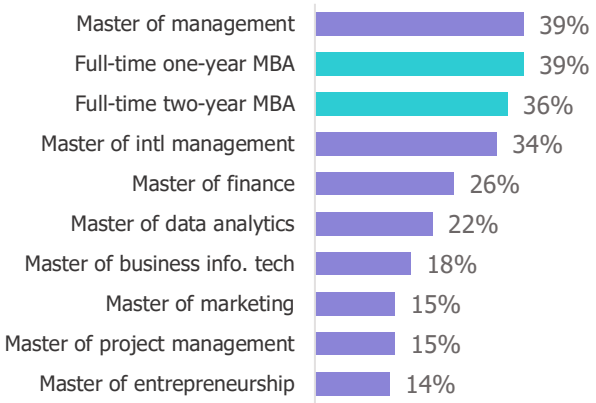
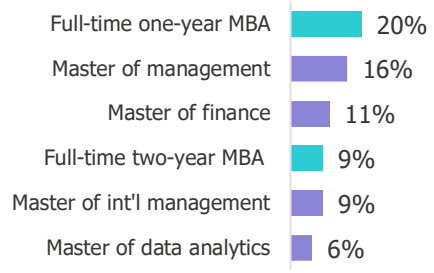
Germany

Candidates Preferring This Study Destination

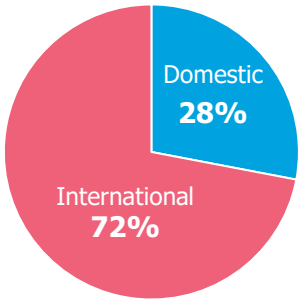
Top 10 Program Types Considered



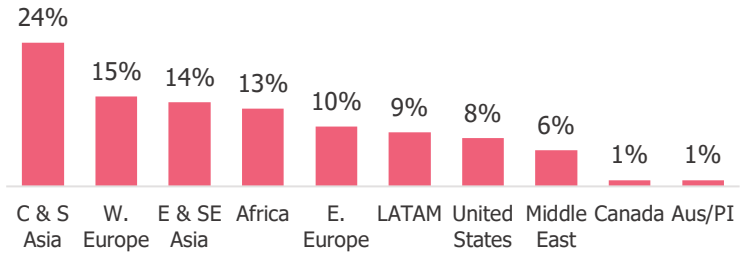
Top Program Types Preferred*



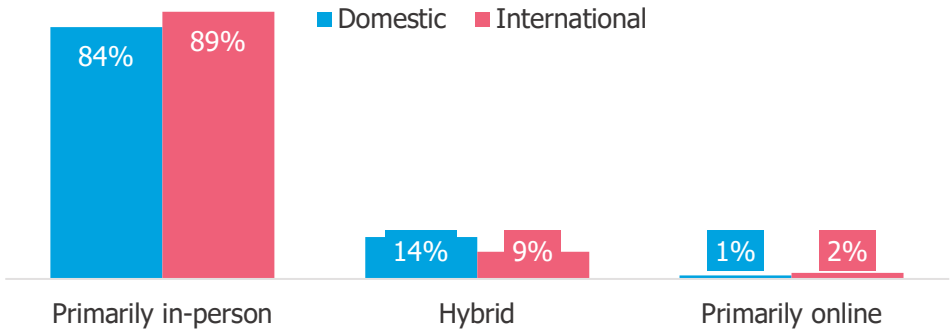
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



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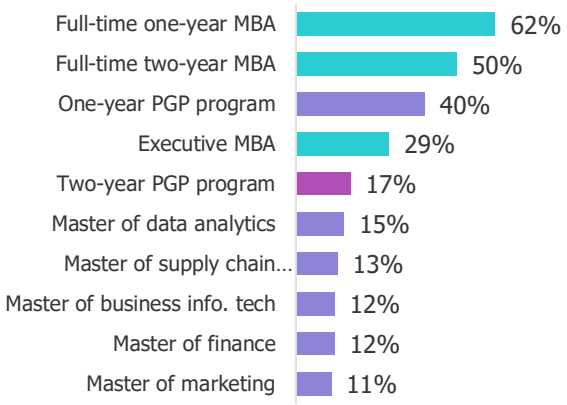
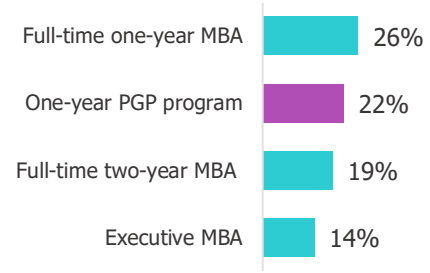
India

Candidates Preferring This Study Destination

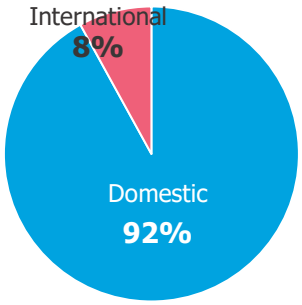
Top 10 Program Types Considered



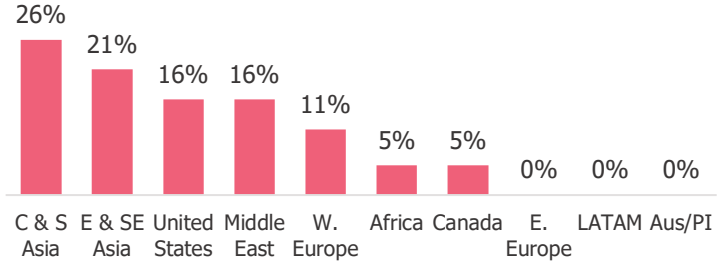
Top Program Types Preferred*



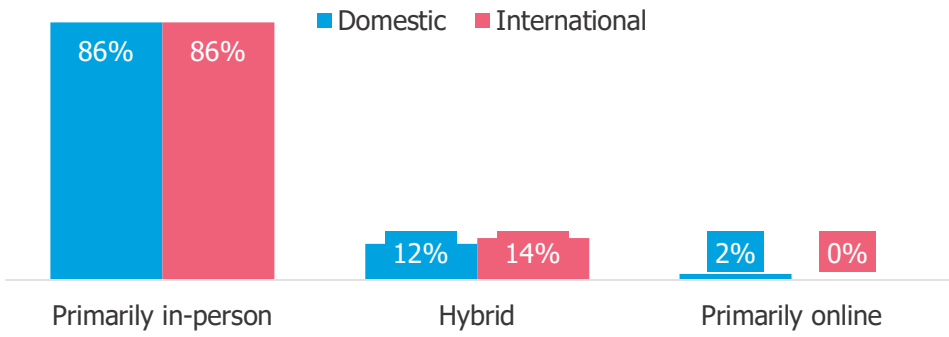
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



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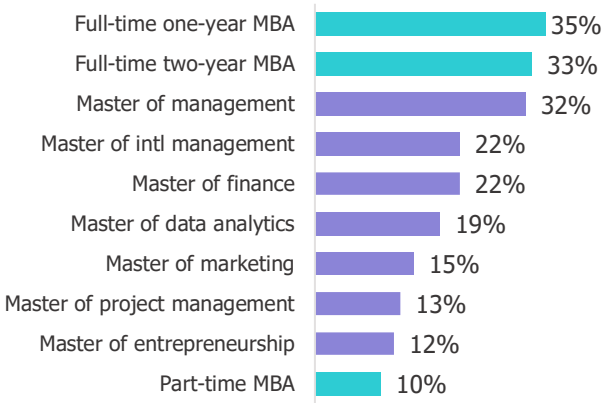
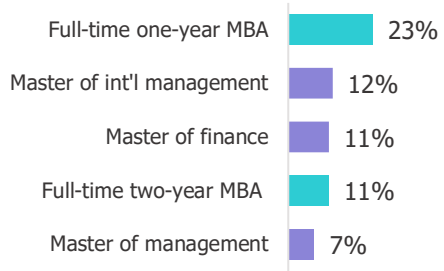
Italy

Candidates Preferring This Study Destination

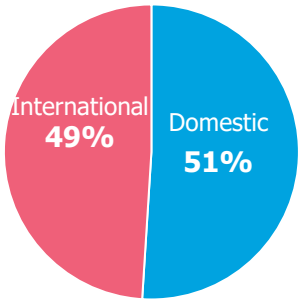
Top 10 Program Types Considered



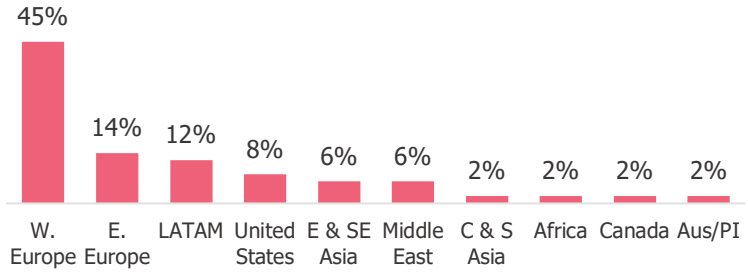
Top Program Types Preferred*



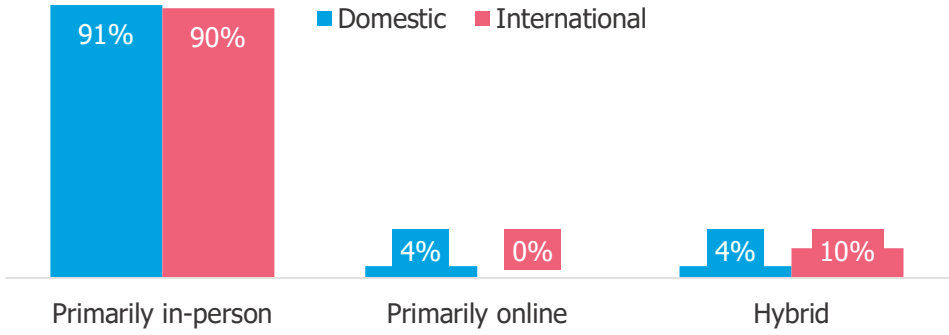
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



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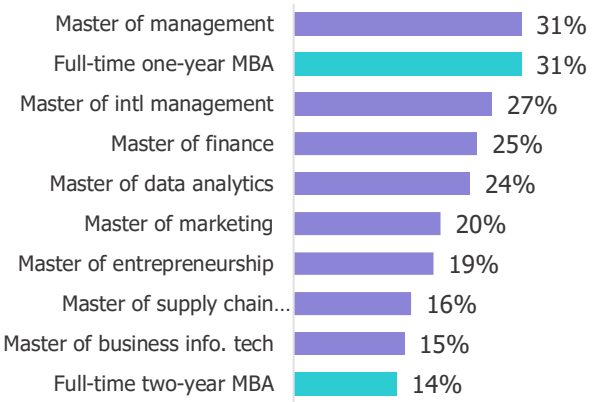
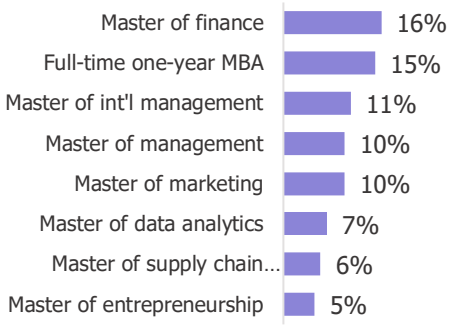
Netherlands

Candidates Preferring This Study Destination

Top 10 Program Types Considered

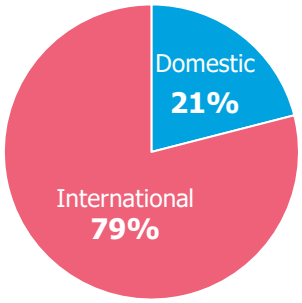


Top Program Types Preferred*

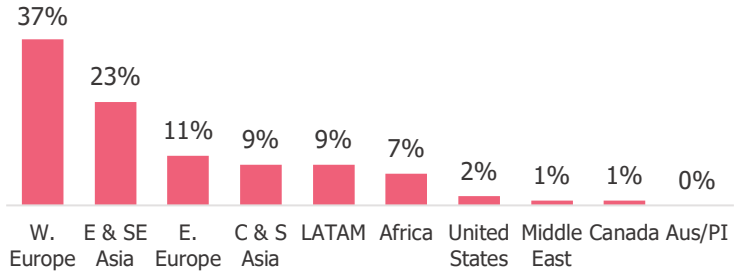


Preferred Program Delivery by Candidates Preferring This Study Destination

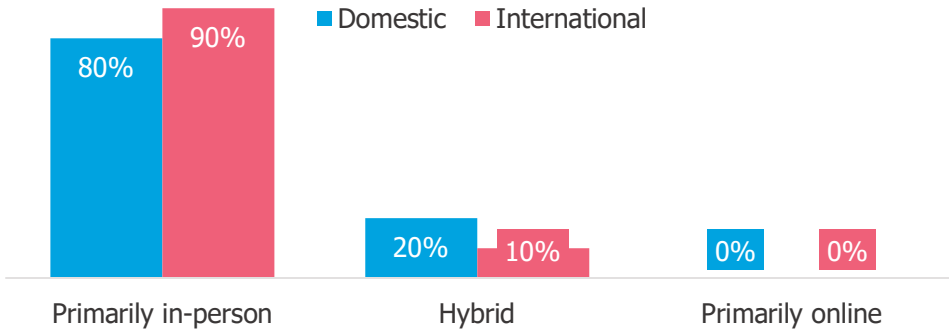
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



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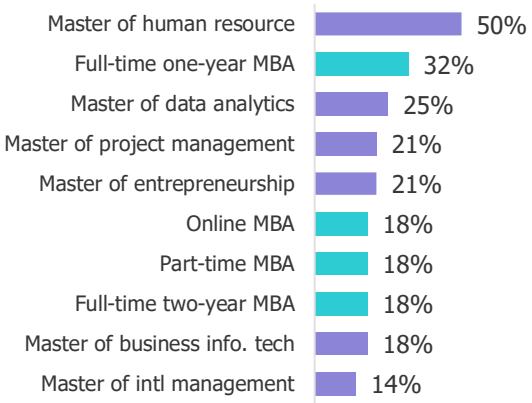
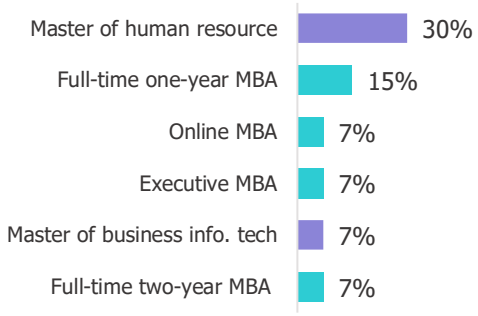
Nigeria

Candidates Preferring This Study Destination

Top 10 Program Types Considered

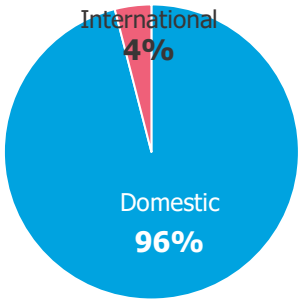


Top Program Types Preferred*

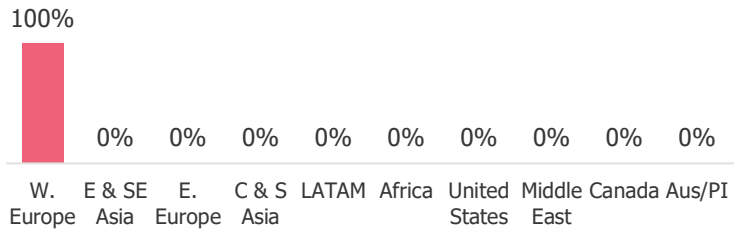


Preferred Program Delivery by Candidates Preferring This Study Destination

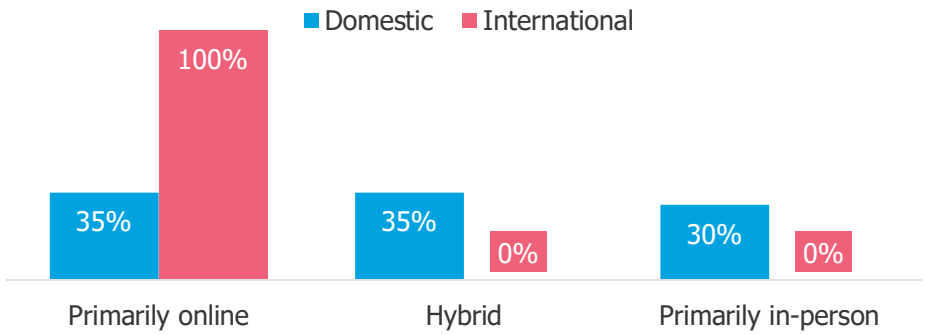
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



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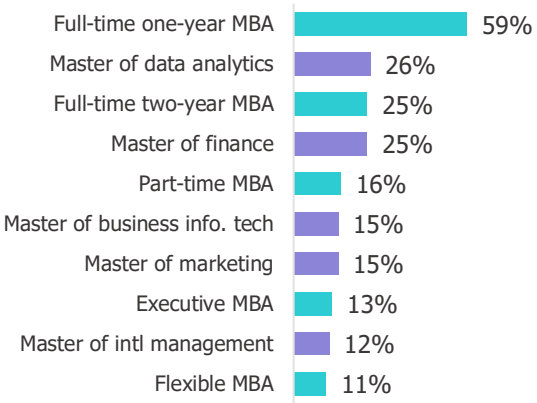
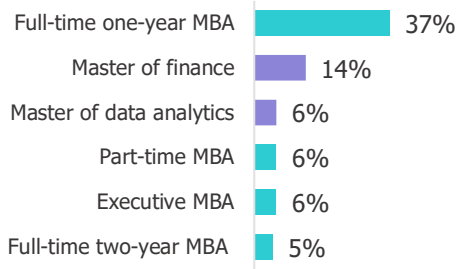
Singapore

Candidates Preferring This Study Destination

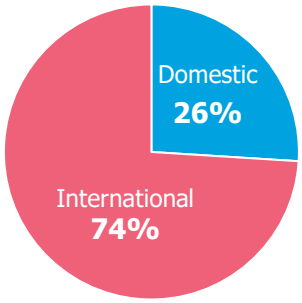
Top 10 Program Types Considered



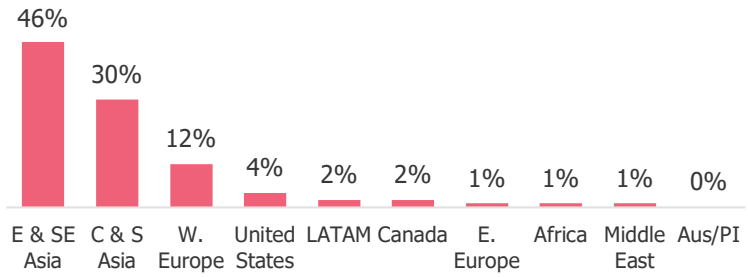
Top Program Types Preferred*



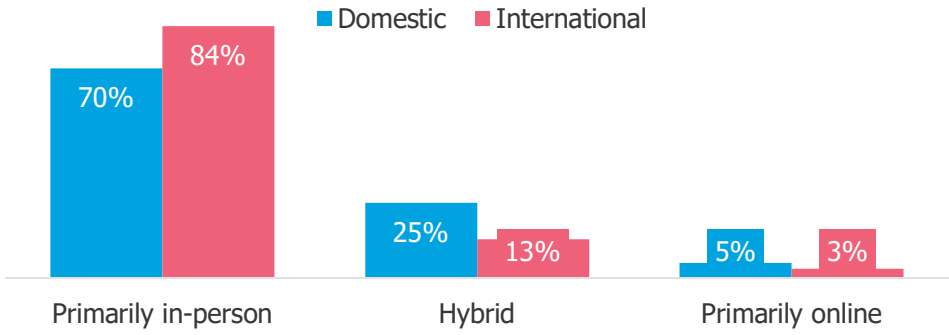
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



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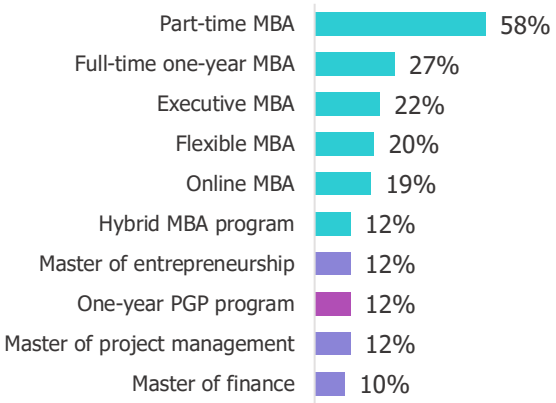
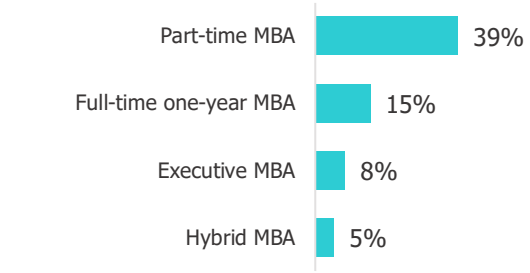
South Africa

Candidates Preferring This Study Destination

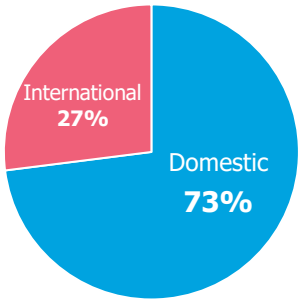
Top 10 Program Types Considered



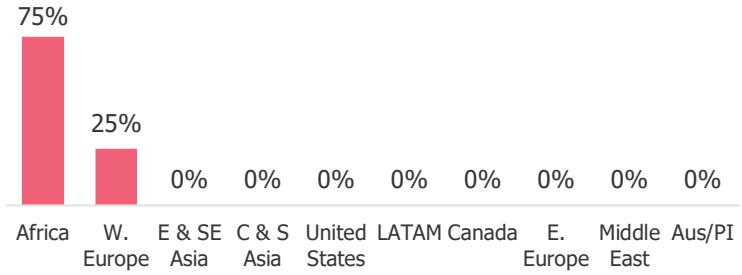
Top Program Types Preferred*



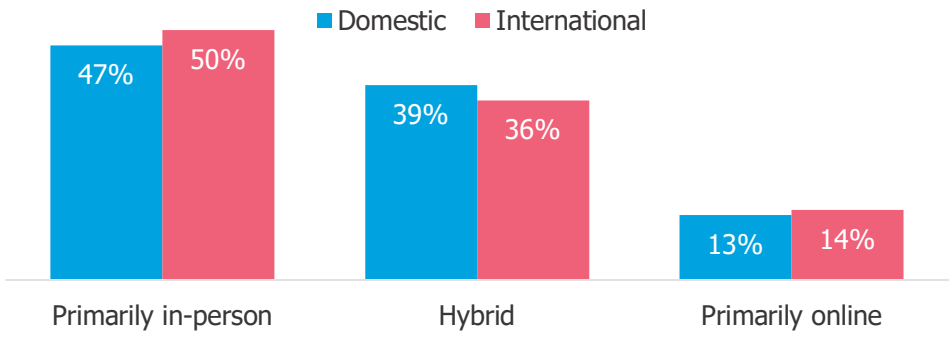
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



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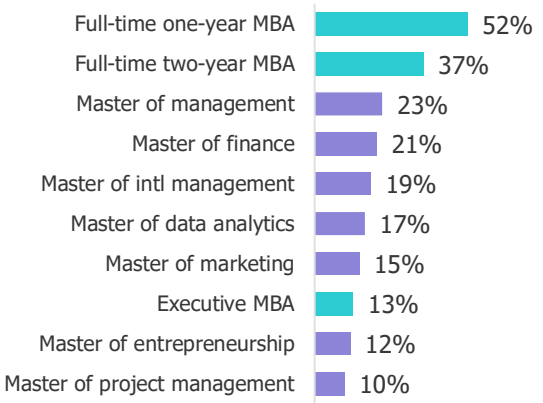
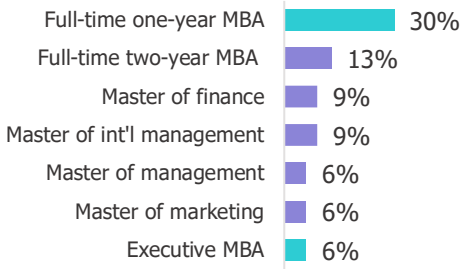
Spain

Candidates Preferring This Study Destination

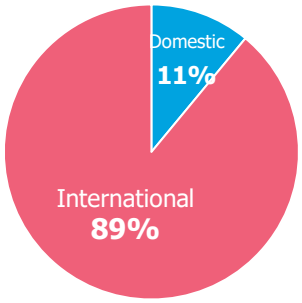
Top 10 Program Types Considered



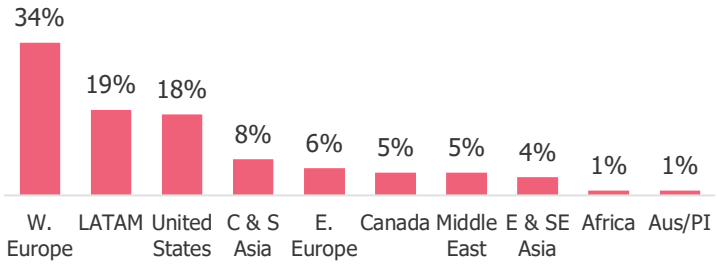
Top Program Types Preferred*



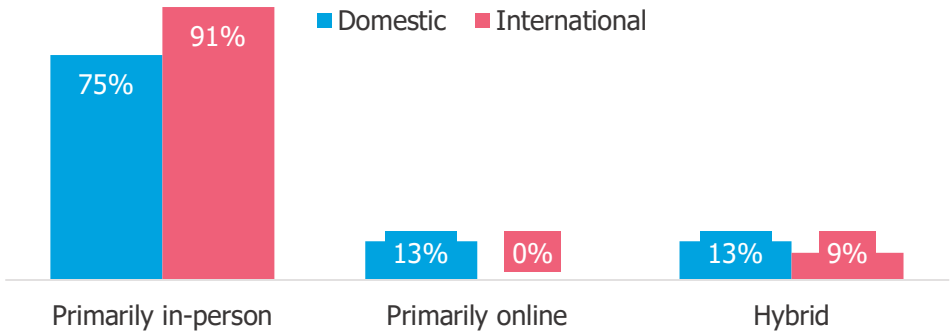
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



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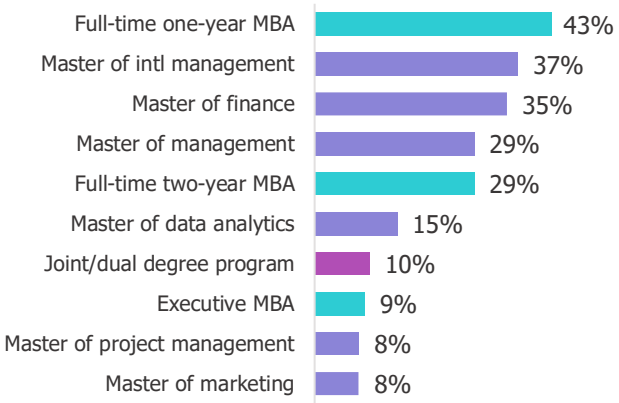
Preferred Study Destination

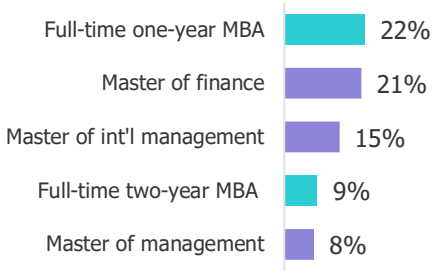
Switzerland

Candidates Preferring This Study Destination

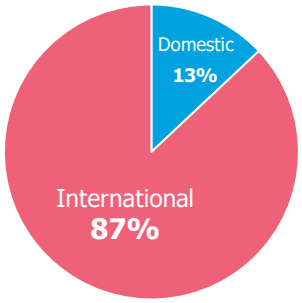
Top 10 Program Types Considered



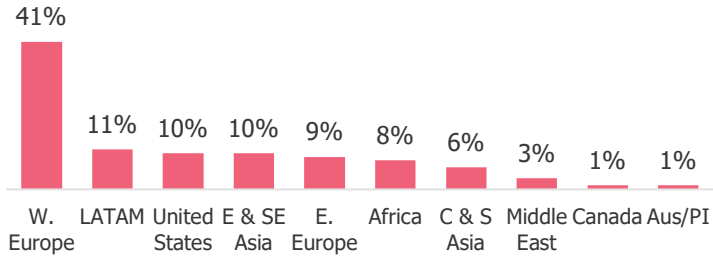
Top Program Types Preferred*



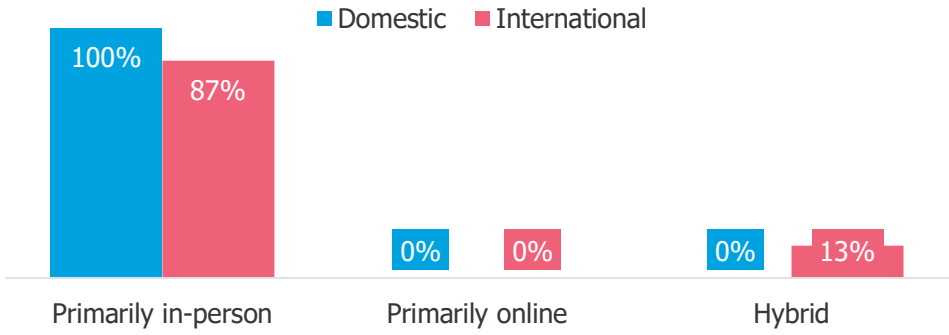
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



Note: Program types considered may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

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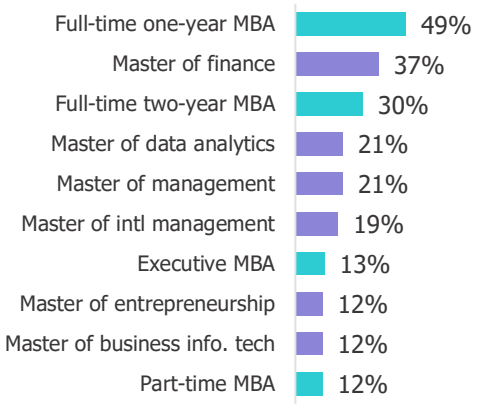
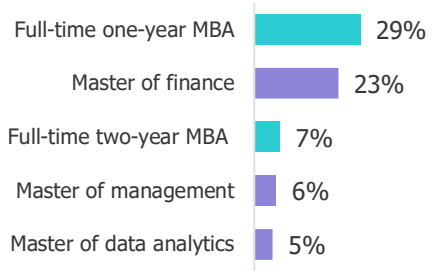
United Kingdom

Candidates Preferring This Study Destination

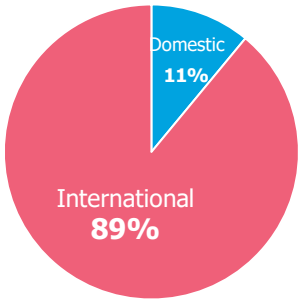
Top 10 Program Types Considered



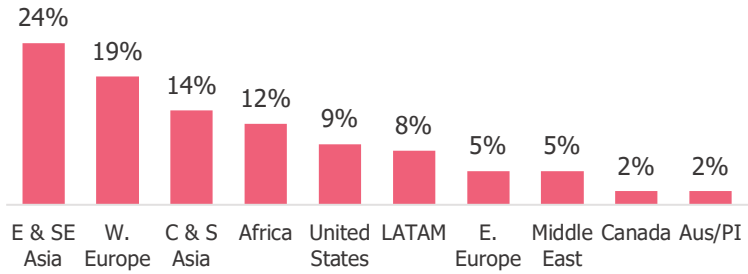
Top Program Types Preferred*



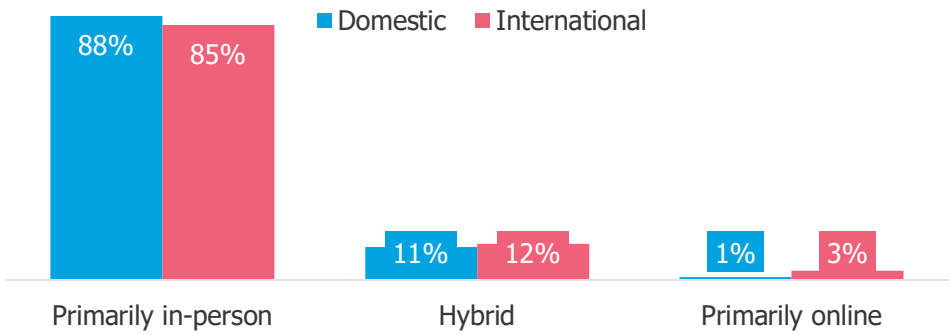
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



Note: Program types considered may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

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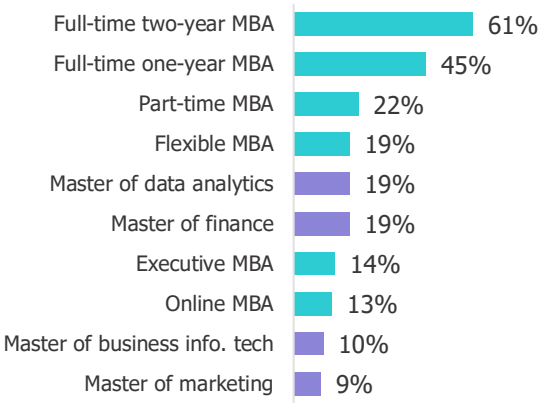
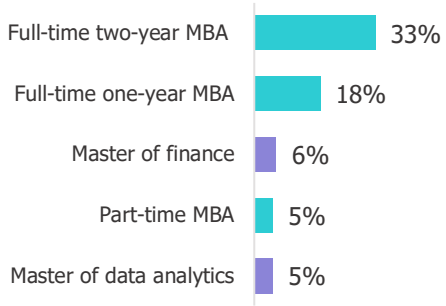
United States

Candidates Preferring This Study Destination

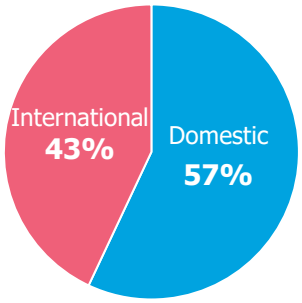
Top 10 Program Types Considered



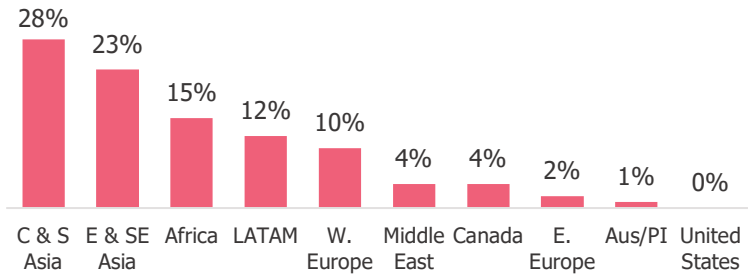
Top Program Types Preferred*



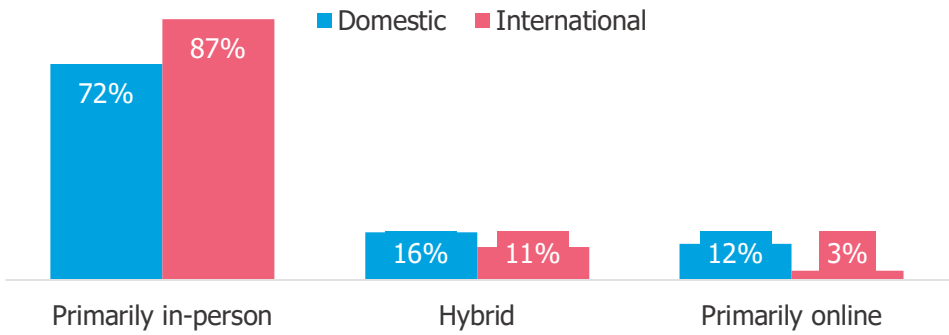
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



Note: Program types considered may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

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Respondent Demographic Profile

This section details the gender and age details of 2019 survey respondents by their country of citizenship and residence.

Respondent Demographic Profile

		Overall*	Gender			Age				
			Male	Female	Other	22 and under	23 to 24	25 to 30	31 to 39	40 and older
	Global	**9,840**	**5,709**	**4,102**	**29**	**2,396**	**1,682**	**3,469**	**1,442**	**534**
Citizenship	Africa	1001	604	396	1	98	162	362	224	95
	Australia & Pacific Islands	121	69	50	2	20	16	30	35	17
	Canada	393	208	180	5	44	62	155	86	35
	Central & South Asia	1506	983	519	4	458	292	525	152	35
	East & Southeast Asia	1328	566	759	3	465	195	436	159	43
	Eastern Europe	252	133	118	1	95	47	54	29	11
	Latin America	502	321	178	3	33	58	274	89	29
	Middle East	326	204	122	0	32	47	148	71	20
	United States	2909	1672	1232	5	622	475	1108	433	194
	Western Europe	1502	949	548	5	529	328	377	164	55
Residence	Africa	1053	639	409	5	101	168	385	239	99
	Australia & Pacific Islands	118	75	42	1	15	19	31	33	17
	Canada	417	222	192	3	48	61	170	88	36
	Central & South Asia	1552	1026	523	3	466	291	548	160	37
	East & Southeast Asia	1409	575	828	6	512	212	440	171	45
	Eastern Europe	262	136	124	2	94	50	59	30	13
	Latin America	540	345	192	3	38	65	295	95	29
	Middle East	339	208	131	0	42	49	147	74	22
	United States	2668	1547	1116	5	545	432	1028	404	188
	Western Europe	1471	934	536	1	530	332	365	146	48

*Subtotals may not sum to global or overall figures due to missing demographic data.

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Contributors and Contact Information

Contributors

The following individuals from the GMAC Research team made significant contributions to the publication of this report:

Devina Caruthers, Research Manager, questionnaire development and interpretation of data, and drafting of the manuscript for intellectual content; **Matt Hazenbush,** Senior Manager, Content Strategy, editorial and manuscript review; **Tacoma Williams**, Associate Manager, Research Operations, sample development and survey management.

Contact Information

For questions or comments regarding the findings, methodology, or data, please contact the GMAC Research Department at **research@gmac.com.**

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