

**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 2021**

May 2021



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.

Contents

<u>Introduction</u>	4
<u>Program Specific Analyses</u>	5
<u>Candidate Profiles by Citizenship</u>	29
<u>Candidate Profiles by Residence</u>	47
<u>Preferred Study Destination</u>	64
<u>Respondent Demographic Profile</u>	81
<u>Contributors and Contact Information</u>	83

Introduction

Over 8,000 mba.com registrants worldwide responded to the mba.com Prospective Students Survey in 2020.

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 8,429 individuals surveyed between January and December 2020.

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.

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 2020. 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

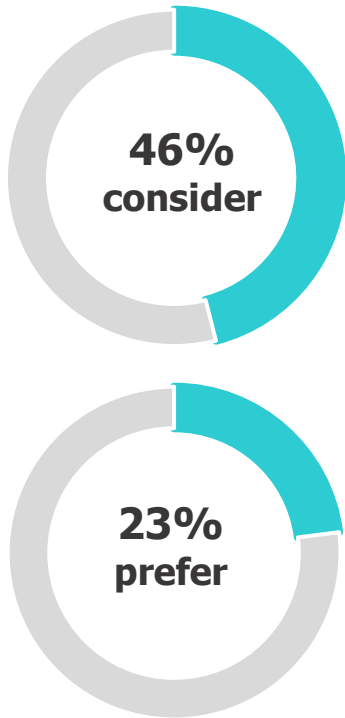
This section features data by program type, including:

- 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 consideration among candidates considering the program type
- Top 5 Triggers in Decision to Pursue Graduate Business Education

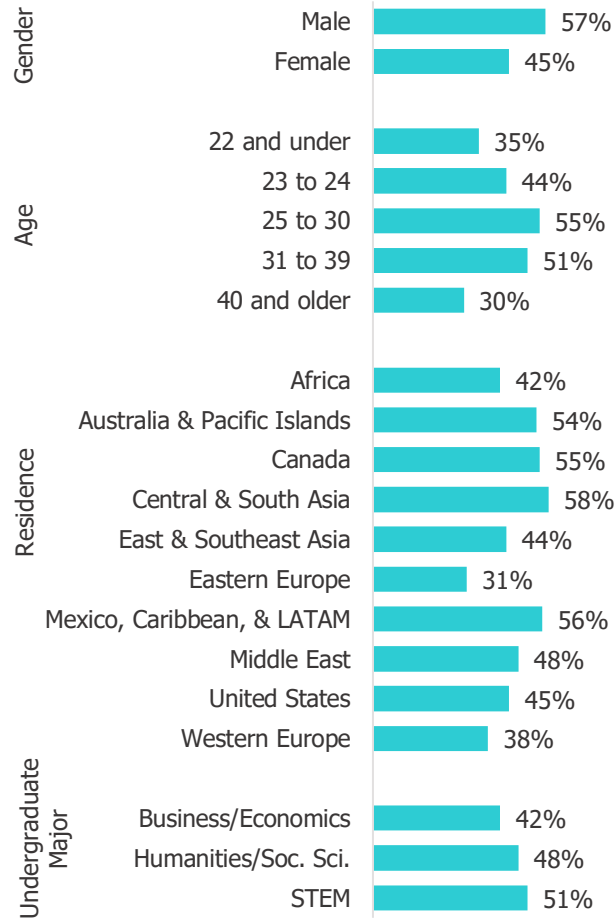


Full-Time One-Year MBA

Candidate Consideration and Preference for This Program Type

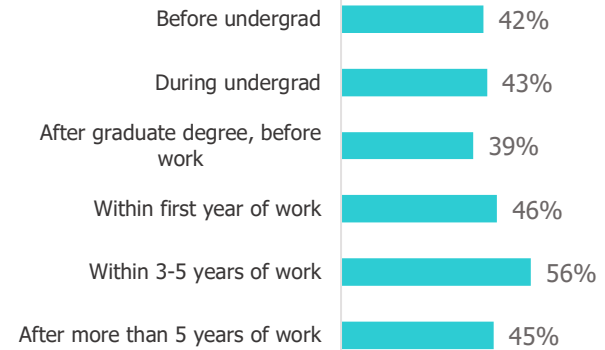


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

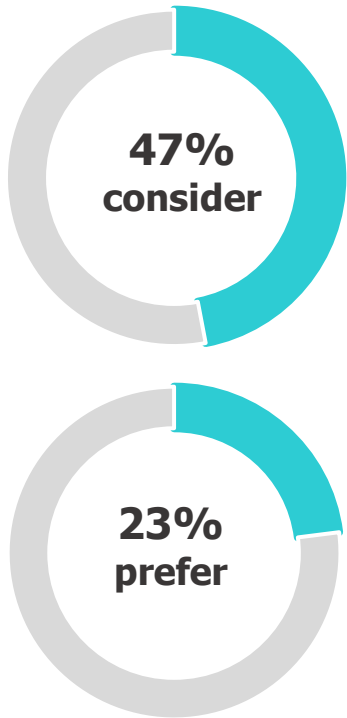


Top 5 Triggers in Decision to Pursue Graduate Business Education

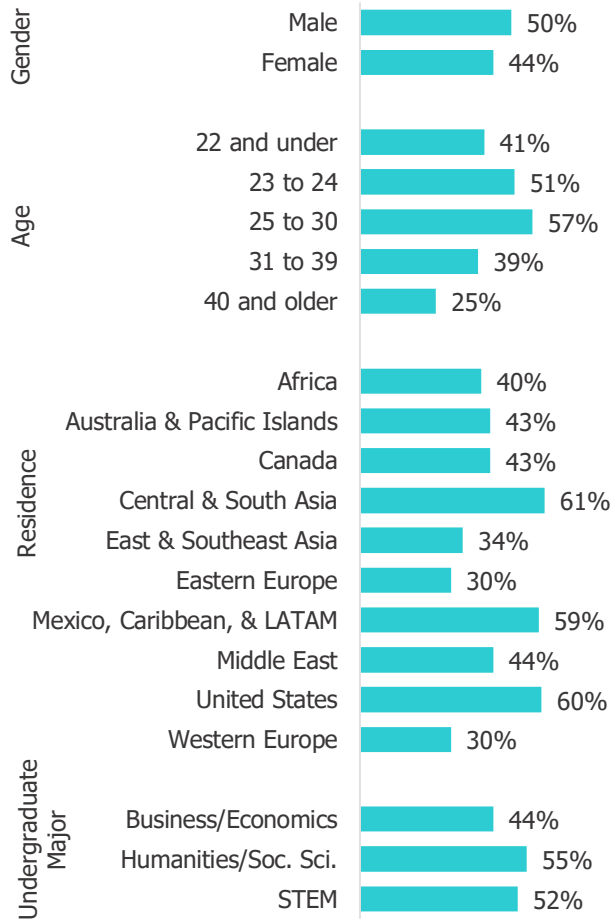


Full-Time Two-Year MBA

Candidate Consideration and Preference for This Program Type

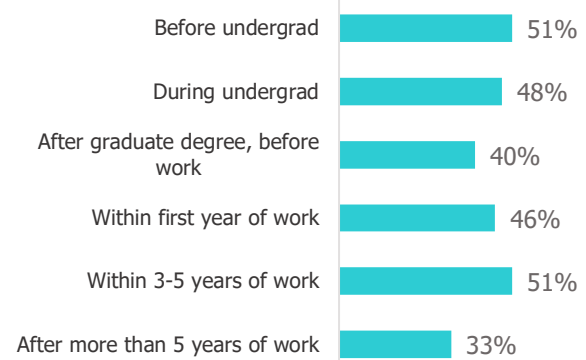


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

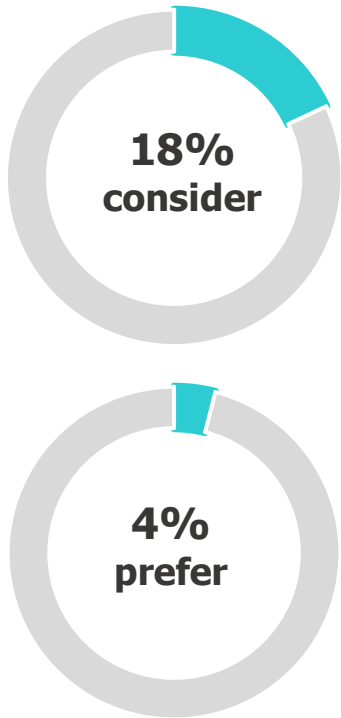


Top 5 Triggers in Decision to Pursue Graduate Business Education

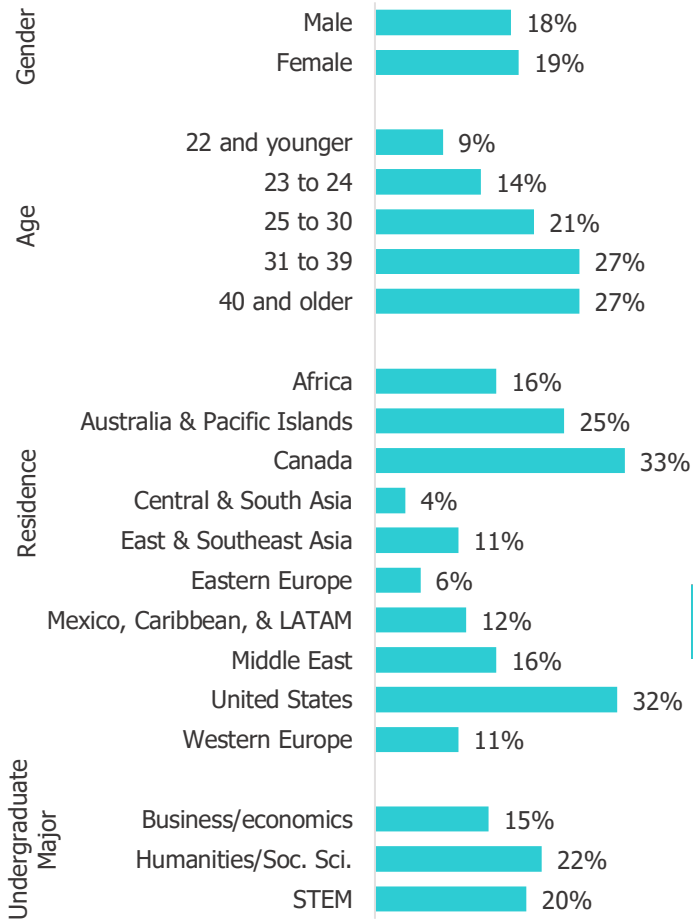


Part-Time MBA

Candidate Consideration and Preference for This Program Type

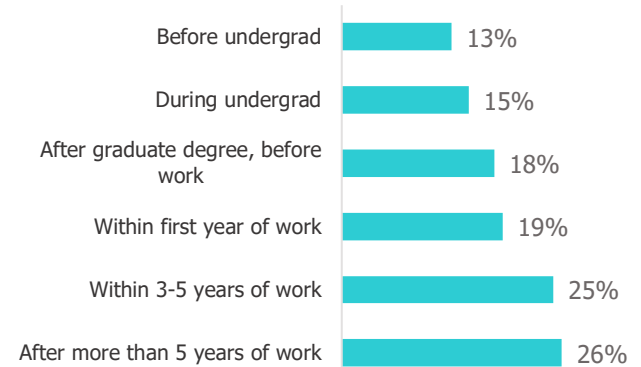


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

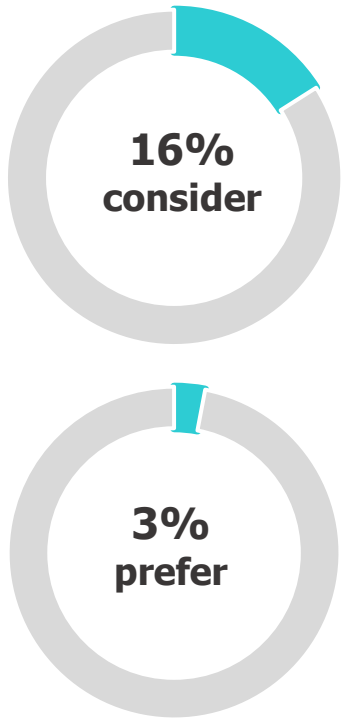


Top 5 Triggers in Decision to Pursue Graduate Business Education

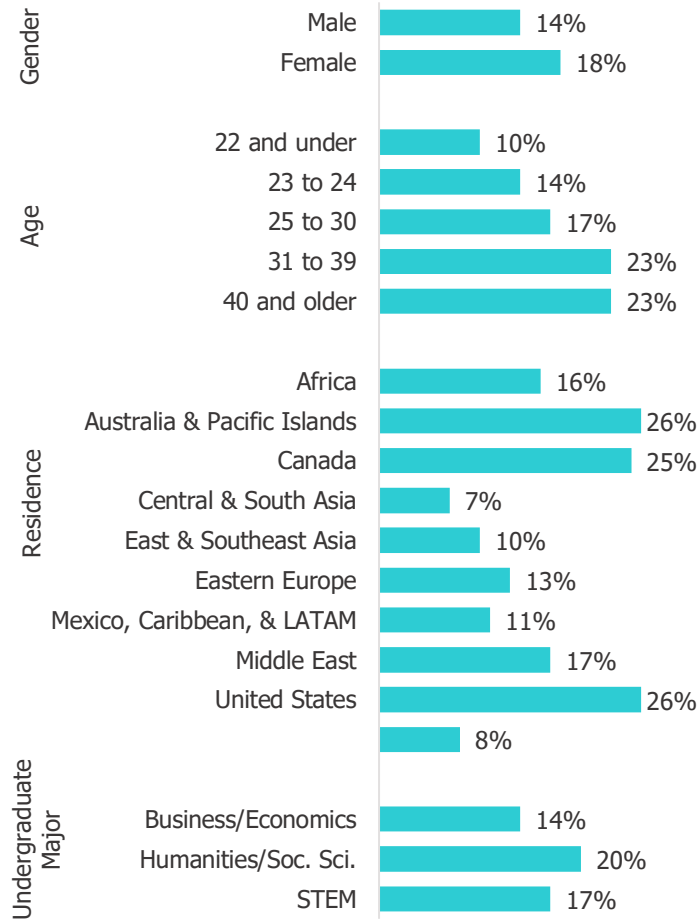


Flexible MBA

Candidate Consideration and Preference for This Program Type

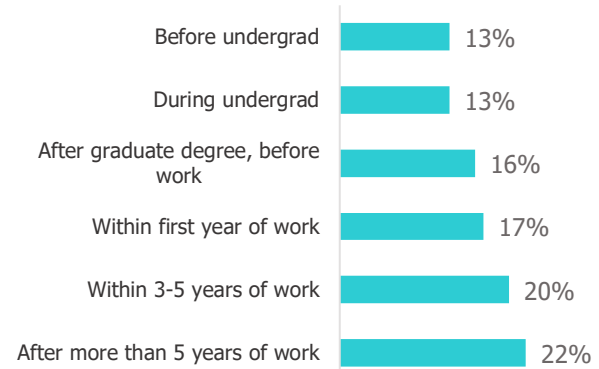


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

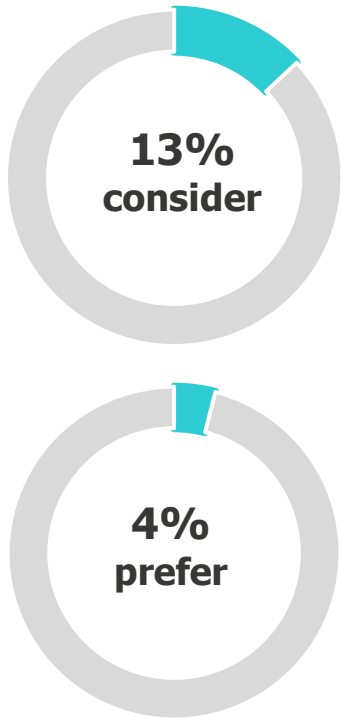


Top 5 Triggers in Decision to Pursue Graduate Business Education

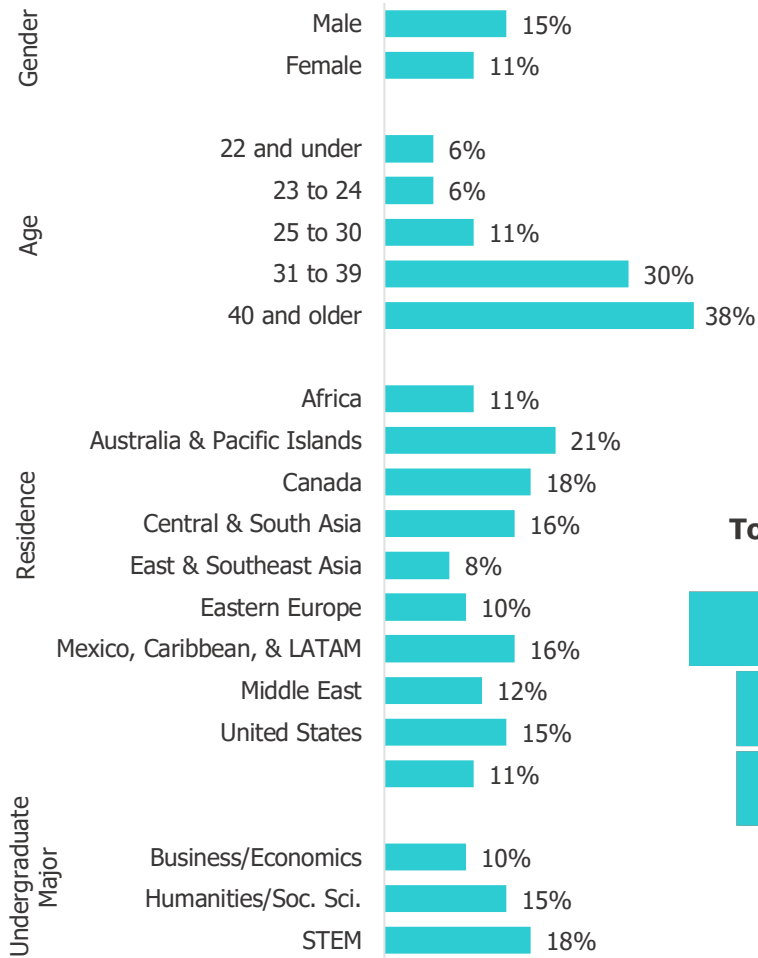


Executive MBA

Candidate Consideration and Preference for This Program Type

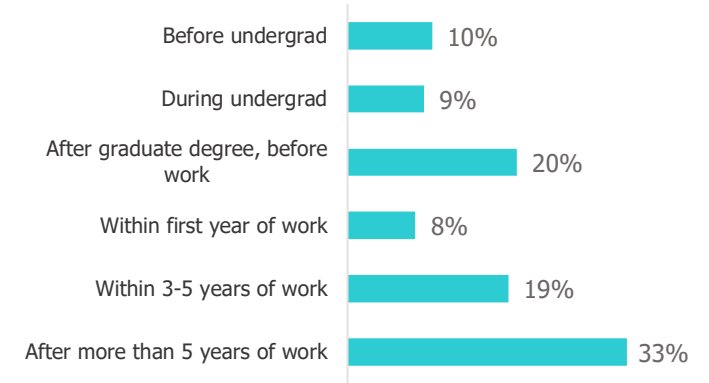


Percentage of Candidates Considering This Program Type by Demographic Group

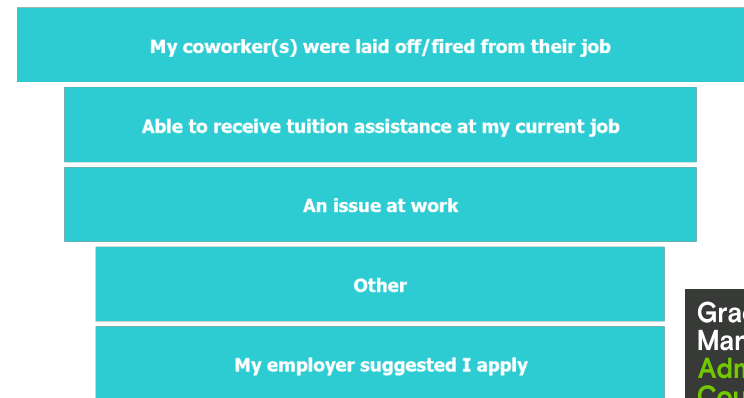


Candidates Considering This Program Type

First Consider Graduate Business School

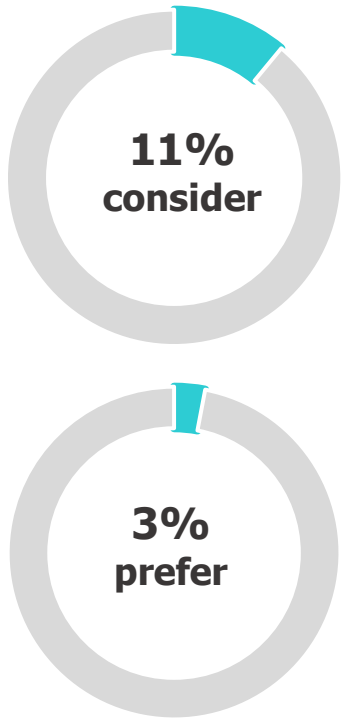


Top 5 Triggers in Decision to Pursue Graduate Business Education

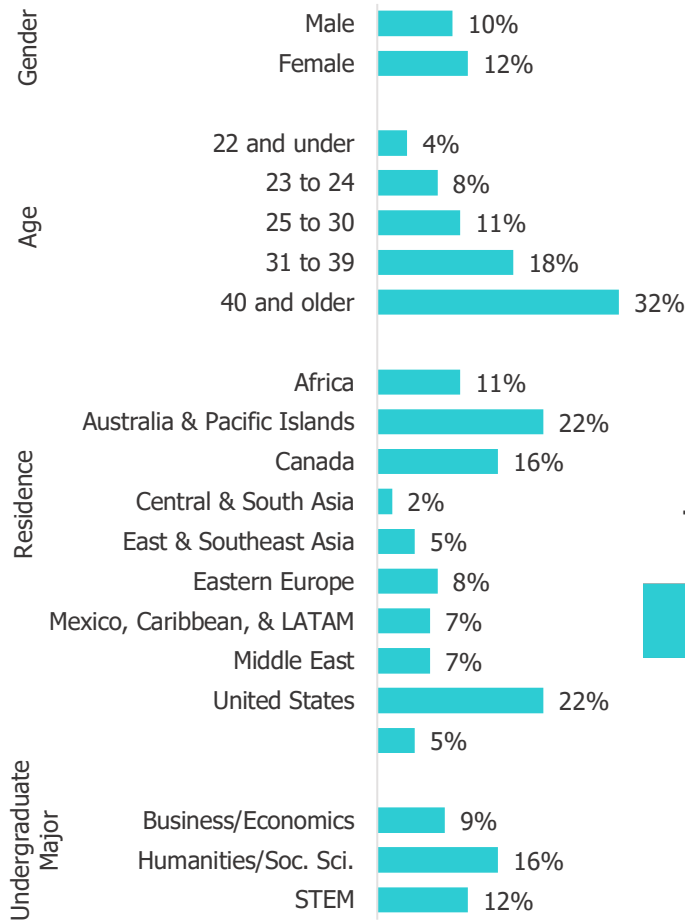


Online MBA

Candidate Consideration and Preference for This Program Type

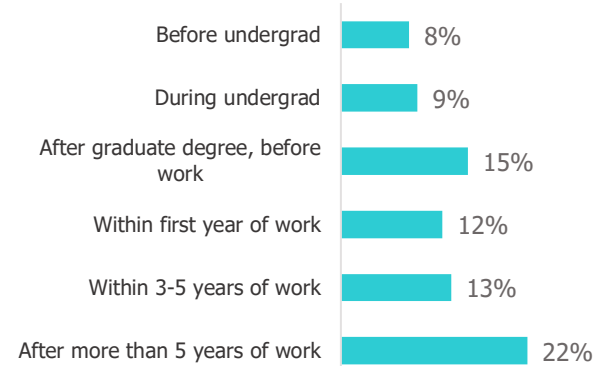


Percentage of Candidates Considering This Program Type by Demographic Group

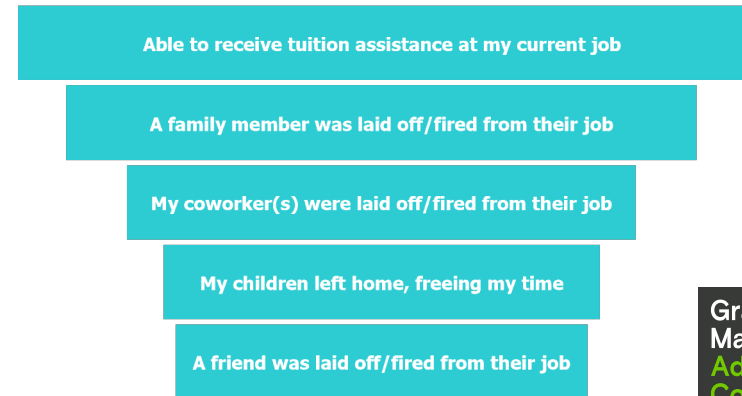


Candidates Considering This Program Type

First Consider Graduate Business School

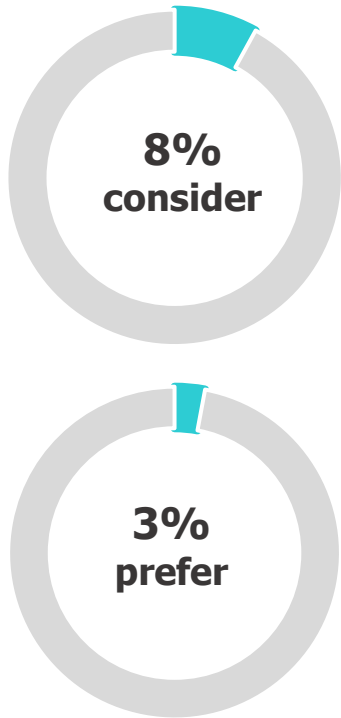


Top 5 Triggers in Decision to Pursue Graduate Business Education

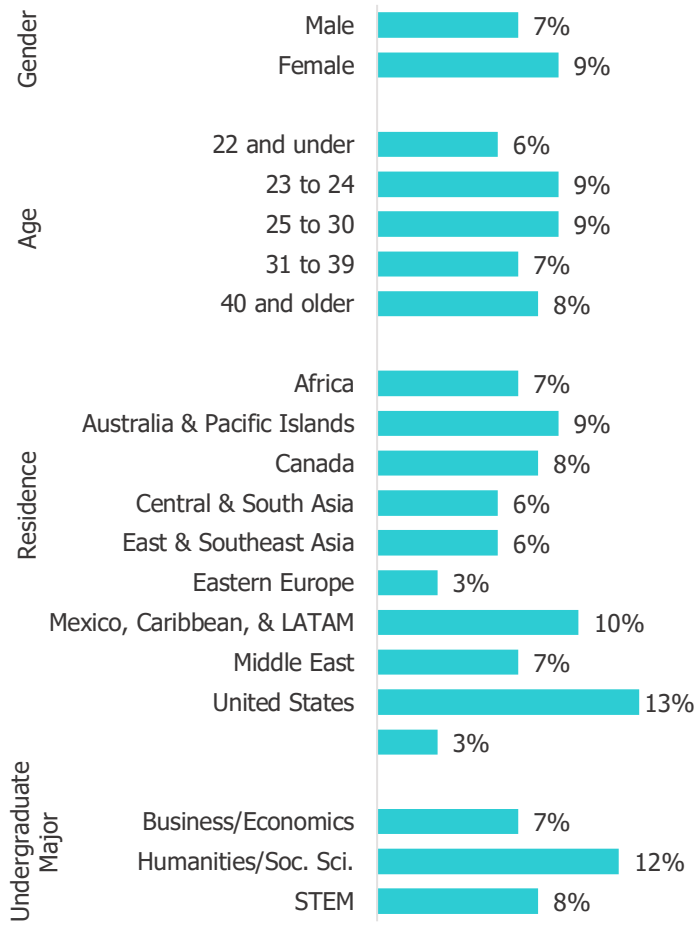


Joint/Dual Degree Program (With an MBA)

Candidate Consideration and Preference for This Program Type

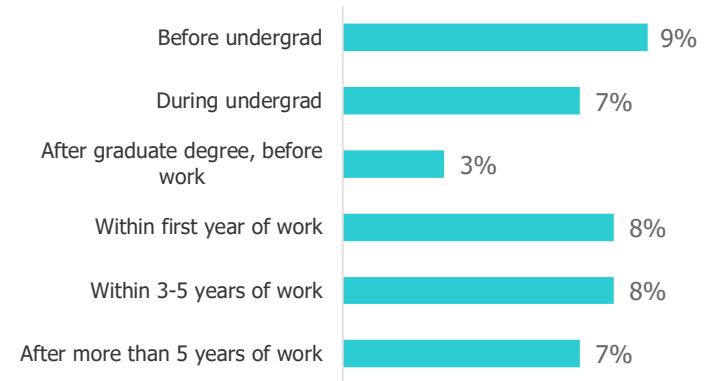


Percentage of Candidates Considering This Program Type by Demographic Group

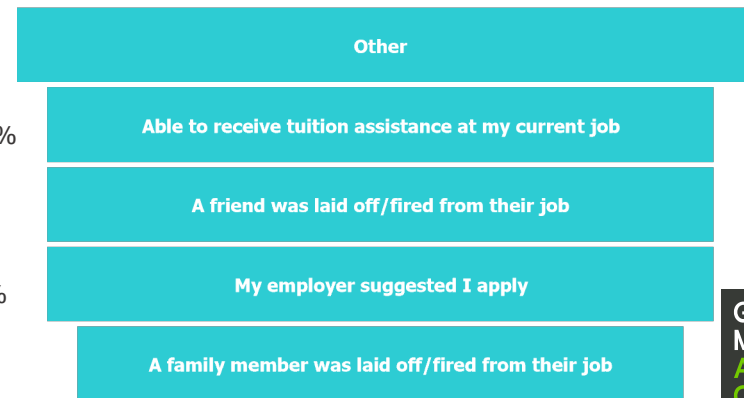


Candidates Considering This Program Type

First Consider Graduate Business School

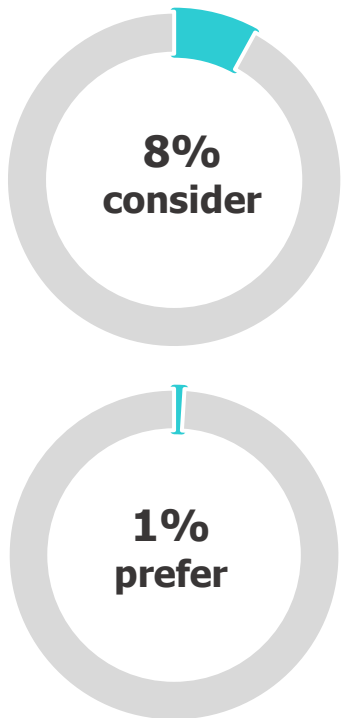


Top 5 Triggers in Decision to Pursue Graduate Business Education

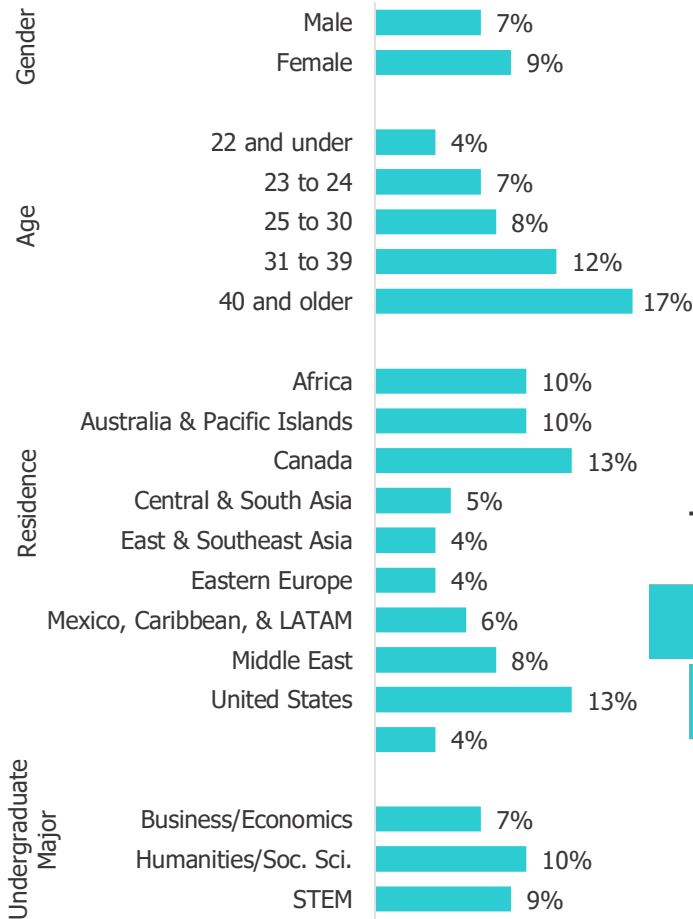


Hybrid/Blended MBA Program

Candidate Consideration and Preference for This Program Type

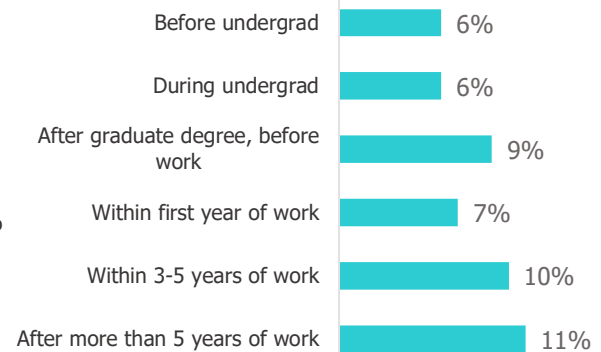


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

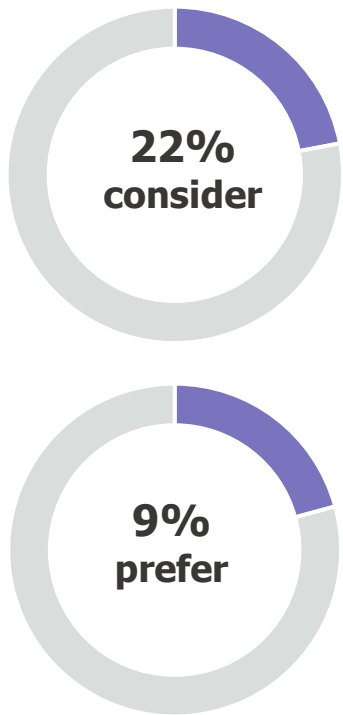


Top 5 Triggers in Decision to Pursue Graduate Business Education

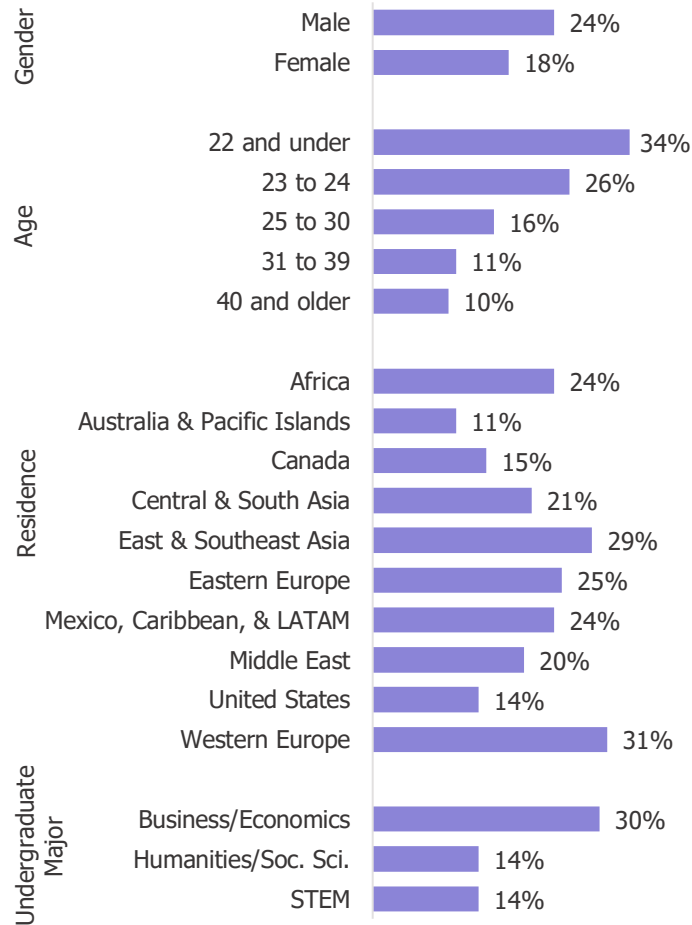


Master of Finance

Candidate Consideration and Preference for This Program Type

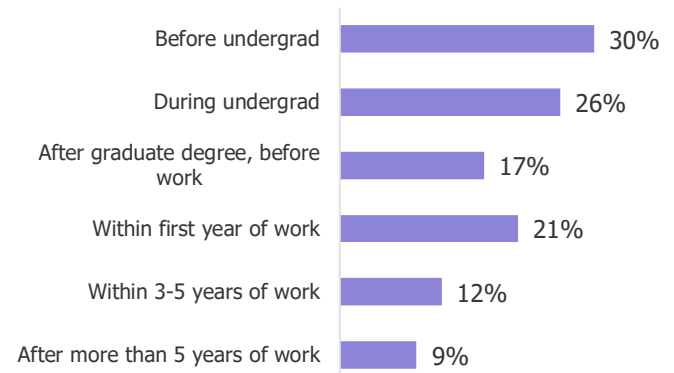


Percentage of Candidates Considering This Program Type by Demographic Group

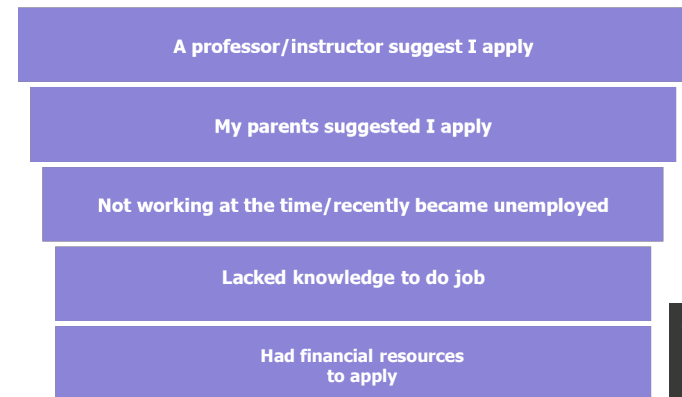


Candidates Considering This Program Type

First Consider Graduate Business School

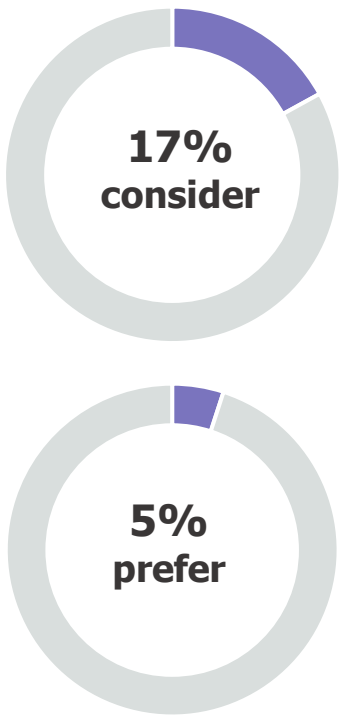


Top 5 Triggers in Decision to Pursue Graduate Business Education

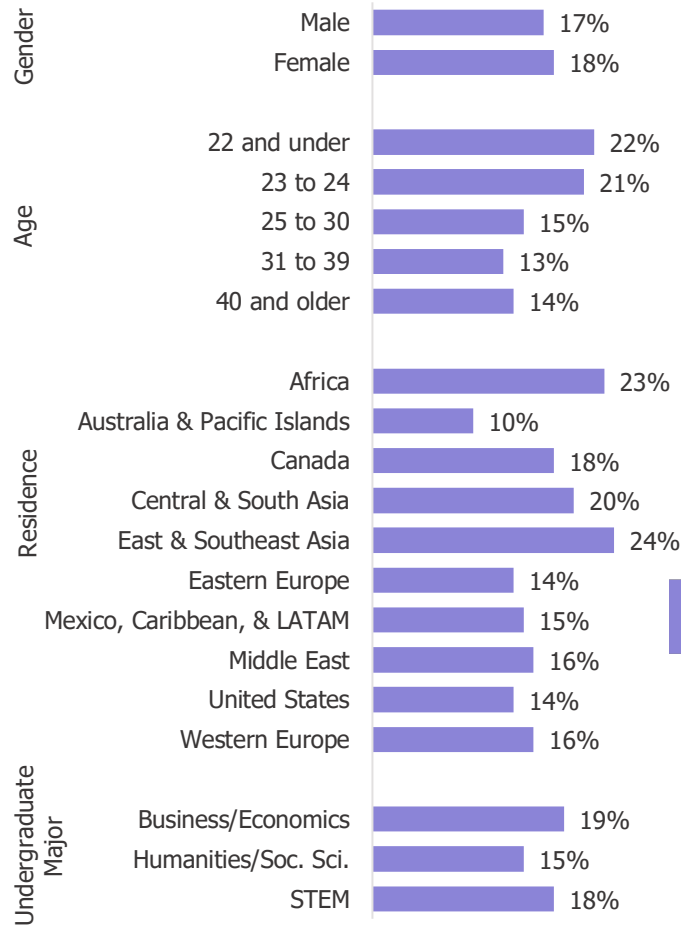


Master of Data Analytics

Candidate Consideration and Preference for This Program Type

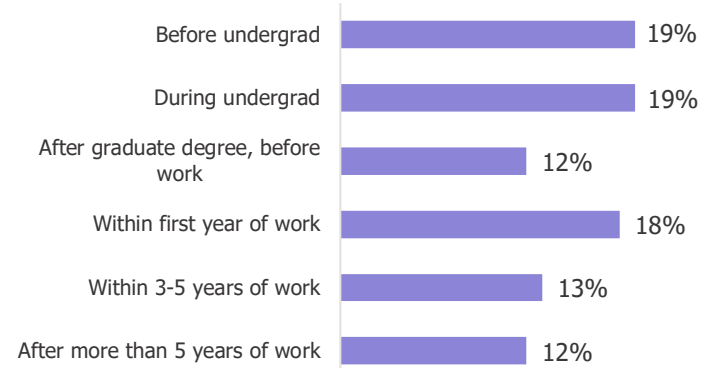


Percentage of Candidates Considering This Program Type by Demographic Group

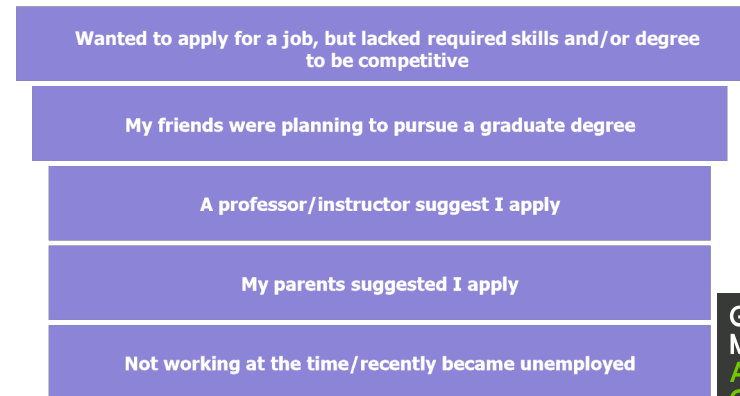


Candidates Considering This Program Type

First Consider Graduate Business School

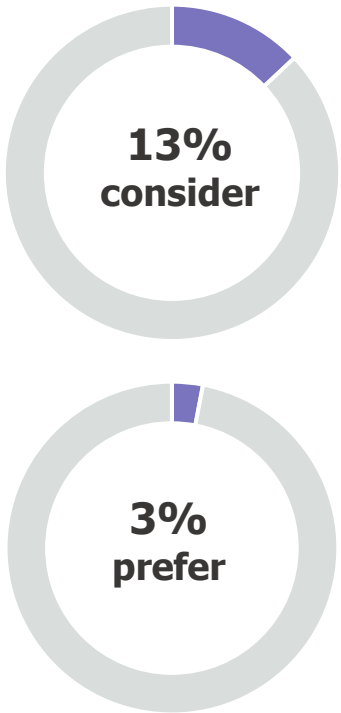


Top 5 Triggers in Decision to Pursue Graduate Business Education

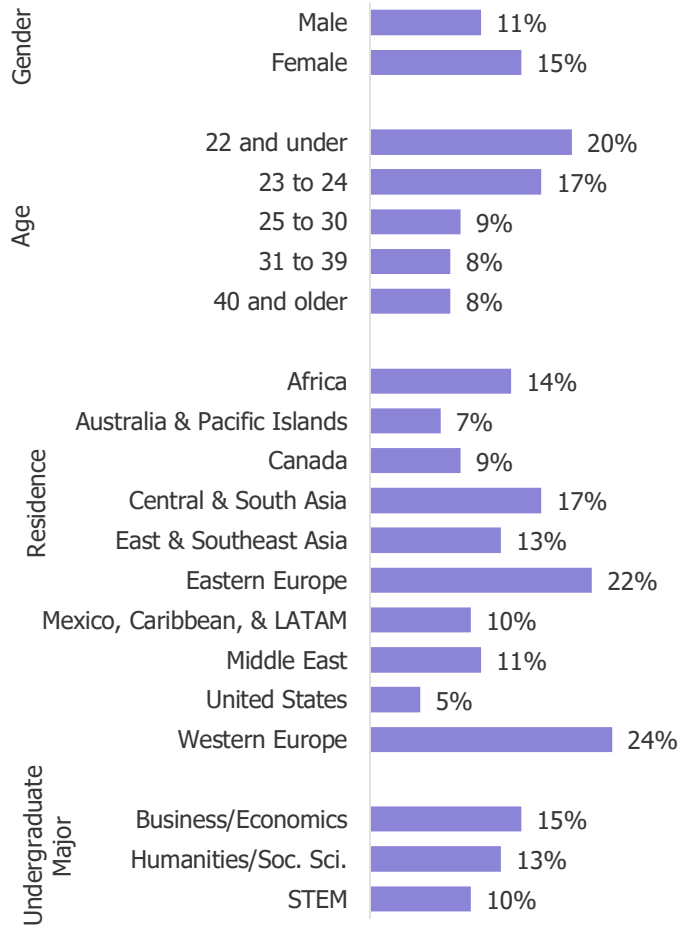


Master of International Management

Candidate Consideration and Preference for This Program Type

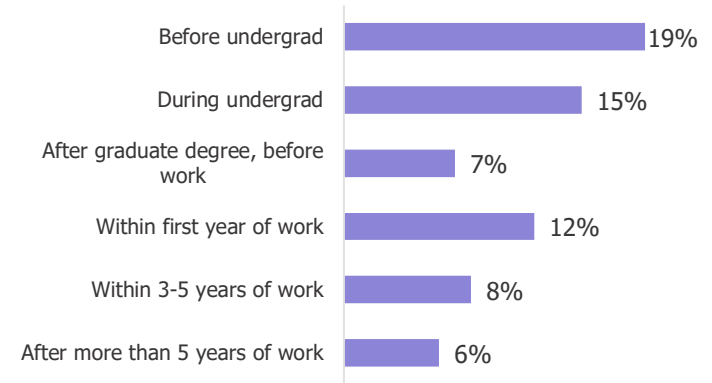


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

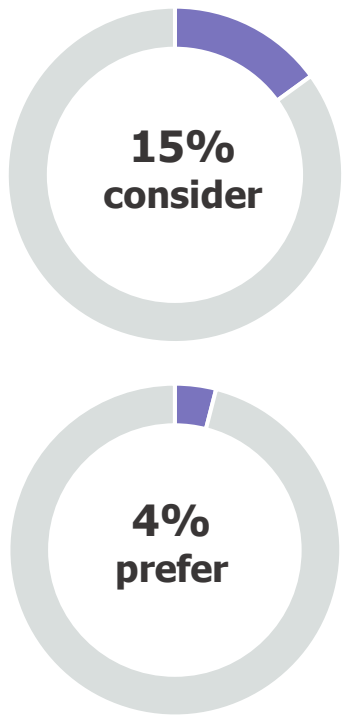


Top 5 Triggers in Decision to Pursue Graduate Business Education

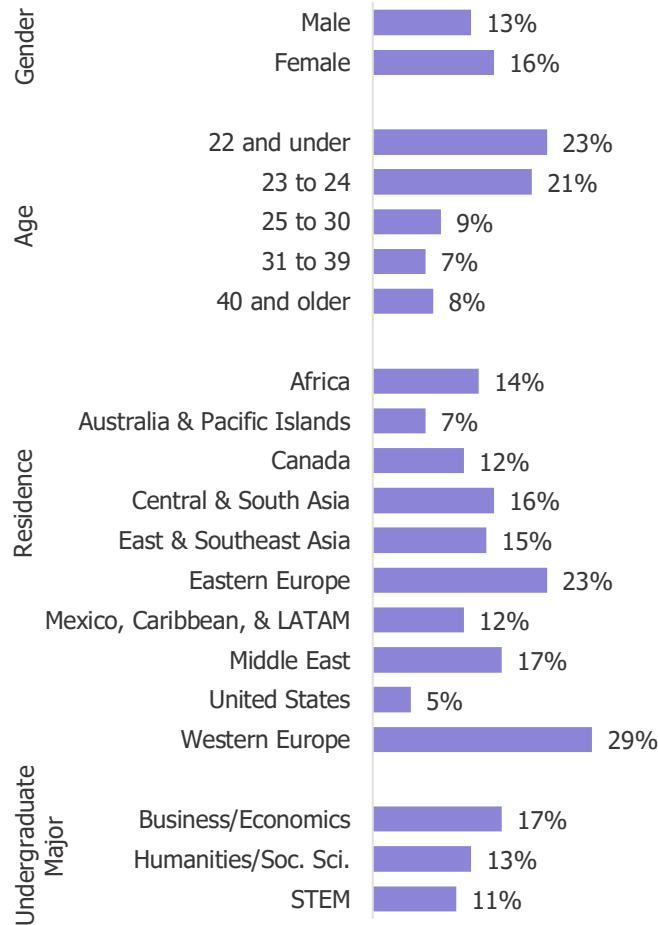


Master of Management

Candidate Consideration and Preference for This Program Type

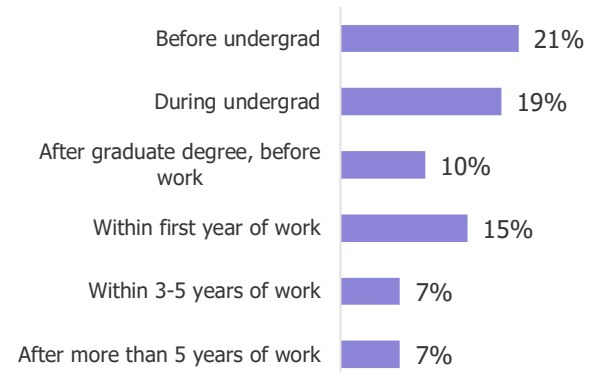


Percentage of Candidates Considering This Program Type by Demographic Group

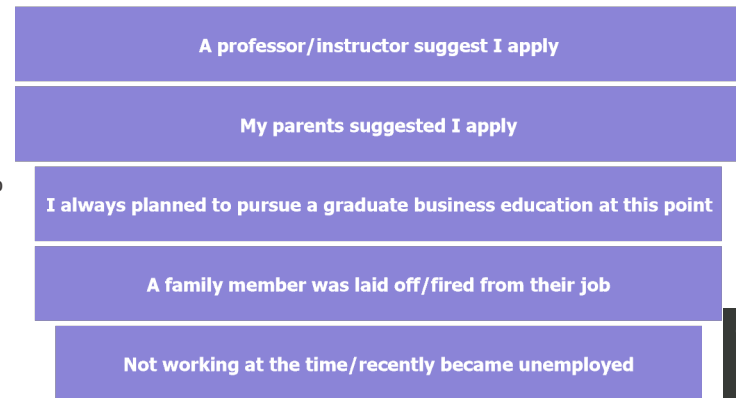


Candidates Considering This Program Type

First Consider Graduate Business School

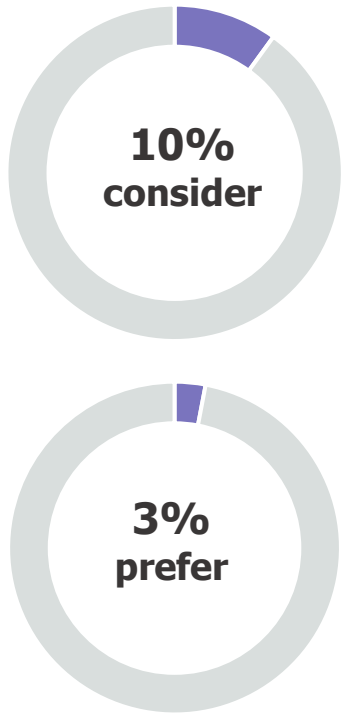


Top 5 Triggers in Decision to Pursue Graduate Business Education

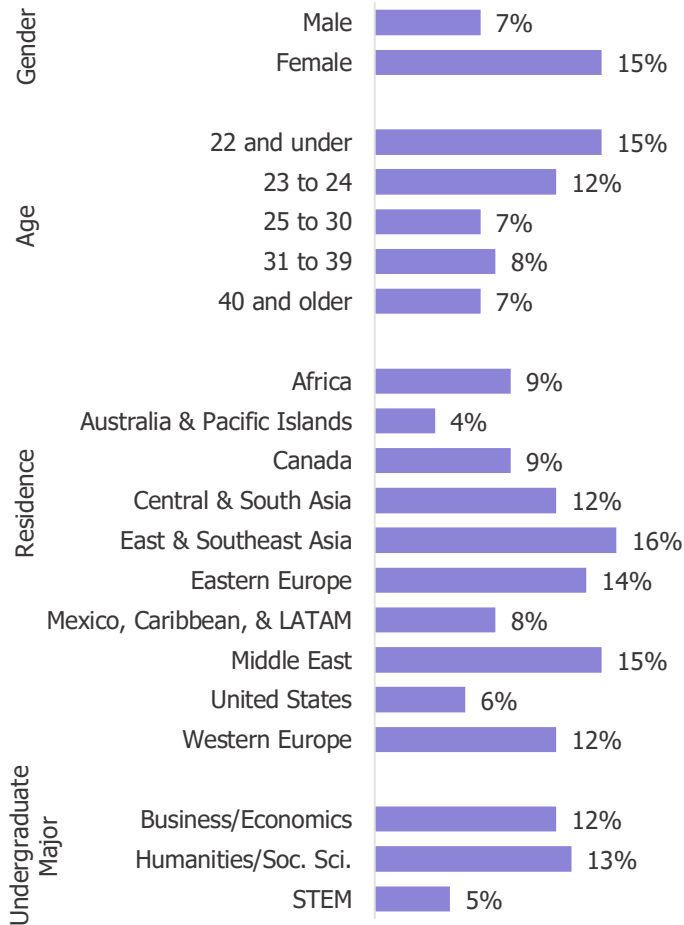


Master of Marketing

Candidate Consideration and Preference for This Program Type

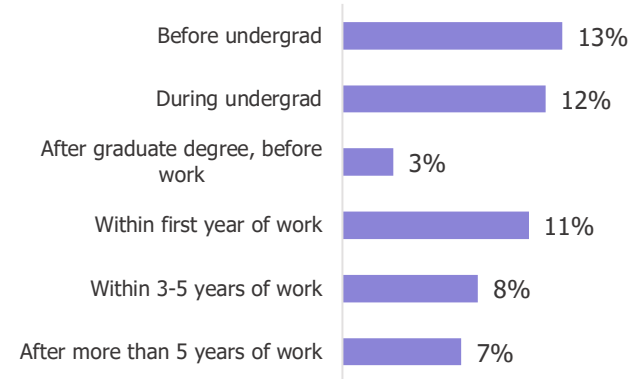


Percentage of Candidates Considering This Program Type by Demographic Group

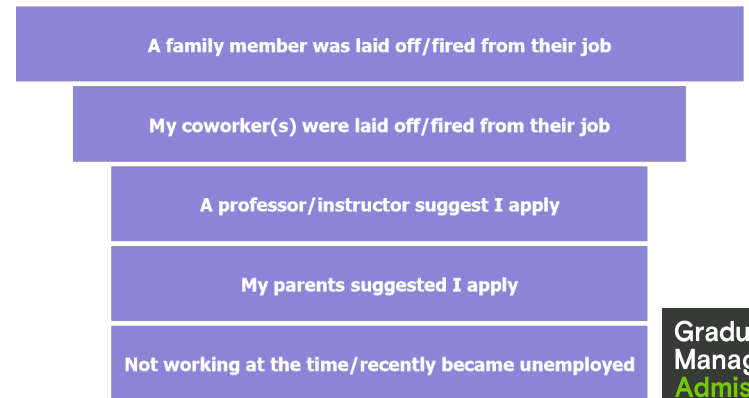


Candidates Considering This Program Type

First Consider Graduate Business School

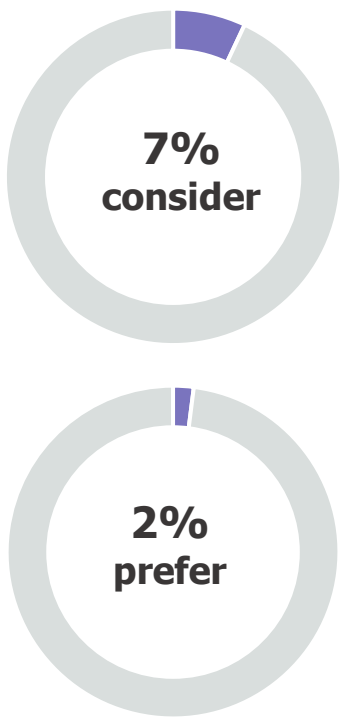


Top 5 Triggers in Decision to Pursue Graduate Business Education

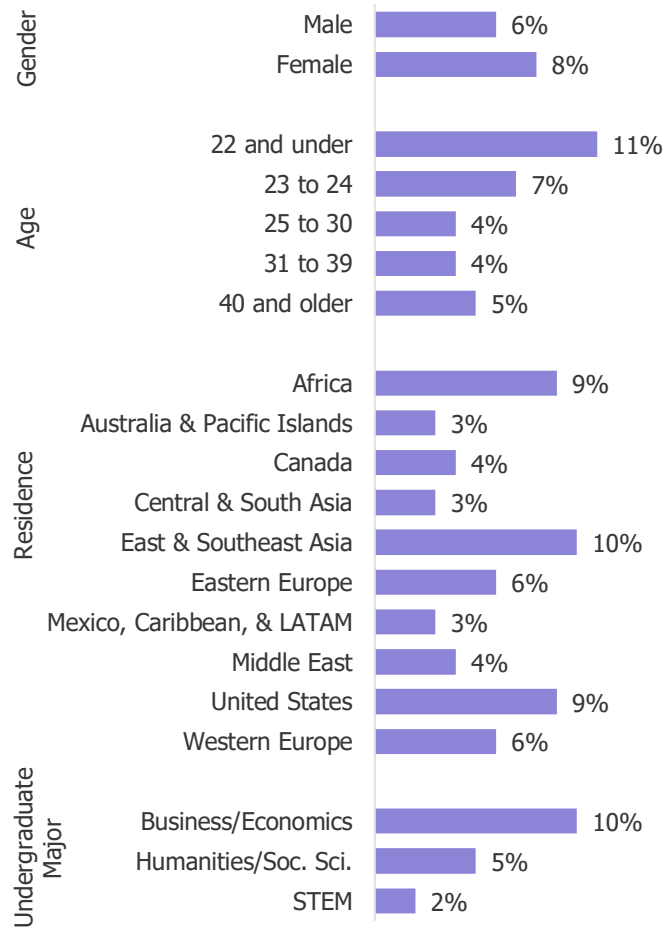


Master of Accounting

Candidate Consideration and Preference for This Program Type

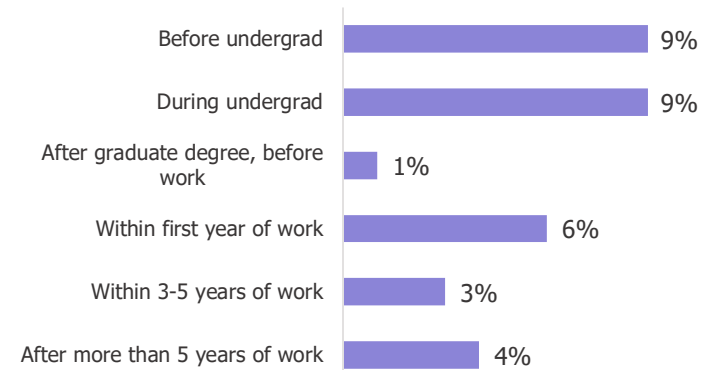


Percentage of Candidates Considering This Program Type by Demographic Group

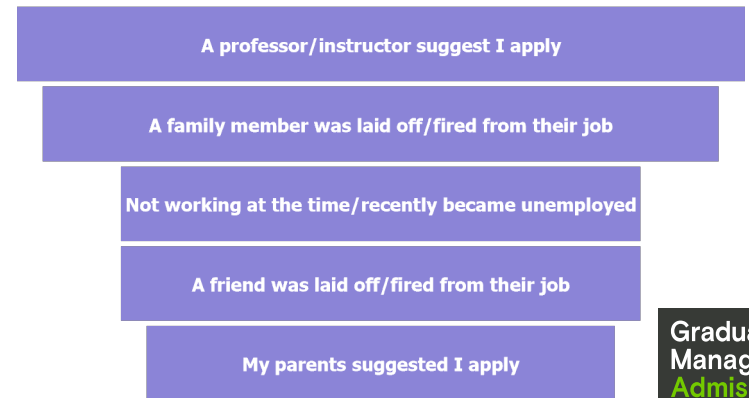


Candidates Considering This Program Type

First Consider Graduate Business School

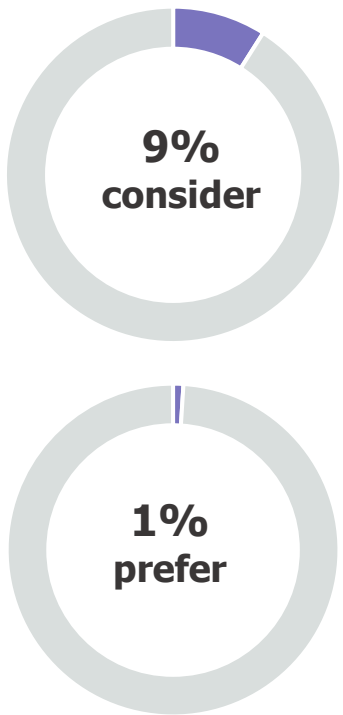


Top 5 Triggers in Decision to Pursue Graduate Business Education

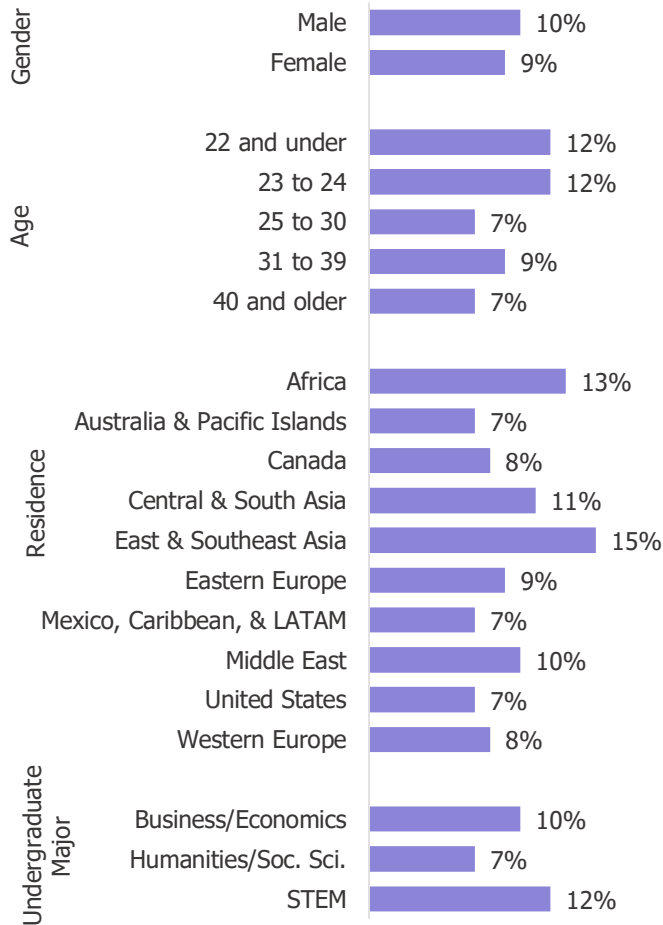


Master of Information Technology

Candidate Consideration and Preference for This Program Type

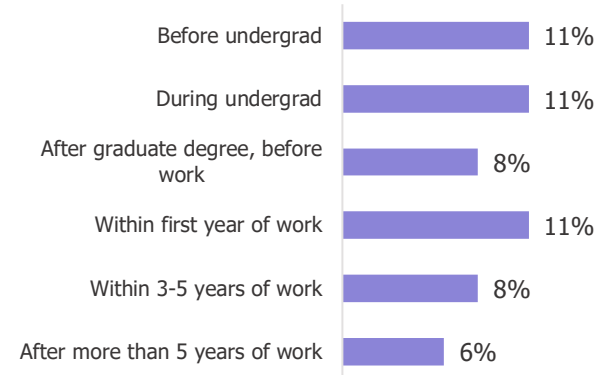


Percentage of Candidates Considering This Program Type by Demographic Group

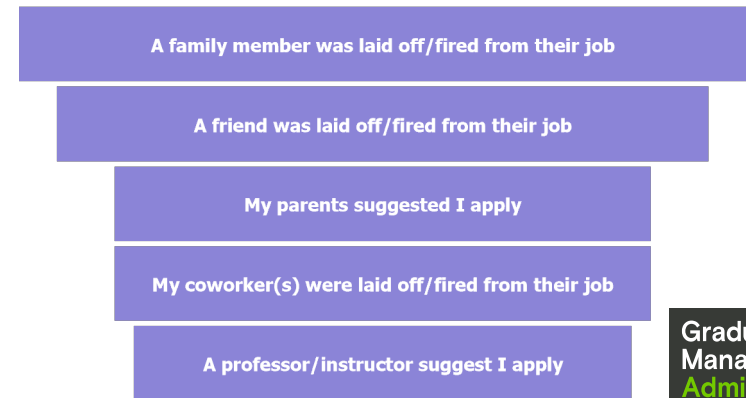


Candidates Considering This Program Type

First Consider Graduate Business School

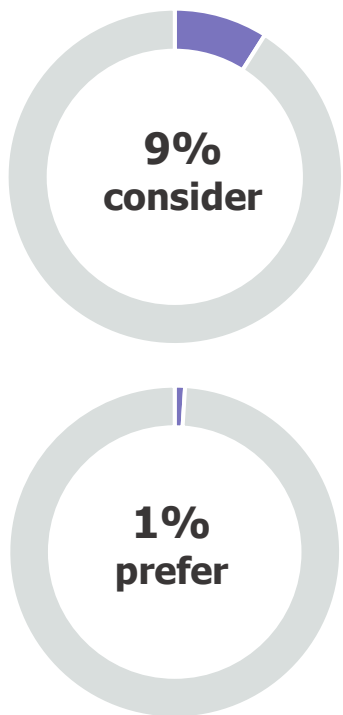


Top 5 Triggers in Decision to Pursue Graduate Business Education

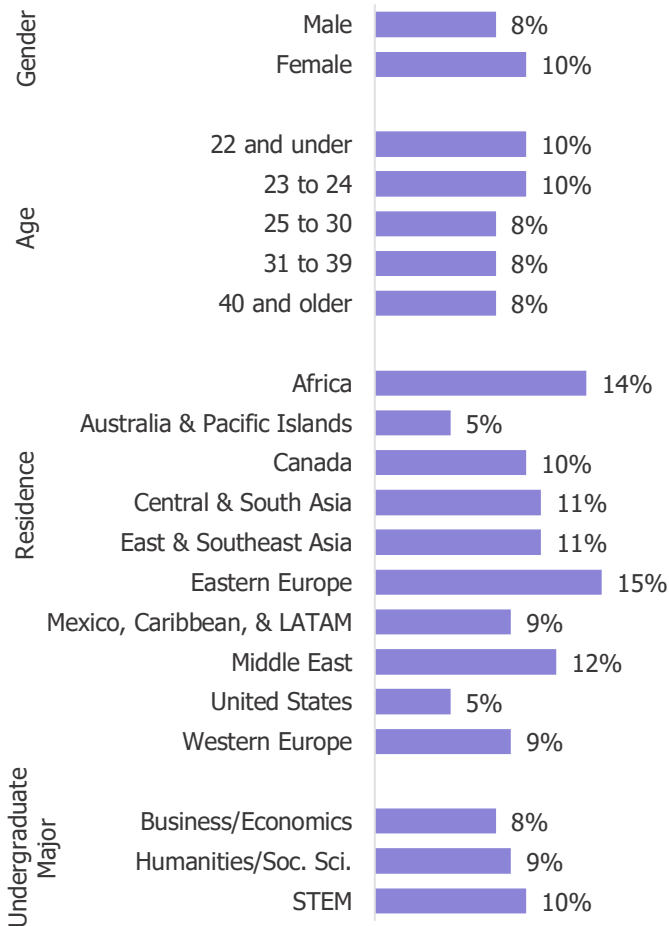


Master of Project Management

Candidate Consideration and Preference for This Program Type

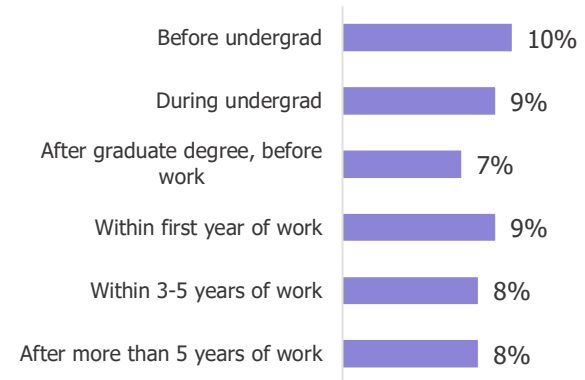


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

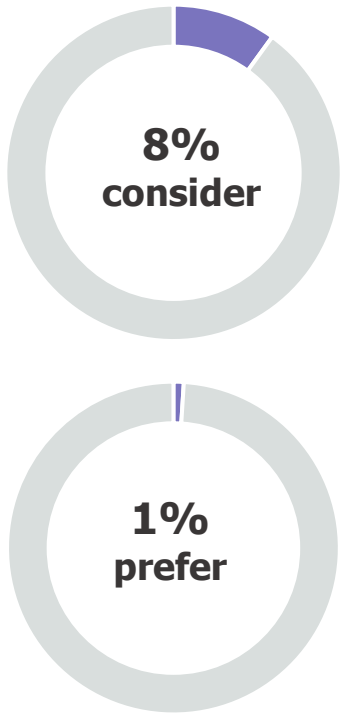


Top 5 Triggers in Decision to Pursue Graduate Business Education

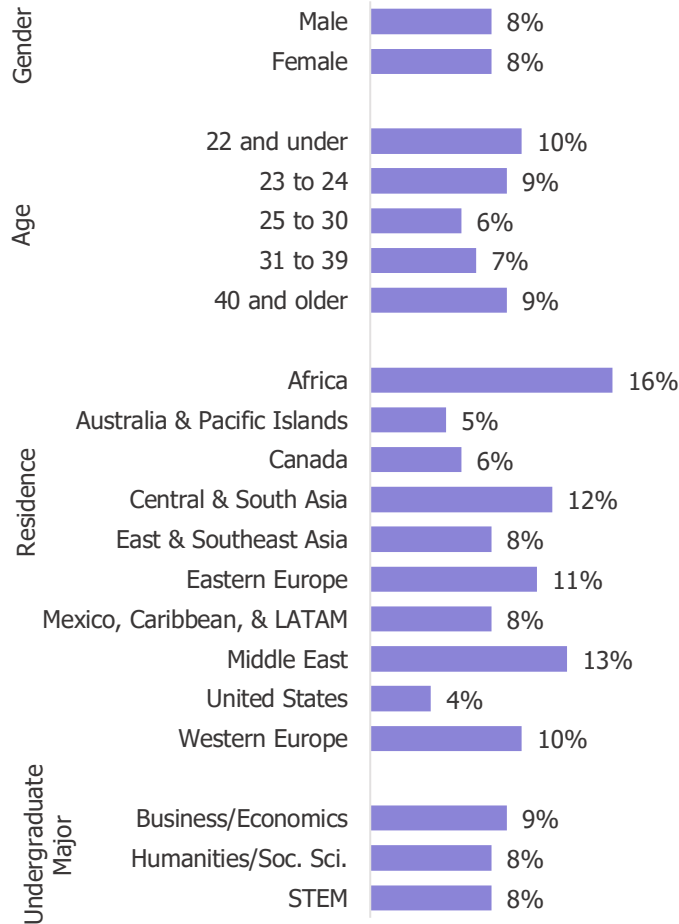


Master of Entrepreneurship

Candidate Consideration and Preference for This Program Type

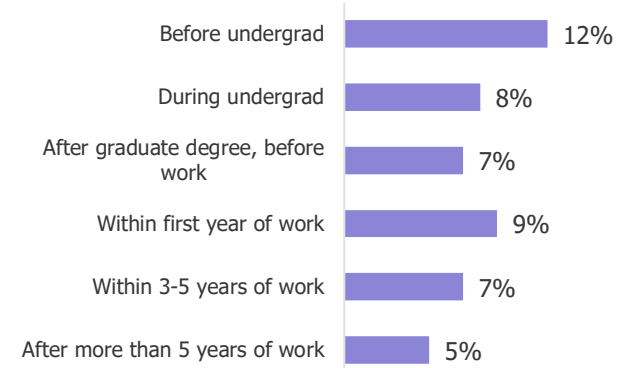


Percentage of Candidates Considering This Program Type by Demographic Group

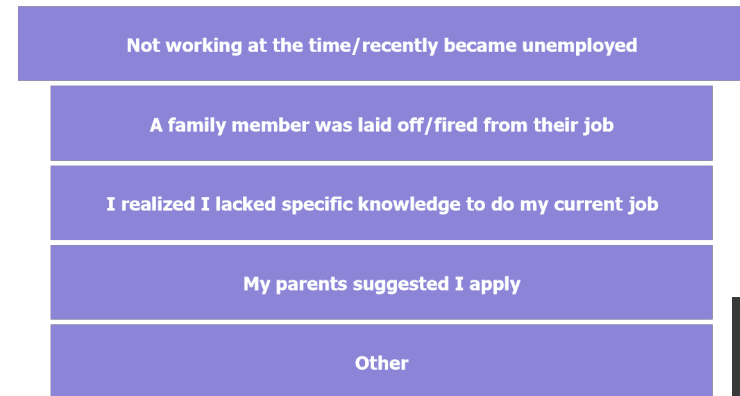


Candidates Considering This Program Type

First Consider Graduate Business School

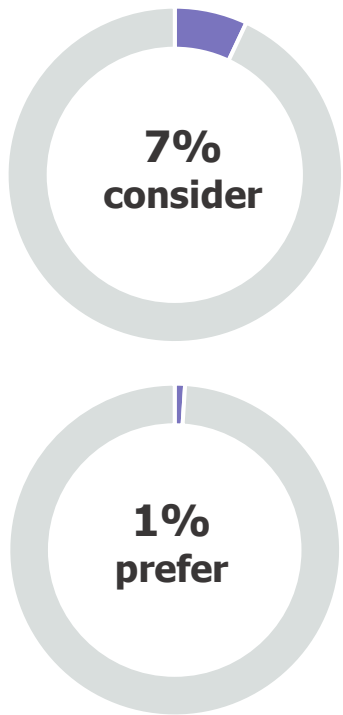


Top 5 Triggers in Decision to Pursue Graduate Business Education

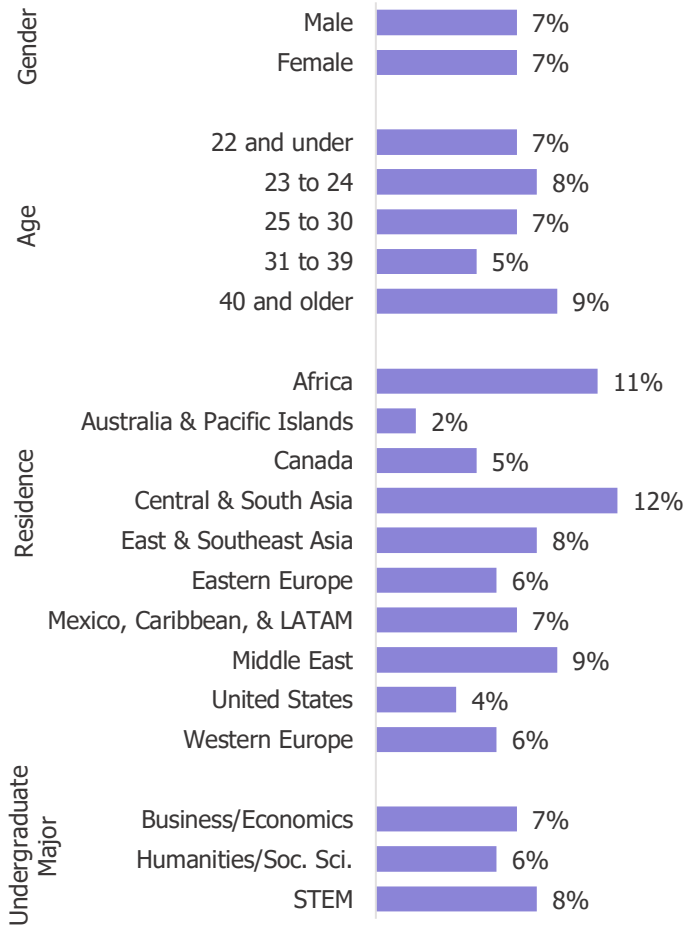


Master of Supply Chain Management

Candidate Consideration and Preference for This Program Type

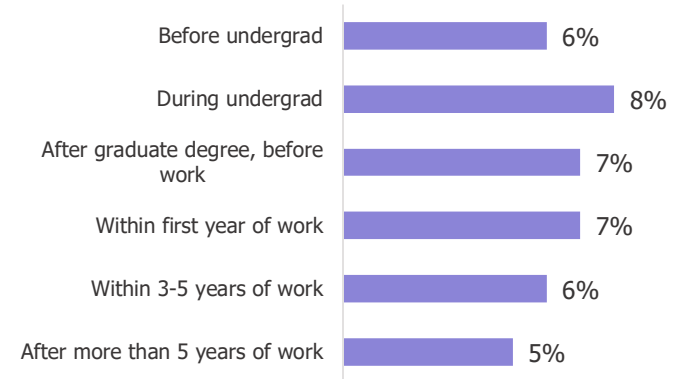


Percentage of Candidates Considering This Program Type by Demographic Group

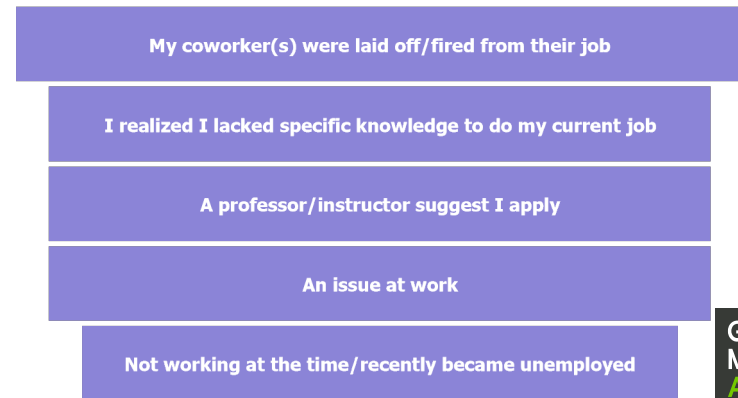


Candidates Considering This Program Type

First Consider Graduate Business School

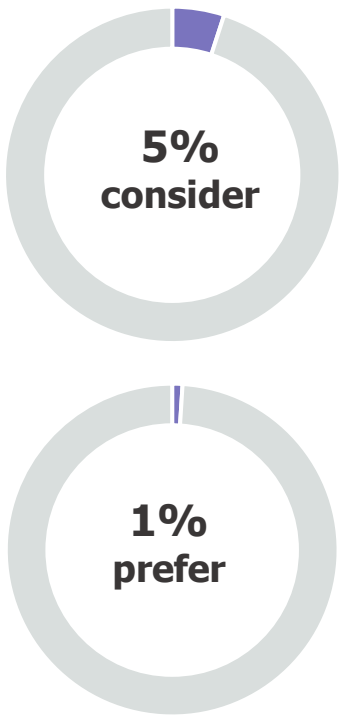


Top 5 Triggers in Decision to Pursue Graduate Business Education

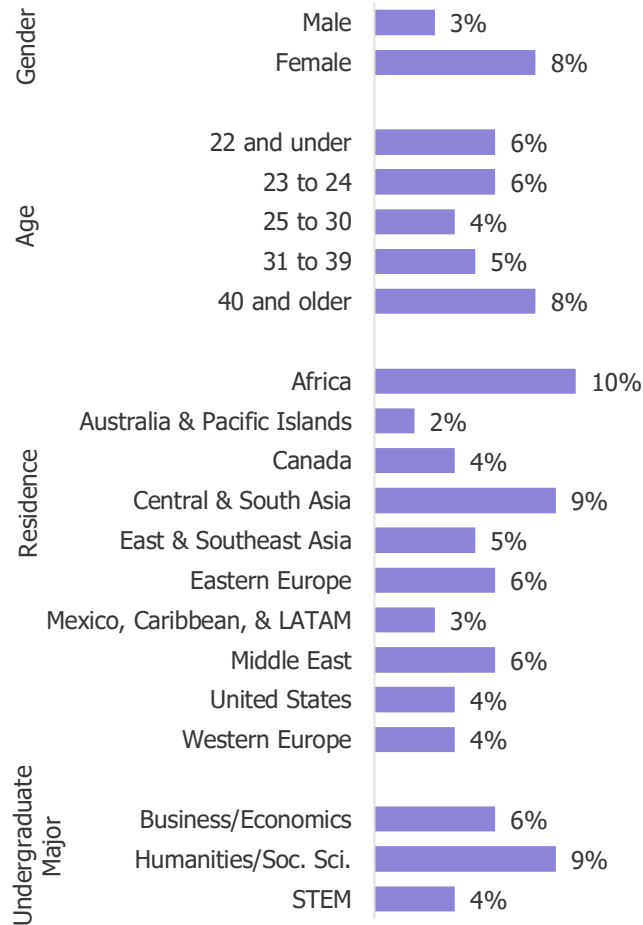


Master of Human Resources

Candidate Consideration and Preference for This Program Type

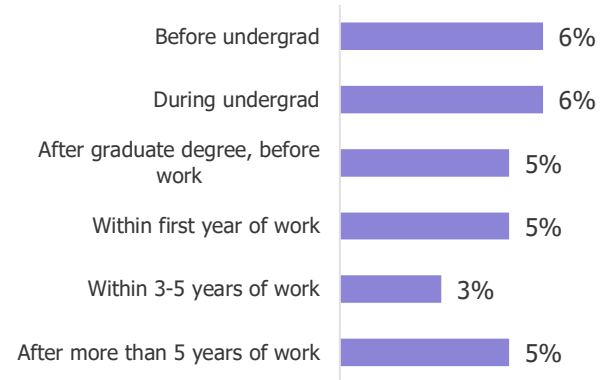


Percentage of Candidates Considering This Program Type by Demographic Group

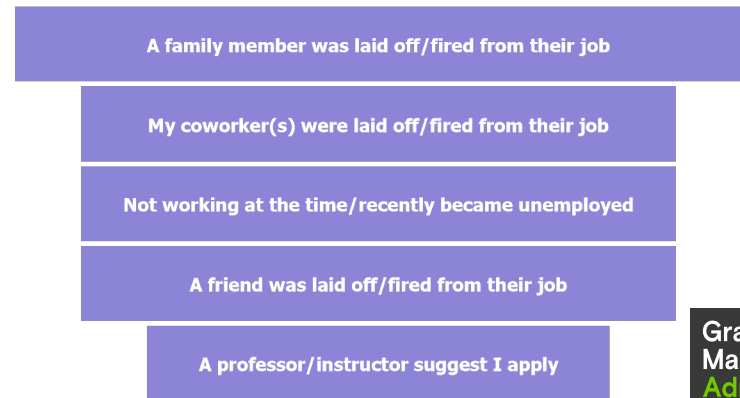


Candidates Considering This Program Type

First Consider Graduate Business School

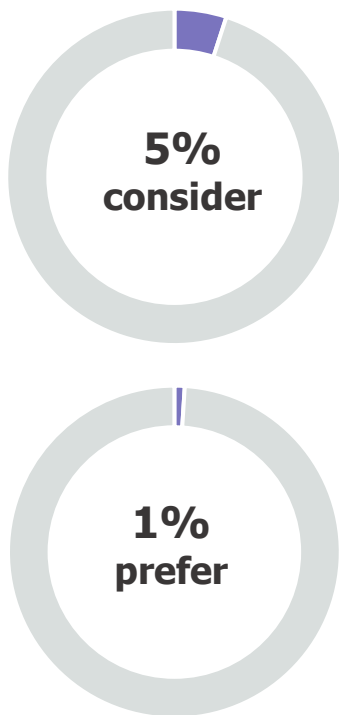


Top 5 Triggers in Decision to Pursue Graduate Business Education

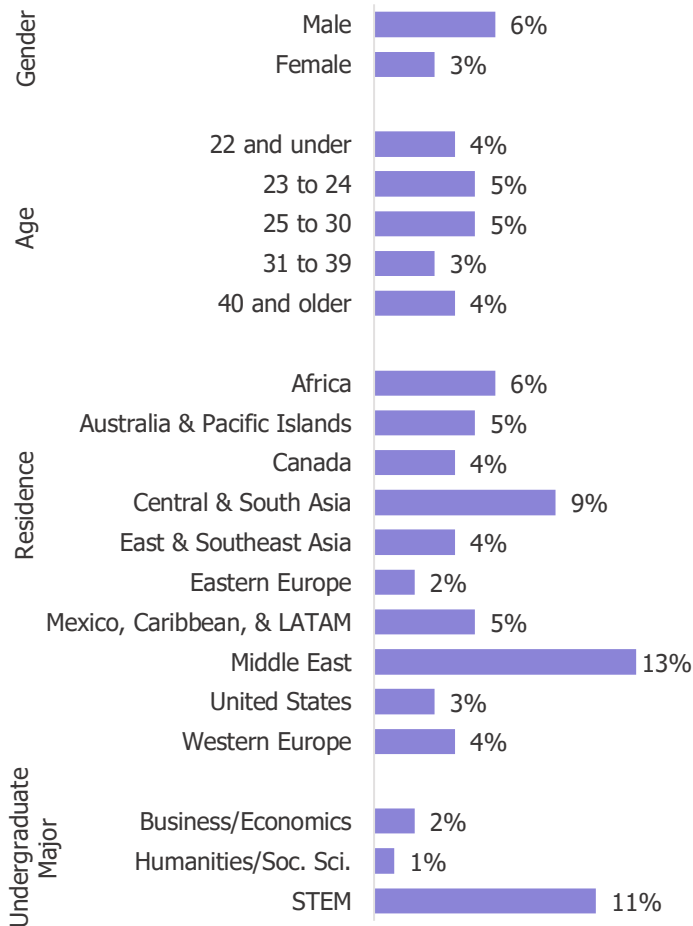


Master of Engineering Management

Candidate Consideration and Preference for This Program Type

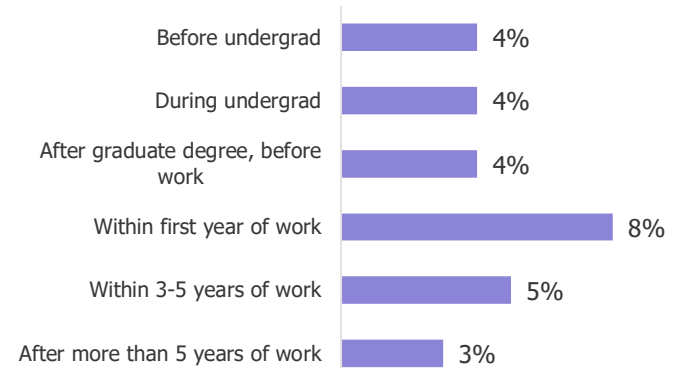


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

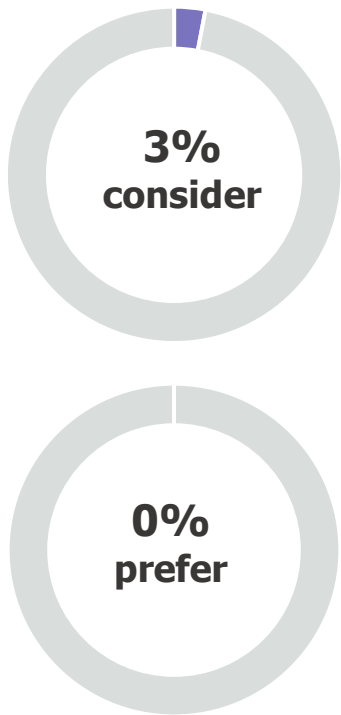


Top 5 Triggers in Decision to Pursue Graduate Business Education

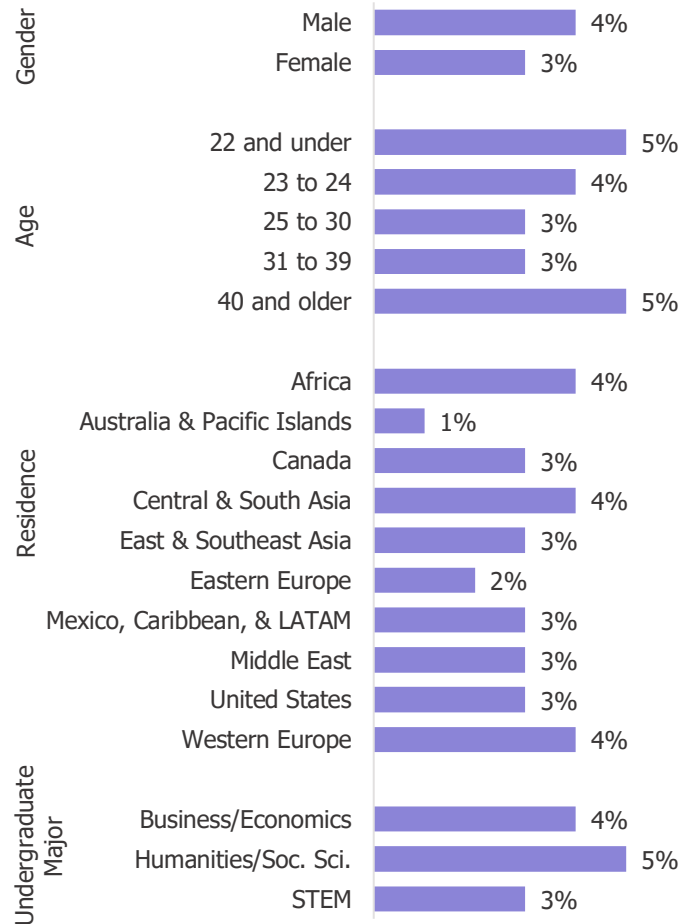


Master of Real Estate Management

Candidate Consideration and Preference for This Program Type

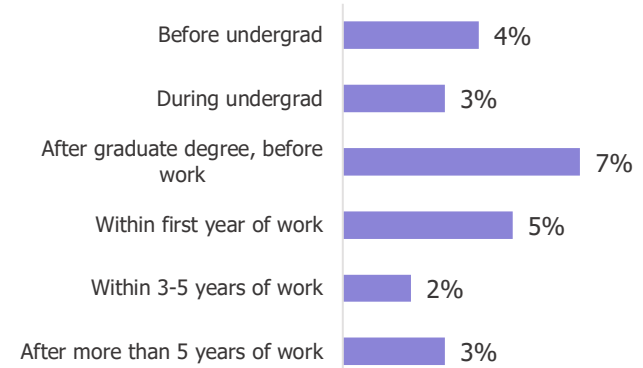


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

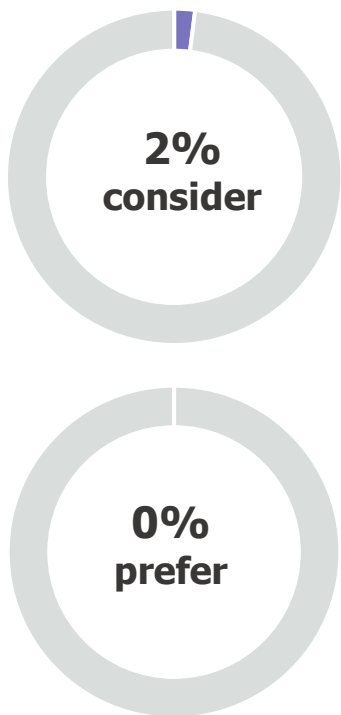


Top 5 Triggers in Decision to Pursue Graduate Business Education

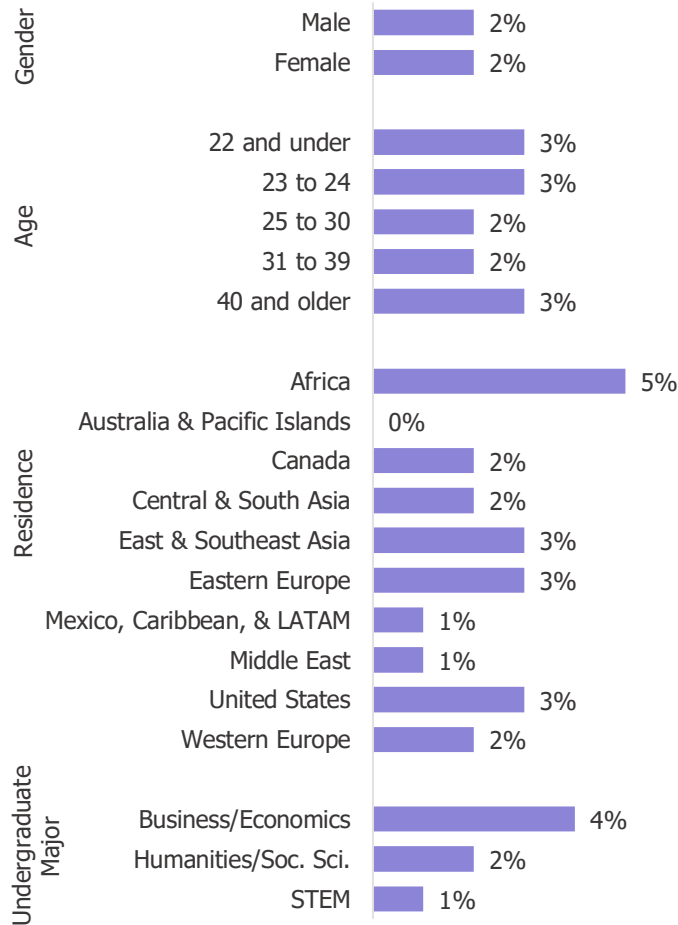


Master of Taxation

Candidate Consideration and Preference for This Program Type

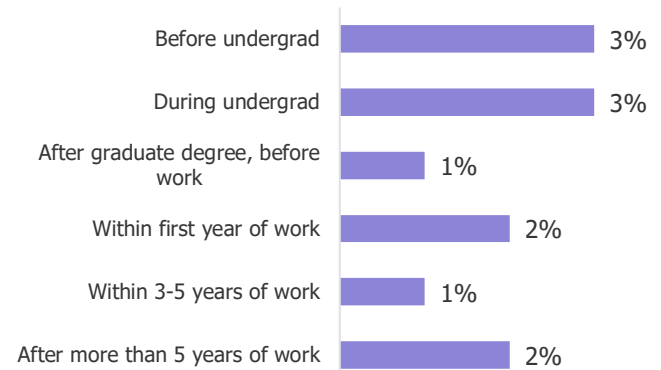


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School

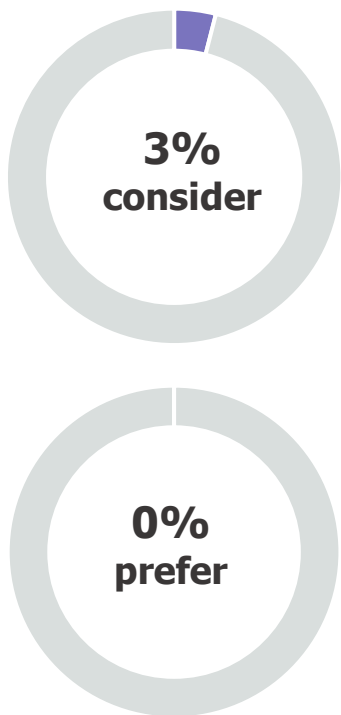


Top 5 Triggers in Decision to Pursue Graduate Business Education

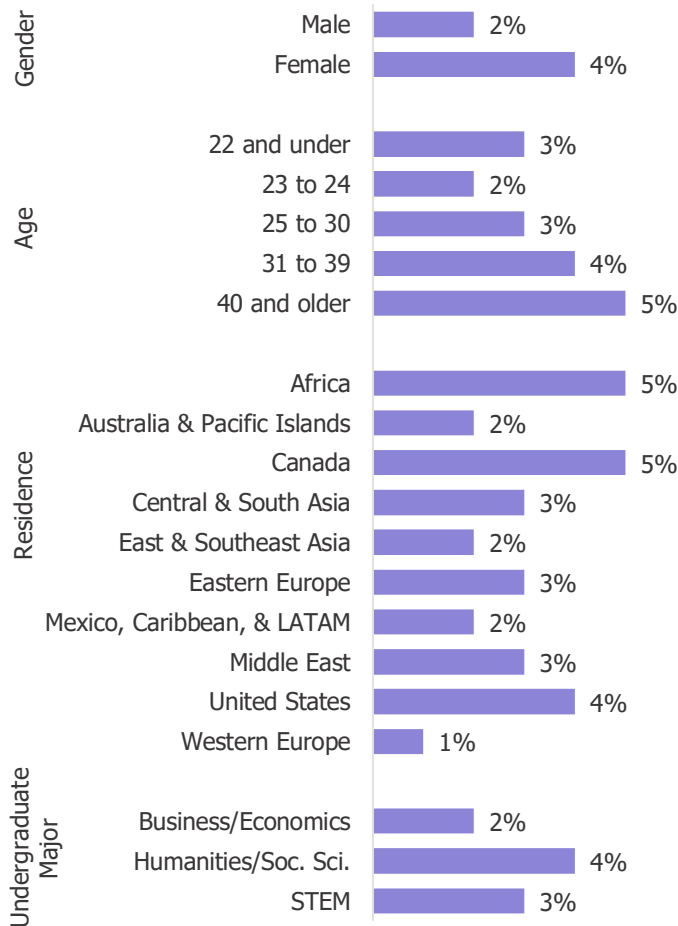


Master of Health Administration

Candidate Consideration and Preference for This Program Type

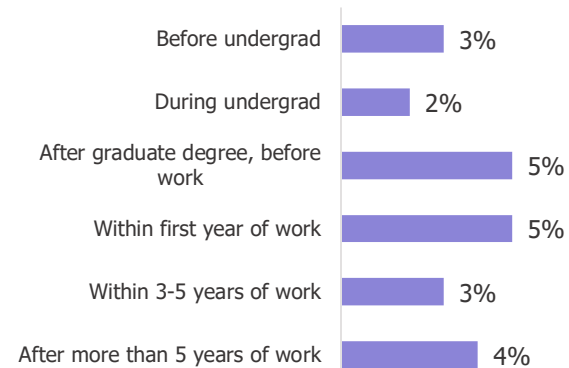


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Consider Graduate Business School



Top 5 Triggers in Decision to Pursue Graduate Business Education



Candidate Profiles by Citizenship

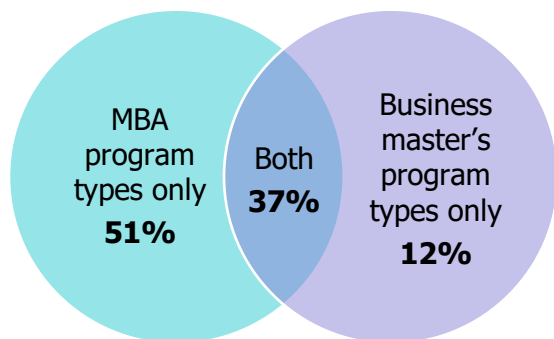
This section features data by candidate country of citizenship, including:

- 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

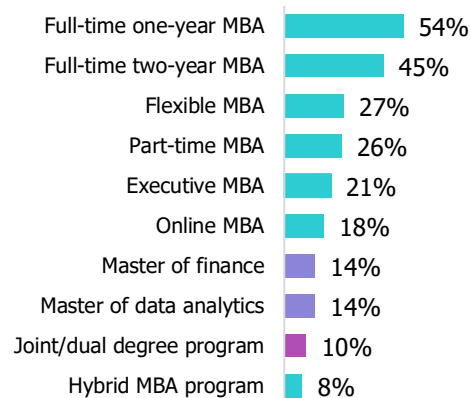


Australia

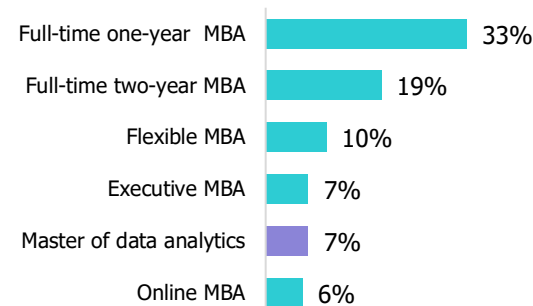
Program Considerations



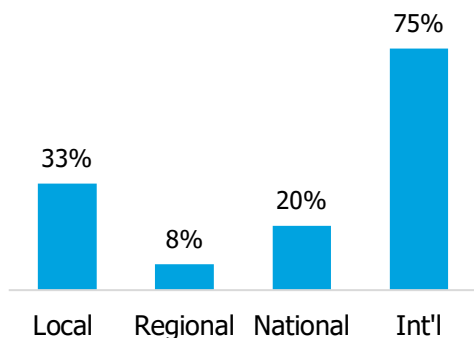
Top 10 Program Types Considered



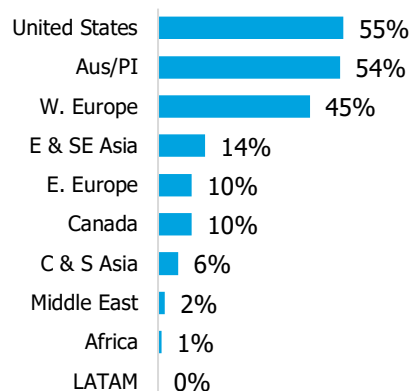
Top Program Types Preferred*



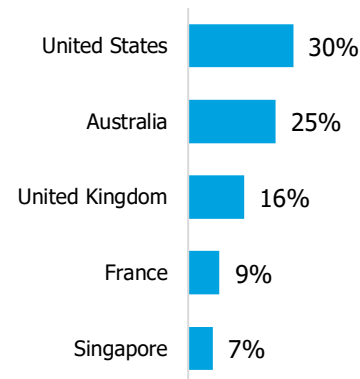
Application Plans by Relative Location



Application Plans by Program World Region



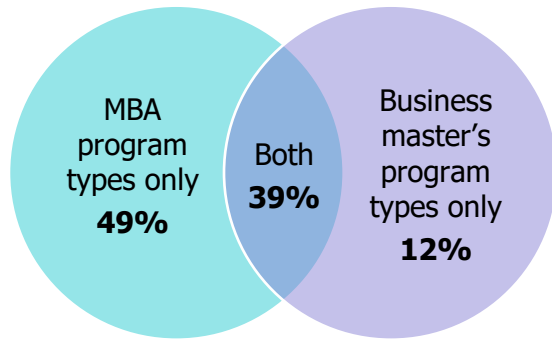
Preferred Study Destination by Program Country*



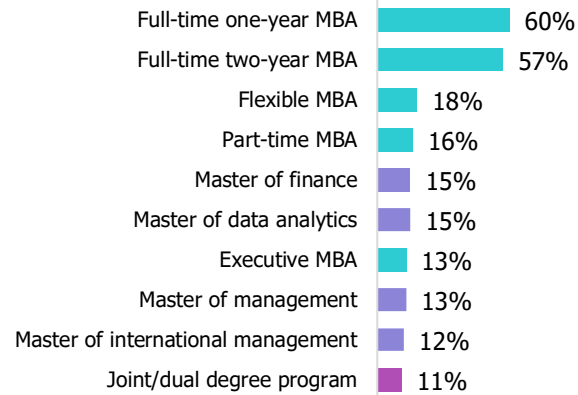
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Brazil

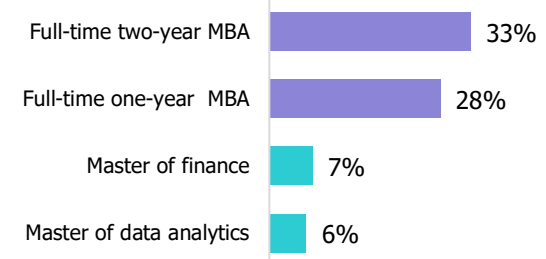
Program Considerations



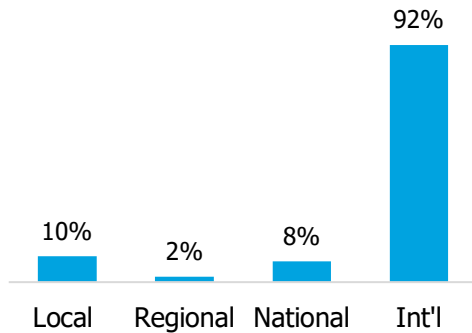
Top 10 Program Types Considered



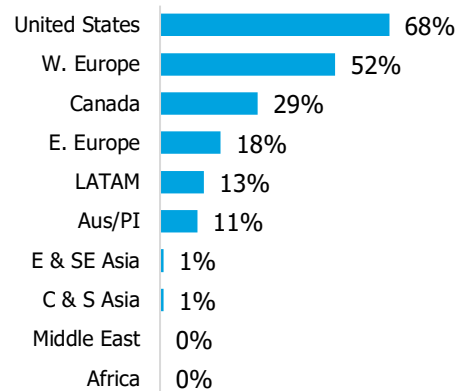
Top Program Types Preferred*



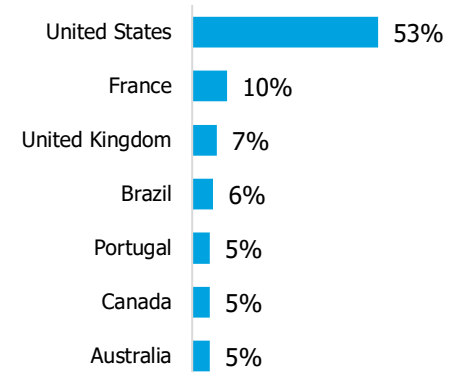
Application Plans by Relative Location



Application Plans by Program World Region



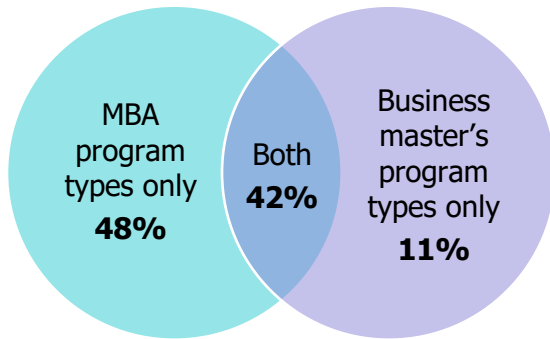
Preferred Study Destination by Program Country*



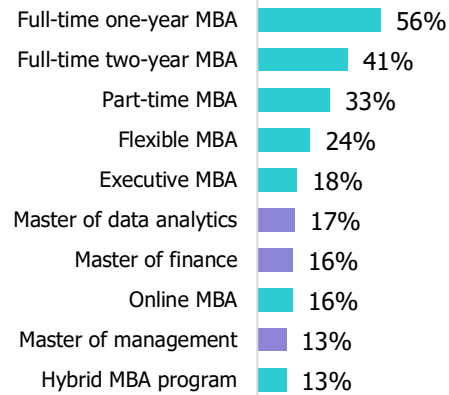
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Canada

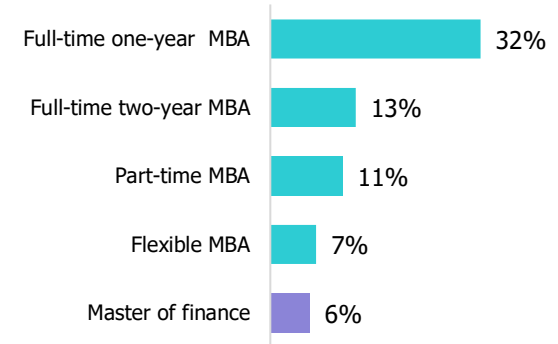
Program Considerations



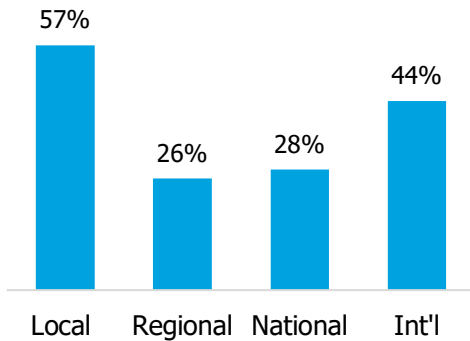
Top 10 Program Types Considered



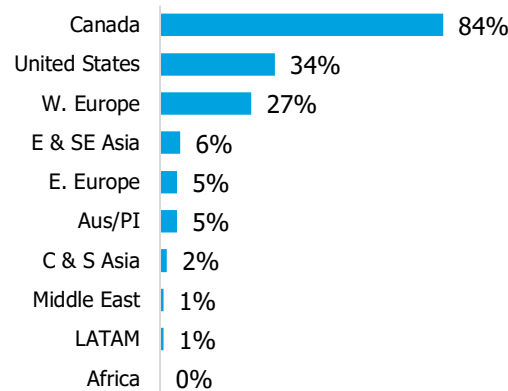
Top Program Types Preferred*



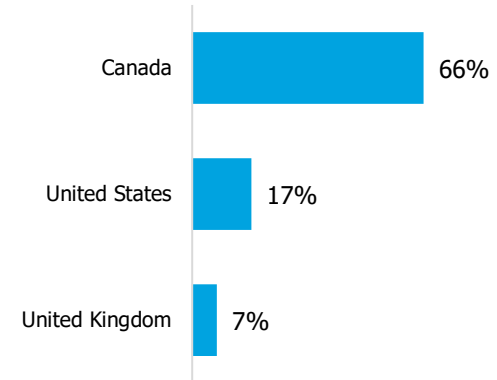
Application Plans by Relative Location



Application Plans by Program World Region



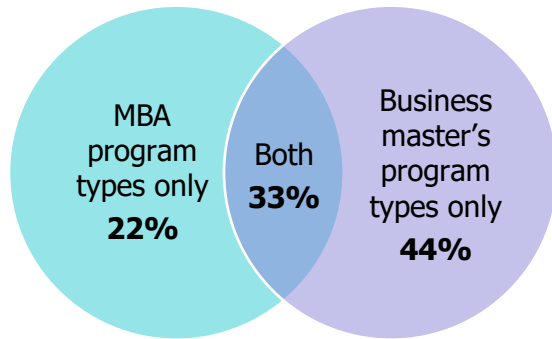
Preferred Study Destination by Program Country*



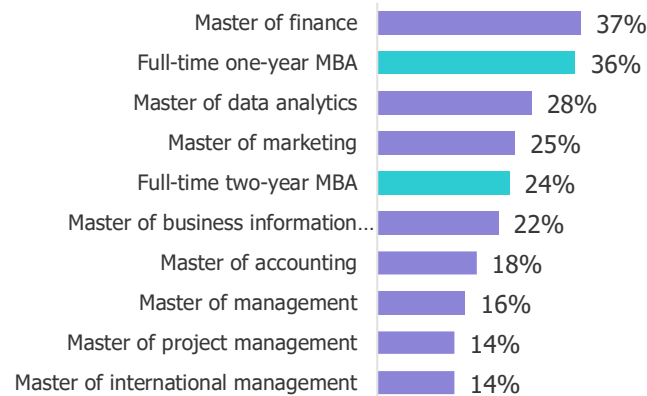
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China

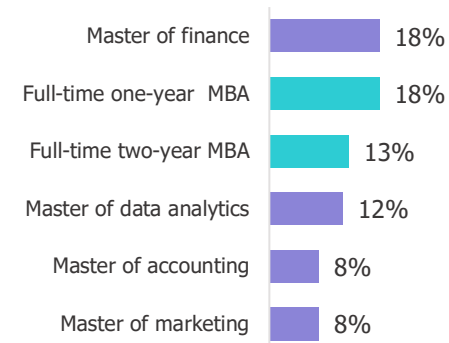
Program Considerations



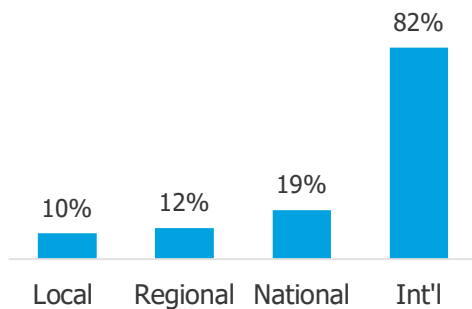
Top 10 Program Types Considered



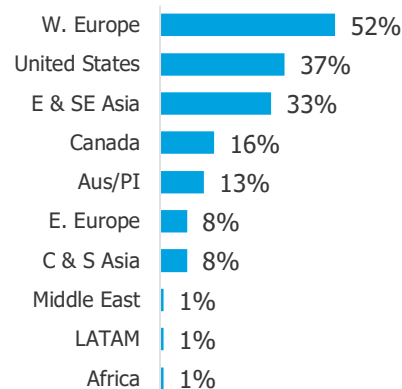
Top Program Types Preferred*



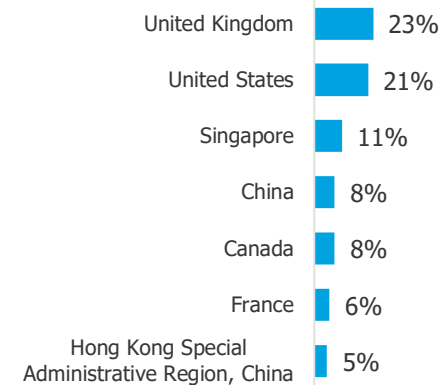
Application Plans by Relative Location



Application Plans by Program World Region



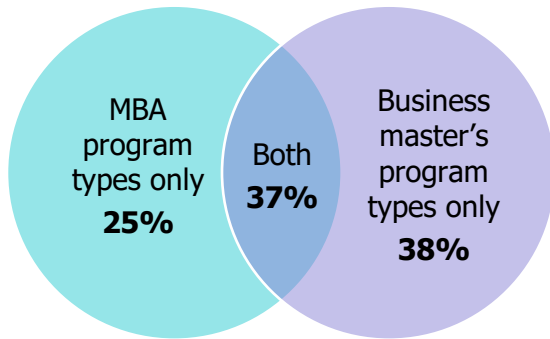
Preferred Study Destination by Program Country*



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.

France

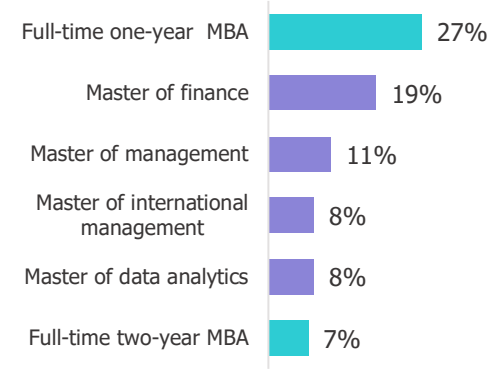
Program Considerations



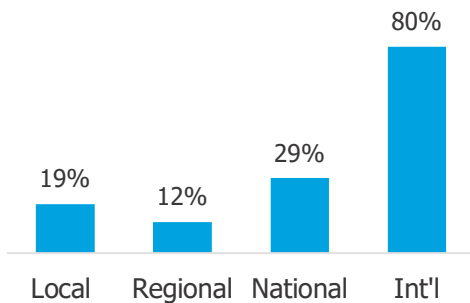
Top 10 Program Types Considered



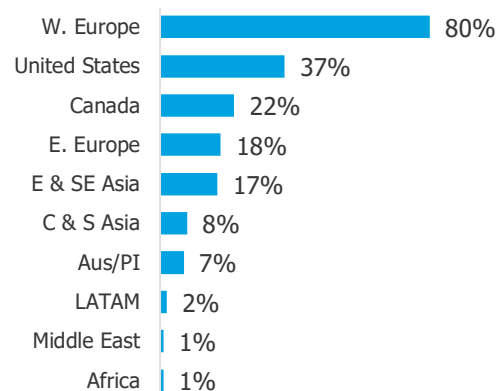
Top Program Types Preferred*



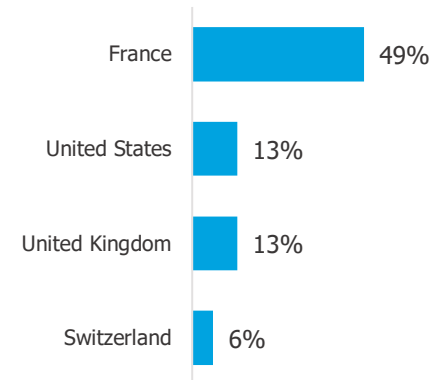
Application Plans by Relative Location



Application Plans by Program World Region



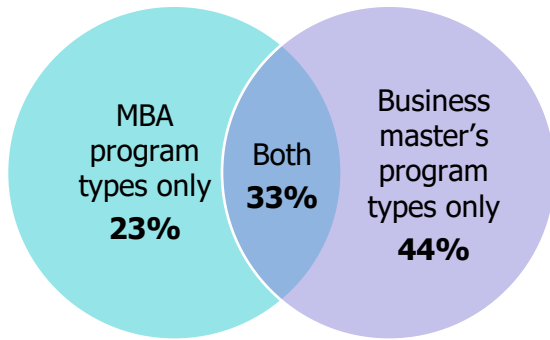
Preferred Study Destination by Program Country*



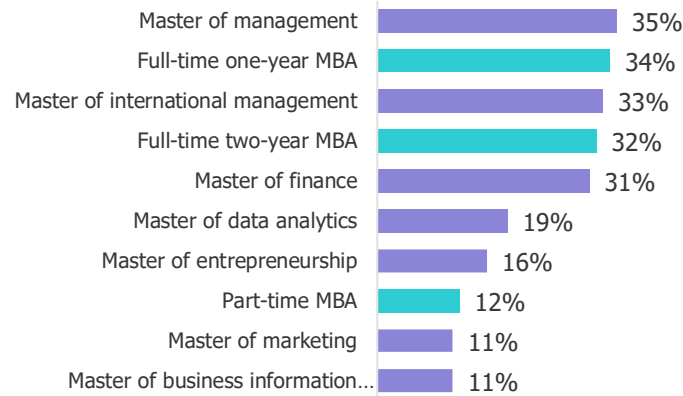
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*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Germany

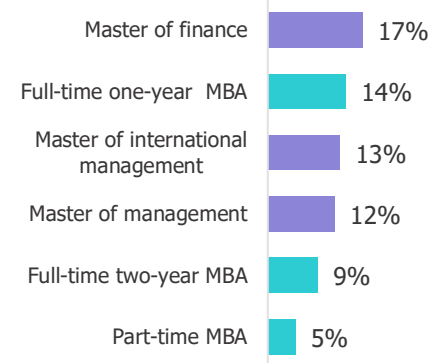
Program Considerations



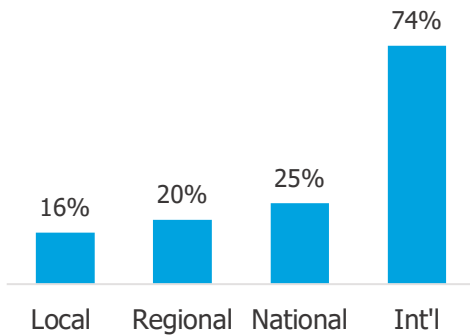
Top 10 Program Types Considered



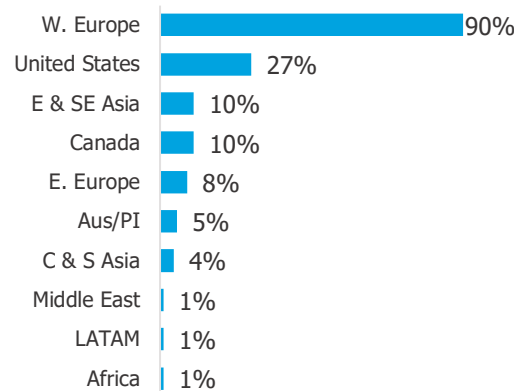
Top Program Types Preferred*



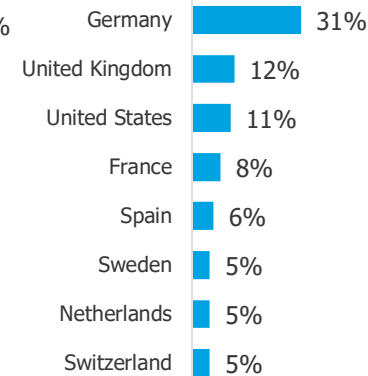
Application Plans by Relative Location



Application Plans by Program World Region



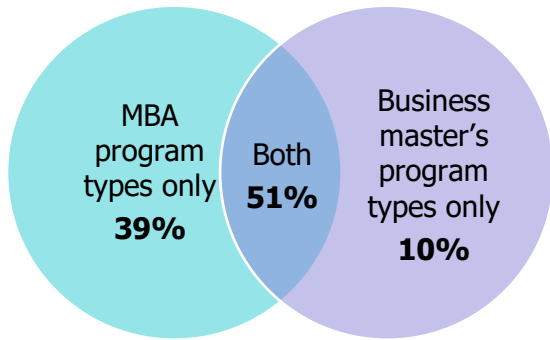
Preferred Study Destination by Program Country*



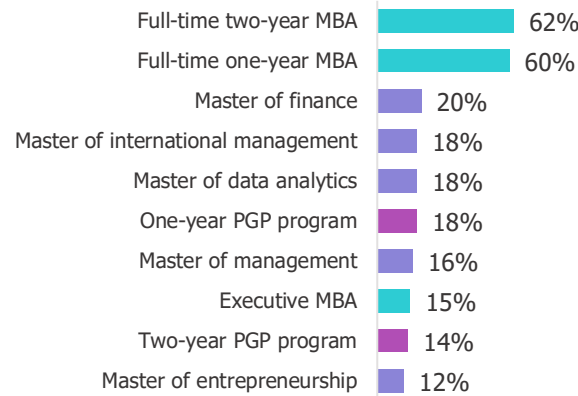
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*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

India

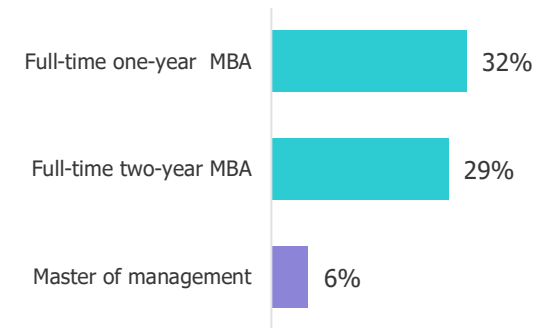
Program Considerations



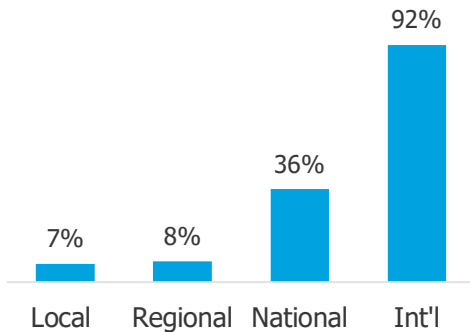
Top 10 Program Types Considered



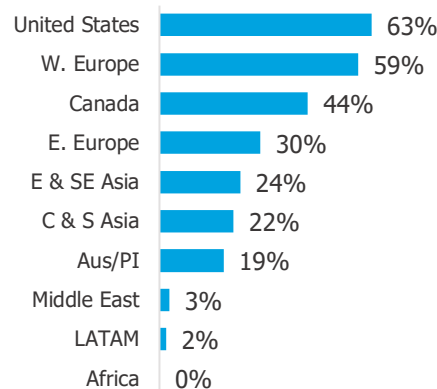
Top Program Types Preferred*



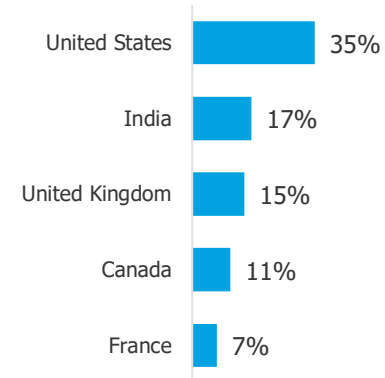
Application Plans by Relative Location



Application Plans by Program World Region



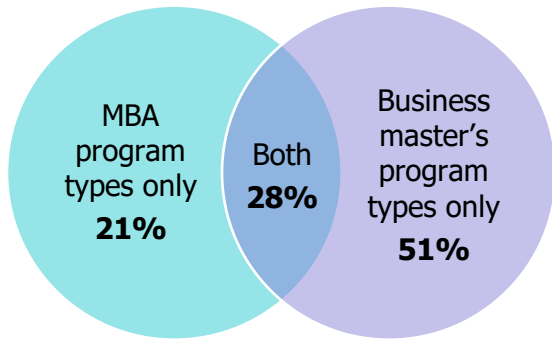
Preferred Study Destination by Program Country*



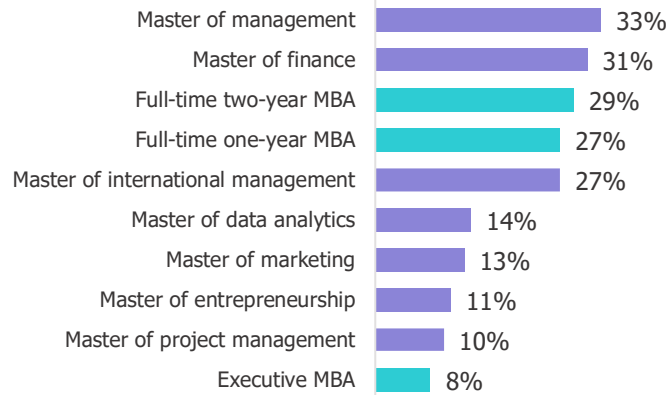
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Italy

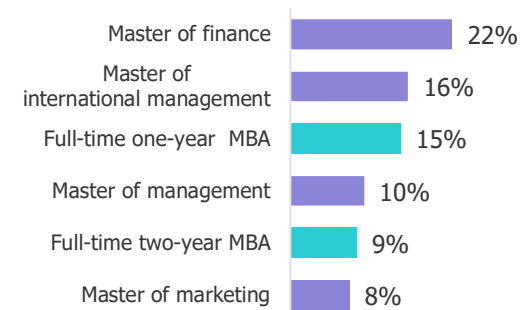
Program Considerations



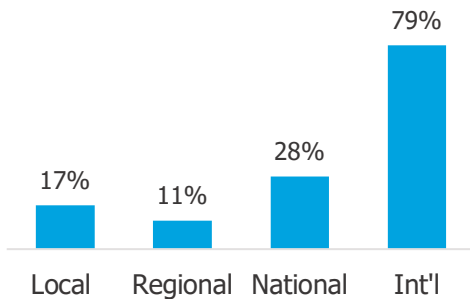
Top 10 Program Types Considered



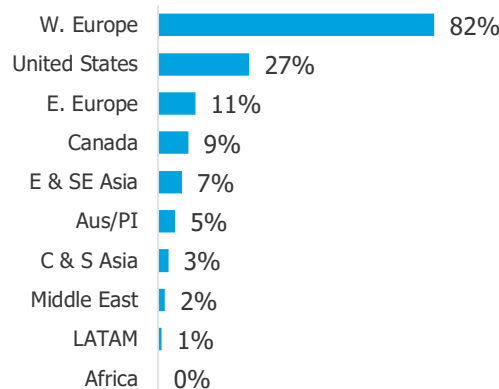
Top Program Types Preferred*



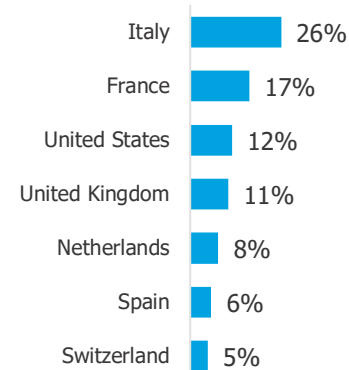
Application Plans by Relative Location



Application Plans by Program World Region



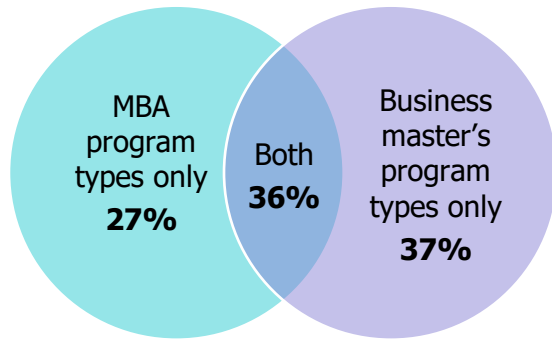
Preferred Study Destination by Program Country*



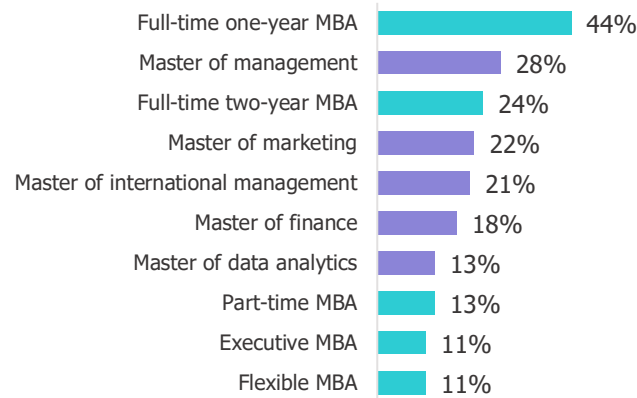
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Netherlands

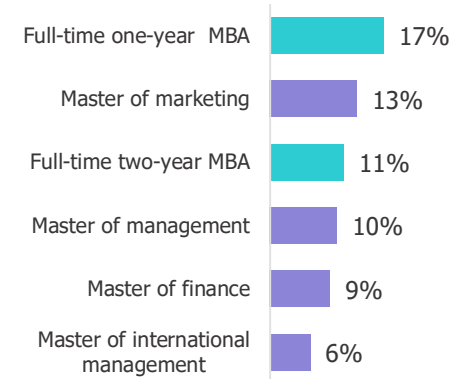
Program Considerations



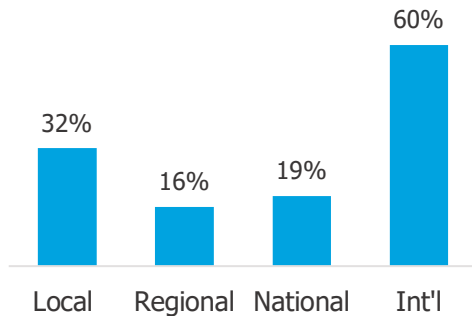
Top 10 Program Types Considered



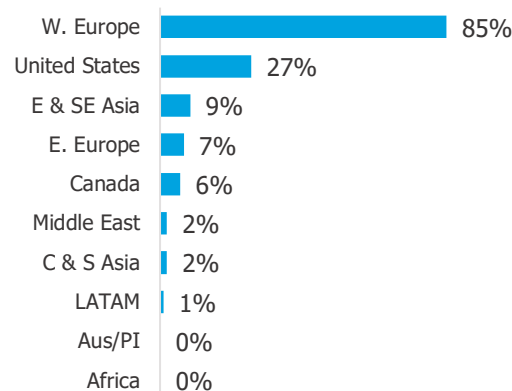
Top Program Types Preferred*



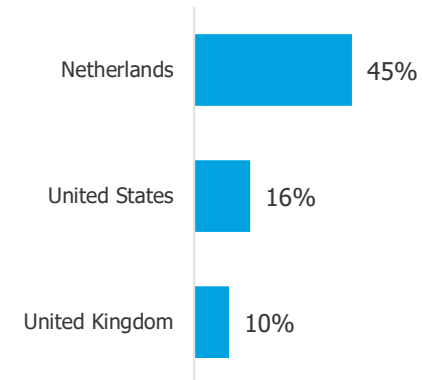
Application Plans by Relative Location



Application Plans by Program World Region



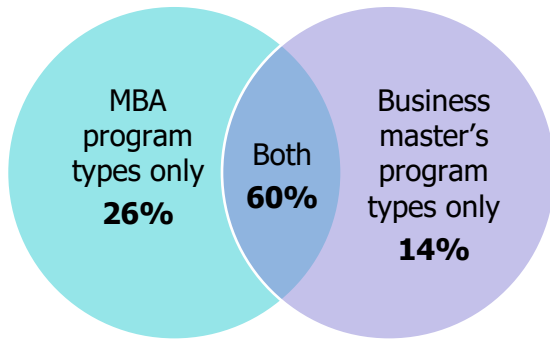
Preferred Study Destination by Program Country*



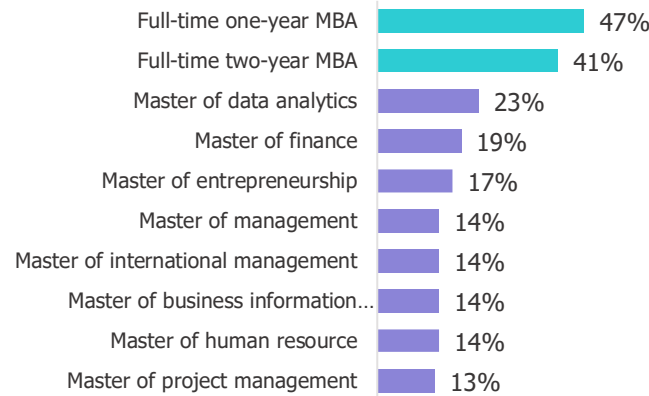
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Nigeria

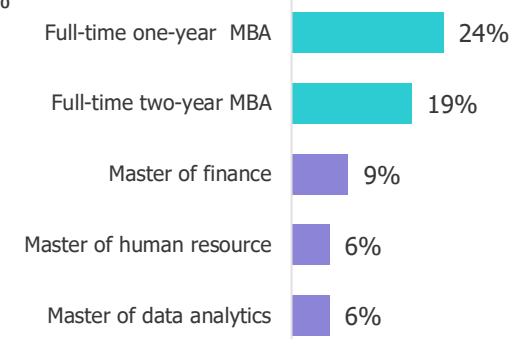
Program Considerations



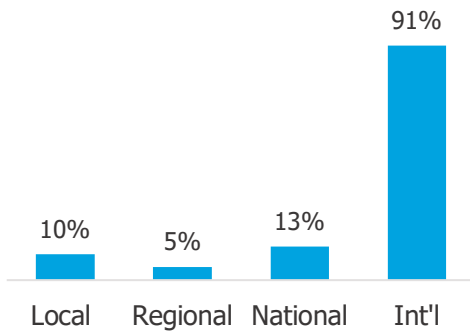
Top 10 Program Types Considered



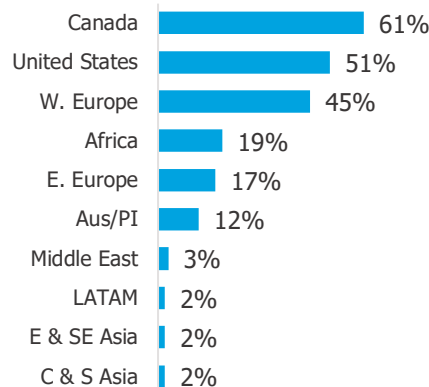
Top Program Types Preferred*



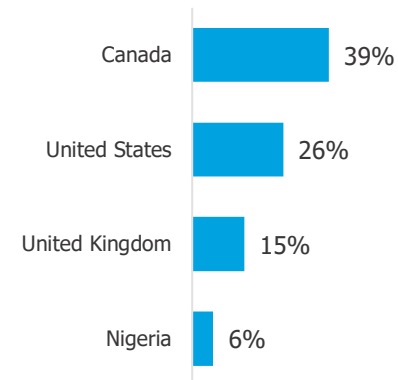
Application Plans by Relative Location



Application Plans by Program World Region



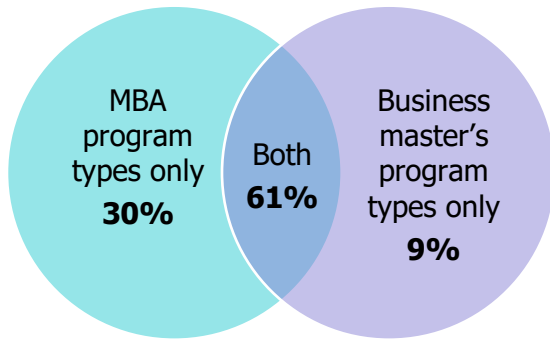
Preferred Study Destination by Program Country*



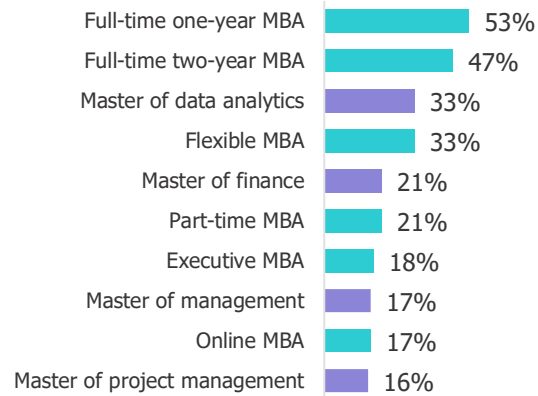
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Philippines

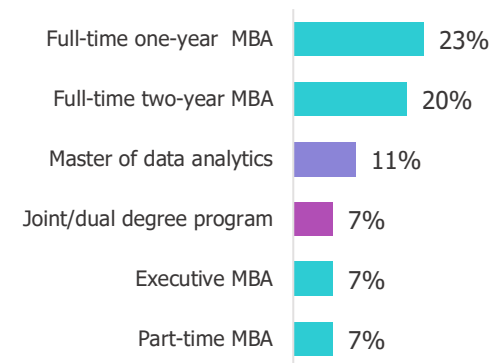
Program Considerations



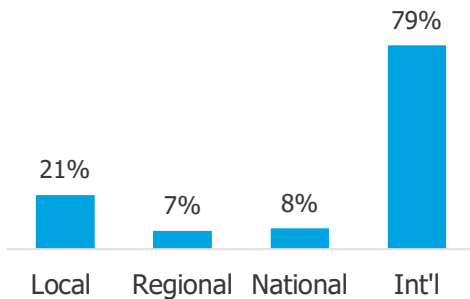
Top 10 Program Types Considered



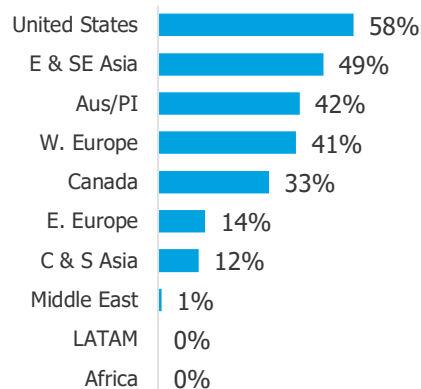
Top Program Types Preferred*



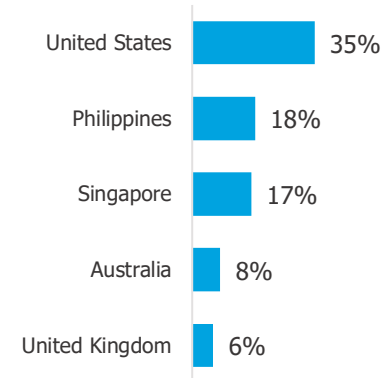
Application Plans by Relative Location



Application Plans by Program World Region



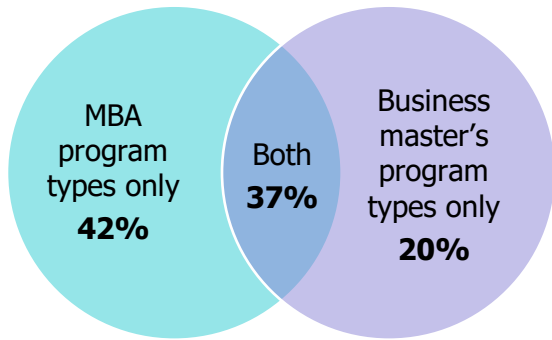
Preferred Study Destination by Program Country*



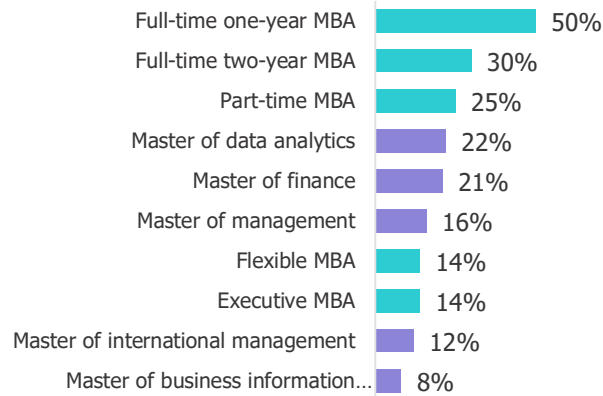
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Singapore

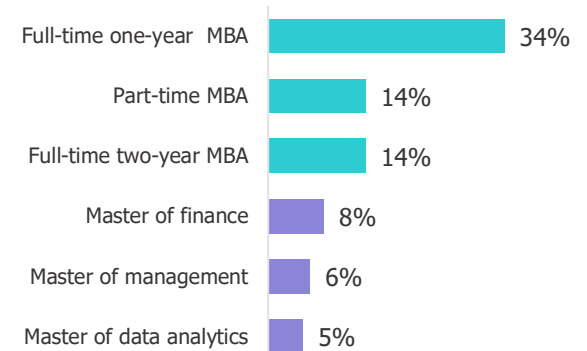
Program Considerations



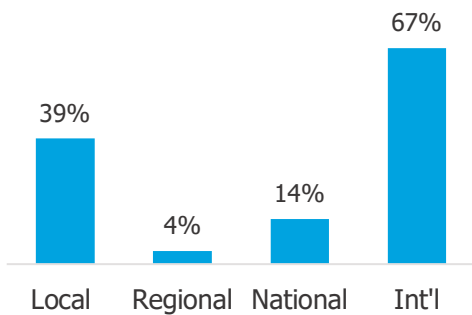
Top 10 Program Types Considered



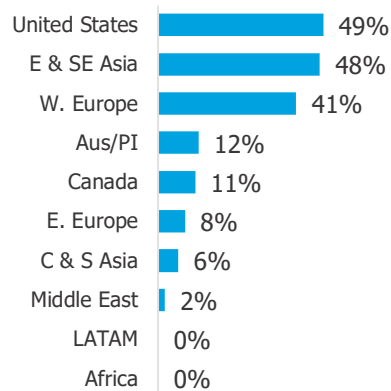
Top Program Types Preferred*



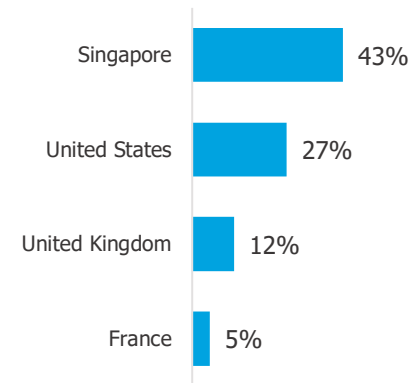
Application Plans by Relative Location



Application Plans by Program World Region



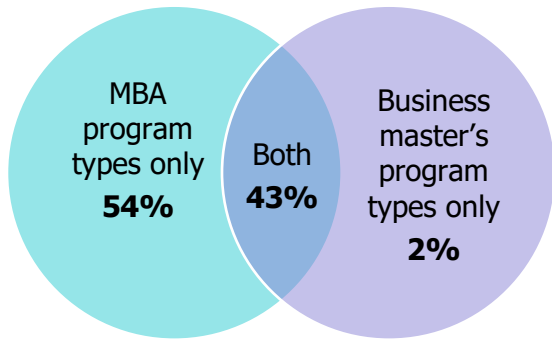
Preferred Study Destination by Program Country*



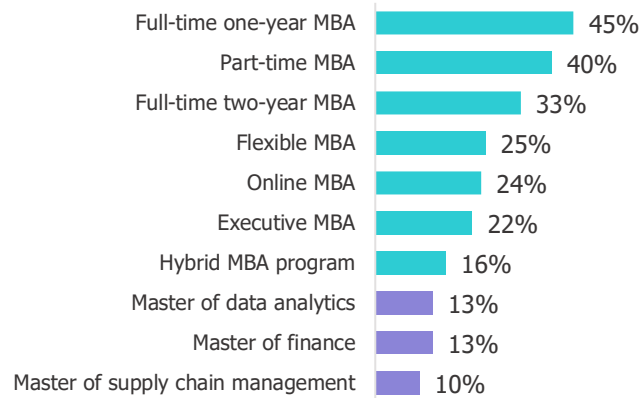
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South Africa

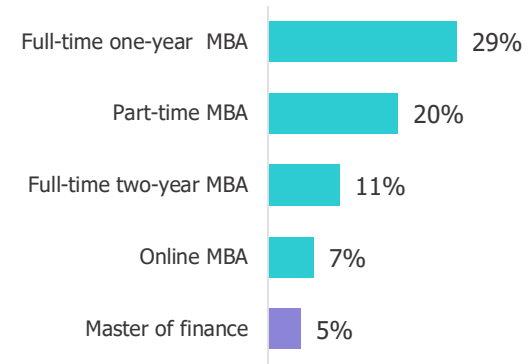
Program Considerations



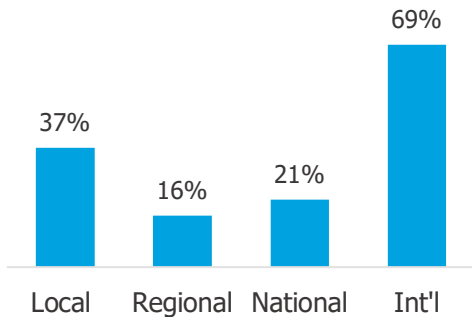
Top 10 Program Types Considered



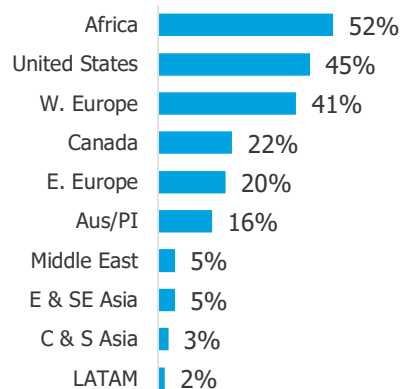
Top Program Types Preferred*



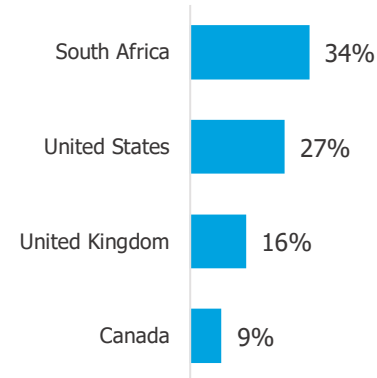
Application Plans by Relative Location



Application Plans by Program World Region



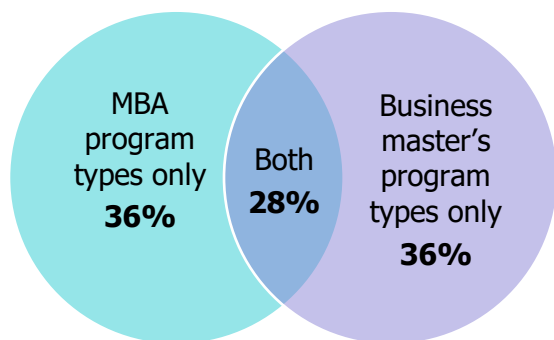
Preferred Study Destination by Program Country*



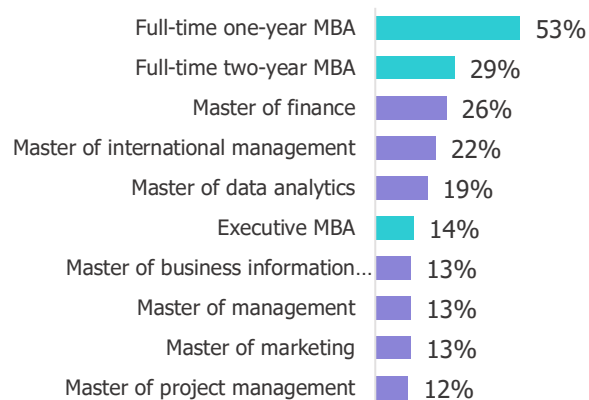
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*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Spain

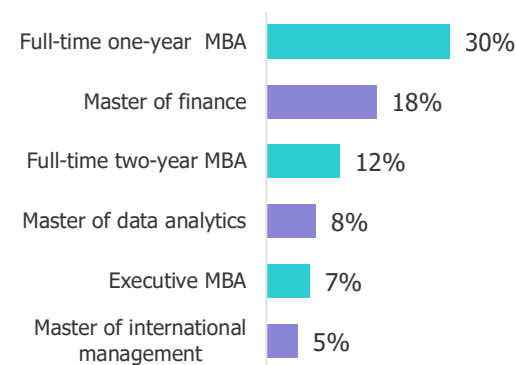
Program Considerations



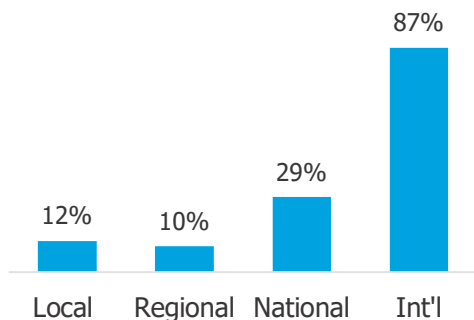
Top 10 Program Types Considered



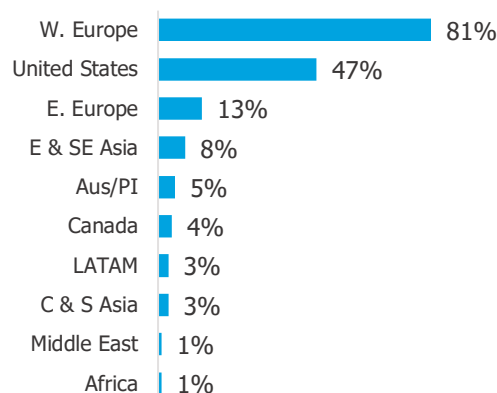
Top Program Types Preferred*



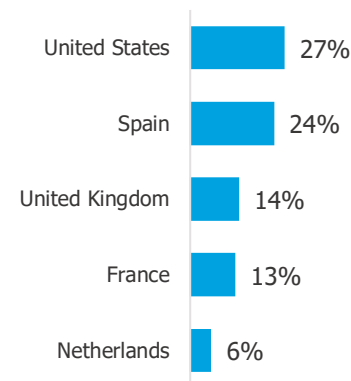
Application Plans by Relative Location



Application Plans by Program World Region



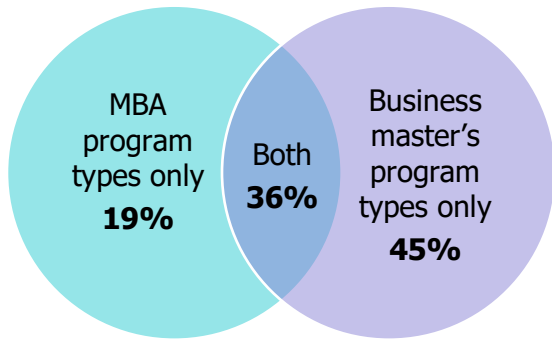
Preferred Study Destination by Program Country*



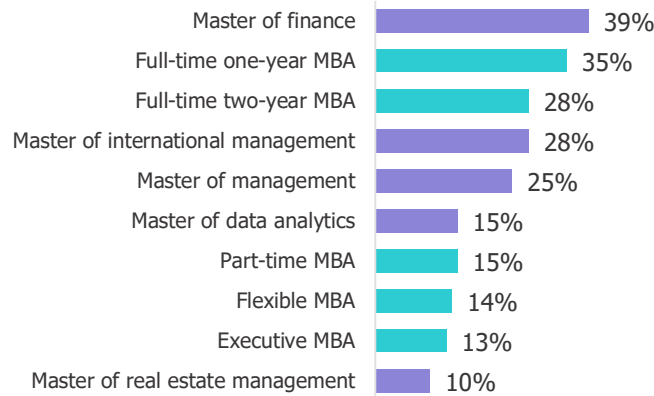
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Switzerland

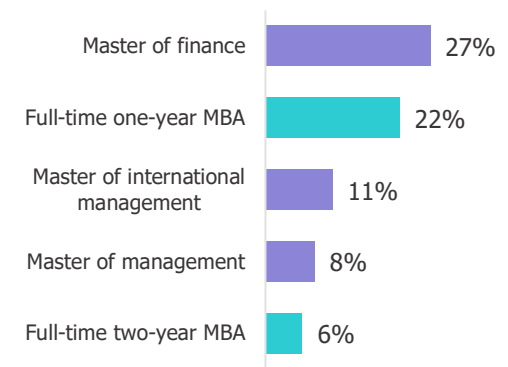
Program Considerations



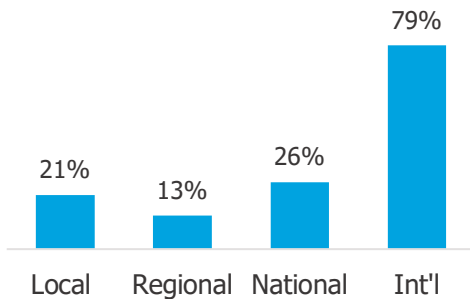
Top 10 Program Types Considered



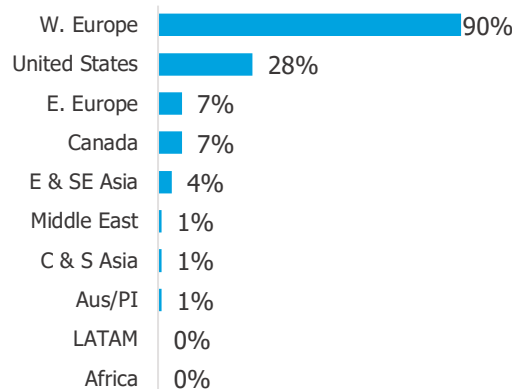
Top Program Types Preferred*



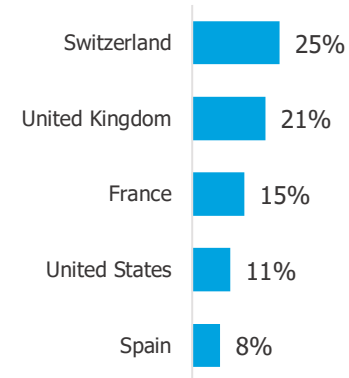
Application Plans by Relative Location



Application Plans by Program World Region



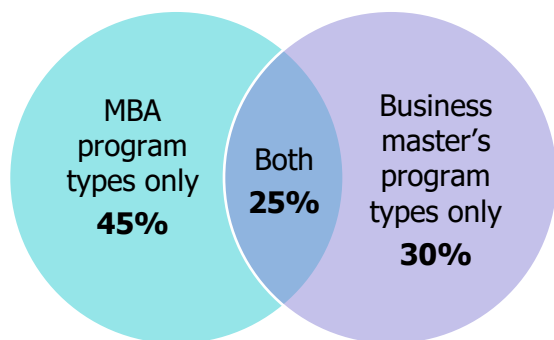
Preferred Study Destination by Program Country*



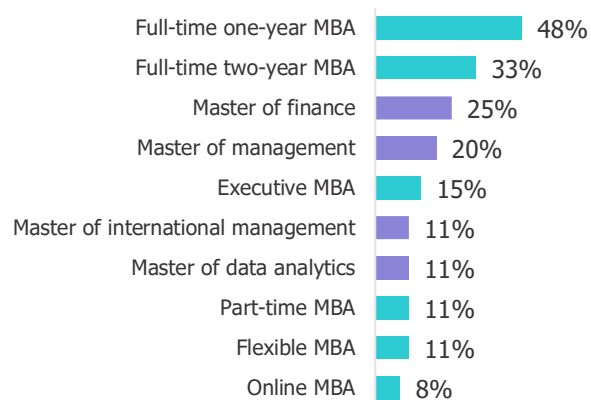
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

United Kingdom

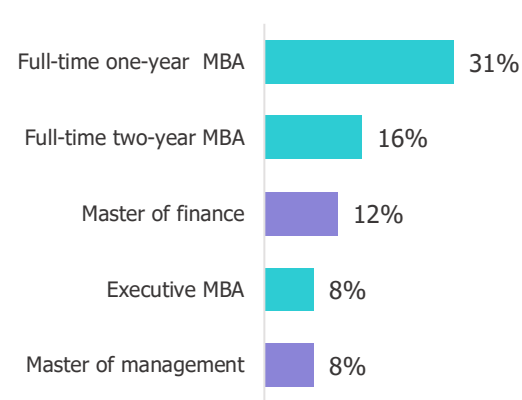
Program Considerations



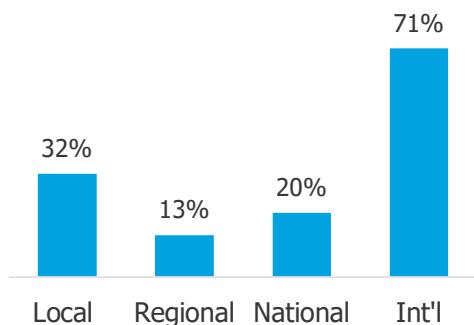
Top 10 Program Types Considered



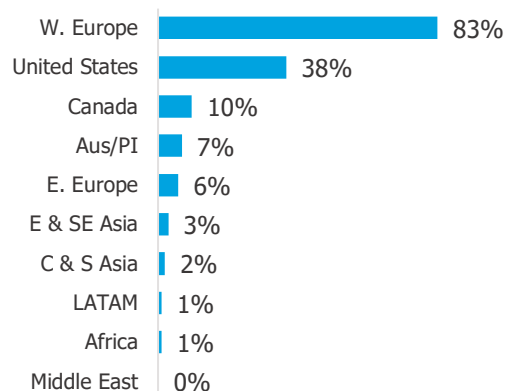
Top Program Types Preferred*



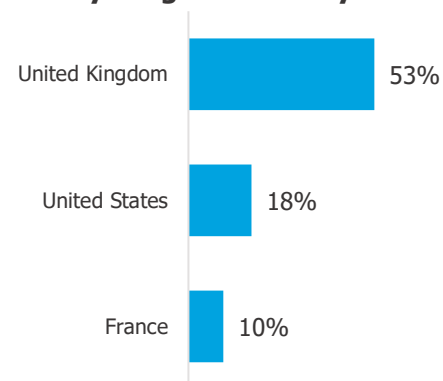
Application Plans by Relative Location



Application Plans by Program World Region



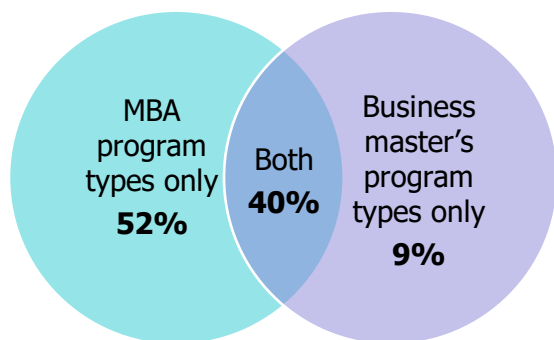
Preferred Study Destination by Program Country*



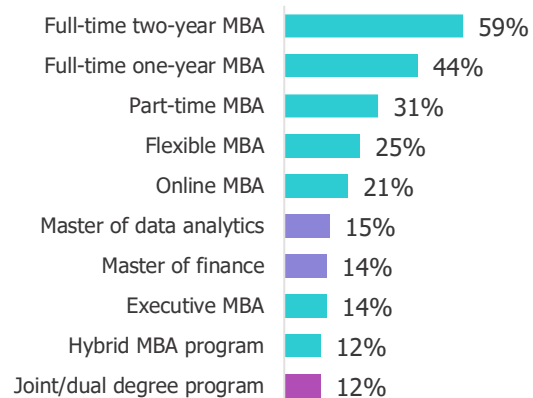
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

United States

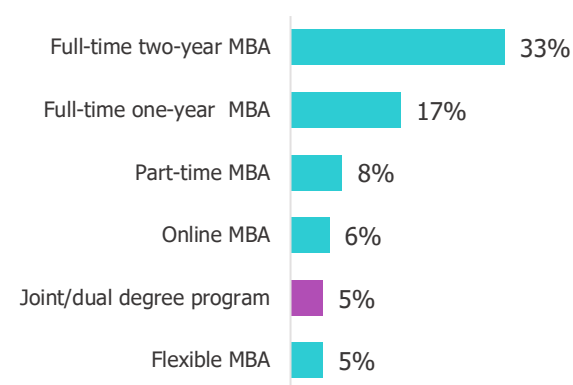
Program Considerations



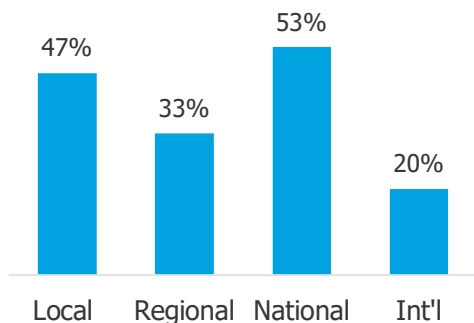
Top 10 Program Types Considered



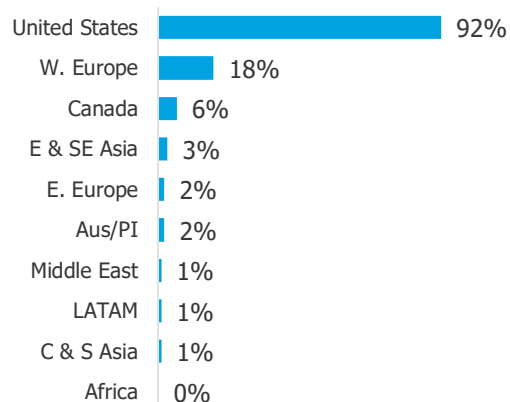
Top Program Types Preferred*



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.
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Residence

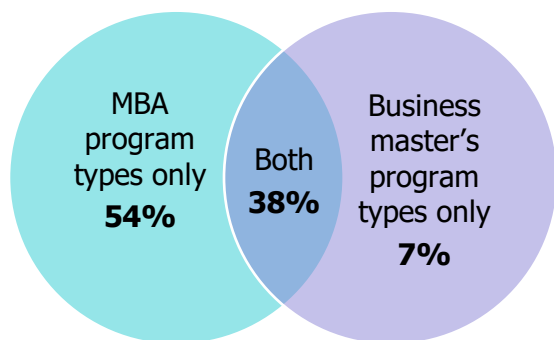
This section features data by candidate country of residence, including:

- 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

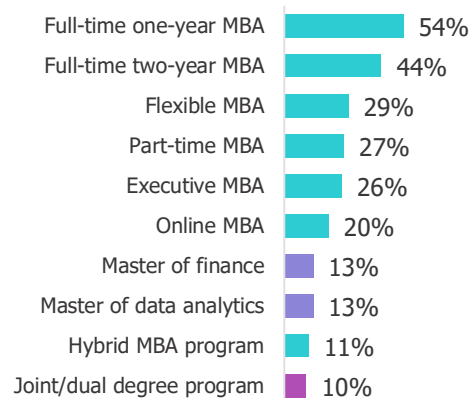


Australia

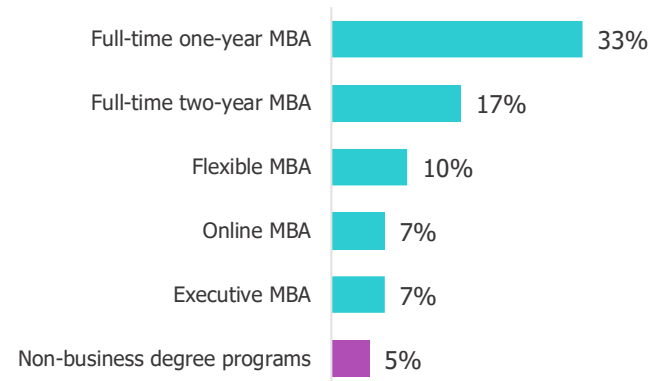
Program Considerations



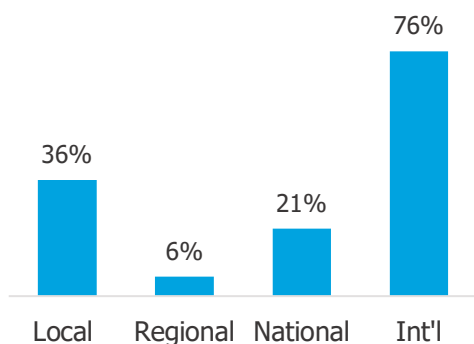
Top 10 Program Types Considered



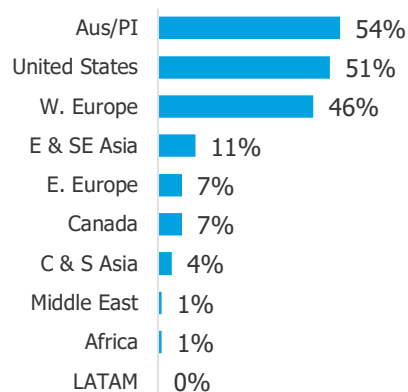
Top Program Types Preferred*



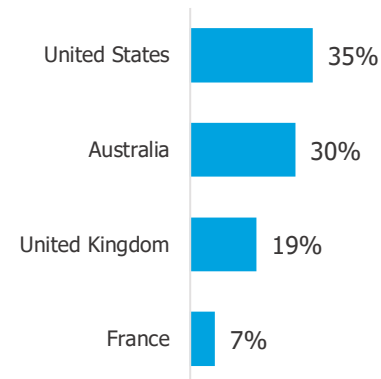
Application Plans by Relative Location



Application Plans by Program World Region



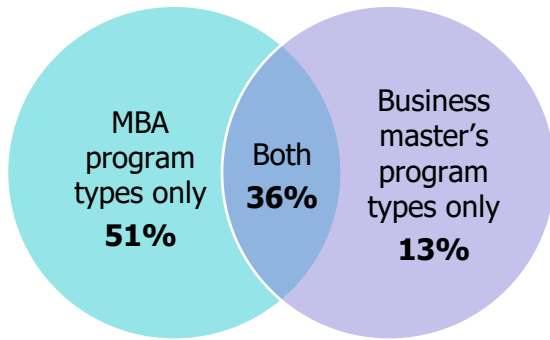
Preferred Study Destination by Program Country*



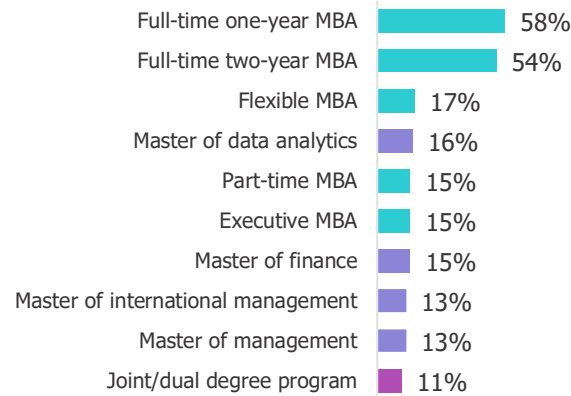
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Brazil

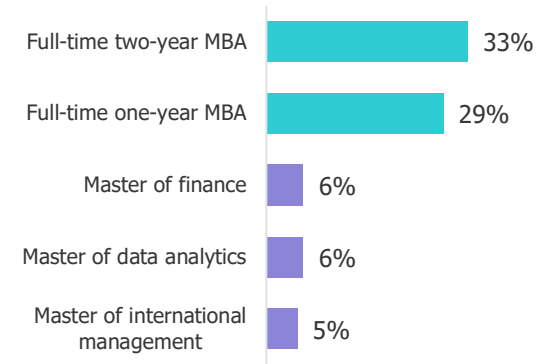
Program Considerations



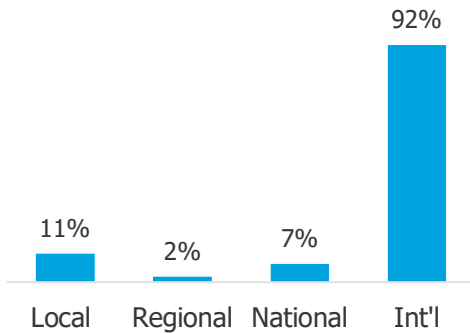
Top 10 Program Types Considered



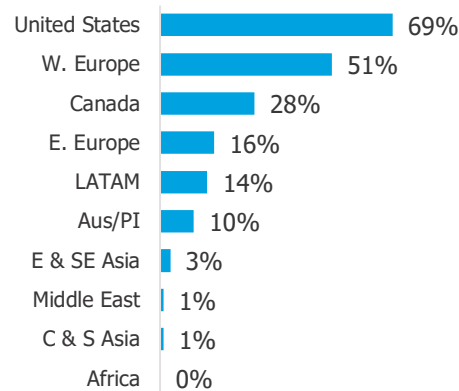
Top Program Types Preferred*



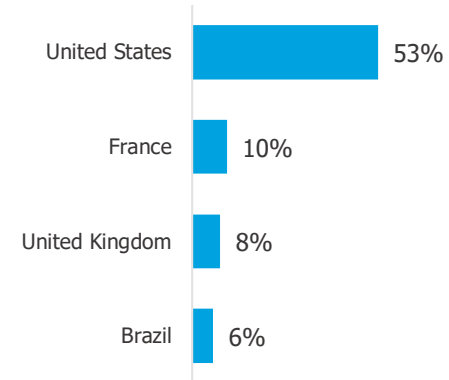
Application Plans by Relative Location



Application Plans by Program World Region



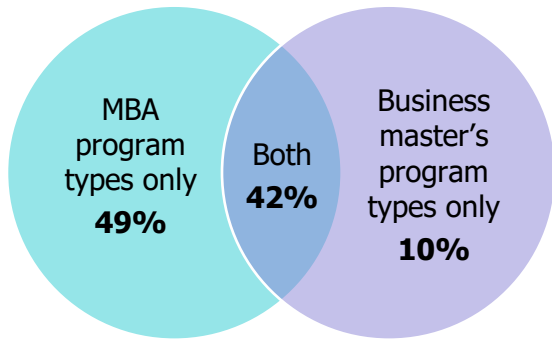
Preferred Study Destination by Program Country*



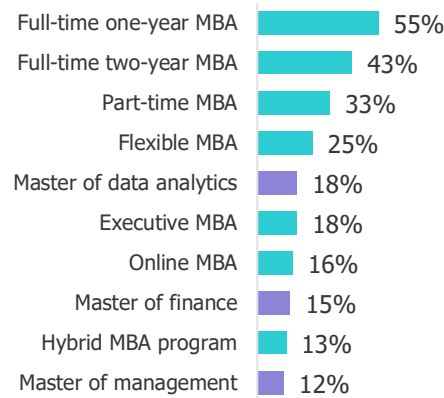
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Canada

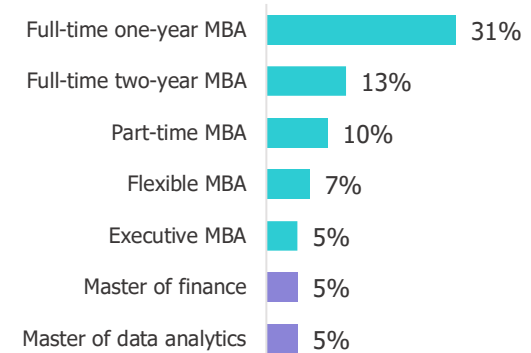
Program Considerations



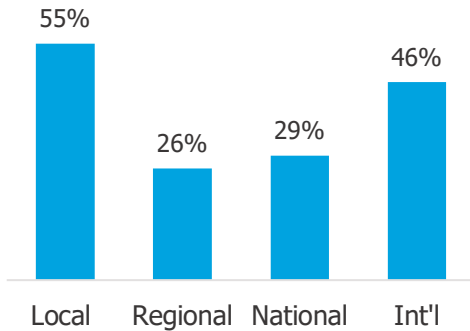
Top 10 Program Types Considered



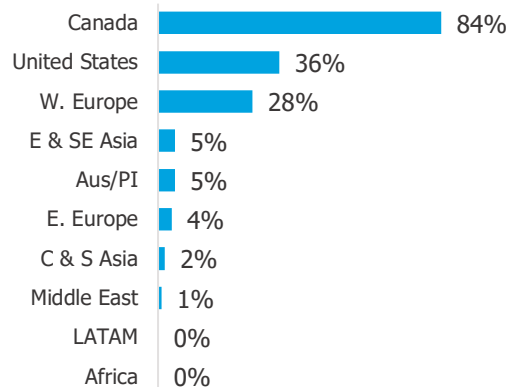
Top Program Types Preferred*



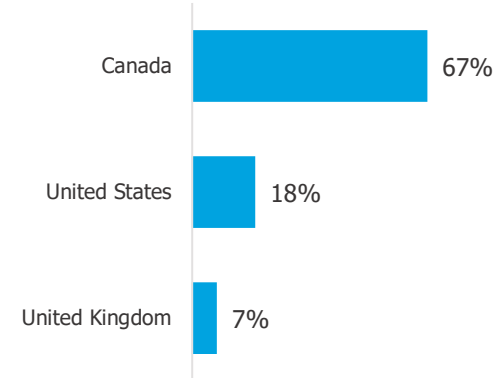
Application Plans by Relative Location



Application Plans by Program World Region



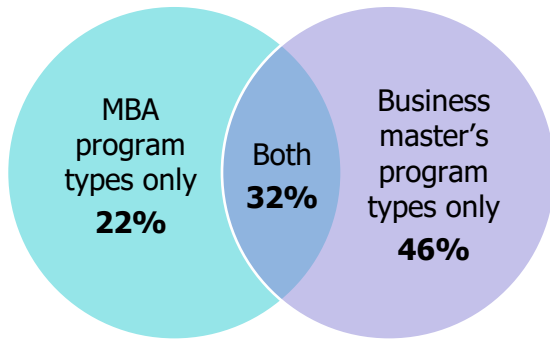
Preferred Study Destination by Program Country*



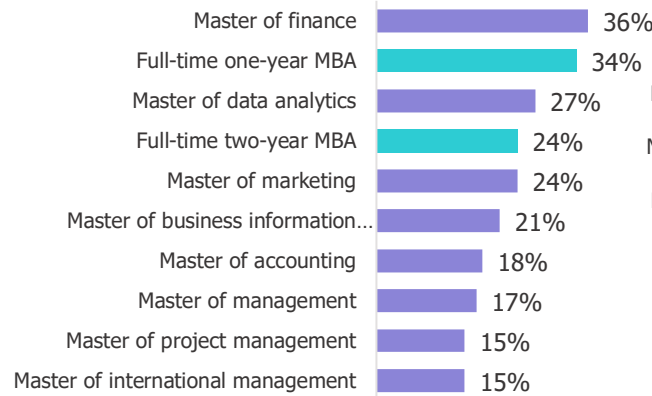
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China

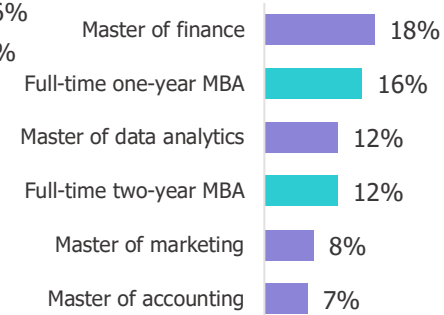
Program Considerations



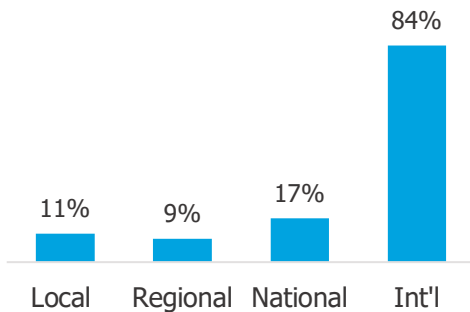
Top 10 Program Types Considered



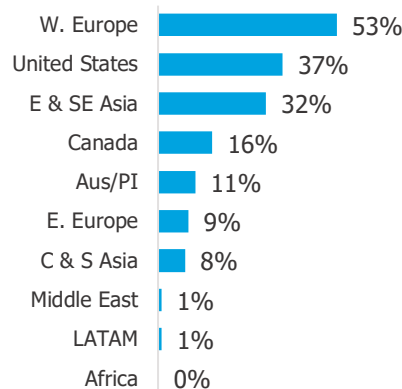
Top Program Types Preferred*



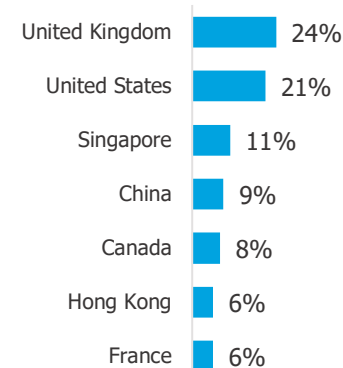
Application Plans by Relative Location



Application Plans by Program World Region



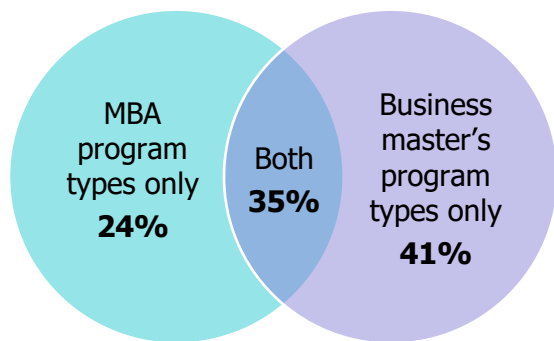
Preferred Study Destination by Program Country*



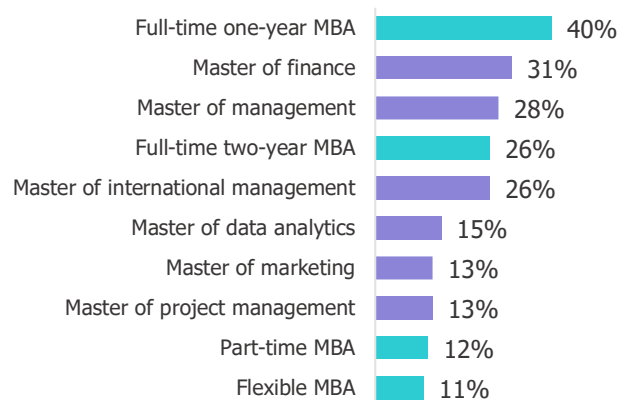
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
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France

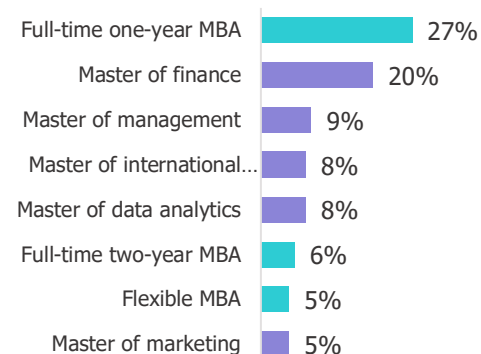
Program Considerations



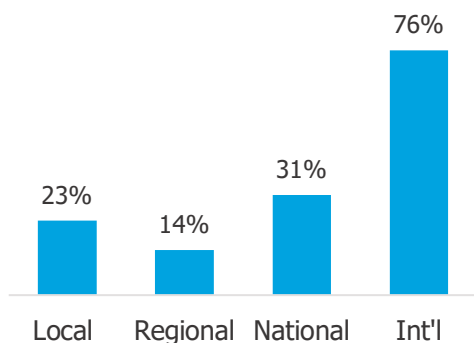
Top 10 Program Types Considered



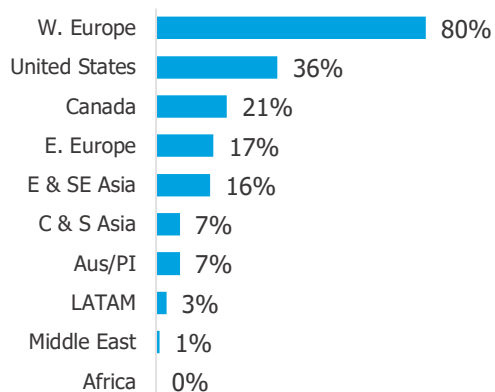
Top Program Types Preferred*



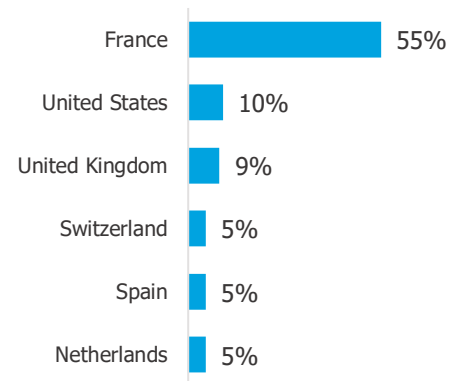
Application Plans by Relative Location



Application Plans by Program World Region



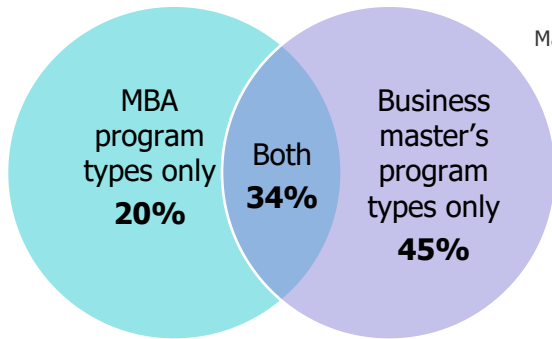
Preferred Study Destination by Program Country*



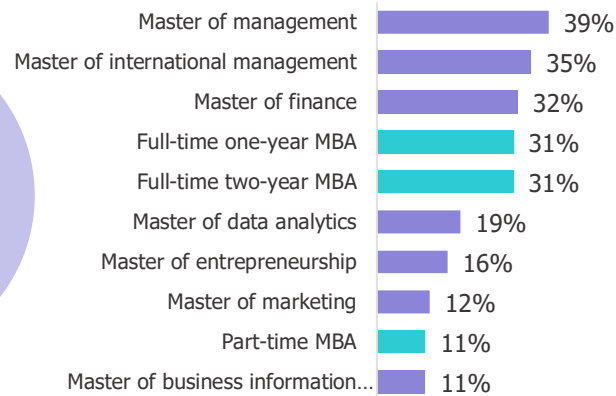
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Germany

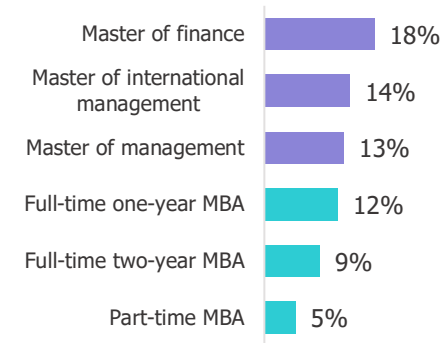
Program Considerations



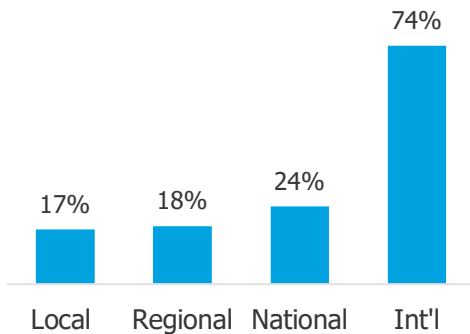
Top 10 Program Types Considered



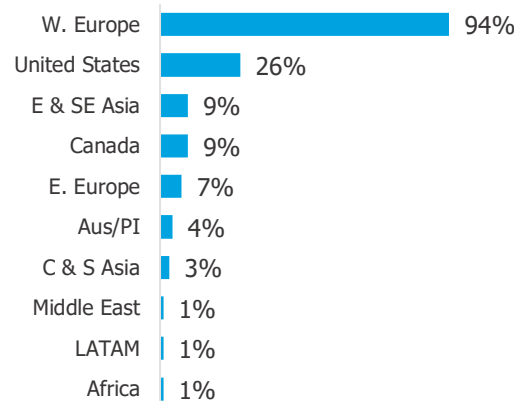
Top Program Types Preferred*



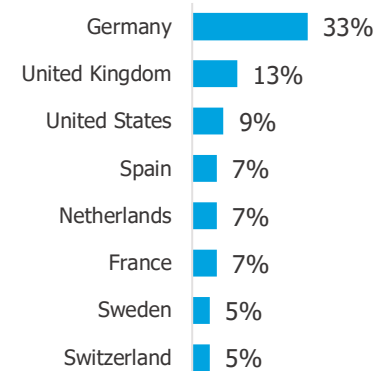
Application Plans by Relative Location



Application Plans by Program World Region



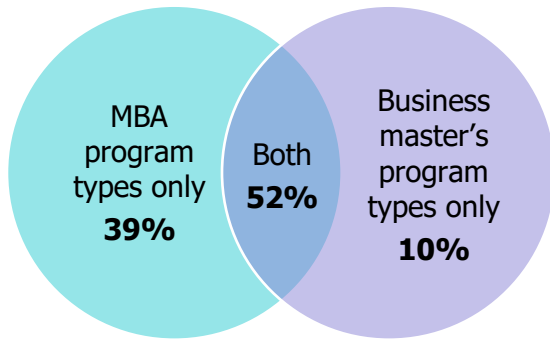
Preferred Study Destination by Program Country*



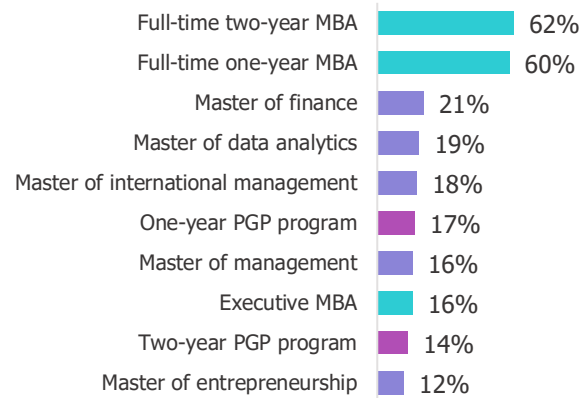
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India

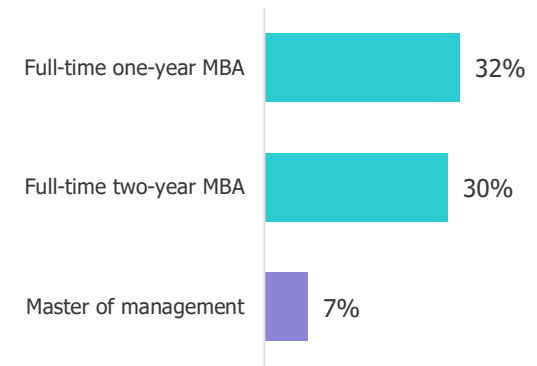
Program Considerations



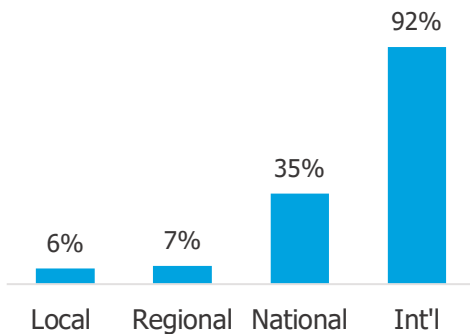
Top 10 Program Types Considered



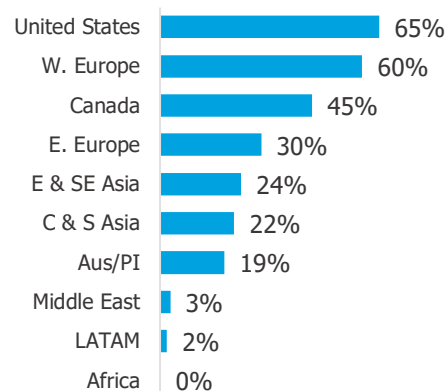
Top Program Types Preferred*



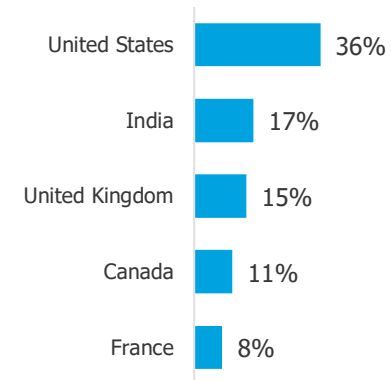
Application Plans by Relative Location



Application Plans by Program World Region



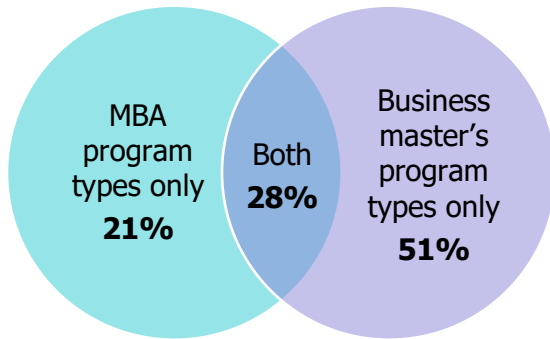
Preferred Study Destination by Program Country*



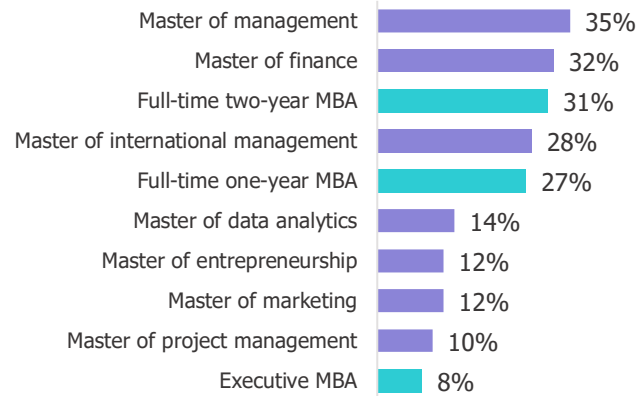
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*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Italy

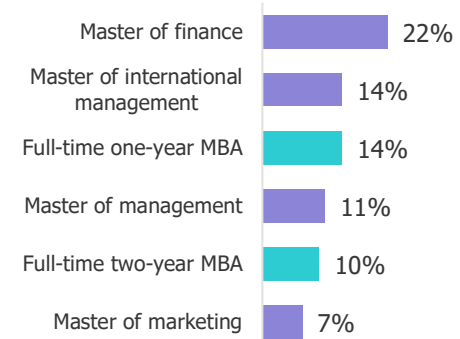
Program Considerations



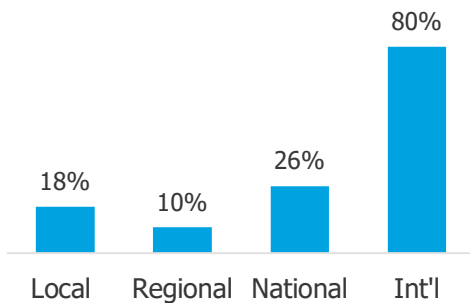
Top 10 Program Types Considered



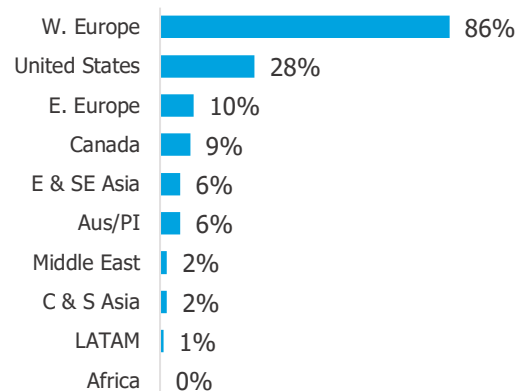
Top Program Types Preferred*



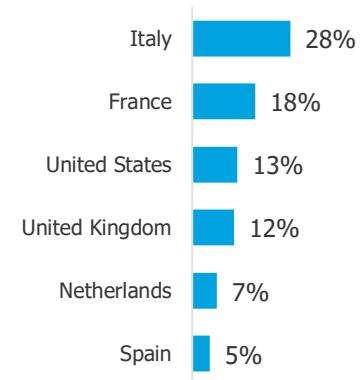
Application Plans by Relative Location



Application Plans by Program World Region



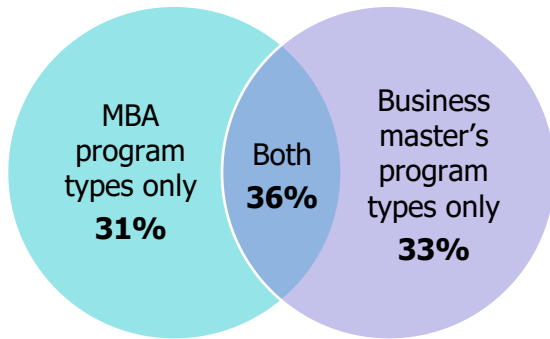
Preferred Study Destination by Program Country*



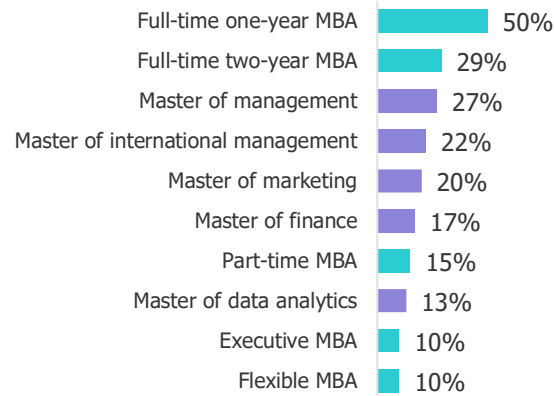
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Netherlands

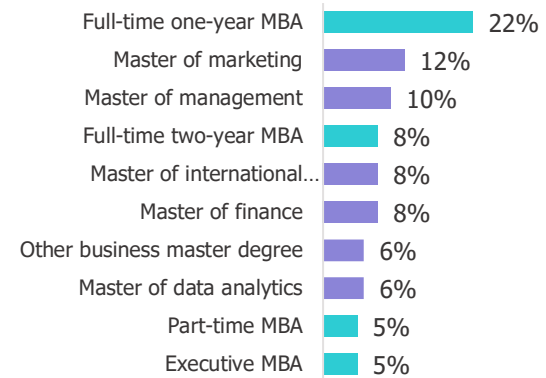
Program Considerations



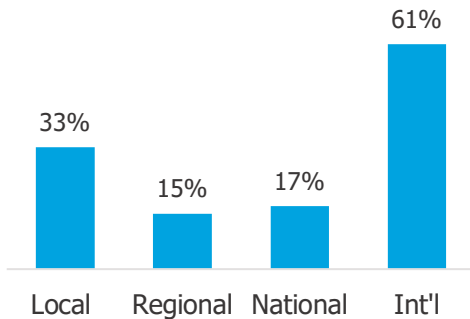
Top 10 Program Types Considered



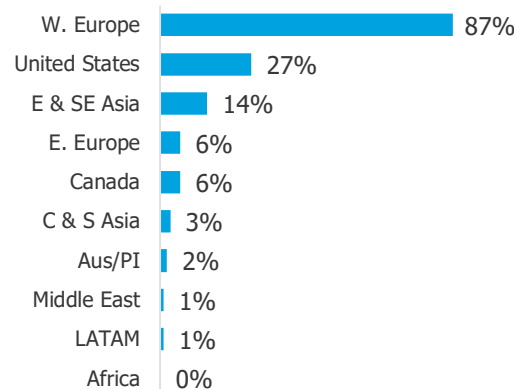
Top Program Types Preferred*



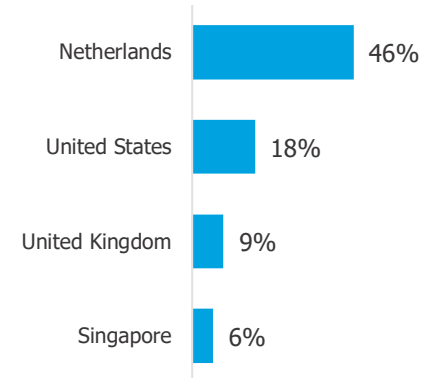
Application Plans by Relative Location



Application Plans by Program World Region



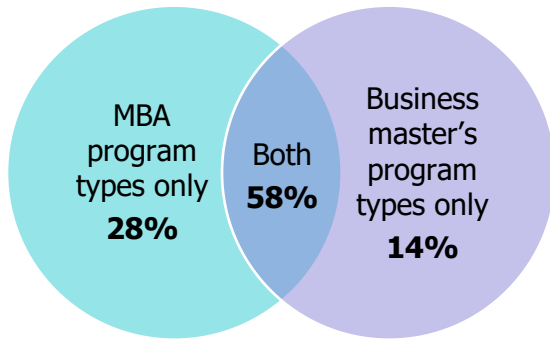
Preferred Study Destination by Program Country*



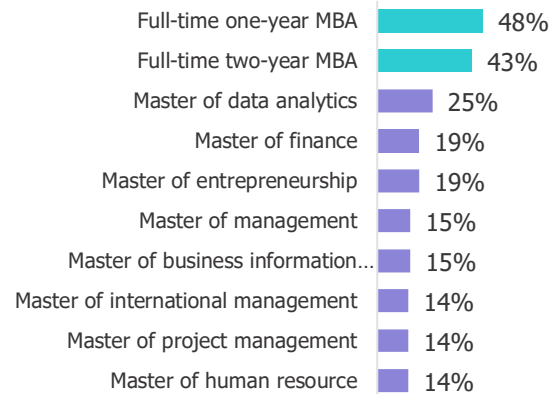
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Nigeria

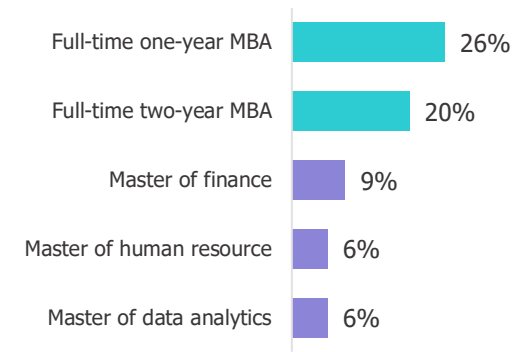
Program Considerations



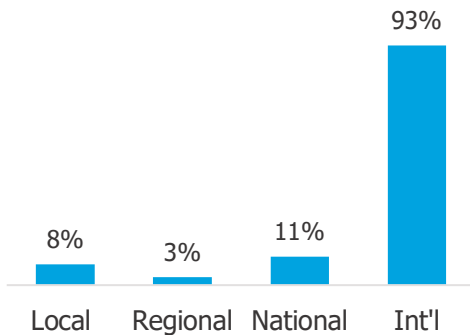
Top 10 Program Types Considered



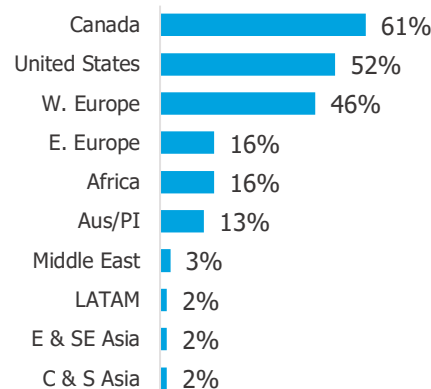
Top Program Types Preferred*



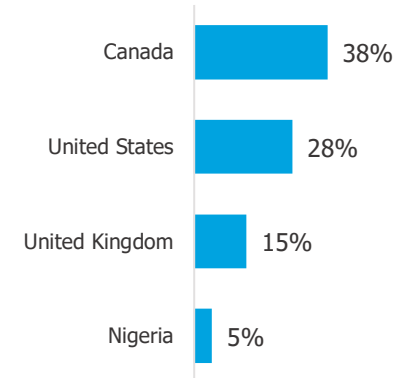
Application Plans by Relative Location



Application Plans by Program World Region



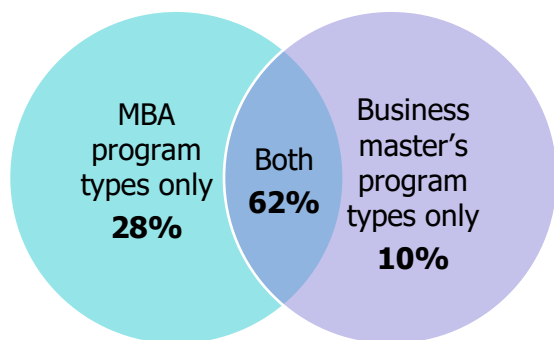
Preferred Study Destination by Program Country*



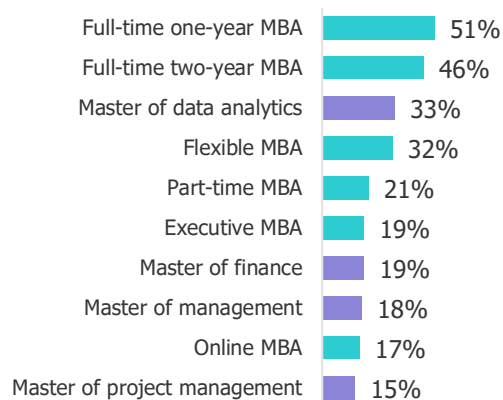
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Philippines

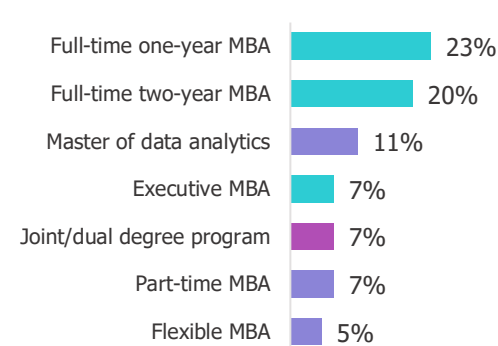
Program Considerations



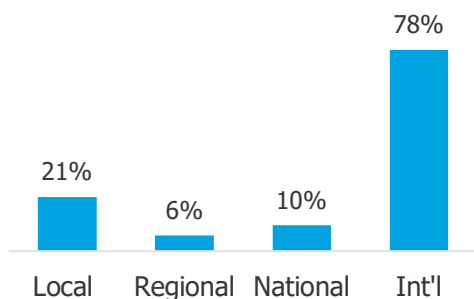
Top 10 Program Types Considered



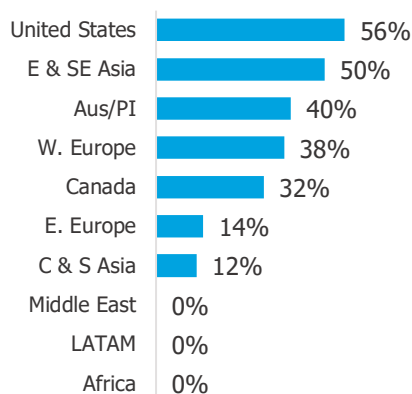
Top Program Types Preferred*



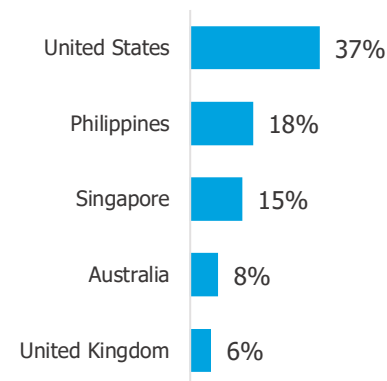
Application Plans by Relative Location



Application Plans by Program World Region



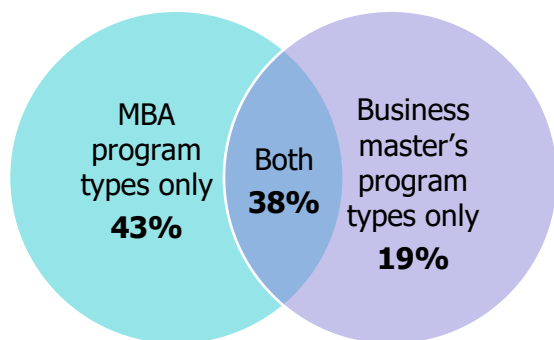
Preferred Study Destination by Program Country*



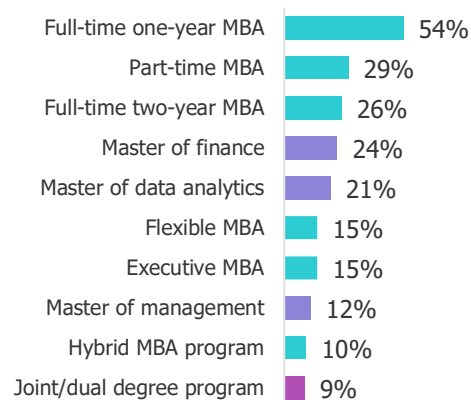
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
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Singapore

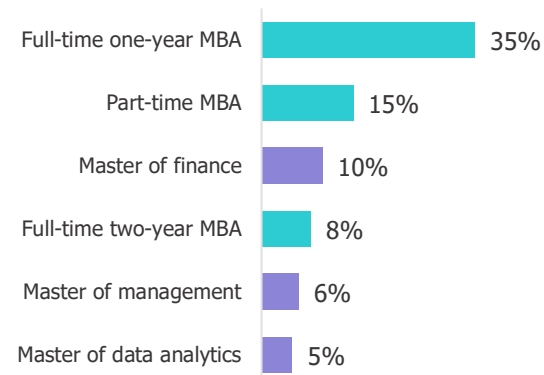
Program Considerations



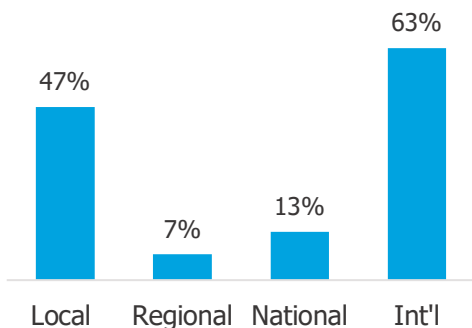
Top 10 Program Types Considered



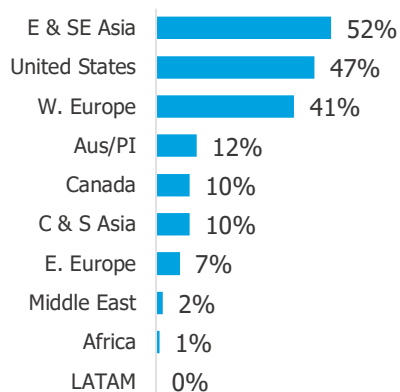
Top Program Types Preferred*



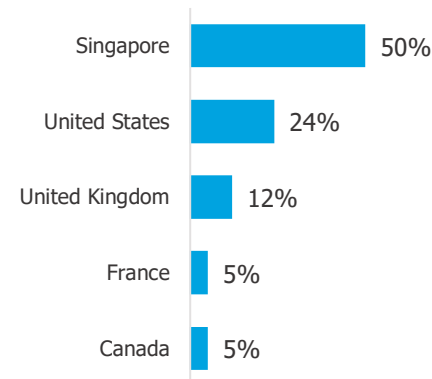
Application Plans by Relative Location



Application Plans by Program World Region



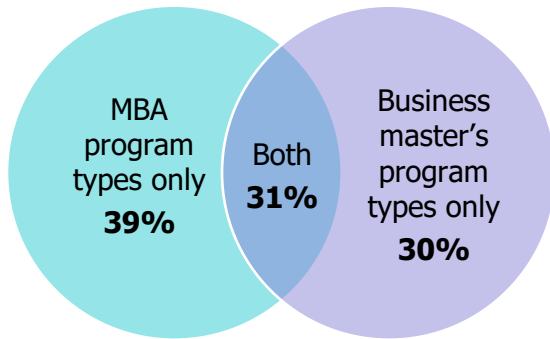
Preferred Study Destination by Program Country*



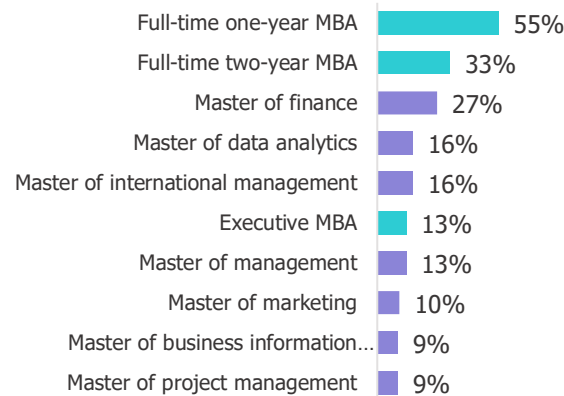
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*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Spain

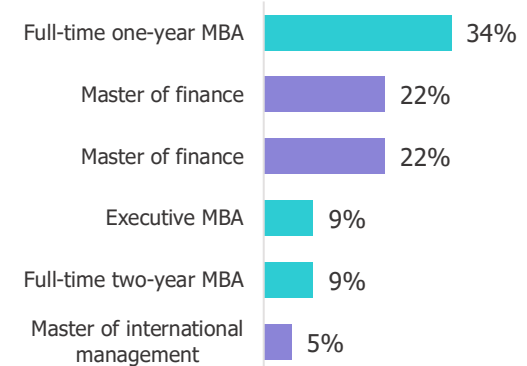
Program Considerations



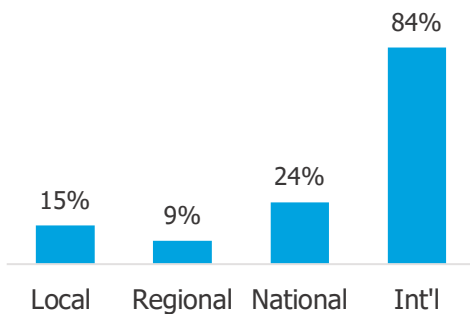
Top 10 Program Types Considered



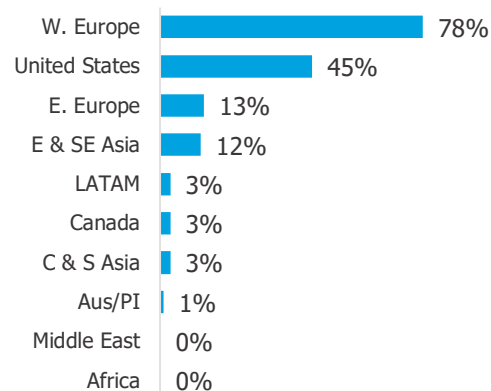
Top Program Types Preferred*



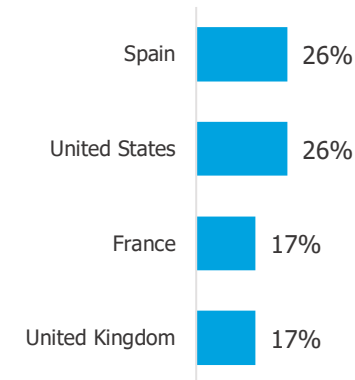
Application Plans by Relative Location



Application Plans by Program World Region



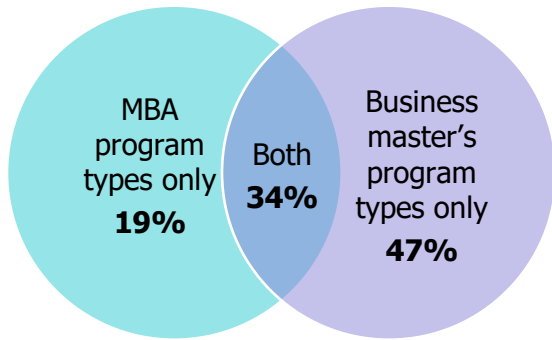
Preferred Study Destination by Program Country*



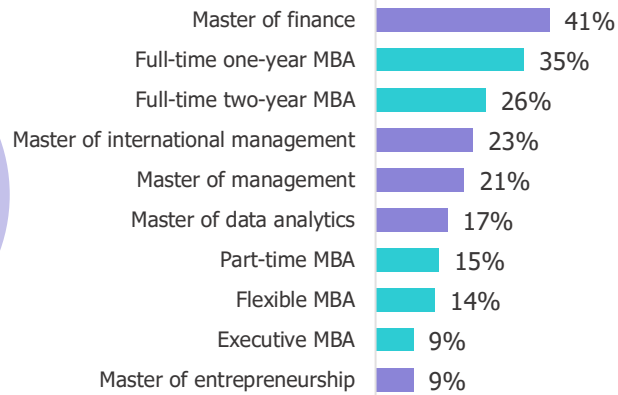
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Switzerland

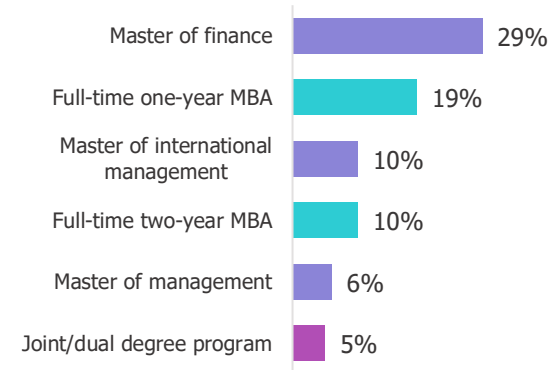
Program Considerations



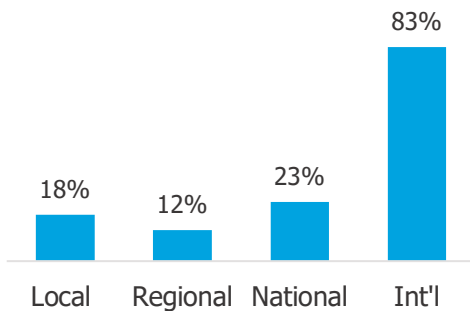
Top 10 Program Types Considered



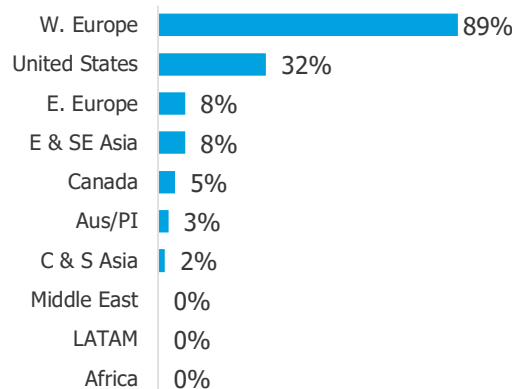
Top Program Types Preferred*



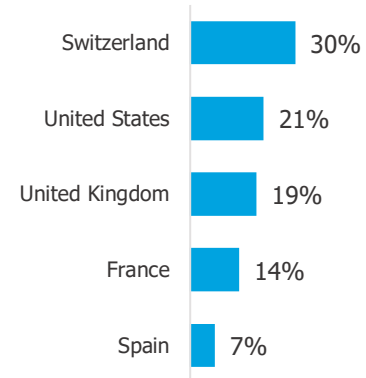
Application Plans by Relative Location



Application Plans by Program World Region



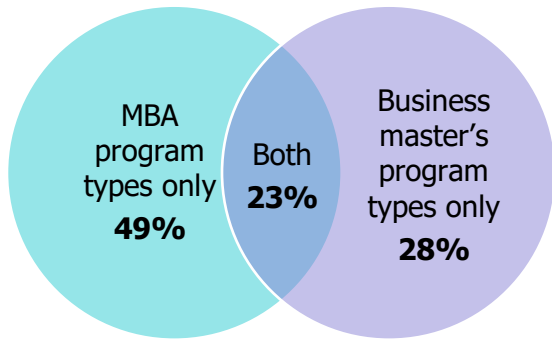
Preferred Study Destination by Program Country*



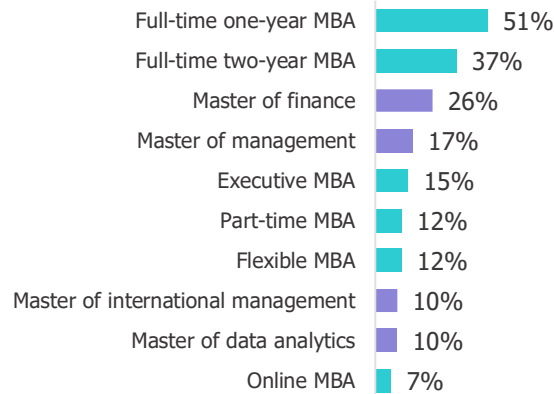
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.
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United Kingdom

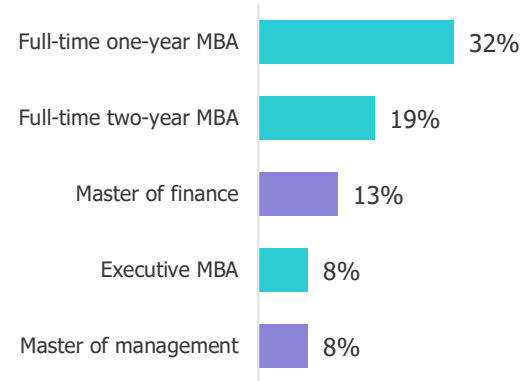
Program Considerations



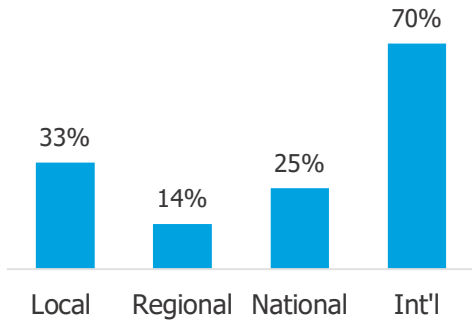
Top 10 Program Types Considered



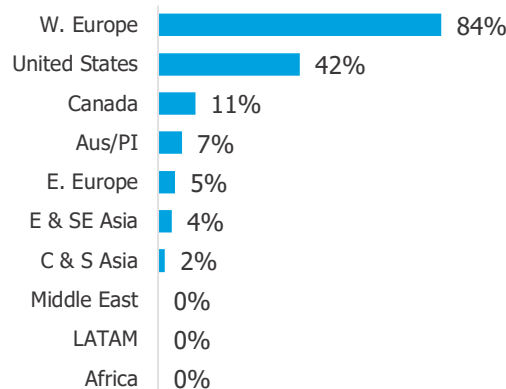
Top Program Types Preferred*



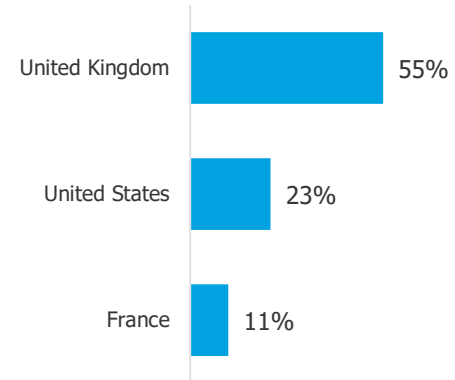
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

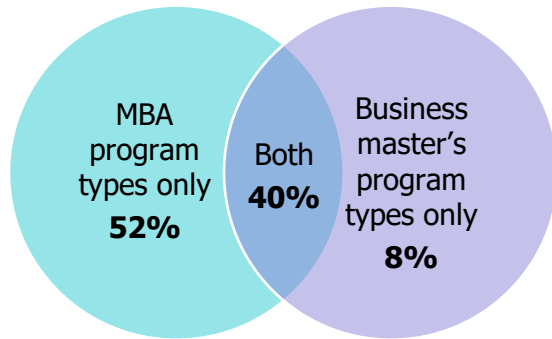


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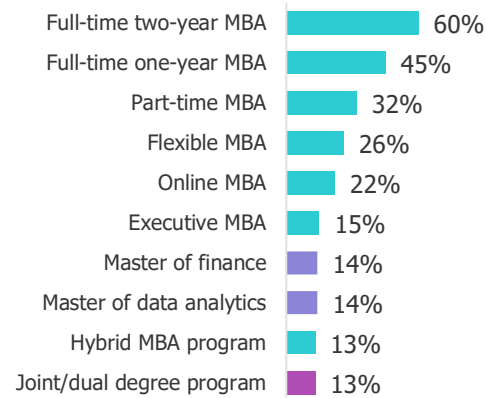


United States

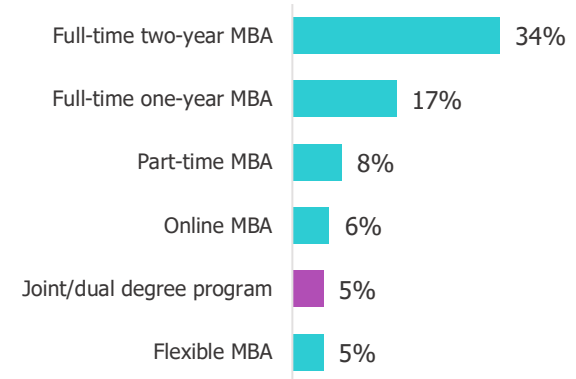
Program Considerations



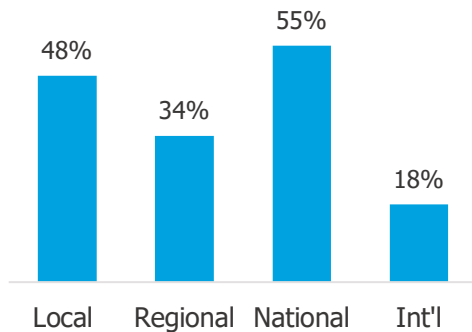
Top 10 Program Types Considered



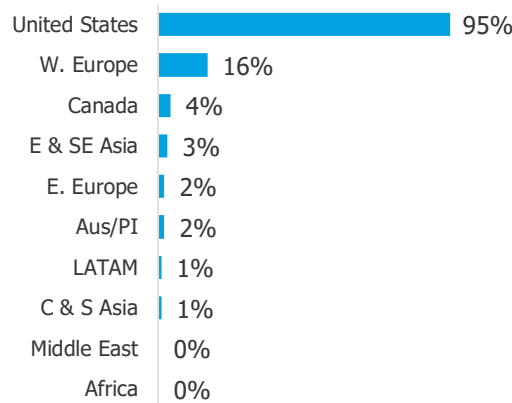
Top Program Types Preferred*



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.
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Preferred Study Destination

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

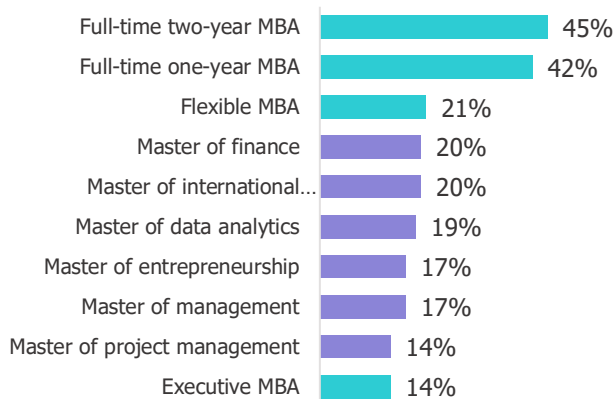
- Top 10 program types considered
- Top program types preferred
- Citizenship of candidates preferring this study destination
- Preferred program delivery by candidates preferring this study destination



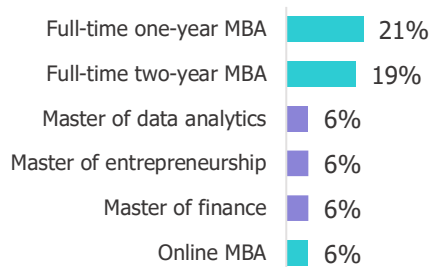
Australia

Candidates Preferring This Study Destination

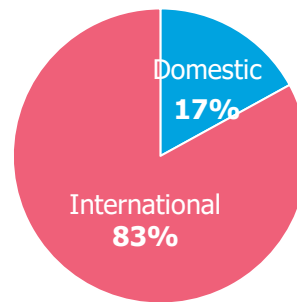
Top 10 Program Types Considered



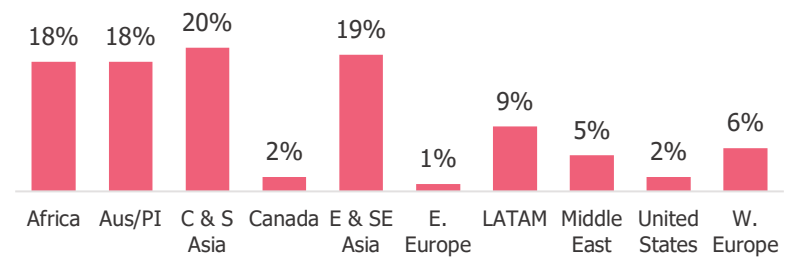
Top Program Types Preferred*



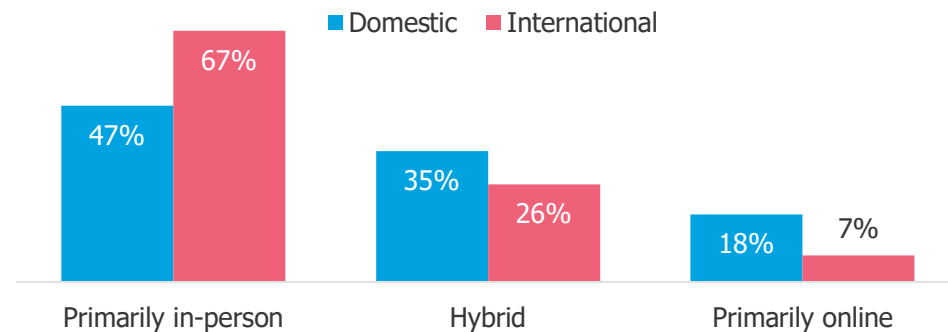
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



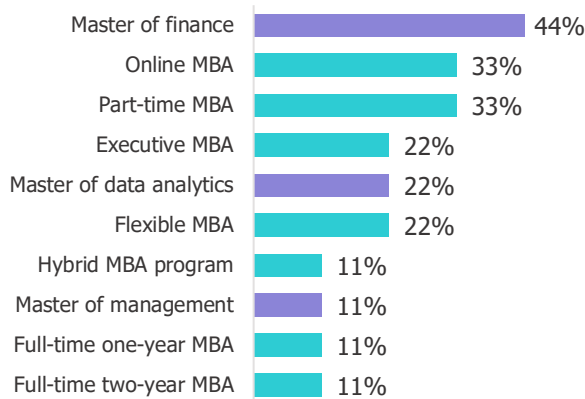
Note: Program types considered may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

Preferred Study Destination

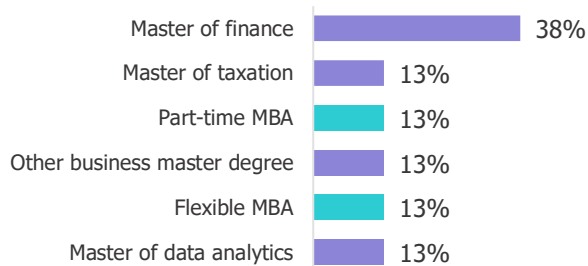
Brazil

Candidates Preferring This Study Destination

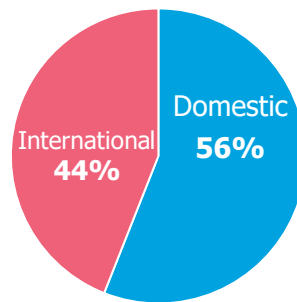
Top 10 Program Types Considered



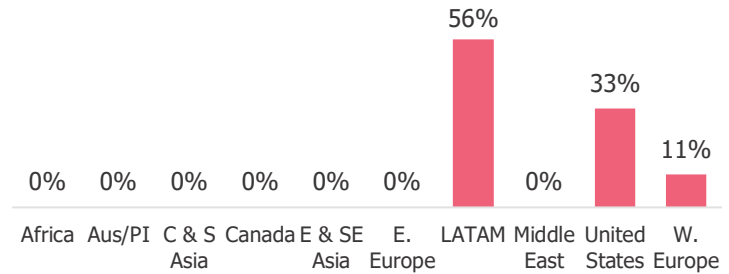
Top Program Types Preferred*



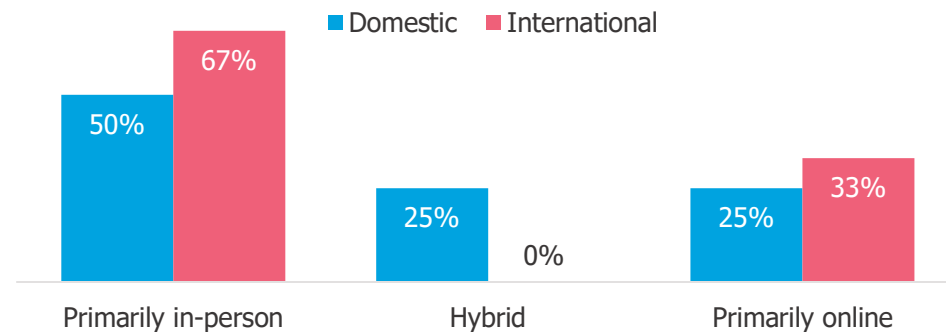
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination

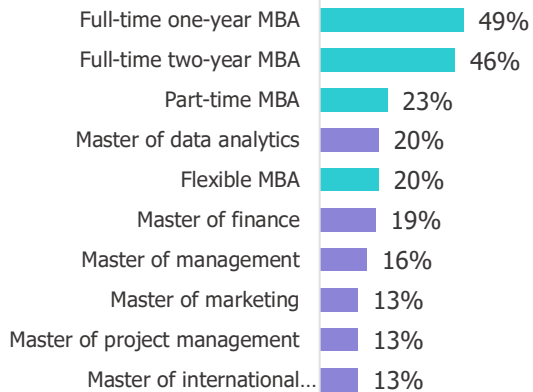


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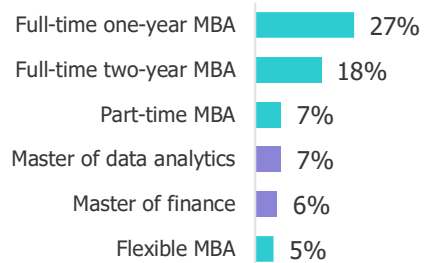
Canada

Candidates Preferring This Study Destination

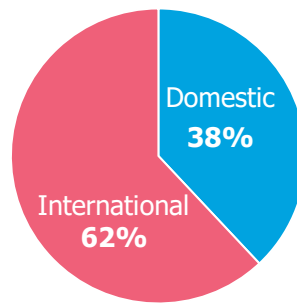
Top 10 Program Types Considered



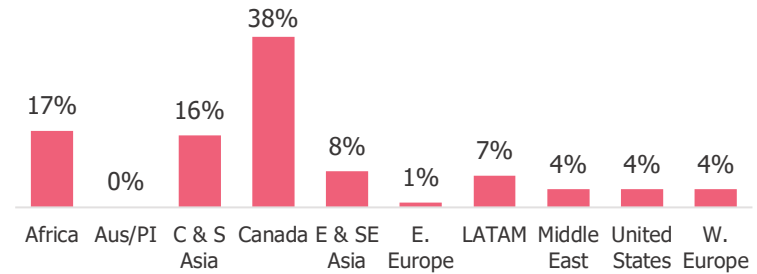
Top Program Types Preferred*



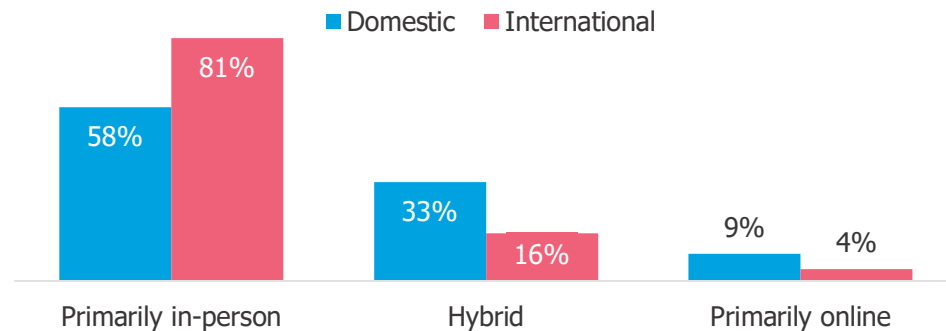
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination

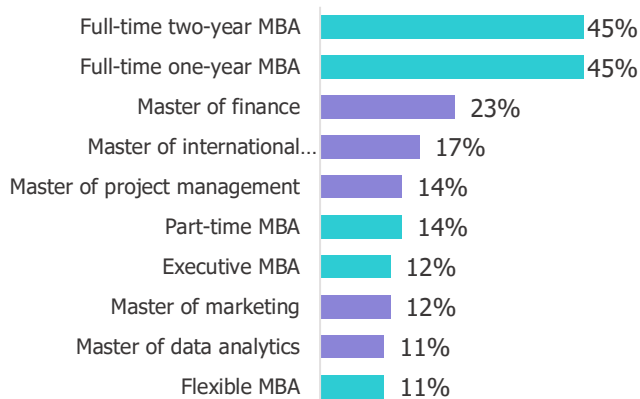


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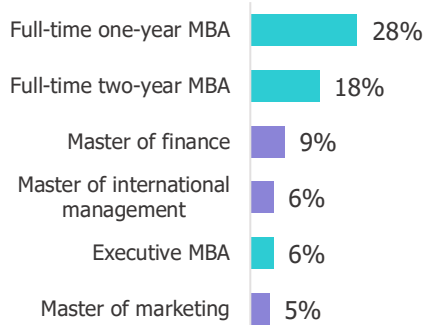
China

Candidates Preferring This Study Destination

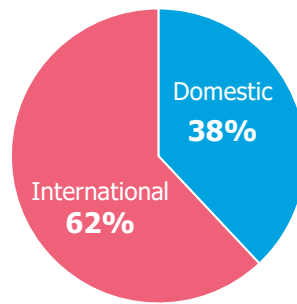
Top 10 Program Types Considered



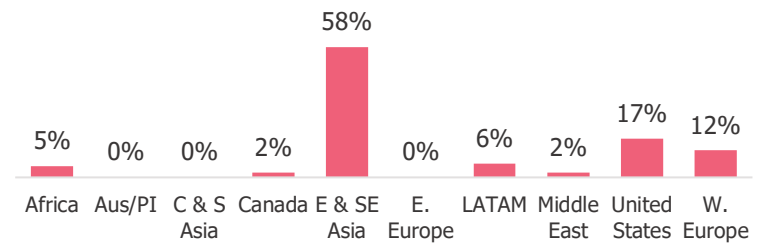
Top Program Types Preferred*



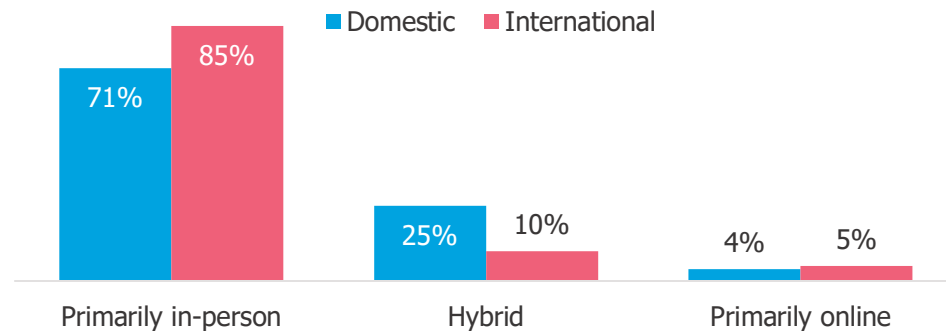
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination

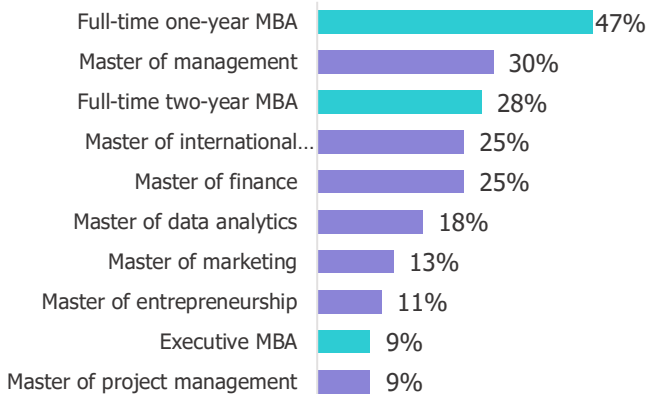


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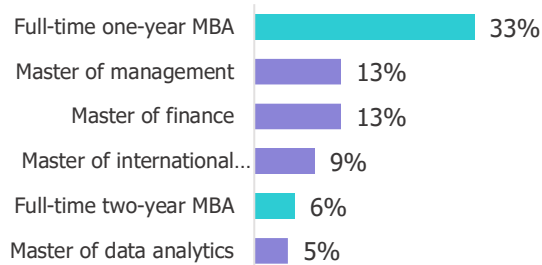
France

Candidates Preferring This Study Destination

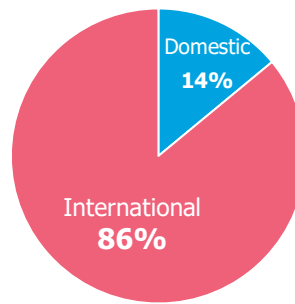
Top 10 Program Types Considered



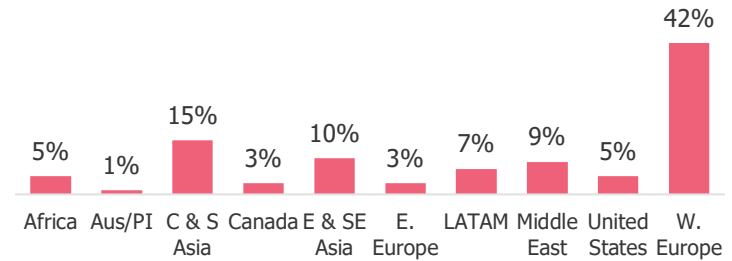
Top Program Types Preferred*



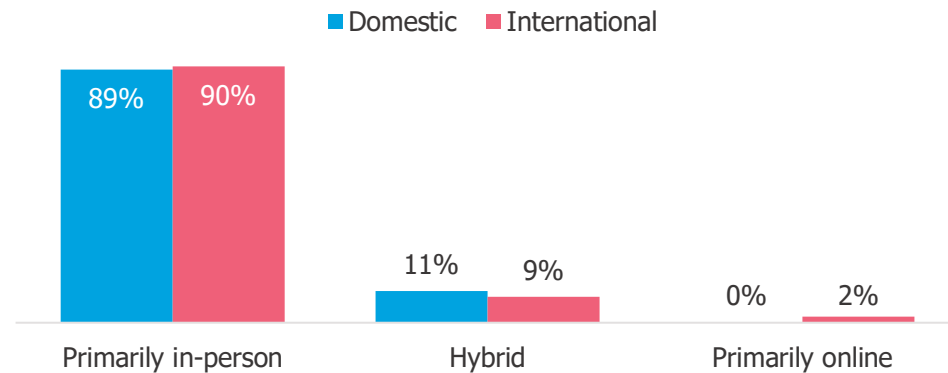
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination

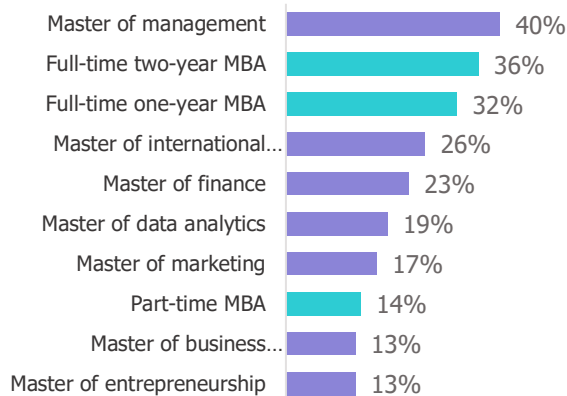


Note: Program types considered may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

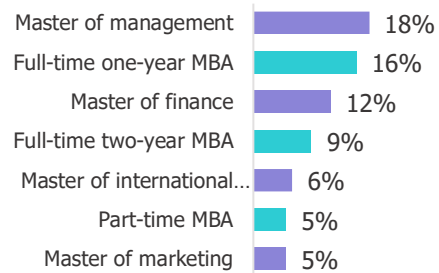
Germany

Candidates Preferring This Study Destination

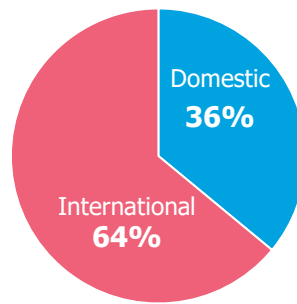
Top 10 Program Types Considered



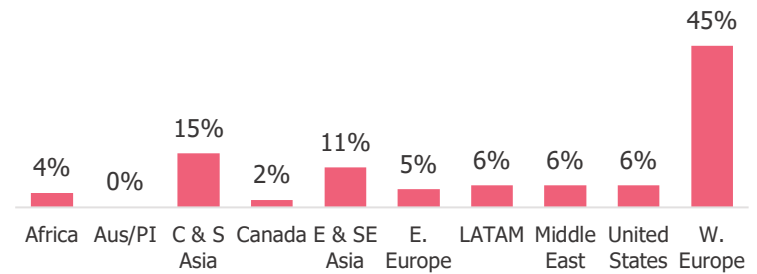
Top Program Types Preferred*



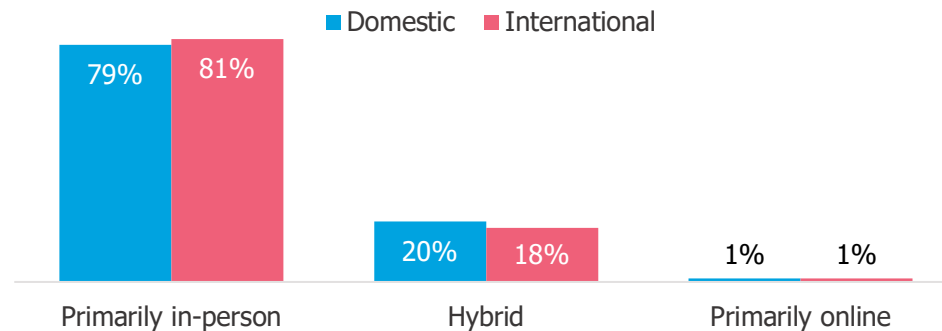
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination

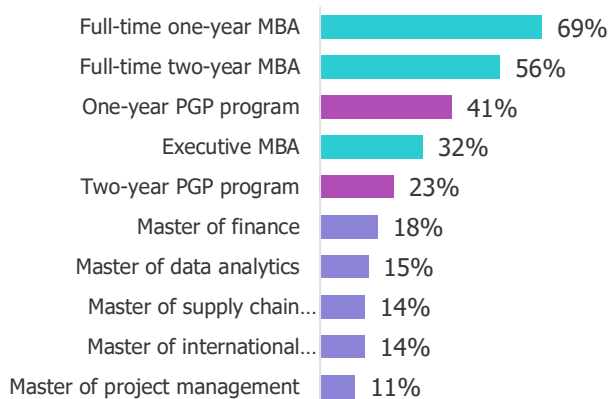


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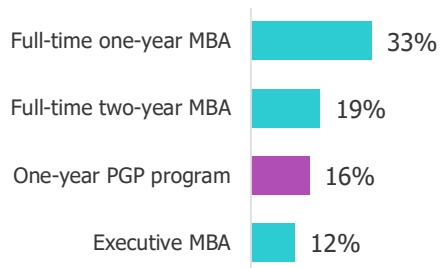
India

Candidates Preferring This Study Destination

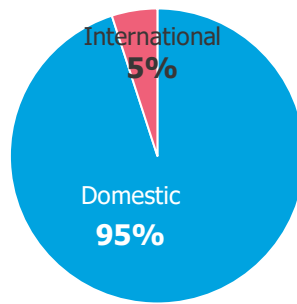
Top 10 Program Types Considered



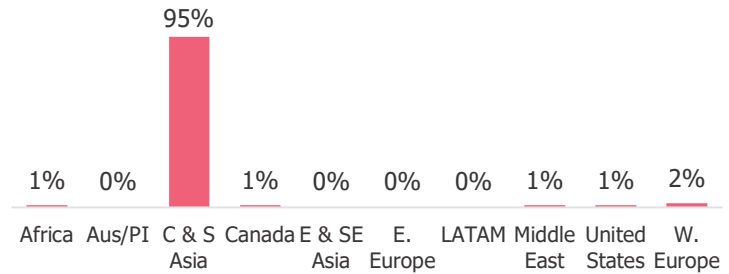
Top Program Types Preferred*



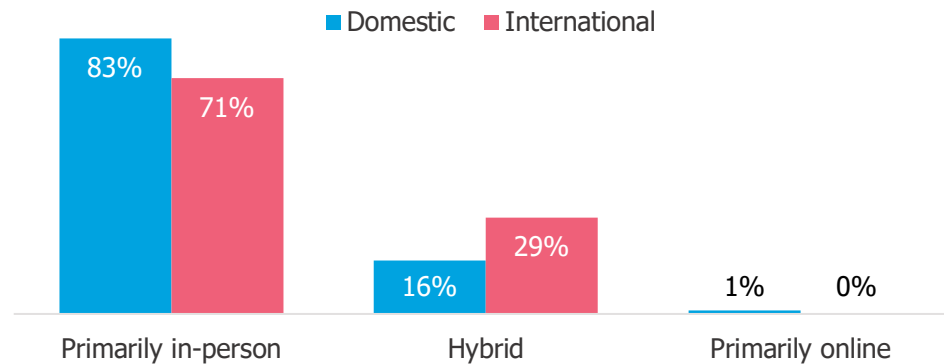
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination

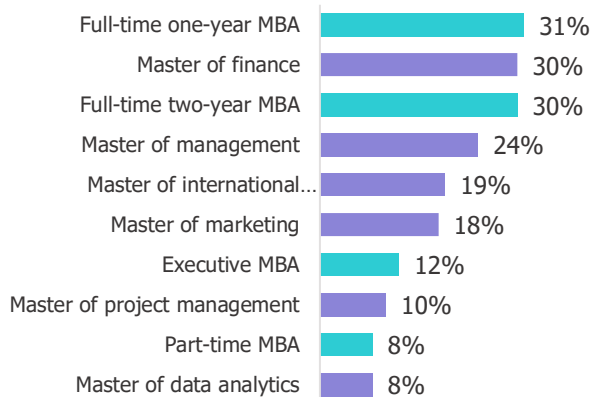


Note: Program types considered may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

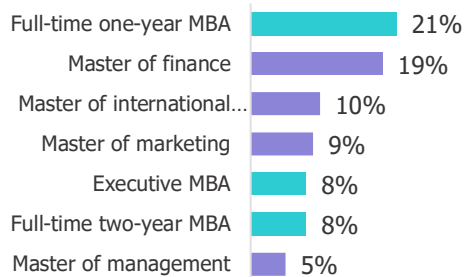
Italy

Candidates Preferring This Study Destination

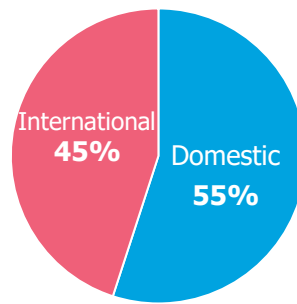
Top 10 Program Types Considered



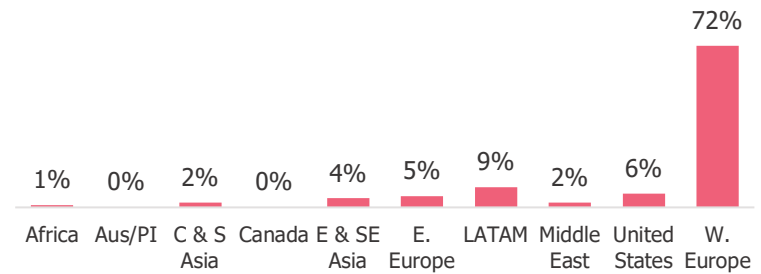
Top Program Types Preferred*



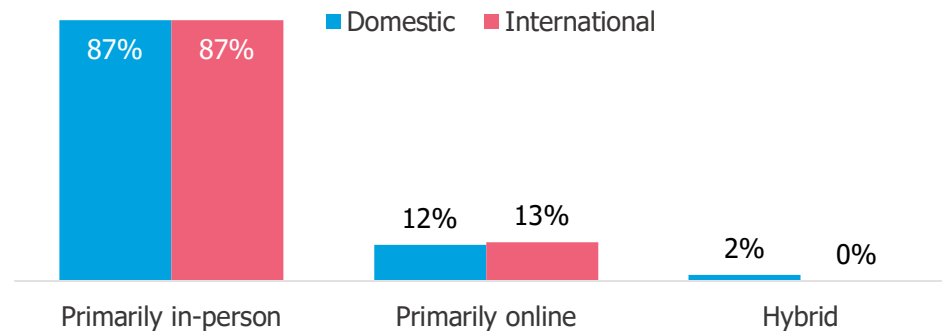
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination

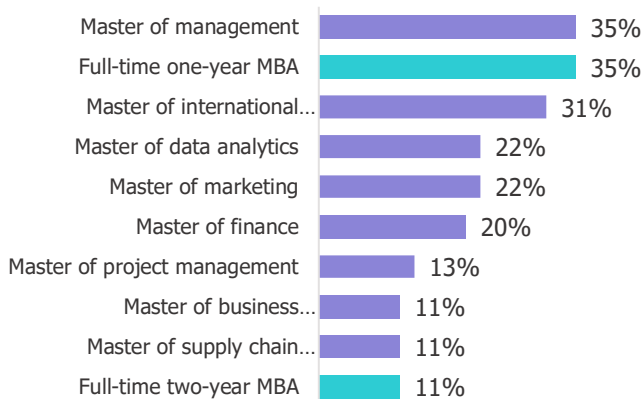


Note: Program types considered may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

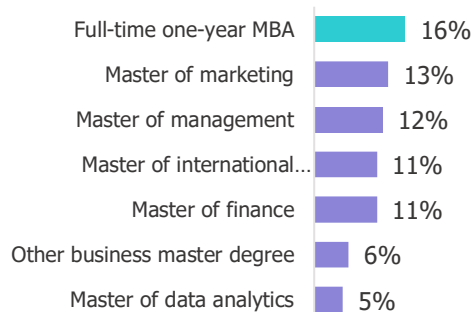
Netherlands

Candidates Preferring This Study Destination

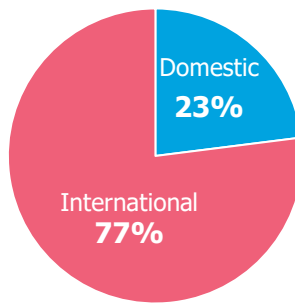
Top 10 Program Types Considered



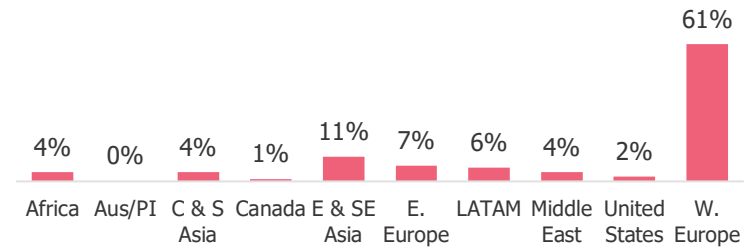
Top Program Types Preferred*



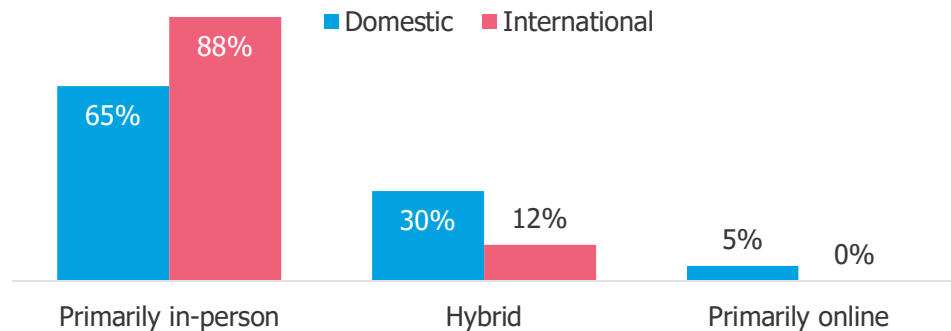
Citizenship of Candidates Preferring This Study Destination



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.

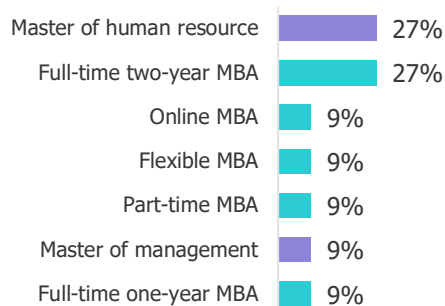
Nigeria

Candidates Preferring This Study Destination

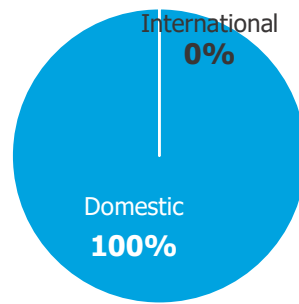
Top 10 Program Types Considered



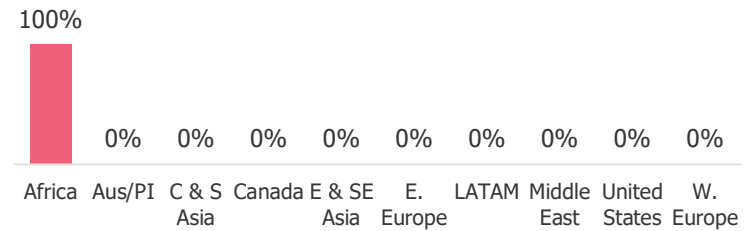
Top Program Types Preferred*



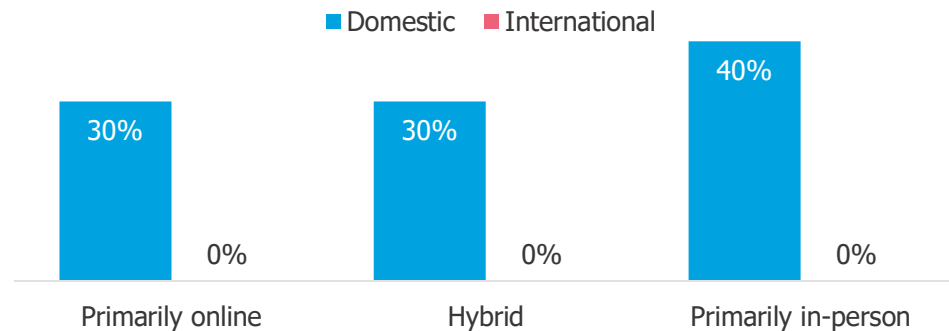
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination

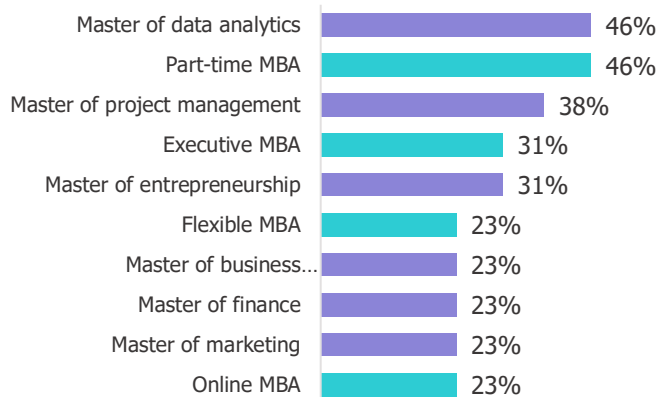


Note: Program types considered may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

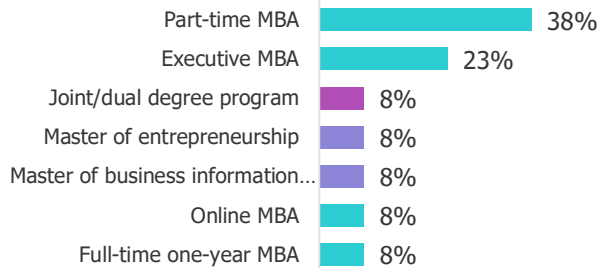
Philippines

Candidates Preferring This Study Destination

Top 10 Program Types Considered

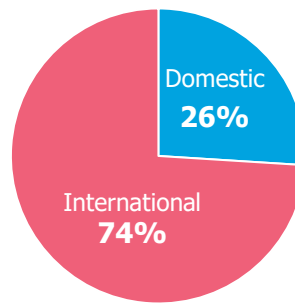


Top Program Types Preferred*

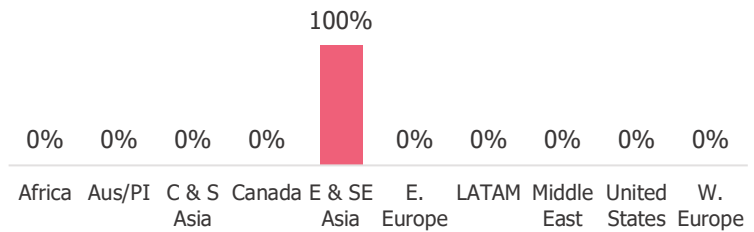


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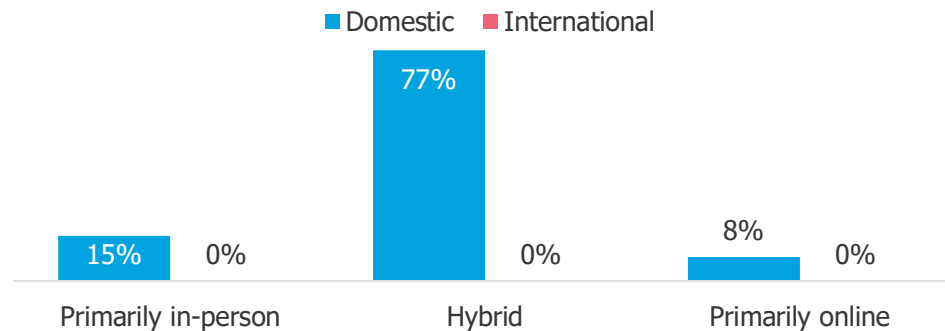
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



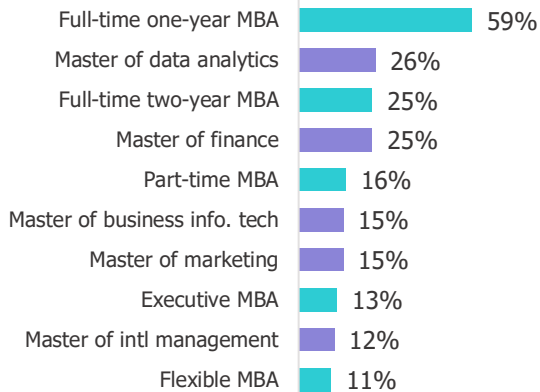
Preferred Program Delivery by Candidates Preferring This Study Destination



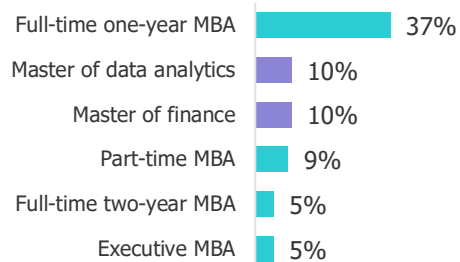
Singapore

Candidates Preferring This Study Destination

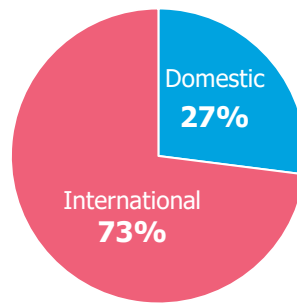
Top 10 Program Types Considered



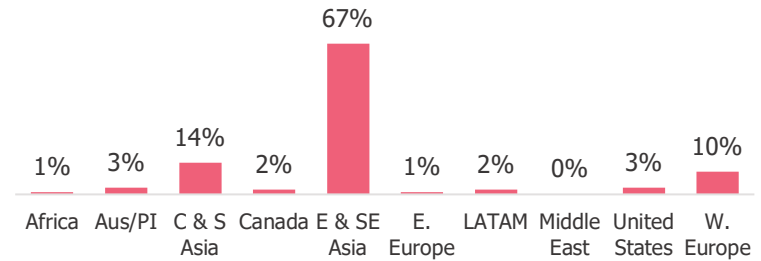
Top Program Types Preferred*



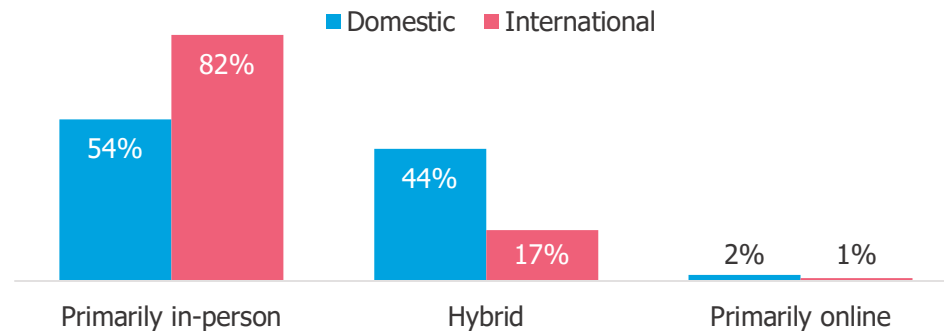
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination

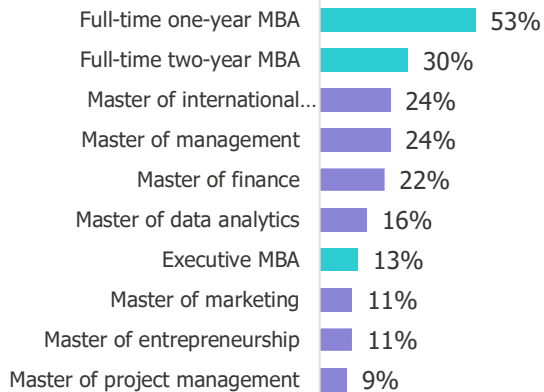


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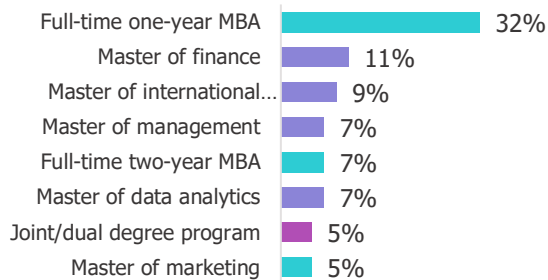
Spain

Candidates Preferring This Study Destination

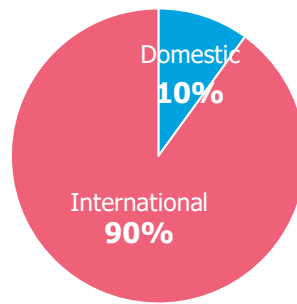
Top 10 Program Types Considered



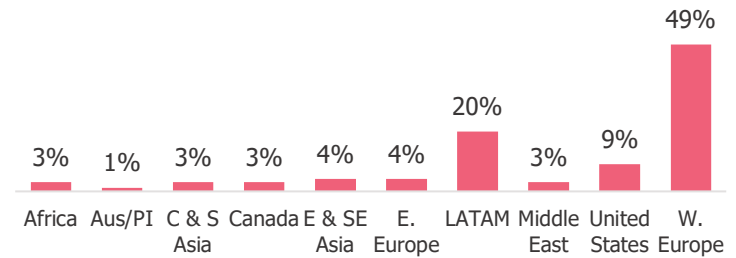
Top Program Types Preferred*



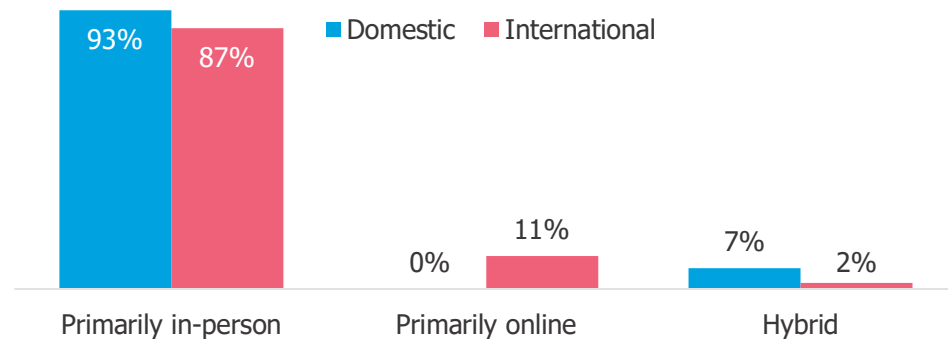
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination

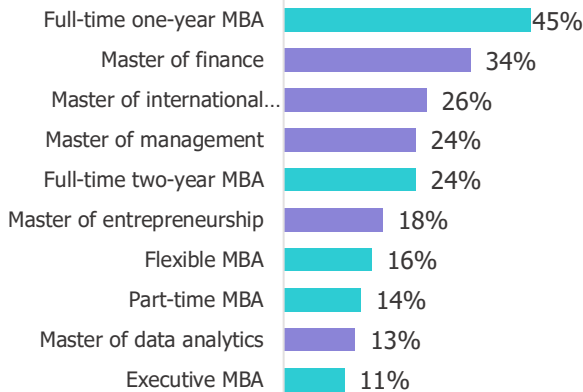


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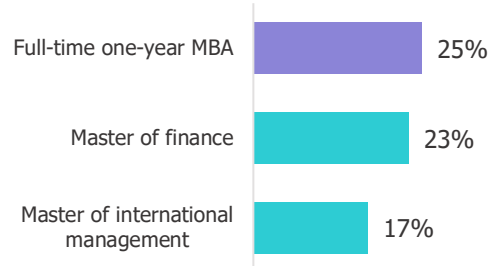
Switzerland

Candidates Preferring This Study Destination

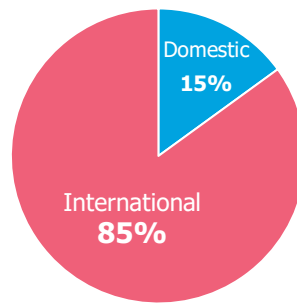
Top 10 Program Types Considered



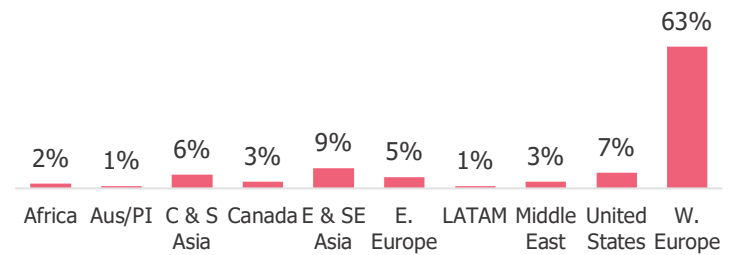
Top Program Types Preferred*



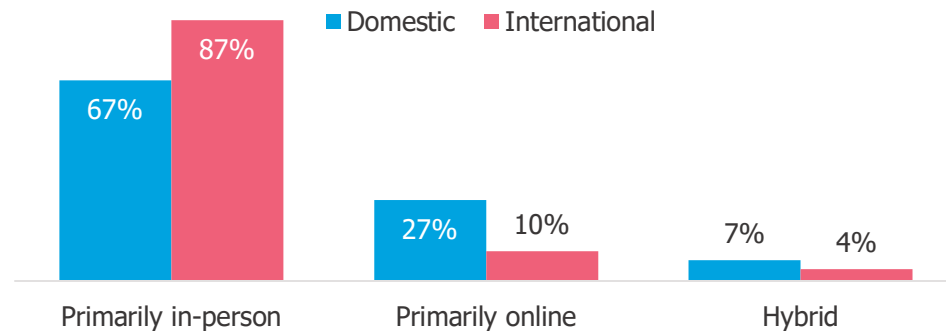
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



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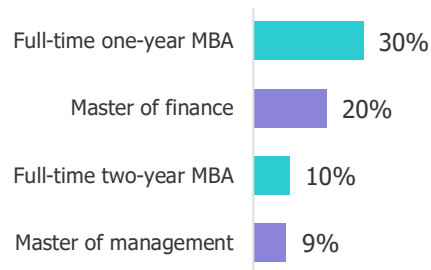
United Kingdom

Candidates Preferring This Study Destination

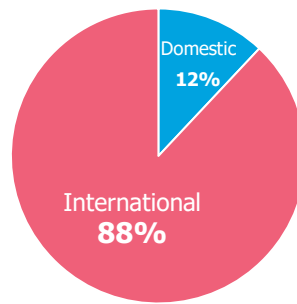
Top 10 Program Types Considered



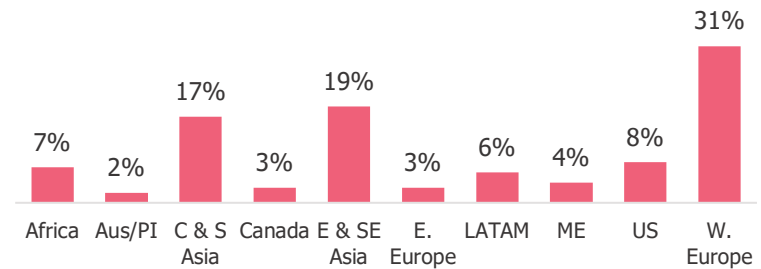
Top Program Types Preferred*



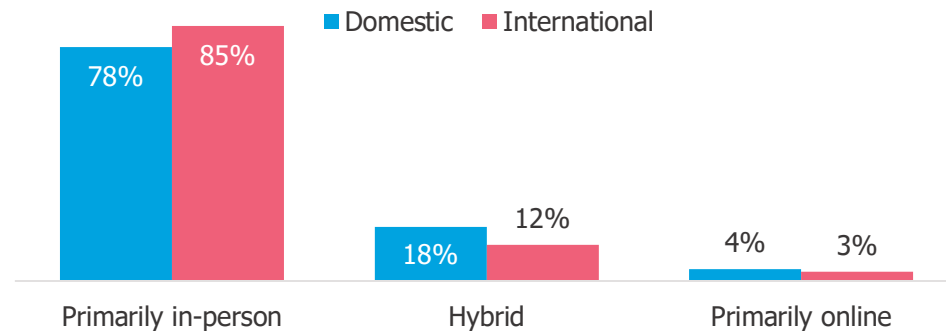
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination

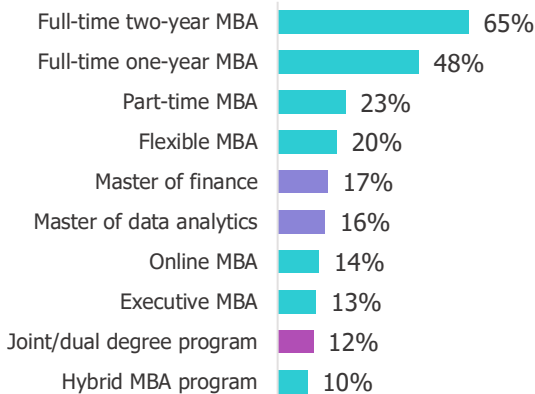


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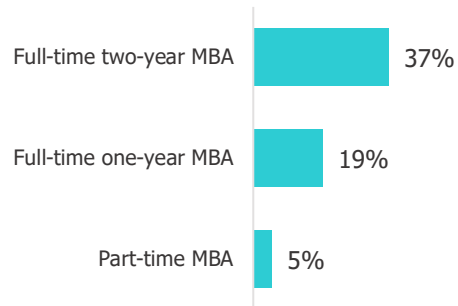
United States

Candidates Preferring This Study Destination

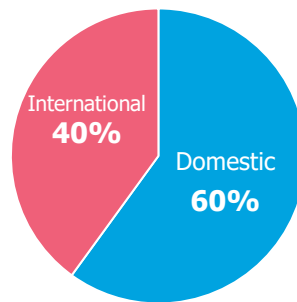
Top 10 Program Types Considered



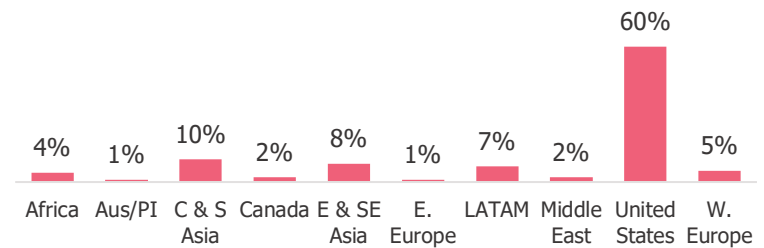
Top Program Types Preferred*



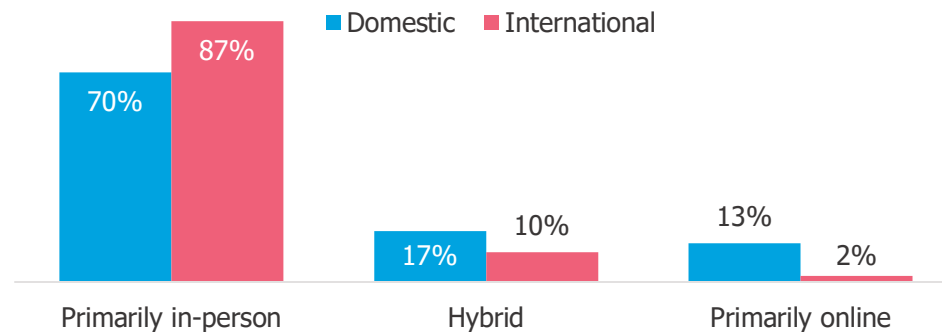
Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Preferred Program Delivery by Candidates Preferring This Study Destination



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Respondent Demographic Profile

This section details the gender and age details of 2020 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		8,429	4,826	3,578	25	2,144	1,429	3,059	1,308	489
Citizenship	Africa	610	366	242	2	56	75	253	167	59
	Australia & Pacific Islands	103	61	42	0	16	11	34	24	18
	Canada	455	236	218	1	73	70	193	77	42
	Central & South Asia	1,089	730	356	3	326	214	394	128	27
	East & Southeast Asia	1,019	444	573	2	321	148	347	167	36
	Eastern Europe	189	89	99	1	72	35	40	33	9
	Latin America	521	336	183	2	40	70	281	84	46
	Middle East	277	179	98	0	42	44	112	64	15
	United States	2,534	1,397	1,128	9	560	407	1,001	382	184
	Western Europe	1,632	988	639	5	638	355	404	182	53
Residence	Africa	634	382	250	2	63	74	265	172	60
	Australia & Pacific Islands	100	62	38	0	14	11	34	22	19
	Canada	474	249	223	2	67	73	212	79	43
	Central & South Asia	1,097	731	362	4	324	218	395	131	29
	East & Southeast Asia	1,057	452	603	2	342	151	358	169	37
	Eastern Europe	189	93	95	1	67	36	41	34	11
	Latin America	556	356	197	3	45	80	294	91	46
	Middle East	289	186	103	0	43	46	116	67	17
	United States	2,413	1,319	1,088	6	539	390	943	366	175
	Western Europe	1,615	993	617	5	639	350	398	176	52

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

Contributors and Contact Information

Contributors

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

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

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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