

The Student Market: Canadian Prospective Students



GMAC® Data-to-Go Series

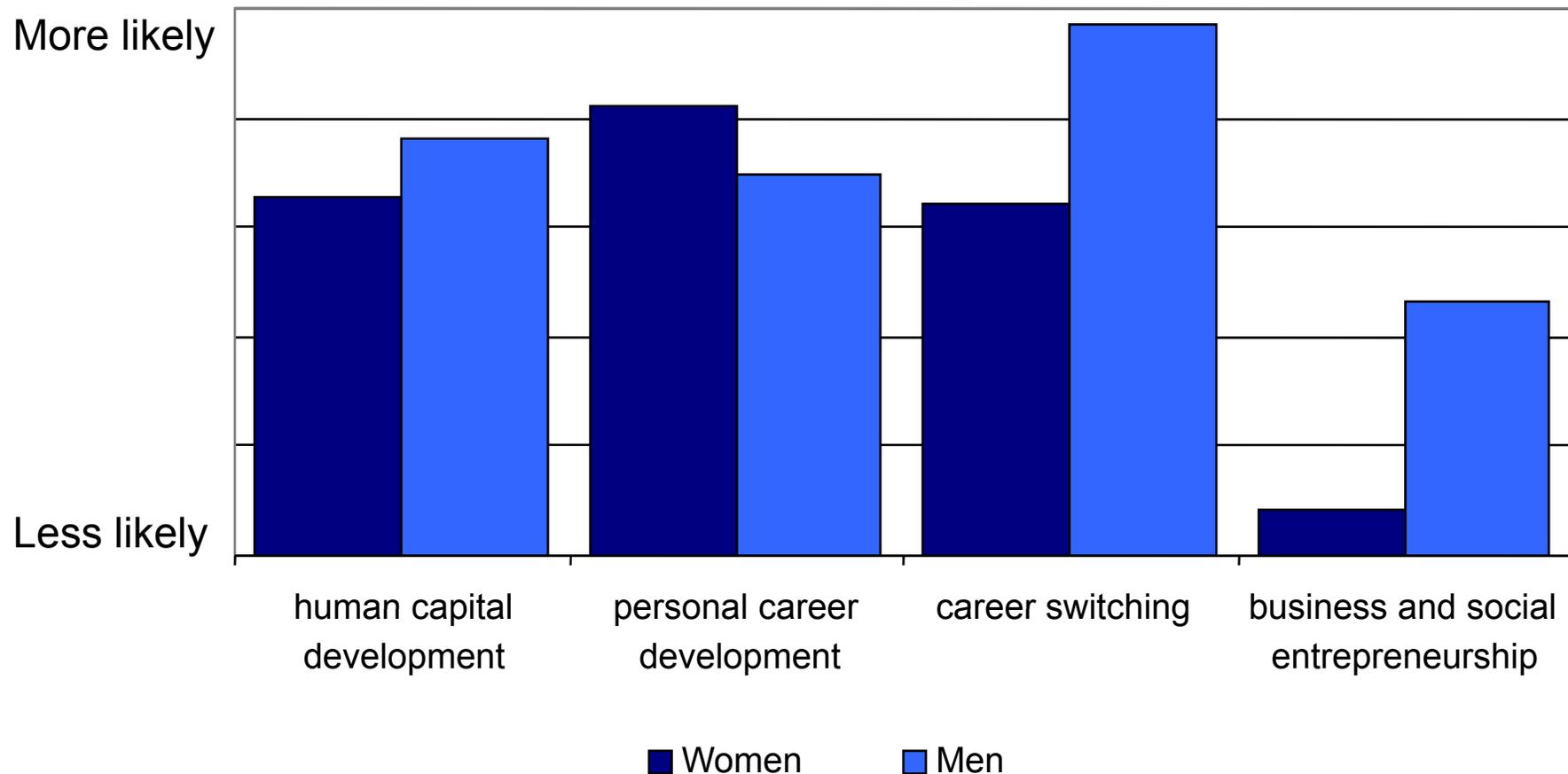
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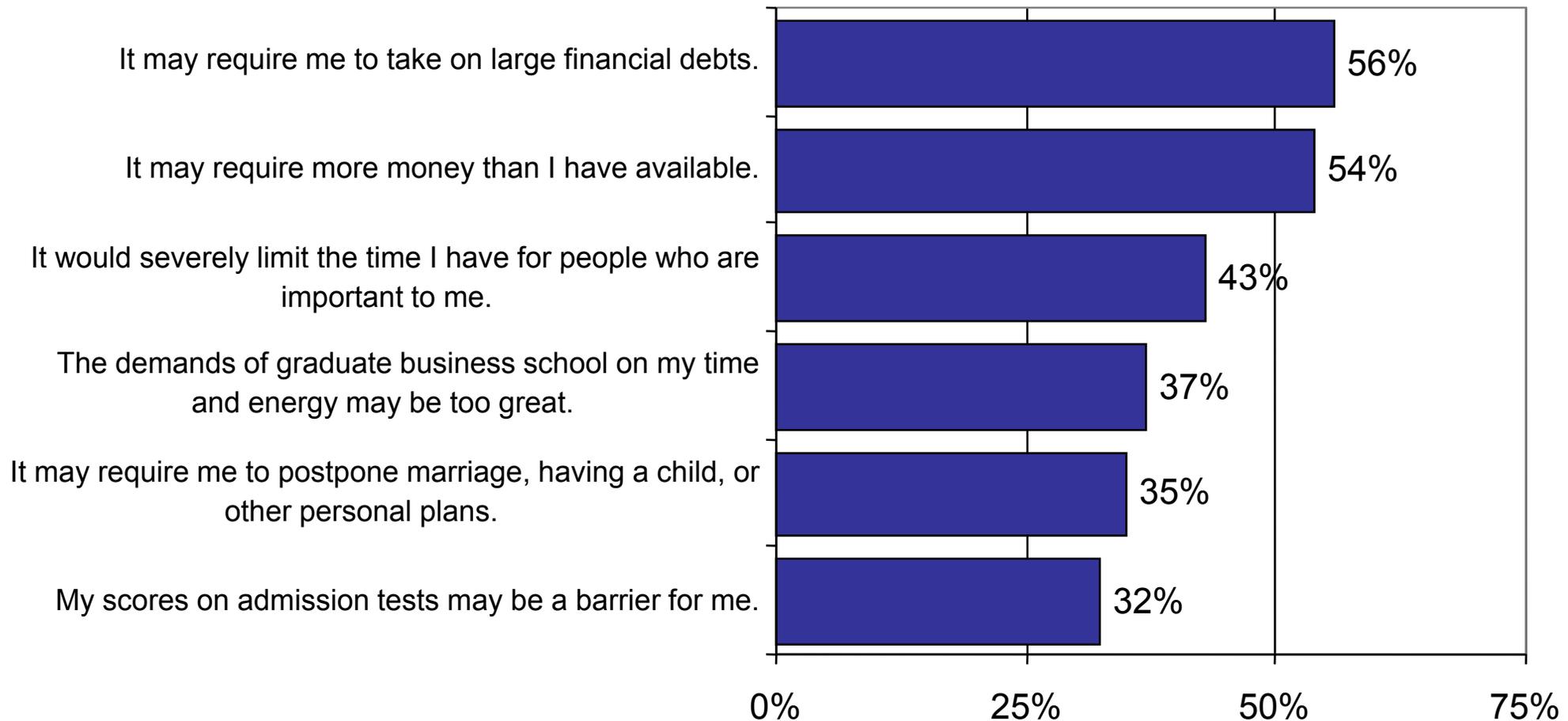
Motivation to Pursue Degree

Canadian women were slightly more likely than men to be motivated by personal career development. Canadian men were more motivated by career switching or business and social entrepreneurship.



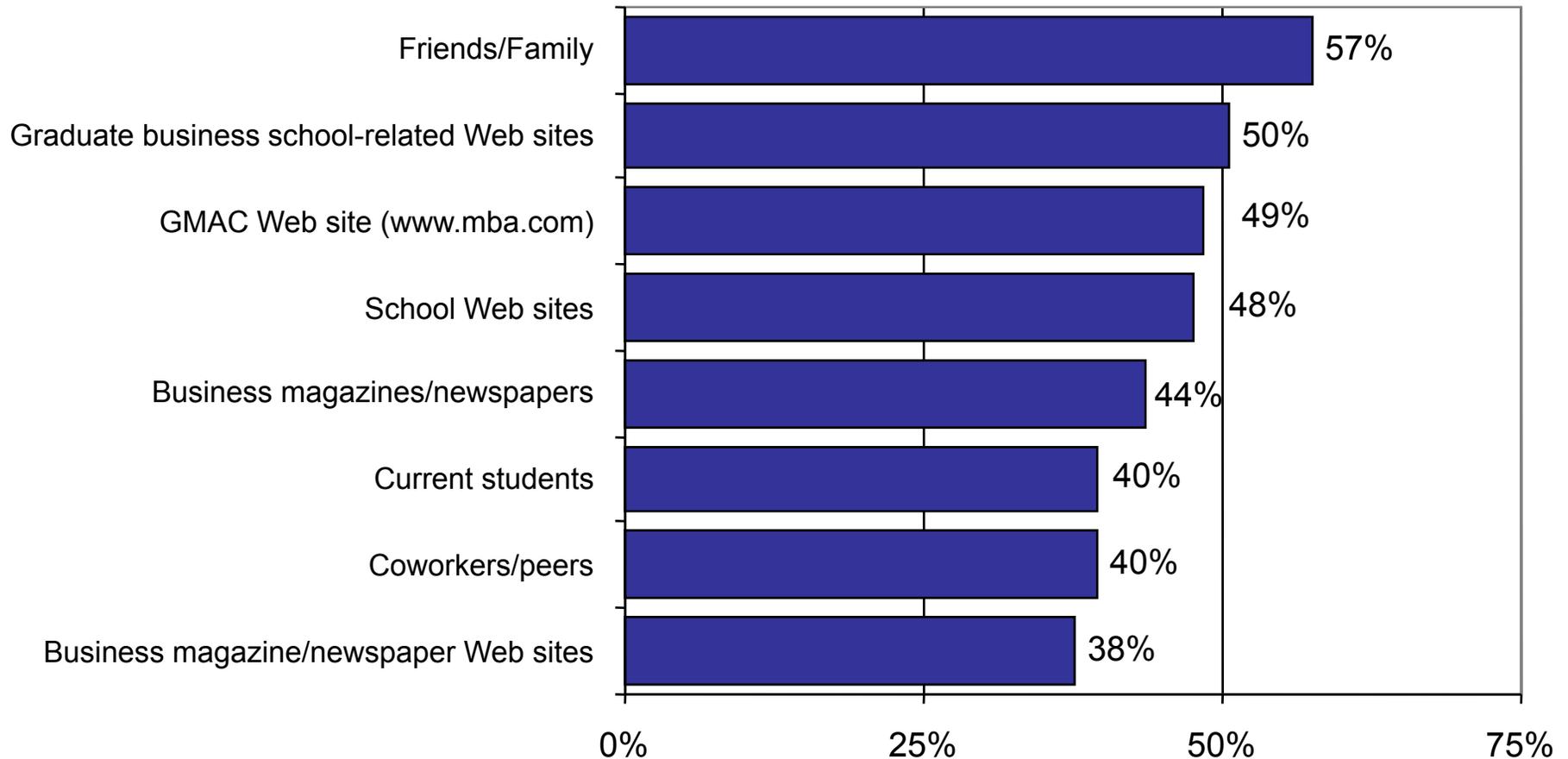
Reservations about Pursuing a Degree

Financial issues were the most common reservations among Canadian respondents, followed by issues of time constraints.



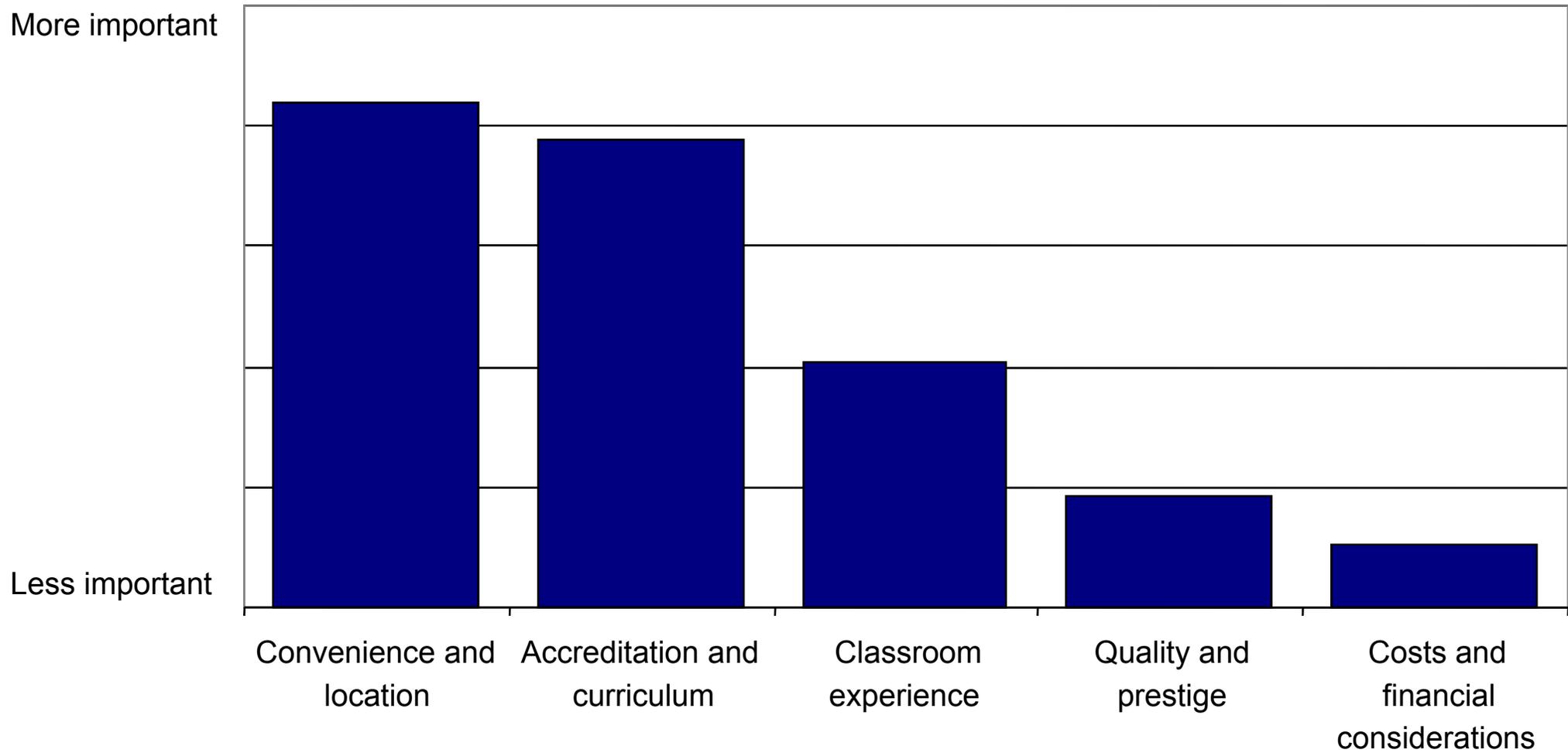
Sources Consulted in Decision Making

When making the decision on whether to apply to graduate business schools, Canadian respondents consult their friends and family as well as a variety of Internet resources.



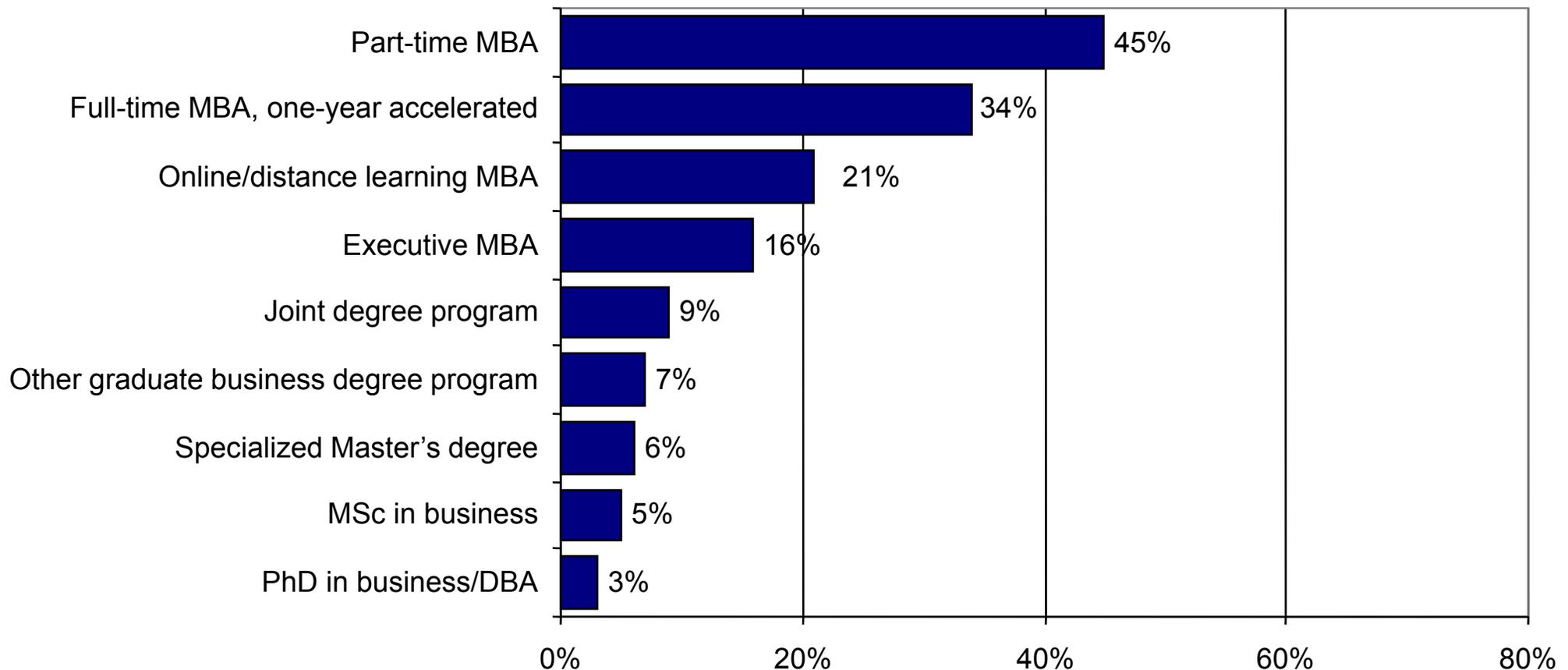
School Selection Criteria

When selecting schools for which to apply, Canadian respondents considered convenience and location, and accreditation and curriculum to be of the greatest importance.



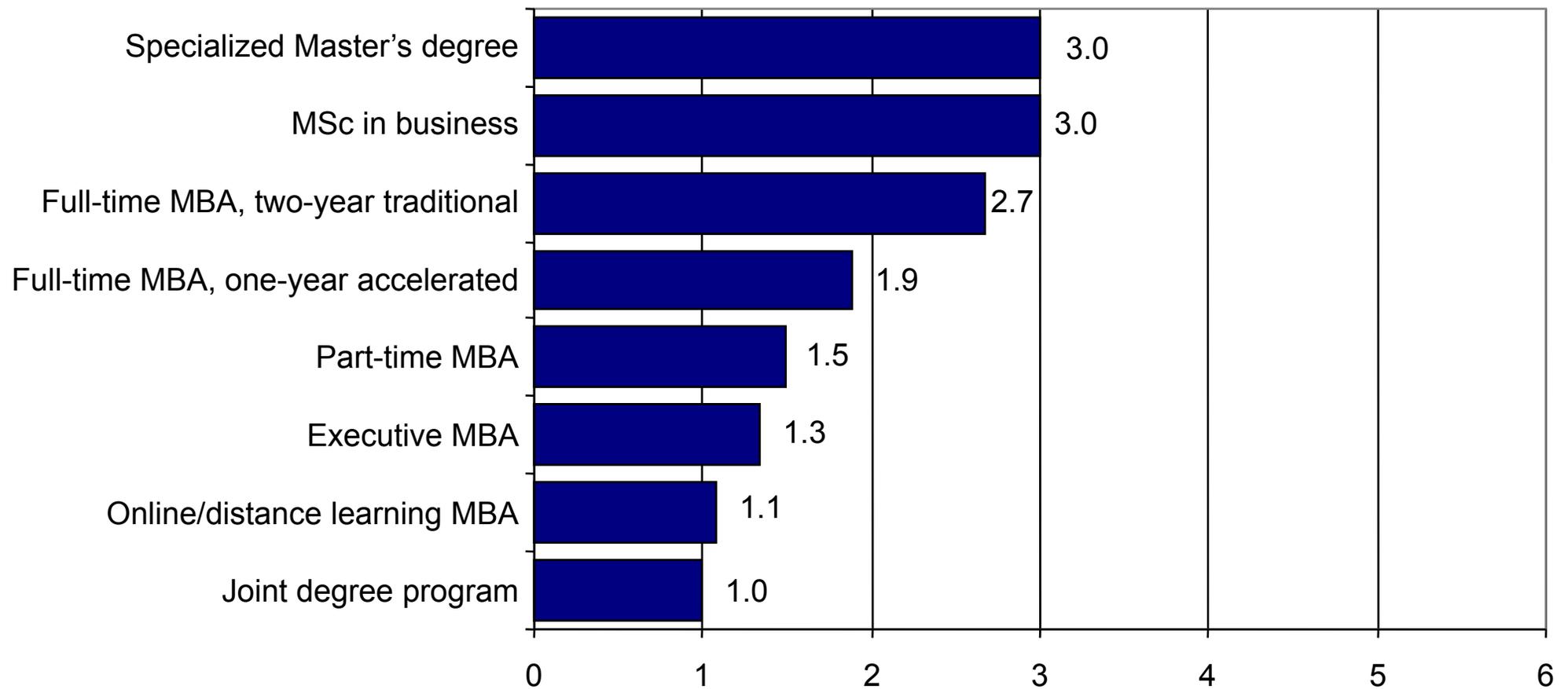
Program Types Considered

Part-time MBA and accelerated full-time MBA programs were the most popular among Canadian respondents, followed by online/distance learning and executive MBA programs.



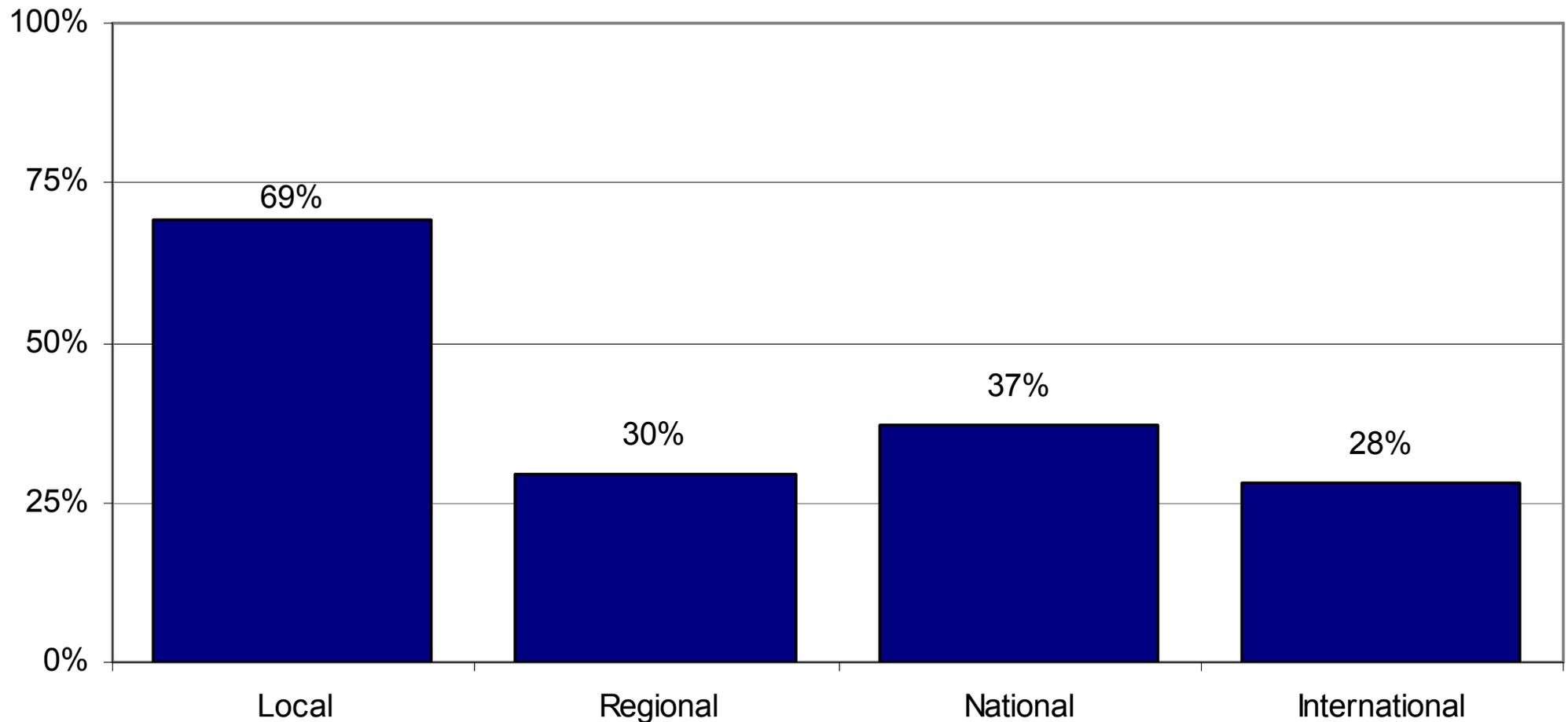
Average Number of Applications Submitted

Canadian applicants to specialized master's and MSc in business degree programs sent the greatest number of applications on average, followed by traditional full-time MBA programs.



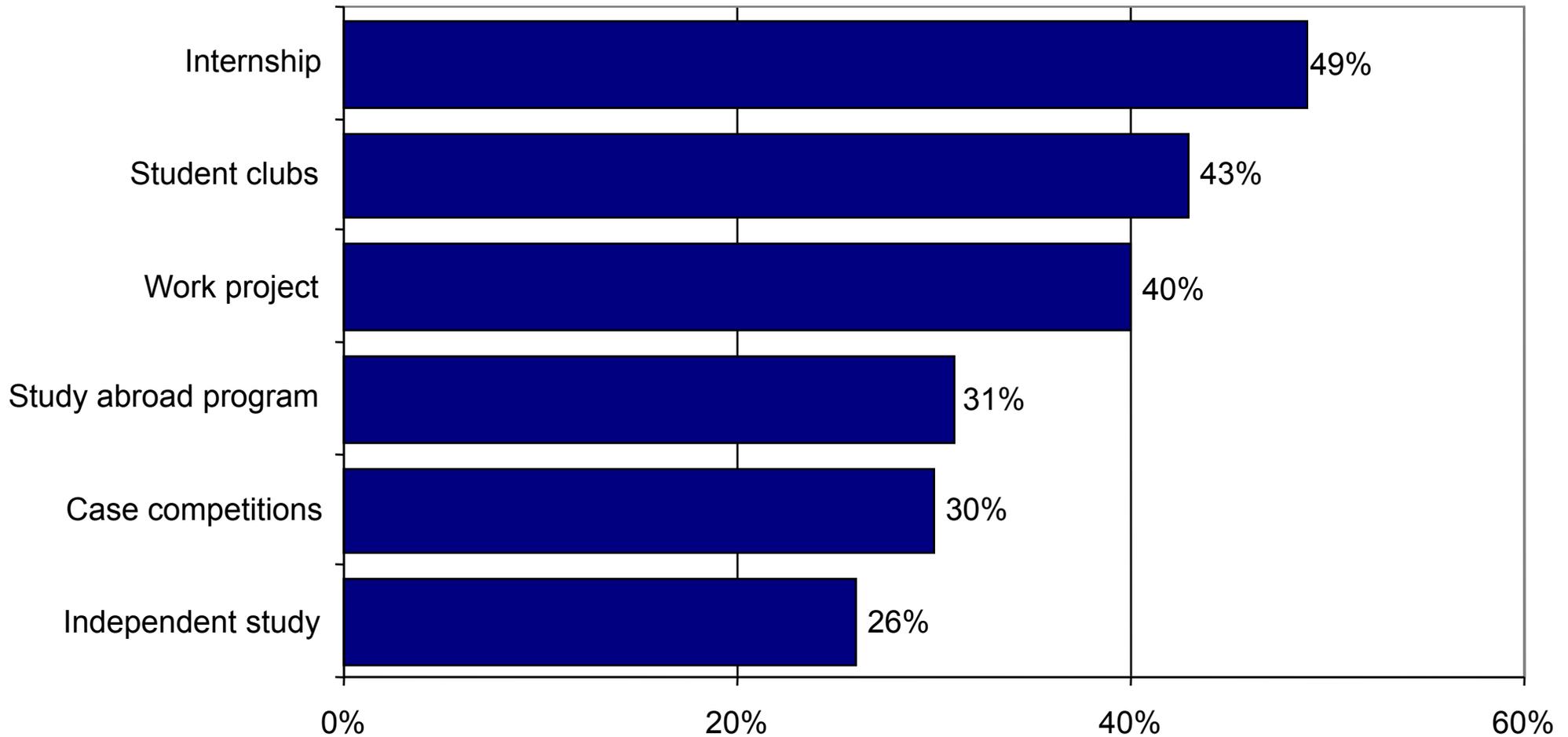
Location of Submitted Applications

The majority of Canadian respondents sent applications to schools in their local area.



Planned Activities During Business School

About half of the Canadian respondents intend to pursue an internship. Additionally, 38% plan to work full time and 31% plan to work part time.



Planned Method of Financing Degree

Canadian respondents plan to finance their degree with a variety of sources, but loans and personal earnings represent the greatest share.

