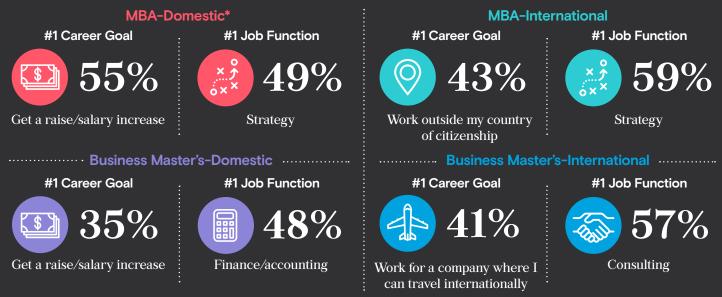
#### Graduate Management Admission Council<sup>™</sup>

## **Research Snapshot**

### Enrolling the Incoming Class of 2021

Insights into diverse journeys of GME candidates gmac.com/prospectivestudents

Career goals vary by the preference for program type and study destination



\* Program preference (MBA vs. business master's). Preference for a study destination relative to the citizenship (domestic vs. international).

### Candidate concerns about the impact of COVID-19 is waning

Proportion of respondents reporting that they are extremely or very concerned has declined from 41 percent in July to 33 percent in December, 2020.



# Demand for graduate management education accelerates for the incoming class of 2021 as candidates pursue diverse pathways to achieve career goals



Skills gap triggers consideration of GME for job market competitiveness

Percentage of Business Master's-Domestic candidates report the skills gap to be competitive in the job market as their reason to pursue GME





Flexibility expands consideration of online learning among women

Percentage of female MBA-Domestic candidates willing to complete more than 30 percent of their program online due to COVID-19



Mobility restrictions aid consideration of alternatives closer to home



Percentage of MBA-International candidates report that they are willing to consider online learning due to the impact of COVID-19

Source: mba.com Prospective Students Survey (<u>gmac.com/ProspectiveStudents</u>). International candidates are defined by their preference to study outside their country of citizenship. Data collected between July-Dec, 2020 from 2,515 prospective students planning to pursue GME in 2021. © 2021 Graduate Management Admission Council<sup>™</sup> (GMAC<sup>™</sup>).