

Graduate
Management
Admission
Council™

How Has COVID-19 Changed Candidate Preferences?

GMAC Prospective
Students Survey Webinar

Welcome!

The webinar will begin shortly.



Welcome from GMAC

James Barker

Market Development Manager -
Europe



The voices you're hearing



Matt Hazenbush

Director, Research Analysis and
Communications



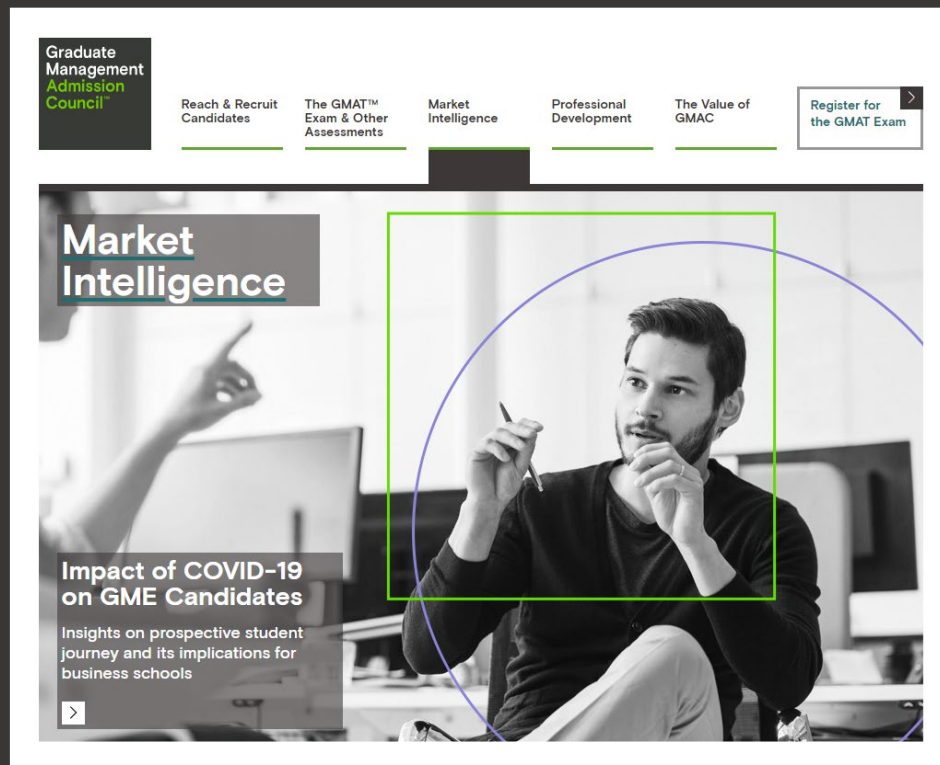
Alexandria Williams

Associate Manager, Survey
Research

GMAC Research

The premier provider of market intelligence for GME, GMAC Research provides timely insights across the candidate lifecycle.

gmac.com/research



- **Resources**

- Blogs
- Infographics
- Reports
- White papers
- Webinars

- **GMAT™ Exam**

- Geographic Trends Report
- Profiles of Testing

- **Survey Research**

- Application Trends Survey
- Corporate Recruiters Survey
- Enrolled Students Survey
- GMAC Prospective Students Survey

GMAC Prospective Students Survey

6,594

2021 survey respondents

156

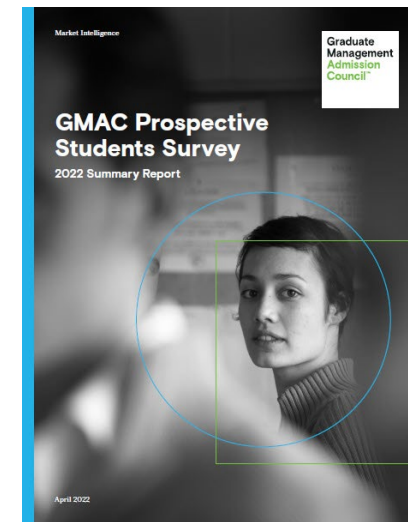
Countries represented

41%

Female respondents

Timely analysis of shifts in the preferences of candidates currently in the pipeline

- **2022 Summary Report**
- **2022 Deans Summary**
- **2022 Interactive Report**



www.gmac.com/prospectivestudents

Graduate
Management
Admission
Council™



Today



How has COVID-19 changed candidate preferences?



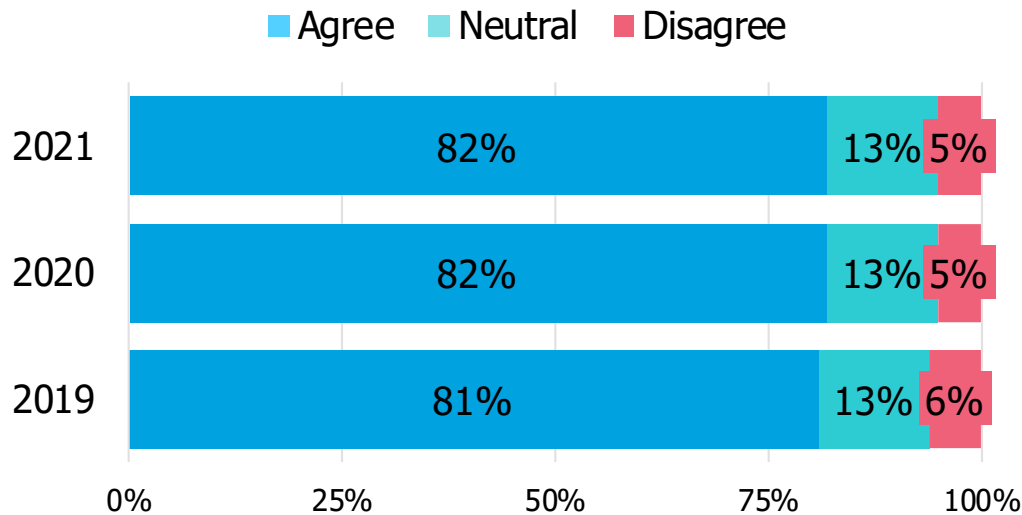
- Perceptions of GME
- Career Journeys
- Program Preferences
- Study Destinations
- Your Questions



Candidates regard the professional value of GME as highly as pre-pandemic

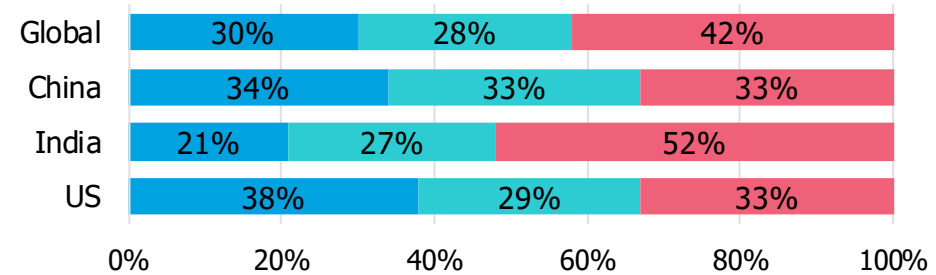
Levels of Agreement with the Statement: A graduate business degree helps you stand out at work

Global candidates, 2019-2021



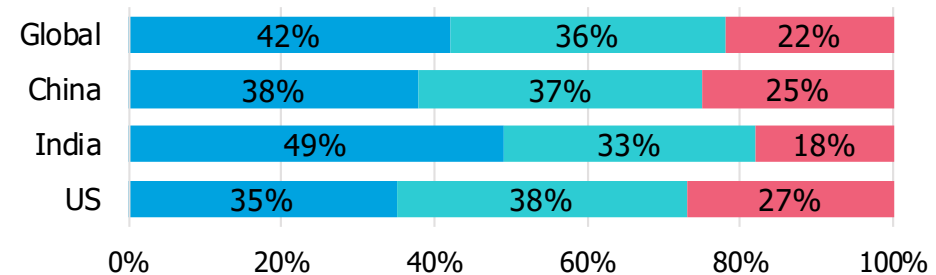
A graduate business degree is not as highly regarded as it used to be

By citizenship, 2021



The cost of a graduate business degree is too much for the value

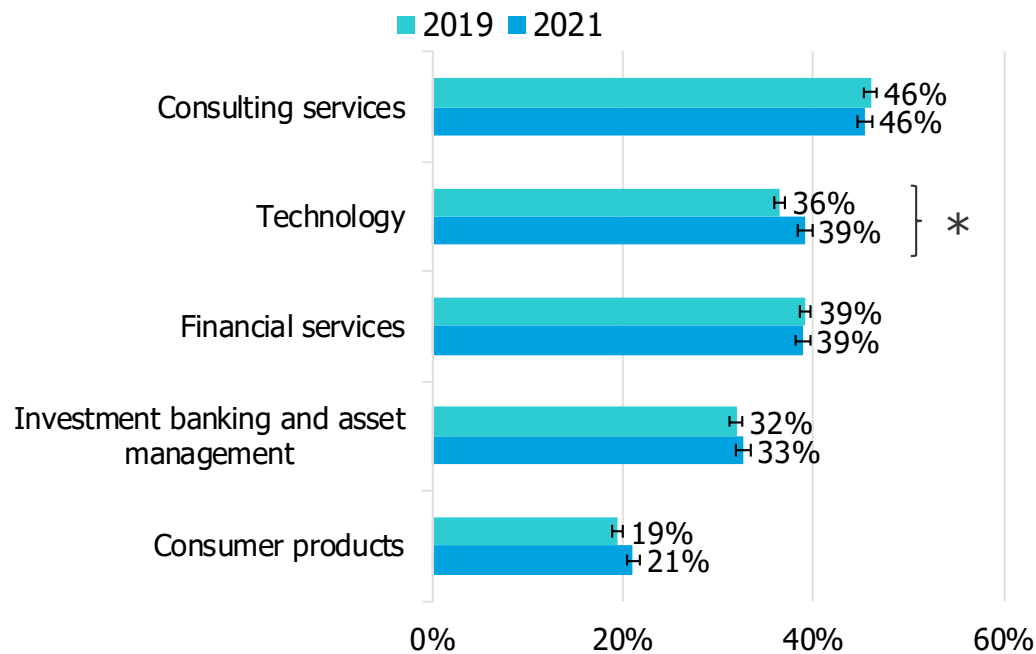
By citizenship, 2021



Interest in tech is growing...especially among some target demographic groups

Post-GME Industries of Interest

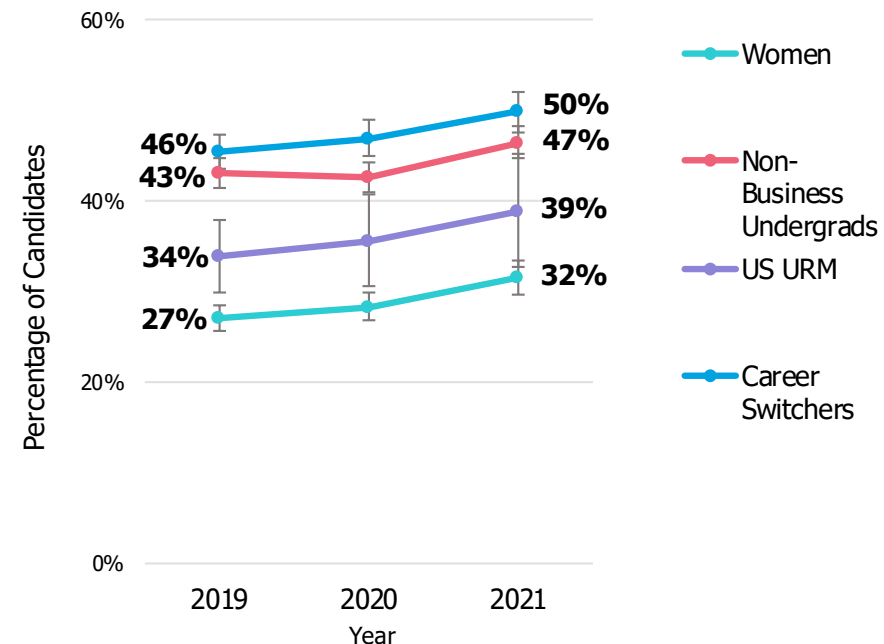
Global candidates, 2019 vs. 2021



Note: The bracket and asterisk adjacent to some bars denote a significant difference at the 95 percent confidence interval.

Post-GME Interest in the Tech Industry

Specific candidate segments, 2019-2021

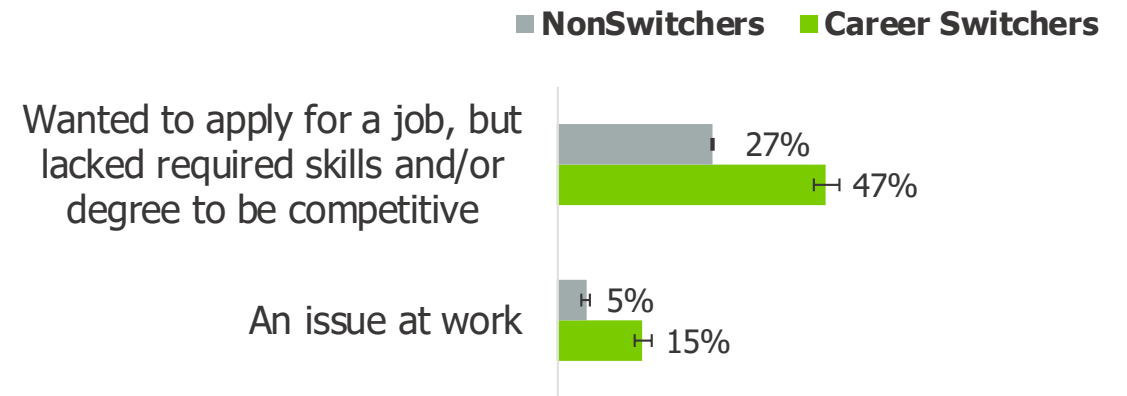
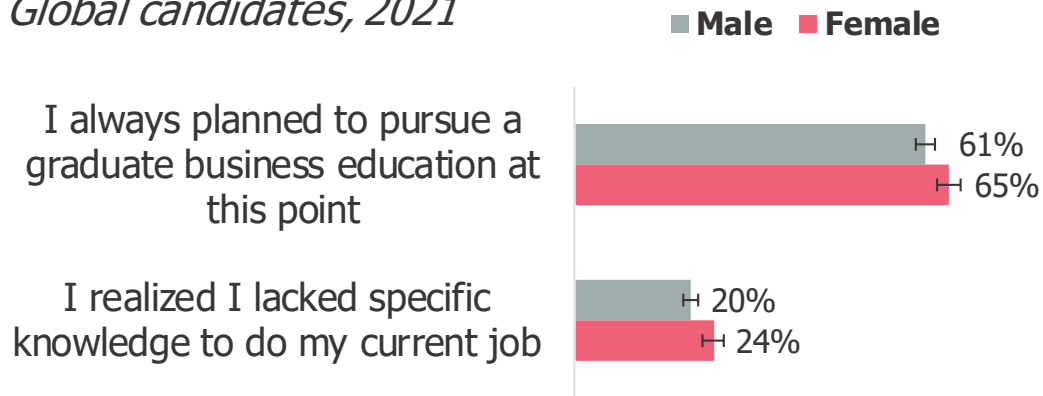


GMAC (2019-2021). GMAC Prospective Students Survey. [gmac.com/prospectivestudents](https://www.gmac.com/prospectivestudents).

Nuances in program preferences by candidate segments

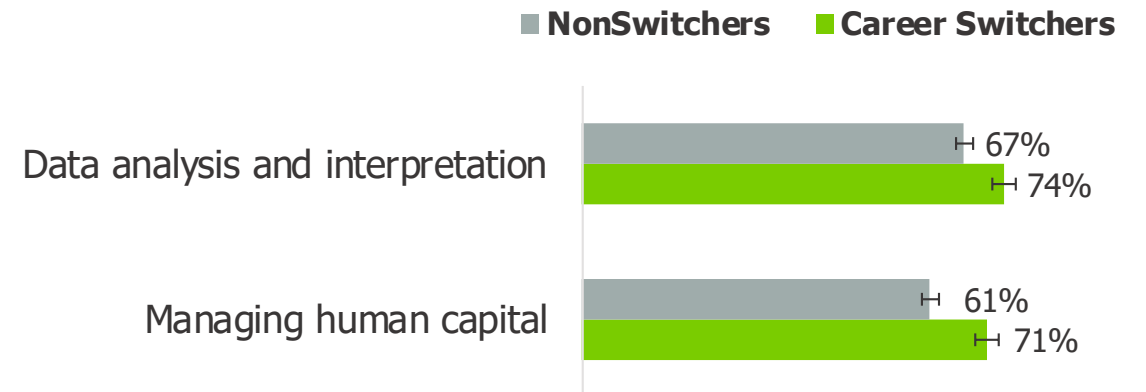
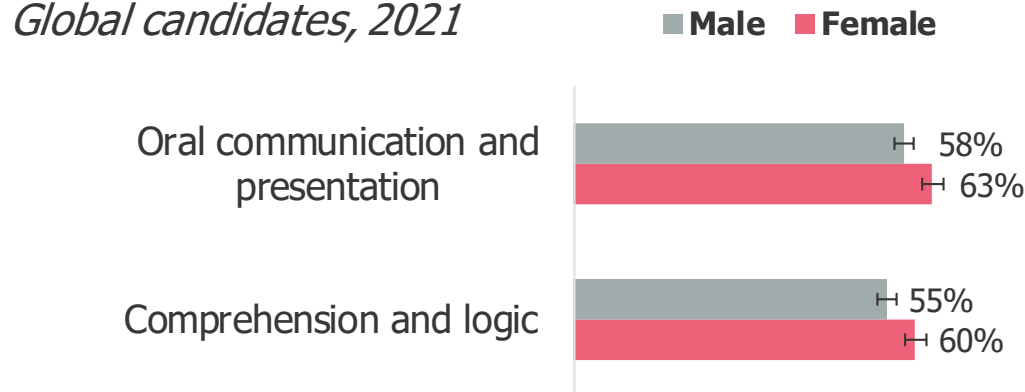
Motivations Triggering Pursuit of GME

Global candidates, 2021



Desired Skills to Gain Through GME

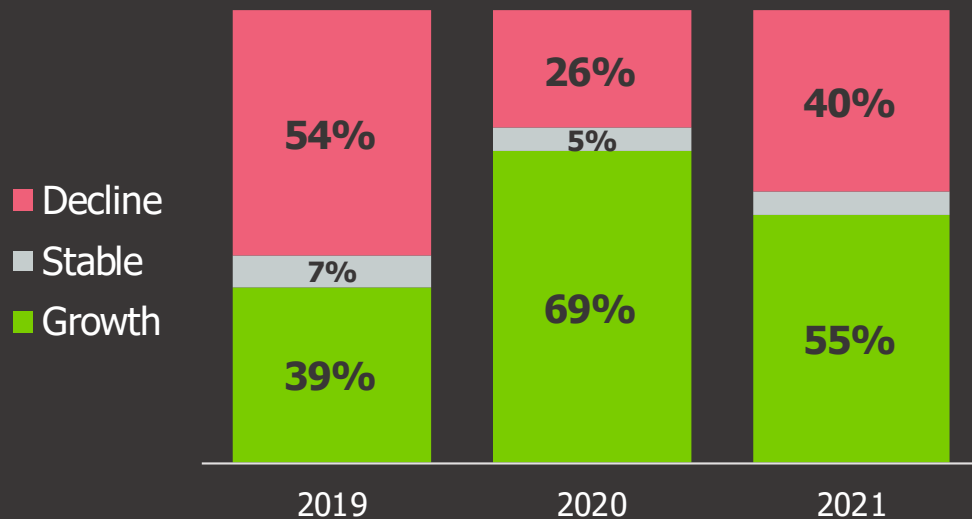
Global candidates, 2021



The full-time MBA still reigns supreme as the most preferred program type

Year-on-year change in application volume

Global full-time MBA programs, 2019-2021



Column totals may not sum to 100 percent due to rounding.

GMAC (2019-2021). Application Trends Survey. [gmac.com/applicationtrends](https://www.gmac.com/applicationtrends)

>40% of candidates want to earn an MBA in a full-time format as a part of either a two- (22% of candidates in 2021) or one-year (21%) program.

Nuances:

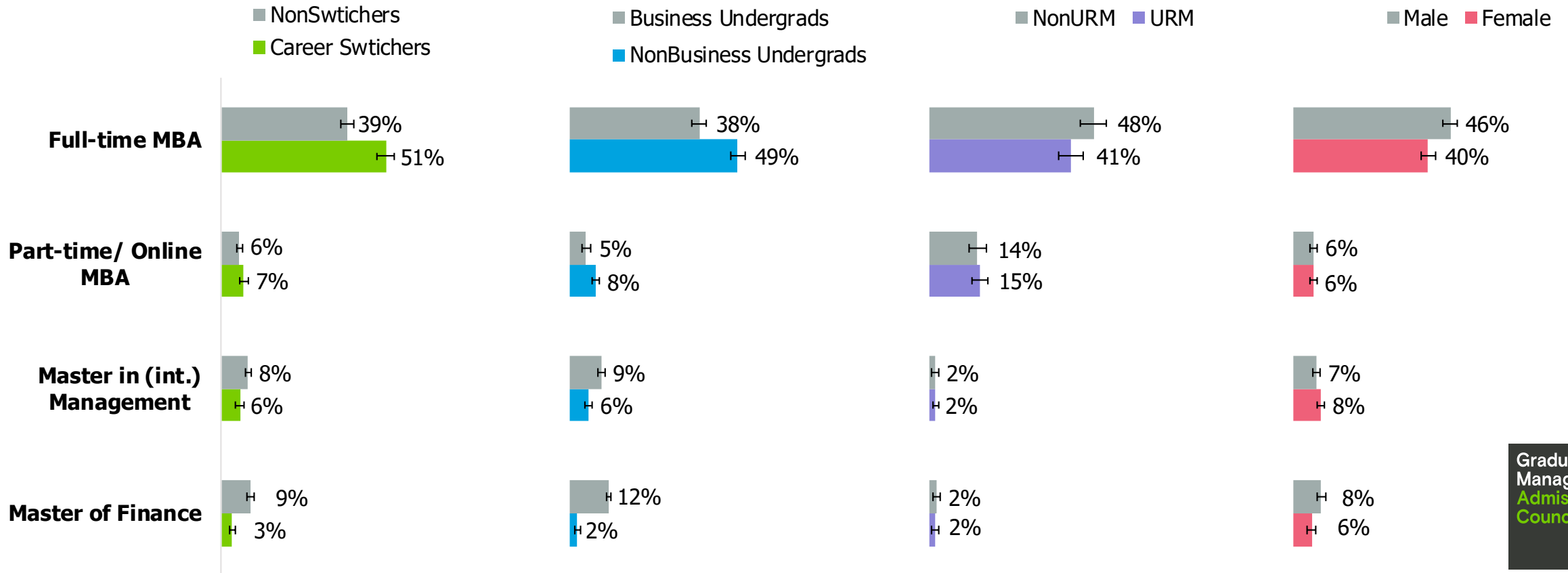
- The two-year format remains dominant for those who prefer to study in the US (31%)
 - ...but US domestic preference for one-year increased from 15 to 19% between 2019 and 2021
- The one-year format remains dominant for those who prefer to study in W. Europe (22%)
 - Trailed by preference for Master of Finance (13%) and Master in Management (11%)

GMAC (2019-2021). GMAC Prospective Students Survey. [gmac.com/prospectivestudents](https://www.gmac.com/prospectivestudents).

Nuances to program preferences by candidate segments

Preferred Program Types

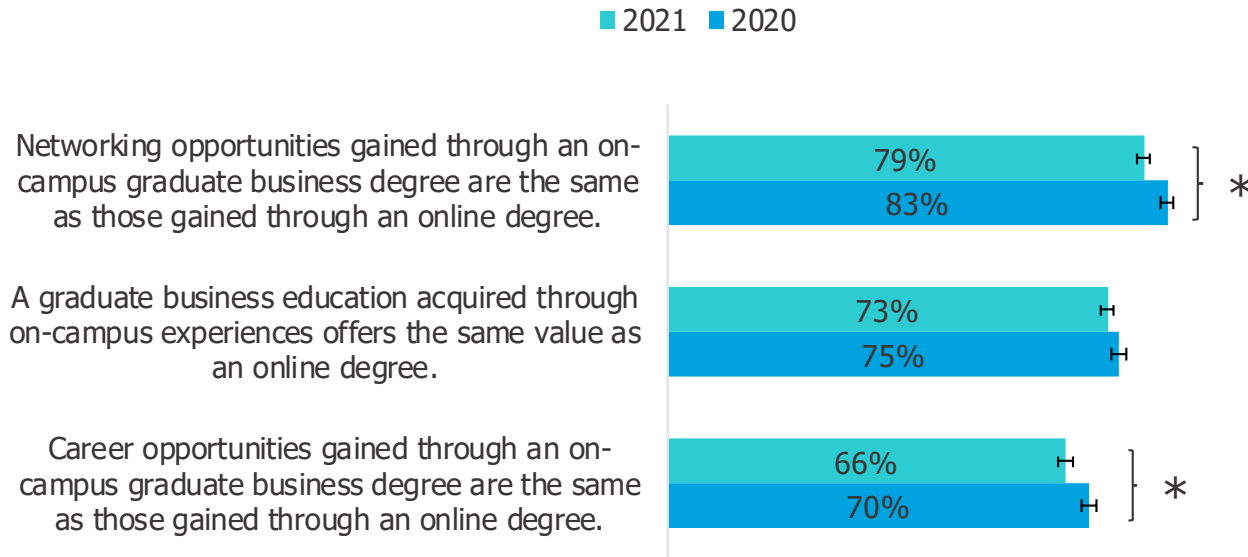
Specific candidate segments, 2021



Candidates value in-person more than online...at the same time, hybrid is growing

Levels of disagreement with perception of online GME statements

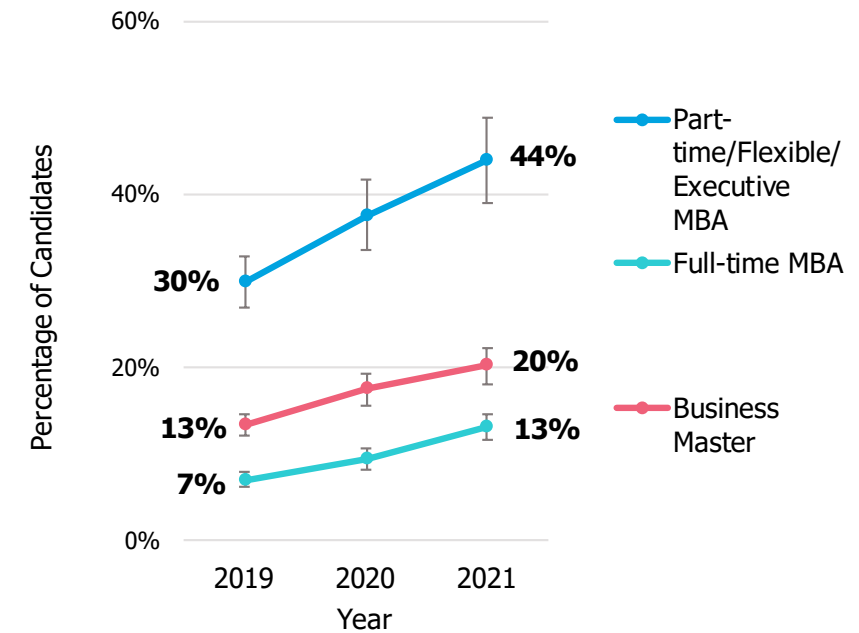
Global candidates, 2020-2021



Note: The bracket and asterisk adjacent to some bars denote a significant difference at the 95 percent confidence interval.

Hybrid program delivery preference by preferred program type

Global candidates, 2019-2021

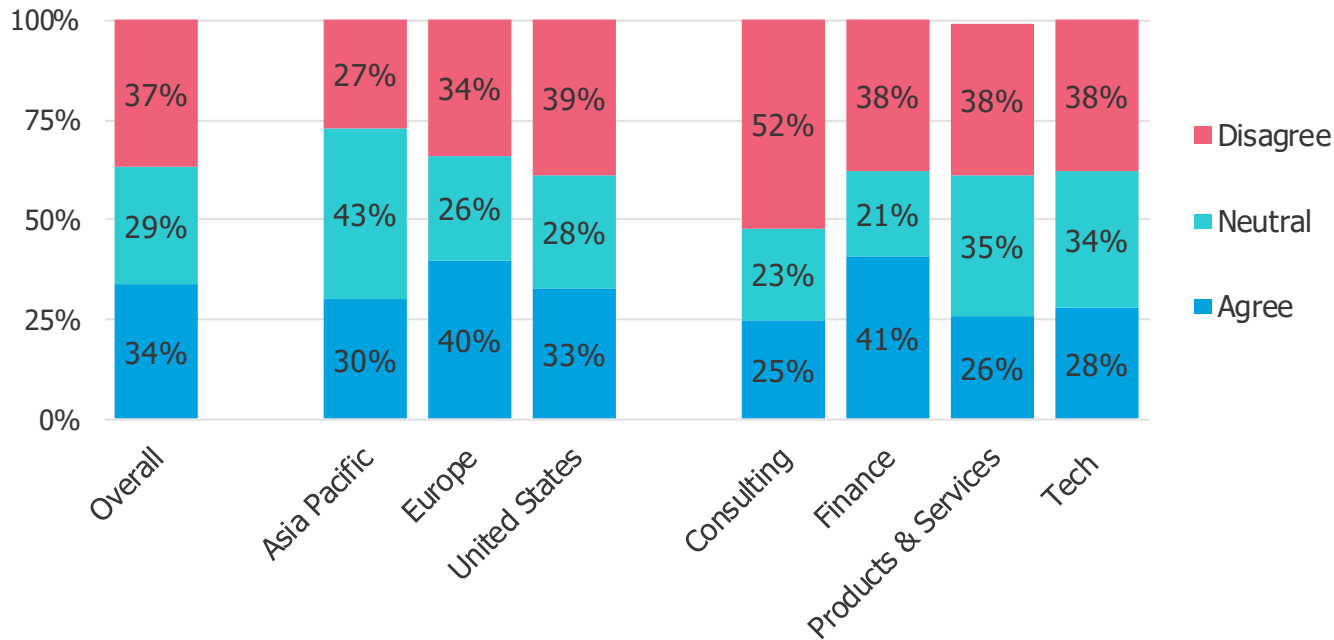


GMAC (2019-2021). GMAC Prospective Students Survey. [gmac.com/prospectivestudents](https://www.gmac.com/prospectivestudents).

The crux: What do employers think?

Level of agreement with the statement: "My organization values graduates of online and in-person programs equally."

Overall and by world region and industry



- More recruiters view online programs unequally than equally
- Consulting is an especially noteworthy holdout because it's candidates most preferred post-GME industry and job function

Column totals may not sum to 100 percent due to rounding.

GMAC (2021). Corporate Recruiters Survey. gmac.com/corporaterecruiters.

W. Europe and US are still top int'l destinations...but int'l mobility is waning

Preferred study destination

Candidates whose preferred study destination is not their country of citizenship, 2021

39% - W. Europe

39% - United States

14% - Canada

Prefer MBA

50% - United States

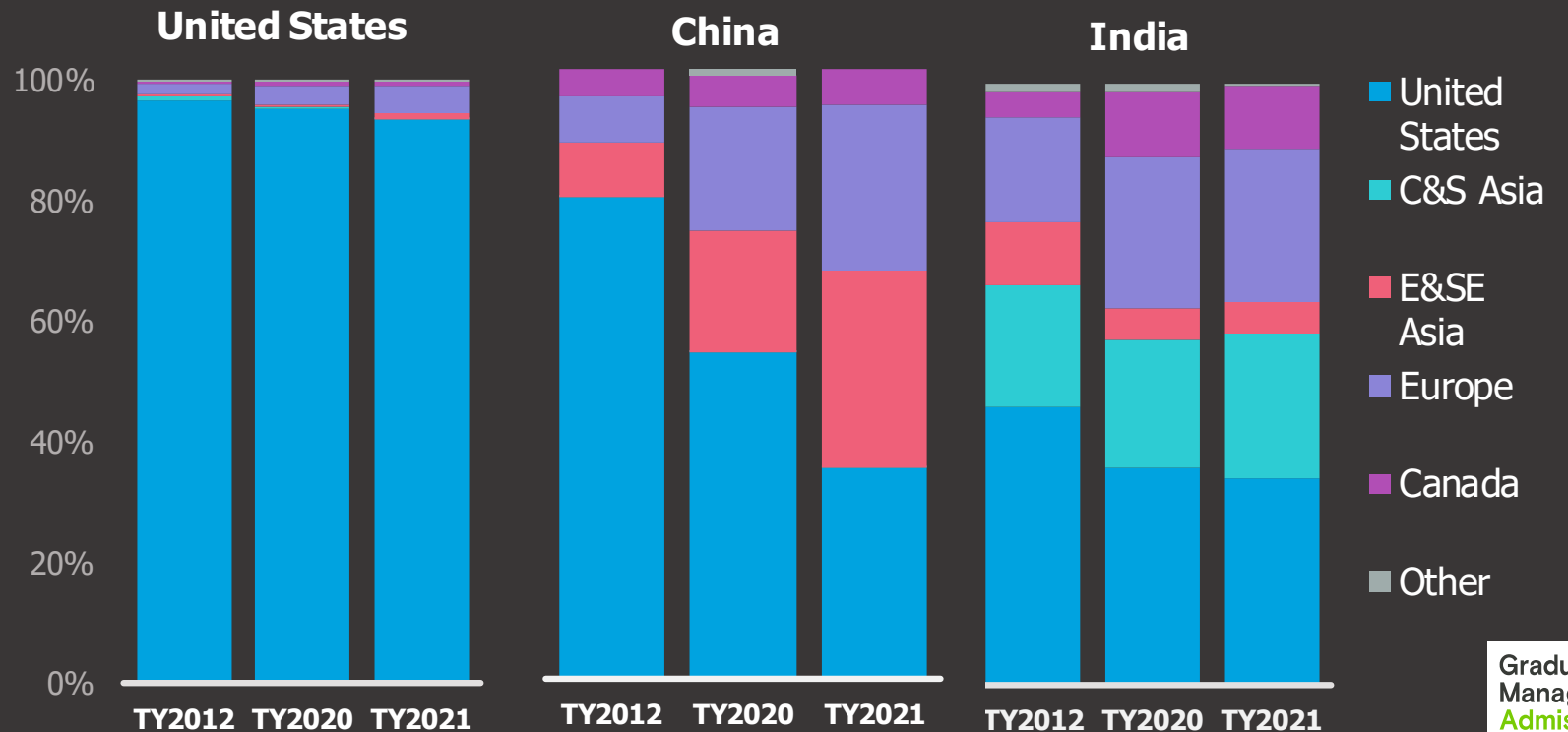
28% - W. Europe

Prefer Business Master's

53% - W. Europe

24% - United States

GMAT exam score sending destinations by test taking region



GMAC (2021). GMAC Prospective Students Survey. [gmac.com/prospectivestudents](https://www.gmac.com/prospectivestudents).

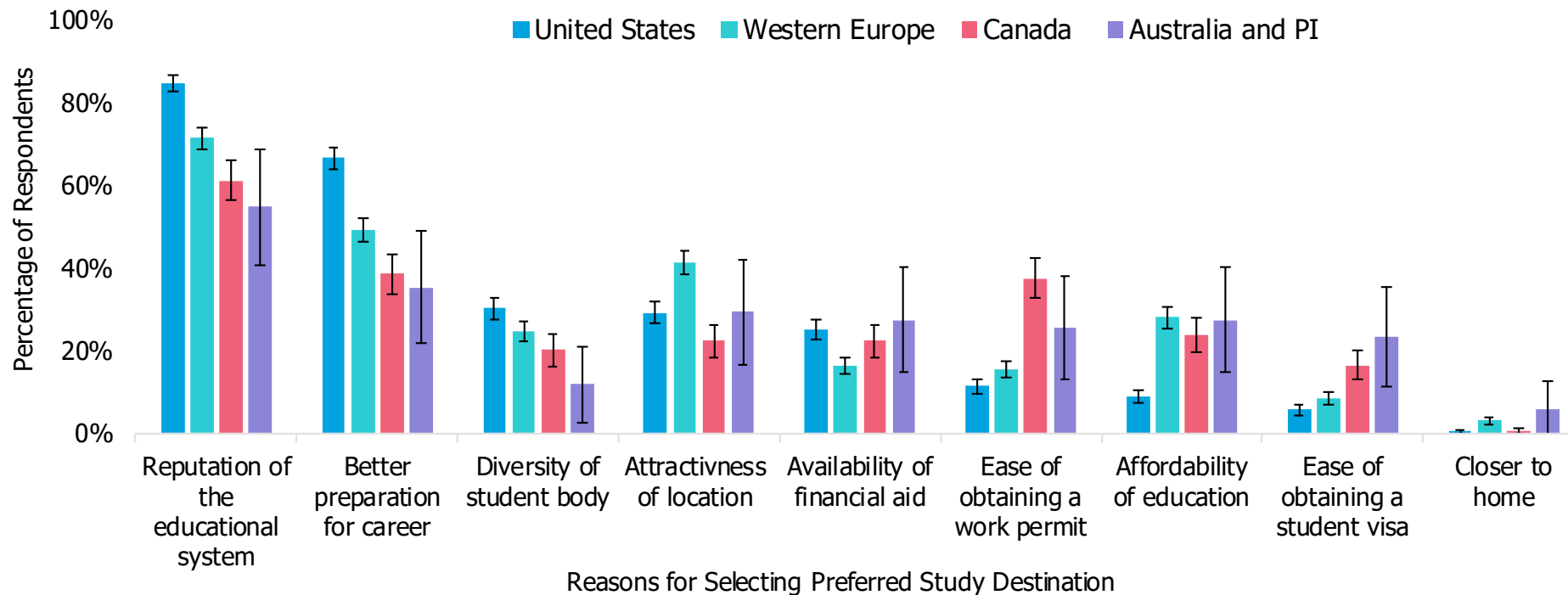
GMAC (2011-2021). GMAT score sending data.



Competing for talent in a less mobile market requires differentiation

International Candidates' Reasons for Selecting Their Preferred Study Destination

By preferred study destination



GMAC (2019-2021). GMAC Prospective Students Survey. [gmac.com/prospectivestudents](https://www.gmac.com/prospectivestudents).

Nuances in candidate destination preferences by citizenship

Preferred Study Destination Relevant to Citizenship Country

Global Candidates, 2021

<u>Canada</u>	<u>France</u>	<u>Germany</u>	<u>United Kingdom</u>	<u>United States</u>
Domestic (22%) International (78%)	Domestic (16%) International (84%)	Domestic (26%) International (74%)	Domestic (5%) International (95%)	Domestic (39%) International (61%)

GMAC (2021). GMAC Prospective Students Survey. gmac.com/prospectivestudents.

GMAT Exam Score Sending Countries to Preferred Study Destination

Global Candidates, 2021

<u>Canada</u>	<u>France</u>	<u>Germany</u>	<u>United Kingdom</u>	<u>United States</u>
<ol style="list-style-type: none"> 1. India (48%) 2. Greater China (11%) 3. United States (3%) 4. Nigeria (2%) 5. United Arab Emirates (1%) 	<ol style="list-style-type: none"> 1. India (35%) 2. Greater China (12%) 3. Italy (5%) 4. United States (4%) 5. United Kingdom (4%) 	<ol style="list-style-type: none"> 1. India (26%) 2. Greater China (11%) 3. Turkey (3%) 4. Italy (2%) 5. United States (2%) 	<ol style="list-style-type: none"> 1. India (34%) 2. Greater China (19%) 3. United States (6%) 4. Germany (3%) 5. Italy (2%) 	<ol style="list-style-type: none"> 1. India (23%) 2. Greater China (10%) 3. Canada (2%) 4. South Korea (2%) 5. United Kingdom (1%)

GMAC (2021). GMAT score sending data



Recap and questions



How has COVID-19 changed candidate preferences



- Perceptions of GME
- Career Journeys
- Program Preferences
- Study Destinations
- Your Questions

