Market Intelligence

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

Supplemental Report

mba.com Prospective Students Survey 2019

April 2019
Demand for MBA and Business Master’s Programs: Insights on Candidate Decision Making Supplemental Report, mba.com

Prospective Students Survey 2019 is a product of the Graduate Management Admission Council (GMAC), a global, mission-driven association of 223 leading graduate business schools. Founded in 1953, we are actively committed to advancing the art and science of admissions by convening and representing the industry and offering best-in-class products and services for schools and students. GMAC owns and administers the Graduate Management Admission Test™ (GMAT™) exam, used by more than 7,000 graduate programs worldwide. Other GMAC assessments include the NMAT by GMAC™ exam, for entrance into graduate management programs in India, South Africa, and the Philippines, and the Executive Assessment, specifically designed for Executive MBA programs around the world. The Council is based in the United States with offices in the United Kingdom, India, and China.
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</table>
Introduction

Nearly 10,000 mba.com registrants worldwide responded to the mba.com Prospective Students Survey in 2018

Each month, the Graduate Management Admission Council (GMAC) surveys a random sample of individuals who three months prior registered on mba.com—the GMAC™ website for prospective graduate business students. Their survey responses provide an inside look into the decision-making process of people currently considering applying to a graduate business school program. The findings detailed in this supplemental report are based on responses from a total of 9,617 individuals surveyed between January and December 2018.

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

This report—a supplement to the Demand for MBA and Business Master’s Programs: Insights on Candidate Decision Making Summary Report—provides detailed breakdowns of 2018 candidate survey responses by a number of variables of interest to school professionals, including by program type, candidate country of citizenship and residence, and candidate preferred study destination.

About the Data

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

Explore and Filter the Data for Yourself

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

www.gmac.com/prospectivestudents.

Business School Participation in GMAC Research

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

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

www.gmac.com/surveyssignup.
Program Specific Analyses

This section features data by program type, including:

- Candidate consideration and preference for the program type
- Candidate consideration of the program type by demographics, including gender, age, world region of residence, and undergraduate major
- First business school decision among candidates considering the program type
- Ranking of factors in the school selection decision among candidates considering the program type
Program Specific Analyses

Full-Time One-Year MBA

Candidate Consideration and Preference for This Program Type
- 47% consider
- 21% prefer

Percentage of Candidates Considering This Program Type by Demographic Group

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>45%</td>
</tr>
<tr>
<td>22 and under</td>
<td>38%</td>
</tr>
<tr>
<td>23 to 24</td>
<td>45%</td>
</tr>
<tr>
<td>25 to 30</td>
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<td>31 to 39</td>
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<tr>
<td>40 and older</td>
<td>31%</td>
</tr>
<tr>
<td>Africa</td>
<td>41%</td>
</tr>
<tr>
<td>Middle East</td>
<td>49%</td>
</tr>
<tr>
<td>East/Southeast Asia/PI</td>
<td>43%</td>
</tr>
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<td>Central and South Asia</td>
<td>59%</td>
</tr>
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<td>United States</td>
<td>47%</td>
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<td>Canada</td>
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<tr>
<td>Western Europe</td>
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<tr>
<td>Eastern Europe</td>
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</tr>
<tr>
<td>Business/Economics</td>
<td>44%</td>
</tr>
<tr>
<td>Humanities/Soc. Sci.</td>
<td>46%</td>
</tr>
<tr>
<td>STEM</td>
<td>52%</td>
</tr>
</tbody>
</table>

Candidates Considering This Program Type
- First Business School Consideration
  - Type of degree program: 45%
  - Specific school: 41%
  - Regional location: 14%

Ranking of Factors in School Selection Decision
- Quality/reputation
- Career aspects
- Specific program aspects
- Curriculum
- Financial aspects
- School culture
- Class profile

mba.com Prospective Students Survey 2019
## Full-Time Two-Year MBA

### Candidate Consideration and Preference for This Program Type

- **45% consider**
- **19% prefer**

### Percentage of Candidates Considering This Program Type by Demographic Group

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>50%</td>
</tr>
<tr>
<td>Female</td>
<td>40%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>22 and under</td>
<td>39%</td>
</tr>
<tr>
<td>23 to 24</td>
<td>50%</td>
</tr>
<tr>
<td>25 to 30</td>
<td>55%</td>
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<tr>
<td>31 to 39</td>
<td>35%</td>
</tr>
<tr>
<td>40 and older</td>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>38%</td>
</tr>
<tr>
<td>Middle East</td>
<td>44%</td>
</tr>
<tr>
<td>East/Southeast Asia/PI</td>
<td>33%</td>
</tr>
<tr>
<td>Central and South Asia</td>
<td>61%</td>
</tr>
<tr>
<td>United States</td>
<td>53%</td>
</tr>
<tr>
<td>Canada</td>
<td>41%</td>
</tr>
<tr>
<td>Latin America</td>
<td>41%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>31%</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>29%</td>
</tr>
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<table>
<thead>
<tr>
<th>Major</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Business/Economics</td>
<td>42%</td>
</tr>
<tr>
<td>Humanities/Soc. Sci.</td>
<td>49%</td>
</tr>
<tr>
<td>STEM</td>
<td>49%</td>
</tr>
</tbody>
</table>

### Candidates Considering This Program Type

- **Type of degree program** 45%
- **Specific school** 43%
- **Regional location** 13%

### First Business School Consideration

### Ranking of Factors in School Selection Decision

- Quality/reputation
- Career aspects
- Specific program aspects
- Curriculum
- Financial aspects
- School culture
- Class profile
Part-Time MBA

Candidate Consideration and Preference for This Program Type

- **Gender**
  - Male: 23%
  - Female: 21%

- **Age**
  - 22 and under: 22%
  - 23 to 24: 10%
  - 25 to 30: 17%
  - 31 to 39: 27%
  - 40 and older: 34%

- **Residence**
  - Africa: 19%
  - Middle East: 19%
  - East/Southeast Asia/PI: 12%
  - Central and South Asia: 4%
  - United States: 39%
  - Canada: 39%
  - Latin America: 15%
  - Western Europe: 13%
  - Eastern Europe: 9%

- **Undergraduate Major**
  - Business/Economics: 20%
  - Humanities/Soc. Sci.: 26%
  - STEM: 24%

Percentage of Candidates Considering This Program Type by Demographic Group

Candidates Considering This Program Type

First Business School Consideration

- Regional location: 25%
- Specific school: 43%
- Type of degree program: 32%

Ranking of Factors in School Selection Decision

- Quality/reputation
- Specific program aspects
- Career aspects
- Financial aspects
- Curriculum
- School culture
- Class profile

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Flexible MBA

Candidate Consideration and Preference for This Program Type

- 18% consider
- 4% prefer

Percentage of Candidates Considering This Program Type by Demographic Group

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
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<td>Male</td>
<td>17%</td>
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<tr>
<td>Female</td>
<td>20%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>22 and under</td>
<td>12%</td>
</tr>
<tr>
<td>23 to 24</td>
<td>16%</td>
</tr>
<tr>
<td>25 to 30</td>
<td>21%</td>
</tr>
<tr>
<td>31 to 39</td>
<td>25%</td>
</tr>
<tr>
<td>40 and older</td>
<td>24%</td>
</tr>
<tr>
<td>Residence</td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>20%</td>
</tr>
<tr>
<td>Middle East</td>
<td>16%</td>
</tr>
<tr>
<td>East/Southeast Asia/PI</td>
<td>13%</td>
</tr>
<tr>
<td>Central and South Asia</td>
<td>8%</td>
</tr>
<tr>
<td>United States</td>
<td>29%</td>
</tr>
<tr>
<td>Canada</td>
<td>25%</td>
</tr>
<tr>
<td>Latin America</td>
<td>13%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>9%</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>12%</td>
</tr>
<tr>
<td>Undergraduate Major</td>
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</tr>
<tr>
<td>Business/Economics</td>
<td>17%</td>
</tr>
<tr>
<td>Humanities/Soc. Sci.</td>
<td>23%</td>
</tr>
<tr>
<td>STEM</td>
<td>19%</td>
</tr>
</tbody>
</table>

Candidates Considering This Program Type

First Business School Consideration

- Regional location: 21%
- Type of degree program: 45%
- Specific school: 34%
- General factors: 21%

Ranking of Factors in School Selection Decision

- Quality/reputation
- Specific program aspects
- Career aspects
- Financial aspects
- Curriculum
- School culture
- Class profile

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### Executive MBA

**Candidate Consideration and Preference for This Program Type**

- **4% prefer**
- **14% consider**

**Percentage of Candidates Considering This Program Type by Demographic Group**

<table>
<thead>
<tr>
<th>Gender</th>
<th>16%</th>
<th>12%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22 and under</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>23 to 24</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>25 to 30</td>
<td>14%</td>
<td>31%</td>
</tr>
<tr>
<td>31 to 39</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40 and older</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Residence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Middle East</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>East/Southeast Asia/PI</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Central and South Asia</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Latin America</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Western Europe</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Undergraduate Major</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business/Economics</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Humanities/Soc. Sci.</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>STEM</td>
<td>19%</td>
<td></td>
</tr>
</tbody>
</table>

**Candidates Considering This Program Type**

- **Type of degree program:** 44%
- **Specific school:** 40%
- **Regional location:** 16%

**First Business School Consideration**

- **Quality/reputation**
- **Specific program aspects**
- **Career aspects**
- **Financial aspects**
- **Curriculum**
- **School culture**
- **Class profile**
Online MBA

Candidate Consideration and Preference for This Program Type

- **Gender**
  - Male: 12%
  - Female: 12%

- **Age**
  - 22 and under: 6%
  - 23 to 24: 8%
  - 25 to 30: 14%
  - 31 to 39: 21%
  - 40 and older: 28%

- **Residence**
  - Africa: 13%
  - Middle East: 10%
  - East/Southeast Asia/PI: 5%
  - Central and South Asia: 3%
  - United States: 23%
  - Canada: 16%
  - Latin America: 6%
  - Western Europe: 4%
  - Eastern Europe: 8%

- **Undergraduate Major**
  - Business/Economics: 11%
  - Humanities/Soc. Sci.: 16%
  - STEM: 12%

Percentage of Candidates Considering This Program Type by Demographic Group

Candidates Considering This Program Type

- **First Business School Consideration**
  - Regional location: 20%
  - Specific school: 25%
  - Type of degree program: 55%

Ranking of Factors in School Selection Decision

- Quality/reputation
- Specific program aspects
- Financial aspects
- Career aspects
- Curriculum
- School culture
- Class profile

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Program Specific Analyses

Joint/Dual Degree Program (With an MBA)

Candidate Consideration and Preference for This Program Type

- 11% consider

- 3% prefer

Percentage of Candidates Considering This Program Type by Demographic Group

<table>
<thead>
<tr>
<th>Gender</th>
<th>11%</th>
<th>12%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>11%</td>
<td>12%</td>
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<tr>
<td>Female</td>
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</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>9%</th>
<th>12%</th>
<th>13%</th>
<th>11%</th>
<th>9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>22 and under</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>23 to 24</td>
<td>9%</td>
<td>12%</td>
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<td></td>
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<tr>
<td>25 to 30</td>
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<td>13%</td>
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<tr>
<td>31 to 39</td>
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<td></td>
<td>11%</td>
<td></td>
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<tr>
<td>40 and older</td>
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<th>10%</th>
<th>16%</th>
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<tr>
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<td>Middle East</td>
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</tr>
<tr>
<td>East/Southeast Asia/PI</td>
<td>8%</td>
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<td></td>
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<tr>
<td>Central and South Asia</td>
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<td>United States</td>
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<tr>
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<td></td>
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<td>Western Europe</td>
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<td>Eastern Europe</td>
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<td></td>
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<td>12%</td>
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<thead>
<tr>
<th>Undergraduate Major</th>
<th>11%</th>
<th>16%</th>
<th>12%</th>
</tr>
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<tbody>
<tr>
<td>Business/Economics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Humanities/Soc. Sci.</td>
<td></td>
<td></td>
<td>16%</td>
</tr>
<tr>
<td>STEM</td>
<td></td>
<td></td>
<td>12%</td>
</tr>
</tbody>
</table>

Candidates Considering This Program Type

First Business School Consideration

- Type of degree program: 48%
- Specific school: 40%
- Regional location: 13%

Ranking of Factors in School Selection Decision

- Quality/reputation
- Career aspects
- Specific program aspects
- Curriculum
- Financial aspects
- School culture
- Class profile

mba.com Prospective Students Survey 2019
Program Specific Analyses

Hybrid/Blended MBA Program

Candidate Consideration and Preference for This Program Type

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage of Candidates Considering This Program Type by Demographic Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>8%</td>
</tr>
<tr>
<td>Female</td>
<td>9%</td>
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</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage of Candidates Considering This Program Type by Demographic Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>22 and under</td>
<td>5%</td>
</tr>
<tr>
<td>23 to 24</td>
<td>6%</td>
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<tr>
<td>25 to 30</td>
<td>9%</td>
</tr>
<tr>
<td>31 to 39</td>
<td>14%</td>
</tr>
<tr>
<td>40 and older</td>
<td>20%</td>
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</table>

<table>
<thead>
<tr>
<th>Residence</th>
<th>Percentage of Candidates Considering This Program Type by Demographic Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>9%</td>
</tr>
<tr>
<td>Middle East</td>
<td>6%</td>
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<tr>
<td>East/Southeast Asia/PI</td>
<td>6%</td>
</tr>
<tr>
<td>Central and South Asia</td>
<td>5%</td>
</tr>
<tr>
<td>United States</td>
<td>14%</td>
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<tr>
<td>Canada</td>
<td>12%</td>
</tr>
<tr>
<td>Latin America</td>
<td>6%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>4%</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>5%</td>
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<table>
<thead>
<tr>
<th>Undergraduate Major</th>
<th>Percentage of Candidates Considering This Program Type by Demographic Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business/Economics</td>
<td>8%</td>
</tr>
<tr>
<td>Humanities/Soc. Sci.</td>
<td>11%</td>
</tr>
<tr>
<td>STEM</td>
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First Business School Consideration

<table>
<thead>
<tr>
<th>Rank</th>
<th>Percentage</th>
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<td>1</td>
<td>Regional location 20%</td>
</tr>
<tr>
<td>2</td>
<td>Specific school 30%</td>
</tr>
<tr>
<td>3</td>
<td>Type of degree program 50%</td>
</tr>
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</table>

Ranking of Factors in School Selection Decision

- Quality/reputation
- Specific program aspects
- Career aspects
- Financial aspects
- Curriculum
- School culture
- Class profile

mba.com Prospective Students Survey 2019
**Program Specific Analyses**

**Master of Finance**

**Candidate Consideration and Preference for This Program Type**
- 24% consider
- 10% prefer

**Percentage of Candidates Considering This Program Type by Demographic Group**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
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<table>
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<tr>
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<td>23 to 24</td>
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<td>25 to 30</td>
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<td>31 to 39</td>
<td>14%</td>
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<tr>
<td>40 and older</td>
<td>10%</td>
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<table>
<thead>
<tr>
<th>Residence</th>
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<tr>
<td>Africa</td>
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<tr>
<td>Middle East</td>
<td>16%</td>
</tr>
<tr>
<td>East/Southeast Asia/PI</td>
<td>33%</td>
</tr>
<tr>
<td>Central and South Asia</td>
<td>23%</td>
</tr>
<tr>
<td>United States</td>
<td>16%</td>
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<td>Canada</td>
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<table>
<thead>
<tr>
<th>Undergraduate Major</th>
<th>Percentage</th>
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<tbody>
<tr>
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<td>33%</td>
</tr>
<tr>
<td>Humanities/Soc. Sci.</td>
<td>14%</td>
</tr>
<tr>
<td>STEM</td>
<td>17%</td>
</tr>
</tbody>
</table>

**Candidates Considering This Program Type**

- Type of degree program: 49%
- Specific school: 40%
- Regional location: 11%

**First Business School Consideration**

<table>
<thead>
<tr>
<th>Ranking of Factors in School Selection Decision</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality/reputation</td>
<td>49%</td>
</tr>
<tr>
<td>Career aspects</td>
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</tr>
<tr>
<td>Specific program aspects</td>
<td>33%</td>
</tr>
<tr>
<td>Curriculum</td>
<td>28%</td>
</tr>
<tr>
<td>Financial aspects</td>
<td>25%</td>
</tr>
<tr>
<td>School culture</td>
<td>33%</td>
</tr>
<tr>
<td>Class profile</td>
<td>23%</td>
</tr>
</tbody>
</table>
Master of Data Analytics

Candidate Consideration and Preference for This Program Type

- Gender:
  - Male: 19%
  - Female: 20%

- Age:
  - 22 and under: 24%
  - 23 to 24: 22%
  - 25 to 30: 17%
  - 31 to 39: 15%
  - 40 and older: 16%

- Residence:
  - Africa: 21%
  - Middle East: 12%
  - East/Southeast Asia/PI: 28%
  - Central and South Asia: 21%
  - United States: 16%
  - Canada: 18%
  - Latin America: 17%
  - Western Europe: 18%
  - Eastern Europe: 17%

- Undergraduate Major:
  - Business/Economics: 21%
  - Humanities/Soc. Sci.: 14%
  - STEM: 23%

Percentage of Candidates Considering This Program Type by Demographic Group

- Specific school: 35%
- Regional location: 14%
- Type of degree program: 51%

Candidates Considering This Program Type

First Business School Consideration

- Quality/reputation
- Career aspects
- Specific program aspects
- Financial aspects
- Curriculum
- School culture
- Class profile

mba.com Prospective Students Survey 2019
Master in International Management

Candidate Consideration and Preference for This Program Type

- **14% consider**
- **3% prefer**

Percentage of Candidates Considering This Program Type by Demographic Group

- **Gender**
  - Male: 12%
  - Female: 17%

- **Age**
  - 22 and under: 18%
  - 23 to 24: 15%
  - 25 to 30: 16%
  - 31 to 39: 21%
  - 40 and older: 5%

- **Residence**
  - Africa: 18%
  - Middle East: 15%
  - East/Southeast Asia/PI: 16%
  - Central and South Asia: 16%
  - United States: 5%
  - Canada: 11%
  - Latin America: 12%
  - Western Europe: 25%
  - Eastern Europe: 23%

- **Undergraduate Major**
  - Business/Economics: 16%
  - Humanities/Soc. Sci.: 16%
  - STEM: 13%

Candidates Considering This Program Type

- Type of degree program: 52%
- Specific school: 36%
- Regional location: 13%
- Quality/reputation: 52%
- Career aspects: 25%
- Specific program aspects: 23%
- Curriculum: 20%
- Financial aspects: 16%
- School culture: 16%
- Class profile: 14%
Master in Management

Candidate Consideration and Preference for This Program Type

- **14%** consider
- **3%** prefer

Percentage of Candidates Considering This Program Type by Demographic Group

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
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<td>Female</td>
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<tr>
<td>22 and under</td>
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<tr>
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<td>25 to 30</td>
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<td>Eastern Europe</td>
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<tr>
<td>Undergraduate Major</td>
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</tr>
<tr>
<td>Humanities/Soc. Sci.</td>
<td>16%</td>
</tr>
<tr>
<td>STEM</td>
<td>12%</td>
</tr>
</tbody>
</table>

Candidates Considering This Program Type

- Regional location: 13%
- Type of degree program: 51%
- Specific school: 36%

First Business School Consideration

- Ranking of Factors in School Selection Decision:
  - Quality/reputation
  - Specific program aspects
  - Career aspects
  - Curriculum
  - Financial aspects
  - School culture
  - Class profile

mba.com Prospective Students Survey 2019
Master of Marketing

Candidate Consideration and Preference for This Program Type

- 12% consider
- 2% prefer

Percentage of Candidates Considering This Program Type by Demographic Group

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<tr>
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<td>Humanities/Soc. Sci.</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>STEM</td>
<td>8%</td>
</tr>
</tbody>
</table>

Candidates Considering This Program Type

First Business School Consideration

- Specific school: 37%
- Regional location: 15%
- Type of degree program: 48%

Ranking of Factors in School Selection Decision

- Quality/reputation
- Career aspects
- Specific program aspects
- Curriculum
- Financial aspects
- School culture
- Class profile
Program Specific Analyses

Master of Accounting

Candidate Consideration and Preference for This Program Type

- 11% consider
- 4% prefer

Percentage of Candidates Considering This Program Type by Demographic Group

- Gender:
  - Male: 9%
  - Female: 14%

- Age:
  - 22 and under: 18%
  - 23 to 24: 12%
  - 25 to 30: 7%
  - 31 to 39: 7%
  - 40 and older: 12%

- Residence:
  - Africa: 14%
  - Middle East: 4%
  - East/Southeast Asia/PI: 14%
  - Central and South Asia: 6%
  - United States: 14%
  - Canada: 9%
  - Latin America: 1%
  - Western Europe: 9%
  - Eastern Europe: 6%

- Undergraduate Major:
  - Business/Economics: 16%
  - Humanities/Soc. Sci.: 7%
  - STEM: 5%

Candidates Considering This Program Type

- First Business School Consideration:
  - Regional location: 15%
  - Type of degree program: 54%
  - Specific school: 31%

Ranking of Factors in School Selection Decision

- Quality/reputation
- Career aspects
- Specific program aspects
- Financial aspects
- Curriculum
- School culture
- Class profile

mba.com Prospective Students Survey 2019
Master of Information Technology

Candidate Consideration and Preference for This Program Type

- 11% consider
- 2% prefer

Percentage of Candidates Considering This Program Type by Demographic Group

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>11%</td>
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<tr>
<td>Female</td>
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<table>
<thead>
<tr>
<th>Age Group</th>
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<tbody>
<tr>
<td>22 and under</td>
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<tr>
<td>23 to 24</td>
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<td>Africa</td>
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<td>Western Europe</td>
<td>10%</td>
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<tr>
<td>Eastern Europe</td>
<td>11%</td>
</tr>
</tbody>
</table>

Candidates Considering This Program Type

First Business School Consideration

- Regional location: 15%
- Specific school: 32%
- Type of degree program: 53%

Ranking of Factors in School Selection Decision

- Quality/reputation
- Career aspects
- Specific program aspects
- Financial aspects
- Curriculum
- School culture
- Class profile

mba.com Prospective Students Survey 2019
Program Specific Analyses

Master of Project Management

Candidate Consideration and Preference for This Program Type

- 10% consider

- 1% prefer

Percentage of Candidates Considering This Program Type by Demographic Group

<table>
<thead>
<tr>
<th>Demographic Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
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<td>Female</td>
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<tr>
<td>Eastern Europe</td>
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<tr>
<td>Business/Economics</td>
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<td>Humanities/Soc. Sci.</td>
<td>11%</td>
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<tr>
<td>STEM</td>
<td>12%</td>
</tr>
</tbody>
</table>

Candidates Considering This Program Type

First Business School Consideration

- Type of degree program: 53%
- Specific school: 32%
- Regional location: 16%

Ranking of Factors in School Selection Decision

- Quality/reputation
- Career aspects
- Specific program aspects
- Financial aspects
- Curriculum
- School culture
- Class profile

mba.com Prospective Students Survey 2019
Master of Entrepreneurship

Candidate Consideration and Preference for This Program Type

- 10% consider
- 1% prefer

Percentage of Candidates Considering This Program Type by Demographic Group

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Gender</td>
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<td>Residence</td>
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<td>11%</td>
</tr>
<tr>
<td>STEM</td>
<td>11%</td>
</tr>
</tbody>
</table>

Candidates Considering This Program Type

- 52% Specific school
- 35% Regional location
- 13% Type of degree program

First Business School Consideration

Ranking of Factors in School Selection Decision

- Quality/reputation
- Career aspects
- Specific program aspects
- Financial aspects
- Curriculum
- School culture
- Class profile

mba.com Prospective Students Survey 2019
Master of Supply Chain Management

Candidate Consideration and Preference for This Program Type

- 9% consider
- 1% prefer

Percentage of Candidates Considering This Program Type by Demographic Group

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
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<thead>
<tr>
<th>Undergraduate Major</th>
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<td>Humanities/Soc. Sci.</td>
<td>8%</td>
</tr>
<tr>
<td>STEM</td>
<td>12%</td>
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</tbody>
</table>

Candidates Considering This Program Type

- Type of degree program 51%
- Specific school 34%
- Regional location 15%

First Business School Consideration

Ranking of Factors in School Selection Decision

- Quality/reputation
- Career aspects
- Specific program aspects
- Financial aspects
- Curriculum
- School culture
- Class profile

mba.com Prospective Students Survey 2019
Program Specific Analyses

Master of Human Resources

Candidate Consideration and Preference for This Program Type

- **6% consider**
- **1% prefer**

### Percentage of Candidates Considering This Program Type by Demographic Group

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
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<td>6%</td>
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<tr>
<td>Latin America</td>
<td>4%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>4%</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>4%</td>
</tr>
<tr>
<td>Business/Economics</td>
<td>7%</td>
</tr>
<tr>
<td>Humanities/Soc. Sci.</td>
<td>10%</td>
</tr>
<tr>
<td>STEM</td>
<td>5%</td>
</tr>
</tbody>
</table>

### Candidates Considering This Program Type

- **Type of degree program**: 53%
- **Specific school**: 32%
- **Regional location**: 15%

**First Business School Consideration**

**Ranking of Factors in School Selection Decision**

- Quality/reputation
- Career aspects
- Specific program aspects
- Financial aspects
- Curriculum
- School culture
- Class profile

mba.com Prospective Students Survey 2019
Master of Engineering Management

Candidate Consideration and Preference for This Program Type

- **5%** consider
- **1%** prefer

Percentage of Candidates Considering This Program Type by Demographic Group

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>7%</td>
</tr>
<tr>
<td>Female</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>22 and under</td>
<td>4%</td>
</tr>
<tr>
<td>23 to 24</td>
<td>6%</td>
</tr>
<tr>
<td>25 to 30</td>
<td>6%</td>
</tr>
<tr>
<td>31 to 39</td>
<td>4%</td>
</tr>
<tr>
<td>40 and older</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Residence</strong></td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>8%</td>
</tr>
<tr>
<td>Middle East</td>
<td>10%</td>
</tr>
<tr>
<td>East/Southeast Asia/PI</td>
<td>4%</td>
</tr>
<tr>
<td>Central and South Asia</td>
<td>9%</td>
</tr>
<tr>
<td>United States</td>
<td>4%</td>
</tr>
<tr>
<td>Canada</td>
<td>4%</td>
</tr>
<tr>
<td>Latin America</td>
<td>6%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>5%</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Undergraduate Major</strong></td>
<td></td>
</tr>
<tr>
<td>Business/Economics</td>
<td>2%</td>
</tr>
<tr>
<td>Humanities/Soc. Sci.</td>
<td>3%</td>
</tr>
<tr>
<td>STEM</td>
<td>12%</td>
</tr>
</tbody>
</table>

Candidates Considering This Program Type

- Specific school 34%
- Regional location 17%
- Type of degree program 49%

First Business School Consideration

<table>
<thead>
<tr>
<th>Ranking of Factors in School Selection Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality/reputation</td>
</tr>
<tr>
<td>Career aspects</td>
</tr>
<tr>
<td>Specific program aspects</td>
</tr>
<tr>
<td>Financial aspects</td>
</tr>
<tr>
<td>Curriculum</td>
</tr>
<tr>
<td>School culture</td>
</tr>
<tr>
<td>Class profile</td>
</tr>
</tbody>
</table>

mba.com Prospective Students Survey 2019
Master of Real Estate Management

Candidate Consideration and Preference for This Program Type

Percentage of Candidates Considering This Program Type by Demographic Group

- Gender
  - Male: 4%
  - Female: 4%

- Age
  - 22 and under: 6%
  - 23 to 24: 4%
  - 25 to 30: 3%
  - 31 to 39: 3%
  - 40 and older: 3%

- Residence
  - Africa: 5%
  - Middle East: 3%
  - East/Southeast Asia/PI: 8%
  - Central and South Asia: 4%
  - United States: 3%
  - Canada: 2%
  - Latin America: 4%
  - Western Europe: 3%
  - Eastern Europe: 3%

- Undergraduate Major
  - Business/Economics: 5%
  - Humanities/Soc. Sci.: 6%
  - STEM: 4%

Candidates Considering This Program Type

First Business School Consideration

- Type of degree program: 45%
- Specific school: 39%
- Regional location: 15%

Ranking of Factors in School Selection Decision

- Quality/reputation
- Career aspects
- Specific program aspects
- Curriculum
- Financial aspects
- School culture
- Class profile

mba.com Prospective Students Survey 2019
Program Specific Analyses

Master of Taxation

Candidate Consideration and Preference for This Program Type

- **3%** consider
- **<1%** prefer

Percentage of Candidates Considering This Program Type by Demographic Group

- **Gender**
  - Male: 3%
  - Female: 4%
- **Age**
  - 22 and under: 3%
  - 23 to 24: 4%
  - 25 to 30: 5%
  - 31 to 39: 3%
  - 40 and older: 2%
- **Residence**
  - Africa: 8%
  - Middle East: 2%
  - East/Southeast Asia/PI: 4%
  - Central and South Asia: 3%
  - United States: 4%
  - Canada: 2%
  - Latin America: 1%
  - Western Europe: 2%
  - Eastern Europe: 4%
- **Undergraduate Major**
  - Business/Economics: 5%
  - Humanities/Soc. Sci.: 3%
  - STEM: 2%

Candidates Considering This Program Type

- **Type of degree program**: 58%
- **Regional location**: 14%
- **Specific school**: 28%

First Business School Consideration

Ranking of Factors in School Selection Decision

- Quality/reputation
- Career aspects
- Specific program aspects
- Financial aspects
- Curriculum
- School culture
- Class profile

mba.com Prospective Students Survey 2019
Program Specific Analyses

Master of Health Administration

Candidate Consideration and Preference for This Program Type

Percentage of Candidates Considering This Program Type by Demographic Group

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
<th>22 and under</th>
<th>23 to 24</th>
<th>25 to 30</th>
<th>31 to 39</th>
<th>40 and older</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Female</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>22 and under</th>
<th>23 to 24</th>
<th>25 to 30</th>
<th>31 to 39</th>
<th>40 and older</th>
</tr>
</thead>
<tbody>
<tr>
<td>22 and under</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>23 to 24</td>
<td>3%</td>
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<tr>
<td>25 to 30</td>
<td>3%</td>
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<tr>
<td>31 to 39</td>
<td>4%</td>
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<tr>
<td>40 and older</td>
<td>6%</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Residence</th>
<th>Africa</th>
<th>Middle East</th>
<th>East/Southeast Asia/PI</th>
<th>Central and South Asia</th>
<th>United States</th>
<th>Canada</th>
<th>Latin America</th>
<th>Western Europe</th>
<th>Eastern Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Middle East</td>
<td>3%</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>East/Southeast Asia/PI</td>
<td>2%</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central and South Asia</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>United States</td>
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<td>Canada</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Western Europe</td>
<td>2%</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>4%</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Undergraduate Major</th>
<th>Business/Economics</th>
<th>Humanities/Soc. Sci.</th>
<th>STEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business/Economics</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Humanities/Soc. Sci.</td>
<td></td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>STEM</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Candidates Considering This Program Type

First Business School Consideration

- Type of degree program: 50%
- Specific school: 34%
- Regional location: 15%

Ranking of Factors in School Selection Decision

- Quality/reputation
- Career aspects
- Specific program aspects
- Financial aspects
- Curriculum
- School culture
- Class profile

mba.com Prospective Students Survey 2019
Candidate Profiles by Preferred Program Category

This section features data by candidate preferred program category, including:

- Gender
- Median age
- Median years work experience
- Undergraduate major category
- Home ownership
- Marital status
- Child status
Candidates who prefer full-time MBA program types began considering business school a median of 15 months after completing their undergraduate degree. At the time of mba.com registration they have a median age of 26 and a median of three years of work experience. About 1 in 5 own a home (20%) and are married (17%), and 1 in 10 have children (10%).

Sixty-three percent are men and 37 percent are women. Half majored in business/economics as undergraduates (52%), 42 percent majored in a STEM field, and 22 percent majored in a humanities/social sciences field.

Undergraduate Major Category*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business/Economics</td>
<td>52%</td>
</tr>
<tr>
<td>Humanities/Social Sciences</td>
<td>22%</td>
</tr>
<tr>
<td>STEM</td>
<td>42%</td>
</tr>
</tbody>
</table>

*Total does not sum to 100 percent because of multiple selections.
Candidates who prefer professional MBA program types began considering business school a median of 28 months after completing their undergraduate degree. At the time of mba.com registration they have a median age of 28 and a median of four years work of experience. More than 1 in 3 own a home (36%) and are married (35%), and about 1 in 4 have children (24%).

Fifty-six percent are men and 44 percent are women. Half majored in business/economics as undergraduates (52%), 37 percent majored in a STEM field, and 26 percent majored in a humanities/social sciences field.

*Total does not sum to 100 percent because of multiple selections.
Candidates who prefer executive MBA program types began considering business school a median of five years after completing their undergraduate degree. At the time of mba.com registration they have a median age of 34 and a median of nine and a half years of work experience. About half own a home (47%) and are married (52%), and 39 percent have children.

Sixty-seven percent are men and 33 percent are women. More than half majored in a STEM field as undergraduates (56%), 37 percent majored in business/economics, and 23 percent majored in a humanities/social sciences field.

*Total does not sum to 100 percent because of multiple selections.*
Candidates who prefer business master’s program types began considering business school a median of 10 months before completing their undergraduate degree. At the time of mba.com registration they have a median age of 23 and a median of zero years of work experience. About 1 in 5 own a home (18%), and about 1 in 10 are married (10%) and have children (9%).

The gender split is about equal. Three in 4 majored in business/economics as undergraduates (76%), 27 percent majored in a STEM field, and 17 percent majored in a humanities/social sciences field.

*Total does not sum to 100 percent because of multiple selections.
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
Candidate Profiles by Citizenship

Australia

Program Considerations

- MBA program types only: 42%
- Both MBA and master’s program types: 45%
- Business master’s program types only: 13%

Top 10 Program Types Considered

- Full-time two-year MBA: 44%
- Full-time one-year MBA: 44%
- Part-time MBA: 26%
- Executive MBA: 26%
- Flexible MBA: 25%
- Online MBA: 18%
- Master of Finance: 18%
- Master in Management: 16%
- Hybrid/blended MBA: 13%
- Master of Int’l Management: 13%

Top Program Types Preferred*

- Full-time one-year MBA: 26%
- Executive MBA: 11%
- Full-time two-year MBA: 11%
- Master of Finance: 11%
- Flexible MBA: 9%
- Online MBA: 5%
- Master in Management: 5%

Application Plans by Relative Location

- Local: 28%
- Regional: 10%
- National: 21%
- Int’l: 66%

Application Plans by Program World Region

- United States: 51%
- W. Europe: 43%
- Aus/PI: 40%
- E & SE Asia: 16%
- Canada: 15%
- E. Europe: 6%
- C & S Asia: 4%
- LATAM: 3%
- Middle East: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- United States: 31%
- Australia: 24%
- United Kingdom: 12%
- Singapore: 6%

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 Citizenship

Belgium

Program Considerations

MBA program types only 19%
Both 33%
Business master’s program types only 48%

Top 10 Program Types Considered

- Master of Finance: 43%
- Full-time one-year MBA: 31%
- Full-time two-year MBA: 28%
- Master in Management: 24%
- Master of Intl. Management: 19%
- Master of Info. Technology: 17%
- Master of Data Analytics: 15%
- Master of Engineering Management: 15%
- Executive MBA: 13%
- Master of Marketing: 13%

Top Program Types Preferred*

- Master of Finance: 26%
- Master in Management: 11%
- Full-time one-year MBA: 11%
- Master of Intl' Management: 9%
- Full-time two-year MBA: 9%

Application Plans by Relative Location

- Local: 28%
- Regional: 19%
- National: 11%
- Int'l: 78%

Application Plans by Program World Region

- W. Europe: 81%
- United States: 28%
- Canada: 7%
- E. Europe: 6%
- C & S Asia: 4%
- E & SE Asia: 2%
- Aus/PI: 2%
- Middle East: 0%
- LATAM: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- United Kingdom: 26%
- United States: 26%
- Belgium: 15%
- France: 7%
- Netherlands: 6%
- Spain: 6%

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

Candidate Profiles by Citizenship

Program Considerations

- MBA program types only: 47%
- Business master’s program types only: 10%
- Both: 42%

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>61%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>55%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>23%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>21%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>21%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>16%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Int'l Management</td>
<td>14%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>14%</td>
</tr>
<tr>
<td>Master of Entrepreneurship</td>
<td>13%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>37%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>24%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>6%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>5%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>5%</td>
</tr>
</tbody>
</table>

Application Plans by Relative Location

- Local: 15%
- Regional: 5%
- National: 7%
- Int’l: 86%

Application Plans by Program World Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Considered Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>70%</td>
</tr>
<tr>
<td>W. Europe</td>
<td>62%</td>
</tr>
<tr>
<td>Canada</td>
<td>26%</td>
</tr>
<tr>
<td>E. Europe</td>
<td>12%</td>
</tr>
<tr>
<td>LATAM</td>
<td>5%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>5%</td>
</tr>
<tr>
<td>E &amp; SE Asia</td>
<td>4%</td>
</tr>
<tr>
<td>Middle East</td>
<td>1%</td>
</tr>
<tr>
<td>C &amp; S Asia</td>
<td>1%</td>
</tr>
<tr>
<td>Africa</td>
<td>0%</td>
</tr>
</tbody>
</table>

Preferred Study Destination by Program Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Preferred Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>48%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>12%</td>
</tr>
<tr>
<td>Canada</td>
<td>11%</td>
</tr>
<tr>
<td>France</td>
<td>8%</td>
</tr>
<tr>
<td>Spain</td>
<td>7%</td>
</tr>
</tbody>
</table>

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 Citizenship

Canada

Program Considerations

MBA program types only 47%

Business master’s program types only 6%

Both 48%

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>57%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>45%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>44%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>28%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>22%</td>
</tr>
<tr>
<td>Online MBA</td>
<td>20%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>16%</td>
</tr>
<tr>
<td>Joint/dual degree w/ an MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Hybrid/blended MBA</td>
<td>13%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>12%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>30%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>13%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>8%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>6%</td>
</tr>
</tbody>
</table>

Application Plans by Relative Location

Local 55%
Regional 26%
National 31%
International 34%

Application Plans by Program World Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>80%</td>
</tr>
<tr>
<td>United States</td>
<td>32%</td>
</tr>
<tr>
<td>W. Europe</td>
<td>19%</td>
</tr>
<tr>
<td>E &amp; SE Asia</td>
<td>6%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>4%</td>
</tr>
<tr>
<td>E. Europe</td>
<td>3%</td>
</tr>
<tr>
<td>C &amp; S Asia</td>
<td>2%</td>
</tr>
<tr>
<td>Africa</td>
<td>2%</td>
</tr>
<tr>
<td>LATAM</td>
<td>1%</td>
</tr>
<tr>
<td>Middle East</td>
<td>1%</td>
</tr>
</tbody>
</table>

Preferred Study Destination by Program Country*

<table>
<thead>
<tr>
<th>Country</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>66%</td>
</tr>
<tr>
<td>United States</td>
<td>23%</td>
</tr>
</tbody>
</table>

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 Citizenship

China

Program Considerations

<table>
<thead>
<tr>
<th>MBA program types only</th>
<th>Both%</th>
<th>Business master’s program types only</th>
</tr>
</thead>
<tbody>
<tr>
<td>16%</td>
<td>38%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Top 10 Program Types Considered

- Master of Finance: 41%
- Full-time one-year MBA: 34%
- Master of Data Analytics: 33%
- Full-time two-year MBA: 25%
- Master of Info. Technology: 22%
- Master of Accounting: 22%
- Master of Marketing: 21%
- Master in Management: 16%
- Master of Int’l Management: 15%
- Master of Project Management: 13%

Top Program Types Preferred*

- Master of Finance: 23%
- Master of Data Analytics: 14%
- Full-time one-year MBA: 13%
- Master of Accounting: 8%
- Full-time two-year MBA: 8%
- Master of Marketing: 6%

Application Plans by Relative Location

- Local: 15%
- Regional: 13%
- National: 22%
- Int’l: 76%

Application Plans by Program World Region

- United States: 53%
- W. Europe: 39%
- E & SE Asia: 31%
- Canada: 20%
- Aus/PI: 11%
- E. Europe: 8%
- C & S Asia: 6%
- Middle East: 1%
- LATAM: 1%
- Africa: 0%

Preferred Study Destination by Program Country*

- United States: 43%
- United Kingdom: 14%
- Hong Kong: 11%
- Canada: 8%
- Singapore: 6%
- France: 5%
- China: 5%

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

Candidate Profiles by Citizenship

Program Considerations

- MBA program types only: 25%
- Both: 34%
- Business master’s program types only: 42%

Top 10 Program Types Considered

- Full-time one-year MBA: 39%
- Master of Finance: 30%
- Master in Management: 30%
- Master of Int’l Management: 28%
- Full-time two-year MBA: 23%
- Master of Data Analytics: 15%
- Master of Marketing: 14%
- Executive MBA: 13%
- Part-time MBA: 12%
- Flexible MBA: 10%

Top Program Types Preferred*

- Full-time one-year MBA: 19%
- Master of Finance: 15%
- Master in Management: 13%
- Master of Int’l Management: 12%
- Full-time two-year MBA: 8%
- Executive MBA: 6%

Application Plans by Relative Location

- Local: 22%
- Regional: 14%
- National: 25%
- Int’l: 75%

Application Plans by Program World Region

- W. Europe: 76%
- United States: 35%
- E & SE Asia: 19%
- Canada: 17%
- E. Europe: 9%
- C & S Asia: 4%
- Aus/PI: 4%
- LATAM: 3%
- Middle East: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- France: 37%
- United States: 19%
- United Kingdom: 8%
- Spain: 5%
- Switzerland: 5%
- Singapore: 5%

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 Citizenship

Germany

Program Considerations

- MBA program types only: 12%
- Business master’s program types only: 49%
- Both: 38%

Top 10 Program Types Considered

- Master in Management: 48%
- Master of Finance: 40%
- Master of Int’l Management: 38%
- Full-time two-year MBA: 34%
- Full-time one-year MBA: 28%
- Master of Data Analytics: 19%
- Master of Entrepreneurship: 16%
- Master of Marketing: 13%
- Master of Info. Technology: 13%
- Master of Accounting: 11%

Top Program Types Preferred*

- Master of Finance: 21%
- Master in Management: 19%
- Full-time two-year MBA: 11%
- Master of Int’l Management: 10%
- Full-time one-year MBA: 7%
- Master of Marketing: 5%

Application Plans by Relative Location

- Local: 24%
- Regional: 22%
- National: 29%
- Int’l: 74%

Application Plans by Program World Region

- W. Europe: 89%
- United States: 27%
- Canada: 9%
- E. Europe: 8%
- E & SE Asia: 7%
- Aus/PI: 2%
- Africa: 2%
- Middle East: 1%
- LATAM: 1%
- C & S Asia: 1%

Preferred Study Destination by Program Country*

- Germany: 38%
- United States: 13%
- United Kingdom: 12%
- Netherlands: 10%
- Sweden: 5%

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.
Ghana

**Program Considerations**

- MBA program types only: 13%
- Both: 73%
- Business master’s program types only: 14%

**Top 10 Program Types Considered**

- Full-time two-year MBA: 57%
- Full-time one-year MBA: 44%
- Master of Finance: 41%
- Master of Accounting: 23%
- Master of Supply Chain: 23%
- Master of Data Analytics: 22%
- Master of Int'l Management: 21%
- Master in Management: 20%
- Master of Info. Technology: 20%
- Flexible MBA: 18%

**Top Program Types Preferred**

- Full-time two-year MBA: 17%
- Master of Finance: 17%
- Full-time one-year MBA: 16%
- PhD in business/DBA: 7%
- Master of Data Analytics: 5%
- Master of Int’l Management: 5%

**Application Plans by Relative Location**

- Local: 13%
- Regional: 7%
- National: 10%
- Int’l: 91%

**Application Plans by Program World Region**

- United States: 71%
- Canada: 56%
- W. Europe: 51%
- E. Europe: 23%
- Aus/PI: 22%
- E & SE Asia: 12%
- Middle East: 6%
- C & S Asia: 6%
- Africa: 6%
- LATAM: 2%

**Preferred Study Destination by Program Country**

- United States: 38%
- Canada: 24%
- United Kingdom: 9%
- France: 7%
- Germany: 7%

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 Citizenship

Greece

Program Considerations

- MBA program types only: 23%
- Business master’s program types only: 52%
- Both: 26%

Top 10 Program Types Considered

- Master of Finance: 39%
- Master in Management: 33%
- Full-time one-year MBA: 28%
- Master of Data Analytics: 28%
- Master of Supply Chain: 19%
- Master of Int’l Management: 17%
- Master of Project Management: 17%
- Master of Marketing: 17%
- Full-time two-year MBA: 16%
- Master of Entrepreneurship: 13%

Top Program Types Preferred*

- Master of Finance: 15%
- Full-time one-year MBA: 15%
- Master in Management: 13%
- Master of Data Analytics: 8%
- Master of Marketing: 8%
- Part-time MBA: 7%
- Full-time two-year MBA: 5%
- Master of Supply Chain: 5%

Application Plans by Program World Region

- W. Europe: 83%
- United States: 27%
- E. Europe: 11%
- Canada: 6%
- E & SE Asia: 5%
- Aus/PI: 5%
- C & S Asia: 3%
- Middle East: 2%
- LATAM: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- United Kingdom: 33%
- Netherlands: 19%
- United States: 17%
- Greece: 5%
- Sweden: 5%
- France: 5%

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 Citizenship

India

Program Considerations

- MBA program types only: 34%
- Business master’s program types only: 9%
- Both: 57%

Top 10 Program Types Considered

- Full-time one-year MBA: 60%
- Full-time two-year MBA: 60%
- Master of Finance: 21%
- Master of Data Analytics: 21%
- Master of Int’l Management: 19%
- Executive MBA: 19%
- One-year PGP: 18%
- Master of Marketing: 15%
- Master of Entrepreneurship: 15%
- Two-year PGP: 14%

Top Program Types Preferred*

- Full-time one-year MBA: 29%
- Full-time two-year MBA: 27%
- Executive MBA: 6%
- One-year PGP program: 5%
- Master of Finance: 5%

Application Plans by Relative Location

- Local: 11%
- Regional: 10%
- National: 36%
- Int’l: 86%

Application Plans by Program World Region

- United States: 66%
- W. Europe: 52%
- Canada: 44%
- C & S Asia: 26%
- E. Europe: 24%
- E & SE Asia: 22%
- Aus/PI: 22%
- Middle East: 3%
- LATAM: 2%
- Africa: 1%

Preferred Study Destination by Program Country*

- United States: 39%
- India: 14%
- Canada: 12%
- United Kingdom: 8%
- France: 8%
- Singapore: 5%

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 Citizenship

Indonesia

Program Considerations

- MBA program types only: 29%
- Business master's program types only: 13%
- Both: 57%

Top 10 Program Types Considered

- Master of Finance: 41%
- Full-time one-year MBA: 34%
- Master of Data Analytics: 33%
- Full-time two-year MBA: 25%
- Master of Accounting: 22%
- Master of Info. Technology: 22%
- Master of Marketing: 21%
- Master in Management: 16%
- Master of Int'l Management: 15%
- Master of Project Management: 13%

Top Program Types Preferred*

- Full-time one-year MBA: 41%
- Full-time two-year MBA: 14%
- Master of Finance: 6%
- Master of Supply Chain: 6%

Application Plans by Relative Location

- Local: 14%
- Regional: 10%
- National: 7%
- Int'l: 79%

Application Plans by Program World Region

- W. Europe: 55%
- United States: 52%
- E & SE Asia: 23%
- Canada: 17%
- Aus/PI: 14%
- E. Europe: 16%
- C & S Asia: 8%
- Middle East: 5%
- LATAM: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- United States: 40%
- United Kingdom: 19%
- Canada: 10%
- Netherlands: 6%
- Singapore: 5%

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 Citizenship

### Italy

#### Program Considerations

- MBA program types only: 19%
- Both MBA and master’s program types only: 32%
- Business master’s program types only: 49%

#### Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>65%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>39%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>27%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>19%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>17%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Supply Chain</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>14%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>14%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>14%</td>
</tr>
</tbody>
</table>

#### Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Finance</td>
<td>32%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>16%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>12%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>10%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>9%</td>
</tr>
</tbody>
</table>

#### Application Plans by Relative Location

- Local: 13%
- Regional: 11%
- National: 25%
- Int’l: 88%

#### Application Plans by Program World Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Preferences %</th>
</tr>
</thead>
<tbody>
<tr>
<td>W. Europe</td>
<td>83%</td>
</tr>
<tr>
<td>United States</td>
<td>28%</td>
</tr>
<tr>
<td>E. Europe</td>
<td>10%</td>
</tr>
<tr>
<td>E &amp; SE Asia</td>
<td>7%</td>
</tr>
<tr>
<td>Canada</td>
<td>5%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>5%</td>
</tr>
<tr>
<td>C &amp; S Asia</td>
<td>2%</td>
</tr>
<tr>
<td>Middle East</td>
<td>1%</td>
</tr>
<tr>
<td>LATAM</td>
<td>0%</td>
</tr>
<tr>
<td>Africa</td>
<td>0%</td>
</tr>
</tbody>
</table>

#### Preferred Study Destination by Program Country*

<table>
<thead>
<tr>
<th>Country</th>
<th>Preferences %</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>22%</td>
</tr>
<tr>
<td>United States</td>
<td>20%</td>
</tr>
<tr>
<td>Italy</td>
<td>19%</td>
</tr>
<tr>
<td>France</td>
<td>10%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>6%</td>
</tr>
<tr>
<td>Spain</td>
<td>5%</td>
</tr>
<tr>
<td>Germany</td>
<td>5%</td>
</tr>
</tbody>
</table>

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 Citizenship

Japan

Program Considerations

- MBA program types only: 63%
- Business master’s program types only: 29%
- Both: 8%

Top 10 Program Types Considered

- Full-time two-year MBA: 57%
- Full-time one-year MBA: 55%
- Part-time MBA: 17%
- Master of Intl. Management: 11%
- Online MBA: 11%
- Master of Finance: 9%
- Master of Marketing: 9%
- Executive MBA: 9%
- Flexible MBA: 9%
- Master of Data Analytics: 8%

Top Program Types Preferred*

- Full-time two-year MBA: 37%
- Full-time one-year MBA: 27%
- Part-time MBA: 8%

Application Plans by Relative Location

- Local: 26%
- Regional: 4%
- National: 4%
- Int’l: 77%

Application Plans by Program World Region

- United States: 57%
- W. Europe: 53%
- E. & SE Asia: 23%
- Canada: 8%
- E. Europe: 6%
- C. & S. Asia: 4%
- LATAM: 2%
- Aus/PI: 2%
- Middle East: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- United States: 43%
- Japan: 17%
- United Kingdom: 11%
- France: 9%

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 Citizenship

Kenya

Program Considerations

- MBA program types only: 29%
- Business master's program types only: 20%
- Both: 51%

Top 10 Program Types Considered

- Full-time one-year MBA: 48%
- Full-time two-year MBA: 38%
- Master of Finance: 34%
- Part-time MBA: 24%
- Master of Data Analytics: 24%
- Master of Entrepreneurship: 24%
- Flexible MBA: 20%
- Executive MBA: 18%
- Master in Management: 16%
- Master of Int'l Management: 12%

Top Program Types Preferred*

- Full-time one-year MBA: 31%
- Master of Finance: 18%
- Full-time two-year MBA: 14%
- PhD in business/DBA: 6%
- Flexible MBA: 6%

Application Plans by Relative Location

- Local: 8%
- Regional: 4%
- National: 10%
- Int'l: 92%

Application Plans by Program World Region

- United States: 60%
- W. Europe: 50%
- Canada: 42%
- E. Europe: 24%
- Aus/PI: 16%
- E & SE Asia: 12%
- Africa: 12%
- LATAM: 4%
- C & S Asia: 2%
- Middle East: 0%

Preferred Study Destination by Program Country*

- United States: 42%
- Canada: 22%
- United Kingdom: 10%

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 Citizenship

**Mexico**

#### Program Considerations

- MBA program types only: 33%
- Business master’s program types only: 3%
- Both: 65%

#### Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time two-year MBA</td>
<td>63%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>55%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>31%</td>
</tr>
<tr>
<td>Joint/dual degree w/ an MBA</td>
<td>24%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>23%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>18%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>16%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>16%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>11%</td>
</tr>
<tr>
<td>Hybrid/blended MBA</td>
<td>11%</td>
</tr>
</tbody>
</table>

#### Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time two-year MBA</td>
<td>38%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>20%</td>
</tr>
<tr>
<td>Joint/dual degree</td>
<td>8%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>6%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>6%</td>
</tr>
<tr>
<td>Online MBA</td>
<td>5%</td>
</tr>
</tbody>
</table>

#### Application Plans by Relative Location

- Local: 16%
- Regional: 6%
- National: 18%
- Int’l: 80%

#### Application Plans by Program World Region

- United States: 71%
- W. Europe: 50%
- Canada: 24%
- LATAM: 16%
- E. Europe: 10%
- E & SE Asia: 4%
- Middle East: 1%
- C & S Asia: 1%
- Aus/PI: 1%
- Africa: 0%

#### Preferred Study Destination by Program Country*

- United States: 53%
- Canada: 15%
- United Kingdom: 11%
- France: 5%

---

*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 Citizenship

Netherlands

Program Considerations

- MBA program types only: 14%
- Both: 43%
- Business master’s program types only: 43%

Top 10 Program Types Considered

- Full-time one-year MBA: 44%
- Master of Finance: 35%
- Master in Management: 35%
- Master of Marketing: 26%
- Full-time two-year MBA: 21%
- Master of Entrepreneurship: 21%
- Master of Int’l Management: 20%
- Master of Info. Technology: 18%
- Master of Accounting: 15%
- Master of Data Analytics: 14%

Top Program Types Preferred*

- Master of Finance: 22%
- Full-time one-year MBA: 20%
- Master in Management: 15%
- Master of Int’l Management: 12%
- Master of Marketing: 6%
- Master of Supply Chain: 5%

Application Plans by Relative Location

- Local: 39%
- Regional: 21%
- National: 12%
- Int’l: 48%

Application Plans by Program World Region

- W. Europe: 83%
- United States: 12%
- E. Europe: 12%
- E & SE Asia: 6%
- Aus/PI: 5%
- Canada: 3%
- C & S Asia: 2%
- Middle East: 0%
- LATAM: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- Netherlands: 58%
- Spain: 11%
- United Kingdom: 8%
- United States: 8%

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.
Nigeria

Program Considerations

- MBA program types only: 20%
- Business master's program types only: 20%
- Both: 61%

Top 10 Program Types Considered

1. Full-time one-year MBA: 48%
2. Full-time two-year MBA: 37%
3. Master of Data Analytics: 26%
4. Master of Finance: 25%
5. Master of Info. Technology: 20%
6. Master in Management: 19%
7. Master of Project Management: 19%
8. Master of Entrepreneurship: 19%
9. Master of Int'l Management: 19%
10. Master of Human Resources: 18%

Application Plans by Relative Location

- Local: 13%
- Regional: 10%
- National: 12%
- Int'l: 88%

Application Plans by Program World Region

- United States: 67%
- Canada: 55%
- W. Europe: 35%
- Africa: 18%
- Aus/PI: 15%
- E. Europe: 12%
- E & SE Asia: 5%
- Middle East: 4%
- C & S Asia: 4%
- LATAM: 3%

Top Program Types Preferred*

1. Full-time one-year MBA: 23%
2. Full-time two-year MBA: 13%
3. Master of Finance: 7%
4. Master of Data Analytics: 7%
5. Flexible MBA: 6%
6. Master of Accounting: 5%

Preferred Study Destination by Program Country*

1. United States: 40%
2. Canada: 29%
3. United Kingdom: 10%
4. Nigeria: 8%

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.
Pakistan

Program Considerations

MBA program types only 31%
Business master’s program types only 13%
Both 57%

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time two-year MBA</td>
<td>57%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>46%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>21%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>19%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>19%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>19%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>19%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>17%</td>
</tr>
<tr>
<td>Master of Project Management</td>
<td>15%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>14%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>31%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>25%</td>
</tr>
<tr>
<td>Master of data analytics</td>
<td>10%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>10%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>6%</td>
</tr>
</tbody>
</table>

Application Plans by Relative Location

24% Local
17% Regional
26% National
69% Int’l

Application Plans by Program World Region

<table>
<thead>
<tr>
<th>Program Region</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>46%</td>
</tr>
<tr>
<td>W. Europe</td>
<td>35%</td>
</tr>
<tr>
<td>Canada</td>
<td>31%</td>
</tr>
<tr>
<td>C &amp; S Asia</td>
<td>19%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>18%</td>
</tr>
<tr>
<td>E. Europe</td>
<td>11%</td>
</tr>
<tr>
<td>E &amp; SE Asia</td>
<td>6%</td>
</tr>
<tr>
<td>Middle East</td>
<td>1%</td>
</tr>
<tr>
<td>LATAM</td>
<td>1%</td>
</tr>
<tr>
<td>Africa</td>
<td>0%</td>
</tr>
</tbody>
</table>

Preferred Study Destination by Program Country*

<table>
<thead>
<tr>
<th>Country</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>32%</td>
</tr>
<tr>
<td>Canada</td>
<td>21%</td>
</tr>
<tr>
<td>Pakistan</td>
<td>18%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>10%</td>
</tr>
<tr>
<td>Australia</td>
<td>7%</td>
</tr>
</tbody>
</table>

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 Citizenship

Philippines

Program Considerations

- MBA program types only: 16%
- Business master’s program types only: 5%
- Both: 78%

Top 10 Program Types Considered

- Full-time one-year MBA: 59%
- Full-time two-year MBA: 41%
- Flexible MBA: 38%
- Part-time MBA: 31%
- Executive MBA: 24%
- Master of Marketing: 22%
- Master of Int’l Management: 22%
- Master of Entrepreneurship: 22%
- Joint/dual degree w/ an MBA: 22%
- Master of Data Analytics: 21%

Top Program Types Preferred*

- Full-time one-year MBA: 20%
- Full-time two-year MBA: 14%
- Joint/dual degree w/ an MBA: 11%
- Master of Data Analytics: 11%
- Part-time MBA: 7%
- Executive MBA: 7%
- Master of Int’l Management: 5%
- Flexible MBA: 5%
- Master of Marketing: 5%

Application Plans by Relative Location

- Local: 34%
- Regional: 10%
- National: 14%
- Int’l: 78%

Application Plans by Program World Region

- United States: 62%
- E & SE Asia: 52%
- W. Europe: 43%
- Aus/PI: 33%
- E. Europe: 21%
- Canada: 21%
- C & S Asia: 5%
- LATAM: 2%
- Middle East: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- United States: 31%
- Philippines: 14%
- United Kingdom: 14%
- Singapore: 10%
- Spain: 5%
- Canada: 5%

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.
Portugal

Program Considerations
- MBA program types only: 32%
- Business master’s program types only: 44%
- Both: 24%

Top 10 Program Types Considered
1. Full-time one-year MBA: 45%
2. Master of Finance: 30%
3. Master in Management: 30%
4. Master of Int'l Management: 26%
5. Executive MBA: 23%
6. Master of Marketing: 21%
7. Full-time two-year MBA: 20%
8. Master of Entrepreneurship: 18%
9. Part-time MBA: 15%
10. Flexible MBA: 12%

Top Program Types Preferred*
1. Full-time one-year MBA: 24%
2. Master of Finance: 18%
3. Master of Int'l Management: 12%
4. Master of Marketing: 11%
5. Executive MBA: 8%
6. Full-time two-year MBA: 5%
7. Flexible MBA: 5%
8. Master in Management: 5%

Application Plans by Relative Location
- Local: 29%
- Regional: 8%
- National: 11%
- Int’l: 71%

Application Plans by Program World Region
- W. Europe: 85%
- United States: 30%
- E. Europe: 23%
- E & SE Asia: 9%
- Aus/PI: 6%
- C & S Asia: 3%
- Canada: 3%
- Middle East: 0%
- LATAM: 0%
- Africa: 0%

Preferred Study Destination by Program Country*
- Portugal: 24%
- United States: 20%
- United Kingdom: 18%
- Netherlands: 11%
- Spain: 8%
- France: 6%

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 Citizenship

Russia

Program Considerations

- MBA program types only: 23%
- Business master’s program types only: 42%
- Both: 36%

Top 10 Program Types Considered

- Full-time one-year MBA: 43%
- Master in Management: 31%
- Master of Project Management: 23%
- Master of Data Analytics: 23%
- Master of Marketing: 20%
- Full-time two-year MBA: 20%
- Master of Int’l Management: 18%
- Part-time MBA: 17%
- Executive MBA: 14%
- Master of Finance: 11%

Top Program Types Preferred*

- Full-time one-year MBA: 19%
- Master of Finance: 17%
- Full-time two-year MBA: 15%
- Master of Data Analytics: 6%
- Master in Management: 6%
- Master of Project Management: 5%
- Master of Int’l Management: 5%

Application Plans by Relative Location

- Local: 13%
- Regional: 3%
- National: 7%
- Int’l: 79%

Application Plans by Program World Region

- W. Europe: 62%
- United States: 55%
- E. Europe: 16%
- Canada: 11%
- E & SE Asia: 6%
- Aus/PI: 6%
- C & S Asia: 3%
- Middle East: 0%
- LATAM: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- United States: 39%
- United Kingdom: 15%
- Russian Federation: 8%
- France: 8%
- Germany: 7%
- Singapore: 5%
- Canada: 5%

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

- MBA program types only: 35%
- Both MBA program types and business master's program types: 48%
- Business master's program types only: 17%

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>56%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>43%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>31%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>25%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>21%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>19%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Hybrid/blended MBA</td>
<td>11%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>9%</td>
</tr>
<tr>
<td>Joint/dual degree w/ an MBA</td>
<td>8%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>30%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>15%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>13%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>10%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>9%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>5%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>5%</td>
</tr>
</tbody>
</table>

Application Plans by Relative Location

- Local: 51%
- Regional: 8%
- National: 16%
- Int’l: 61%

Application Plans by Program World Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>E &amp; SE Asia</td>
<td>55%</td>
</tr>
<tr>
<td>United States</td>
<td>42%</td>
</tr>
<tr>
<td>W. Europe</td>
<td>33%</td>
</tr>
<tr>
<td>C &amp; S Asia</td>
<td>8%</td>
</tr>
<tr>
<td>E. Europe</td>
<td>6%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>6%</td>
</tr>
<tr>
<td>Canada</td>
<td>4%</td>
</tr>
<tr>
<td>Africa</td>
<td>2%</td>
</tr>
<tr>
<td>Middle East</td>
<td>1%</td>
</tr>
<tr>
<td>LATAM</td>
<td>0%</td>
</tr>
</tbody>
</table>

Preferred Study Destination by Program Country*

- Singapore: 42%
- United States: 27%
- United Kingdom: 10%

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 Citizenship

South Africa

Program Considerations

- MBA program types only: 49%
- Business master’s program types only: 4%
- Both: 47%

Top 10 Program Types Considered

- Part-time MBA: 47%
- Full-time one-year MBA: 44%
- Flexible MBA: 29%
- Full-time two-year MBA: 23%
- Online MBA: 22%
- Executive MBA: 19%
- Hybrid/blended MBA: 13%
- Master of Finance: 11%
- Master of Int’l Management: 11%
- Master in Management: 9%

Top Program Types Preferred*

- Full-time one-year MBA: 27%
- Part-time MBA: 23%
- Flexible MBA: 10%
- Executive MBA: 8%
- Online MBA: 5%

Application Plans by Relative Location

- Local: 51%
- Regional: 11%
- National: 22%
- Int’l: 49%

Application Plans by Program World Region

- Africa: 61%
- W. Europe: 39%
- United States: 28%
- Canada: 9%
- E. Europe: 6%
- E & SE Asia: 4%
- Middle East: 3%
- C & S Asia: 2%
- Aus/PI: 2%
- LATAM: 1%

Preferred Study Destination by Program Country*

- South Africa: 48%
- United States: 18%
- United Kingdom: 17%
- Netherlands: 6%

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 Citizenship

Spain

Program Considerations

- MBA program types only: 39%
- Business master’s program types only: 26%
- Both: 35%

Top 10 Program Types Considered

- Full-time one-year MBA: 61%
- Full-time two-year MBA: 47%
- Master of Data Analytics: 27%
- Master of Finance: 25%
- Executive MBA: 23%
- Part-time MBA: 15%
- Master of Int'l Management: 15%
- Master in Management: 15%
- Flexible MBA: 13%
- Master of Entrepreneurship: 13%

Top Program Types Preferred*

- Full-time one-year MBA: 34%
- Full-time two-year MBA: 20%
- Master of Finance: 11%
- Master of Data Analytics: 11%

Application Plans by Relative Location

- Local: 25%
- Regional: 5%
- National: 19%
- Int’l: 80%

Application Plans by Program World Region

- W. Europe: 76%
- United States: 55%
- E. Europe: 15%
- E & SE Asia: 12%
- Canada: 9%
- Aus/PI: 7%
- C & S Asia: 3%
- Africa: 1%
- Middle East: 0%
- LATAM: 0%

Preferred Study Destination by Program Country*

- United States: 33%
- Spain: 28%
- France: 16%
- United Kingdom: 9%

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.
### Taiwan, China

#### Program Considerations

- MBA program types only: 17%
- Business master’s program types only: 41%
- Both: 42%

#### Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>44%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>38%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>28%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>27%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>25%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>25%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>23%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>21%</td>
</tr>
<tr>
<td>Master of Supply Chain</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Entrepreneurship</td>
<td>14%</td>
</tr>
</tbody>
</table>

#### Application Plans by Relative Location

- Local: 6%
- Regional: 1%
- National: 7%
- Int’l: 94%

#### Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>18%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>12%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>11%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>7%</td>
</tr>
<tr>
<td>Master of Accounting</td>
<td>6%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>6%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>5%</td>
</tr>
<tr>
<td>Master of Supply Chain</td>
<td>5%</td>
</tr>
</tbody>
</table>

#### Application Plans by Program World Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Considered Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>69%</td>
</tr>
<tr>
<td>W. Europe</td>
<td>49%</td>
</tr>
<tr>
<td>E &amp; SE Asia</td>
<td>14%</td>
</tr>
<tr>
<td>Canada</td>
<td>12%</td>
</tr>
<tr>
<td>E. Europe</td>
<td>6%</td>
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<td>C &amp; S Asia</td>
<td>6%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>4%</td>
</tr>
<tr>
<td>Middle East</td>
<td>1%</td>
</tr>
<tr>
<td>LATAM</td>
<td>1%</td>
</tr>
<tr>
<td>Africa</td>
<td>0%</td>
</tr>
</tbody>
</table>

#### Preferred Study Destination by Program Country*

<table>
<thead>
<tr>
<th>Country</th>
<th>Considered Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>60%</td>
</tr>
<tr>
<td>France</td>
<td>10%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>8%</td>
</tr>
<tr>
<td>Germany</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

- MBA program types only: 54%
- Business master’s program types only: 19%
- Both: 27%

Top 10 Program Types Considered

- Full-time one-year MBA: 63%
- Full-time two-year MBA: 49%
- Master of Finance: 21%
- Executive MBA: 20%
- Part-time MBA: 17%
- Master of Data Analytics: 15%
- Master in Management: 12%
- Joint/dual degree w/ an MBA: 11%
- Flexible MBA: 10%
- Master of Int’l Management: 8%

Top Program Types Preferred*

- Full-time one-year MBA: 38%
- Full-time two-year MBA: 22%
- Master of Finance: 11%
- Executive MBA: 10%

Application Plans by Relative Location

- Local: 29%
- Regional: 15%
- National: 22%
- Int’l: 73%

Application Plans by Program World Region

- W. Europe: 71%
- United States: 48%
- E. Europe: 9%
- E & SE Asia: 8%
- Canada: 5%
- Aus/PI: 5%
- Middle East: 1%
- LATAM: 1%
- C & S Asia: 1%
- Africa: 0%

Preferred Study Destination by Program Country*

- United Kingdom: 58%
- United States: 23%
- France: 7%

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

Candidate Profiles by Citizenship

Program Considerations

- MBA program types only: 46%
- Business master’s program types only: 8%
- Both: 46%

Top 10 Program Types Considered

- Full-time two-year MBA: 55%
- Full-time one-year MBA: 48%
- Part-time MBA: 41%
- Flexible MBA: 30%
- Online MBA: 25%
- Joint/dual degree w/ an MBA: 17%
- Executive MBA: 16%
- Master of Data Analytics: 15%
- Master of Finance: 15%
- Hybrid/blended MBA: 15%

Top Program Types Preferred*

- Full-time two-year MBA: 25%
- Full-time one-year MBA: 18%
- Part-time MBA: 10%
- Online MBA: 8%
- Master of Accounting: 7%
- Executive MBA: 6%
- Joint/dual degree w/ an MBA: 5%

Application Plans by Relative Location

- Local: 58%
- Regional: 36%
- National: 48%
- Int’l: 15%

Application Plans by Program World Region

- United States: 96%
- W. Europe: 14%
- Canada: 3%
- E & SE Asia: 2%
- E. Europe: 2%
- Aus/PI: 2%
- C & S Asia: 1%
- LATAM: 1%
- Africa: 1%
- Middle East: 0%

Preferred Study Destination by Program Country*

- United States: 94%

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.
### Vietnam

#### Candidate Profiles by Citizenship

<table>
<thead>
<tr>
<th>Program Considerations</th>
<th>Top 10 Program Types Considered</th>
<th>Top Program Types Preferred*</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA program types only</td>
<td>Full-time two-year MBA 46%</td>
<td>Full-time two-year MBA 14%</td>
</tr>
<tr>
<td>Business master’s program types only</td>
<td>Master of Data Analytics 41%</td>
<td>Full-time one-year MBA 14%</td>
</tr>
<tr>
<td>Both 61%</td>
<td>Full-time one-year MBA 38%</td>
<td>Master of Data Analytics 12%</td>
</tr>
<tr>
<td>24%</td>
<td>Master of Finance 26%</td>
<td>Master of Finance 11%</td>
</tr>
<tr>
<td>15%</td>
<td>Master of Marketing 21%</td>
<td>Master of Marketing 9%</td>
</tr>
<tr>
<td>Both 61%</td>
<td>Master in Management 21%</td>
<td>Master of Accounting 7%</td>
</tr>
<tr>
<td>24%</td>
<td>Master of Int'l Management 20%</td>
<td>Master in Management 5%</td>
</tr>
<tr>
<td>15%</td>
<td>Master of Supply Chain 19%</td>
<td>Master of Entrepreneurship 5%</td>
</tr>
<tr>
<td>20%</td>
<td>Master of Project Management 17%</td>
<td></td>
</tr>
<tr>
<td>17%</td>
<td>Master of Entrepreneurship 15%</td>
<td></td>
</tr>
</tbody>
</table>

#### Application Plans by Relative Location

<table>
<thead>
<tr>
<th>Application Plans by Relative Location</th>
<th>United States</th>
<th>W. Europe</th>
<th>Canada</th>
<th>Aus/PI</th>
<th>E &amp; SE Asia</th>
<th>E. Europe</th>
<th>Middle East</th>
<th>LATAM</th>
<th>C &amp; S Asia</th>
<th>Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local 16%</td>
<td>54%</td>
<td>52%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Regional 7%</td>
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<tr>
<td>National 11%</td>
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<tr>
<td>Int’l 77%</td>
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</tbody>
</table>

#### Application Plans by Program World Region

<table>
<thead>
<tr>
<th>Preferred Study Destination by Program Country*</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States 43%</td>
</tr>
</tbody>
</table>

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
Candidate Profiles by Residence

Australia

Program Considerations
- MBA program types only: 35%
- Business master’s program types only: 16%
- Both: 49%

Top 10 Program Types Considered
- Full-time one-year MBA: 48%
- Full-time two-year MBA: 47%
- Master of Finance: 28%
- Flexible MBA: 23%
- Part-time MBA: 22%
- Executive MBA: 17%
- Master of Data Analytics: 16%
- Online MBA: 14%
- Master in Management: 12%
- Master of Project Management: 12%

Top Program Types Preferred*
- Full-time one-year MBA: 23%
- Full-time two-year MBA: 17%
- Master of Finance: 16%
- Flexible MBA: 7%
- Master of Data Analytics: 5%
- Executive MBA: 5%

Application Plans by Relative Location
- Local: 24%
- Regional: 7%
- National: 13%
- Int’l: 77%

Application Plans by Program World Region
- United States: 52%
- W. Europe: 47%
- Aus/PI: 41%
- E & SE Asia: 17%
- Canada: 11%
- E. Europe: 4%
- C & S Asia: 4%
- Africa: 4%
- LATAM: 1%
- Middle East: 0%

Preferred Study Destination by Program Country*
- United States: 33%
- Australia: 22%
- United Kingdom: 14%

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.
Belgium

Candidate Profiles by Residence

Program Considerations

- MBA program types only: 15%
- Business master’s program types only: 48%
- Both: 38%

Top 10 Program Types Considered

- Master of Finance: 38%
- Full-time one-year MBA: 28%
- Full-time two-year MBA: 26%
- Master in Management: 26%
- Master of Int’l Management: 20%
- Master of Info. Technology: 18%
- Executive MBA: 14%
- Master of Data Analytics: 14%
- Master of Entrepreneurship: 14%
- Part-time MBA: 12%

Top Program Types Preferred*

- Master of Finance: 24%
- Master of Int’l Management: 12%
- Master in Management: 8%
- Full-time two-year MBA: 8%
- Full-time one-year MBA: 8%

Application Plans by Relative Location

- Local: 28%
- Regional: 24%
- National: 14%
- Int’l: 70%

Application Plans by Program World Region

- W. Europe: 82%
- United States: 24%
- E. Europe: 12%
- E & SE Asia: 6%
- C & S Asia: 4%
- Canada: 4%
- Aus/PI: 2%
- Middle East: 0%
- LATAM: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- Belgium: 22%
- United Kingdom: 20%
- United States: 16%
- Netherlands: 8%
- Germany: 8%
- France: 8%

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

Candidate Profiles by Residence

Program Considerations

- MBA program types only: 48%
- Business master’s program types only: 11%
- Both: 41%

Top 10 Program Types Considered

- Full-time one-year MBA: 64%
- Full-time two-year MBA: 54%
- Executive MBA: 24%
- Master of Finance: 19%
- Part-time MBA: 19%
- Master in Management: 17%
- Flexible MBA: 14%
- Master of Int’l Management: 14%
- Master of Data Analytics: 14%
- Master of Entrepreneurship: 13%

Top Program Types Preferred*

- Full-time one-year MBA: 38%
- Full-time two-year MBA: 26%
- Master of Finance: 5%
- Master in Management: 5%
- Executive MBA: 5%

Application Plans by Relative Location

- Local: 8%
- Regional: 4%
- National: 5%
- Int’l: 92%

Application Plans by Program World Region

- United States: 71%
- W. Europe: 66%
- Canada: 25%
- E. Europe: 11%
- LATAM: 6%
- Aus/PI: 4%
- E & SE Asia: 3%
- C & S Asia: 1%
- Middle East: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- United States: 46%
- United Kingdom: 13%
- Canada: 10%
- Spain: 9%

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.
Canada

Program Considerations

- MBA program types only: 43%
- Both MBA and business master’s program types: 44%
- Business master's program types only: 13%

Top 10 Program Types Considered

- Full-time one-year MBA: 54%
- Full-time two-year MBA: 41%
- Part-time MBA: 39%
- Flexible MBA: 25%
- Executive MBA: 19%
- Master of Data Analytics: 18%
- Master of Finance: 16%
- Online MBA: 16%
- Master in Management: 13%
- Joint/dual degree w/ an MBA: 13%

Top Program Types Preferred*

- Full-time one-year MBA: 28%
- Part-time MBA: 14%
- Full-time two-year MBA: 12%
- Executive MBA: 6%
- Flexible MBA: 5%

Application Plans by Relative Location

- Local: 54%
- Regional: 25%
- National: 31%
- Int'l: 35%

Application Plans by Program World Region

- Canada: 87%
- United States: 29%
- W. Europe: 19%
- E & SE Asia: 6%
- Aus/PI: 3%
- E. Europe: 3%
- C & S Asia: 2%
- Africa: 1%
- LATAM: 0%
- Middle East: 0%

Preferred Study Destination by Program Country*

- Canada: 71%
- United States: 17%

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

China

Program Considerations

- MBA program types only 17%
- Business master’s program types only 47%
- Both 37%

Top 10 Program Types Considered

- Master of Finance 40%
- Full-time one-year MBA 34%
- Master of Data Analytics 32%
- Full-time two-year MBA 24%
- Master of Marketing 23%
- Master of Info. Technology 23%
- Master of Accounting 20%
- Master of Int’l Management 18%
- Master in Management 17%
- Master of Project Management 14%

Top Program Types Preferred*

- Master of Finance 25%
- Master of Data Analytics 13%
- Full-time one-year MBA 12%
- Full-time two-year MBA 8%
- Master of Marketing 7%
- Master of Accounting 6%

Application Plans by Relative Location

- Local 13%
- Regional 11%
- National 19%
- Int’l 81%

Application Plans by Program World Region

- United States 51%
- W. Europe 42%
- E & SE Asia 34%
- Canada 16%
- Aus/PI 10%
- E. Europe 8%
- C & S Asia 6%
- LATAM 1%
- Africa 1%
- Middle East 0%

Preferred Study Destination by Program Country*

- United States 39%
- United Kingdom 17%
- Hong Kong 15%
- China 6%
- France 5%
- Canada 5%
- Singapore 5%

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

Candidate Profiles by Residence

Program Considerations

- MBA program types only: 28%
- Business master’s program types only: 40%
- Both: 32%

Top 10 Program Types Considered

- Full-time one-year MBA: 41%
- Master of Finance: 32%
- Master in Management: 28%
- Master of Int'l Management: 24%
- Full-time two-year MBA: 22%
- Master of Data Analytics: 21%
- Master of Project Management: 15%
- Executive MBA: 13%
- Master of Marketing: 11%
- Part-time MBA: 11%

Top Program Types Preferred*

- Full-time one-year MBA: 21%
- Master of Finance: 17%
- Master of Int'l Management: 13%
- Full-time two-year MBA: 6%
- Executive MBA: 6%

Application Plans by Relative Location

- Local: 27%
- Regional: 12%
- National: 22%
- Int'l: 73%

Application Plans by Program World Region

- W. Europe: 85%
- United States: 34%
- Canada: 18%
- E & SE Asia: 15%
- E. Europe: 11%
- Aus/PI: 4%
- C & S Asia: 3%
- LATAM: 2%
- Middle East: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- France: 43%
- United States: 18%
- United Kingdom: 11%
- Switzerland: 5%

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

Germany

Program Considerations

- MBA program types only: 15%
- Both MBA program's types and MBA program's types only: 39%
- Business master's program types only: 46%

Top 10 Program Types Considered

- Master in Management: 46%
- Master of Finance: 34%
- Master of Int'l Management: 33%
- Full-time two-year MBA: 31%
- Full-time one-year MBA: 19%
- Master of Data Analytics: 17%
- Master of Entrepreneurship: 15%
- Master of Info. Technology: 15%
- Master of Marketing: 12%
- Part-time MBA: 9%

Top Program Types Preferred*

- Master of Finance: 18%
- Master in Management: 18%
- Full-time two-year MBA: 11%
- Full-time one-year MBA: 10%
- Master of Int'l Management: 9%
- Master of Marketing: 5%

Application Plans by Relative Location

- Local: 24%
- Regional: 21%
- National: 29%
- Int'l: 73%

Application Plans by Program World Region

- W. Europe: 90%
- United States: 28%
- Canada: 9%
- E. Europe: 7%
- E & SE Asia: 7%
- C & S Asia: 3%
- Aus/PI: 3%
- Africa: 2%
- LATAM: 1%
- Middle East: 0%

Preferred Study Destination by Program Country*

- Germany: 41%
- United States: 14%
- Netherlands: 9%
- United Kingdom: 8%
- Spain: 5%
- France: 5%

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

Ghana

Program Considerations

 MBA program types only 10%

 Business master’s program types only 13%

 Both 77%

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time two-year MBA</td>
<td>58%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>48%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>46%</td>
</tr>
<tr>
<td>Master of Accounting</td>
<td>28%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>23%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>21%</td>
</tr>
<tr>
<td>Master of Supply Chain</td>
<td>21%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>20%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>19%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>19%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Finance</td>
<td>18%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>18%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>5%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>5%</td>
</tr>
<tr>
<td>Master of Accounting</td>
<td>5%</td>
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</tbody>
</table>

Application Plans by Relative Location

<table>
<thead>
<tr>
<th>Location</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>10%</td>
</tr>
<tr>
<td>Regional</td>
<td>6%</td>
</tr>
<tr>
<td>National</td>
<td>9%</td>
</tr>
<tr>
<td>Int’l</td>
<td>96%</td>
</tr>
</tbody>
</table>

Preferred Study Destination by Program Country*

<table>
<thead>
<tr>
<th>Country</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>40%</td>
</tr>
<tr>
<td>Canada</td>
<td>23%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>9%</td>
</tr>
<tr>
<td>Germany</td>
<td>8%</td>
</tr>
<tr>
<td>France</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

Greece

Program Considerations

- MBA program types only: 16%
- Business master’s program types only: 53%
- Both: 31%

Top 10 Program Types Considered

- Master of Finance: 43%
- Master in Management: 34%
- Full-time one-year MBA: 28%
- Master of Data Analytics: 28%
- Master of Int’l Management: 21%
- Full-time two-year MBA: 19%
- Master of Supply Chain: 19%
- Master of Project Management: 17%
- Master of Marketing: 17%
- Master of Engineering Management: 13%

Top Program Types Preferred*

- Master of finance: 18%
- Master in Management: 14%
- Full-time one-year MBA: 12%
- Master of Data Analytics: 8%
- Master of Int’l Management: 8%
- Full-time two-year MBA: 6%
- Master of Supply Chain: 6%

Application Plans by Relative Location

- Local: 17%
- Regional: 4%
- National: 11%
- Int’l: 89%

Application Plans by Program World Region

- W. Europe: 85%
- United States: 25%
- E. Europe: 13%
- United Kingdom: 12%
- Canada: 8%
- France: 8%
- Aus/PI: 6%
- Sudan: 6%
- C & S Asia: 4%
- Other Asia: 4%
- Middle East: 4%
- LATAM: 2%
- Africa: 0%

Preferred Study Destination by Program Country*

- United Kingdom: 38%
- Netherlands: 17%
- United States: 15%
- Greece: 6%
- Sweden: 6%
- France: 6%

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.
India

Program Considerations

- MBA program types only: 33%
- Both MBA and master's program types: 59%
- Business master's program types only: 9%

Top 10 Program Types Considered

- Full-time two-year MBA: 62%
- Full-time one-year MBA: 61%
- Master of Finance: 22%
- Master of Int'l Management: 21%
- Master of Data Analytics: 21%
- One-year PGP program: 19%
- Executive MBA: 18%
- Master of Marketing: 16%
- Master of Entrepreneurship: 16%
- Two-year PGP program: 15%

Top Program Types Preferred*

- Full-time one-year MBA: 29%
- Full-time two-year MBA: 28%
- Master of Finance: 5%
- One-year PGP program: 5%
- Executive MBA: 5%

Application Plans by Relative Location

- Local: 9%
- Regional: 9%
- National: 37%
- Int'l: 89%

Application Plans by Program World Region

- United States: 65%
- W. Europe: 53%
- Canada: 45%
- C & S Asia: 27%
- E. Europe: 26%
- Aus/PI: 23%
- E & SE Asia: 22%
- Middle East: 2%
- LATAM: 2%
- Africa: 1%

Preferred Study Destination by Program Country*

- United States: 38%
- India: 16%
- Canada: 11%
- United Kingdom: 9%
- France: 9%
- Germany: 5%

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

Indonesia

**Program Considerations**

- MBA program types only: 27%
- Business master’s program types only: 13%
- Both: 60%

**Top 10 Program Types Considered**

| Program Type                      | Considered
|-----------------------------------|------------
| Full-time one-year MBA            | 68%        
| Full-time two-year MBA            | 35%        
| Master of Finance                 | 31%        
| Master of Int'l Management        | 18%        
| Master in Management              | 17%        
| Part-time MBA                     | 17%        
| Master of Marketing               | 15%        
| Master of Supply Chain            | 15%        
| Master of Info. Technology        | 15%        
| Flexible MBA                      | 15%        

**Top Program Types Preferred***

| Program Type                      | Preferred
|-----------------------------------|------------
| Full-time one-year MBA            | 48%        
| Full-time two-year MBA            | 9%         
| Master of Finance                 | 6%         
| Master of Supply Chain            | 6%         
| Joint/dual degree w/ an MBA       | 5%         

**Application Plans by Relative Location**

- Local: 12%
- Regional: 9%
- National: 3%
- Int’l: 83%

- Top 10 Program Types Considered
- Top Program Types Preferred
- 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

Italy

Program Considerations

MBA program types only 17%
Business master’s program types only 51%
Both 31%

Top 10 Program Types Considered

- Master of Finance 39%
- Full-time one-year MBA 31%
- Master in Management 31%
- Master of Int’l Management 30%
- Full-time two-year MBA 27%
- Master of Data Analytics 17%
- Master of Marketing 13%
- Master of Entrepreneurship 10%
- Master of Project Management 10%
- Master of Accounting 10%

Top Program Types Preferred*

- Master of Finance 31%
- Full-time one-year MBA 13%
- Master in Management 13%
- Full-time two-year MBA 10%
- Master of Int’l Management 9%
- Master of Marketing 5%

Application Plans by Relative Location

- Local 12%
- Regional 11%
- National 24%
- Int’l 90%

Application Plans by Program World Region

- W. Europe 82%
- United States 27%
- E. Europe 11%
- Canada 8%
- E & SE Asia 6%
- Aus/PI 5%
- C & S Asia 2%
- Middle East 1%
- LATAM 0%
- Africa 0%

Preferred Study Destination by Program Country*

- United Kingdom 20%
- United States 16%
- France 10%
- Spain 6%
- Switzerland 5%
- Netherlands 5%
- Germany 5%

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

Mexico

Program Considerations

- MBA program types only: 32%
- Both: 64%
- Business master’s program types only: 4%

Top 10 Program Types Considered

- Full-time two-year MBA: 64%
- Full-time one-year MBA: 56%
- Master of Finance: 34%
- Part-time MBA: 21%
- Master of Data Analytics: 19%
- Joint/dual degree w/ an MBA: 19%
- Executive MBA: 12%
- Master in Management: 11%
- Master of Supply Chain: 11%
- Master of Int’l Management: 10%

Top Program Types Preferred*

- Full-time two-year MBA: 37%
- Full-time one-year MBA: 25%
- Master of Finance: 8%
- Joint/dual degree w/ an MBA: 7%
- Part-time MBA: 7%

Application Plans by Relative Location

- Local: 11%
- Regional: 4%
- National: 10%
- Int’l: 92%

Application Plans by Program World Region

- United States: 68%
- W. Europe: 52%
- Canada: 23%
- LATAM: 21%
- E. Europe: 11%
- E & SE Asia: 3%
- Middle East: 1%
- Aus/PI: 1%
- C & S Asia: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- United States: 45%
- Canada: 15%
- United Kingdom: 14%
- France: 5%

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

Netherlands

Program Considerations

- MBA program types only: 14%
- Business master’s program types only: 40%
- Both: 45%

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>43%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>37%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>34%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>24%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>22%</td>
</tr>
<tr>
<td>Master of Int'l Management</td>
<td>21%</td>
</tr>
<tr>
<td>Master of Entrepreneurship</td>
<td>19%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Supply Chain</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>15%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Finance</td>
<td>20%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>17%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>13%</td>
</tr>
<tr>
<td>Master of Int'l Management</td>
<td>11%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>7%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>6%</td>
</tr>
</tbody>
</table>

Application Plans by Relative Location

- Local: 29%
- Regional: 16%
- National: 12%
- Int’l: 63%

Application Plans by Program World Region

- W. Europe: 90%
- United States: 21%
- E. Europe: 7%
- E & SE Asia: 6%
- Canada: 5%
- Aus/PI: 2%
- C & S Asia: 1%
- Middle East: 0%
- LATAM: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- Netherlands: 47%
- United States: 16%
- United Kingdom: 9%
- Spain: 7%
- France: 6%

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.
**Nigeria**

**Program Considerations**

- MBA program types only: 19%
- Both MBA and master's program types: 61%
- Business master's program types only: 20%

**Top 10 Program Types Considered**

- Full-time one-year MBA: 45%
- Full-time two-year MBA: 38%
- Master of Finance: 26%
- Master of Data Analytics: 25%
- Master of Info. Technology: 21%
- Master in Management: 20%
- Master of Entrepreneurship: 20%
- Master of Int'l Management: 19%
- Master of Project Management: 19%
- Master of Human Resources: 19%

**Top Program Types Preferred**

- Full-time one-year MBA: 22%
- Full-time two-year MBA: 13%
- Master of Finance: 8%
- Master of Data Analytics: 6%
- Flexible MBA: 6%
- Master of Accounting: 5%
- Master of Entrepreneurship: 5%
- Master of Int'l Management: 5%
- Master of Project Management: 5%
- Master of Human Resources: 5%

**Application Plans by Relative Location**

- Local: 12%
- Regional: 6%
- National: 11%
- Int'l: 92%

**Application Plans by Program World Region**

- United States: 64%
- Canada: 56%
- W. Europe: 35%
- Africa: 19%
- E. Europe: 14%
- Aus/PI: 13%
- Middle East: 4%
- E & SE Asia: 4%
- C & S Asia: 4%
- LATAM: 3%

**Preferred Study Destination by Program Country**

- United States: 37%
- Canada: 29%
- United Kingdom: 10%
- Nigeria: 8%

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

Pakistan

Program Considerations

- MBA program types only: 24%
- Business master’s program types only: 14%
- Both: 62%

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time two-year MBA</td>
<td>57%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>46%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>24%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>24%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>22%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>22%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>22%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>22%</td>
</tr>
<tr>
<td>Master of Supply Chain</td>
<td>17%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>16%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>29%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>27%</td>
</tr>
<tr>
<td>Master of data analytics</td>
<td>10%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>8%</td>
</tr>
<tr>
<td>Master of finance</td>
<td>5%</td>
</tr>
<tr>
<td>PhD in business/DBA</td>
<td>5%</td>
</tr>
</tbody>
</table>

Application Plans by Relative Location

- Local: 22%
- Regional: 16%
- National: 30%
- Int’l: 75%

Application Plans by Program World Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>41%</td>
</tr>
<tr>
<td>Canada</td>
<td>37%</td>
</tr>
<tr>
<td>W. Europe</td>
<td>32%</td>
</tr>
<tr>
<td>C &amp; S Asia</td>
<td>24%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>22%</td>
</tr>
<tr>
<td>E. Europe</td>
<td>14%</td>
</tr>
<tr>
<td>E &amp; SE Asia</td>
<td>6%</td>
</tr>
<tr>
<td>Middle East</td>
<td>3%</td>
</tr>
<tr>
<td>LATAM</td>
<td>2%</td>
</tr>
<tr>
<td>Africa</td>
<td>0%</td>
</tr>
</tbody>
</table>

Preferred Study Destination by Program Country*

<table>
<thead>
<tr>
<th>Country</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>25%</td>
</tr>
<tr>
<td>Canada</td>
<td>24%</td>
</tr>
<tr>
<td>Pakistan</td>
<td>19%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>13%</td>
</tr>
<tr>
<td>Australia</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

Philippines

Program Considerations

- MBA program types only: 17%
- Business master’s program types only: 7%
- Both: 76%

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered by Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>55%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>43%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>35%</td>
</tr>
<tr>
<td>Master of Entrepreneurship</td>
<td>24%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>24%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>22%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>22%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>22%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>20%</td>
</tr>
<tr>
<td>Joint/dual degree w/ an MBA</td>
<td>20%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred by Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>19%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>13%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>9%</td>
</tr>
<tr>
<td>Joint/dual degree w/ an MBA</td>
<td>9%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>9%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>6%</td>
</tr>
</tbody>
</table>

Application Plans by Relative Location

- Local: 33%
- Regional: 10%
- National: 12%
- Int’l: 80%

Application Plans by Program World Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Considered by Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>59%</td>
</tr>
<tr>
<td>E &amp; SE Asia</td>
<td>57%</td>
</tr>
<tr>
<td>W. Europe</td>
<td>39%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>33%</td>
</tr>
<tr>
<td>E. Europe</td>
<td>22%</td>
</tr>
<tr>
<td>Canada</td>
<td>20%</td>
</tr>
<tr>
<td>C &amp; S Asia</td>
<td>6%</td>
</tr>
<tr>
<td>Middle East</td>
<td>0%</td>
</tr>
<tr>
<td>LATAM</td>
<td>0%</td>
</tr>
<tr>
<td>Africa</td>
<td>0%</td>
</tr>
</tbody>
</table>

Preferred Study Destination by Program Country*

<table>
<thead>
<tr>
<th>Country</th>
<th>Considered by Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>33%</td>
</tr>
<tr>
<td>Philippines</td>
<td>16%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>14%</td>
</tr>
<tr>
<td>Singapore</td>
<td>10%</td>
</tr>
<tr>
<td>Spain</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

Portugal

Program Considerations

- MBA program types only: 27%
- Business master’s program types only: 44%
- Both: 29%

Top 10 Program Types Considered

1. Full-time one-year MBA: 39%
2. Master of Finance: 35%
3. Full-time two-year MBA: 25%
4. Master in Management: 23%
5. Master of Int’l Management: 23%
6. Master of Marketing: 21%
7. Master of Project Management: 21%
8. Master of Data Analytics: 19%
9. Master of Entrepreneurship: 14%
10. Master of Info. Technology: 14%

Top Program Types Preferred*

1. Full-time one-year MBA: 20%
2. Master of Finance: 20%
3. Master of Int’l Management: 14%
4. Executive MBA: 8%
5. Master of Marketing: 8%
6. Master in Management: 7%
7. Full-time two-year MBA: 5%

Application Plans by Relative Location

- Local: 27%
- Regional: 7%
- National: 10%
- Int’l: 71%

Application Plans by Program World Region

- W. Europe: 86%
- United States: 31%
- E. Europe: 24%
- E & SE Asia: 7%
- Aus/PI: 7%
- C & S Asia: 3%
- Canada: 3%
- Middle East: 0%
- LATAM: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- Portugal: 22%
- United States: 20%
- United Kingdom: 17%
- Netherlands: 10%
- Spain: 10%
- France: 7%

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

Russia

Program Considerations

- MBA program types only: 24%
- Business master’s program types only: 49%
- Both: 27%

Top 10 Program Types Considered

- Full-time one-year MBA: 39%
- Master of Finance: 35%
- Full-time two-year MBA: 25%
- Master in Management: 23%
- Master of Int’l Management: 23%
- Master of Marketing: 21%
- Master of Project Management: 21%
- Master of Data Analytics: 19%
- Master of Entrepreneurship: 14%
- Master of Info. Technology: 14%

Top Program Types Preferred*

- Master of Finance: 23%
- Full-time one-year MBA: 18%
- Full-time two-year MBA: 11%
- Master of Int’l Management: 7%
- Master of Entrepreneurship: 5%
- Master of Project Management: 5%

Application Plans by Relative Location

- Local: 9%
- Regional: 2%
- National: 4%
- Int’l: 89%

Application Plans by Program World Region

- W. Europe: 63%
- United States: 54%
- E. Europe: 19%
- Canada: 11%
- Aus/PI: 9%
- E & SE Asia: 7%
- C & S Asia: 5%
- Middle East: 0%
- LATAM: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- United States: 35%
- United Kingdom: 21%
- Russian Federation: 12%
- Germany: 5%
- Singapore: 5%
- France: 5%

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

- MBA program types only: 36%
- Business master’s program types only: 14%
- Both: 50%

Top 10 Program Types Considered

- Full-time one-year MBA: 62%
- Full-time two-year MBA: 37%
- Part-time MBA: 30%
- Master of Data Analytics: 27%
- Master of Finance: 24%
- Flexible MBA: 22%
- Executive MBA: 13%
- Master in Management: 11%
- Joint/dual degree w/ an MBA: 10%
- Hybrid/blended MBA: 10%

Top Program Types Preferred*

- Full-time one-year MBA: 34%
- Master of Finance: 13%
- Master of Data Analytics: 13%
- Full-time two-year MBA: 10%
- Part-time MBA: 10%
- Flexible MBA: 5%

Application Plans by Relative Location

- Local: 47%
- Regional: 11%
- National: 16%
- Int’l: 64%

Application Plans by Program World Region

- E & SE Asia: 57%
- United States: 42%
- W. Europe: 35%
- Canada: 10%
- Aus/PI: 10%
- E. Europe: 8%
- C & S Asia: 7%
- Africa: 1%
- Middle East: 0%
- LATAM: 0%

Preferred Study Destination by Program Country*

- Singapore: 46%
- United States: 28%
- United Kingdom: 12%

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

#### South Africa

**Program Considerations**

- MBA program types only: 49%
- Business master’s program types only: 4%
- Both: 47%

**Top 10 Program Types Considered**

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part-time MBA</td>
<td>48%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>41%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>32%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>25%</td>
</tr>
<tr>
<td>Online MBA</td>
<td>24%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>20%</td>
</tr>
<tr>
<td>Hybrid/blended MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>11%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>11%</td>
</tr>
<tr>
<td>Master of Project Management</td>
<td>11%</td>
</tr>
</tbody>
</table>

**Top Program Types Preferred**

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>24%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>21%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>12%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>6%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>6%</td>
</tr>
<tr>
<td>Online MBA</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Application Plans by Relative Location**

- Local: 47%
- Regional: 11%
- National: 20%
- Int’l: 54%

**Application Plans by Program World Region**

<table>
<thead>
<tr>
<th>Region</th>
<th>Considered Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>59%</td>
</tr>
<tr>
<td>W. Europe</td>
<td>38%</td>
</tr>
<tr>
<td>United States</td>
<td>35%</td>
</tr>
<tr>
<td>Canada</td>
<td>15%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>7%</td>
</tr>
<tr>
<td>E. Europe</td>
<td>6%</td>
</tr>
<tr>
<td>E &amp; SE Asia</td>
<td>6%</td>
</tr>
<tr>
<td>Middle East</td>
<td>4%</td>
</tr>
<tr>
<td>C &amp; S Asia</td>
<td>2%</td>
</tr>
<tr>
<td>LATAM</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Preferred Study Destination by Program Country**

- South Africa: 45%
- United States: 20%
- United Kingdom: 18%
- Netherlands: 6%

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.*
Spain

Candidate Profiles by Residence

Program Considerations

- MBA program types only: 31%
- Business master's program types only: 33%
- Both: 36%

Top 10 Program Types Considered

- Full-time one-year MBA: 55%
- Full-time two-year MBA: 48%
- Master of Finance: 33%
- Master of Data Analytics: 28%
- Executive MBA: 22%
- Master of Int'l Management: 22%
- Master in Management: 22%
- Master of Entrepreneurship: 15%
- Part-time MBA: 13%
- Master of Engineering Management: 13%

Top Program Types Preferred*

- Full-time one-year MBA: 30%
- Full-time two-year MBA: 19%
- Master of Data Analytics: 12%
- Master of Finance: 9%
- Master of Int'l Management: 6%

Application Plans by Relative Location

- Local: 24%
- Regional: 4%
- National: 15%
- Int'l: 79%

Application Plans by Program World Region

- W. Europe: 76%
- United States: 55%
- E & SE Asia: 16%
- E. Europe: 15%
- Canada: 6%
- C & S Asia: 4%
- LATAM: 1%
- Aus/PI: 1%
- Middle East: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- United States: 33%
- Spain: 25%
- France: 15%
- United Kingdom: 15%

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

Switzerland

Program Considerations

- MBA program types only: 18%
- Business master’s program types only: 45%
- Both: 37%

Top 10 Program Types Considered

1. Full-time one-year MBA: 37%
2. Master of Finance: 34%
3. Master in Management: 31%
4. Master of Int’l Management: 30%
5. Master of Data Analytics: 19%
6. Part-time MBA: 19%
7. Flexible MBA: 19%
8. Full-time two-year MBA: 17%
9. Master of Entrepreneurship: 11%
10. Executive MBA: 10%

Top Program Types Preferred*

1. Full-time one-year MBA: 18%
2. Master of Finance: 15%
3. Master in Management: 12%
4. Master of Int’l Management: 10%
5. Full-time two-year MBA: 6%
6. Master of Marketing: 6%

Application Plans by Relative Location

- Local: 24%
- Regional: 19%
- National: 13%
- Int’l: 83%

Application Plans by Program World Region

- W. Europe: 87%
- United States: 27%
- E & SE Asia: 11%
- Canada: 6%
- E. Europe: 4%
- Aus/PI: 3%
- Middle East: 0%
- LATAM: 0%
- C & S Asia: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- Switzerland: 27%
- United Kingdom: 23%
- France: 14%
- United States: 11%
- Spain: 9%

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.
Taiwan, China

Program Considerations

- MBA program types only: 18%
- Business master’s program types only: 41%
- Both: 41%

Top 10 Program Types Considered

- Full-time one-year MBA: 45%
- Full-time two-year MBA: 38%
- Master of Finance: 31%
- Master in Management: 30%
- Master of Marketing: 27%
- Master of Data Analytics: 26%
- Master of Int’l Management: 23%
- Master of Info. Technology: 22%
- Master of Supply Chain: 17%
- Master of Project Management: 16%

Top Program Types Preferred*

- Full-time one-year MBA: 18%
- Full-time two-year MBA: 18%
- Master of Finance: 16%
- Master of Data Analytics: 11%
- Master of Marketing: 6%
- Master in Management: 5%
- Master of Accounting: 5%

Application Plans by Relative Location

- Local: 4%
- Regional: 1%
- National: 4%
- Int’l: 97%

Application Plans by Program World Region

- United States: 70%
- W. Europe: 46%
- E & SE Asia: 16%
- Canada: 14%
- E. Europe: 6%
- C & S Asia: 5%
- Aus/PI: 5%
- Middle East: 1%
- LATAM: 1%
- Africa: 0%

Preferred Study Destination by Program Country*

- United States: 61%
- United Kingdom: 9%
- Germany: 6%
- France: 6%

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 Arab Emirates

Candidate Profiles by Residence

Program Considerations

- MBA program types only: 46%
- Business master’s program types only: 7%
- Both: 46%

Top 10 Program Types Considered

1. Full-time one-year MBA: 68%
2. Full-time two-year MBA: 34%
3. Executive MBA: 20%
4. Master of Project Management: 18%
5. Master of Marketing: 18%
6. Master of Intl’ Management: 14%
7. Master of Supply Chain: 14%
8. Online MBA: 11%
9. Master of Data Analytics: 9%
10. Master of Finance: 9%

Top Program Types Preferred*

1. Full-time one-year MBA: 39%
2. Full-time two-year MBA: 18%
3. Executive MBA: 9%
4. Flexible MBA: 5%

Application Plans by Relative Location

- Local: 14%
- Regional: 9%
- National: 4%
- Int’l: 80%

Application Plans by Program World Region

- W. Europe: 57%
- United States: 48%
- Canada: 29%
- Middle East: 20%
- E & SE Asia: 16%
- Aus/PI: 16%
- E. Europe: 9%
- C & S Asia: 7%
- LATAM: 2%
- Africa: 0%

Preferred Study Destination by Program Country*

- United States: 25%
- United Arab Emirates: 13%
- Canada: 13%
- United Kingdom: 13%
- Netherlands: 9%
- France: 9%
- Singapore: 5%

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

United Kingdom

Program Considerations

- MBA program types only: 41%
- Business master’s program types only: 31%
- Both: 28%

Top 10 Program Types Considered

- Full-time one-year MBA: 54%
- Full-time two-year MBA: 40%
- Master of Finance: 31%
- Master in Management: 21%
- Master of Data Analytics: 19%
- Part-time MBA: 16%
- Executive MBA: 15%
- Master of Int’l Management: 14%
- Flexible MBA: 11%
- Master of Marketing: 9%

Top Program Types Preferred*

- Full-time one-year MBA: 31%
- Master of Finance: 15%
- Full-time two-year MBA: 15%
- Master in Management: 8%
- Executive MBA: 6%
- Master of Int’l Management: 5%

Application Plans by Relative Location

- Local: 25%
- Regional: 13%
- National: 17%
- Int’l: 75%

Application Plans by Program World Region

- W. Europe: 80%
- United States: 44%
- E & SE Asia: 10%
- Canada: 7%
- E. Europe: 4%
- Aus/PI: 4%
- C & S Asia: 2%
- Middle East: 1%
- LATAM: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- United Kingdom: 43%
- United States: 25%
- France: 12%

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

United States

Program Considerations

MBA program types only 45%

Business master’s program types only 10%

Both 46%

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time two-year MBA</td>
<td>53%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>47%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>39%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>29%</td>
</tr>
<tr>
<td>Online MBA</td>
<td>23%</td>
</tr>
<tr>
<td>Joint/dual degree w/ an MBA</td>
<td>16%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>16%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>16%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>16%</td>
</tr>
<tr>
<td>Hybrid/blended MBA</td>
<td>14%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time two-year MBA</td>
<td>24%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>17%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>10%</td>
</tr>
<tr>
<td>Online MBA</td>
<td>7%</td>
</tr>
<tr>
<td>Master of Accounting</td>
<td>7%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>6%</td>
</tr>
</tbody>
</table>

Application Plans by Relative Location

<table>
<thead>
<tr>
<th>Location</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>56%</td>
</tr>
<tr>
<td>Regional</td>
<td>36%</td>
</tr>
<tr>
<td>National</td>
<td>48%</td>
</tr>
<tr>
<td>Int’l</td>
<td>16%</td>
</tr>
</tbody>
</table>

Application Plans by Program World Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>96%</td>
</tr>
<tr>
<td>W. Europe</td>
<td>14%</td>
</tr>
<tr>
<td>Canada</td>
<td>4%</td>
</tr>
<tr>
<td>E &amp; SE Asia</td>
<td>3%</td>
</tr>
<tr>
<td>E. Europe</td>
<td>2%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>2%</td>
</tr>
<tr>
<td>C &amp; S Asia</td>
<td>1%</td>
</tr>
<tr>
<td>Middle East</td>
<td>0%</td>
</tr>
<tr>
<td>LATAM</td>
<td>0%</td>
</tr>
<tr>
<td>Africa</td>
<td>0%</td>
</tr>
</tbody>
</table>

Preferred Study Destination by Program Country*

<table>
<thead>
<tr>
<th>Country</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>93%</td>
</tr>
</tbody>
</table>

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

Vietnam

Program Considerations

- MBA program types only: 12%
- Both MBA and master’s program types only: 63%
- Business master’s program types only: 25%

Top 10 Program Types Considered

- Master of Data Analytics: 44%
- Full-time two-year MBA: 39%
- Full-time one-year MBA: 33%
- Master of Finance: 26%
- Master in Management: 21%
- Master of Int’l Management: 21%
- Master of Project Management: 21%
- Master of Supply Chain: 18%
- Master of Entrepreneurship: 16%
- Executive MBA: 15%

Top Program Types Preferred*

- Master of data analytics: 16%
- Master of finance: 13%
- Full-time two-year MBA: 11%
- Full-time one-year MBA: 11%
- Master of Marketing: 8%
- Master of Entrepreneurship: 8%

Application Plans by Relative Location

- Local: 10%
- Regional: 7%
- National: 3%
- Int’l: 89%

Application Plans by Program World Region

- W. Europe: 59%
- United States: 46%
- Canada: 30%
- Aus/PI: 20%
- E & SE Asia: 16%
- E. Europe: 8%
- Middle East: 0%
- LATAM: 0%
- C & S Asia: 0%
- Africa: 0%

Preferred Study Destination by Program Country*

- United States: 34%
- Canada: 13%
- Germany: 10%
- France: 10%
- Netherlands: 7%
- United Kingdom: 7%
- Sweden: 5%
- Singapore: 5%

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
- Top reasons candidates chose the country as their preferred study destination
Preferred Study Destination

Australia

Candidates Preferring This Study Destination

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Domestic (%)</th>
<th>International (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time two-year MBA</td>
<td>51%</td>
<td>17%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>36%</td>
<td>26%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Master of Human Resources</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Top Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time two-year MBA</td>
<td>51%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>36%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>26%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>20%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>17%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>17%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>17%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>16%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>13%</td>
</tr>
<tr>
<td>Master of Human Resources</td>
<td>12%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time two-year MBA</td>
<td>19%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>19%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>14%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>7%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>7%</td>
</tr>
</tbody>
</table>

Citizenship of Candidates Preferring This Study Destination

- Domestic: 17%
- International: 83%

Region of Citizenship of International Candidates

- C & S Asia: 33%
- E & SE Asia: 24%
- Africa: 13%
- W. Europe: 13%
- ME: 5%
- Aus/PI: 4%
- LATAM: 4%
- Canada: 3%
- US: 1%
- E. Europe: 0%

Top Reasons Candidates Chose This Country as Their Preferred Study Destination

<table>
<thead>
<tr>
<th>Reason</th>
<th>Domestic Candidates**</th>
<th>International Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation of educational system (65%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improved chances of an int'l career (62%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attractiveness of location/ Build int'l network of peers/colleagues (both 53%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety and physical security (40%)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.
Preferred Study Destination

Canada

Candidates Preferring This Study Destination

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>51%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>44%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>24%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>21%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>21%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>20%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>18%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>16%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>14%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>24%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>16%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>8%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>7%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>5%</td>
</tr>
</tbody>
</table>

Citizenship of Candidates Preferring This Study Destination

- Domestic: 31%
- International: 69%

Region of Citizenship of International Candidates

- C & S Asia: 32%
- Africa: 26%
- E & SE Asia: 20%
- LATAM: 8%
- ME: 5%
- W. Europe: 4%
- US: 3%
- E. Europe: 2%
- Aus/PI: 0%
- Canada: 0%

Top Reasons Candidates Chose This Country as Their Preferred Study Destination

**Domestic Candidates**
- Reputation of educational system/ Affordability of education/tuition fees (both 55%)
- To be near family (50%)
- Improved jobs access in home country/ Attractiveness of location (both 47%)

**International Candidates**
- Improved chances of an int’l career (65%)
- Reputation of the educational system (59%)
- Build int’l network of peers/colleagues/ Better preparation for career/ Ease of obtaining work permits (all 49%)

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.
China

Candidates Preferring This Study Destination

Top 10 Program Types Considered

- Full-time one-year MBA: 47%
- Full-time two-year MBA: 41%
- Part-time MBA: 17%
- Master of Finance: 19%
- Master of Data Analytics: 14%
- Executive MBA: 14%
- Master in Management: 12%
- Master of Info. Technology: 11%
- Master of Int’l Management: 11%

Citizenship of Candidates Preferring This Study Destination

- Domestic: 58%
- International: 42%

Top Program Types Preferred*

- Full-time one-year MBA: 26%
- Full-time two-year MBA: 18%
- Part-time MBA: 11%
- Master of Finance: 6%
- Master in Management: 5%
- Executive MBA: 5%
- Flexible MBA: 5%

Region of Citizenship of International Candidates

- E & SE Asia: 32%
- W. Europe: 26%
- Africa: 12%
- US: 12%
- E. Europe: 6%
- ME: 6%
- Aus/PI: 3%
- C & S Asia: 3%
- Canada: 0%
- LATAM: 0%

Top Reasons Candidates Chose This Country as Their Preferred Study Destination

<table>
<thead>
<tr>
<th>Domestic Candidates</th>
<th>International Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation of educational system (53%)</td>
<td>Improved chances of an int’l career (56%)</td>
</tr>
<tr>
<td>Better preparation for career (40%)</td>
<td>Build int’l network of peers/colleagues/</td>
</tr>
<tr>
<td>Improved jobs access in home country (38%)</td>
<td>Attractiveness of location (both 53%)</td>
</tr>
<tr>
<td>Affordability of education/tuition fees (32%)</td>
<td>Reputation of the educational system (44%)</td>
</tr>
<tr>
<td>Attractiveness of location/ Safety and physical security (both 30%)</td>
<td>Better preparation for career (38%)</td>
</tr>
</tbody>
</table>

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.
France

Top 10 Program Types Considered

- Full-time one-year MBA: 51%
- Full-time two-year MBA: 31%
- Master of Finance: 28%
- Master of Int'l Management: 27%
- Master in Management: 26%
- Master of Data Analytics: 18%
- Master of Marketing: 13%
- Master of Project Management: 12%
- Master of Entrepreneurship: 10%
- Executive MBA: 10%

Candidates Preferring This Study Destination

- Top Program Types Preferred*
  - Full-time one-year MBA: 34%
  - Master in Management: 12%
  - Master of Finance: 11%
  - Master of Int'l Management: 9%
  - Full-time two-year MBA: 7%

Citizenship of Candidates Preferring This Study Destination

- International: 88%
- Domestic: 12%

Region of Citizenship of International Candidates

- C & S Asia: 25%
- E & SE Asia: 21%
- W. Europe: 20%
- LATAM: 9%
- Africa: 8%
- US: 6%
- E. Europe: 4%
- ME: 4%
- Canada: 1%
- Aus/PI: 0%

Top Reasons Candidates Chose This Country as Their Preferred Study Destination

<table>
<thead>
<tr>
<th>Domestic Candidates</th>
<th>International Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation of educational system (60%)</td>
<td>Reputation of the educational system (69%)</td>
</tr>
<tr>
<td>Improved chances of an int'l career (49%)</td>
<td>Improved chances of an int'l career (67%)</td>
</tr>
<tr>
<td>To be near family (45%)</td>
<td>Build int'l network of peers/colleagues (59%)</td>
</tr>
<tr>
<td>Better preparation for career/Better preparation for career/Build int'l network of peers/colleagues (both 40%)</td>
<td>Attractiveness of location (44%)</td>
</tr>
</tbody>
</table>

Note: Program types considered and reasons candidates chose this country as their preferred study destination 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

Germany

Candidates Preferring This Study Destination

<table>
<thead>
<tr>
<th>Top 10 Program Types Considered</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Master in Management</td>
<td>42%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>36%</td>
</tr>
<tr>
<td>Master of Int'l Management</td>
<td>35%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>31%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>28%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>21%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>19%</td>
</tr>
<tr>
<td>Master of Entrepreneurship</td>
<td>17%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>17%</td>
</tr>
<tr>
<td>Master of Supply Chain</td>
<td>16%</td>
</tr>
</tbody>
</table>

Citizenship of Candidates Preferring This Study Destination

- Domestic: 29%
- International: 71%

Region of Citizenship of International Candidates

- C and S Asia: 27%
- E and SE Asia: 20%
- Africa: 15%
- W Europe: 11%
- E Europe: 10%
- LATAM: 8%
- US: 6%
- ME: 2%
- Canada: 1%
- Aus/PI: 0%

Top Program Types Preferred*

- Master in Management: 16%
- Master of Finance: 14%
- Full-time two-year MBA: 12%
- Full-time one-year MBA: 11%
- Master of Int'l Management: 10%
- Master of Data Analytics: 5%

Top Reasons Candidates Chose This Country as Their Preferred Study Destination

<table>
<thead>
<tr>
<th>Domestic Candidates</th>
<th>International Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation of educational system (56%)</td>
<td>Reputation of the educational system (68%)</td>
</tr>
<tr>
<td>Affordability of education/tuition fees (48%)</td>
<td>Improved chances of an int'l career (65%)</td>
</tr>
<tr>
<td>Better preparation for career/Improved jobs access in home country (both 46%)</td>
<td>Affordability of education/tuition fees (61%)</td>
</tr>
<tr>
<td>Attractiveness of location (42%)</td>
<td>Better preparation for career (50%)</td>
</tr>
<tr>
<td>Build int'l network of peers/colleagues (49%)</td>
<td></td>
</tr>
</tbody>
</table>

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.
Hong Kong SAR, China

Candidates Preferring This Study Destination

Top 10 Program Types Considered

- Master of Finance: 44%
- Master of Data Analytics: 29%
- Full-time one-year MBA: 28%
- Master of Info. Technology: 25%
- Master of Marketing: 24%
- Master of Accounting: 20%
- Full-time two-year MBA: 18%
- Master of Int'l Management: 17%
- Master in Management: 14%
- Master of Project Management: 13%

Citizenship of Candidates Preferring This Study Destination

- Domestic: 9%
- International: 91%

Region of Citizenship of International Candidates

- E & SE Asia: 82%
- W. Europe: 7%
- US: 3%
- Africa: 1%
- Canada: 1%
- C & S Asia: 1%
- E. Europe: 1%
- LATAM: 1%
- Aus/Pi: 0%
- ME: 0%

Top Reasons Candidates Chose This Country as Their Preferred Study Destination

<table>
<thead>
<tr>
<th>Domestic Candidates**</th>
<th>International Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Better preparation for career (57%)</td>
</tr>
<tr>
<td>--</td>
<td>Reputation of the educational system (55%)</td>
</tr>
<tr>
<td>--</td>
<td>Attractiveness of location (48%)</td>
</tr>
<tr>
<td>--</td>
<td>Improved chances of an int'l career (47%)</td>
</tr>
<tr>
<td>--</td>
<td>Safety and physical security (42%)</td>
</tr>
</tbody>
</table>

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.
### India

#### Candidates Preferring This Study Destination

<table>
<thead>
<tr>
<th>Top 10 Program Types Considered</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>59%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>49%</td>
</tr>
<tr>
<td>One-year PGP program</td>
<td>46%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>33%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>16%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>16%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Supply Chain</td>
<td>13%</td>
</tr>
<tr>
<td>Master of Project Management</td>
<td>13%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>11%</td>
</tr>
</tbody>
</table>

#### Citizenship of Candidates Preferring This Study Destination

- **Domestic**: 95%
- **International**: 5%

#### Region of Citizenship of International Candidates

- C & S Asia: 11%
- E & SE Asia: 11%
- Aus/PI: 11%
- E. Europe: 11%
- US: 0%
- W. Europe: 0%
- Africa: 0%
- Canada: 0%
- LATAM: 0%
- ME: 0%

#### Top Reasons Candidates Chose This Country as Their Preferred Study Destination

<table>
<thead>
<tr>
<th>Domestic Candidates</th>
<th>International Candidates**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordability of education/tuition fees (61%)</td>
<td>--</td>
</tr>
<tr>
<td>Reputation of educational system (56%)</td>
<td>--</td>
</tr>
<tr>
<td>Improved jobs access in home country (52%)</td>
<td>--</td>
</tr>
<tr>
<td>Availability of financial aid (48%)</td>
<td>--</td>
</tr>
<tr>
<td>Better preparation for career (40%)</td>
<td>--</td>
</tr>
</tbody>
</table>

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.
**Preferred Study Destination**

**Italy**

### Candidates Preferring This Study Destination

#### Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>35%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>34%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>24%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>22%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>19%</td>
</tr>
<tr>
<td>Master of Int'l Management</td>
<td>18%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Project Management</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Accounting</td>
<td>14%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>10%</td>
</tr>
</tbody>
</table>

### Citizenship of Candidates Preferring This Study Destination

- Domestic: 54%
- International: 46%

### Region of Citizenship of International Candidates

- W. Europe: 25%
- E. Europe: 23%
- US: 14%
- E & SE Asia: 9%
- Africa: 7%
- C & S Asia: 5%
- Aus/PKI: 5%
- LATAM: 4%
- ME: 2%

### Top Program Types Preferred*

- Master of Finance: 24%
- Full-time one-year MBA: 20%
- Master of Marketing: 8%
- Master in Management: 8%
- Master of Int'l Management: 7%
- Full-time two-year MBA: 7%

### Top Reasons Candidates Chose This Country as Their Preferred Study Destination

<table>
<thead>
<tr>
<th>Domestic Candidates</th>
<th>International Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation of educational system (63%)</td>
<td>Improved chances of an int'l career (67%)</td>
</tr>
<tr>
<td>Better preparation for career (54%)</td>
<td>Attractiveness of location (56%)</td>
</tr>
<tr>
<td>Improved jobs access in home country (50%)</td>
<td>Build int'l network of peers/colleagues (54%)</td>
</tr>
<tr>
<td>Affordability of education/tuition fees (35%)</td>
<td>Better preparation for career/Reputation of the educational system/Affordability of education/tuition fees (all 49%)</td>
</tr>
<tr>
<td>Offers English language education (33%)</td>
<td></td>
</tr>
</tbody>
</table>

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.*

mba.com Prospective Students Survey 2019
**Netherlands**

**Candidates Preferring This Study Destination**

**Top 10 Program Types Considered**

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>39%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>34%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>28%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>22%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>22%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>19%</td>
</tr>
<tr>
<td>Master of Supply Chain</td>
<td>19%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>19%</td>
</tr>
<tr>
<td>Master of Entrepreneurship</td>
<td>16%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Top Program Types Preferred**

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>18%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>12%</td>
</tr>
<tr>
<td>Master of Int’l Management</td>
<td>11%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>10%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>8%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Citizenship of Candidates Preferring This Study Destination**

- Domestic: 16%
- International: 84%

**Top Reasons Candidates Chose This Country as Their Preferred Study Destination**

<table>
<thead>
<tr>
<th></th>
<th>Domestic Candidates</th>
<th>International Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation of educational system/Affordability of education/tuition fees (both 58%)</td>
<td>Reputation of the educational system (74%)</td>
<td></td>
</tr>
<tr>
<td>Improved chances of an int’l career (45%)</td>
<td>Improved chances of an int’l career (70%)</td>
<td></td>
</tr>
<tr>
<td>Offers English language education (65%)</td>
<td>Affordability of education/tuition fees (63%)</td>
<td></td>
</tr>
<tr>
<td>Build int’l network of peers/colleagues (55%)</td>
<td>(Build int’l network of peers/colleagues (55%)</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.
Singapore

Candidates Preferring This Study Destination

**Top 10 Program Types Considered**

- Full-time one-year MBA: 59%
- Master of Data Analytics: 29%
- Master of Finance: 29%
- Full-time two-year MBA: 26%
- Part-time MBA: 19%
- Master of Info. Technology: 16%
- Flexible MBA: 16%
- Master of Int’l Management: 12%
- Executive MBA: 12%
- Master in Management: 11%

**Top Program Types Preferred***

- Full-time one-year MBA: 36%
- Master of Data Analytics: 13%
- Master of Finance: 12%
- Part-time MBA: 5%

Citizenship of Candidates Preferring This Study Destination

- Domestic: 16%
- International: 84%

Region of Citizenship of International Candidates

- E & S Asia: 42%
- C & S Asia: 32%
- W. Europe: 11%
- Canada: 3%
- E. Europe: 3%
- US: 3%
- Africa: 2%
- Aus/NZ: 2%
- LATAM: 2%
- ME: 0%

Top Reasons Candidates Chose This Country as Their Preferred Study Destination

**Domestic Candidates**

- Reputation of educational system (73%)
- Affordability of education/tuition fees (46%)
- Better preparation for career/Improved jobs access in home country (both 41%)
- Safety and physical security (35%)

**International Candidates**

- Reputation of the educational system (69%)
- Improved chances of an int’l career (59%)
- Better preparation for career (55%)
- Build int’l network of peers/colleagues (54%)
- Attractiveness of location (52%)

Note: Program types considered and reasons candidates chose this country as their preferred study destination 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

South Africa

Candidates Preferring This Study Destination

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part-time MBA</td>
<td>62%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>35%</td>
</tr>
<tr>
<td>Online MBA</td>
<td>29%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>27%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>23%</td>
</tr>
<tr>
<td>Master of Project Management</td>
<td>15%</td>
</tr>
<tr>
<td>Hybrid/blended MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Entrepreneurship</td>
<td>10%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>8%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part-time MBA</td>
<td>40%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>13%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>12%</td>
</tr>
<tr>
<td>Online MBA</td>
<td>8%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>8%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>6%</td>
</tr>
</tbody>
</table>

Citizenship of Candidates Preferring This Study Destination

<table>
<thead>
<tr>
<th>Citizenship Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>87%</td>
</tr>
<tr>
<td>International</td>
<td>13%</td>
</tr>
</tbody>
</table>

Region of Citizenship of International Candidates

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>71%</td>
</tr>
<tr>
<td>E. &amp; SE Asia</td>
<td>14%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>14%</td>
</tr>
<tr>
<td>Canada</td>
<td>0%</td>
</tr>
<tr>
<td>C. &amp; S Asia</td>
<td>0%</td>
</tr>
<tr>
<td>E. Europe</td>
<td>0%</td>
</tr>
<tr>
<td>LATAM</td>
<td>0%</td>
</tr>
<tr>
<td>ME</td>
<td>0%</td>
</tr>
<tr>
<td>US</td>
<td>0%</td>
</tr>
<tr>
<td>W. Europe</td>
<td>0%</td>
</tr>
</tbody>
</table>

Top Reasons Candidates Chose This Country as Their Preferred Study Destination

<table>
<thead>
<tr>
<th>Reason</th>
<th>Domestic Candidates</th>
<th>International Candidates**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordability of education/tuition fees</td>
<td>(56%)</td>
<td>--</td>
</tr>
<tr>
<td>Reputation of educational system</td>
<td>(51%)</td>
<td>--</td>
</tr>
<tr>
<td>To be near family</td>
<td>(44%)</td>
<td>--</td>
</tr>
<tr>
<td>Availability of financial aid</td>
<td>(33%)</td>
<td>--</td>
</tr>
<tr>
<td>Attractiveness of location</td>
<td>(29%)</td>
<td>--</td>
</tr>
</tbody>
</table>

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.
Spain

Candidates Preferring This Study Destination

Top 10 Program Types Considered

- Full-time one-year MBA: 53%
- Full-time two-year MBA: 38%
- Master of Finance: 25%
- Master of Data Analytics: 19%
- Master of Int’l Management: 19%
- Master in Management: 18%
- Master of Entrepreneurship: 15%
- Executive MBA: 14%
- Part-time MBA: 14%
- Master of Marketing: 13%

Top Program Types Preferred*

- Full-time one-year MBA: 36%
- Master of Finance: 14%
- Full-time two-year MBA: 12%
- Master of Int’l Management: 7%
- Master of Data Analytics: 6%
- Master in Management: 5%

Citizenship of Candidates Preferring This Study Destination

- Domestic: 12%
- International: 88%

Region of Citizenship of International Candidates

- W. Europe: 39%
- LATAM: 20%
- C & S Asia: 12%
- E & SE Asia: 9%
- US: 6%
- E. Europe: 5%
- Africa: 4%
- ME: 3%
- Aus/PI: 1%
- Canada: 1%

Top Reasons Candidates Chose This Country as Their Preferred Study Destination

Domestic Candidates**

- --
- --
- --
- --
- --

International Candidates

- Attractiveness of location (73%)**
- Improved chances of an int’l career/Build int’l network of peers/colleagues (both 64%)
- Reputation of the educational system/Diversity of student body (both 54%)

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.
Sweden

Candidates Preferring This Study Destination

Top 10 Program Types Considered

- Master of Finance: 44%
- Master in Management: 40%
- Full-time two-year MBA: 37%
- Master of Int’l Management: 35%
- Full-time one-year MBA: 22%
- Master of Entrepreneurship: 20%
- Master of Marketing: 20%
- Master of Accounting: 17%
- Master of Human Resources: 16%
- Master of Data Analytics: 14%

Top Program Types Preferred*

- Master of Finance: 30%
- Master of Int’l Management: 11%
- Master in Management: 11%
- Full-time two-year MBA: 7%
- Master of Entrepreneurship: 5%
- Master of Marketing: 5%
- Full-time one-year MBA: 5%

Citizenship of Candidates Preferring This Study Destination

- Domestic: 20%
- International: 80%

Region of Citizenship of International Candidates

- W. Europe: 46%
- E & SE Asia: 18%
- E. Europe: 14%
- Africa & S. Asia: 11%
- ME: 8%
- US: 2%
- Aus/P1: 2%
- Canada: 0%
- LATAM: 0%

Top Reasons Candidates Chose This Country as Their Preferred Study Destination

<table>
<thead>
<tr>
<th>Domestic Candidates**</th>
<th>International Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Reputation of the educational system (83%)</td>
</tr>
<tr>
<td>--</td>
<td>Affordability of education/tuition fees (60%)</td>
</tr>
<tr>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>--</td>
<td>Improved chances of an int’l career/ Offers English language education (both 57%)</td>
</tr>
<tr>
<td>--</td>
<td>Attractiveness of location (55%)</td>
</tr>
</tbody>
</table>

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.
Switzerland

Candidates Preferring This Study Destination

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>42%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>34%</td>
</tr>
<tr>
<td>Master of Int'l Management</td>
<td>30%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>29%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>25%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>21%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>18%</td>
</tr>
<tr>
<td>Master of Entrepreneurship</td>
<td>14%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>13%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>13%</td>
</tr>
</tbody>
</table>

Citizenship of Candidates Preferring This Study Destination

- Domestic: 10%
- International: 90%

Region of Citizenship of International Candidates

- W. Europe: 14%
- E. Europe: 13%
- C & S Asia: 12%
- Africa: 8%
- US: 8%
- LATAM: 5%
- Aus/PI: 3%
- ME: 1%
- Canada: 0%

Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Finance</td>
<td>21%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>19%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>13%</td>
</tr>
<tr>
<td>Master of Int'l Management</td>
<td>7%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>5%</td>
</tr>
</tbody>
</table>

Top Reasons Candidates Chose This Country as Their Preferred Study Destination

<table>
<thead>
<tr>
<th>Reason</th>
<th>Domestic Candidates**</th>
<th>International Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation of the educational system</td>
<td>--</td>
<td>Reputaiton of the educational system (79%)</td>
</tr>
<tr>
<td>Improved chances of an int'l career</td>
<td>--</td>
<td>Improved chances of an int'l career (73%)</td>
</tr>
<tr>
<td>Better preparation for career</td>
<td>--</td>
<td>Better preparation for career (62%)</td>
</tr>
<tr>
<td>Build int'l network of peers/colleagues</td>
<td>--</td>
<td>Build int'l network of peers/colleagues (58%)</td>
</tr>
<tr>
<td>Attractiveness of location</td>
<td>--</td>
<td>Attractiveness of location (44%)</td>
</tr>
</tbody>
</table>

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.
## United Kingdom

### Candidates Preferring This Study Destination

#### Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>47%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>39%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>30%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>22%</td>
</tr>
<tr>
<td>Master of Int'l Management</td>
<td>22%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>22%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>13%</td>
</tr>
<tr>
<td>Master of Info. Technology</td>
<td>12%</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>12%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>12%</td>
</tr>
</tbody>
</table>

#### Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time one-year MBA</td>
<td>24%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>23%</td>
</tr>
<tr>
<td>Full-time two-year MBA</td>
<td>8%</td>
</tr>
<tr>
<td>Master in Management</td>
<td>7%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>6%</td>
</tr>
<tr>
<td>Master of Int'l Management</td>
<td>5%</td>
</tr>
</tbody>
</table>

### Citizenship of Candidates Preferring This Study Destination

- Domestic: 8%
- International: 92%

### Top Reasons Candidates Chose This Country as Their Preferred Study Destination

#### Domestic Candidates

- Reputation of educational system (65%)
- Better preparation for career/Build int'l network of peers/colleagues (both 46%)
- Improved chances of an int'l career (43%)
- Improved jobs access in home country (37%)

#### International Candidates

- Reputation of the educational system (75%)
- Improved chances of an int'l career (64%)
- Build int'l network of peers/colleagues (59%)
- Better preparation for career (54%)
- Attractiveness of location (52%)

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

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*mba.com Prospective Students Survey 2019*
United States

Candidates Preferring This Study Destination

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time two-year MBA</td>
<td>56%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>49%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>29%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>22%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>21%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>19%</td>
</tr>
<tr>
<td>Online MBA</td>
<td>16%</td>
</tr>
<tr>
<td>Joint/dual degree w/ an MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Master of Accounting</td>
<td>12%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time two-year MBA</td>
<td>27%</td>
</tr>
<tr>
<td>Full-time one-year MBA</td>
<td>19%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>7%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>6%</td>
</tr>
<tr>
<td>Master of Accounting</td>
<td>5%</td>
</tr>
<tr>
<td>Online MBA</td>
<td>5%</td>
</tr>
<tr>
<td>Master of Data Analytics</td>
<td>5%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>5%</td>
</tr>
</tbody>
</table>

Citizenship of Candidates Preferring This Study Destination

- International: 46%
- Domestic: 54%

Region of Citizenship of International Candidates

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>E &amp; SE Asia</td>
<td>32%</td>
</tr>
<tr>
<td>C &amp; S Asia</td>
<td>25%</td>
</tr>
<tr>
<td>Africa</td>
<td>11%</td>
</tr>
<tr>
<td>LATAM</td>
<td>10%</td>
</tr>
<tr>
<td>W. Europe</td>
<td>10%</td>
</tr>
<tr>
<td>Canada</td>
<td>4%</td>
</tr>
<tr>
<td>E. Europe</td>
<td>4%</td>
</tr>
<tr>
<td>ME</td>
<td>3%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>1%</td>
</tr>
<tr>
<td>US</td>
<td>0%</td>
</tr>
</tbody>
</table>

Top Reasons Candidates Chose This Country as Their Preferred Study Destination

<table>
<thead>
<tr>
<th>Reason</th>
<th>Domestic Candidates</th>
<th>International Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation of the educational system</td>
<td>(54%)</td>
<td>(75%)</td>
</tr>
<tr>
<td>Better preparation for career</td>
<td>(52%)</td>
<td>(63%)</td>
</tr>
<tr>
<td>Attractiveness of location</td>
<td>(41%)</td>
<td>Build int'l network of peers/colleagues (59%)</td>
</tr>
<tr>
<td>Affordability of education/tuition fees</td>
<td>(38%)</td>
<td></td>
</tr>
<tr>
<td>To be near relatives/family living in the country</td>
<td>(35%)</td>
<td>Attractiveness of location (38%)</td>
</tr>
</tbody>
</table>

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.
Respondent Demographic Profile

This section details the gender and age details of 2018 survey respondents by their country of citizenship and residence.
## Respondent Demographic Profile

### Citizenship

<table>
<thead>
<tr>
<th></th>
<th>Overall*</th>
<th>Gender</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td><strong>Global</strong></td>
<td>9,617</td>
<td>5,411</td>
<td>4,161</td>
</tr>
<tr>
<td>Africa</td>
<td>780</td>
<td>486</td>
<td>290</td>
</tr>
<tr>
<td>Australia &amp; Pacific Islands</td>
<td>84</td>
<td>53</td>
<td>29</td>
</tr>
<tr>
<td>Canada</td>
<td>376</td>
<td>210</td>
<td>161</td>
</tr>
<tr>
<td>Central &amp; South Asia</td>
<td>1,409</td>
<td>947</td>
<td>459</td>
</tr>
<tr>
<td>East &amp; Southeast Asia</td>
<td>1,684</td>
<td>645</td>
<td>1,031</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>308</td>
<td>133</td>
<td>173</td>
</tr>
<tr>
<td>Latin America</td>
<td>465</td>
<td>300</td>
<td>165</td>
</tr>
<tr>
<td>Middle East</td>
<td>218</td>
<td>134</td>
<td>84</td>
</tr>
<tr>
<td>United States</td>
<td>2,901</td>
<td>1,618</td>
<td>1,268</td>
</tr>
<tr>
<td>Western Europe</td>
<td>1,281</td>
<td>823</td>
<td>453</td>
</tr>
</tbody>
</table>

### Residence

<table>
<thead>
<tr>
<th></th>
<th>Overall*</th>
<th>Gender</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>Africa</td>
<td>780</td>
<td>486</td>
<td>290</td>
</tr>
<tr>
<td>Australia &amp; Pacific Islands</td>
<td>106</td>
<td>59</td>
<td>45</td>
</tr>
<tr>
<td>Canada</td>
<td>448</td>
<td>244</td>
<td>197</td>
</tr>
<tr>
<td>Central &amp; South Asia</td>
<td>1,260</td>
<td>848</td>
<td>412</td>
</tr>
<tr>
<td>East &amp; Southeast Asia</td>
<td>1,452</td>
<td>588</td>
<td>856</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>211</td>
<td>94</td>
<td>116</td>
</tr>
<tr>
<td>Latin America</td>
<td>415</td>
<td>272</td>
<td>142</td>
</tr>
<tr>
<td>Middle East</td>
<td>263</td>
<td>166</td>
<td>97</td>
</tr>
<tr>
<td>United States</td>
<td>3,235</td>
<td>1,765</td>
<td>1,456</td>
</tr>
<tr>
<td>Western Europe</td>
<td>1,413</td>
<td>876</td>
<td>531</td>
</tr>
</tbody>
</table>

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

**mba.com Prospective Students Survey 2019**
Contributors and Contact Information

Contributors

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

Rhonda Daniel, Senior Research Manager, questionnaire development and interpretation of data, and drafting of the manuscript for intellectual content; Matt Hazenbush, Research Communications Senior Manager, editorial and manuscript review; Gregg Schoenfeld, Senior Director, Research & Data Science, manuscript review; Tacoma Williams, Research Senior Coordinator, sample development; Devina Caruthers, Associate Research Manager, survey management.

Contact Information

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