

**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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## Introduction

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

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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](http://www.gmac.com/prospectivestudents).

## Business School Participation in GMAC Research

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

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

[www.gmac.com/surveysignup](http://www.gmac.com/surveysignup).



# Program Specific Analyses

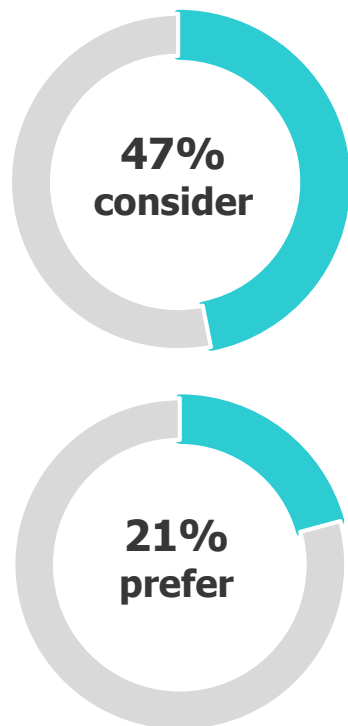
This section features data by program type, including:

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

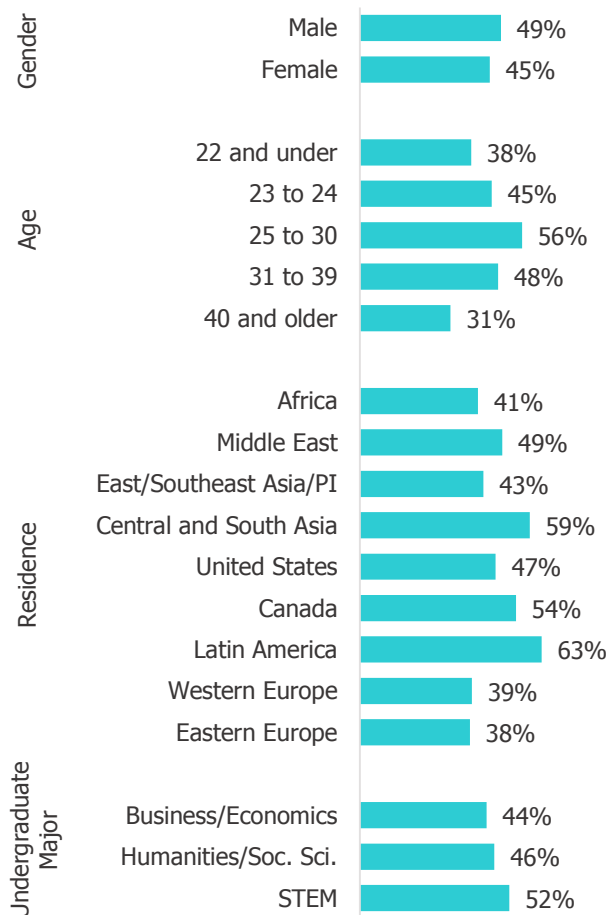


# Full-Time One-Year MBA

Candidate Consideration and Preference for This Program Type

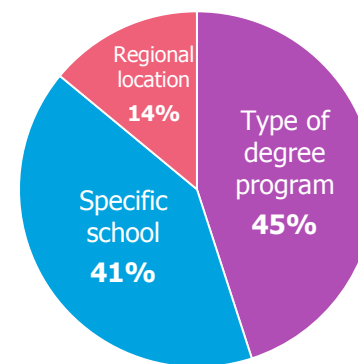


Percentage of Candidates Considering This Program Type by Demographic Group

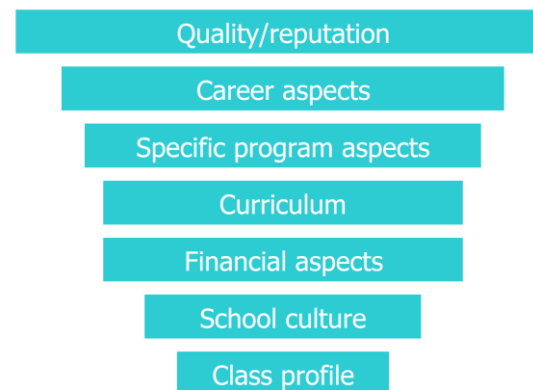


Candidates Considering This Program Type

First Business School Consideration

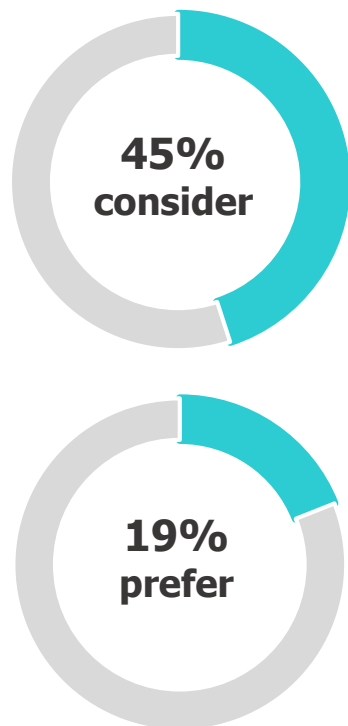


Ranking of Factors in School Selection Decision

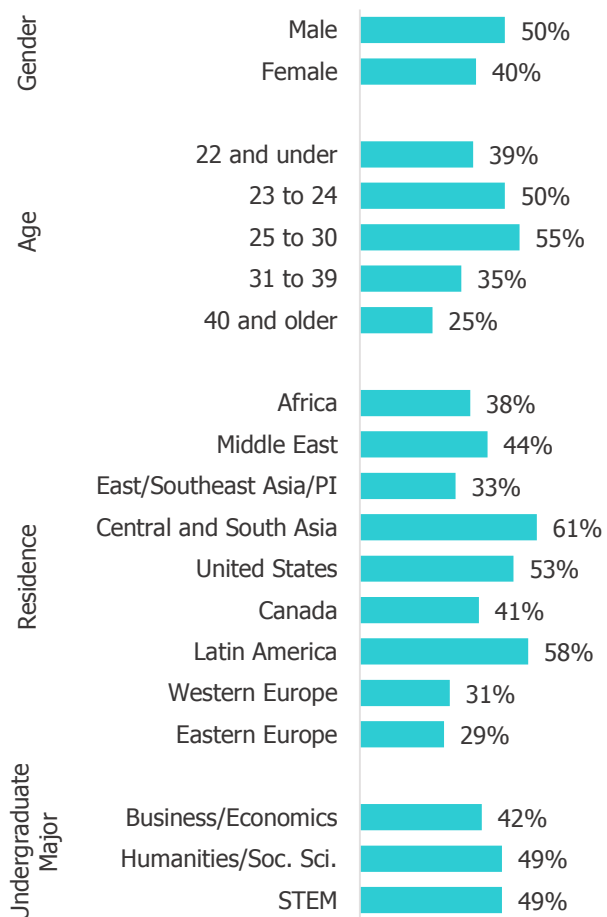


# Full-Time Two-Year MBA

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

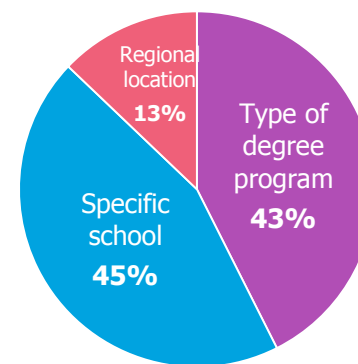


**Percentage of Candidates Considering This Program Type by Demographic Group**

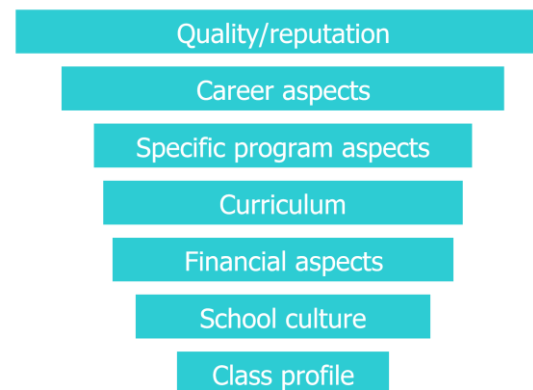


**Candidates Considering This Program Type**

**First Business School Consideration**

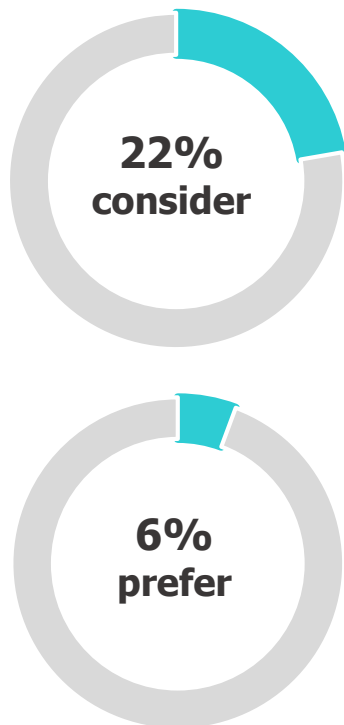


**Ranking of Factors in School Selection Decision**

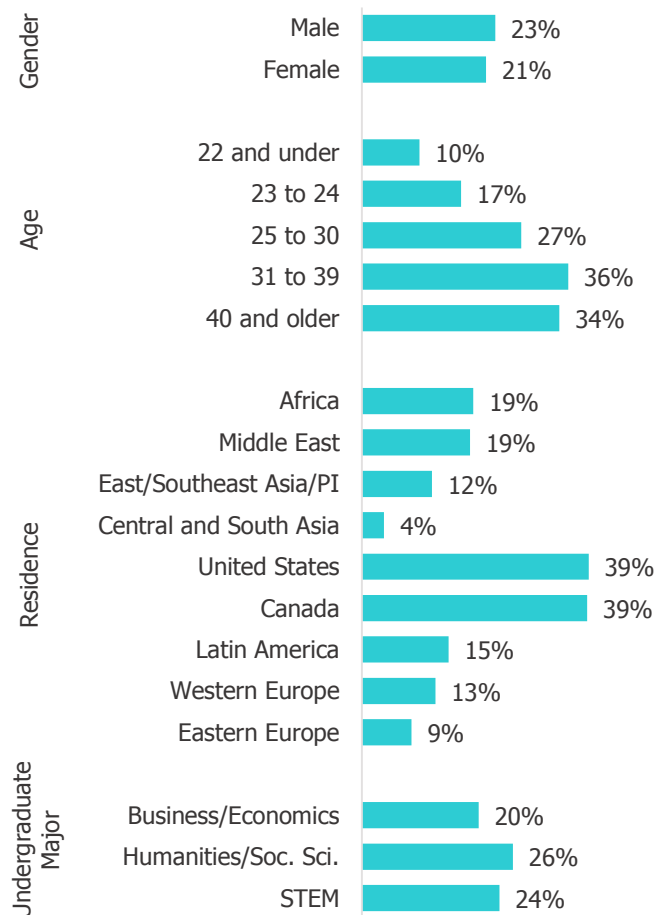


# Part-Time MBA

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

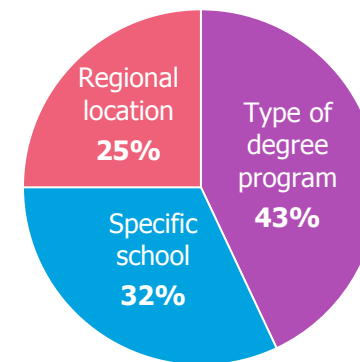


**Percentage of Candidates Considering This Program Type by Demographic Group**

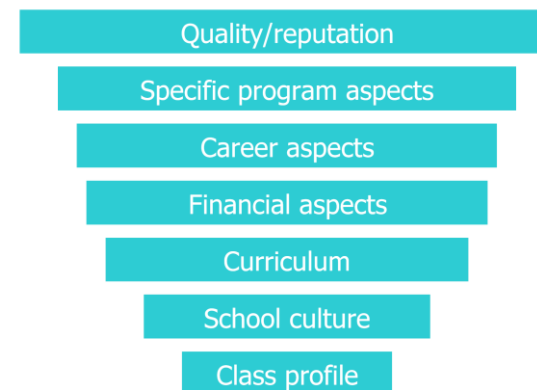


**Candidates Considering This Program Type**

**First Business School Consideration**



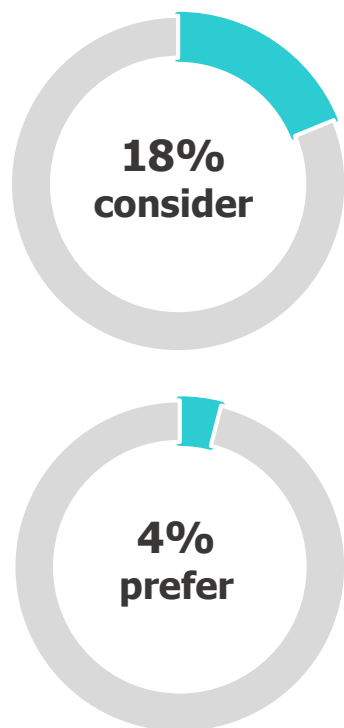
**Ranking of Factors in School Selection Decision**



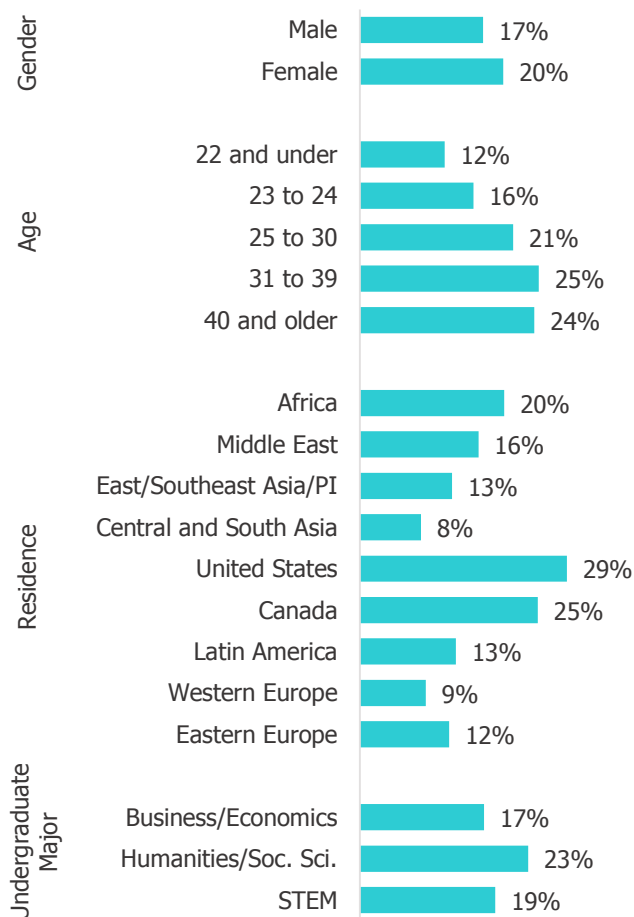


# Flexible MBA

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

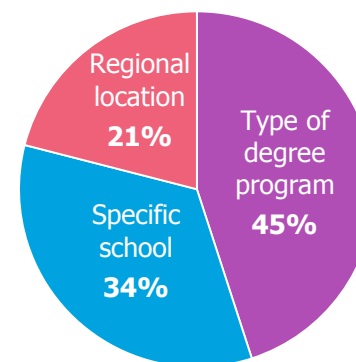


**Percentage of Candidates Considering This Program Type by Demographic Group**

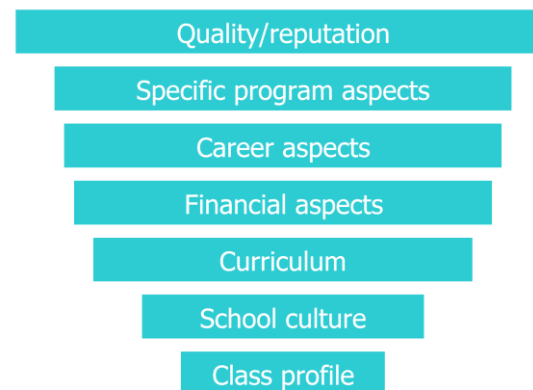


**Candidates Considering This Program Type**

**First Business School Consideration**

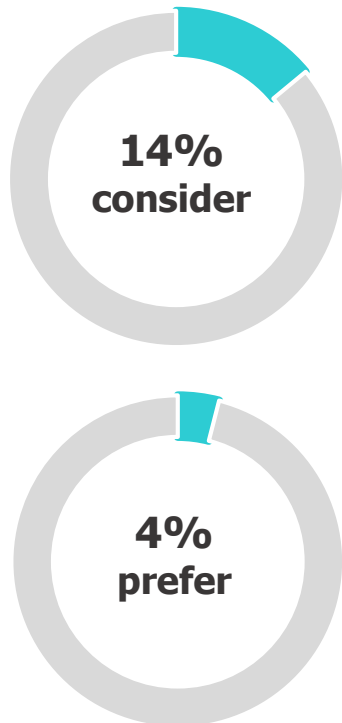


**Ranking of Factors in School Selection Decision**

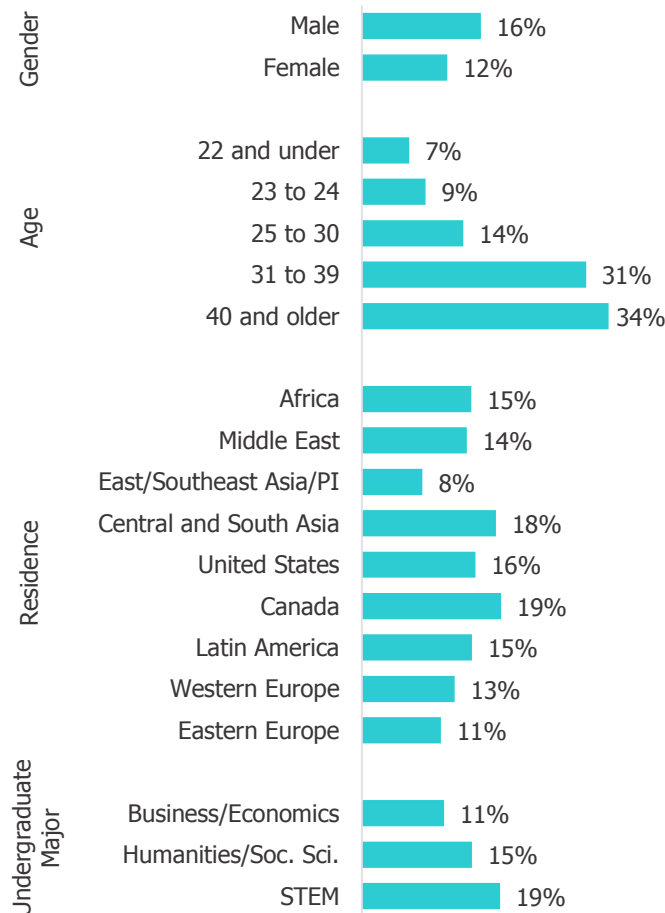


# Executive MBA

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

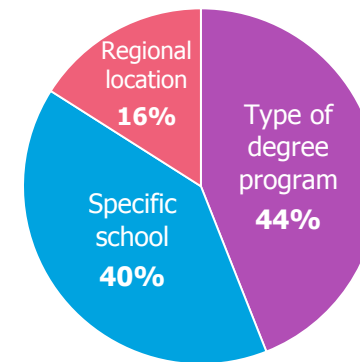


**Percentage of Candidates Considering This Program Type by Demographic Group**

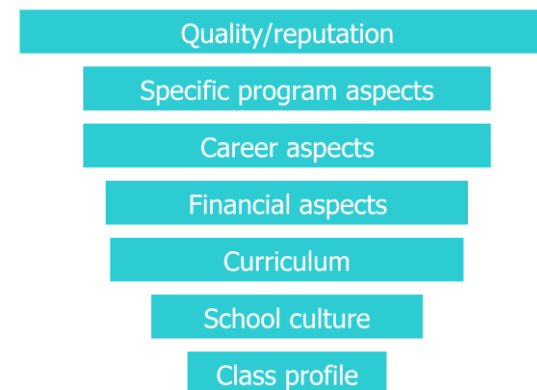


**Candidates Considering This Program Type**

**First Business School Consideration**

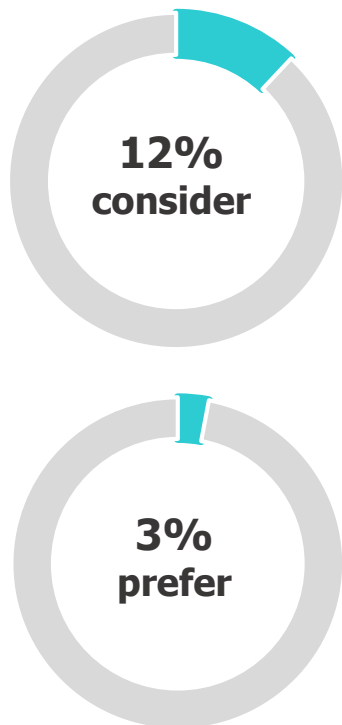


**Ranking of Factors in School Selection Decision**

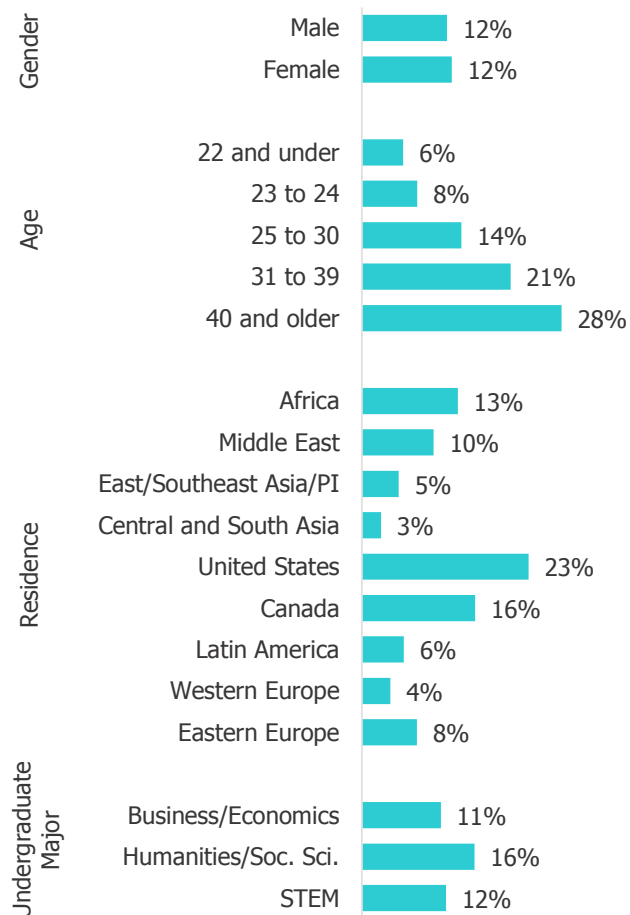


# Online MBA

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

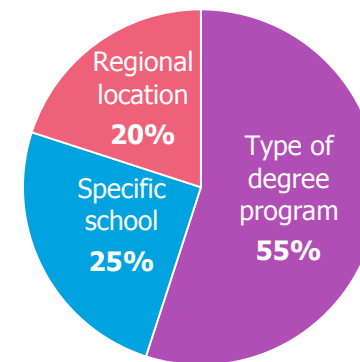


**Percentage of Candidates Considering This Program Type by Demographic Group**

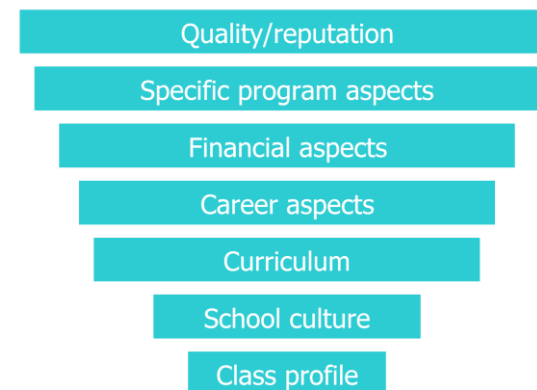


**Candidates Considering This Program Type**

**First Business School Consideration**

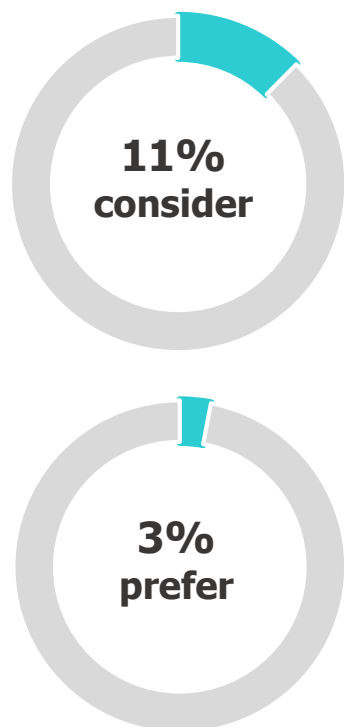


**Ranking of Factors in School Selection Decision**

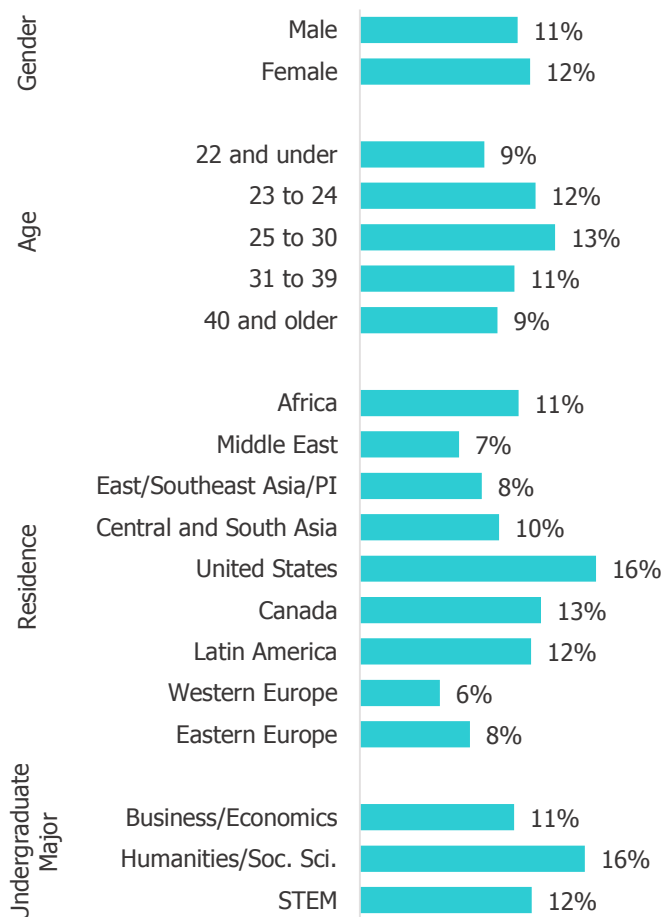


# Joint/Dual Degree Program (With an MBA)

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

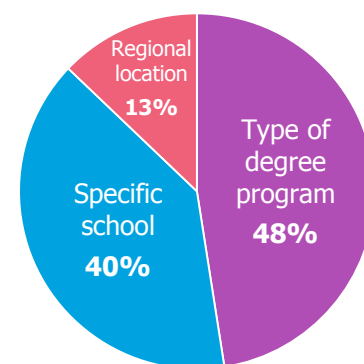


**Percentage of Candidates Considering This Program Type by Demographic Group**

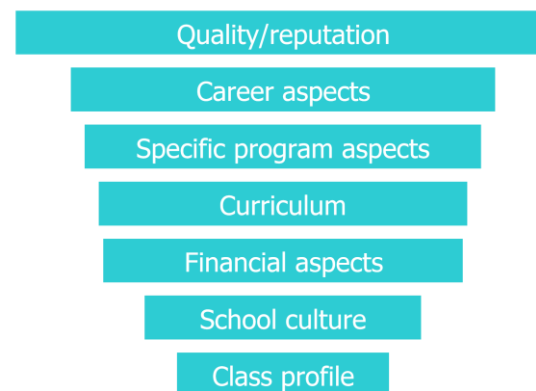


**Candidates Considering This Program Type**

**First Business School Consideration**

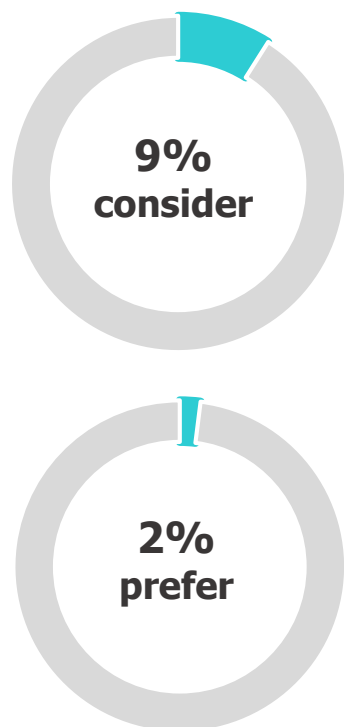


**Ranking of Factors in School Selection Decision**

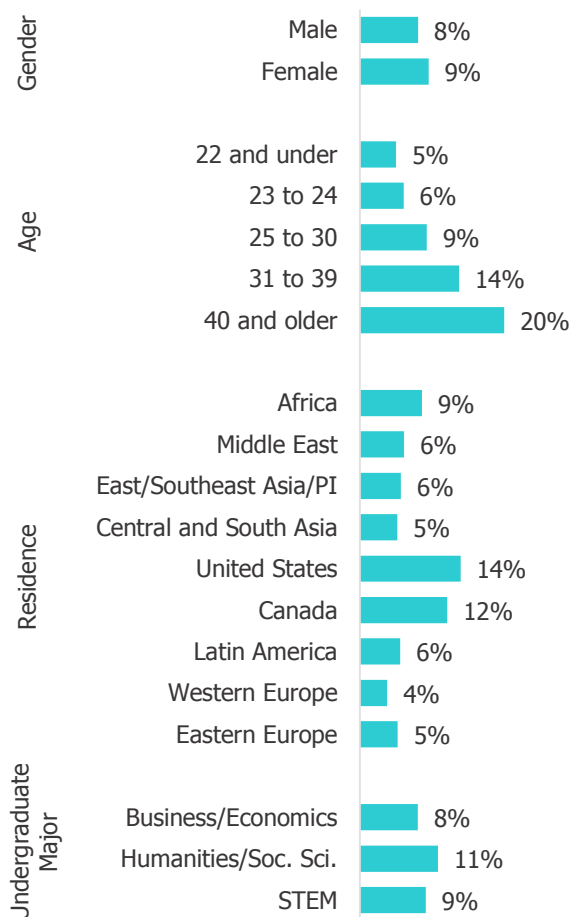


# Hybrid/Blended MBA Program

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

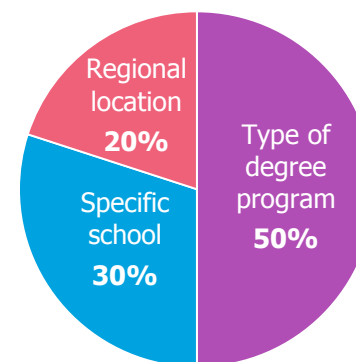


**Percentage of Candidates Considering This Program Type by Demographic Group**

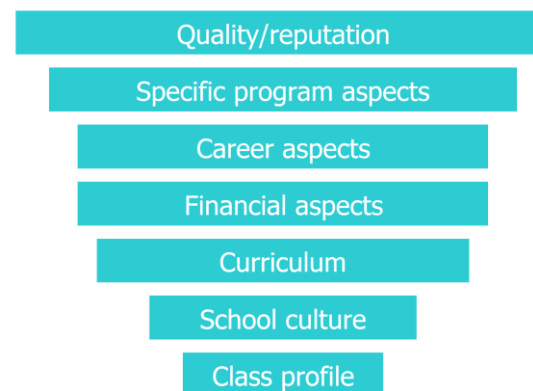


**Candidates Considering This Program Type**

**First Business School Consideration**



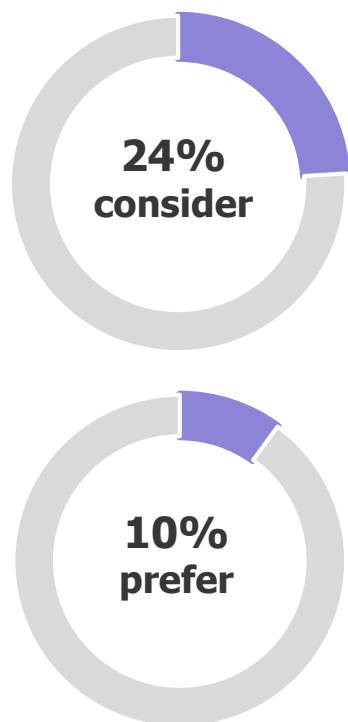
**Ranking of Factors in School Selection Decision**



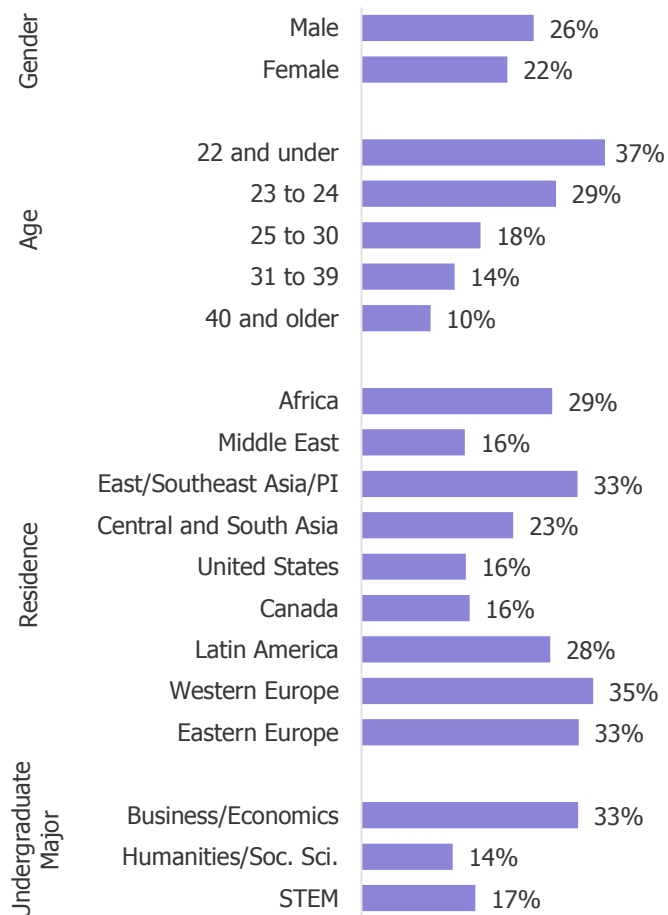


# Master of Finance

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

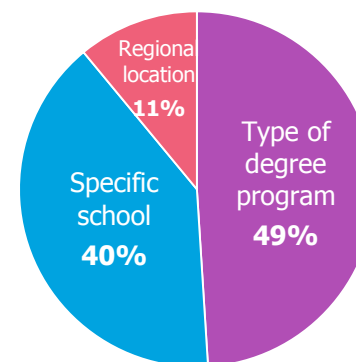


**Percentage of Candidates Considering This Program Type by Demographic Group**

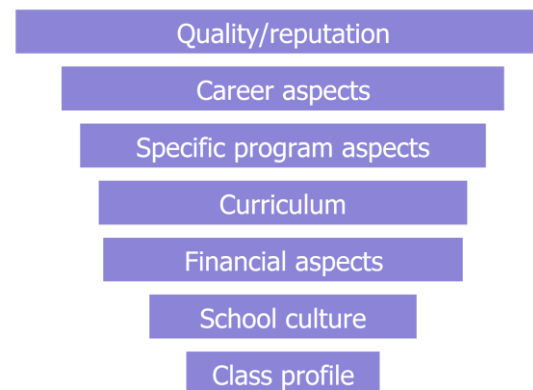


**Candidates Considering This Program Type**

**First Business School Consideration**

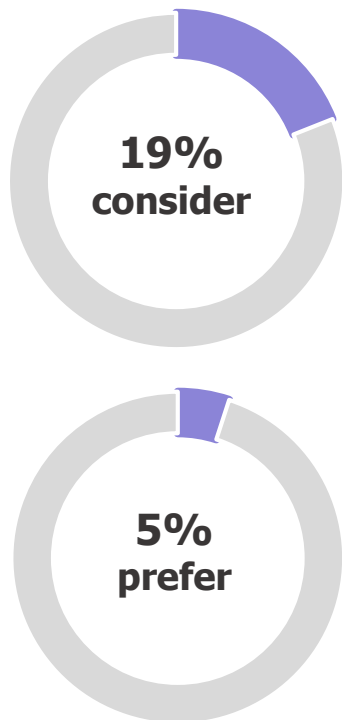


**Ranking of Factors in School Selection Decision**

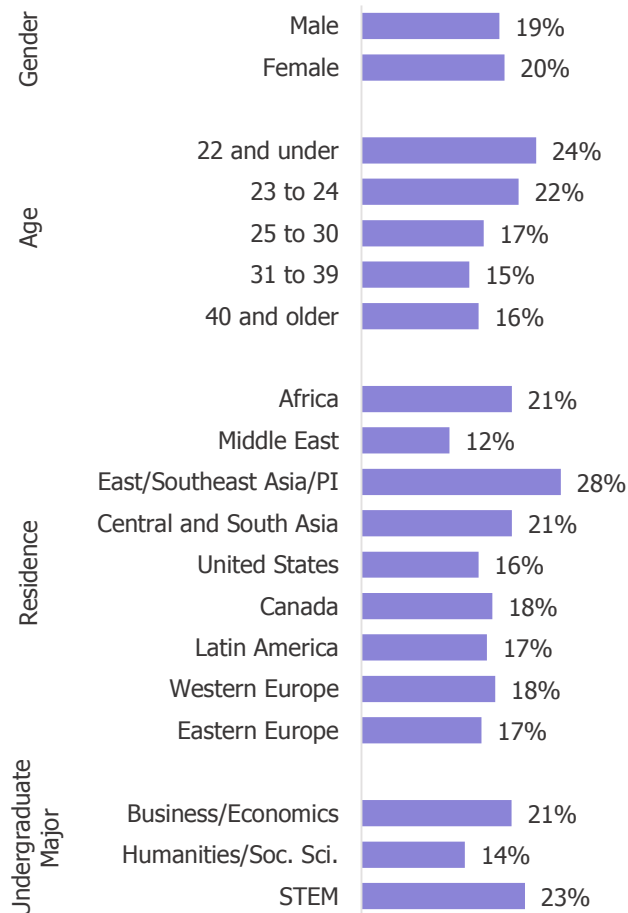


# Master of Data Analytics

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

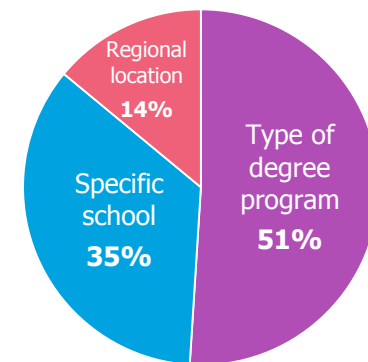


**Percentage of Candidates Considering This Program Type by Demographic Group**

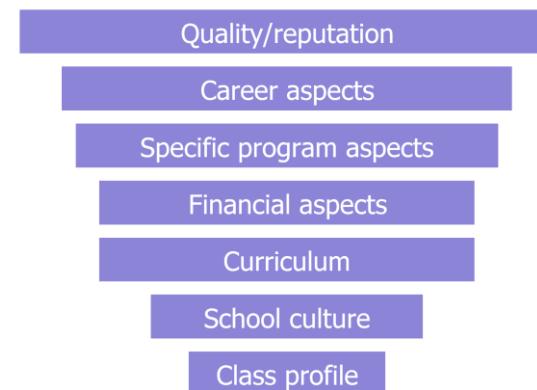


**Candidates Considering This Program Type**

**First Business School Consideration**

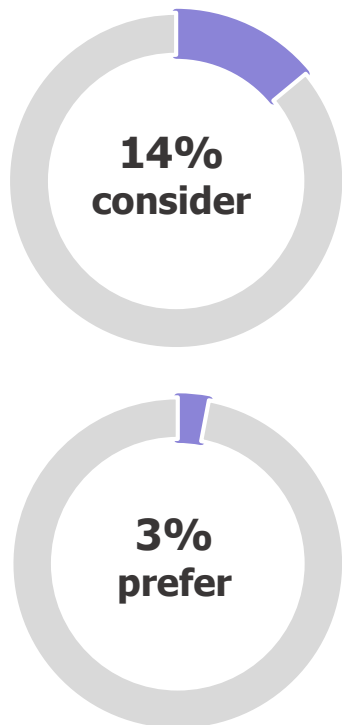


**Ranking of Factors in School Selection Decision**

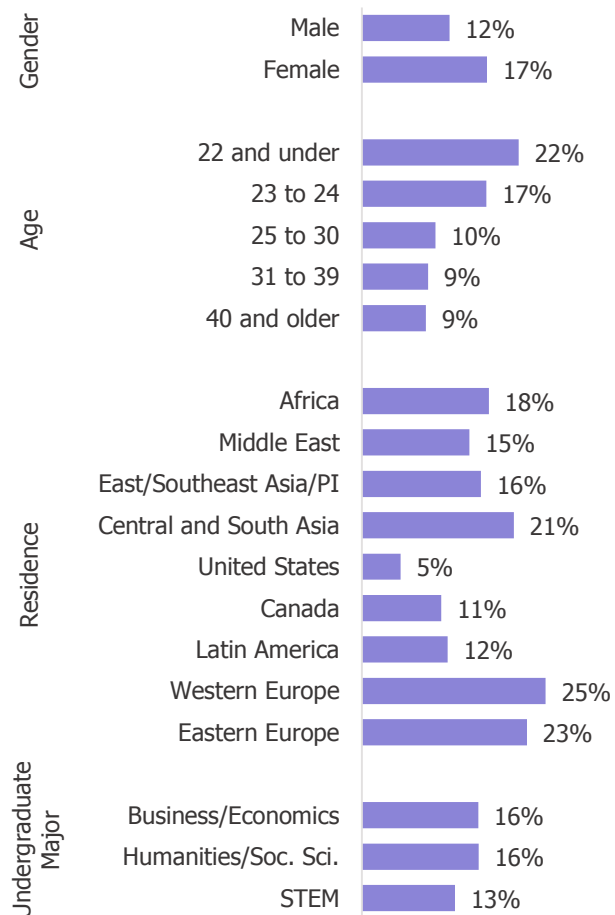


# Master in International Management

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

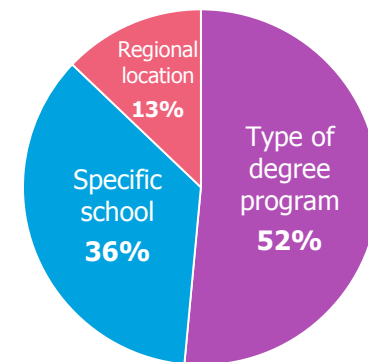


**Percentage of Candidates Considering This Program Type by Demographic Group**

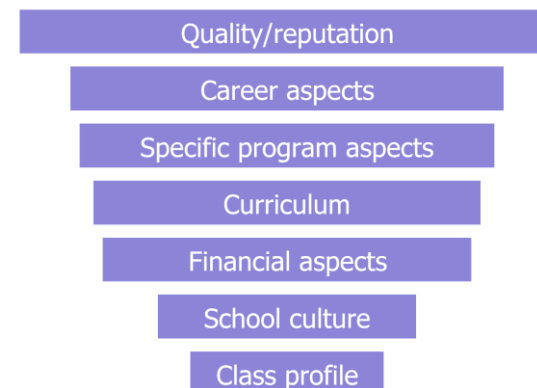


**Candidates Considering This Program Type**

**First Business School Consideration**

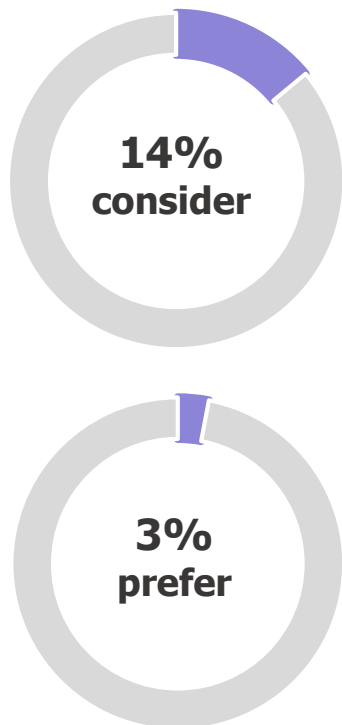


**Ranking of Factors in School Selection Decision**

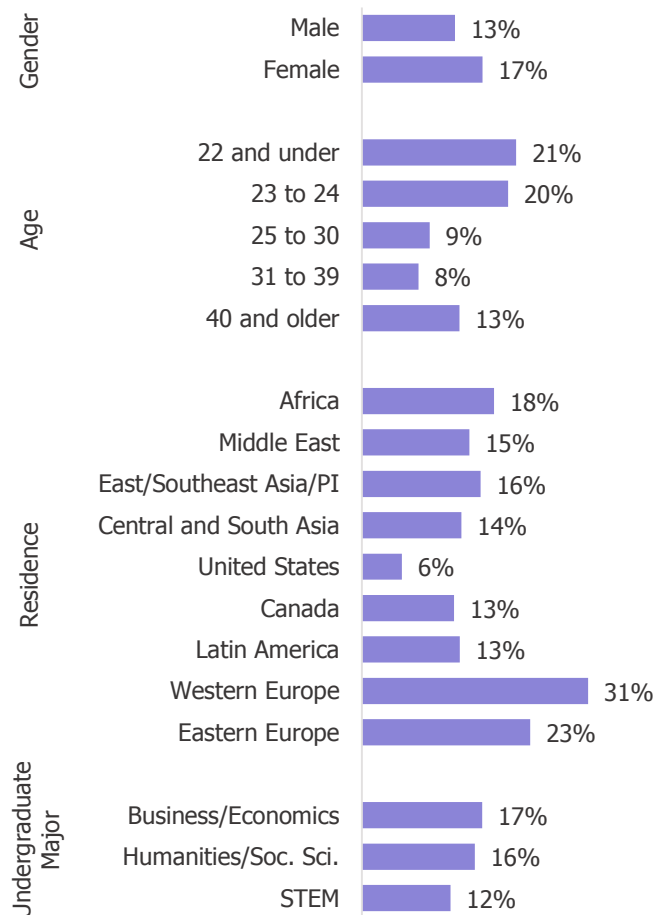


# Master in Management

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

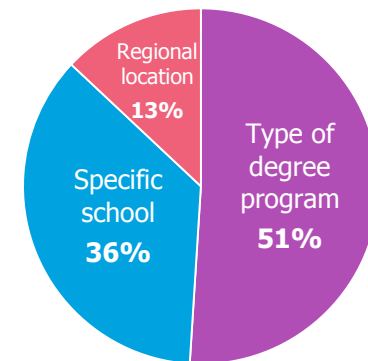


**Percentage of Candidates Considering This Program Type by Demographic Group**

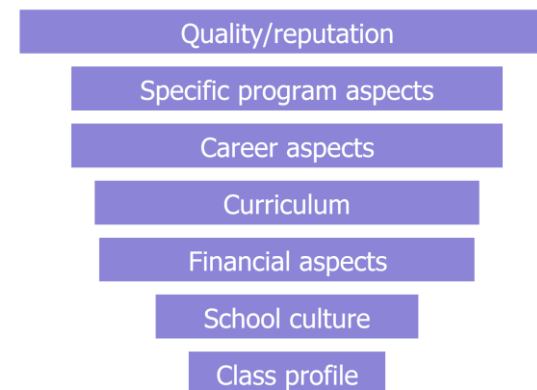


**Candidates Considering This Program Type**

**First Business School Consideration**

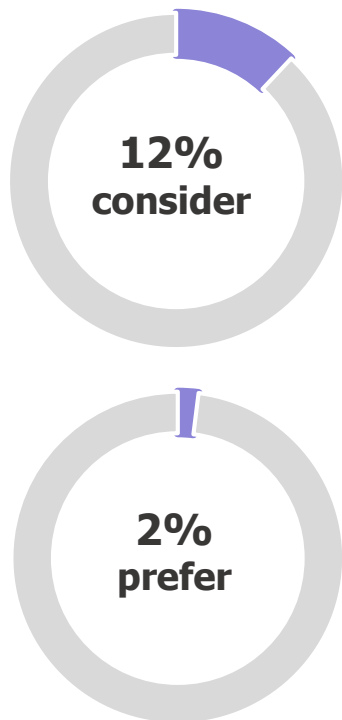


**Ranking of Factors in School Selection Decision**

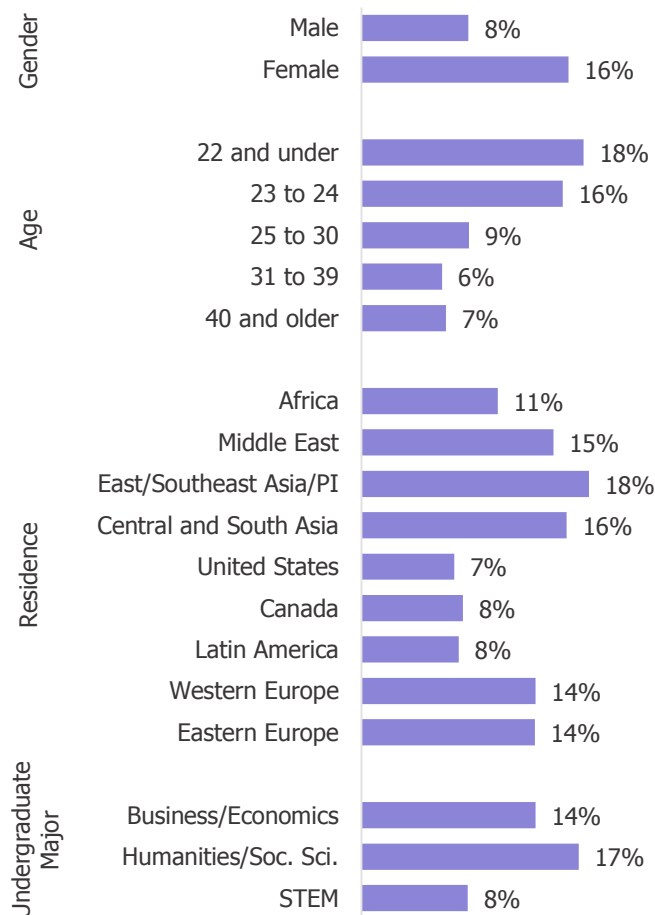


# Master of Marketing

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

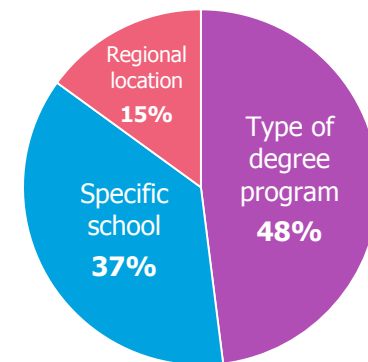


**Percentage of Candidates Considering This Program Type by Demographic Group**

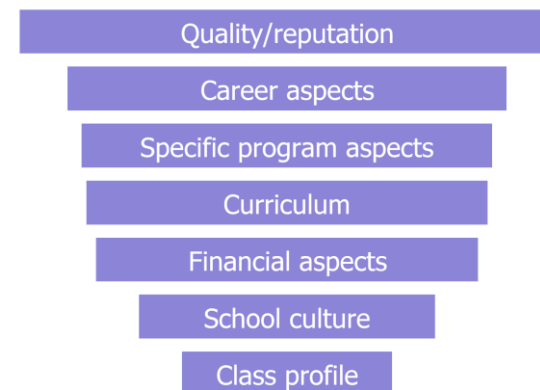


**Candidates Considering This Program Type**

**First Business School Consideration**



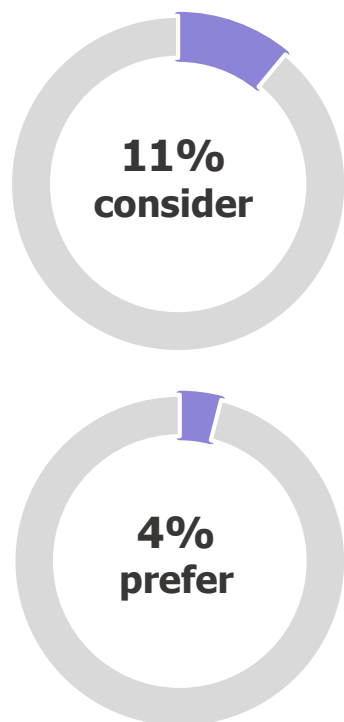
**Ranking of Factors in School Selection Decision**



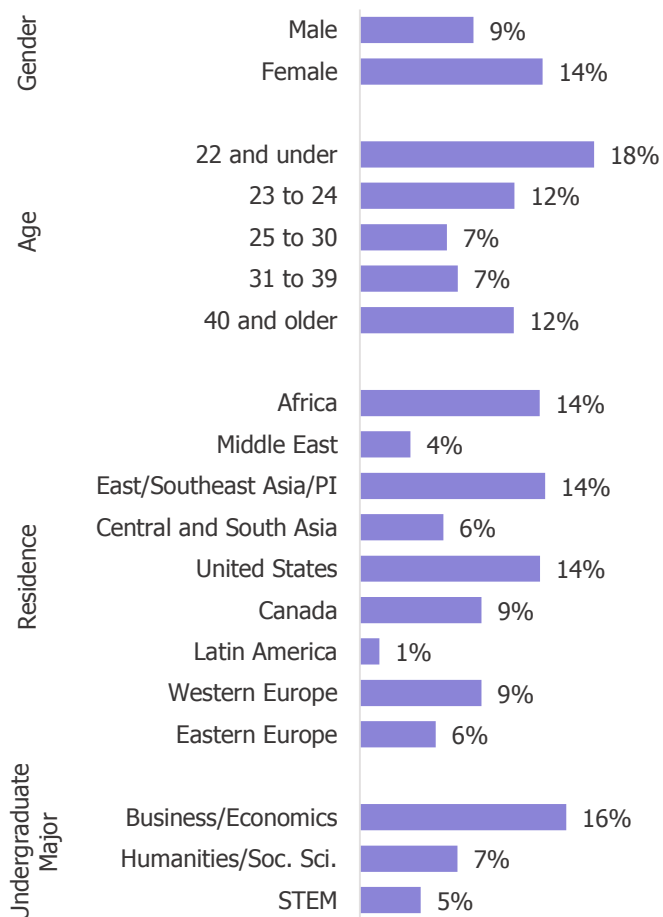


# Master of Accounting

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

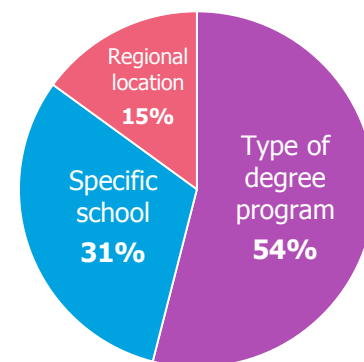


**Percentage of Candidates Considering This Program Type by Demographic Group**

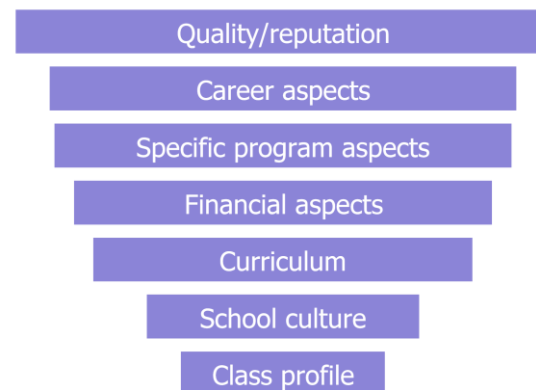


**Candidates Considering This Program Type**

**First Business School Consideration**

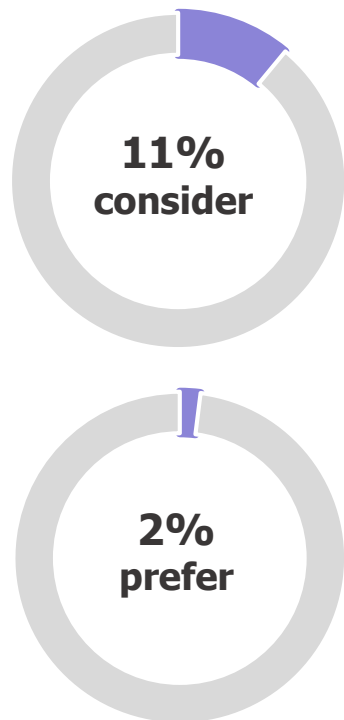


**Ranking of Factors in School Selection Decision**

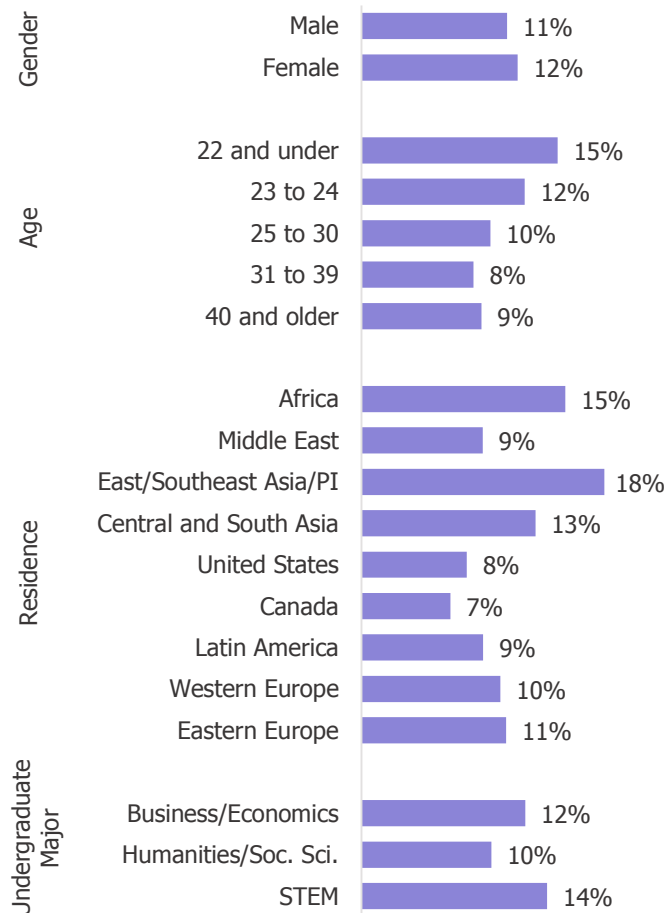


# Master of Information Technology

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

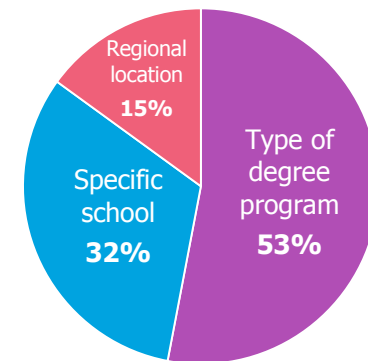


**Percentage of Candidates Considering This Program Type by Demographic Group**



**Candidates Considering This Program Type**

**First Business School Consideration**

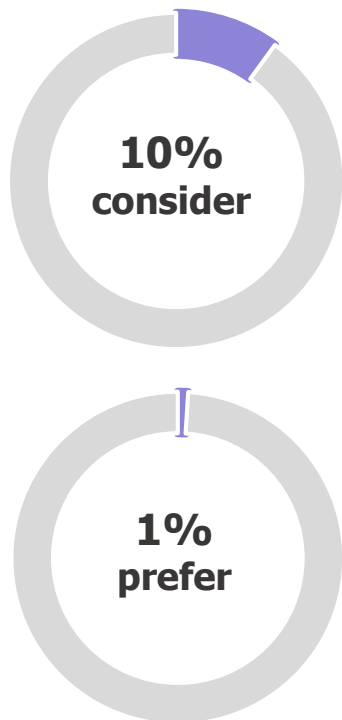


**Ranking of Factors in School Selection Decision**

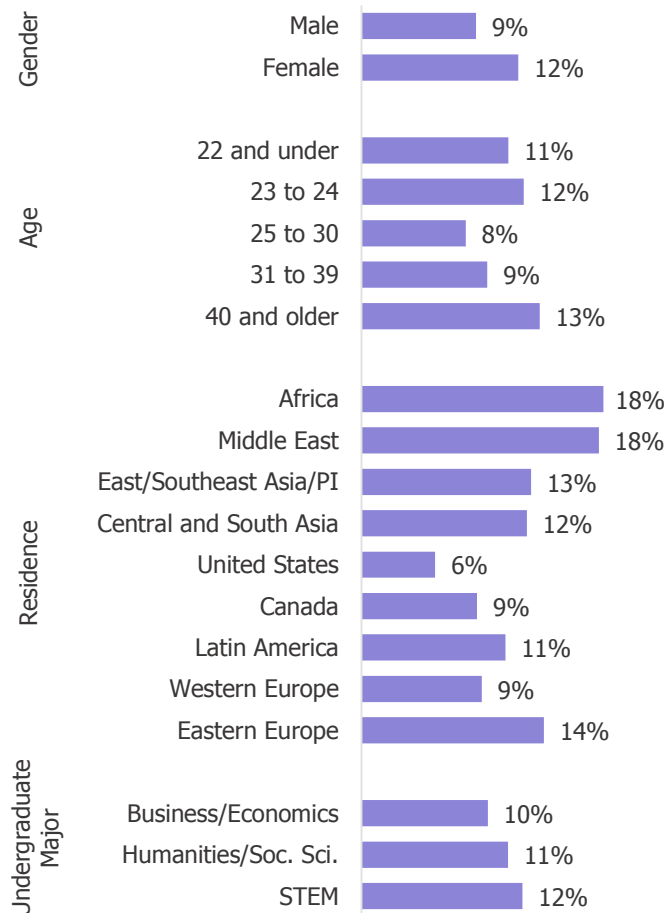


# Master of Project Management

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

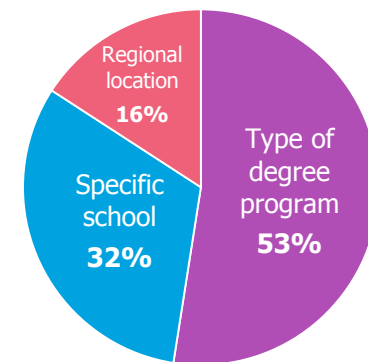


**Percentage of Candidates Considering This Program Type by Demographic Group**



**Candidates Considering This Program Type**

**First Business School Consideration**

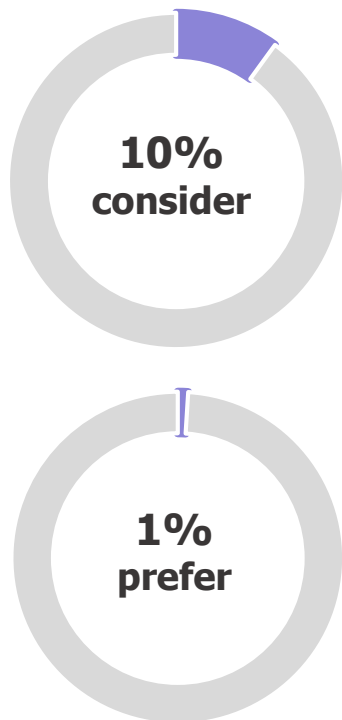


**Ranking of Factors in School Selection Decision**

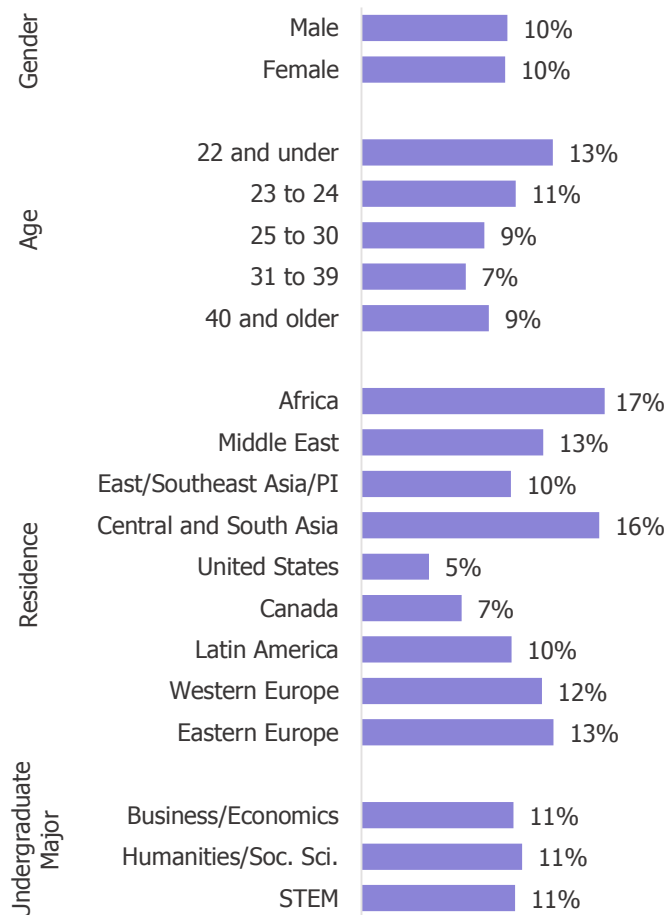


# Master of Entrepreneurship

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

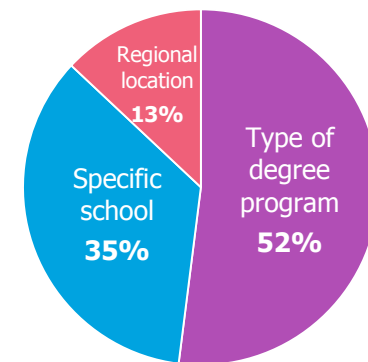


**Percentage of Candidates Considering This Program Type by Demographic Group**

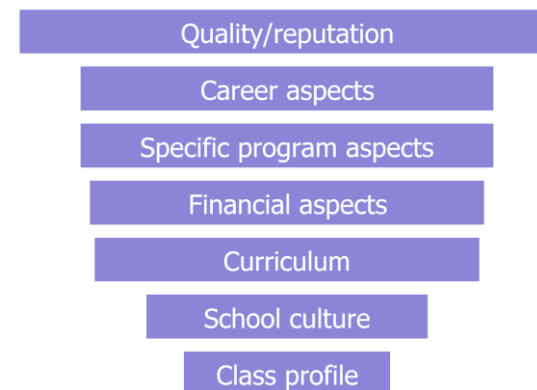


**Candidates Considering This Program Type**

**First Business School Consideration**

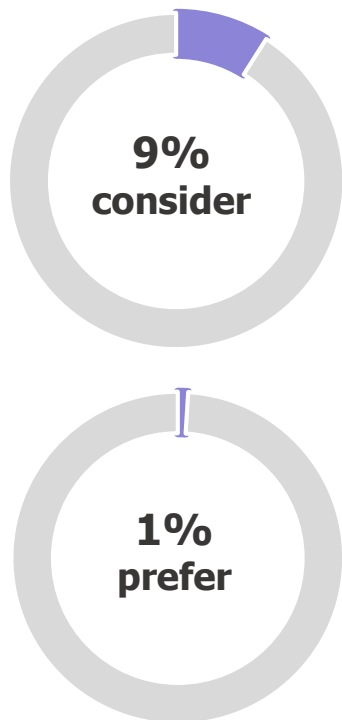


**Ranking of Factors in School Selection Decision**

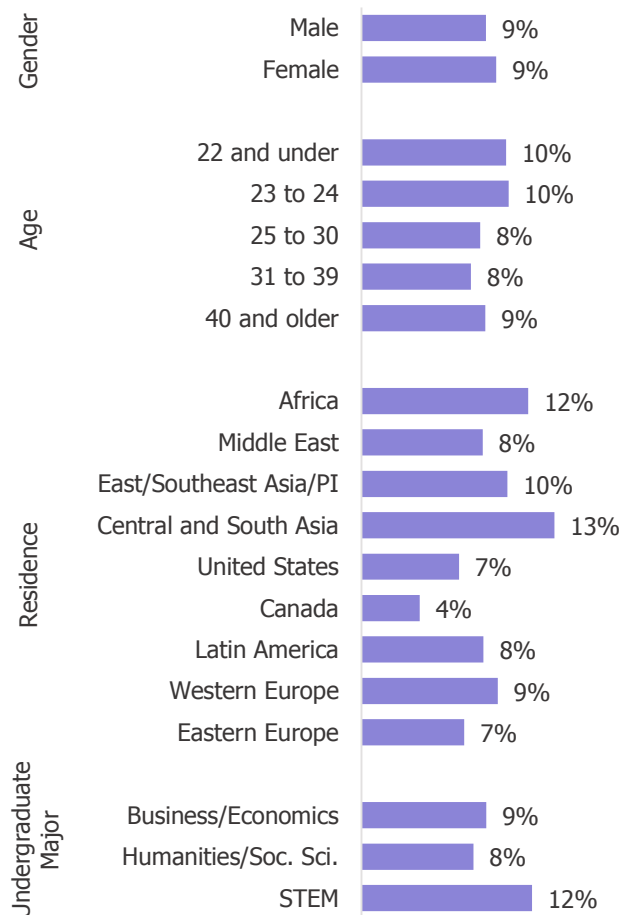


# Master of Supply Chain Management

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

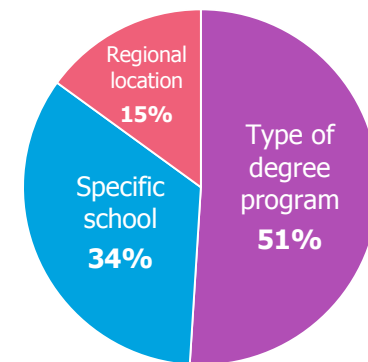


**Percentage of Candidates Considering This Program Type by Demographic Group**

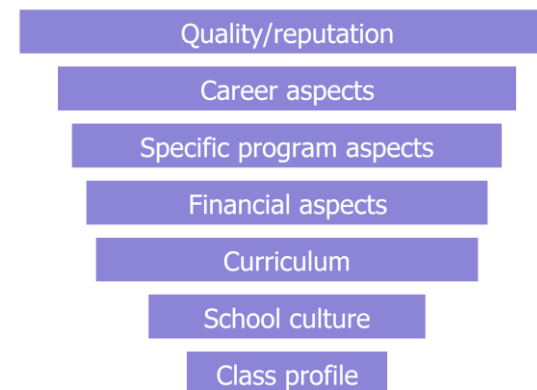


**Candidates Considering This Program Type**

**First Business School Consideration**



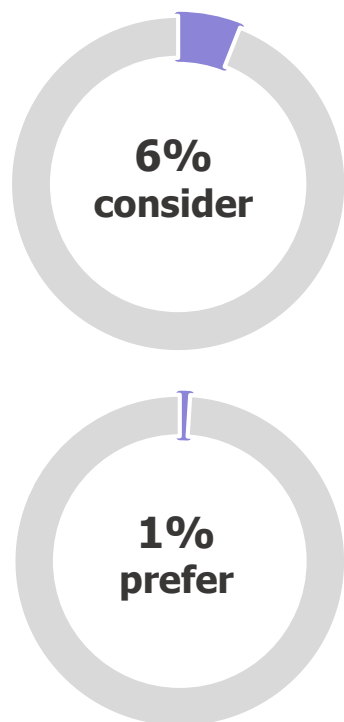
**Ranking of Factors in School Selection Decision**



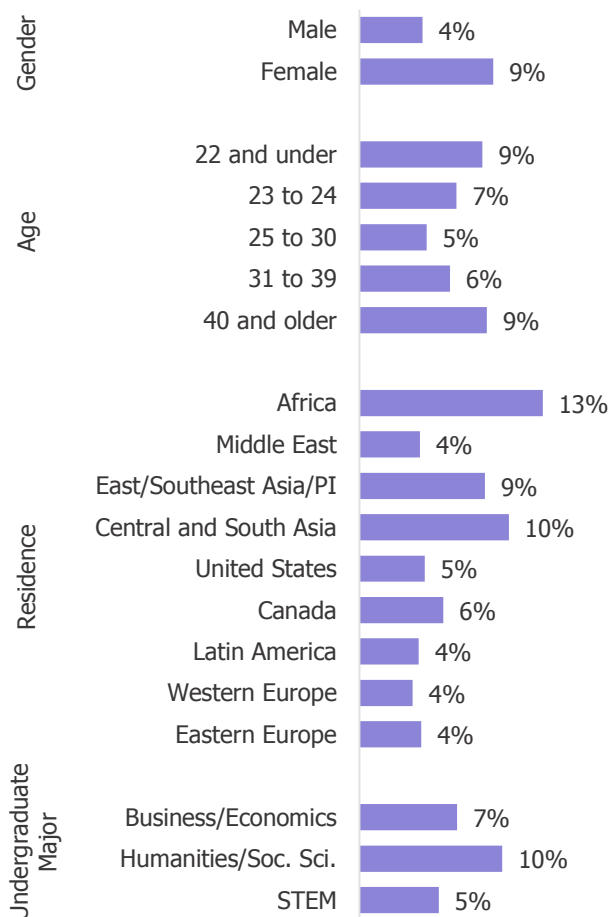


# Master of Human Resources

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

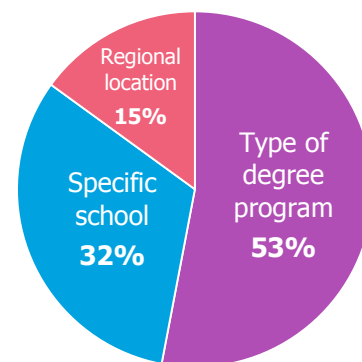


**Percentage of Candidates Considering This Program Type by Demographic Group**



**Candidates Considering This Program Type**

**First Business School Consideration**

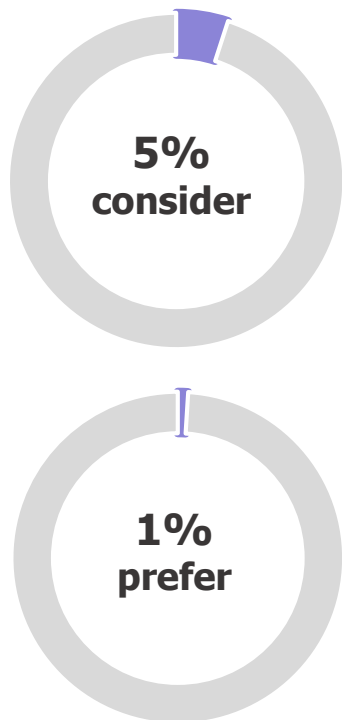


**Ranking of Factors in School Selection Decision**

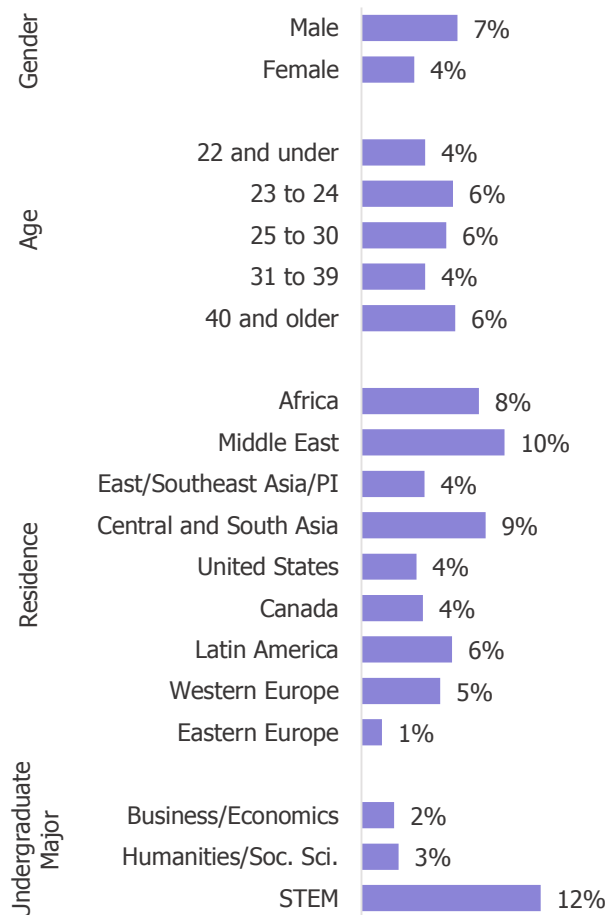


# Master of Engineering Management

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

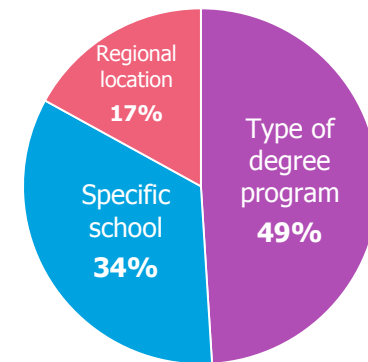


**Percentage of Candidates Considering This Program Type by Demographic Group**

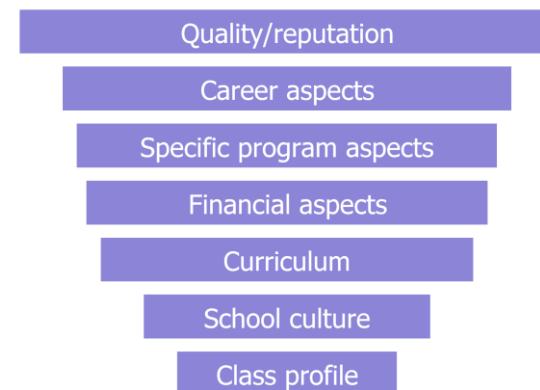


**Candidates Considering This Program Type**

**First Business School Consideration**

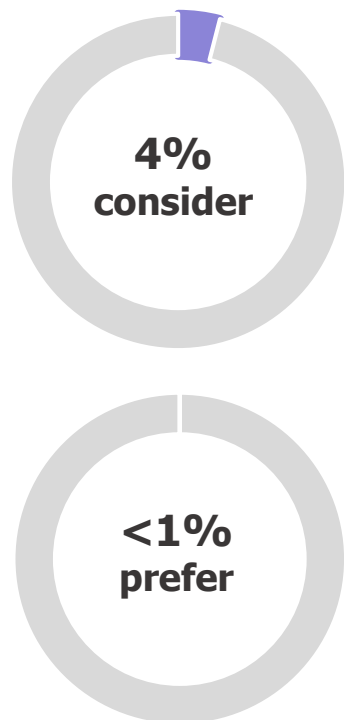


**Ranking of Factors in School Selection Decision**

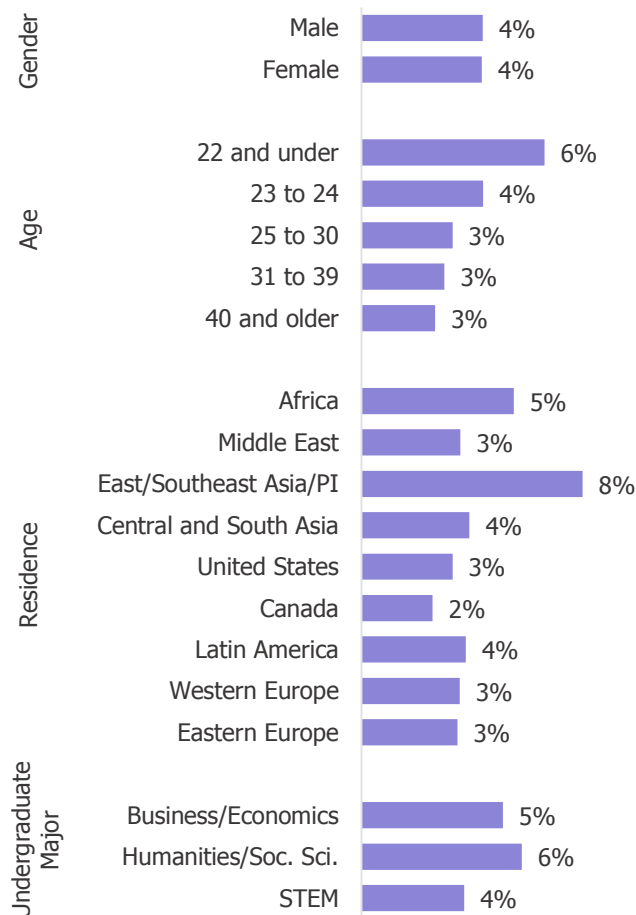


# Master of Real Estate Management

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

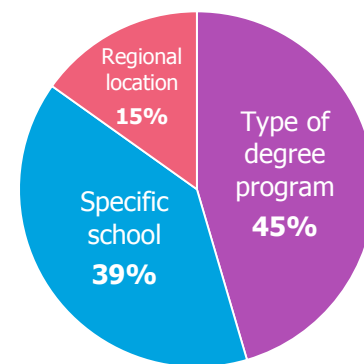


**Percentage of Candidates Considering This Program Type by Demographic Group**

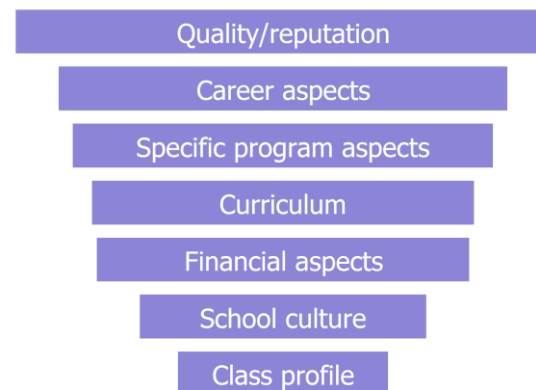


**Candidates Considering This Program Type**

**First Business School Consideration**

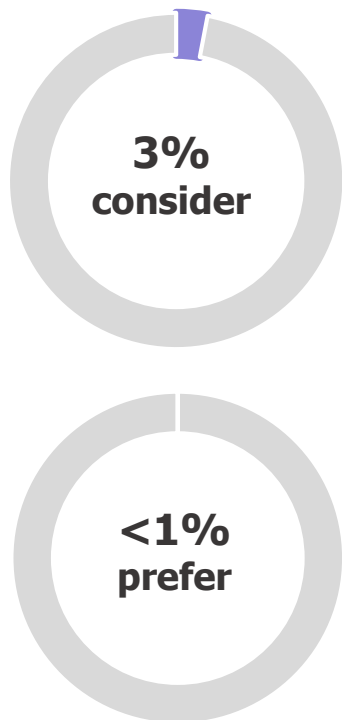


**Ranking of Factors in School Selection Decision**

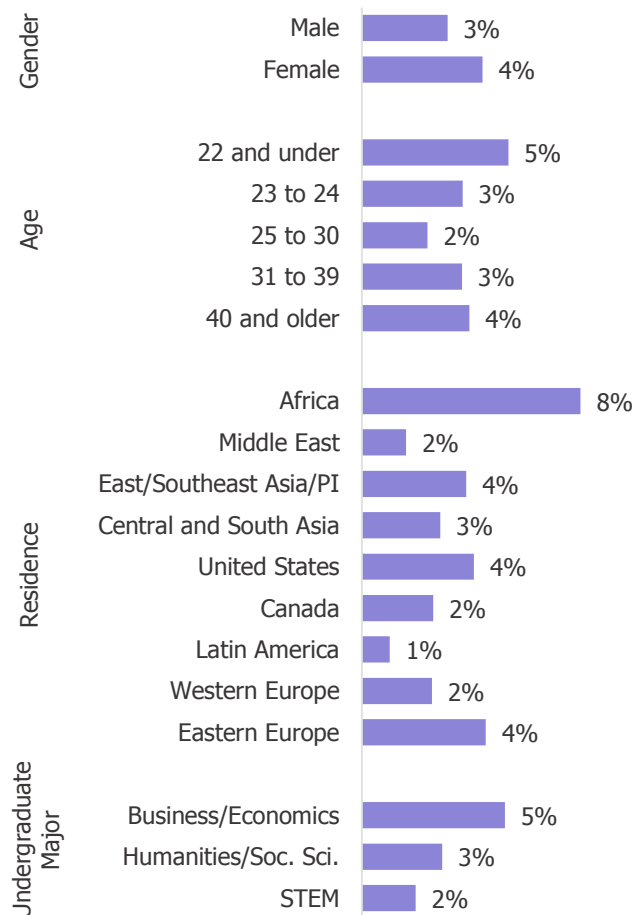


# Master of Taxation

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

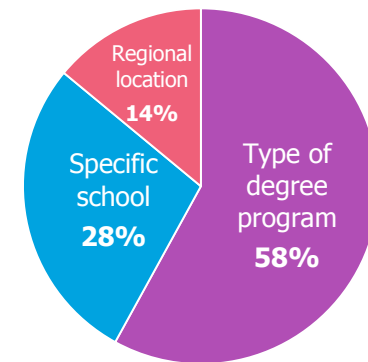


**Percentage of Candidates Considering This Program Type by Demographic Group**

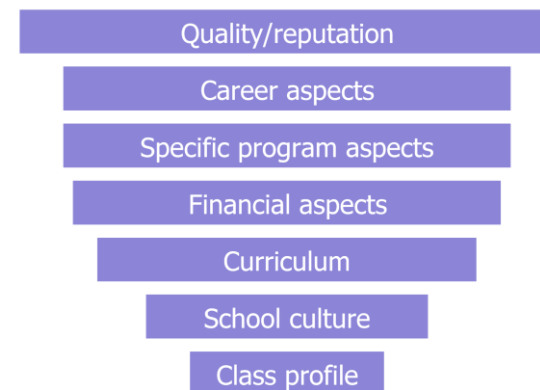


**Candidates Considering This Program Type**

**First Business School Consideration**

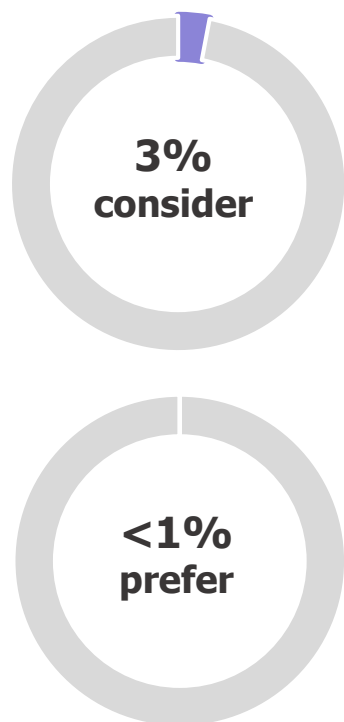


**Ranking of Factors in School Selection Decision**

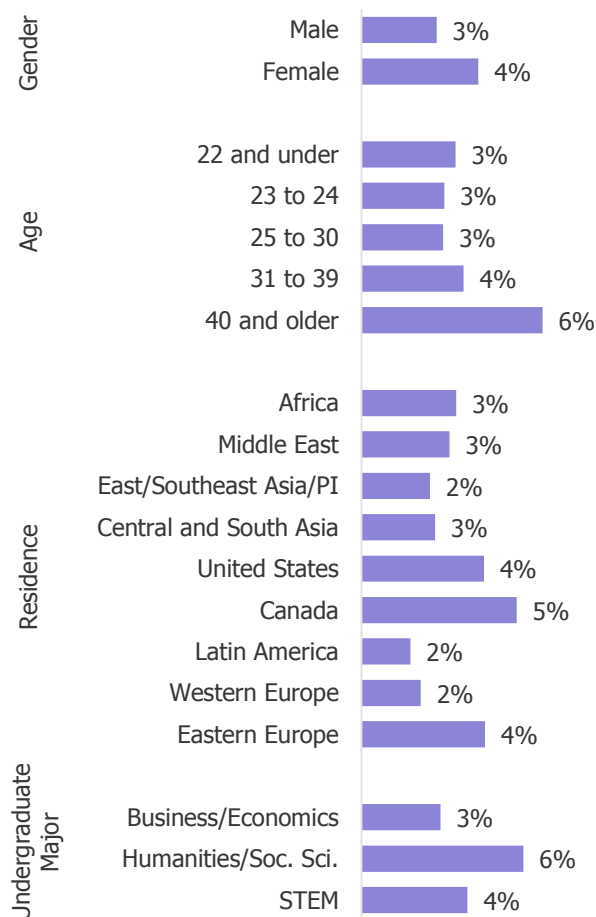


# Master of Health Administration

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

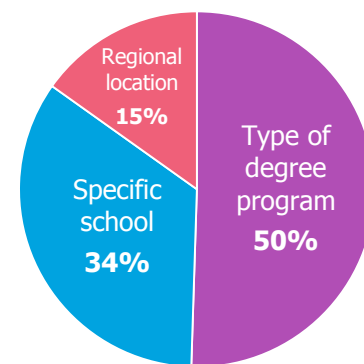


**Percentage of Candidates Considering This Program Type by Demographic Group**

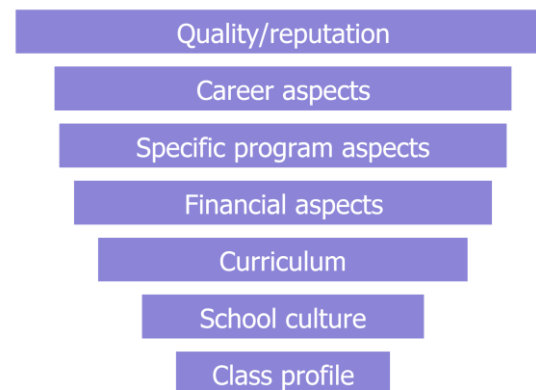


**Candidates Considering This Program Type**

**First Business School Consideration**



**Ranking of Factors in School Selection Decision**





# 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



# Full-Time MBA

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%).

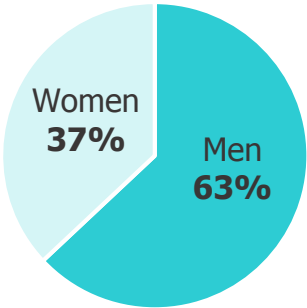
Sixty-three percent are men and 37 percent are women. Half majored in business/economics as undergraduates (52%), 42 percent majored in a STEM field, and 22 percent majored in a humanities/social sciences field.

Median timing of first consideration of business school

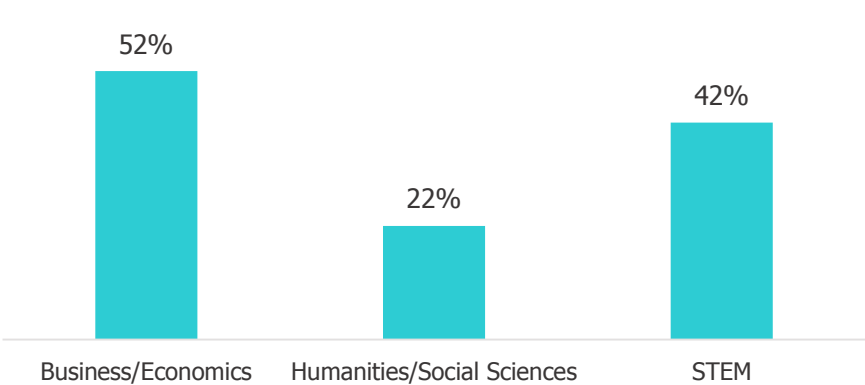
15

months after completion of undergraduate degree

Gender



Undergraduate Major Category\*



At the time of mba.com registration

26

Median age

3

Median years work experience

20%

Own a home

17%

Married

10%

Have children

\*Total does not sum to 100 percent because of multiple selections.



# Professional MBA

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%).

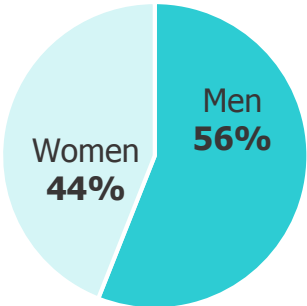
Fifty-six percent are men and 44 percent are women. Half majored in business/economics as undergraduates (52%), 37 percent majored in a STEM field, and 26 percent majored in a humanities/social sciences field.

Median timing of first consideration of business school

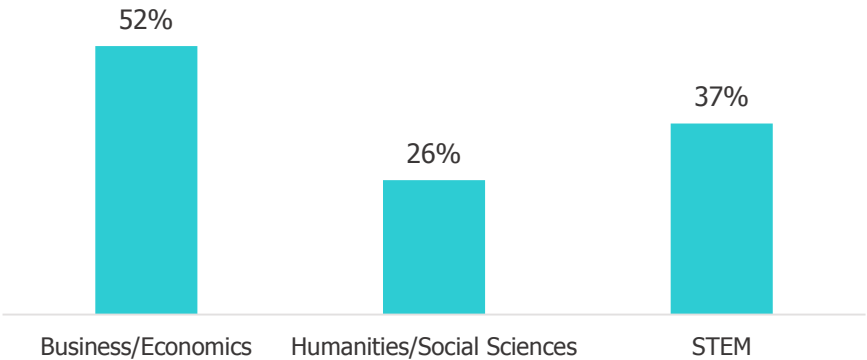
28

months after completion of undergraduate degree

Gender



Undergraduate Major Category\*



At the time of mba.com registration

28

Median age

4

Median years work experience

36%

Own a home

35%

Married

24%

Have children

\*Total does not sum to 100 percent because of multiple selections.



# Executive MBA

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.

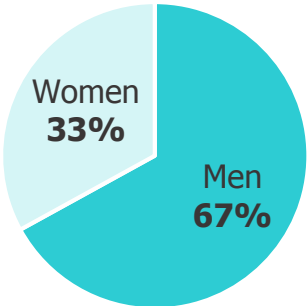
Sixty-seven percent are men and 33 percent are women. More than half majored in a STEM field as undergraduates (56%), 37 percent majored in business/economics, and 23 percent majored in a humanities/social sciences field.

Median timing of first consideration of business school

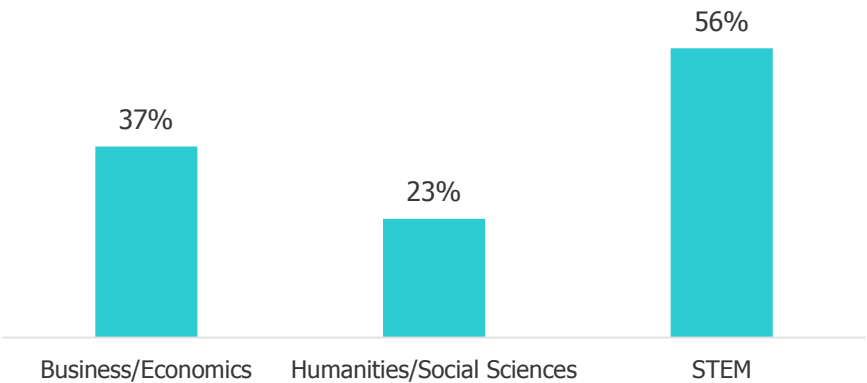
5

years after completion of undergraduate degree

Gender



Undergraduate Major Category\*



At the time of mba.com registration

34

Median age

9.5

Median years work experience

47%

Own a home

52%

Married

39%

Have children

\*Total does not sum to 100 percent because of multiple selections.



# Business Master's

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%).

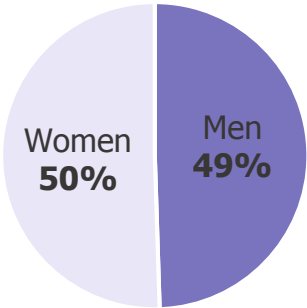
The gender split is about equal. Three in 4 majored in business/economics as undergraduates (76%), 27 percent majored in a STEM field, and 17 percent majored in a humanities/social sciences field.

Median timing of first consideration of business school

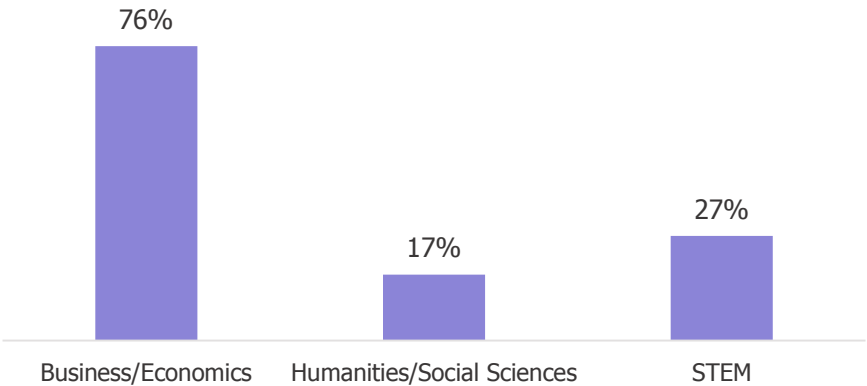
10

months before completion of undergraduate degree

Gender



Undergraduate Major Category\*



At the time of mba.com registration

23

Median age

0

Median years work experience

18%

Own a home

10%

Married

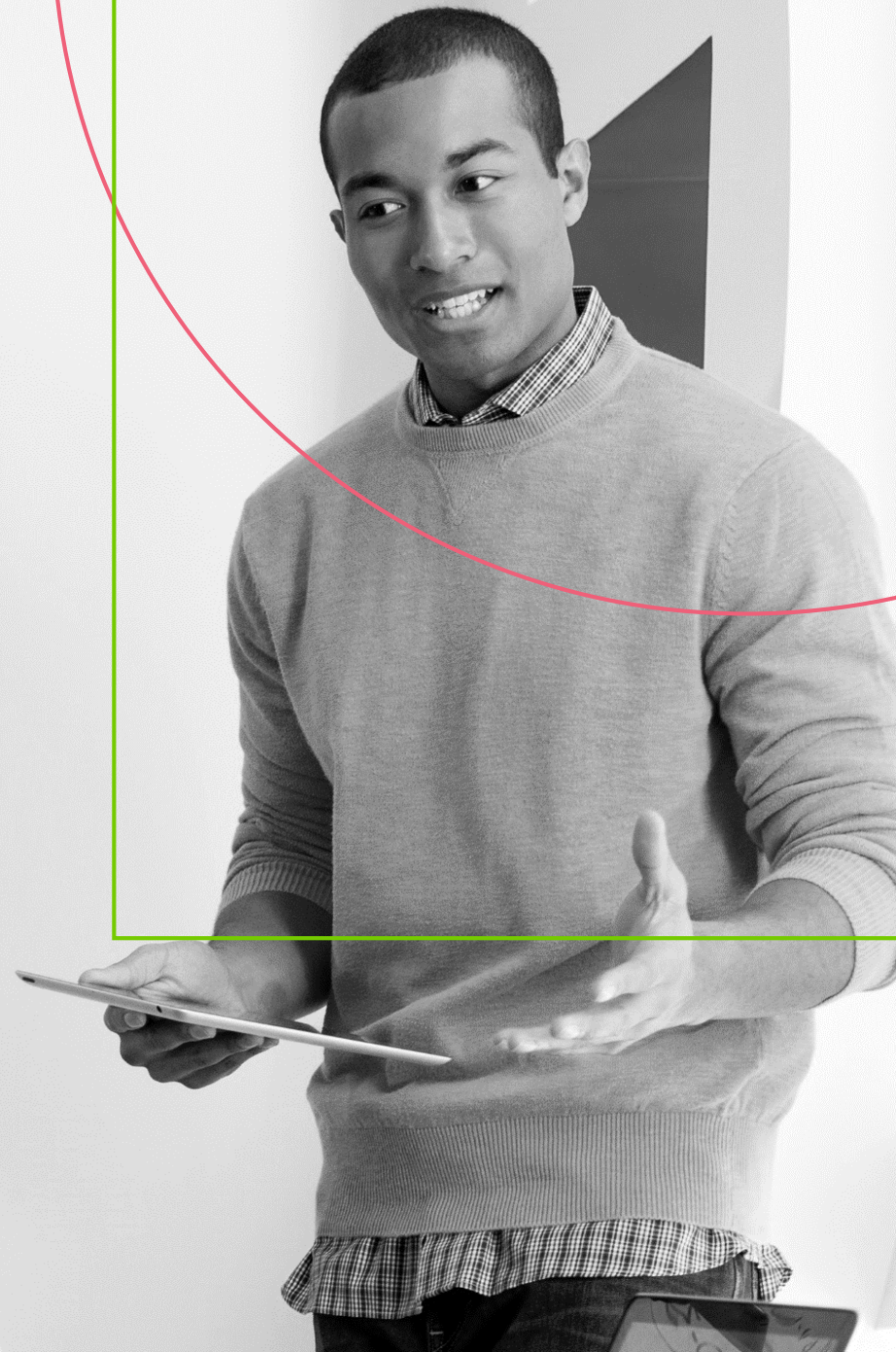
9%

Have children

\*Total does not sum to 100 percent because of multiple selections.

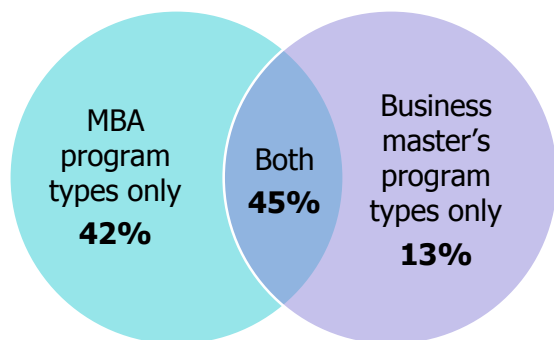


- Program considerations
- Top 10 program types considered
- Top program types preferred
- Application plans by relative location
- Application plans by program world region
- Preferred study destination by program country

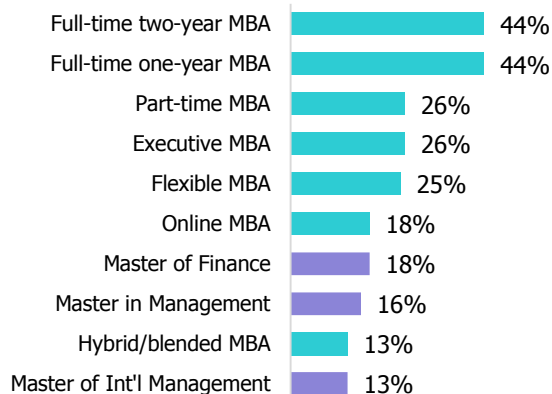


# Australia

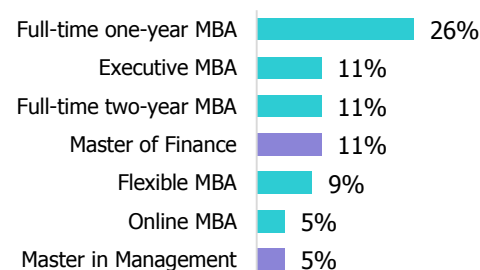
Program Considerations



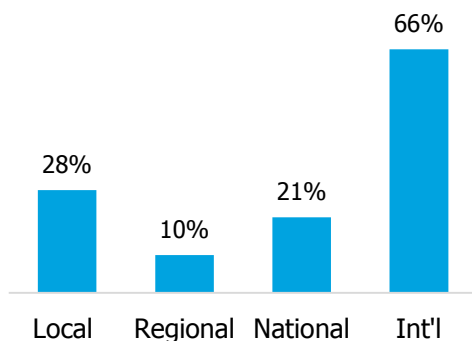
Top 10 Program Types Considered



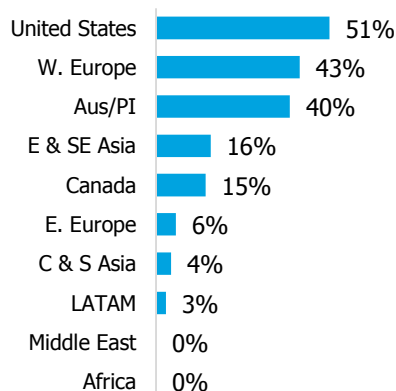
Top Program Types Preferred\*



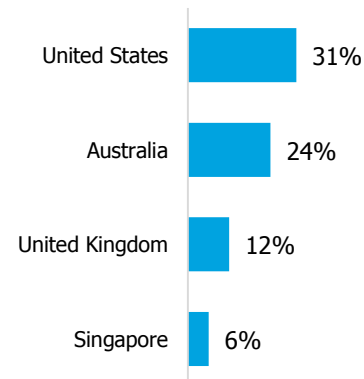
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

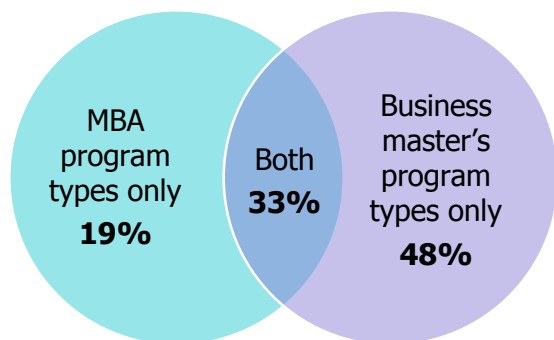


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

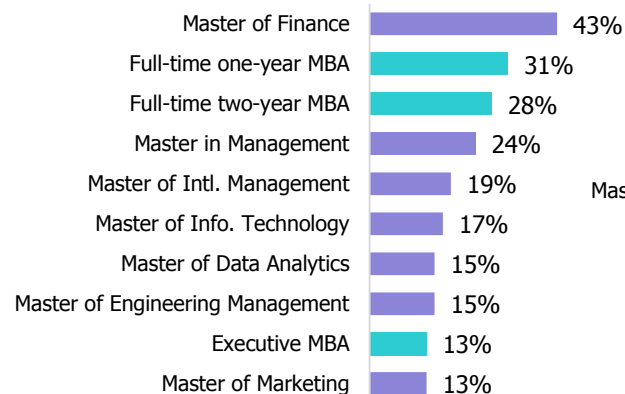


# Belgium

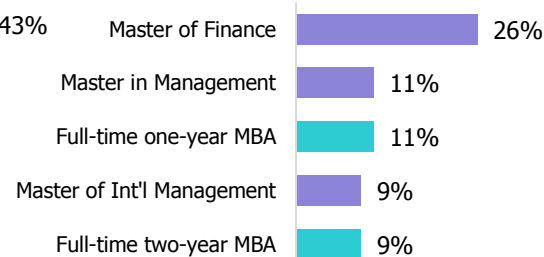
Program Considerations



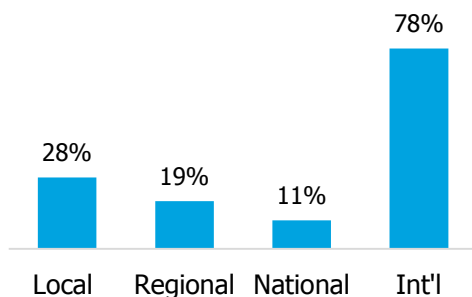
Top 10 Program Types Considered



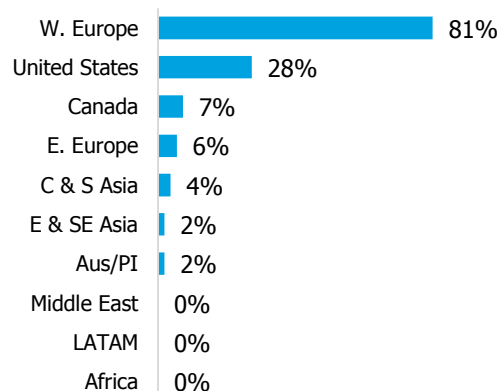
Top Program Types Preferred\*



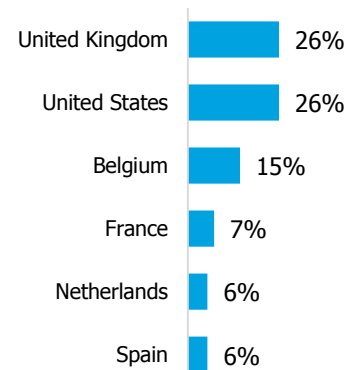
Application Plans by Relative Location



Application Plans by Program World Region



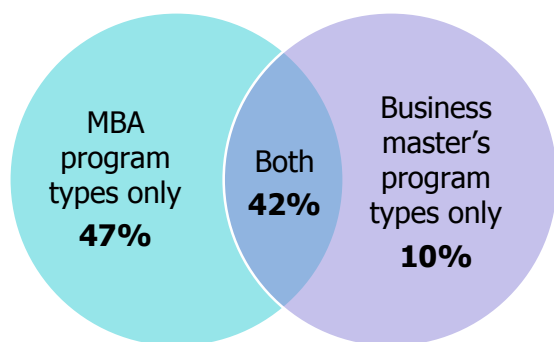
Preferred Study Destination by Program Country\*



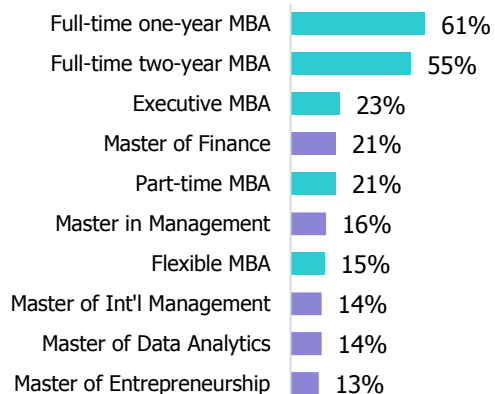
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Brazil

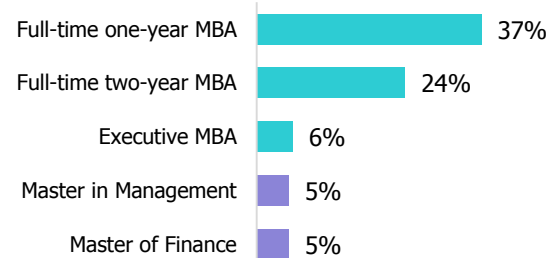
Program Considerations



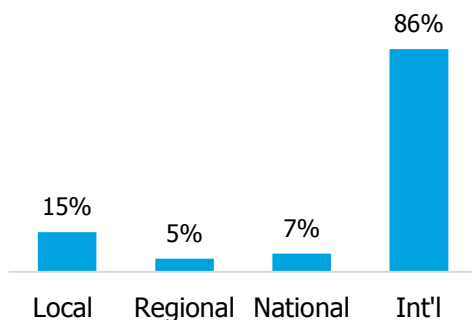
Top 10 Program Types Considered



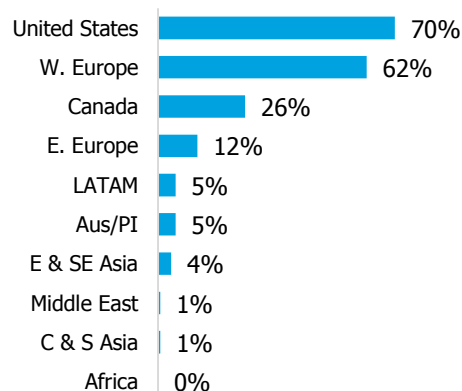
Top Program Types Preferred\*



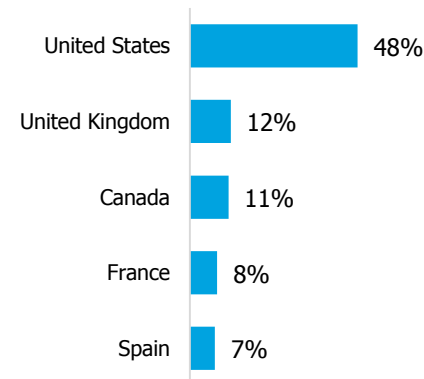
Application Plans by Relative Location



Application Plans by Program World Region



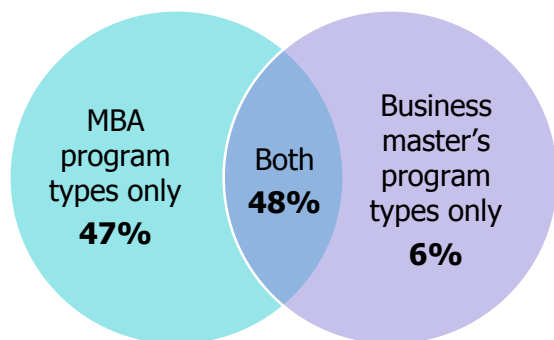
Preferred Study Destination by Program Country\*



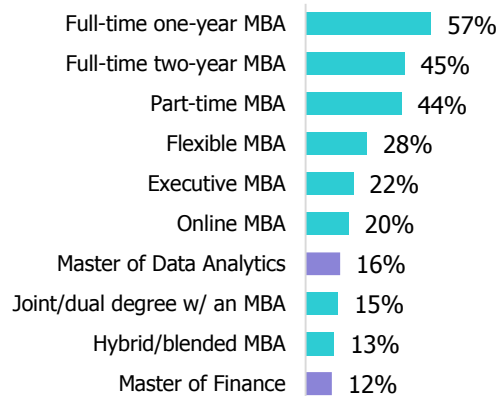
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Canada

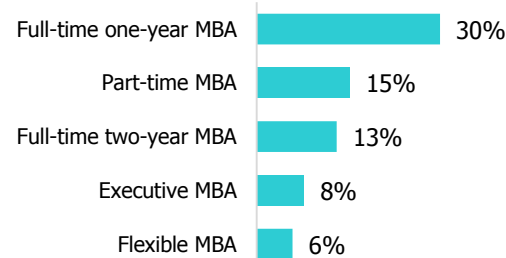
Program Considerations



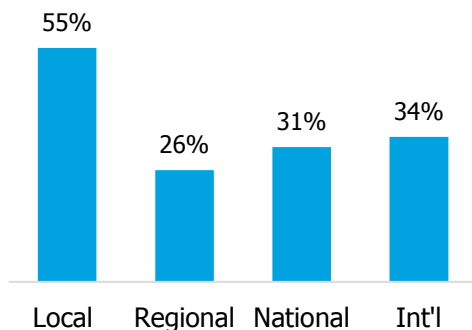
Top 10 Program Types Considered



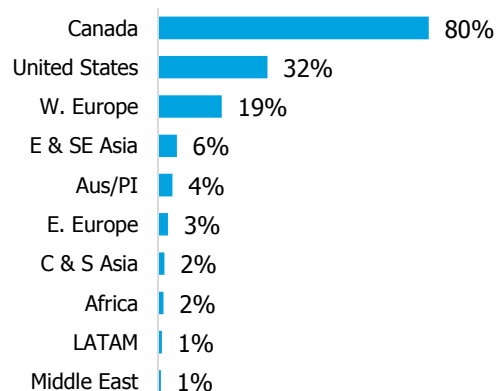
Top Program Types Preferred\*



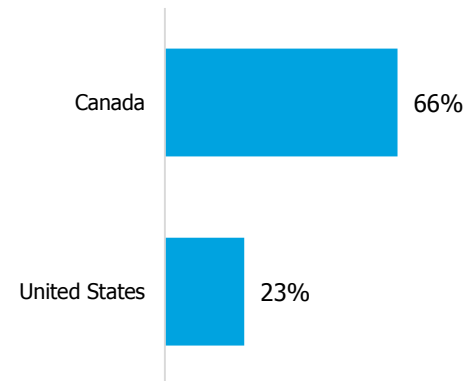
Application Plans by Relative Location



Application Plans by Program World Region



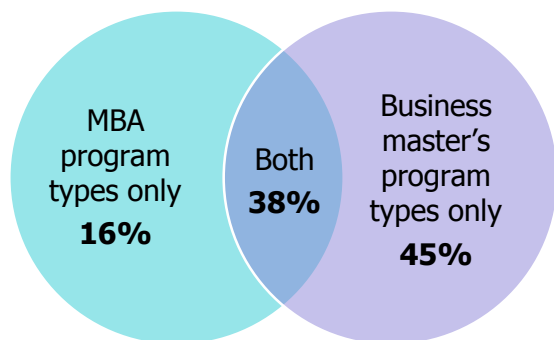
Preferred Study Destination by Program Country\*



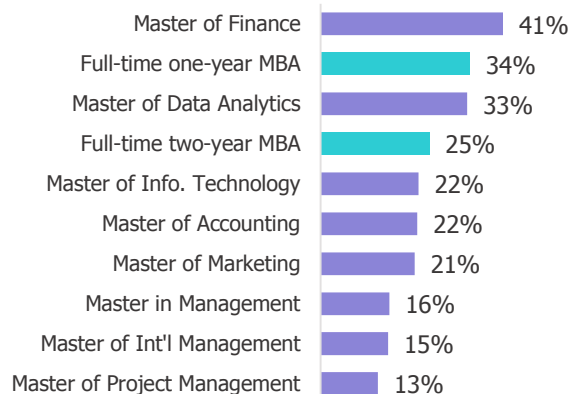
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
 \*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# China

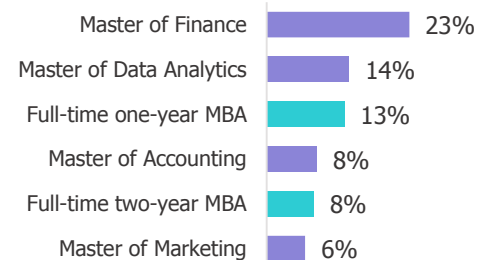
Program Considerations



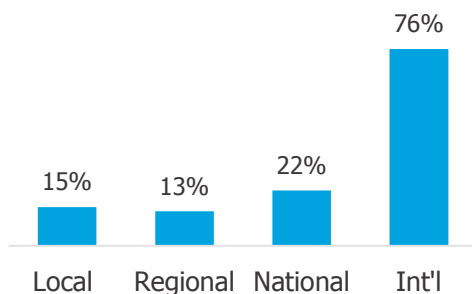
Top 10 Program Types Considered



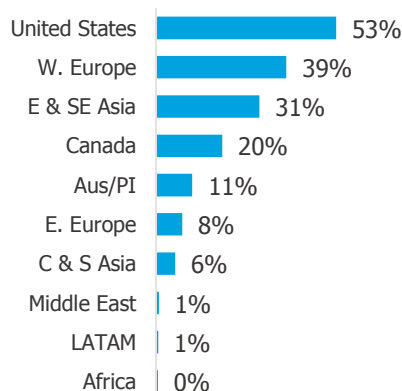
Top Program Types Preferred\*



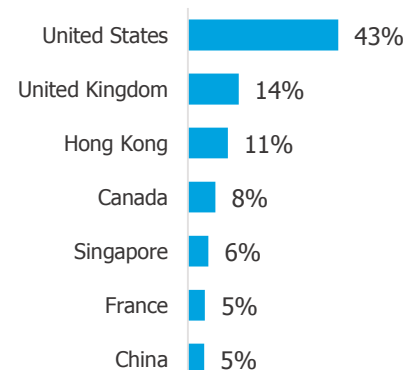
Application Plans by Relative Location



Application Plans by Program World Region



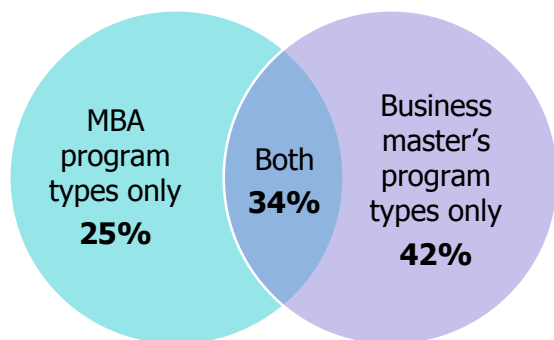
Preferred Study Destination by Program Country\*



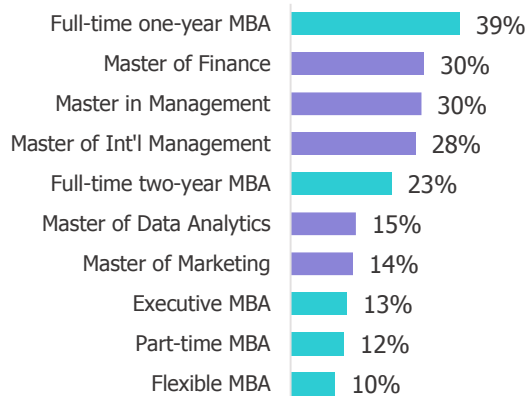
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
 \*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# France

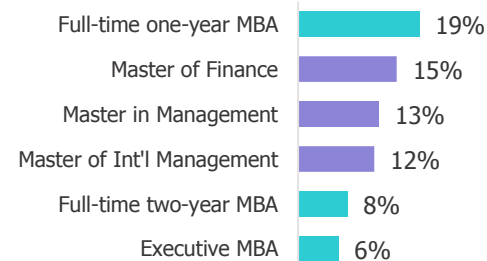
Program Considerations



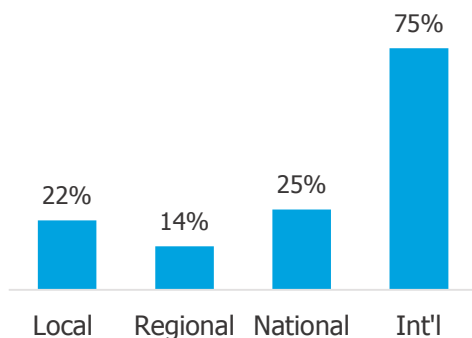
Top 10 Program Types Considered



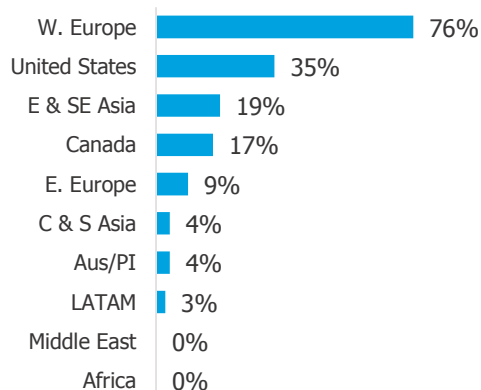
Top Program Types Preferred\*



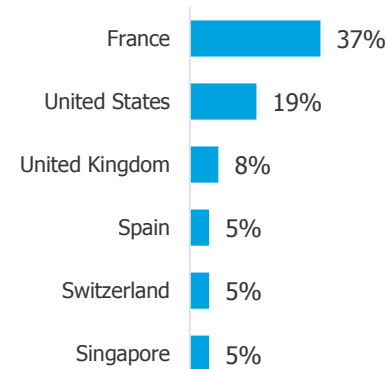
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

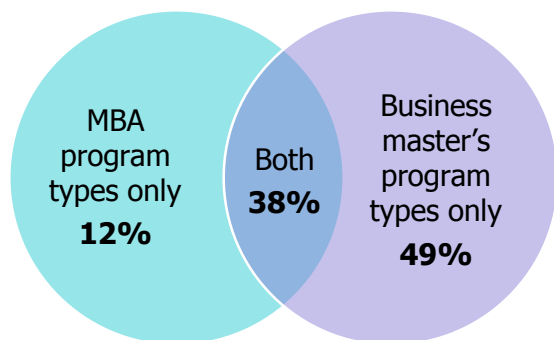


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

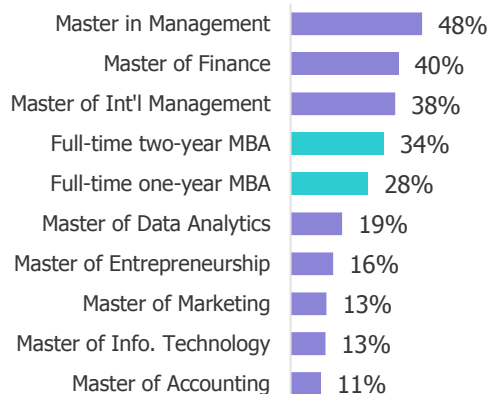
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Germany

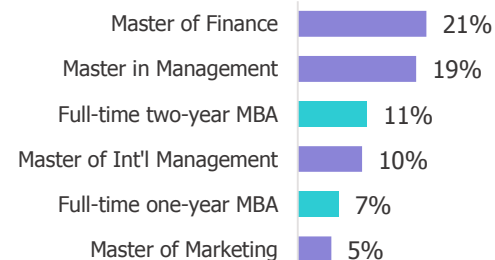
Program Considerations



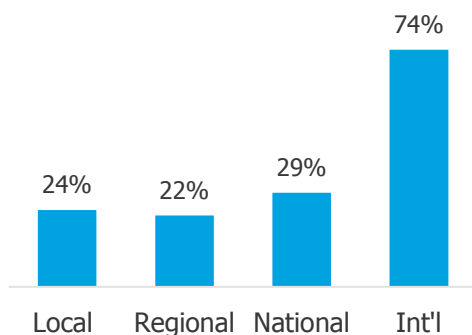
Top 10 Program Types Considered



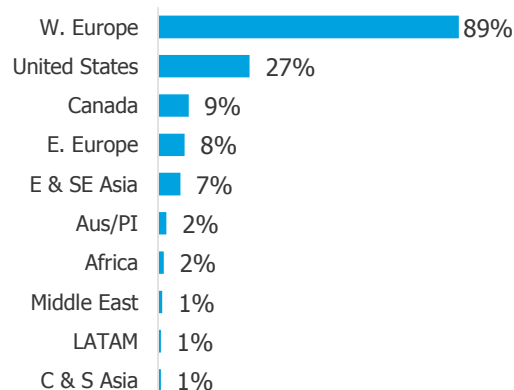
Top Program Types Preferred\*



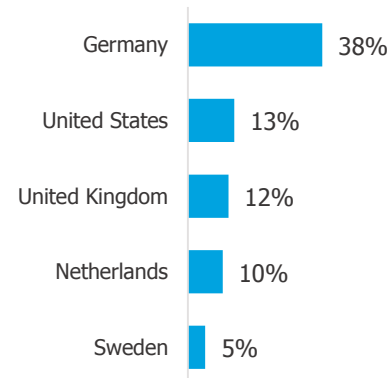
Application Plans by Relative Location



Application Plans by Program World Region



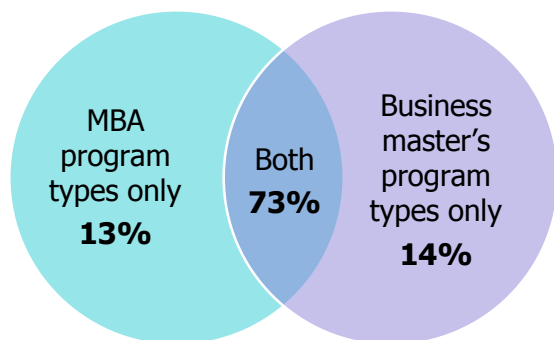
Preferred Study Destination by Program Country\*



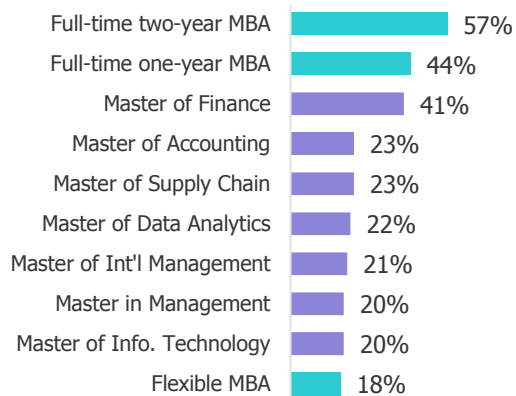
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
\*Graphs display only program types and study destinations that  $\geq$  five percent of candidates say is their preference.

# Ghana

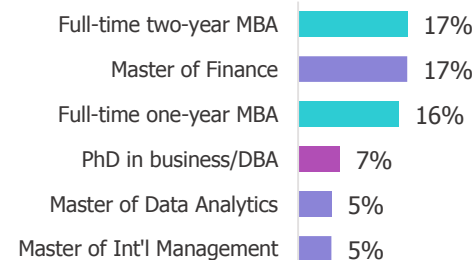
**Program Considerations**



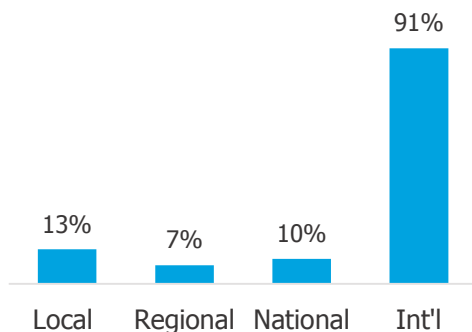
**Top 10 Program Types Considered**



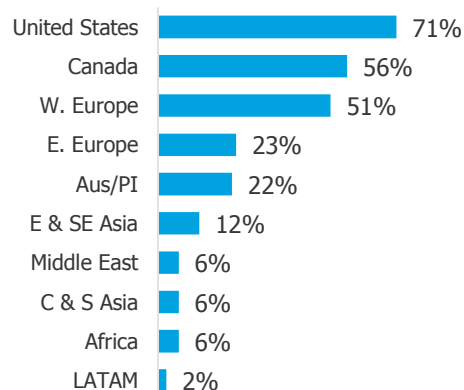
**Top Program Types Preferred\***



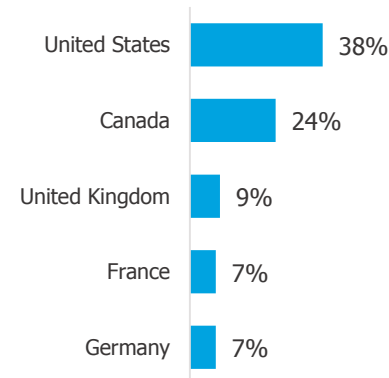
**Application Plans by Relative Location**



**Application Plans by Program World Region**



**Preferred Study Destination by Program Country\***

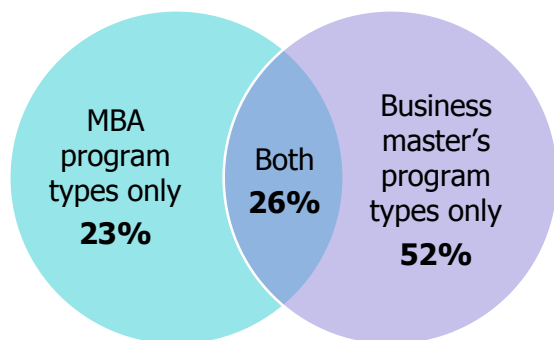


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

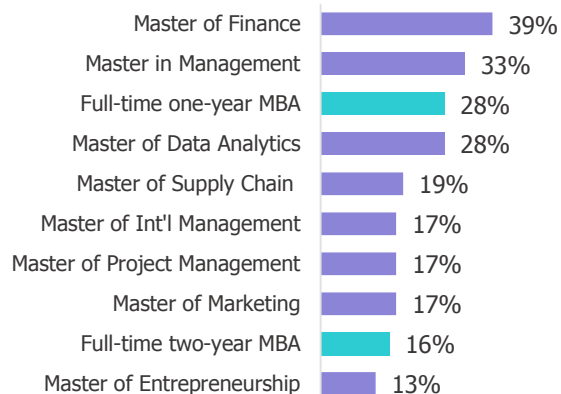
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Greece

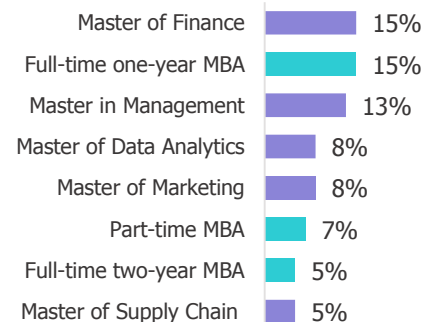
Program Considerations



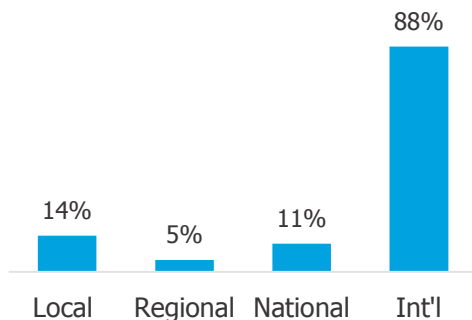
Top 10 Program Types Considered



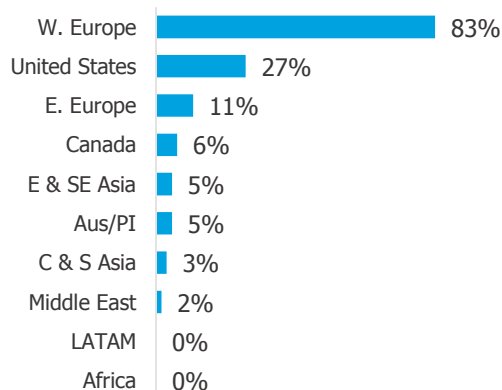
Top Program Types Preferred\*



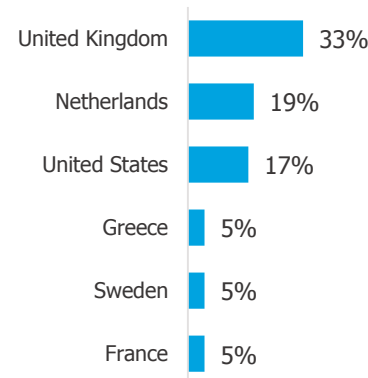
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

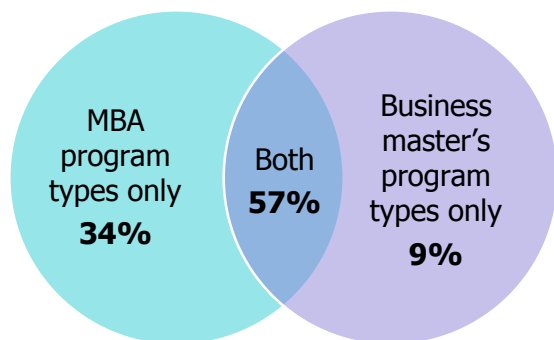


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
 \*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

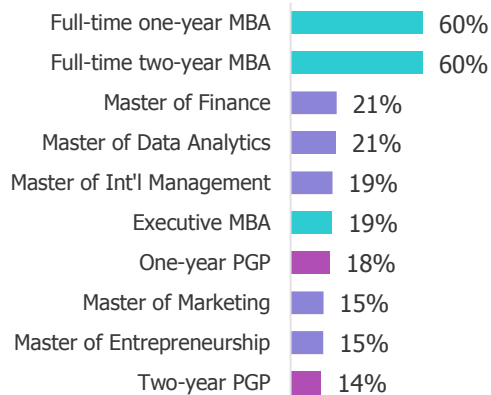


# India

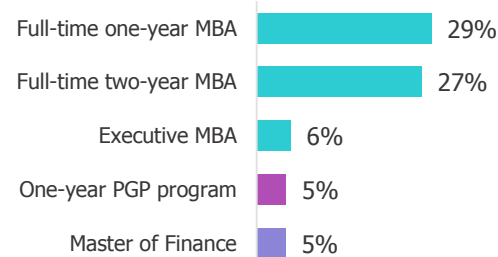
**Program Considerations**



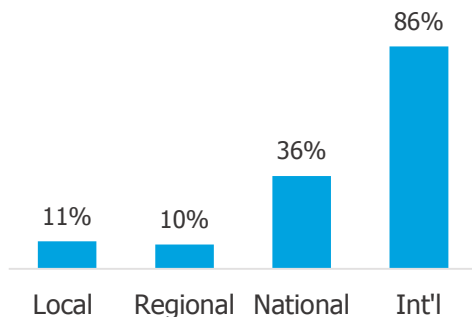
**Top 10 Program Types Considered**



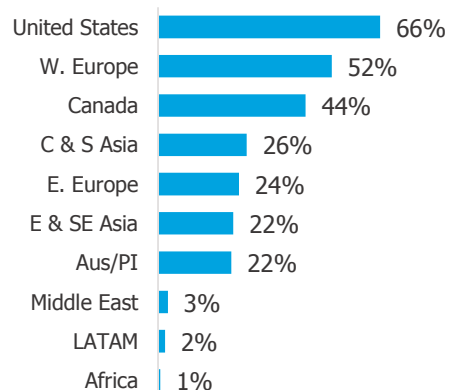
**Top Program Types Preferred\***



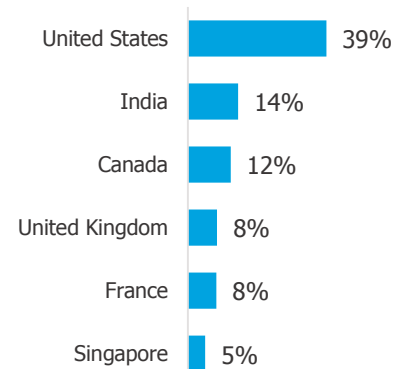
**Application Plans by Relative Location**



**Application Plans by Program World Region**



**Preferred Study Destination by Program Country\***

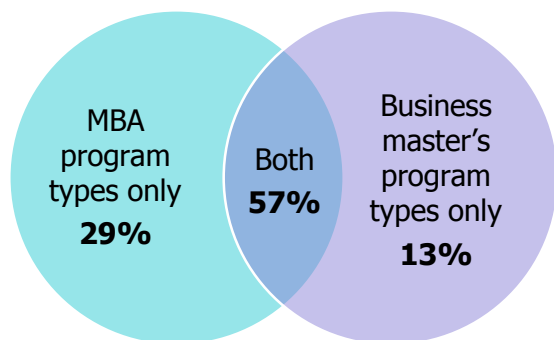


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

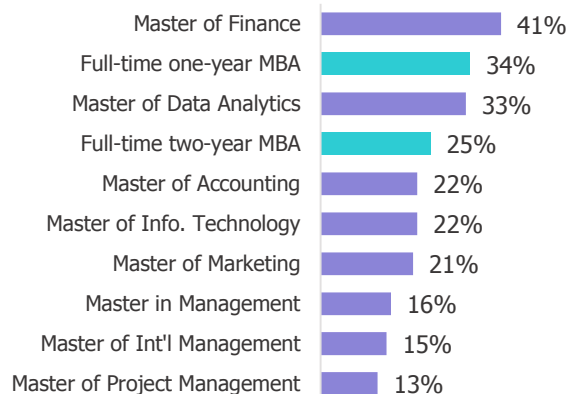
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Indonesia

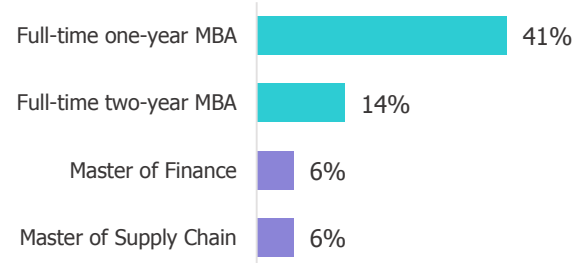
Program Considerations



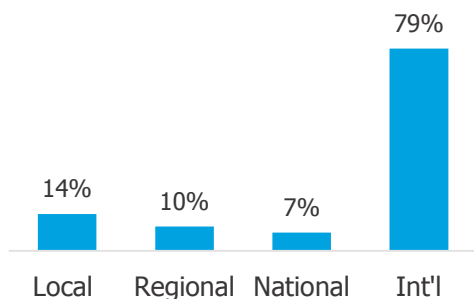
Top 10 Program Types Considered



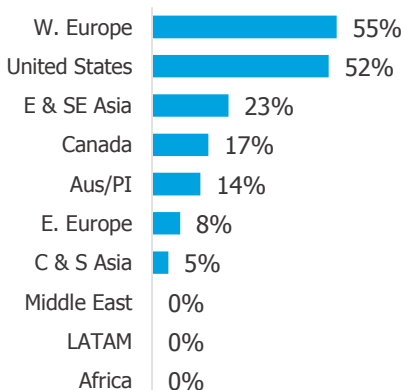
Top Program Types Preferred\*



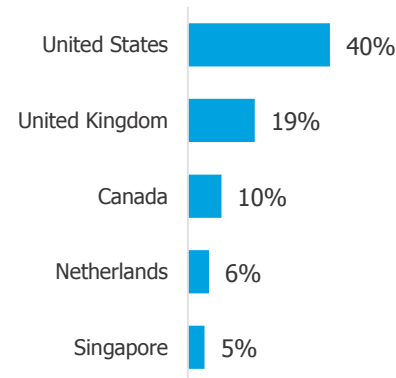
Application Plans by Relative Location



Application Plans by Program World Region



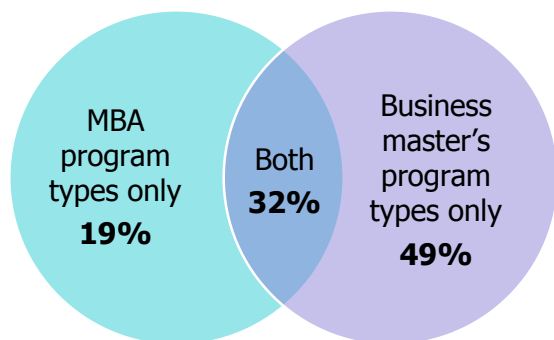
Preferred Study Destination by Program Country\*



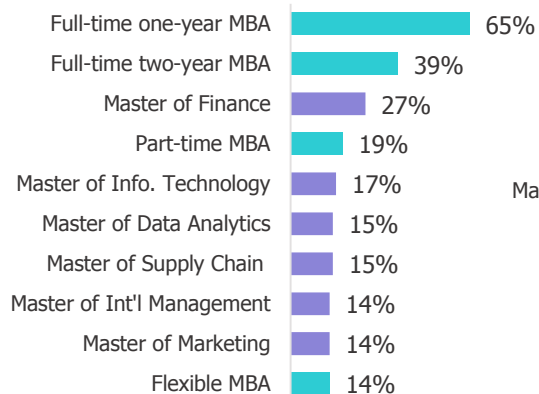
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Italy

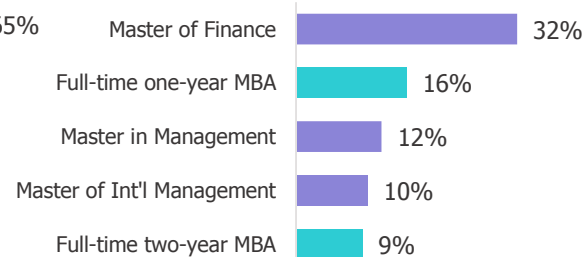
Program Considerations



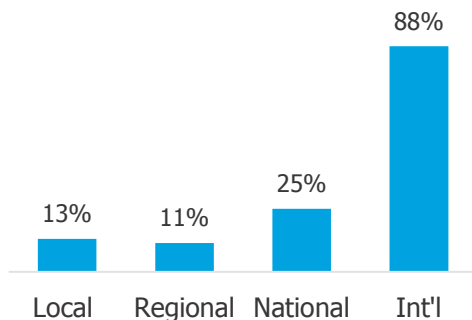
Top 10 Program Types Considered



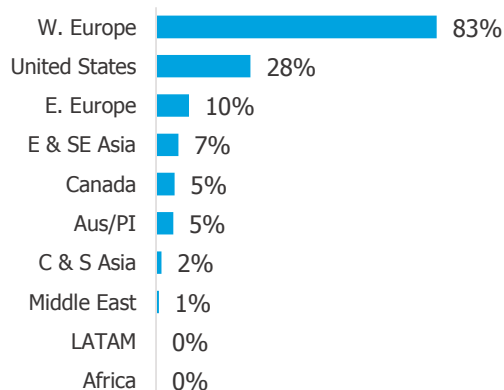
Top Program Types Preferred\*



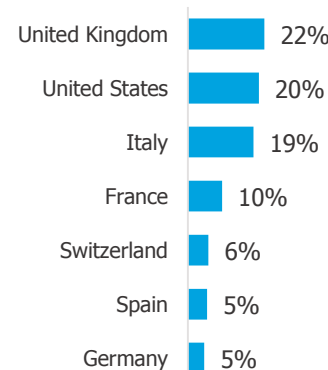
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

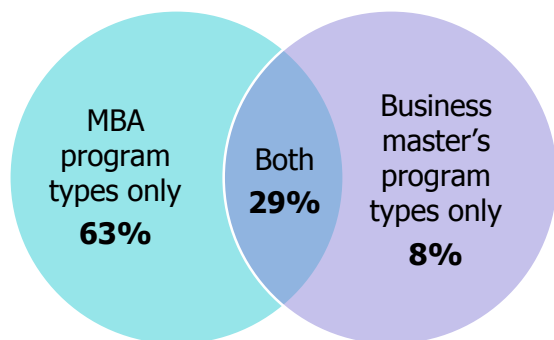


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

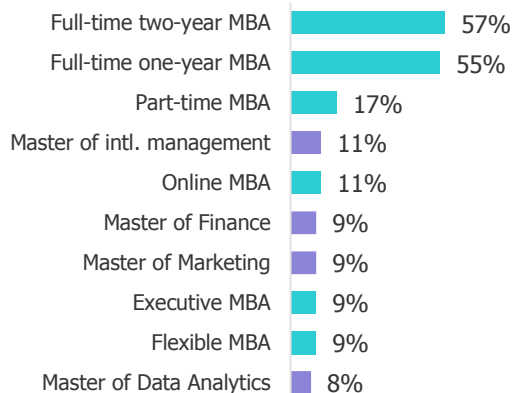
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Japan

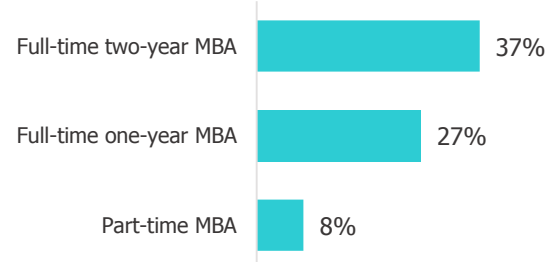
**Program Considerations**



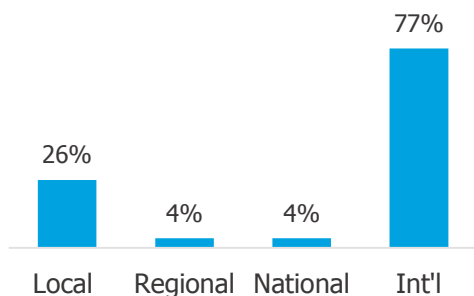
**Top 10 Program Types Considered**



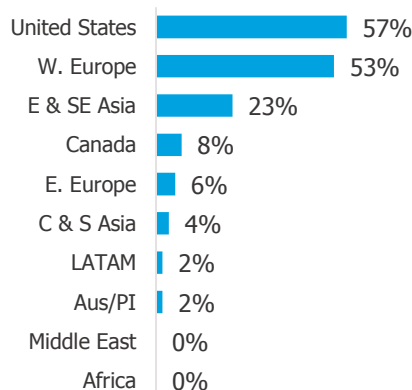
**Top Program Types Preferred\***



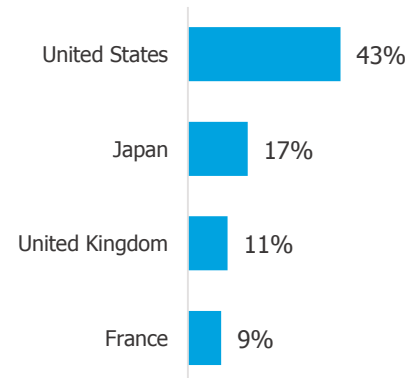
**Application Plans by Relative Location**



**Application Plans by Program World Region**



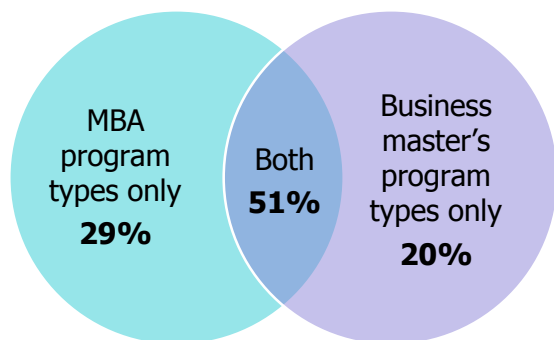
**Preferred Study Destination by Program Country\***



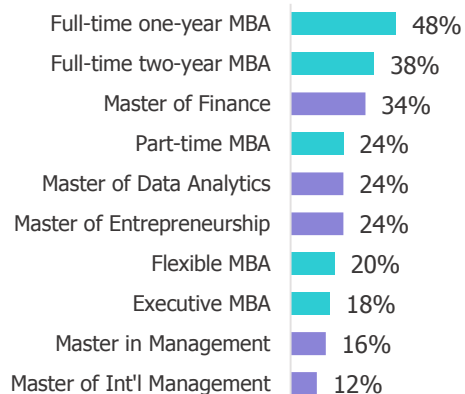
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
 \*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Kenya

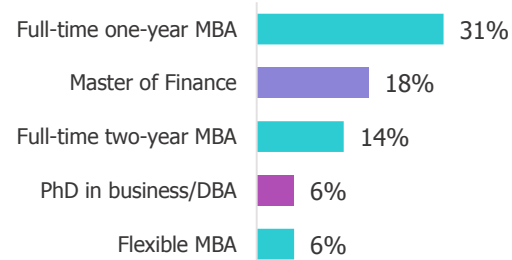
Program Considerations



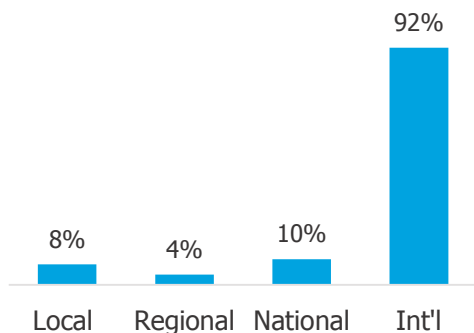
Top 10 Program Types Considered



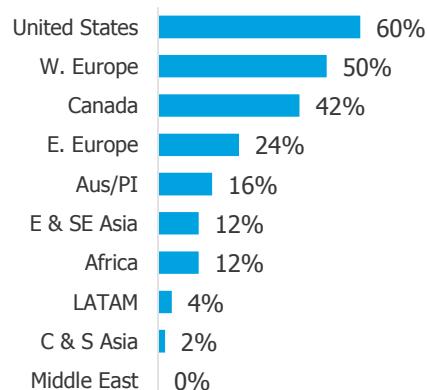
Top Program Types Preferred\*



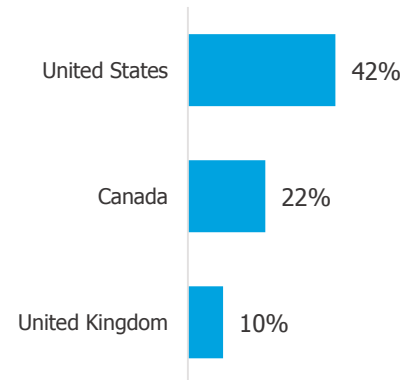
Application Plans by Relative Location



Application Plans by Program World Region



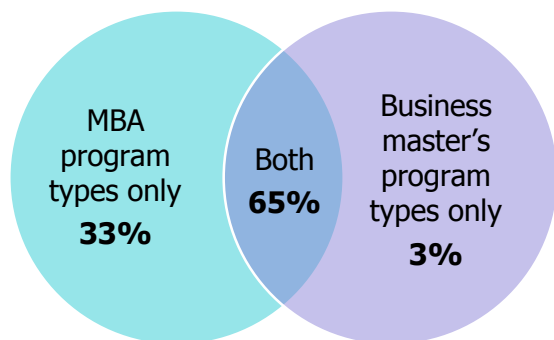
Preferred Study Destination by Program Country\*



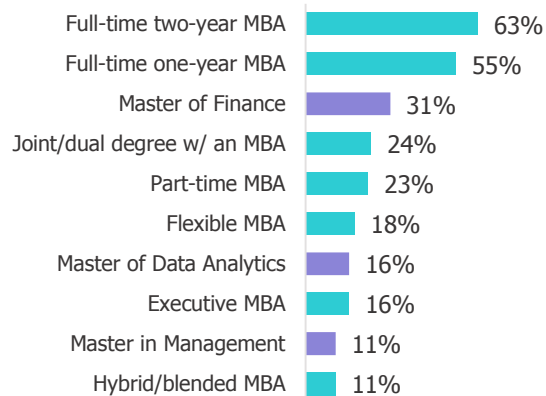
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
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# Mexico

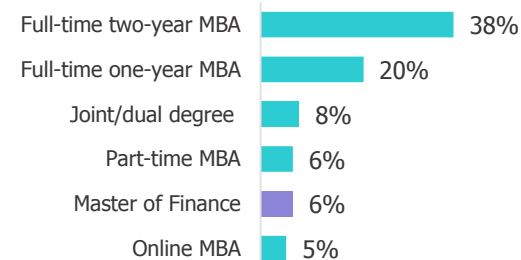
Program Considerations



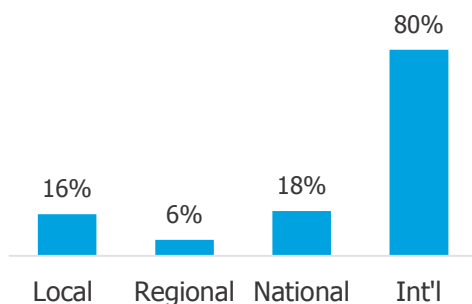
Top 10 Program Types Considered



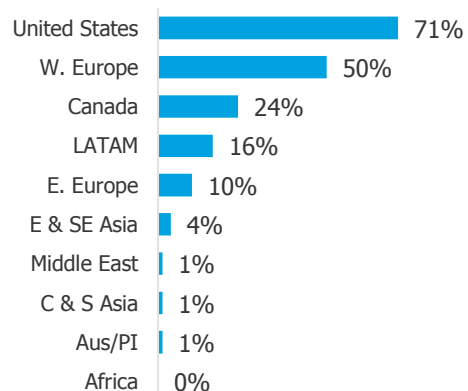
Top Program Types Preferred\*



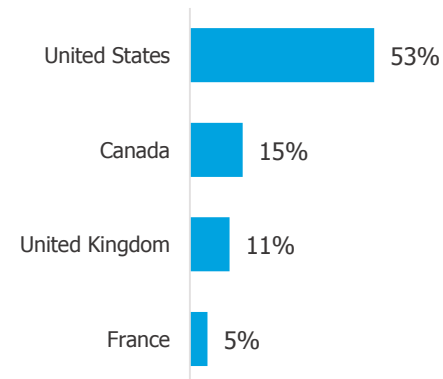
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

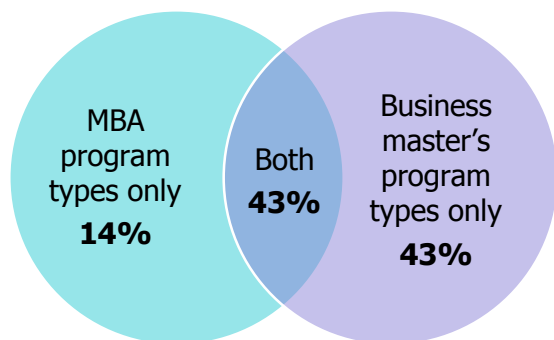


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

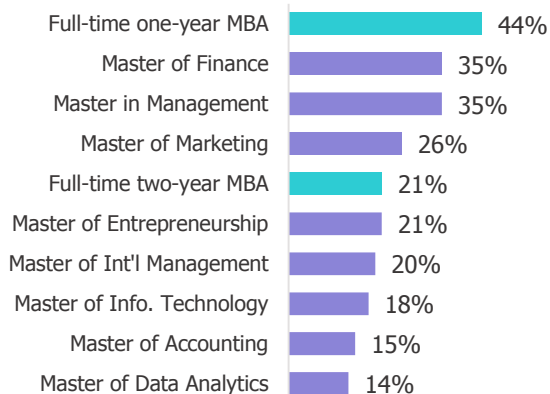
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Netherlands

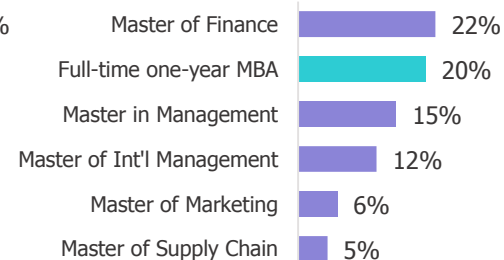
Program Considerations



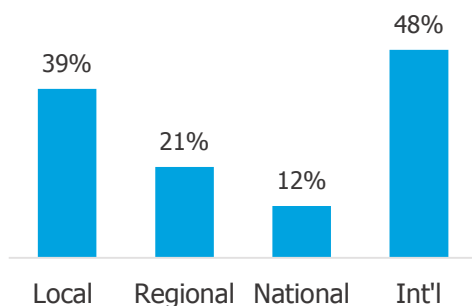
Top 10 Program Types Considered



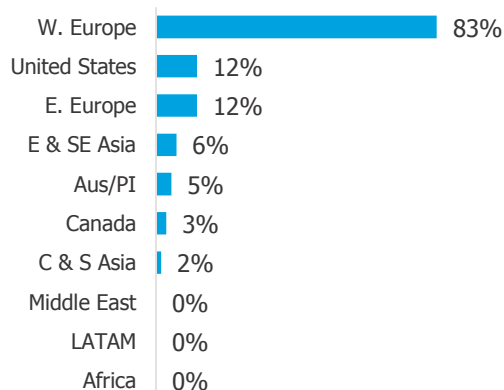
Top Program Types Preferred\*



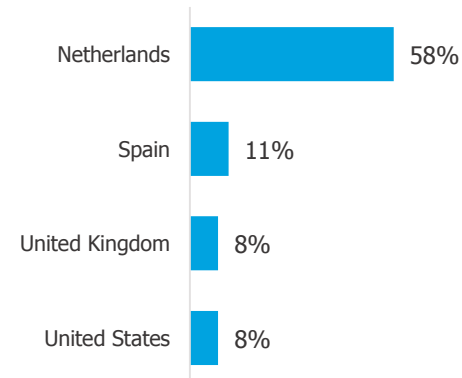
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

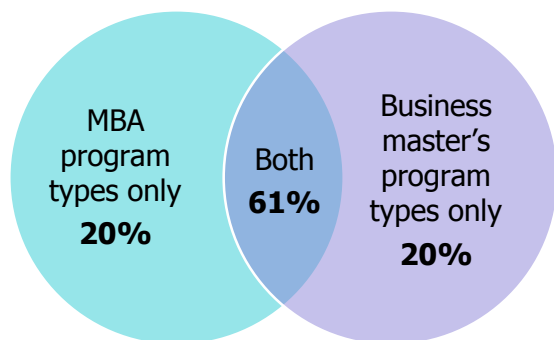


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

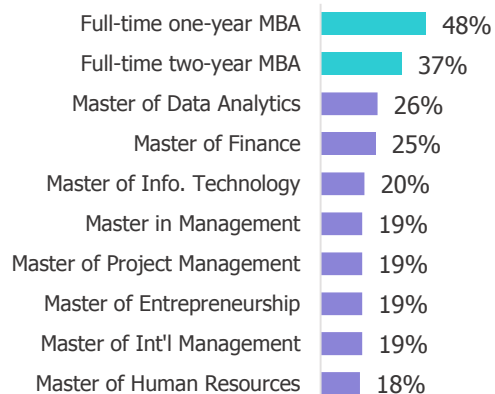
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Nigeria

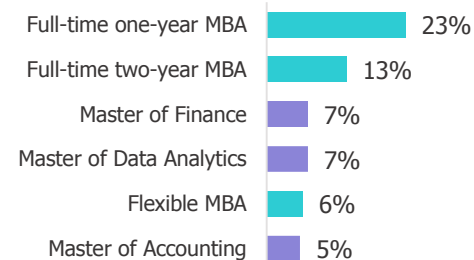
Program Considerations



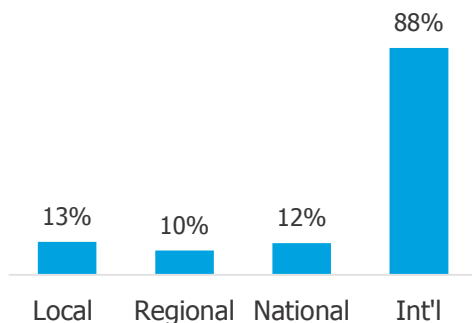
Top 10 Program Types Considered



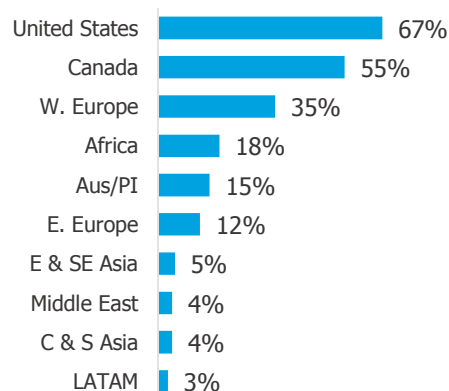
Top Program Types Preferred\*



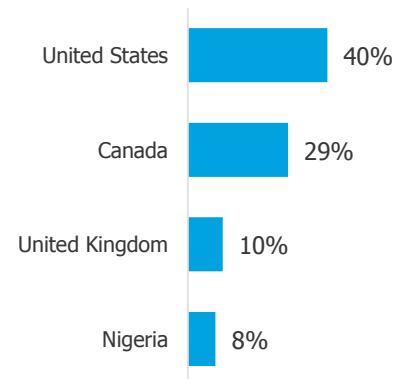
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

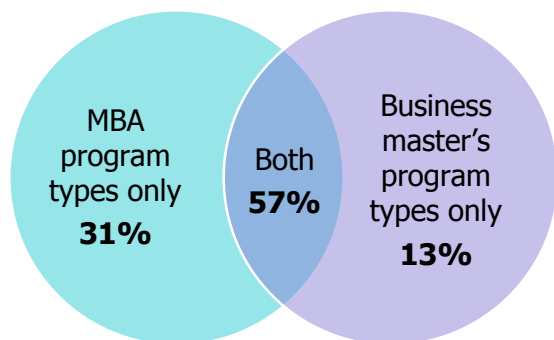


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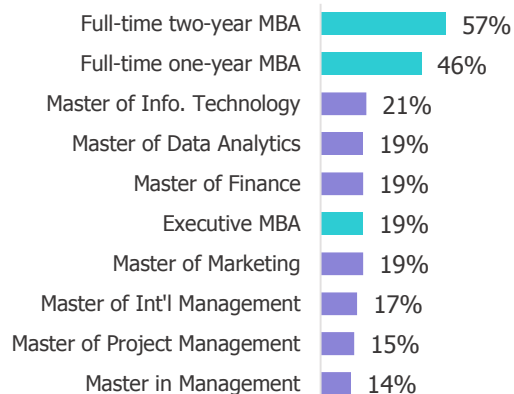


# Pakistan

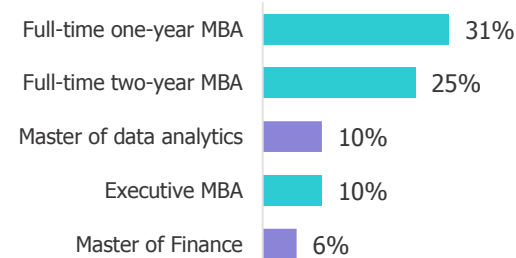
Program Considerations



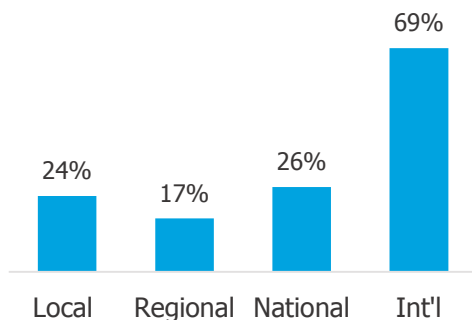
Top 10 Program Types Considered



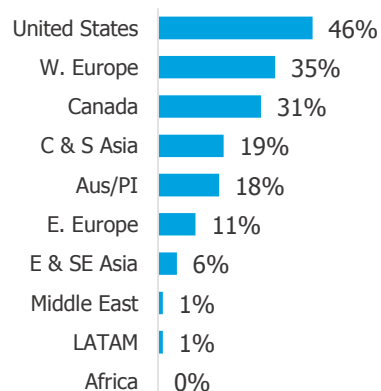
Top Program Types Preferred\*



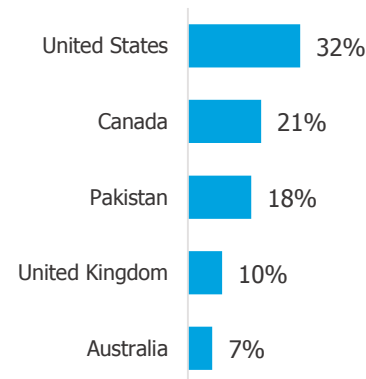
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

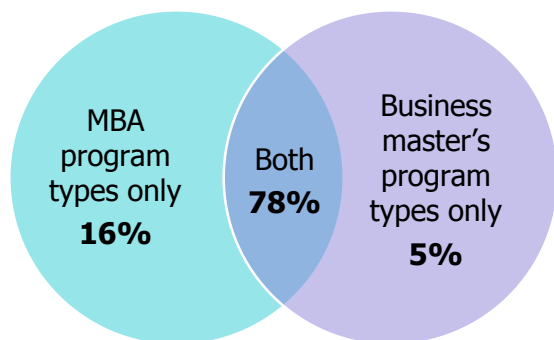


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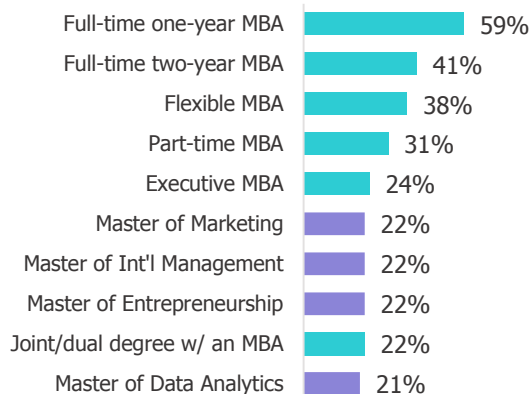
\*Graphs display only program types and study destinations that  $\geq$  five percent of candidates say is their preference.

# Philippines

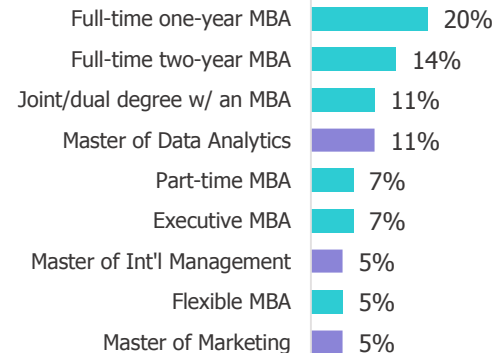
Program Considerations



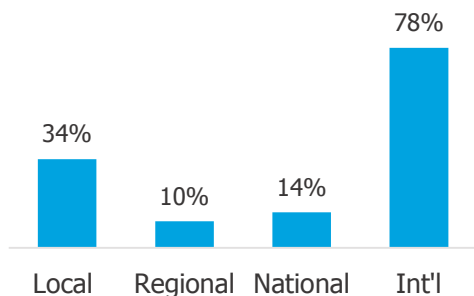
Top 10 Program Types Considered



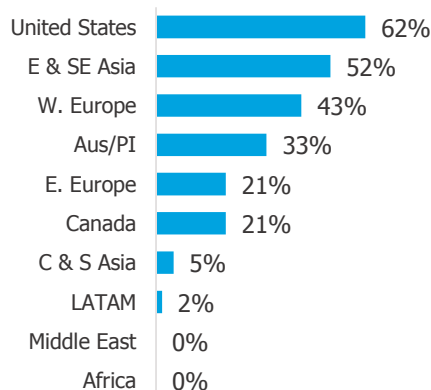
Top Program Types Preferred\*



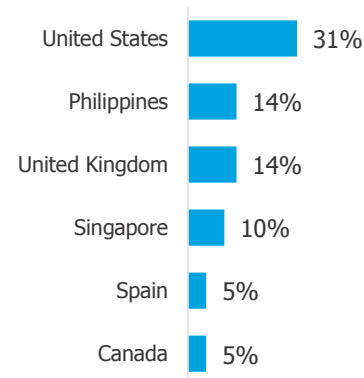
Application Plans by Relative Location



Application Plans by Program World Region



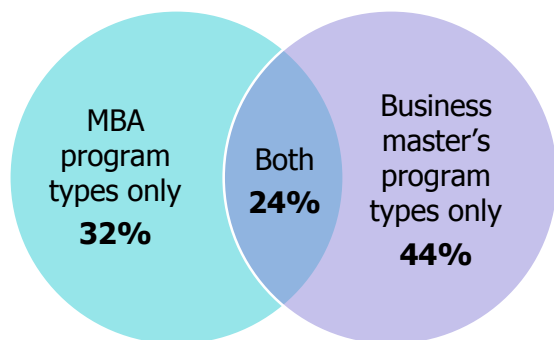
Preferred Study Destination by Program Country\*



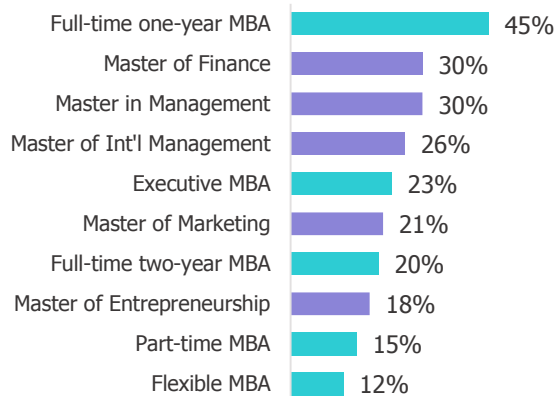
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# Portugal

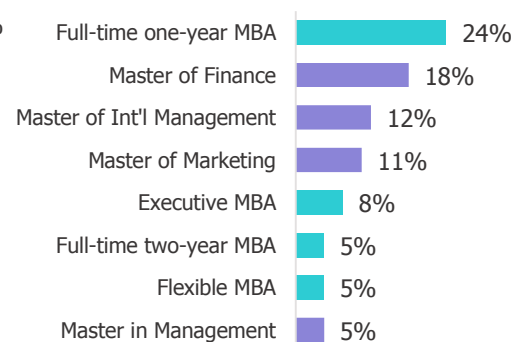
Program Considerations



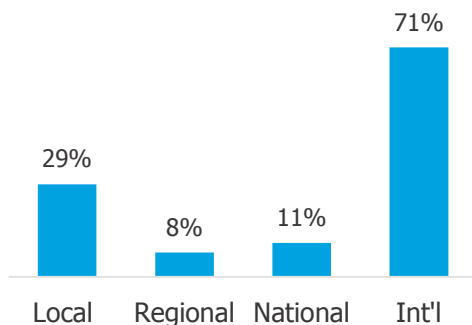
Top 10 Program Types Considered



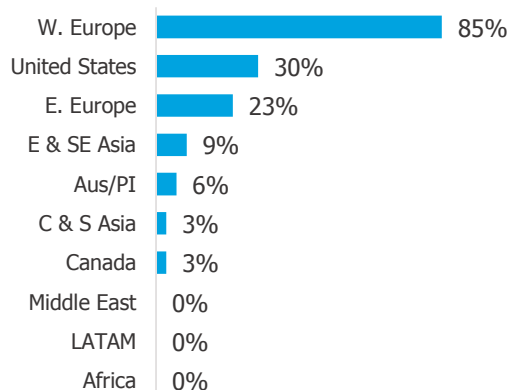
Top Program Types Preferred\*



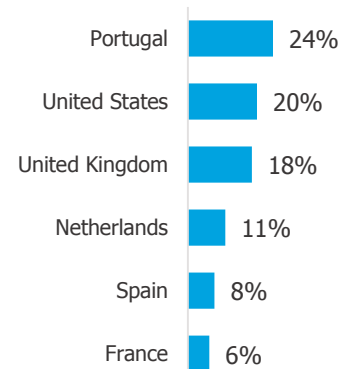
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

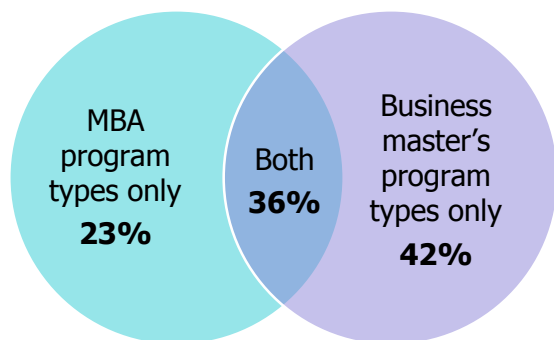


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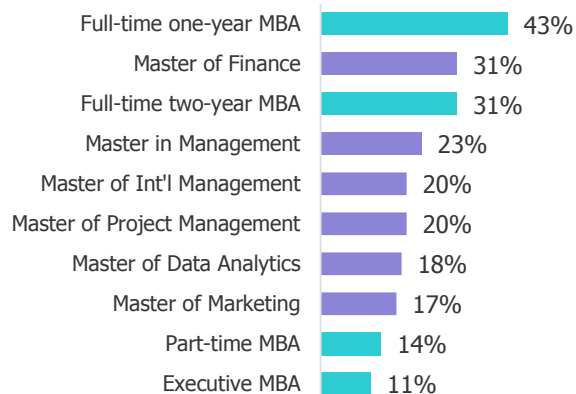
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Russia

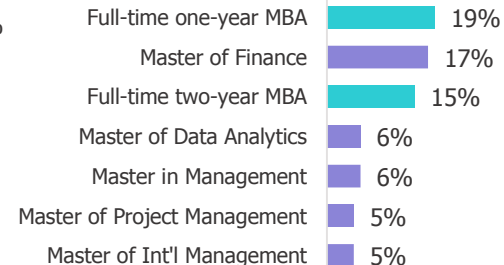
Program Considerations



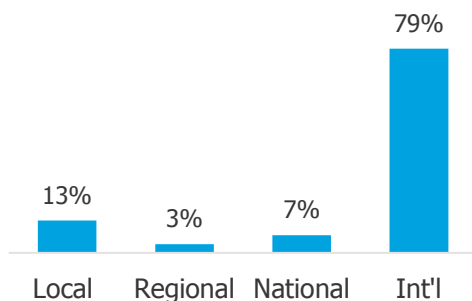
Top 10 Program Types Considered



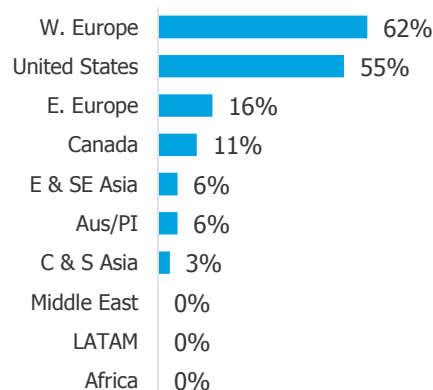
Top Program Types Preferred\*



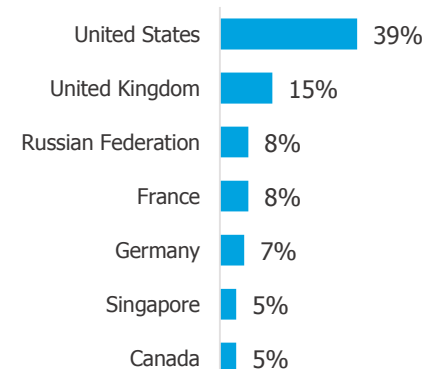
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

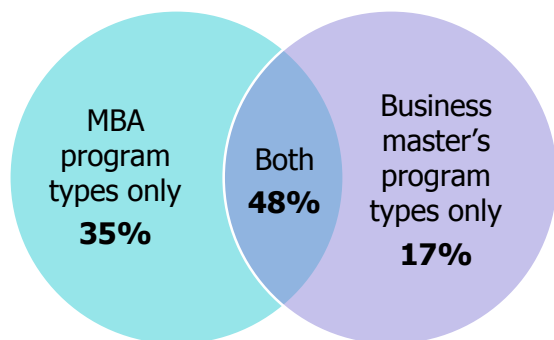


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

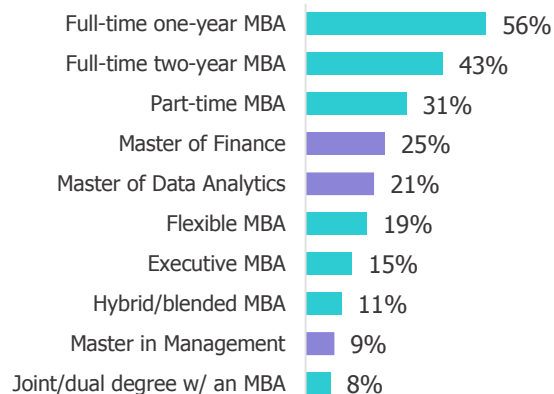
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Singapore

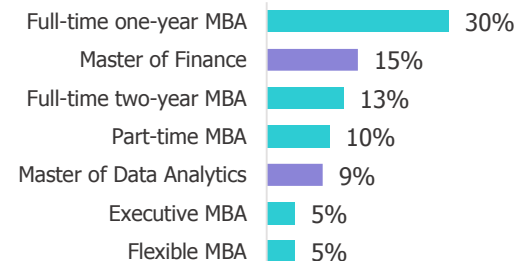
Program Considerations



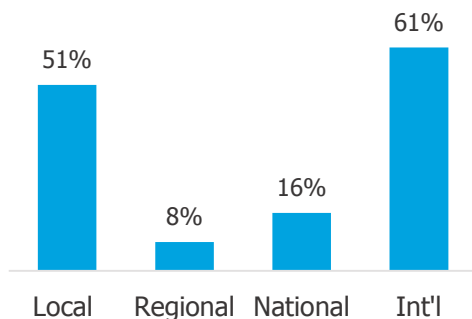
Top 10 Program Types Considered



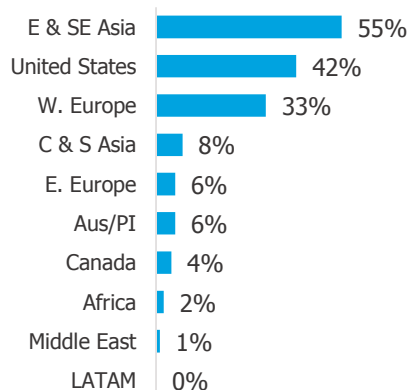
Top Program Types Preferred\*



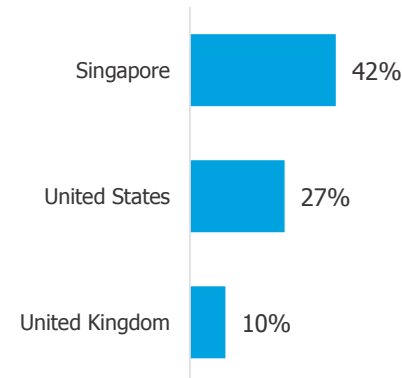
Application Plans by Relative Location



Application Plans by Program World Region



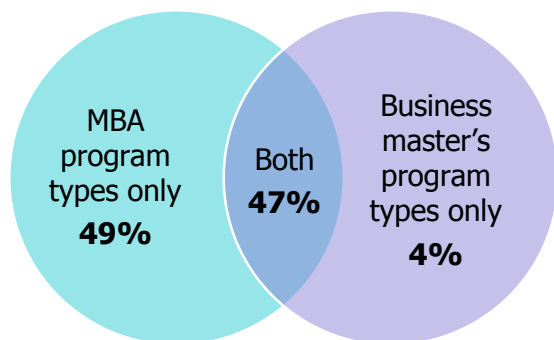
Preferred Study Destination by Program Country\*



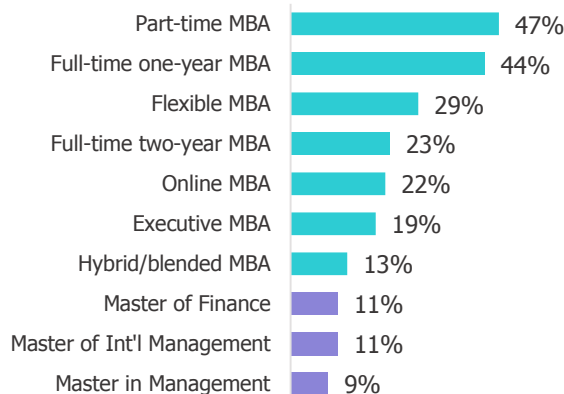
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# South Africa

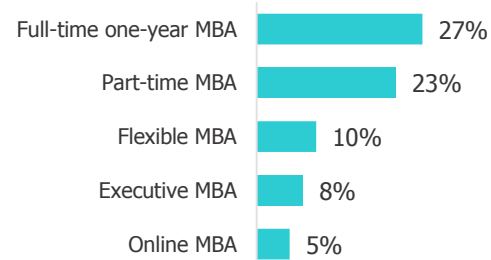
Program Considerations



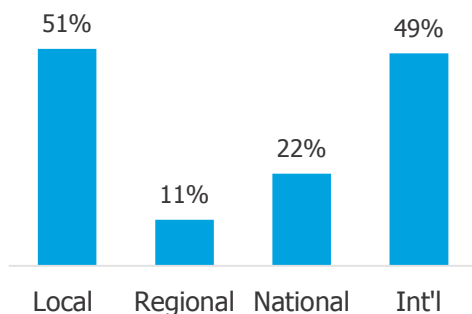
Top 10 Program Types Considered



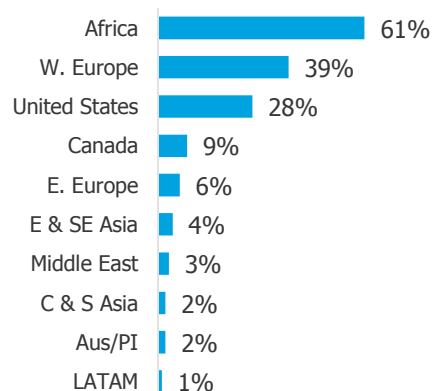
Top Program Types Preferred\*



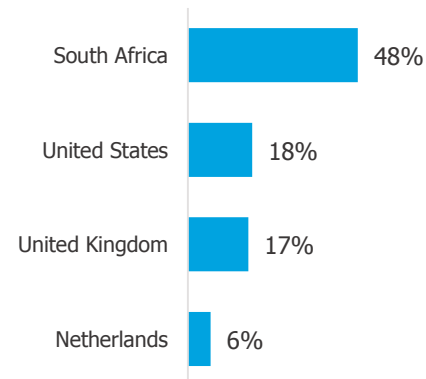
Application Plans by Relative Location



Application Plans by Program World Region



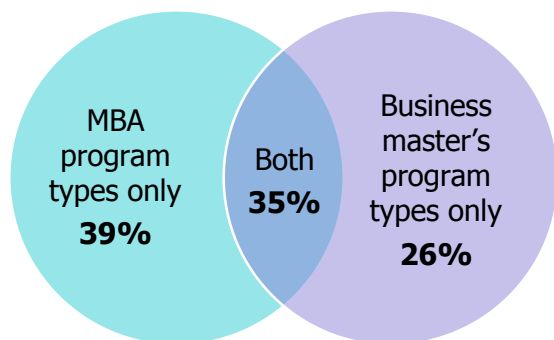
Preferred Study Destination by Program Country\*



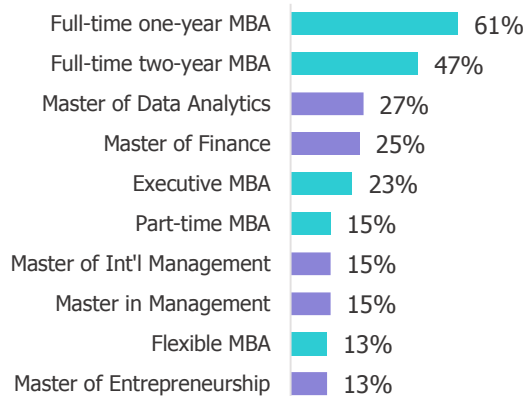
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# Spain

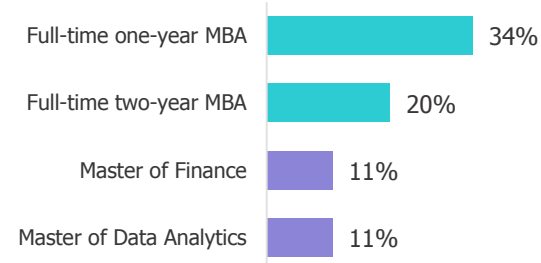
Program Considerations



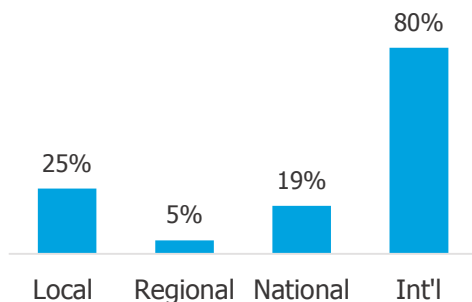
Top 10 Program Types Considered



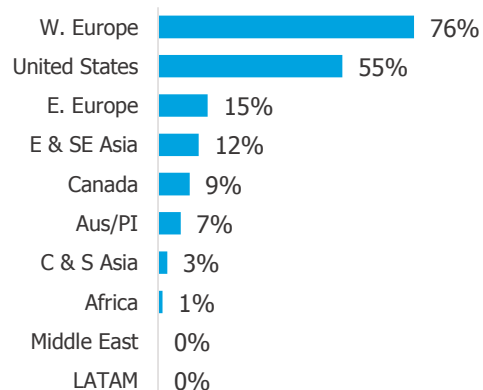
Top Program Types Preferred\*



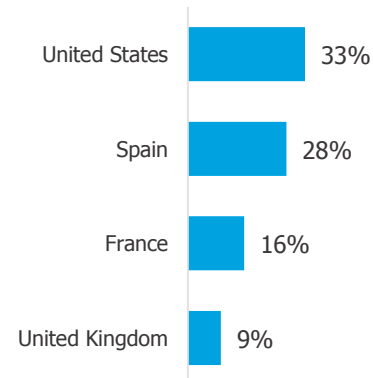
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

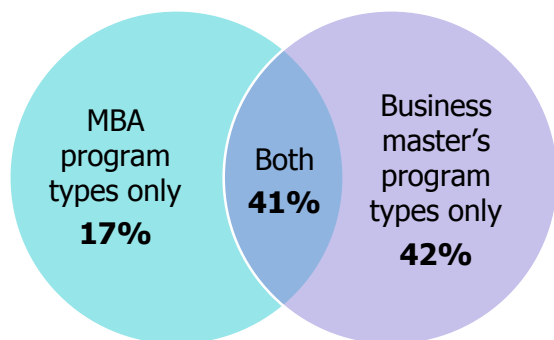


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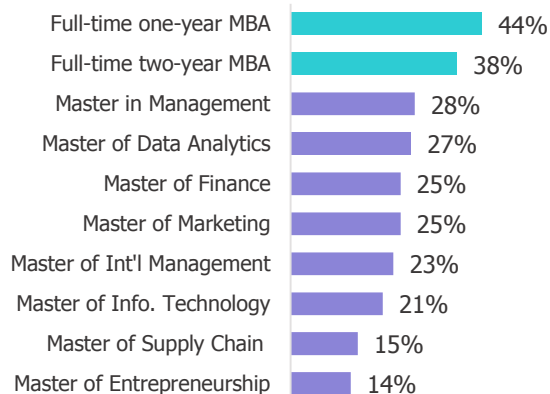
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# Taiwan, China

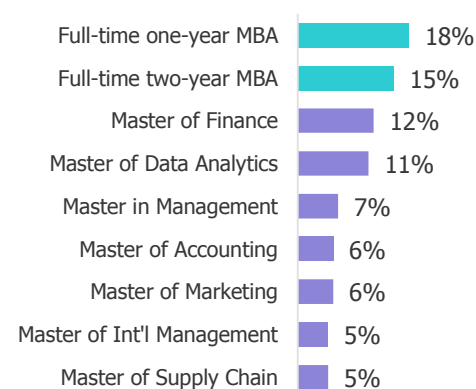
Program Considerations



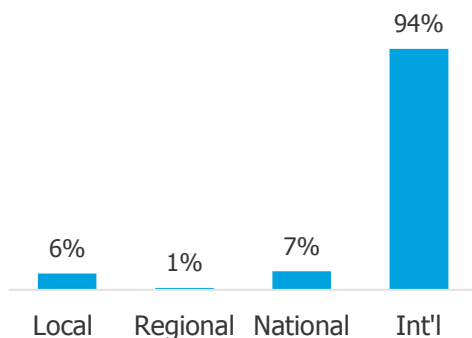
Top 10 Program Types Considered



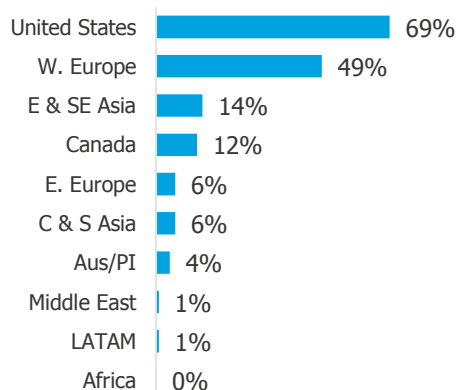
Top Program Types Preferred\*



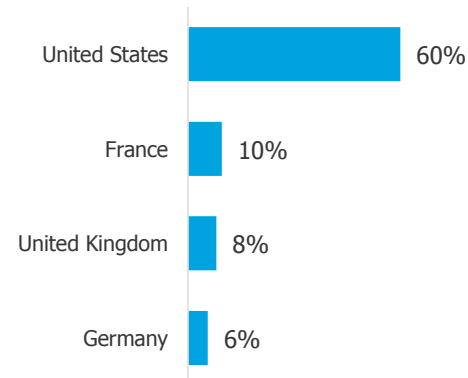
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*



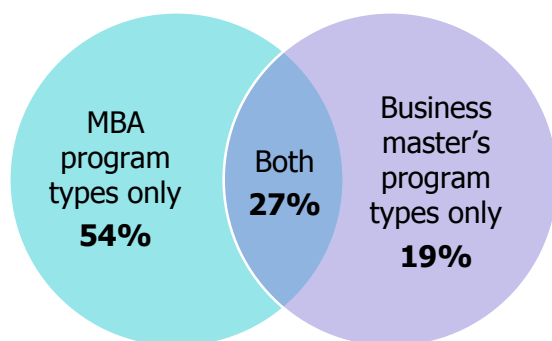
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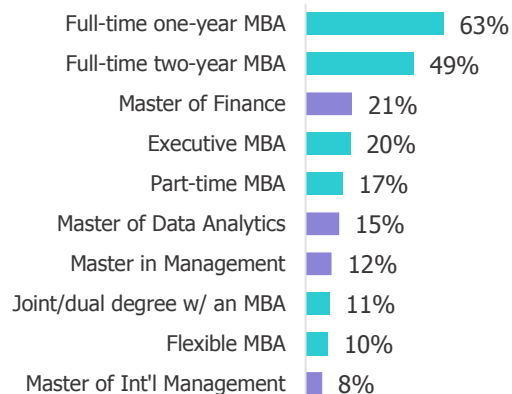


# United Kingdom

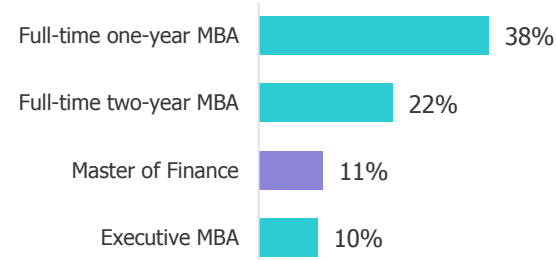
Program Considerations



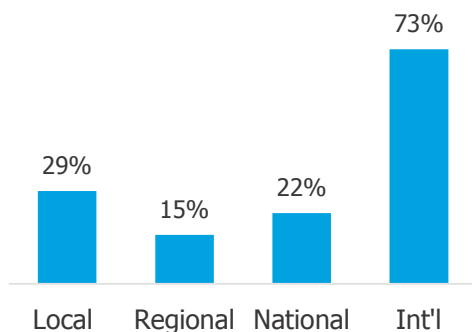
Top 10 Program Types Considered



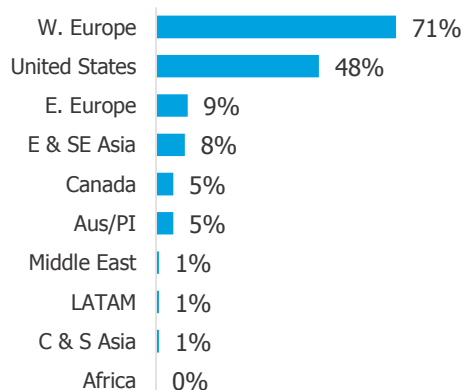
Top Program Types Preferred\*



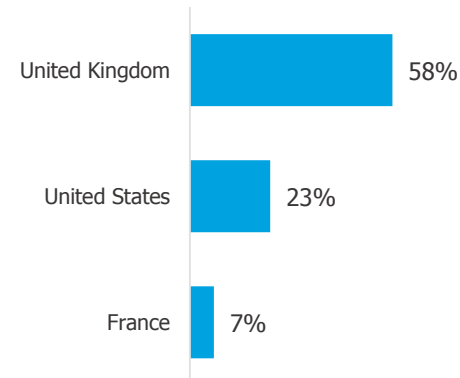
Application Plans by Relative Location



Application Plans by Program World Region



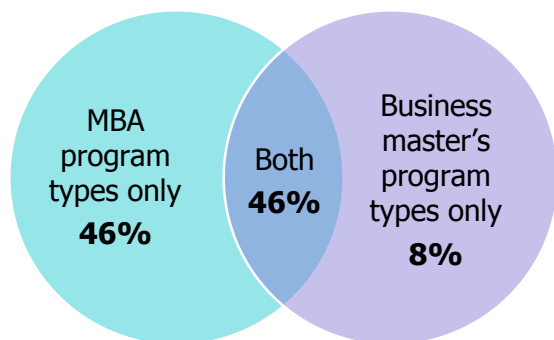
Preferred Study Destination by Program Country\*



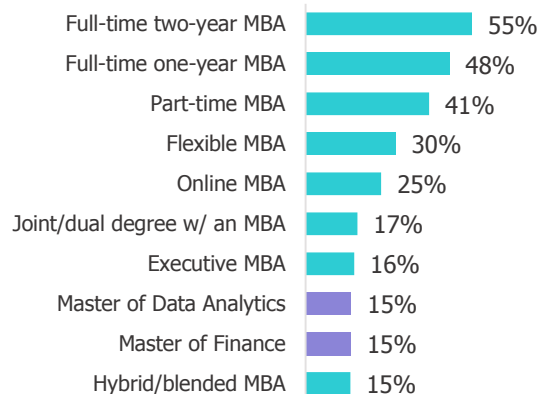
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
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# United States

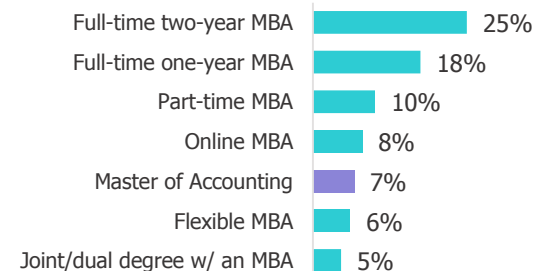
Program Considerations



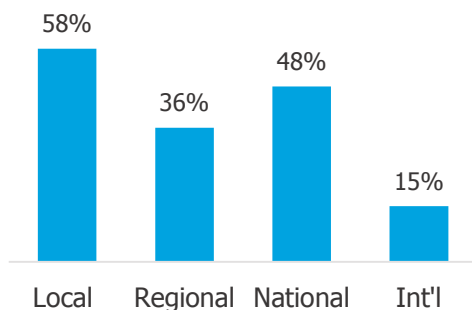
Top 10 Program Types Considered



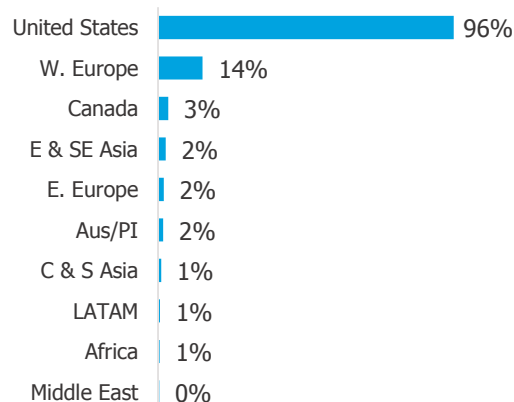
Top Program Types Preferred\*



Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

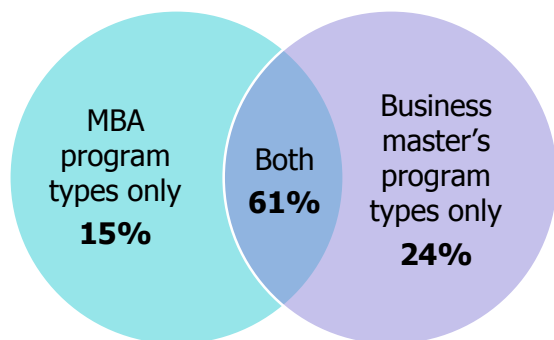


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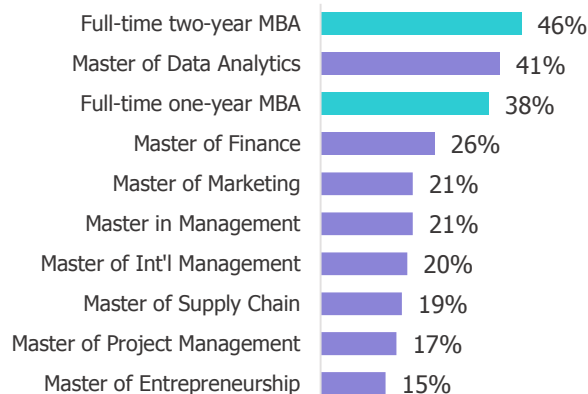
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# Vietnam

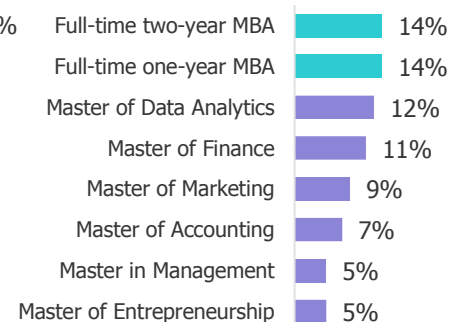
Program Considerations



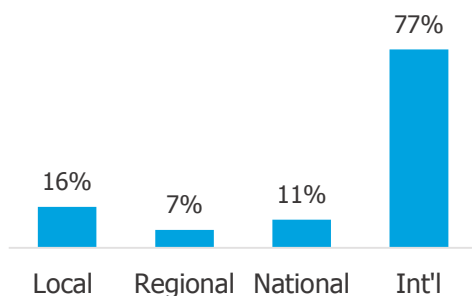
Top 10 Program Types Considered



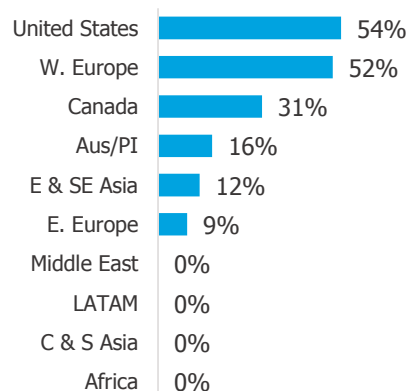
Top Program Types Preferred\*



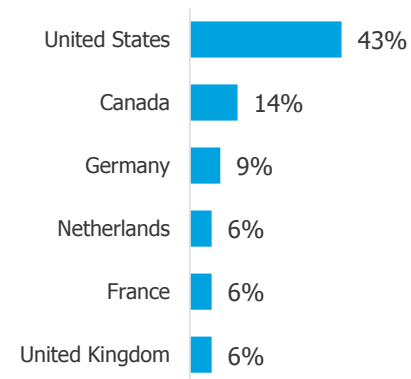
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*



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

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

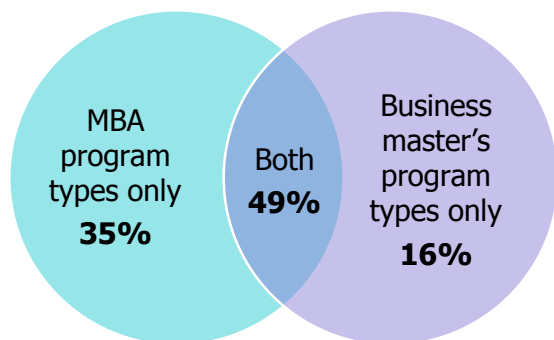
- Program considerations
- Top 10 program types considered
- Top program types preferred
- Application plans by relative location
- Application plans by program world region
- Preferred study destination by program country



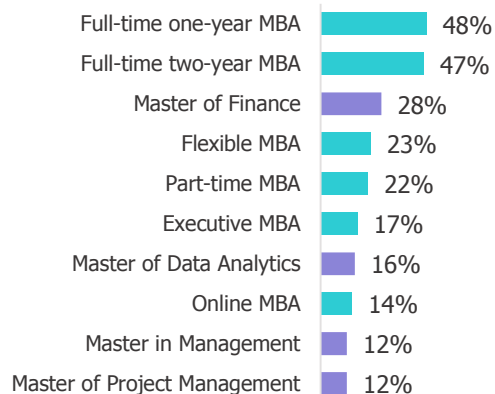


# Australia

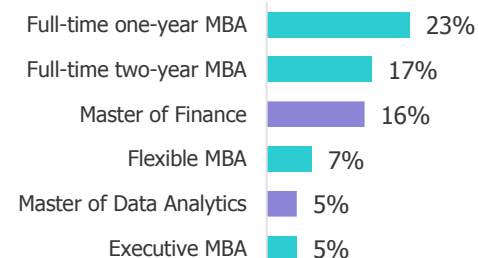
Program Considerations



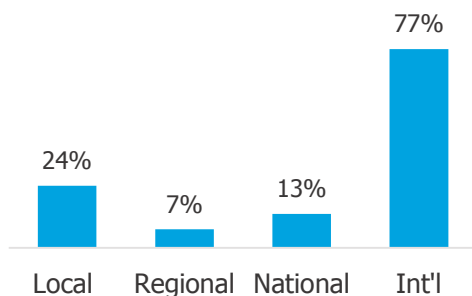
Top 10 Program Types Considered



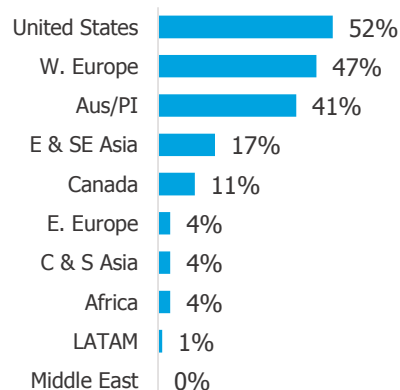
Top Program Types Preferred\*



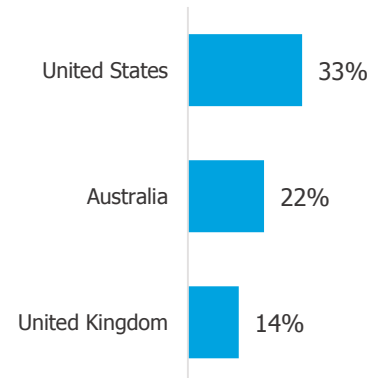
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

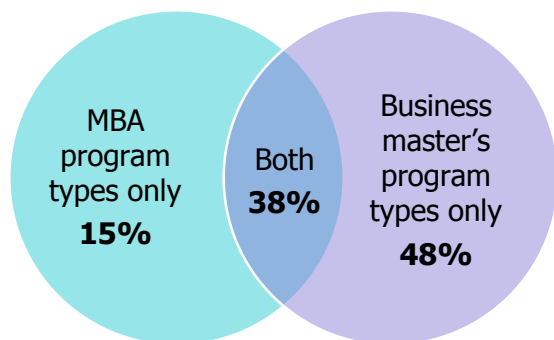


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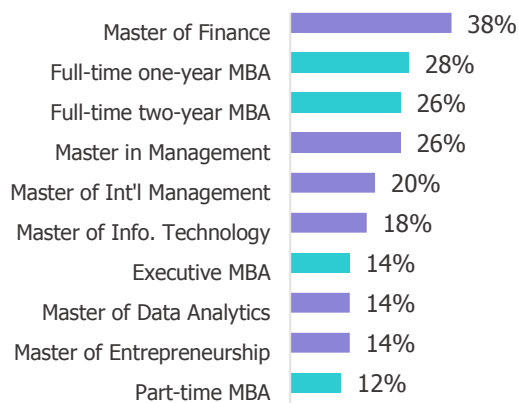
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# Belgium

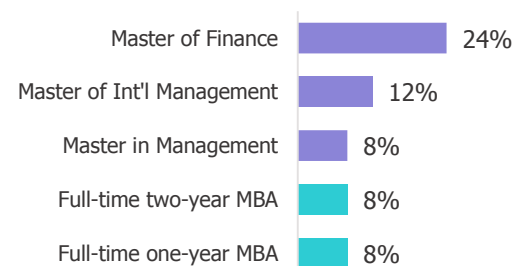
**Program Considerations**



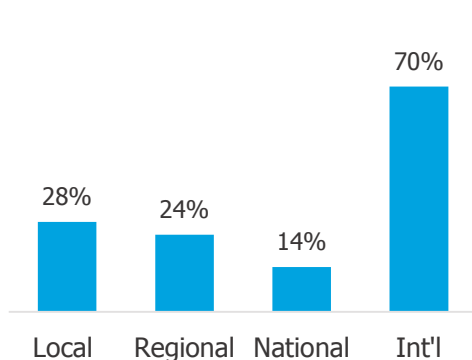
**Top 10 Program Types Considered**



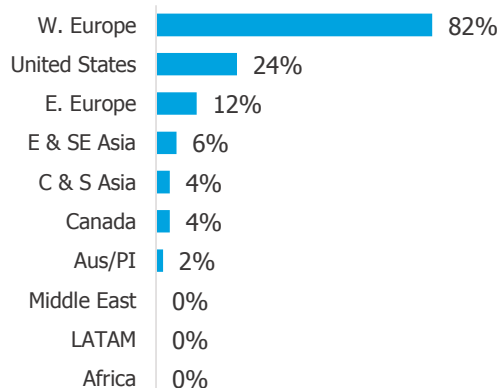
**Top Program Types Preferred\***



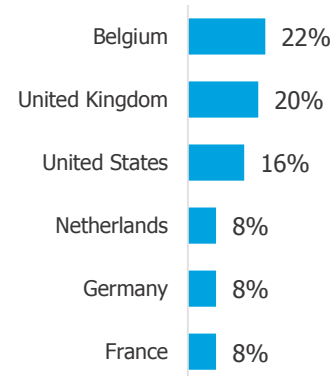
**Application Plans by Relative Location**



**Application Plans by Program World Region**



**Preferred Study Destination by Program Country\***

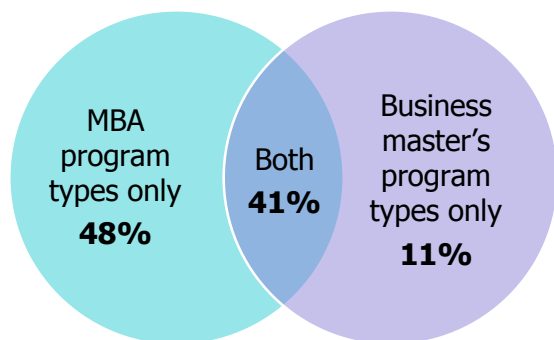


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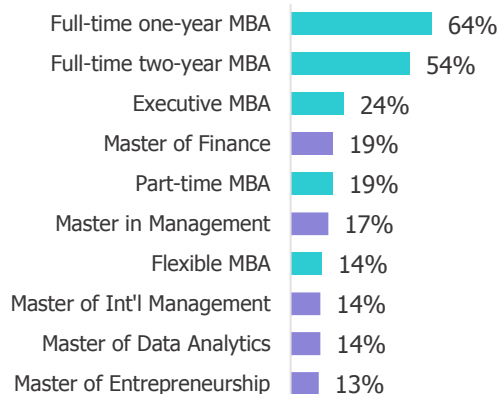
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# Brazil

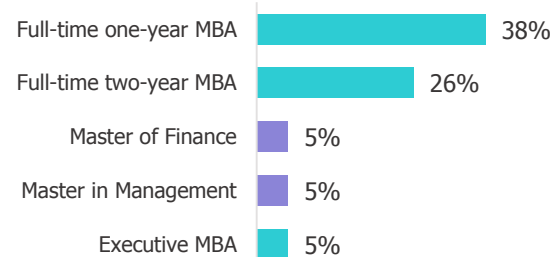
Program Considerations



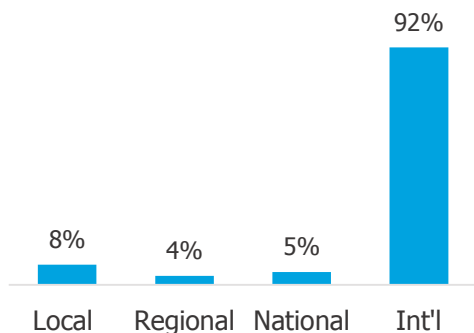
Top 10 Program Types Considered



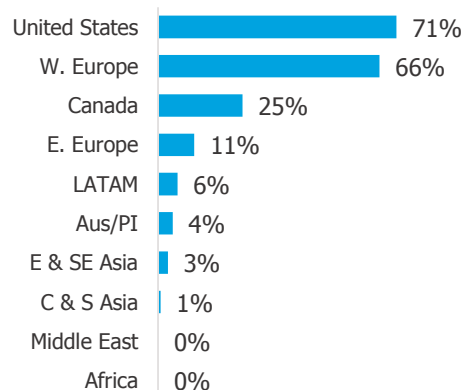
Top Program Types Preferred\*



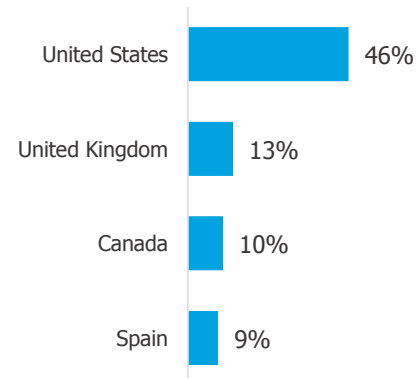
Application Plans by Relative Location



Application Plans by Program World Region



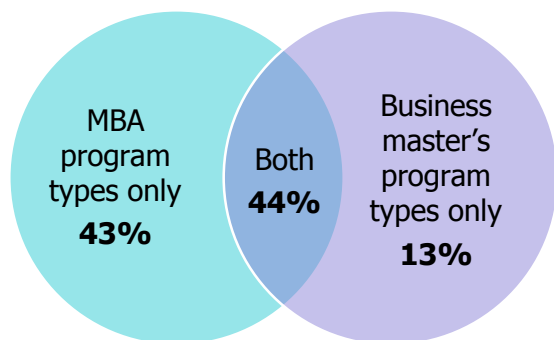
Preferred Study Destination by Program Country\*



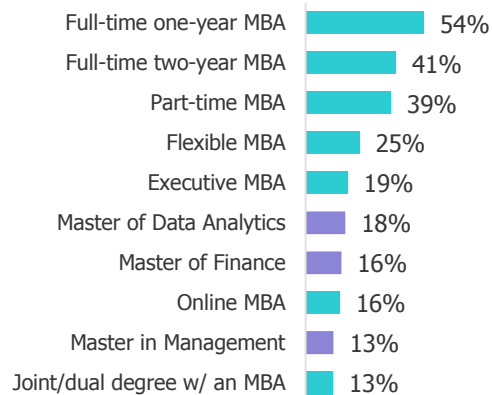
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# Canada

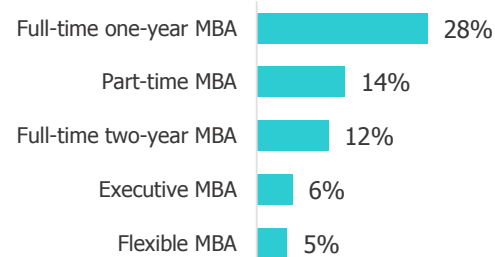
Program Considerations



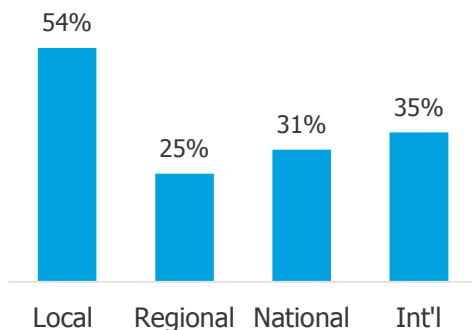
Top 10 Program Types Considered



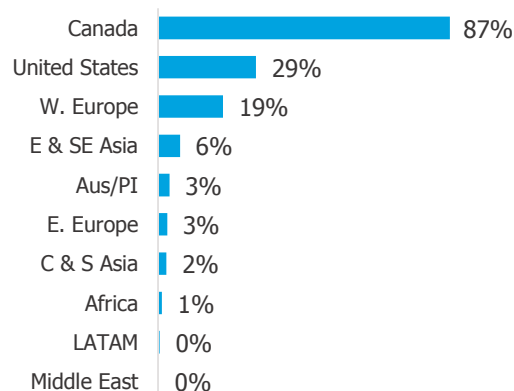
Top Program Types Preferred\*



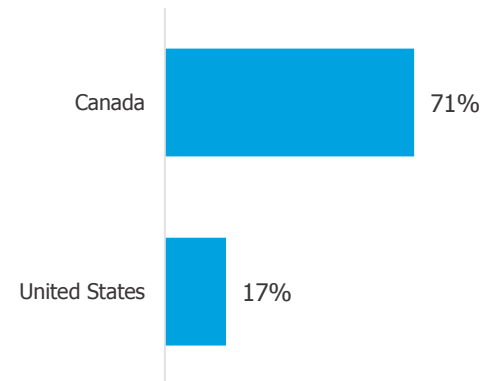
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

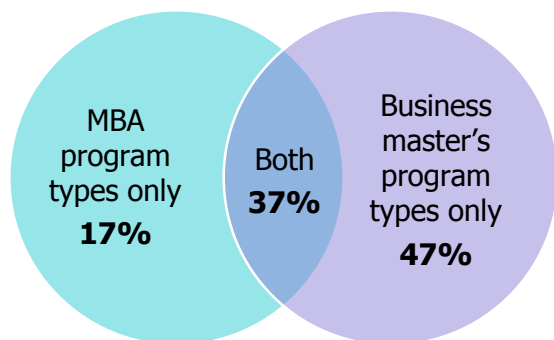


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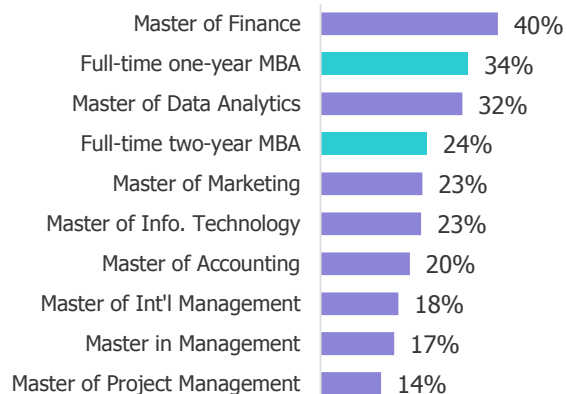


# China

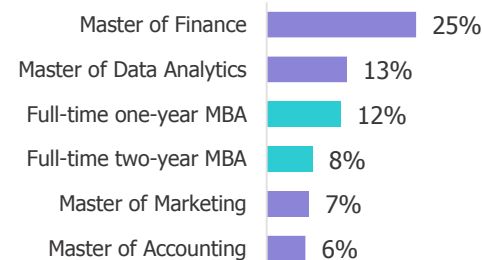
Program Considerations



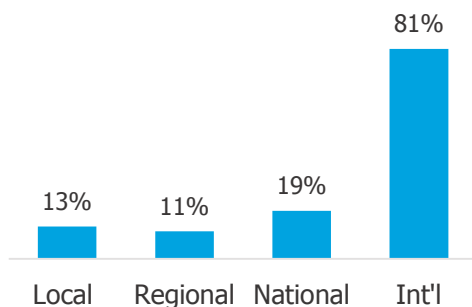
Top 10 Program Types Considered



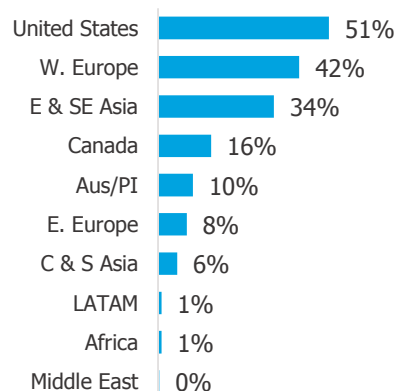
Top Program Types Preferred\*



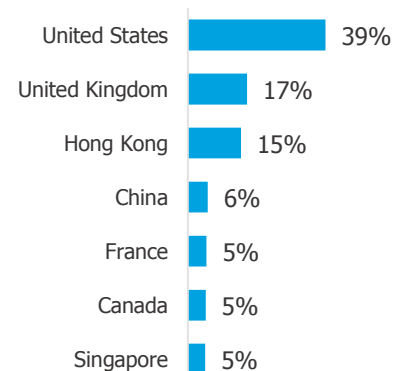
Application Plans by Relative Location



Application Plans by Program World Region



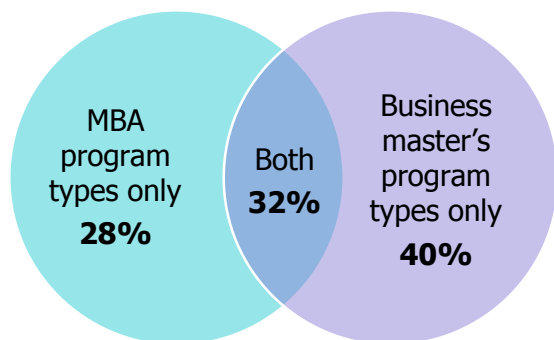
Preferred Study Destination by Program Country\*



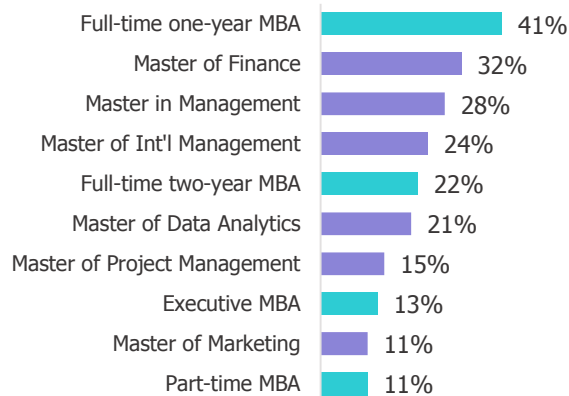
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# France

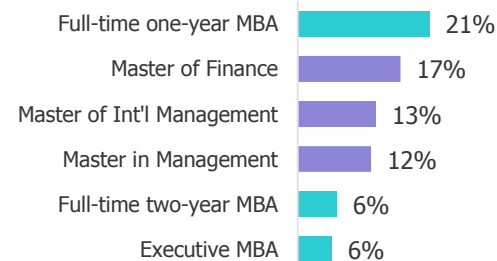
Program Considerations



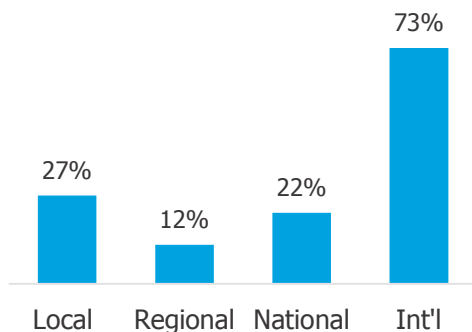
Top 10 Program Types Considered



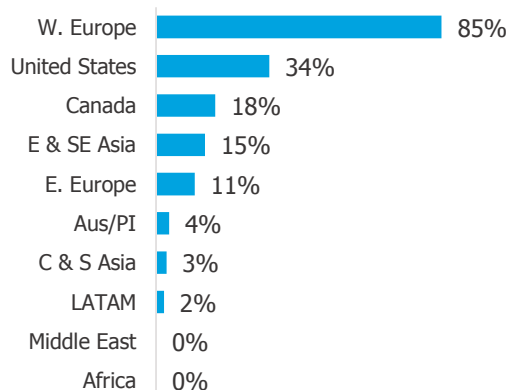
Top Program Types Preferred\*



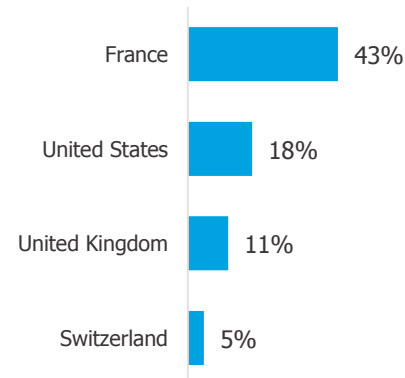
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

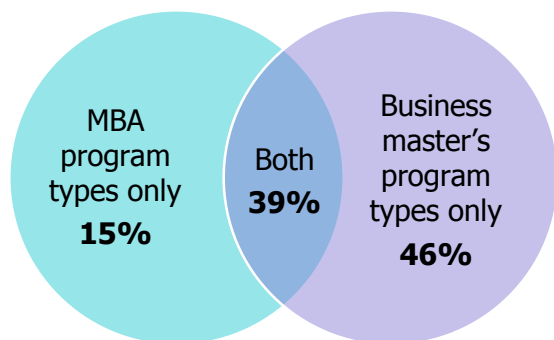


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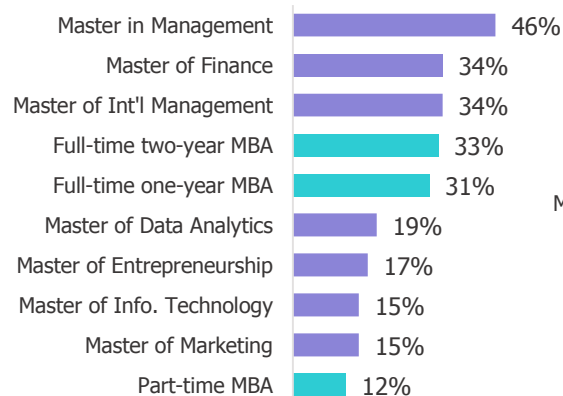
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# Germany

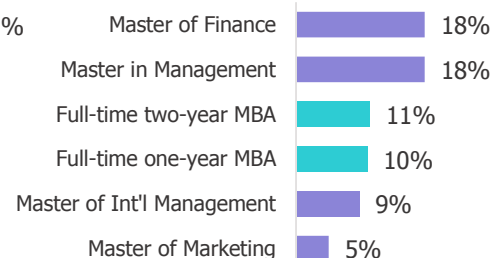
Program Considerations



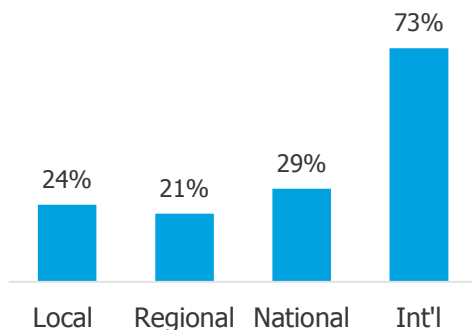
Top 10 Program Types Considered



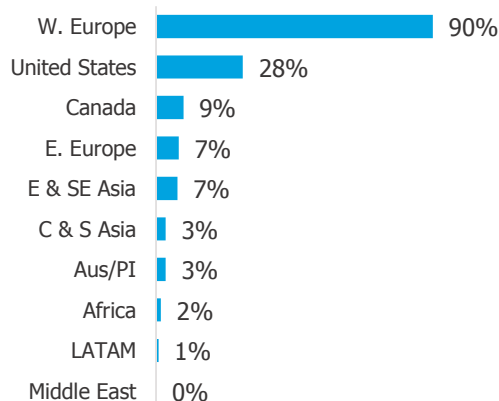
Top Program Types Preferred\*



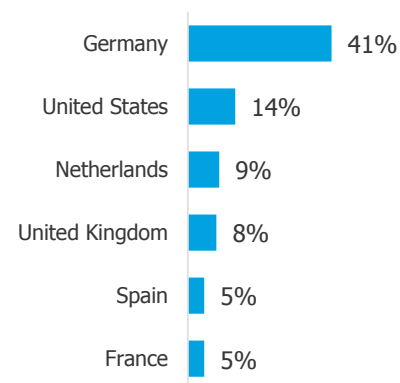
Application Plans by Relative Location



Application Plans by Program World Region



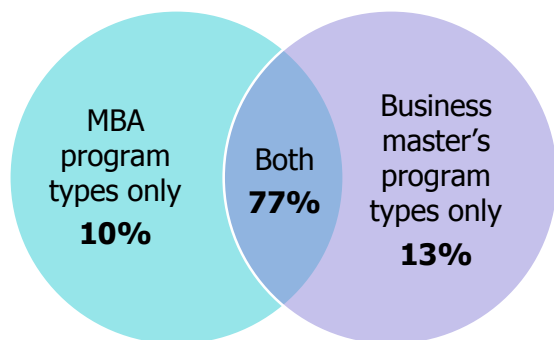
Preferred Study Destination by Program Country\*



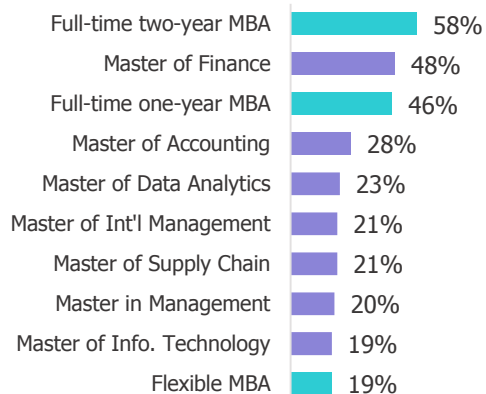
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
\*Graphs display only program types and study destinations that  $\geq$  five percent of candidates say is their preference.

# Ghana

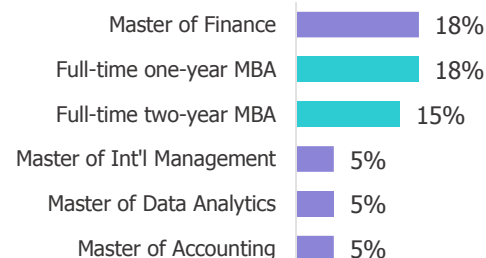
Program Considerations



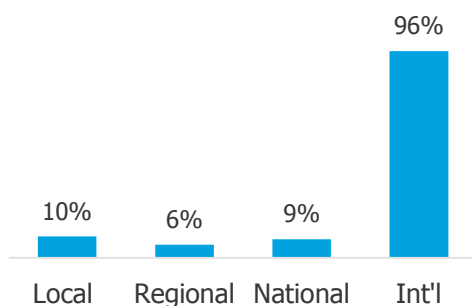
Top 10 Program Types Considered



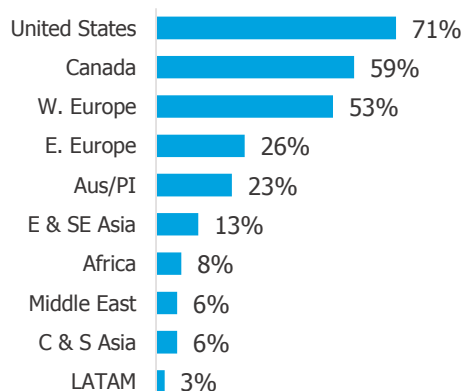
Top Program Types Preferred\*



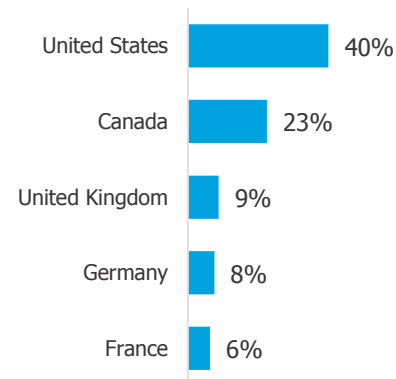
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

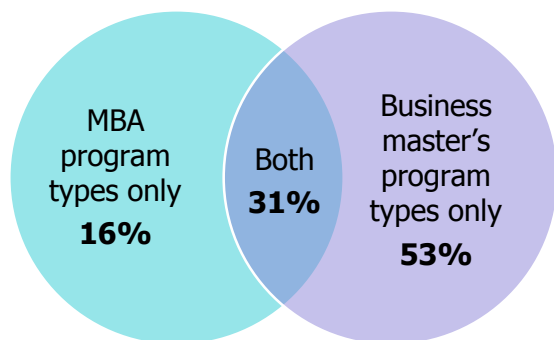


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

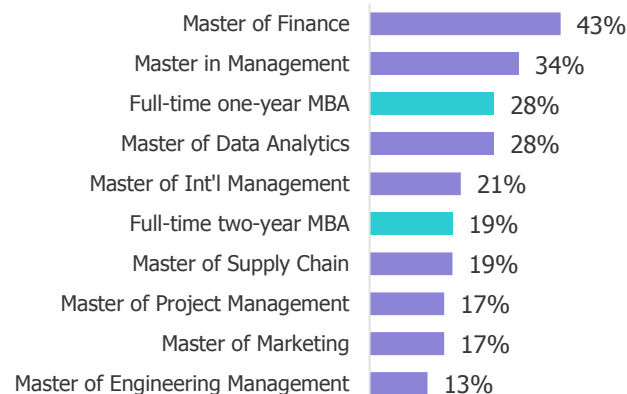
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Greece

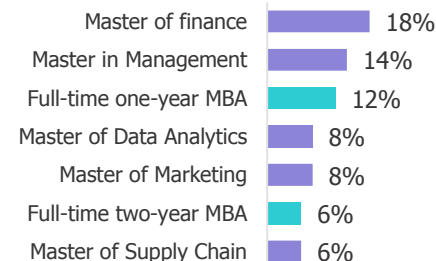
Program Considerations



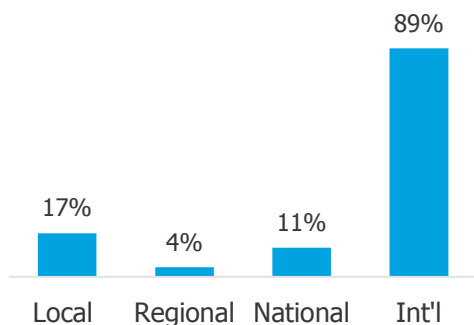
Top 10 Program Types Considered



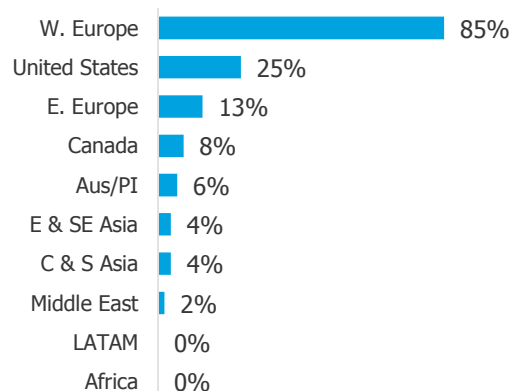
Top Program Types Preferred\*



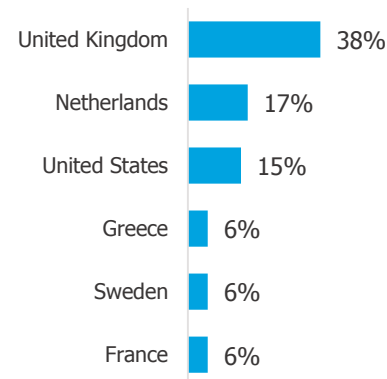
Application Plans by Relative Location



Application Plans by Program World Region



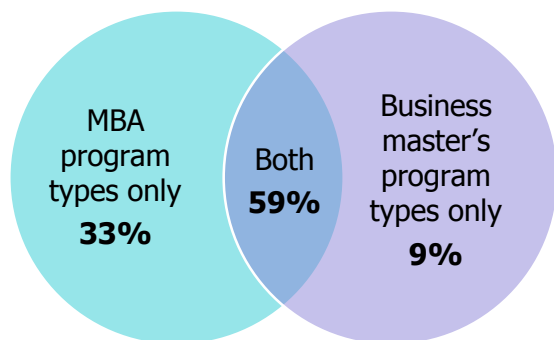
Preferred Study Destination by Program Country\*



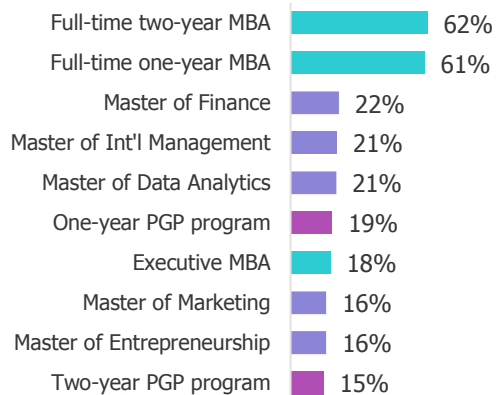
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# India

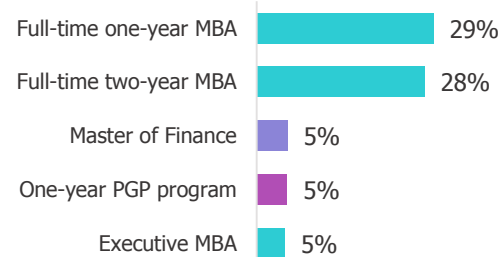
**Program Considerations**



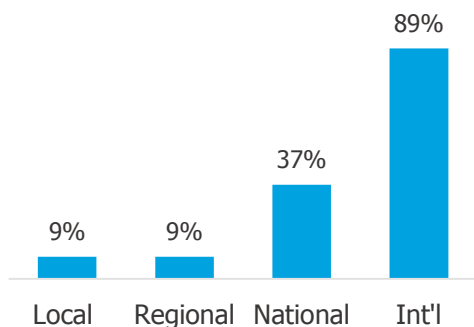
**Top 10 Program Types Considered**



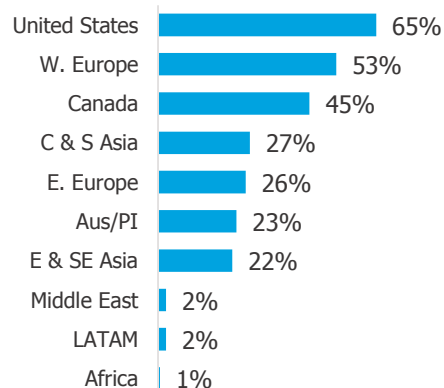
**Top Program Types Preferred\***



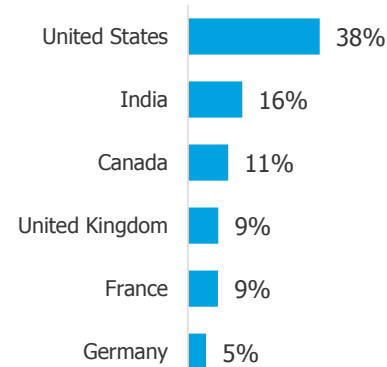
**Application Plans by Relative Location**



**Application Plans by Program World Region**



**Preferred Study Destination by Program Country\***

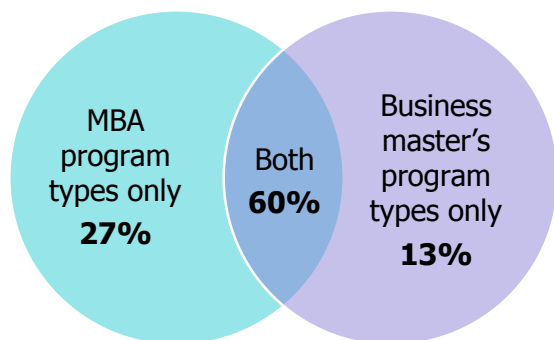


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

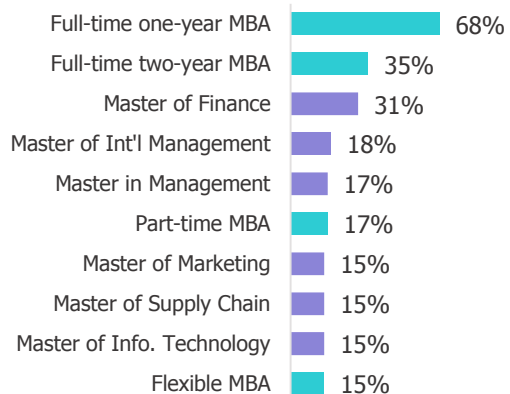
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Indonesia

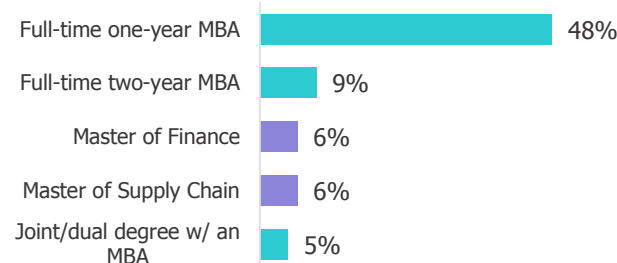
**Program Considerations**



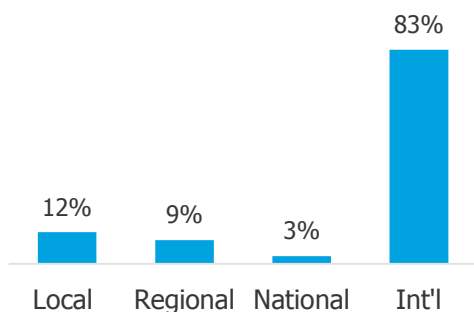
**Top 10 Program Types Considered**



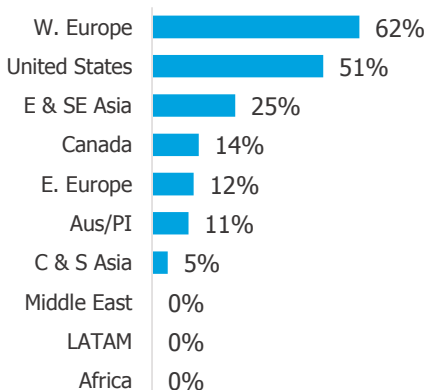
**Top Program Types Preferred\***



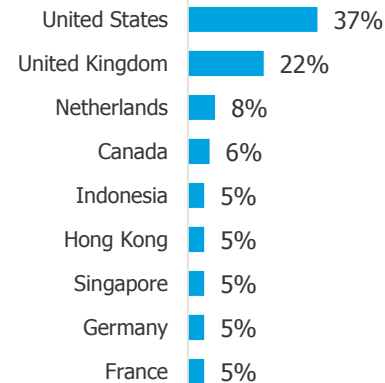
**Application Plans by Relative Location**



**Application Plans by Program World Region**



**Preferred Study Destination by Program Country\***

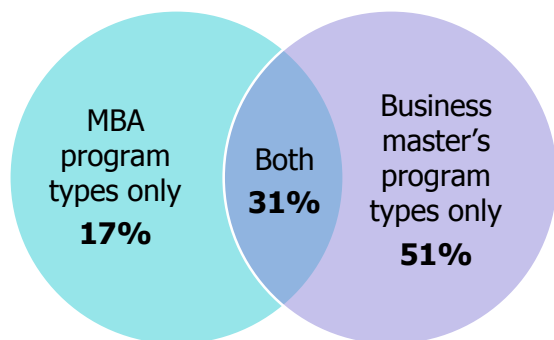


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

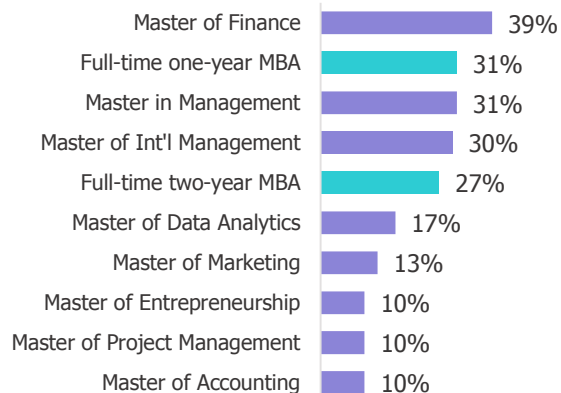
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Italy

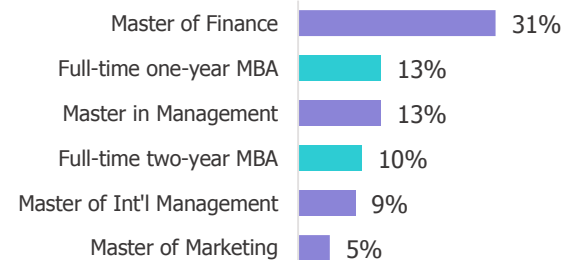
**Program Considerations**



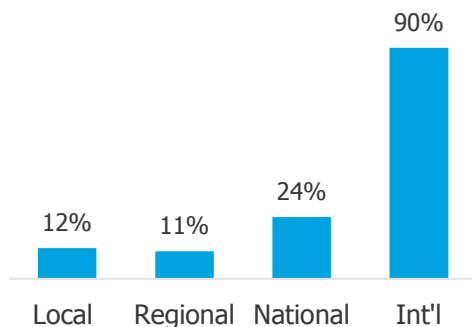
**Top 10 Program Types Considered**



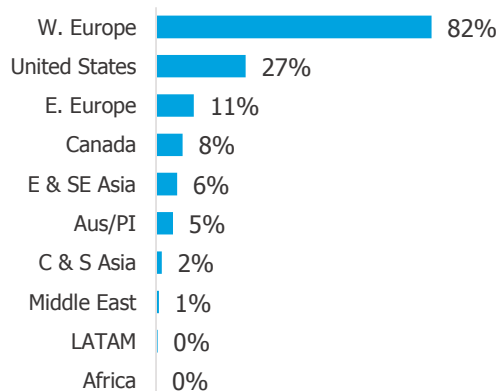
**Top Program Types Preferred\***



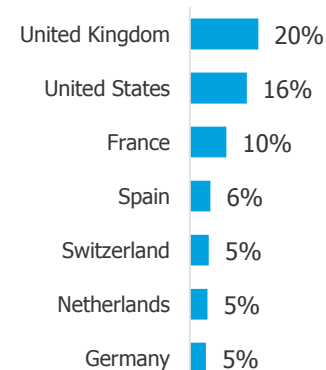
**Application Plans by Relative Location**



**Application Plans by Program World Region**



**Preferred Study Destination by Program Country\***



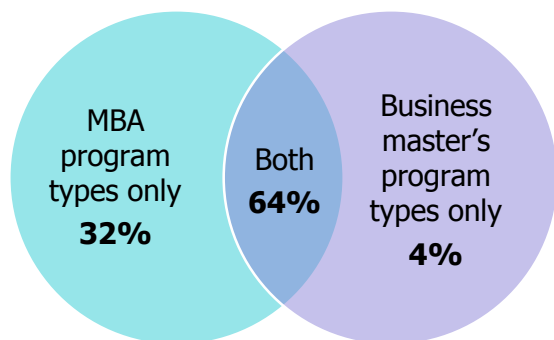
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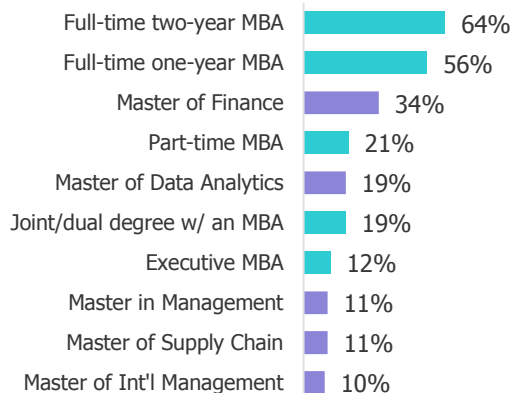


# Mexico

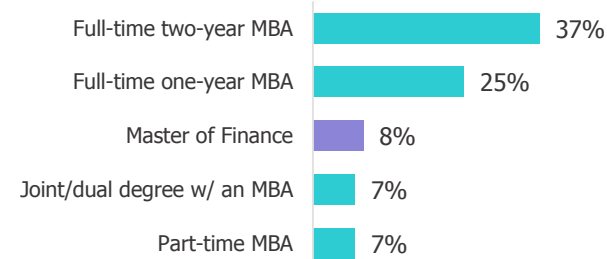
Program Considerations



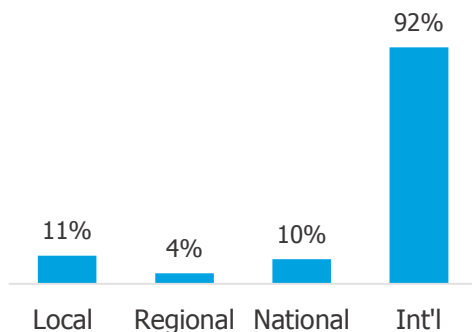
Top 10 Program Types Considered



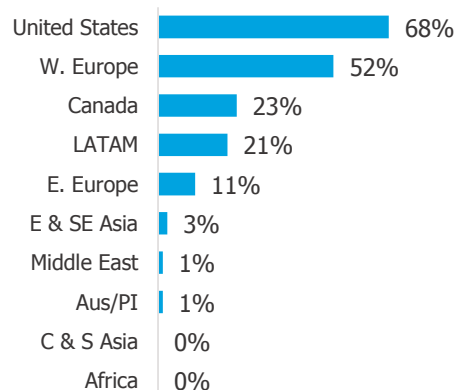
Top Program Types Preferred\*



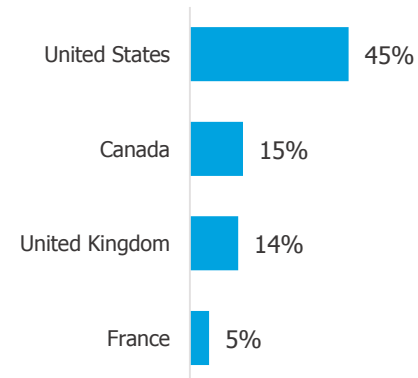
Application Plans by Relative Location



Application Plans by Program World Region



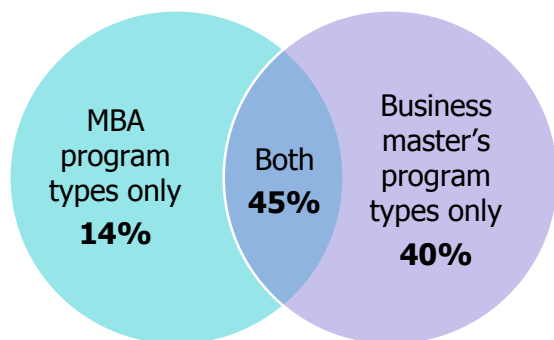
Preferred Study Destination by Program Country\*



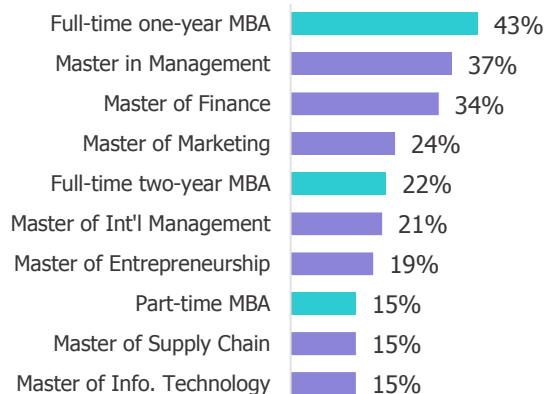
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
\*Graphs display only program types and study destinations that  $\geq$  five percent of candidates say is their preference.

# Netherlands

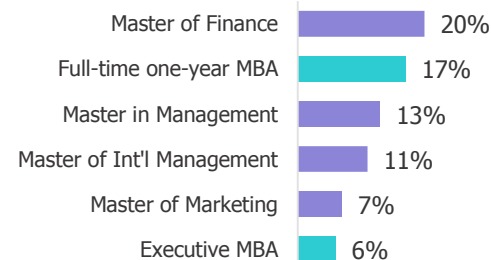
Program Considerations



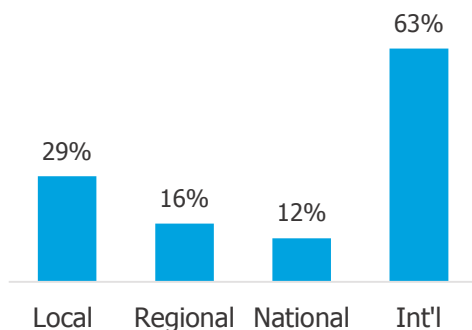
Top 10 Program Types Considered



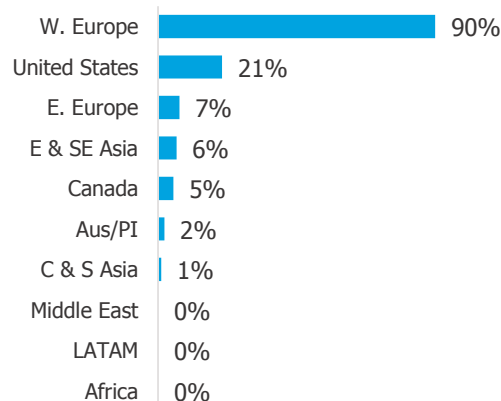
Top Program Types Preferred\*



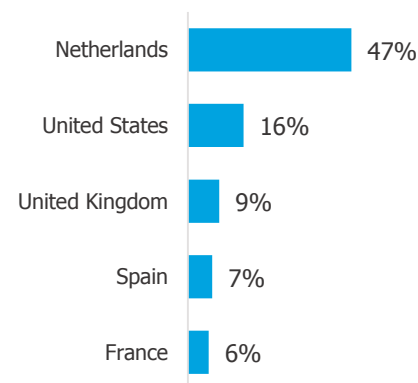
Application Plans by Relative Location



Application Plans by Program World Region



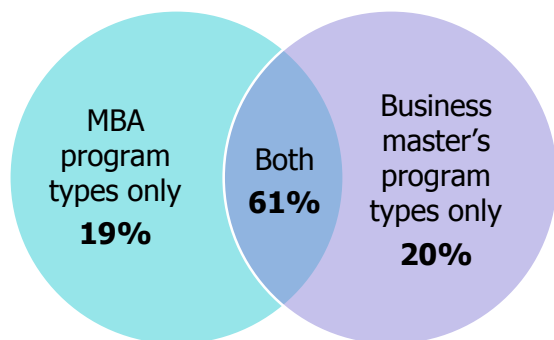
Preferred Study Destination by Program Country\*



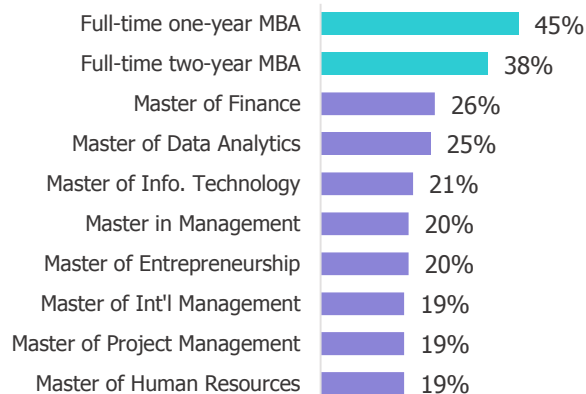
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# Nigeria

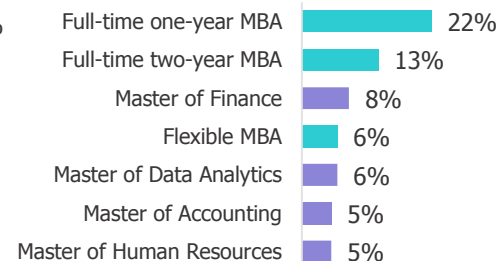
Program Considerations



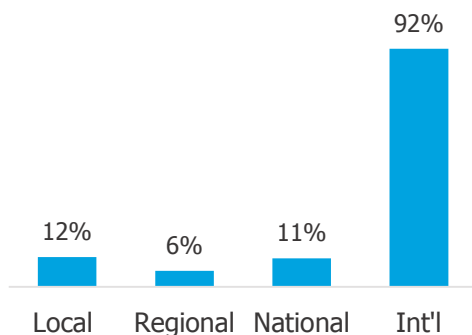
Top 10 Program Types Considered



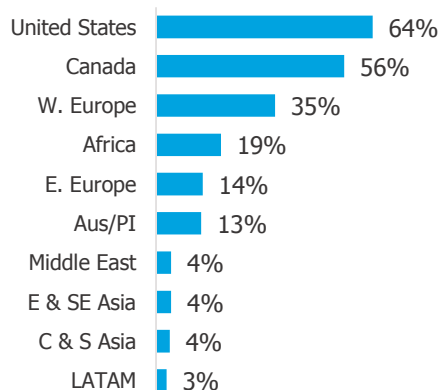
Top Program Types Preferred\*



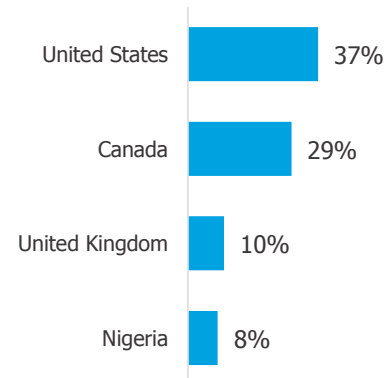
Application Plans by Relative Location



Application Plans by Program World Region



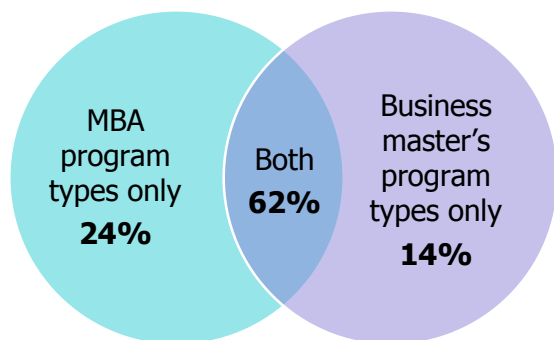
Preferred Study Destination by Program Country\*



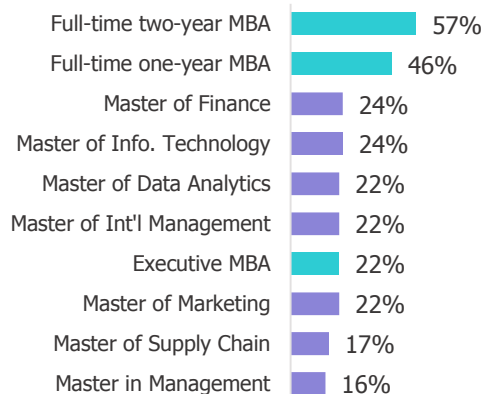
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
 \*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Pakistan

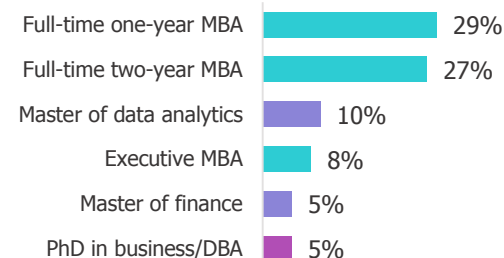
Program Considerations



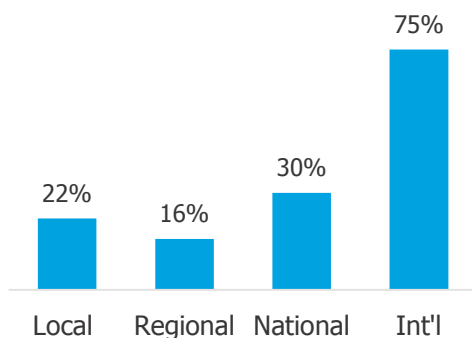
Top 10 Program Types Considered



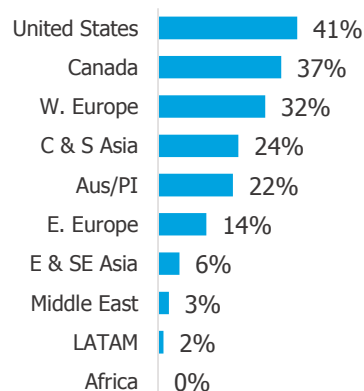
Top Program Types Preferred\*



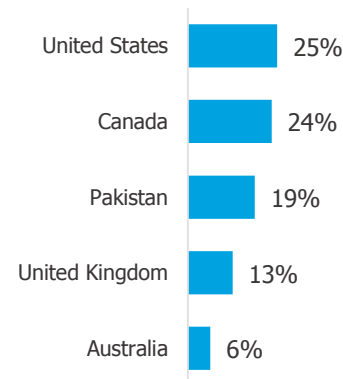
Application Plans by Relative Location



Application Plans by Program World Region



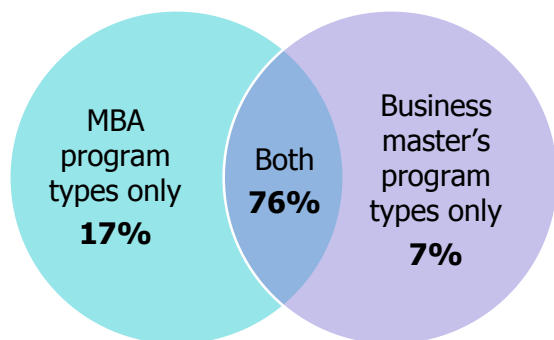
Preferred Study Destination by Program Country\*



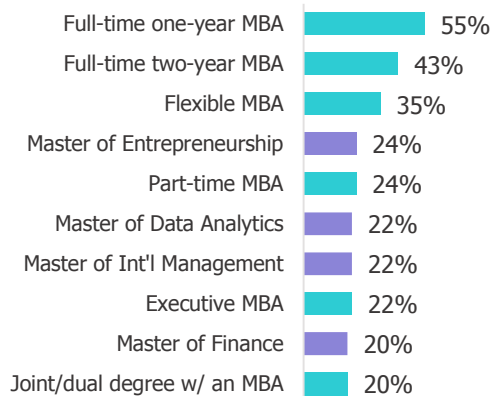
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
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# Philippines

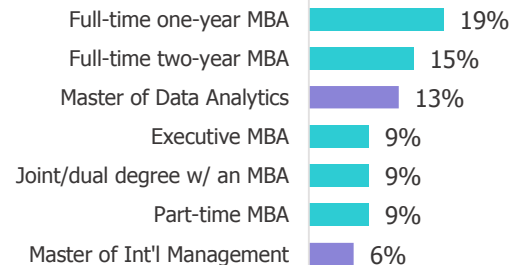
**Program Considerations**



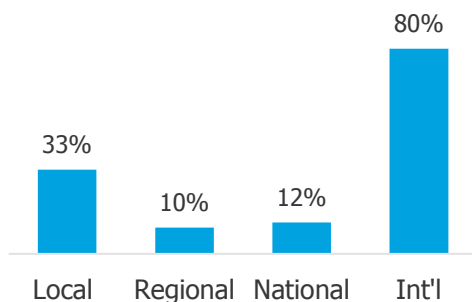
**Top 10 Program Types Considered**



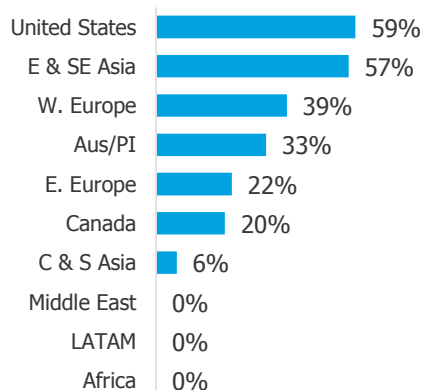
**Top Program Types Preferred\***



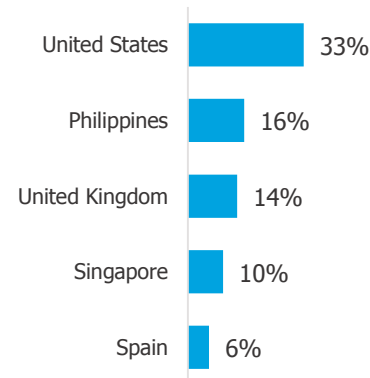
**Application Plans by Relative Location**



**Application Plans by Program World Region**



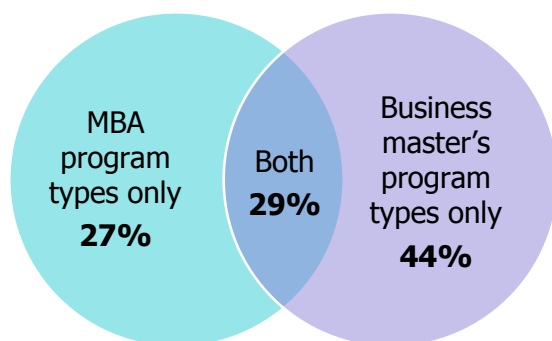
**Preferred Study Destination by Program Country\***



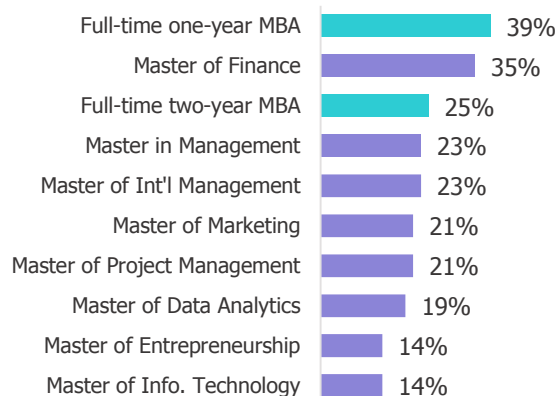
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
 \*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Portugal

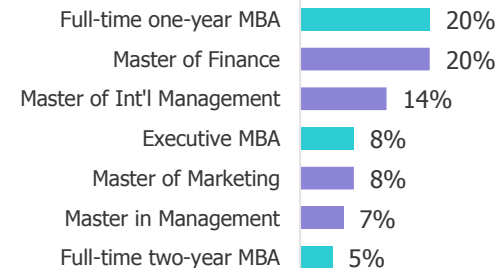
**Program Considerations**



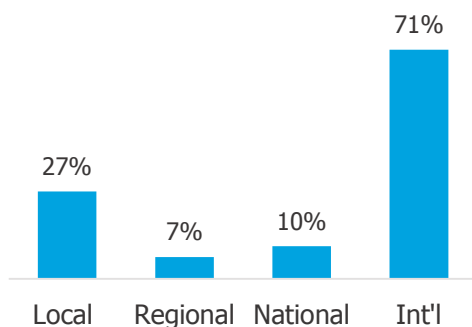
**Top 10 Program Types Considered**



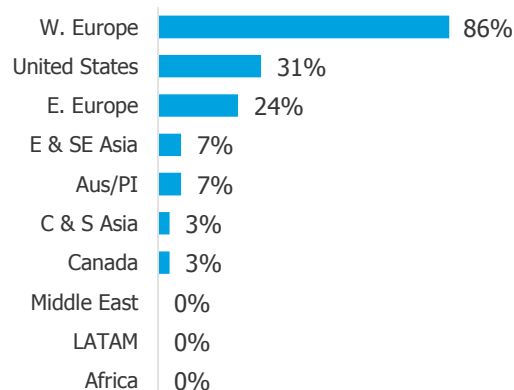
**Top Program Types Preferred\***



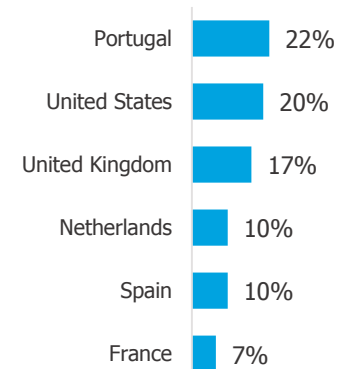
**Application Plans by Relative Location**



**Application Plans by Program World Region**



**Preferred Study Destination by Program Country\***

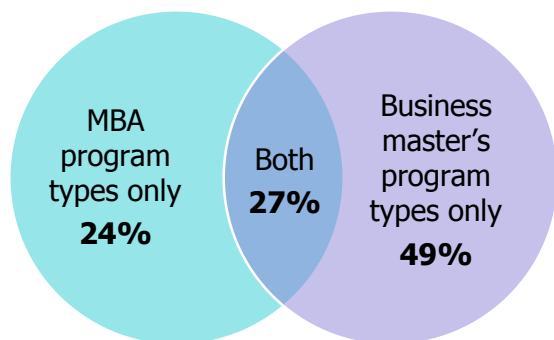


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

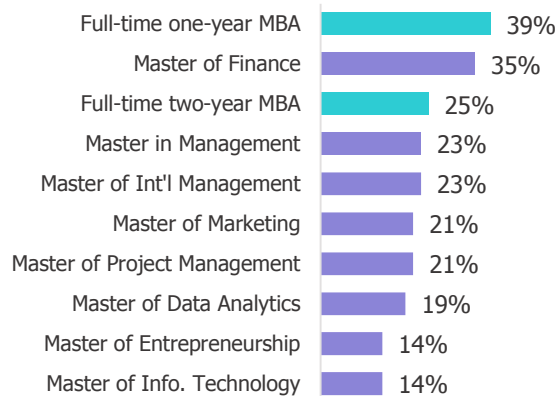
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# Russia

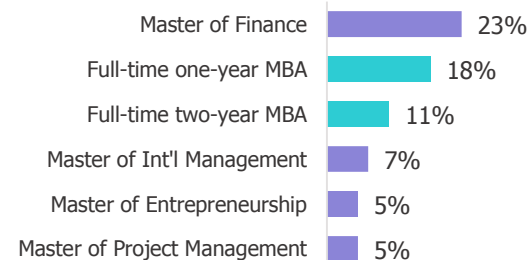
Program Considerations



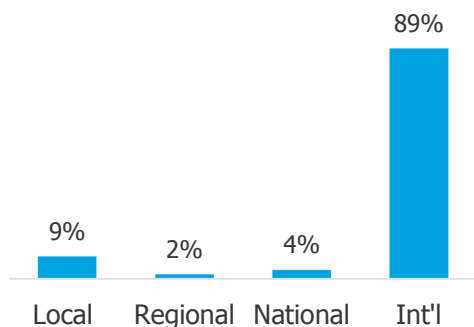
Top 10 Program Types Considered



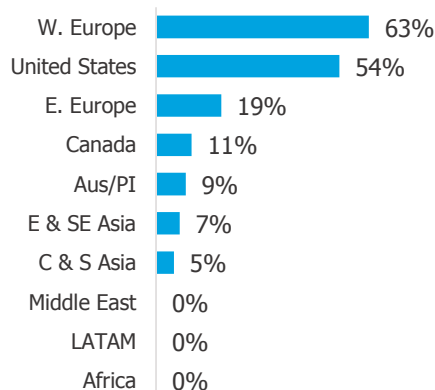
Top Program Types Preferred\*



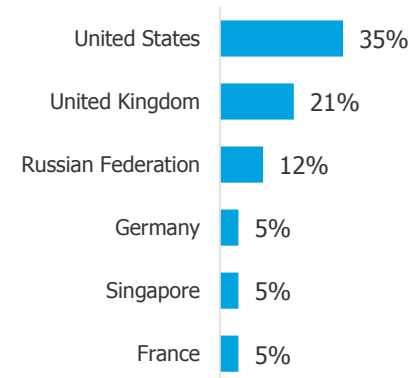
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

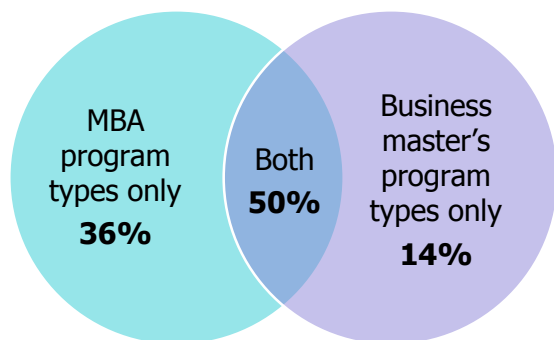


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

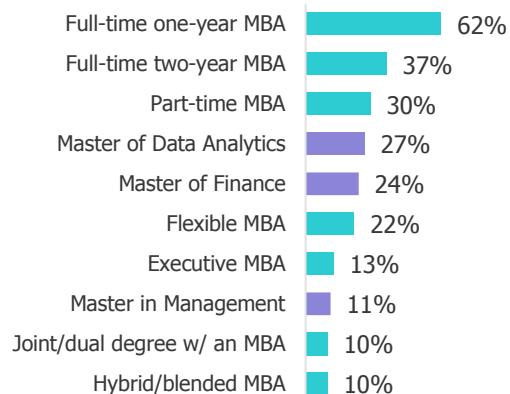
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Singapore

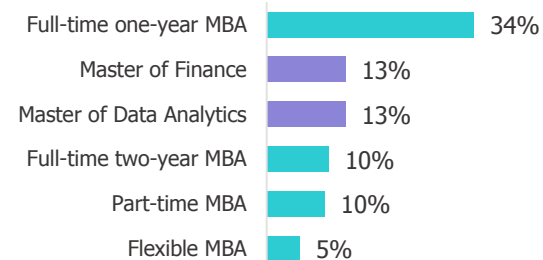
Program Considerations



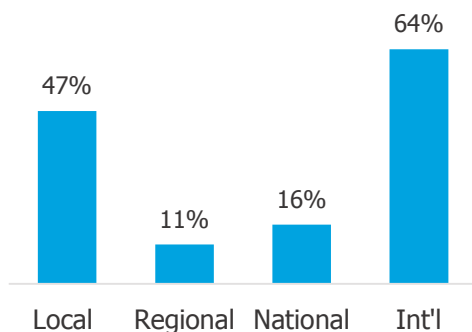
Top 10 Program Types Considered



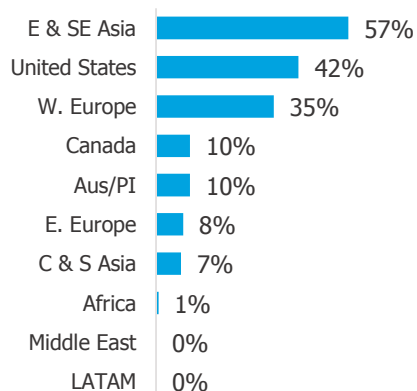
Top Program Types Preferred\*



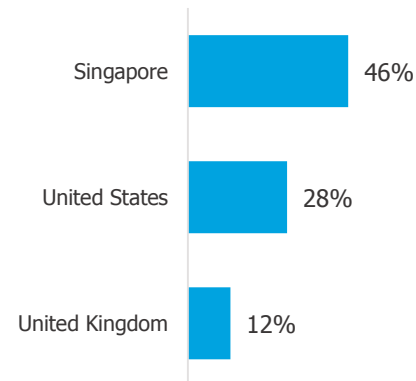
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*



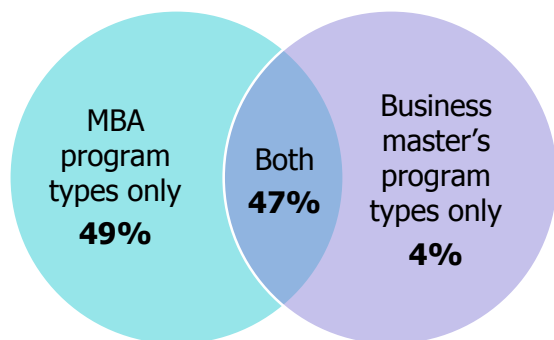
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

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

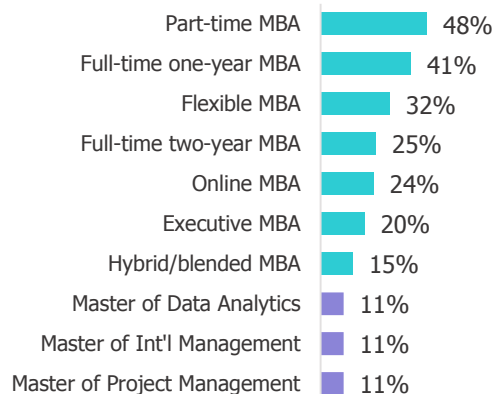


# South Africa

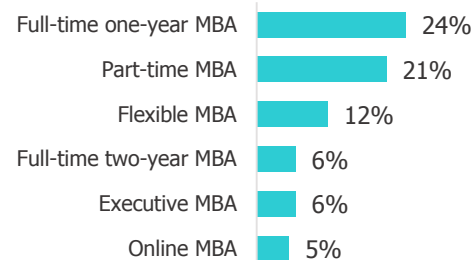
**Program Considerations**



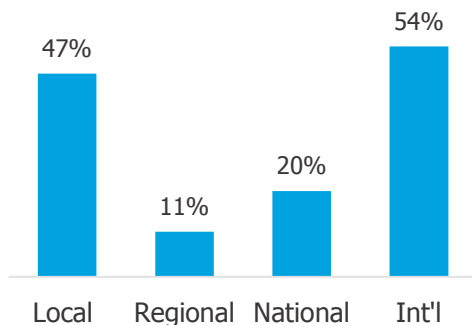
**Top 10 Program Types Considered**



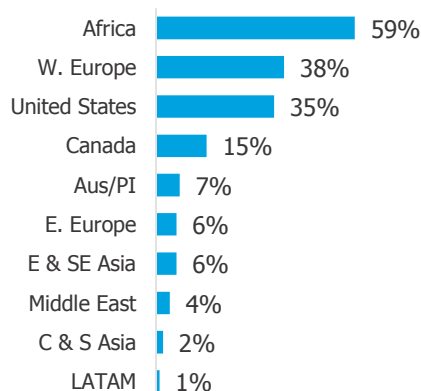
**Top Program Types Preferred\***



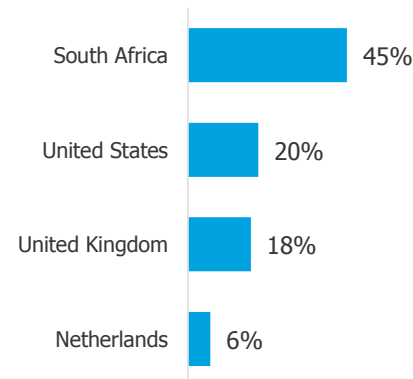
**Application Plans by Relative Location**



**Application Plans by Program World Region**



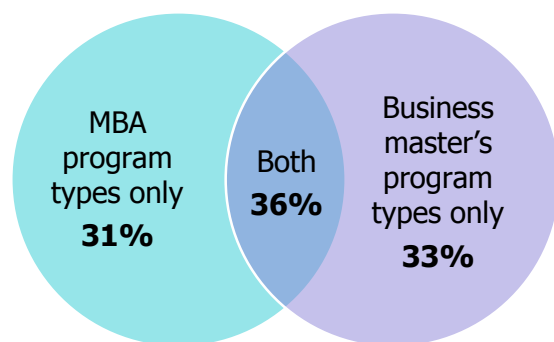
**Preferred Study Destination by Program Country\***



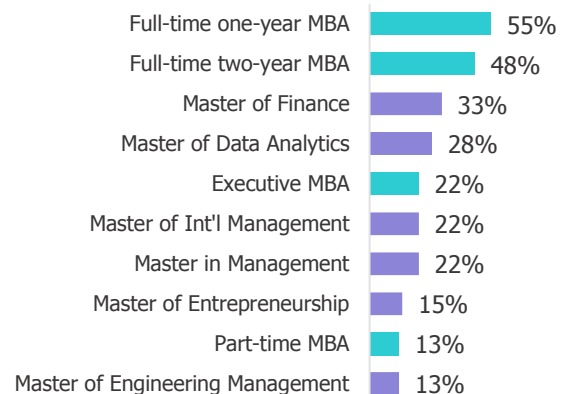
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
 \*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Spain

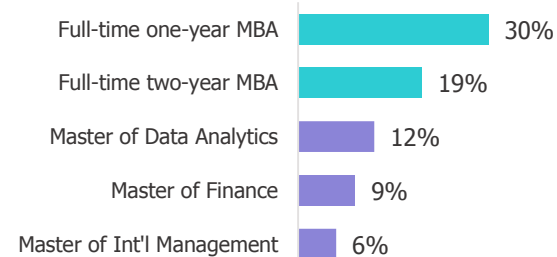
**Program Considerations**



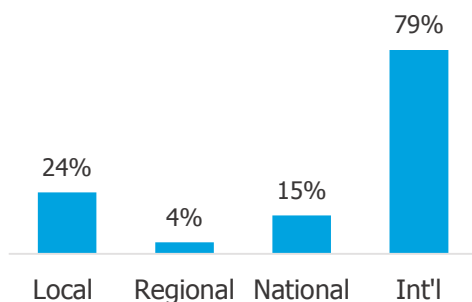
**Top 10 Program Types Considered**



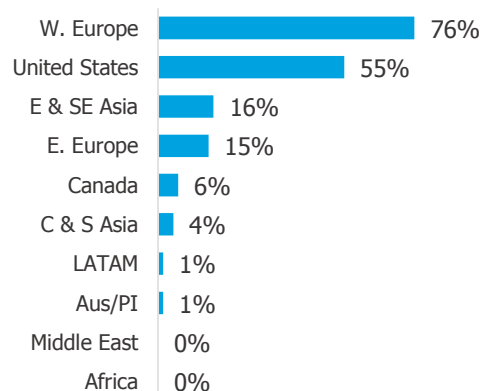
**Top Program Types Preferred\***



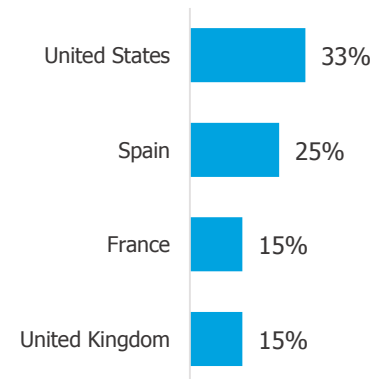
**Application Plans by Relative Location**



**Application Plans by Program World Region**



**Preferred Study Destination by Program Country\***

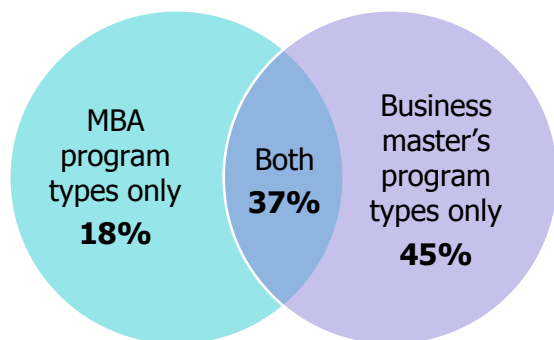


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

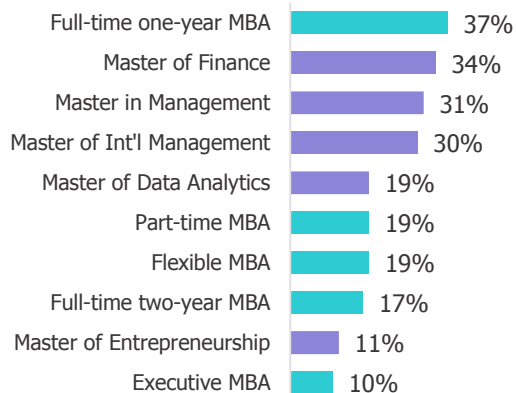
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Switzerland

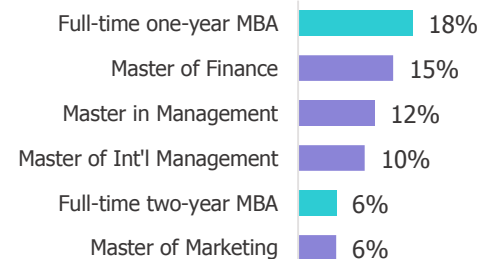
Program Considerations



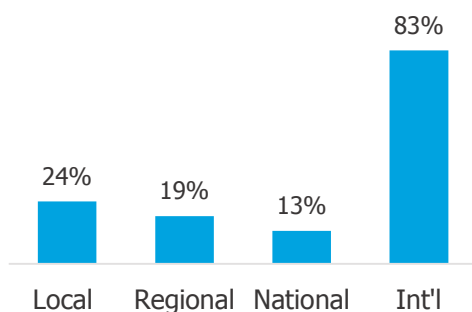
Top 10 Program Types Considered



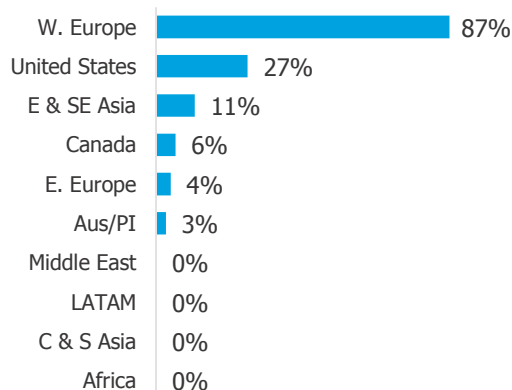
Top Program Types Preferred\*



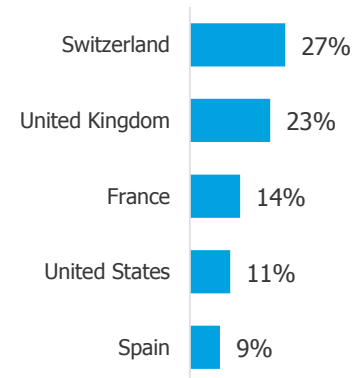
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*

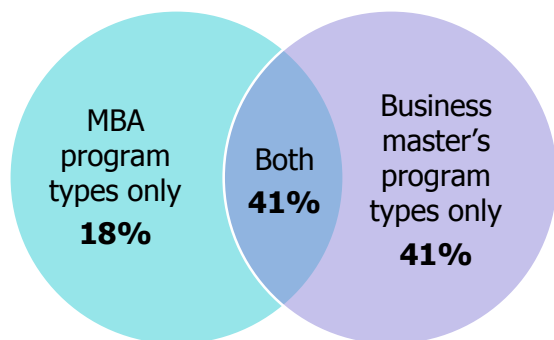


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

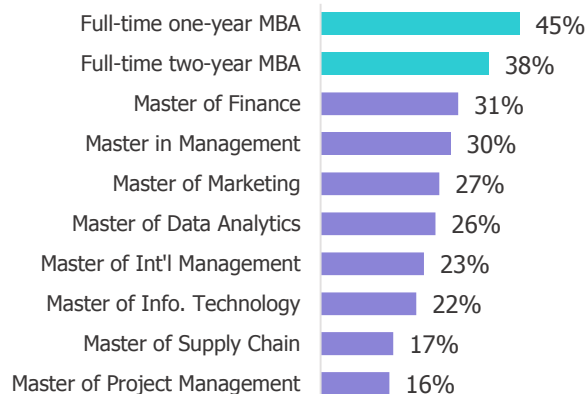
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Taiwan, China

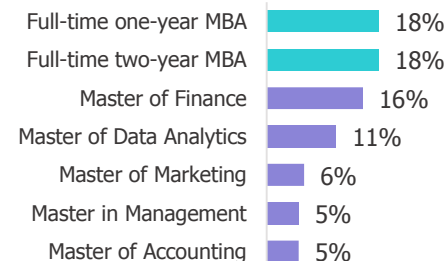
Program Considerations



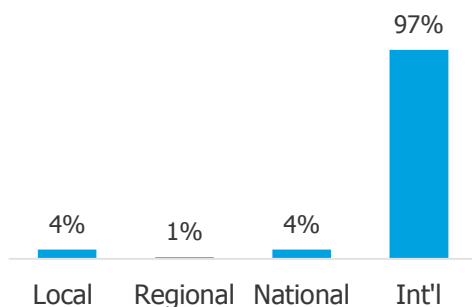
Top 10 Program Types Considered



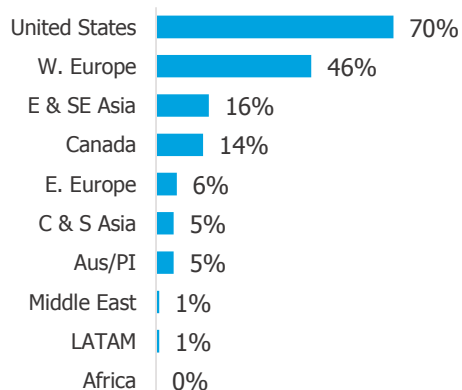
Top Program Types Preferred\*



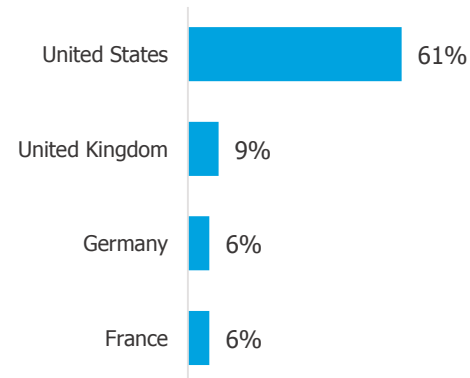
Application Plans by Relative Location



Application Plans by Program World Region



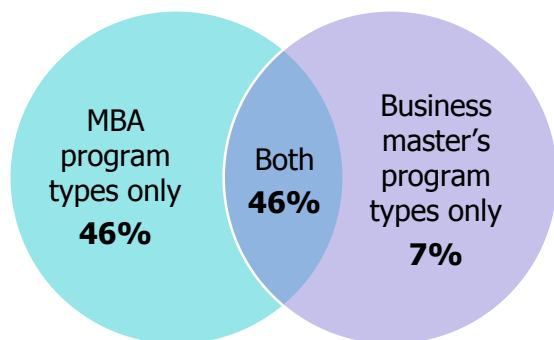
Preferred Study Destination by Program Country\*



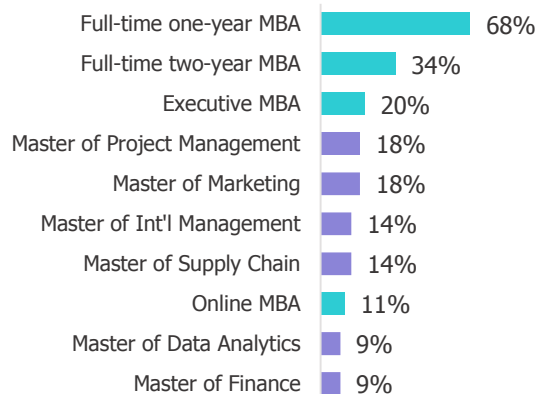
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
\*Graphs display only program types and study destinations that  $\geq$  five percent of candidates say is their preference.

# United Arab Emirates

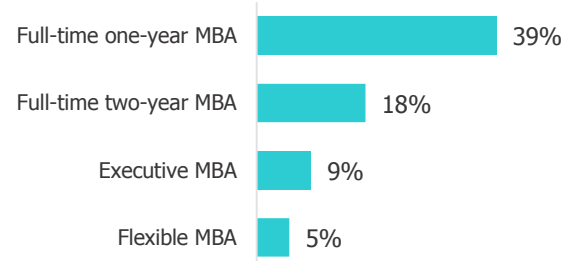
Program Considerations



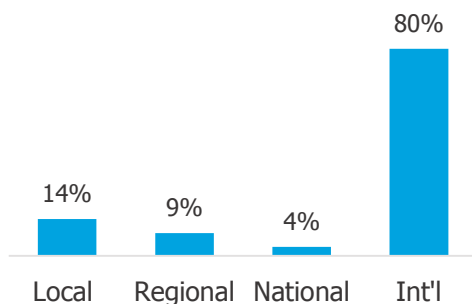
Top 10 Program Types Considered



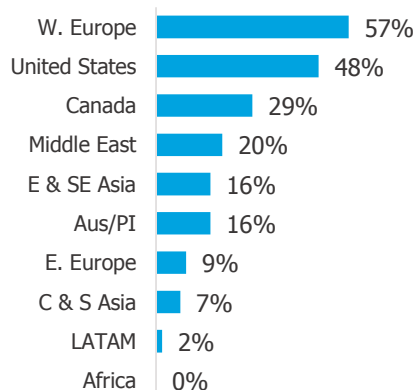
Top Program Types Preferred\*



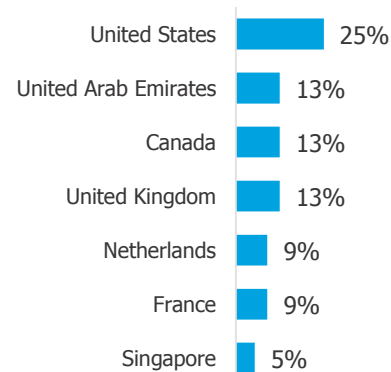
Application Plans by Relative Location



Application Plans by Program World Region



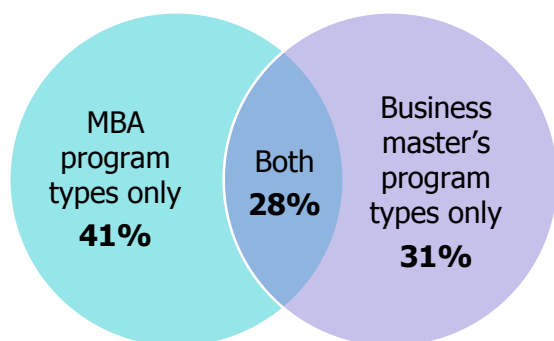
Preferred Study Destination by Program Country\*



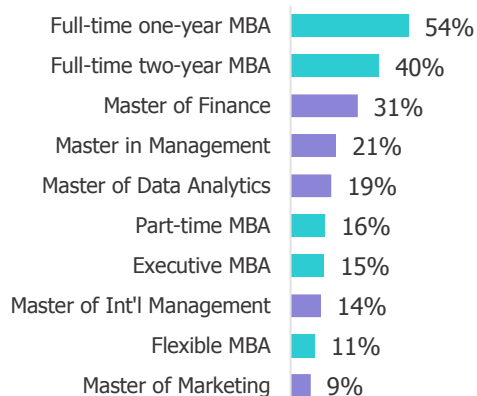
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
\*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# United Kingdom

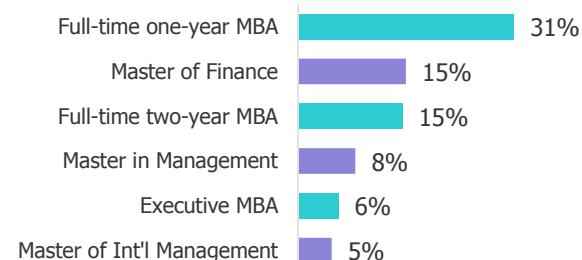
Program Considerations



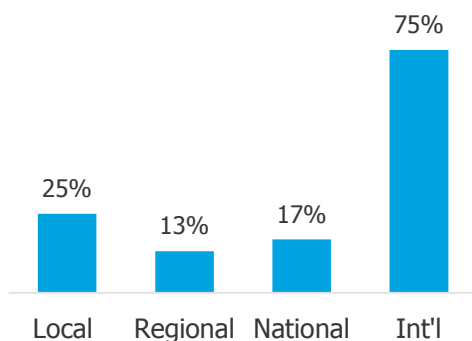
Top 10 Program Types Considered



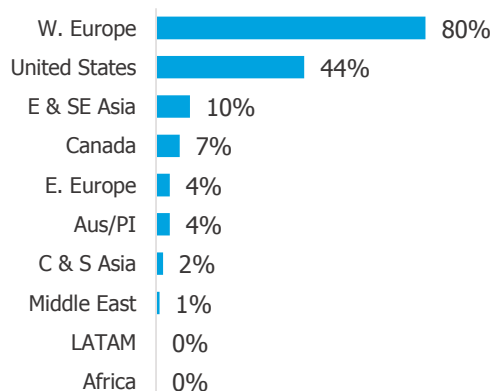
Top Program Types Preferred\*



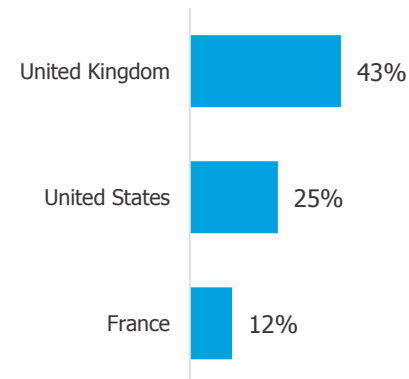
Application Plans by Relative Location



Application Plans by Program World Region



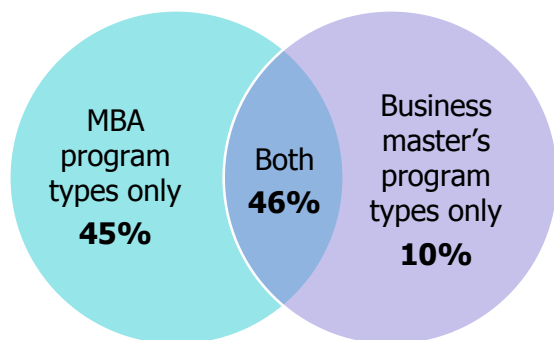
Preferred Study Destination by Program Country\*



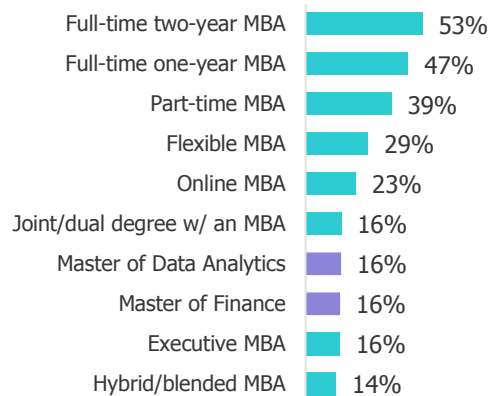
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
 \*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# United States

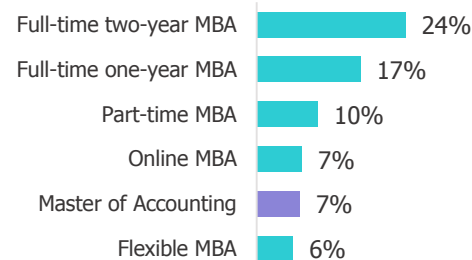
Program Considerations



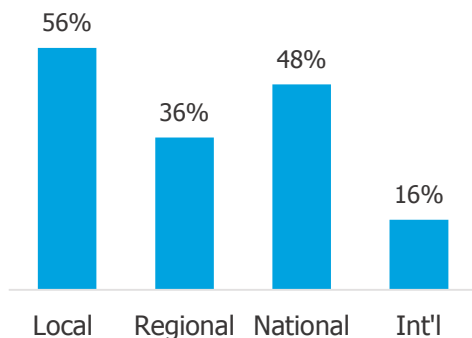
Top 10 Program Types Considered



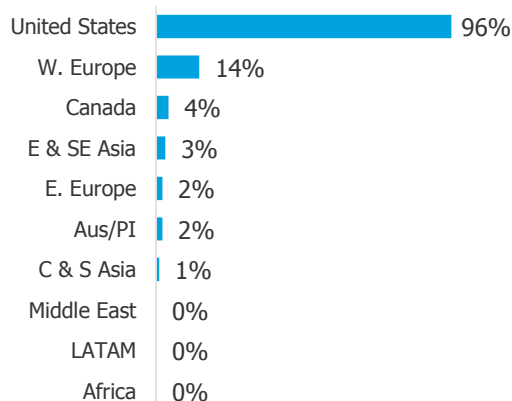
Top Program Types Preferred\*



Application Plans by Relative Location



Application Plans by Program World Region



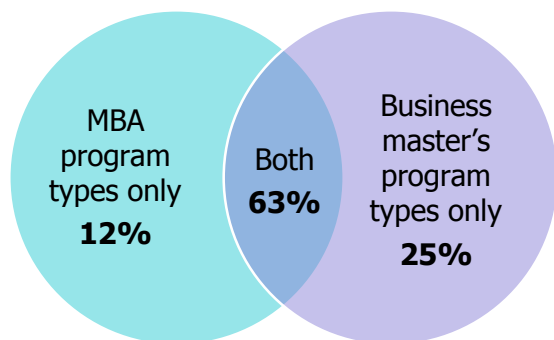
Preferred Study Destination by Program Country\*



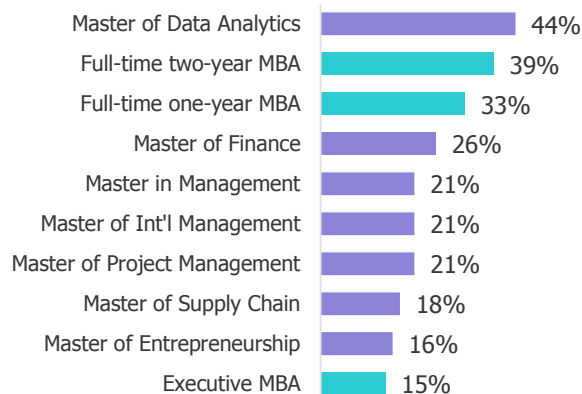
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.  
 \*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

# Vietnam

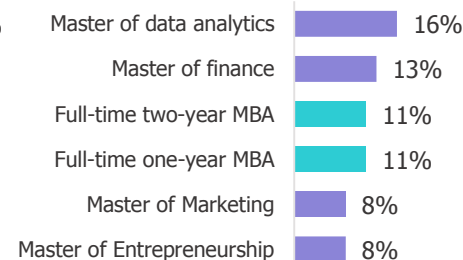
Program Considerations



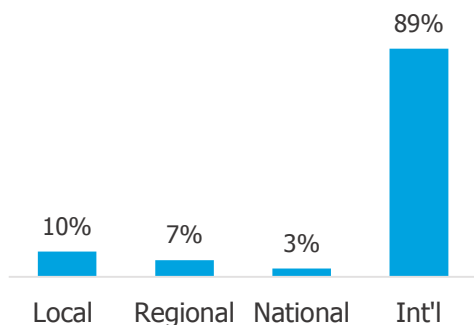
Top 10 Program Types Considered



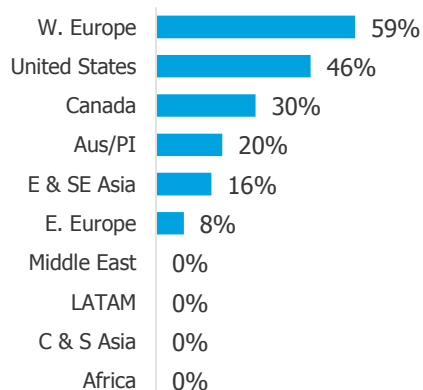
Top Program Types Preferred\*



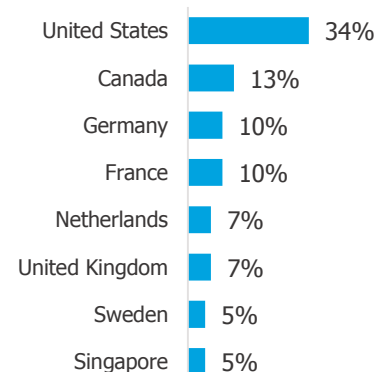
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country\*



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

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



# Preferred Study Destination

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

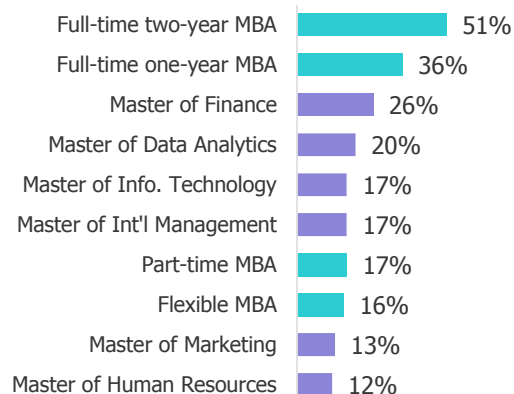
- Top 10 program types considered
- Top program types preferred
- Citizenship
- Top reasons candidates chose the country as their preferred study destination



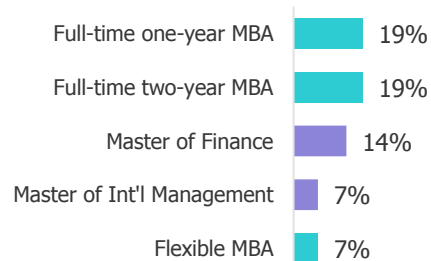
# Australia

## Candidates Preferring This Study Destination

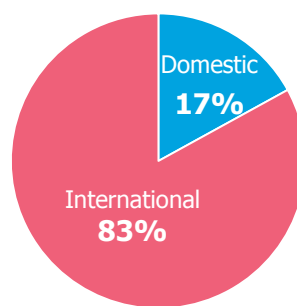
### Top 10 Program Types Considered



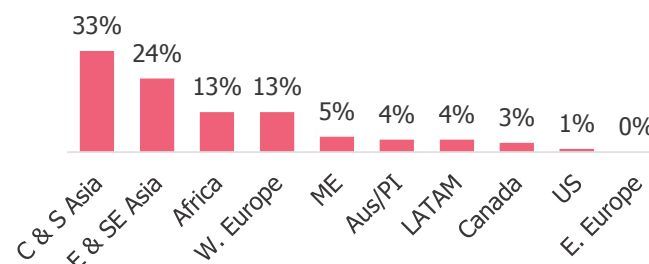
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

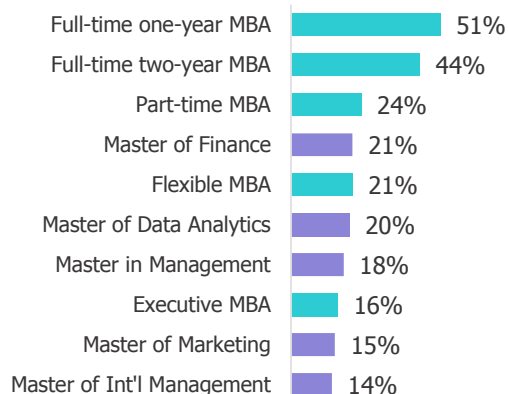
| Domestic Candidates** | International Candidates   |
|-----------------------|--|
| --                    | Reputation of educational system (65%)   |
| --                    | Improved chances of an int'l career (62%)  |
| --                    | Attractiveness of location/<br>Build int'l network of peers/colleagues<br>(both 53%) |
| --                    | Safety and physical security (40%)   |

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.

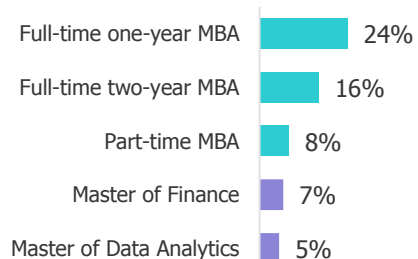
# Canada

## Candidates Preferring This Study Destination

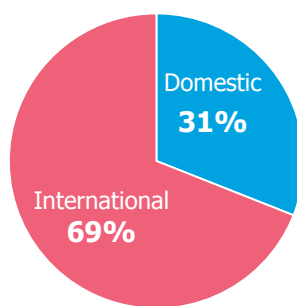
### Top 10 Program Types Considered



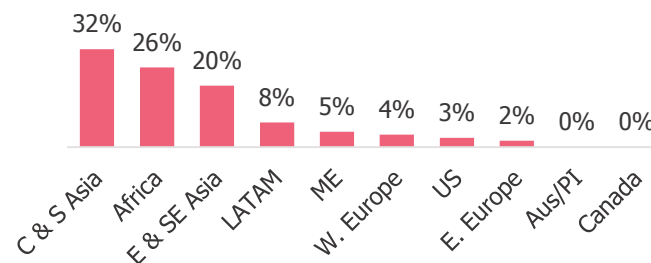
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

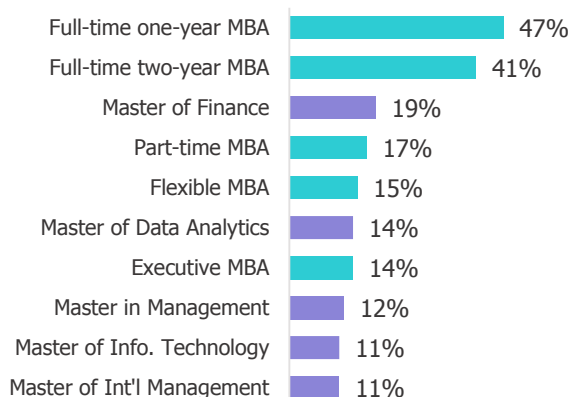
| Domestic Candidates   | International Candidates   |
|---|--|
| Reputation of educational system/<br>Affordability of education/tuition fees (both 55%) | Improved chances of an int'l career (65%)<br>Reputation of the educational system (59%)                                |
| To be near family (50%)   |  |
| Improved jobs access in home country/<br>Attractiveness of location (both 47%)          | Build int'l network of peers/colleagues/<br>Better preparation for career/<br>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.

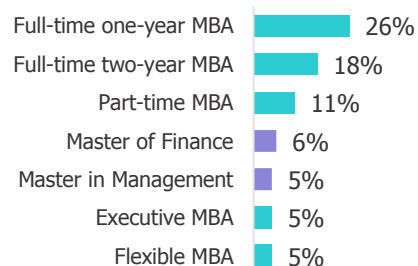
# China

## Candidates Preferring This Study Destination

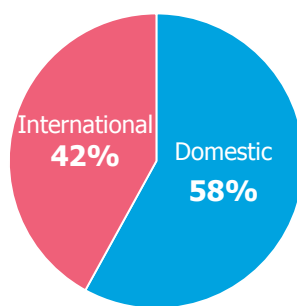
### Top 10 Program Types Considered



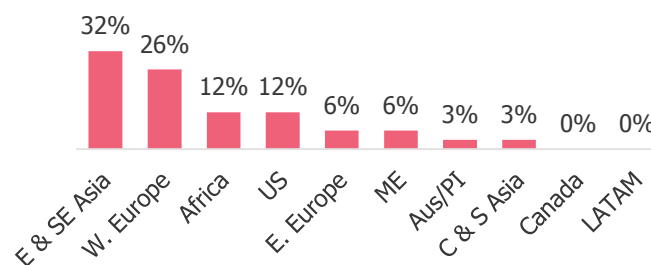
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

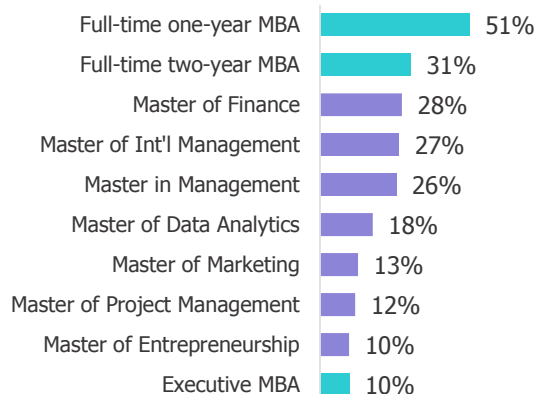
| Domestic Candidates  | International Candidates  |
|--|---|
| Reputation of educational system (53%)                                 | Improved chances of an int'l career (56%)   |
| Better preparation for career (40%)                                    | Build int'l network of peers/colleagues/<br>Attractiveness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

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.

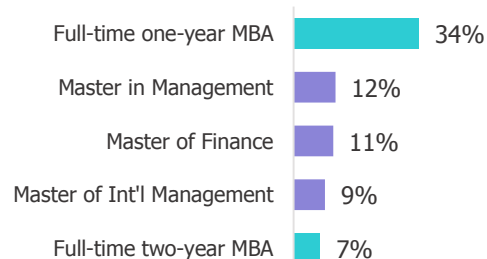
# France

## Candidates Preferring This Study Destination

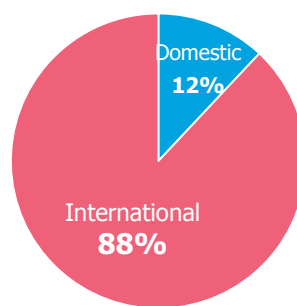
### Top 10 Program Types Considered



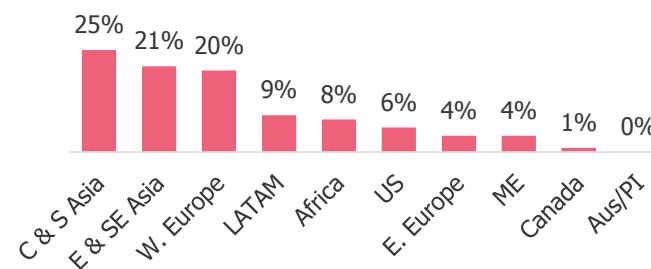
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

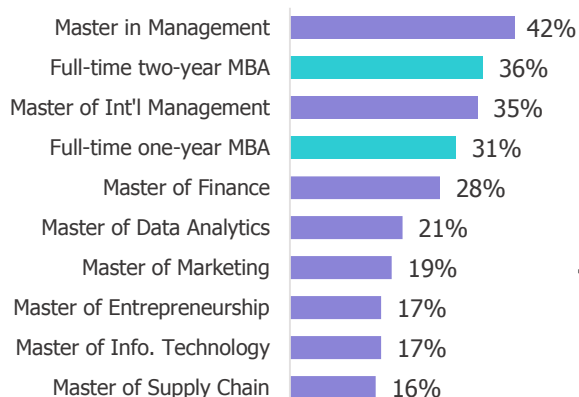
| Domestic Candidates  | International Candidates                      |
|--|---|
| Reputation of educational system (60%)   | Reputation of the educational system (69%)    |
| Improved chances of an int'l career (49%)  | Improved chances of an int'l career (67%)     |
| To be near family (45%)  | Build int'l network of peers/colleagues (59%) |
| Better preparation for career/<br>Build int'l network of peers/colleagues (both 40%) | Better preparation for career (52%)           |
|  | Attractiveness of location (44%)              |

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.

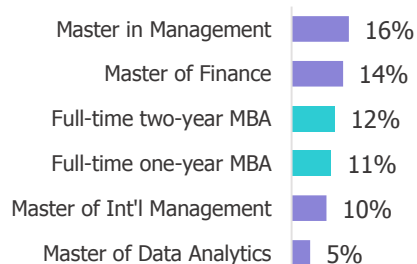
# Germany

## Candidates Preferring This Study Destination

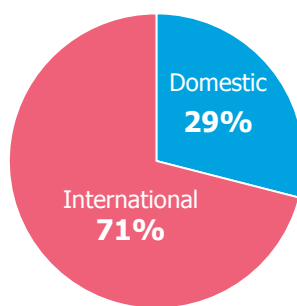
### Top 10 Program Types Considered



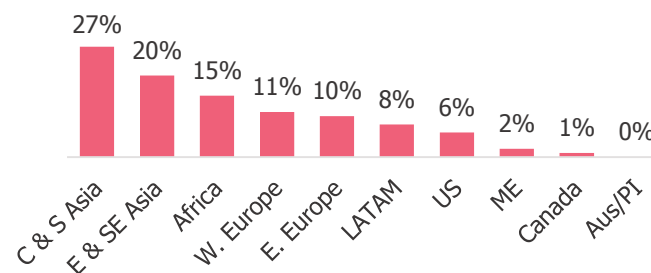
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

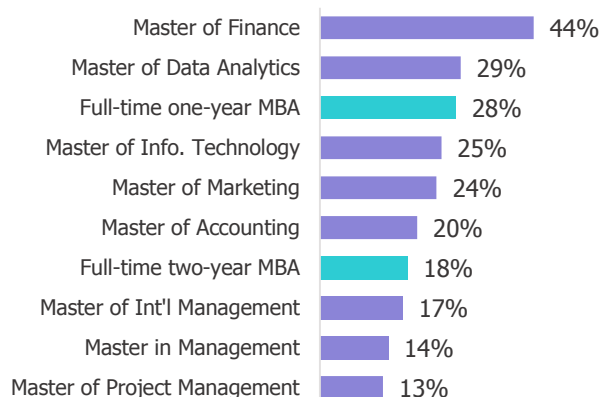
| Domestic Candidates   | International Candidates                      |
|---|---|
| Reputation of educational system (56%)  | Reputation of the educational system (68%)    |
| Affordability of education/tuition fees (48%)                                     | Improved chances of an int'l career (65%)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

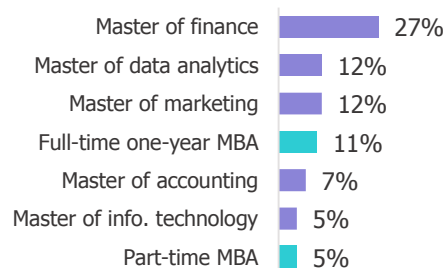
# Hong Kong SAR, China

## Candidates Preferring This Study Destination

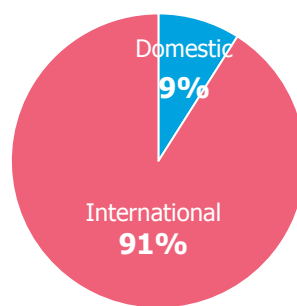
### Top 10 Program Types Considered



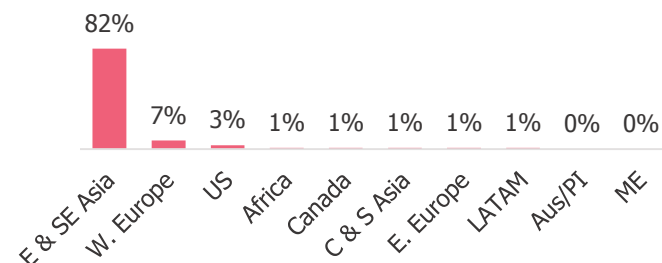
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

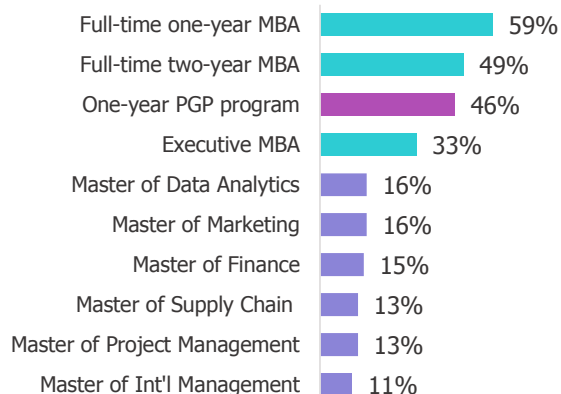
| Domestic Candidates** | International Candidates                   |
|-----------------------|--|
| --                    | Better preparation for career (57%)        |
| --                    | Reputation of the educational system (55%) |
| --                    | Attractiveness of location (48%)           |
| --                    | Improved chances of an int'l career (47%)  |
| --                    | Safety and physical security (42%)         |

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.

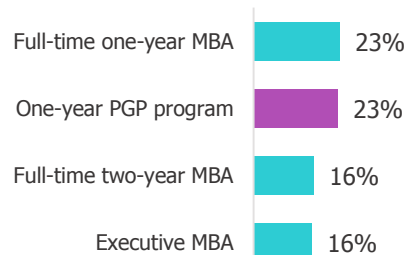
# India

## Candidates Preferring This Study Destination

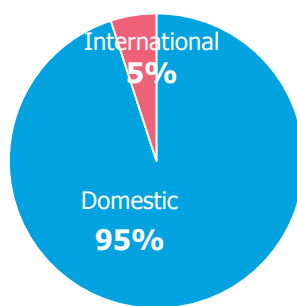
### Top 10 Program Types Considered



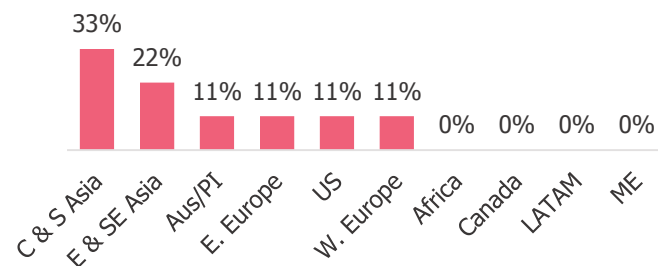
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

| Domestic Candidates                           | International Candidates** |
|---|----------------------------|
| Affordability of education/tuition fees (61%) | --                         |
| Reputation of educational system (56%)        | --                         |
| Improved jobs access in home country (52%)    | --                         |
| Availability of financial aid (48%)           | --                         |
| Better preparation for career (40%)           | --                         |

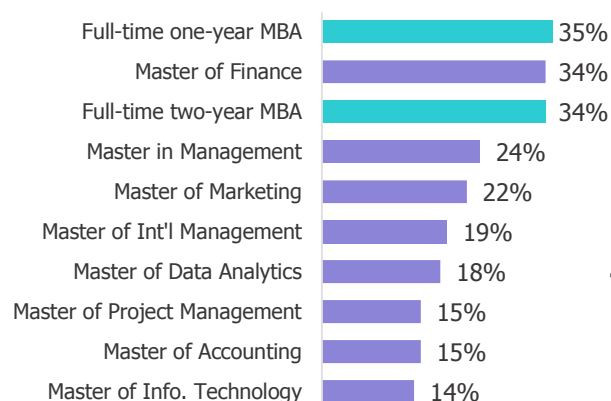
Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. \*Graph displays only program types that ≥ 5 percent of candidates say is their preference. \*\*Insufficient sample size to report.



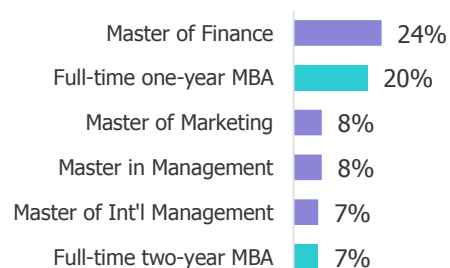
# Italy

## Candidates Preferring This Study Destination

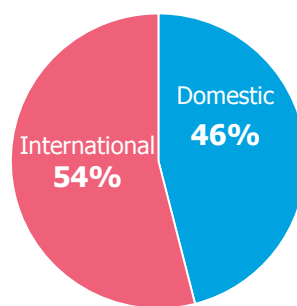
### Top 10 Program Types Considered



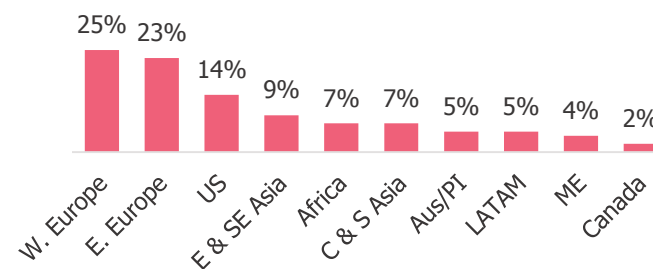
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

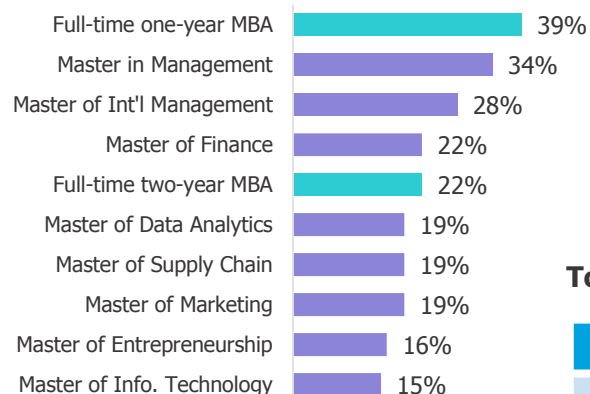
| Domestic Candidates                           | International Candidates   |
|---|--|
| Reputation of educational system (63%)        | Improved chances of an int'l career (67%)  |
| Better preparation for career (54%)           | Attractiveness of location (56%)   |
| Improved jobs access in home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

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.

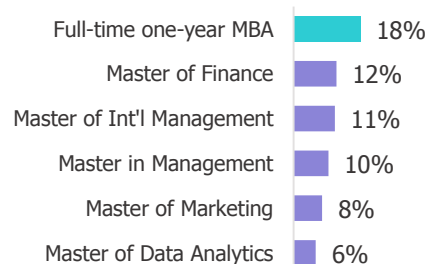
# Netherlands

## Candidates Preferring This Study Destination

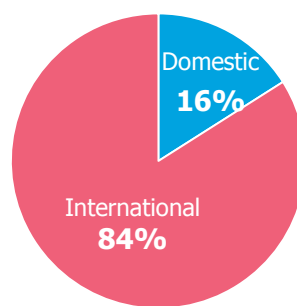
### Top 10 Program Types Considered



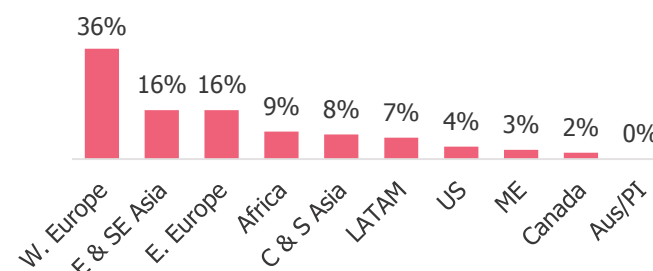
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

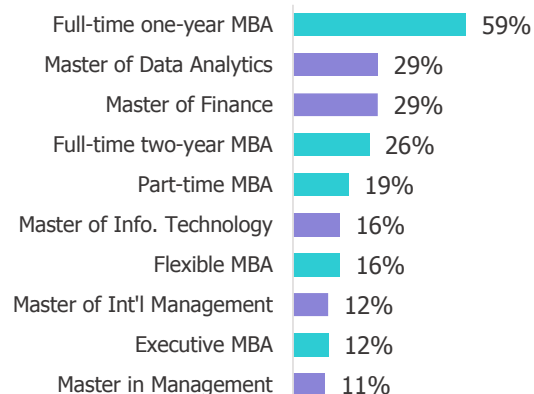
| Domestic Candidates   | International Candidates   |
|---|--|
| Reputation of educational system/<br>Affordability of education/tuition fees (both 58%) | Reputation of the educational system (74%)<br>Improved chances of an int'l career (70%)  |
| Better preparation for career/<br>Attractiveness of location (both 47%)                 | Offers English language education (65%)<br>Affordability of education/tuition fees (63%) |
| Improved chances of an int'l career (45%)   | Build int'l network of peers/colleagues (55%)  |

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.

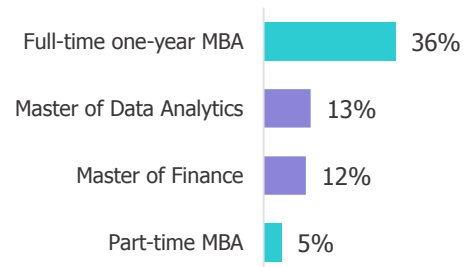
# Singapore

## Candidates Preferring This Study Destination

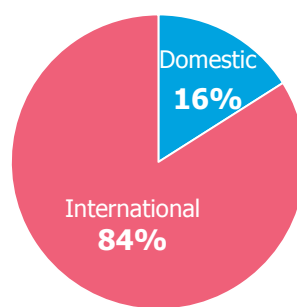
### Top 10 Program Types Considered



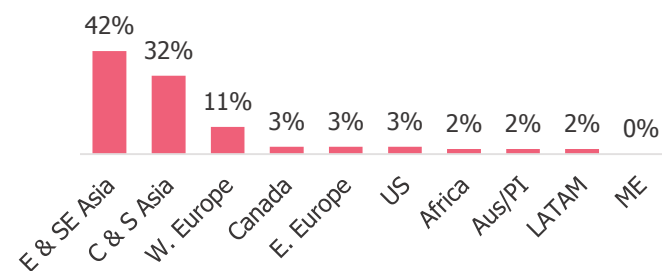
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

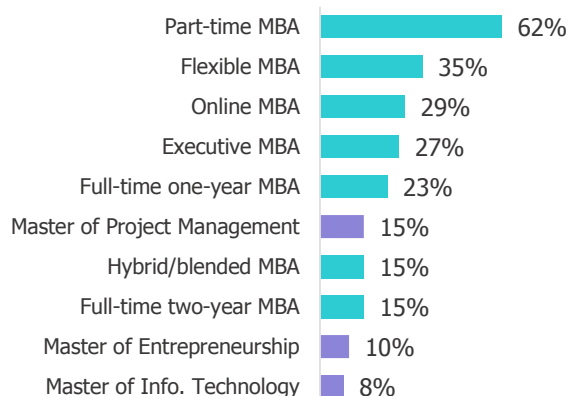
| Domestic Candidates   | International Candidates                      |
|---|---|
| Reputation of educational system (73%)  | Reputation of the educational system (69%)    |
| Affordability of education/tuition fees (46%)                                     | Improved chances of an int'l career (59%)     |
| Better preparation for career/<br>Improved jobs access in home country (both 41%) | Better preparation for career (55%)           |
|   | Build int'l network of peers/colleagues (54%) |
| Safety and physical security (35%)  | 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.

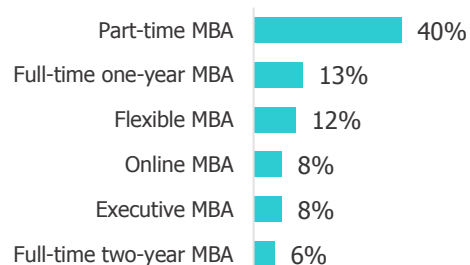
# South Africa

## Candidates Preferring This Study Destination

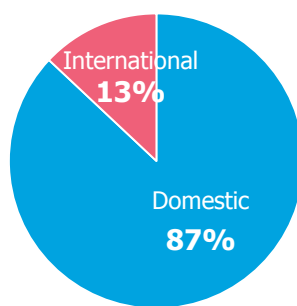
### Top 10 Program Types Considered



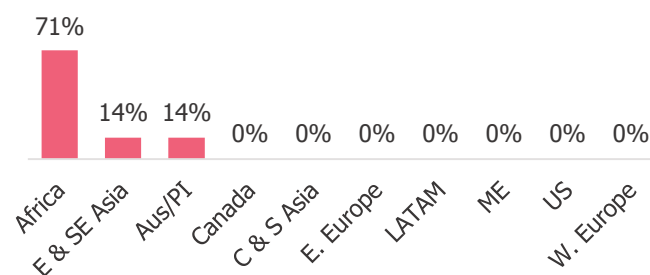
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

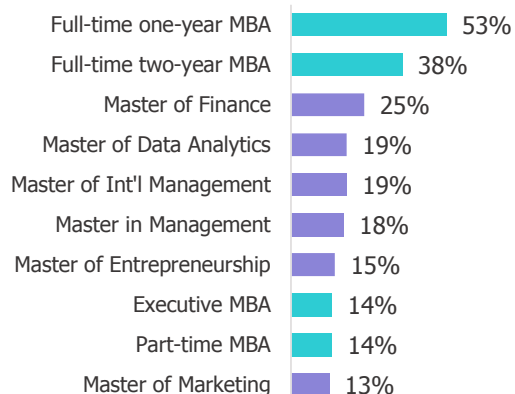
| Domestic Candidates                           | International Candidates** |
|---|----------------------------|
| Affordability of education/tuition fees (56%) | --                         |
| Reputation of educational system (51%)        | --                         |
| To be near family (44%)                       | --                         |
| Availability of financial aid (33%)           | --                         |
| Attractiveness of location (29%)              | --                         |

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.

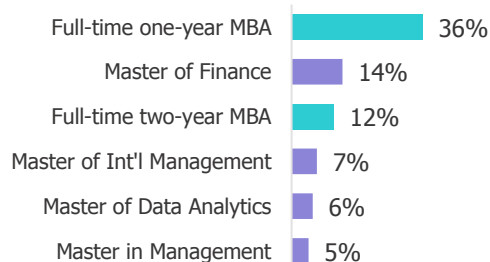
# Spain

## Candidates Preferring This Study Destination

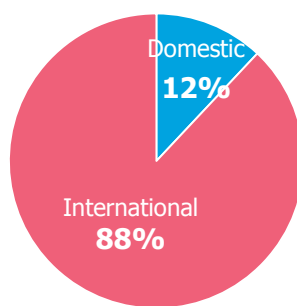
### Top 10 Program Types Considered



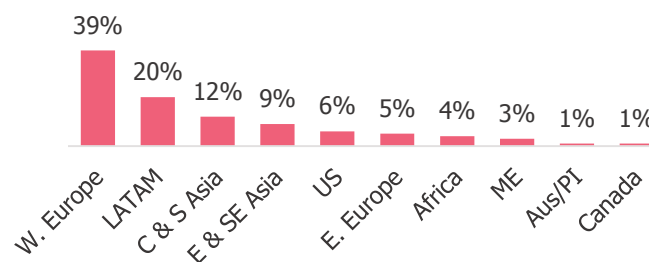
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



## 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/<br>Build int'l network of peers/colleagues<br>(both 64%) |
| --                    | Reputation of the educational system/<br>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.

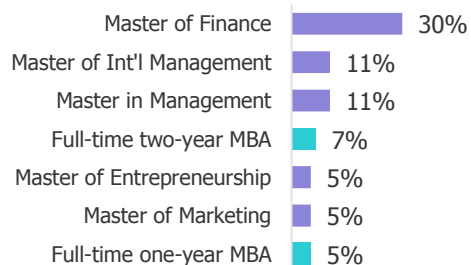
# Sweden

## Candidates Preferring This Study Destination

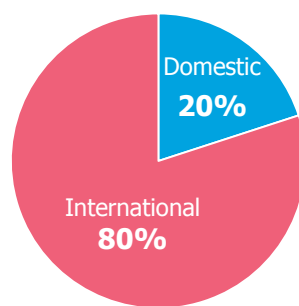
### Top 10 Program Types Considered



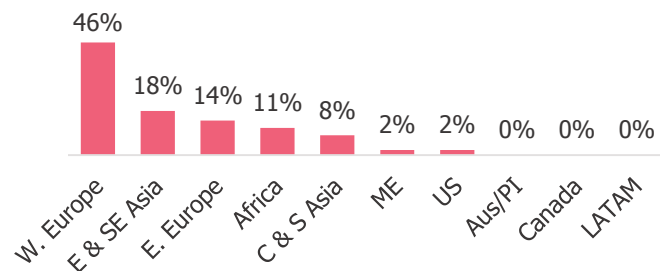
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

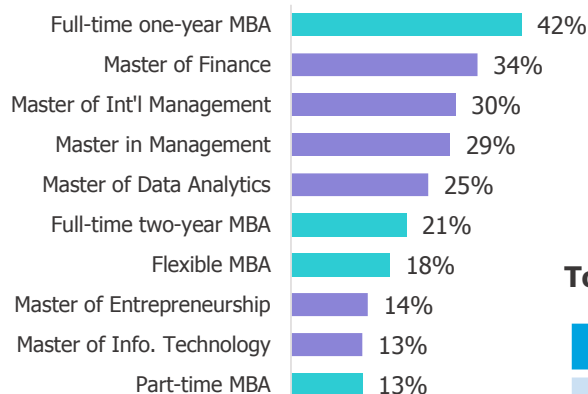
| Domestic Candidates** | International Candidates   |
|-----------------------|--|
| --                    | Reputation of the educational system (83%)   |
| --                    | Affordability of education/tuition fees (60%)  |
| --                    | Improved chances of an int'l career/<br>Offers English language education (both 57%) |
| --                    | Attractiveness of location (55%)   |

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.

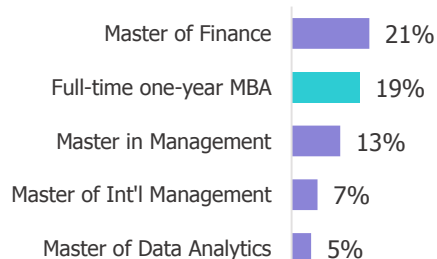
# Switzerland

## Candidates Preferring This Study Destination

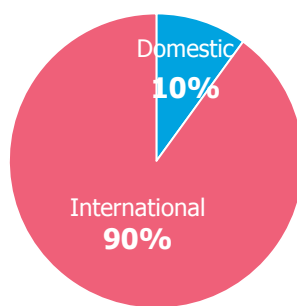
### Top 10 Program Types Considered



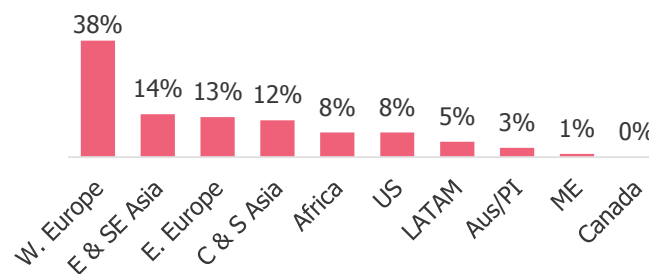
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

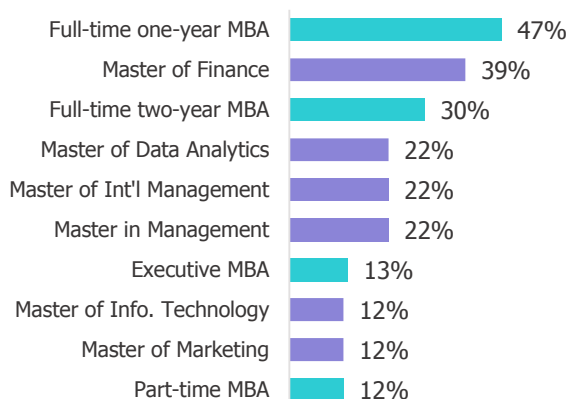
| Domestic Candidates** | International Candidates                      |
|-----------------------|---|
| --                    | Reputation of the educational system (79%)    |
| --                    | Improved chances of an int'l career (73%)     |
| --                    | Better preparation for career (62%)           |
| --                    | Build int'l network of peers/colleagues (58%) |
| --                    | Attractiveness of location (44%)              |

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.

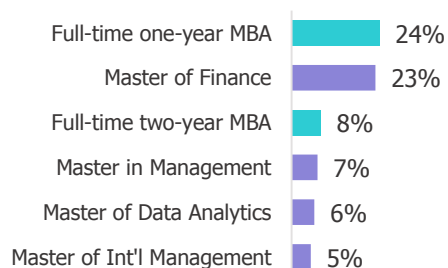
# United Kingdom

## Candidates Preferring This Study Destination

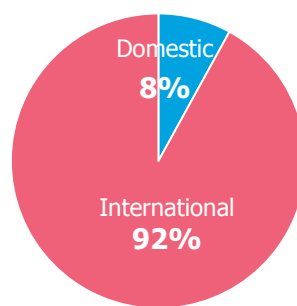
### Top 10 Program Types Considered



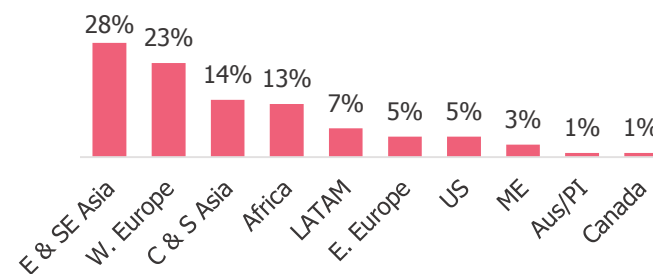
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



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

| Domestic Candidates  | International Candidates                      |
|--|---|
| Reputation of educational system (65%)   | Reputation of the educational system (75%)    |
| Better preparation for career/<br>Build int'l network of peers/colleagues (both 46%) | Improved chances of an int'l career (64%)     |
|  | Build int'l network of peers/colleagues (59%) |
| Improved chances of an int'l career (43%)  | Better preparation for career (54%)           |
| Improved jobs access in home country (37%)   | Attractiveness of location (52%)              |

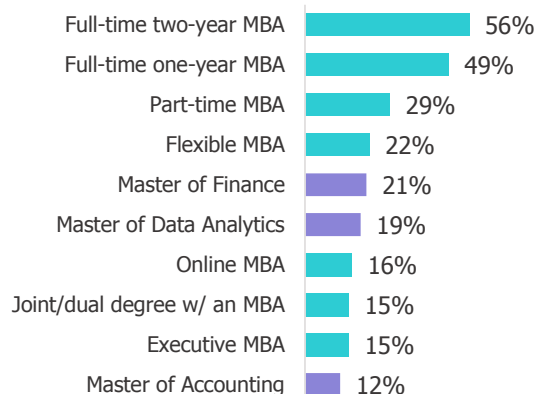
Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. \*Graph displays only program types that ≥ 5 percent of candidates say is their preference.



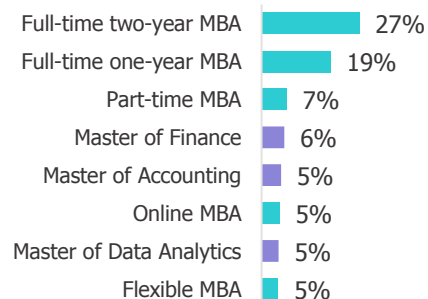
# United States

## Candidates Preferring This Study Destination

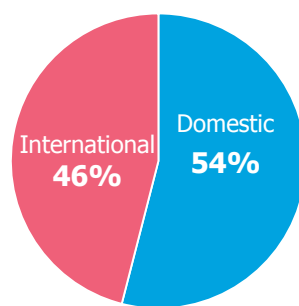
### Top 10 Program Types Considered



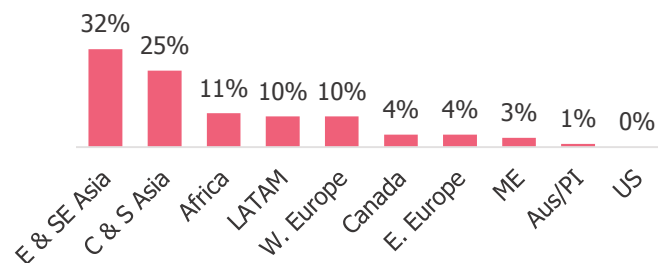
### Top Program Types Preferred\*



## Citizenship of Candidates Preferring This Study Destination



### Region of Citizenship of International Candidates



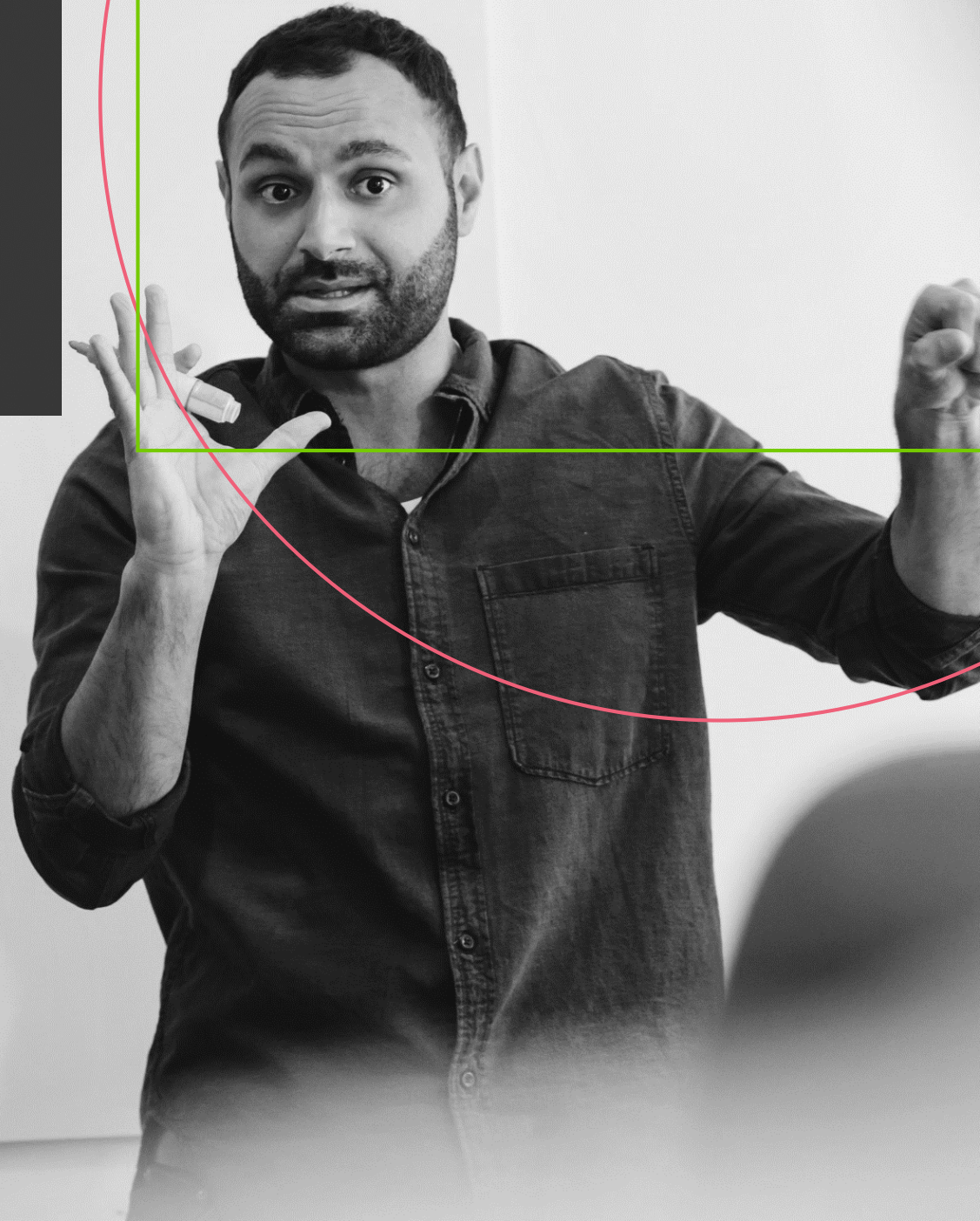
## Top Reasons Candidates Chose This Country as Their Preferred Study Destination

| Domestic Candidates                                     | International Candidates                      |
|---|---|
| Reputation of the educational system (54%)              | Reputation of the educational system (75%)    |
| Better preparation for career (52%)                     | Improved chances of an int'l career (63%)     |
| Attractiveness of location (41%)                        | Better preparation for career (60%)           |
| Affordability of education/tuition fees (38%)           | Build int'l network of peers/colleagues (59%) |
| To be near relatives/family living in the country (35%) | Attractiveness of location (38%)              |

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

|             |                             | Overall* | Gender |        |       | Age          |          |          |          |              |
|-------------|-----------------------------|----------|--------|--------|-------|--------------|----------|----------|----------|--------------|
|             |                             |          | Male   | Female | Other | 22 and under | 23 to 24 | 25 to 30 | 31 to 39 | 40 and older |
|             | Global                      | 9,617    | 5,411  | 4,161  | 45    | 2,631        | 1,659    | 3,402    | 1,383    | 444          |
| Citizenship | Africa                      | 780      | 486    | 290    | 4     | 133          | 297      | 196      | 63       | 486          |
|             | Australia & Pacific Islands | 84       | 53     | 29     | 2     | 11           | 27       | 16       | 12       | 53           |
|             | Canada                      | 376      | 210    | 161    | 5     | 46           | 153      | 79       | 33       | 210          |
|             | Central & South Asia        | 1,409    | 947    | 459    | 3     | 297          | 511      | 169      | 22       | 947          |
|             | East & Southeast Asia       | 1,684    | 645    | 1,031  | 8     | 248          | 459      | 171      | 35       | 645          |
|             | Eastern Europe              | 308      | 133    | 173    | 2     | 50           | 74       | 58       | 10       | 133          |
|             | Latin America               | 465      | 300    | 165    | 0     | 62           | 252      | 94       | 26       | 300          |
|             | Middle East                 | 218      | 134    | 84     | 0     | 31           | 81       | 58       | 16       | 134          |
|             | United States               | 2,901    | 1,618  | 1,268  | 15    | 467          | 1,210    | 397      | 177      | 1,618        |
|             | Western Europe              | 1,281    | 823    | 453    | 5     | 298          | 300      | 123      | 38       | 823          |
| Residence   | Africa                      | 703      | 437    | 261    | 5     | 119          | 270      | 180      | 50       | 437          |
|             | Australia & Pacific Islands | 106      | 59     | 45     | 2     | 16           | 29       | 22       | 11       | 59           |
|             | Canada                      | 448      | 244    | 197    | 7     | 66           | 178      | 92       | 36       | 244          |
|             | Central & South Asia        | 1,260    | 848    | 412    | 0     | 271          | 454      | 119      | 17       | 848          |
|             | East & Southeast Asia       | 1,452    | 588    | 856    | 8     | 191          | 421      | 155      | 41       | 588          |
|             | Eastern Europe              | 211      | 94     | 116    | 1     | 36           | 48       | 37       | 11       | 94           |
|             | Latin America               | 415      | 272    | 142    | 1     | 52           | 241      | 81       | 19       | 272          |
|             | Middle East                 | 263      | 166    | 97     | 0     | 35           | 95       | 70       | 13       | 166          |
|             | United States               | 3,235    | 1,765  | 1,456  | 14    | 535          | 1,296    | 465      | 193      | 1,765        |
|             | Western Europe              | 1,413    | 876    | 531    | 6     | 322          | 332      | 140      | 41       | 876          |

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

# Contributors and Contact Information

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## 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

For questions or comments regarding the findings, methodology, or data, please contact the GMAC Research Department at [research@gmac.com](mailto:research@gmac.com).



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