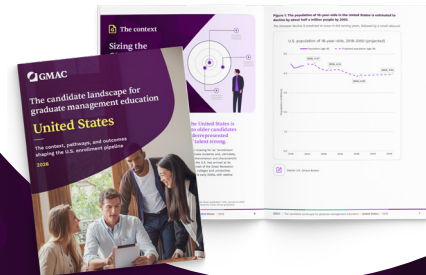




The candidate landscape for graduate management education: **United States**



Business schools are navigating a rapidly shifting recruitment landscape, as changing student expectations, economic uncertainty, and geopolitical factors are reshaping demand for graduate business education. Synthesizing numerous data sources to develop a data-driven strategy can be difficult and time-consuming, and many publicly available reports lack the detailed segmentation necessary to make sound decisions.

The Candidate Landscape for Graduate Management Education: United States report from GMAC combines data from **multiple sources** to provide clear, actionable insights into the U.S. GME candidate market. The analysis is based on **30 years of data from the U.S. Census and the U.S. Department of Education**, as well as **10 years of GMAC’s data from over 16,000 prospective students** actively exploring graduate business education, offering a direct view into the priorities and expectations of the future applicant pool.

Why this report is different

This report goes **beyond** GMAC’s complimentary research reports to explore the U.S. candidate market in more depth.

Enhanced insights	Complimentary Prospective Student Survey report	Commissioned candidate landscape for graduate management education	Our new insight report offers...
U.S. population projections	—	✓	U.S. Census populations projections to 2050 and how to put the data to use
Market sizing & projections	—	✓	Estimates of the U.S. GME candidate market with projections to 2029 , developed by combining multiple data sources
Detailed longitudinal analysis of U.S. candidates	—	✓	10 years of GMAC’s trustworthy, high-quality data about U.S. candidates’ preferences, including U.S. candidates’ preferred study destinations, program type, modality, and more
Advanced segmentation analysis	—	✓	Deep dive into U.S. candidates’ preferences broken down by age, gender, ethnicity, etc.

↑ Turn insights into action

Make more confident strategic decisions **specific to the U.S. candidate market** using the insights available in the report, such as:

Inform your strategy with market sizing data	Inform admissions and recruitment by understanding application and financing plans	Inform your marketing with decision-making and career goal data
<ul style="list-style-type: none">◆ Market sizing trends and projections, by gender and race/ethnicity◆ Where U.S. candidates want to study and how that has changed over time	<ul style="list-style-type: none">◆ Demand trends across MBA and business master's programs, segmented by age, gender, and race/ethnicity◆ Factors influencing preferences for full-time programs vs. other modalities (e.g., part-time, online, hybrid, etc.)◆ U.S. candidates' financing plans by program type	<ul style="list-style-type: none">◆ Motivations influencing U.S. candidates' decisions to pursue GME◆ Factors influencing school and program selection◆ Where U.S. candidates go for information about programs◆ Career goals shaping U.S. candidate interest in business education

🎯 Who should read this report and why

In today's rapidly evolving recruitment environment, understanding the U.S. GME candidate market can provide a critical competitive edge for schools targeting U.S. talent. The insights in this report can inform business school **decision-makers** as well as **admissions, marketing, and recruitment** practitioners.

Business school deans and associate deans: Understand shifts in the U.S. candidate market to inform strategic and portfolio decisions

Program directors: See how demand varies by program type to refine program offerings and positioning

Admissions and recruitment leaders: Identify the most promising candidate segments and evolving preferences

Marketing and enrollment strategy teams: Use segmentation insights to target the right audiences and strengthen recruitment messaging

Institutional research and strategic planning teams: Support data-driven planning with detailed market analysis and forecasts



For more information or to purchase a report, visit gmac.com/commissioned-research

