

# Gen Z and Millennials: What Drives Them?

Gen Z and millennial candidates' GME preferences are intuitively aligned with their age and career stage. Millennials are more likely seek job changes, management training, and program flexibility, while Gen Z are seeking to build stable futures through full-time, in-person opportunities.

## Motivations

Gen Z are more likely than millennials to seek out GME to enhance their income and network, whereas millennials are more likely to look for a career change.

Gen Z		Millennials
83%	Top motivator: Enrich life and develop potential	84%
72%	Increase their income	66%
67%	Enhance their network	59%
52%	Change their industry or job function	71%

## Curricular Preferences

Gen Z have a stronger preference for finance while millennials are more open to a range of curricular options, especially related to management skills and technology.

Gen Z		Millennials
56%	Top preference: Strategy	66%
45%	Leadership/change management	56%
40%	General management	50%
31%	Operations management	42%
28%	Technology management	37%
21%	Digital leadership	30%
49%	Corporate finance	46%
13%	Real estate	9%

## Program Pace and Delivery

Though in-person and full-time options are the top choices among both Gen Z and millennials, millennials are more likely to appreciate online and flexible options.

Gen Z		Millennials
84%	Full-time	68%
6%	Flexible	12%
79%	In-person	66%
13%	Hybrid	21%
4%	Online	9%

## Job Aspirations

Gen Z candidates are more likely than millennials pursue finance and accounting while their interest in tech is waning compared to millennials.

Gen Z		Millennials
68%	Top Job: Consulting	75%
41%	Finance/Accounting Job	28%
37%	Technology Industry	46%
26%	Government/Nonprofit Industry	31%

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