

Graduate  
Management  
Admission  
Council™

# Post-GME Career Aspirations

Overview Report

Prospective Students Survey  
2021

March 2022



*Post-GME Career Aspirations: Prospective Students Survey 2022* is a product of the Graduate Management Admission Council (GMAC), a global, mission-driven association of 229 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 is dedicated to creating access to and disseminating information about graduate management education that business schools and candidates need to learn, connect, and evaluate each other. School and industry leaders rely on the Council as the premier provider of reliable data about the graduate management education industry.

# Contents

---

<a href="#"><u>Introduction</u></a>	4
<a href="#"><u>Career Aspirations</u></a>	6
<a href="#"><u>Career Goals</u></a>	8
<a href="#"><u>Industries of Interest</u></a>	13
<a href="#"><u>Job Functions of Interest</u></a>	17
<a href="#"><u>Methodology</u></a>	21
<a href="#"><u>Contributors &amp; Contact Information</u></a>	24

## Introduction

# Over 6,500 individuals responded to the Prospective Students Survey in 2021

---

The Prospective Students Survey is one of the Graduate Management Admission Council's (GMAC) keystone research programs. The global graduate management education (GME) community has relied on data from this survey to gain insights about candidates' decision-making processes when considering and applying to graduate business schools since 2009.

The findings detailed in this report are based on responses from a total of 6,596 individuals surveyed between January and December 2021, as well as responses from more than 152,000 individuals surveyed between the years 2009 and 2021.

Prospective students who responded represent those interested in various MBA and business master's program categories, including full-time MBA, professional MBA, executive MBA, master's in management and international management, and other specialized business master's programs.

Additional information on the survey methodology and analytical procedures supporting this report can be found on [page 21](#).

### Explore the Data for Yourself

An Interactive Data Research Tool accompanies the Prospective Students Survey 2022 and available exclusively to school professionals at GMAT™ score-accepting institutions. The tool empowers users to customize data searches by multiple survey response variables, such as preferred study destination, preferred program type, citizenship, residence, gender, age, and more. Access the tool with your gmac.com login at:

[gmac.com/prospectivestudents](https://gmac.com/prospectivestudents)

### Business School Participation in GMAC Research

Graduate business schools around the world are invited to take advantage of 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:

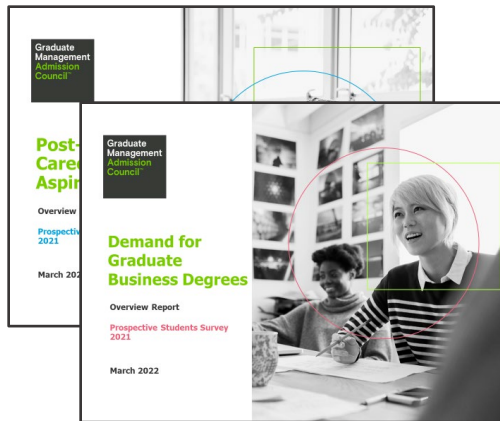
[gmac.com/surveysignup](https://gmac.com/surveysignup)

# Introduction

## More information available

This year, the rich information gleaned from the Prospective Students Survey is being released in a nine-part series for easier consumption and improved user experience.

### 2 Overview Reports



### 5 Regional Reports



### 2 Program Reports



Visit [gmac.com](https://www.gmac.com)  
to access all nine reports.





# Career Aspirations

This section examines 10-year trends across the career aspirations candidates are most interested in pursuing upon graduating from graduate business school.

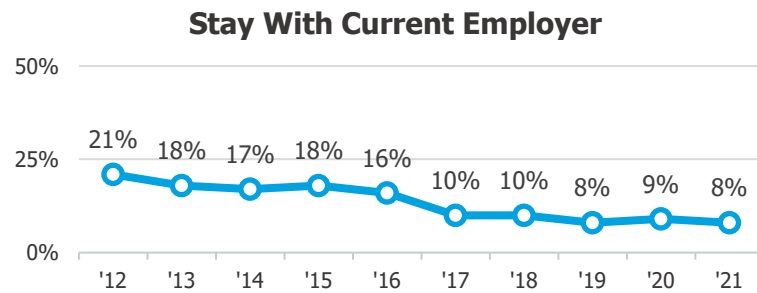
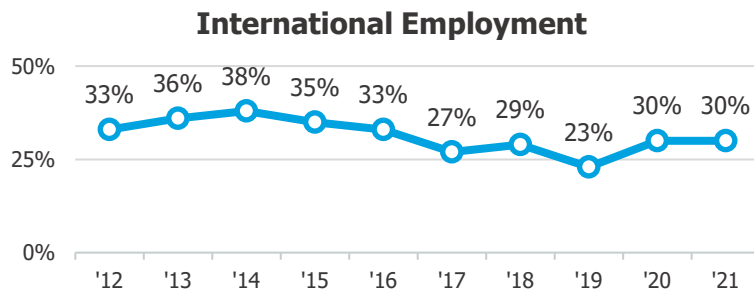
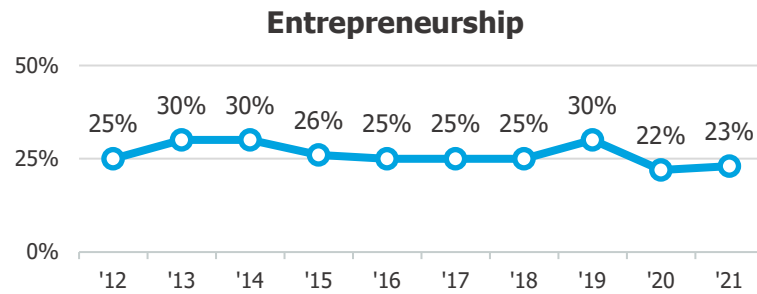
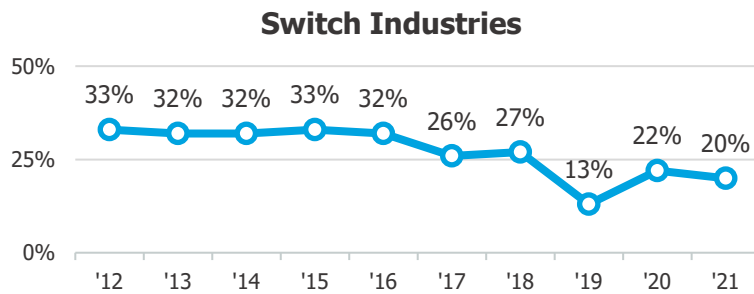
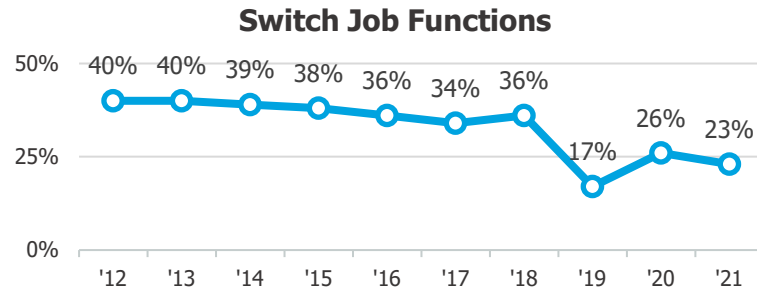
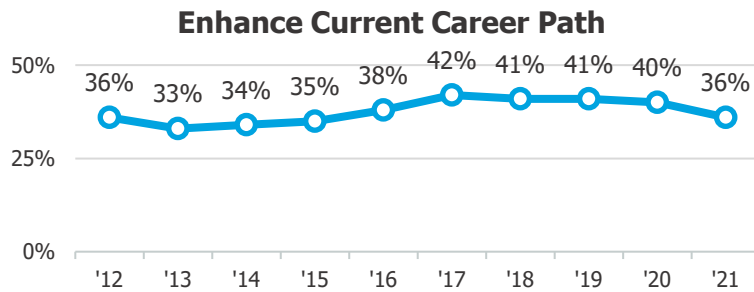
While every individual is propelled by unique motivations, the following six aspirations are most common among prospective students regardless of geography or demographic characteristic.

- Enhance current career path
- Switch industries or job functions
- Entrepreneurship
- International employment
- Stay with current employer



## Career Aspirations

# Over 10-year trend in candidate post-GME career aspirations show most want to enhance current career path





# Career Goals

Our differences make us individuals and our similarities connect us to one other. This section centers on 2021 survey respondents and explores their specific post-GME career goals by the following demographic characteristics:

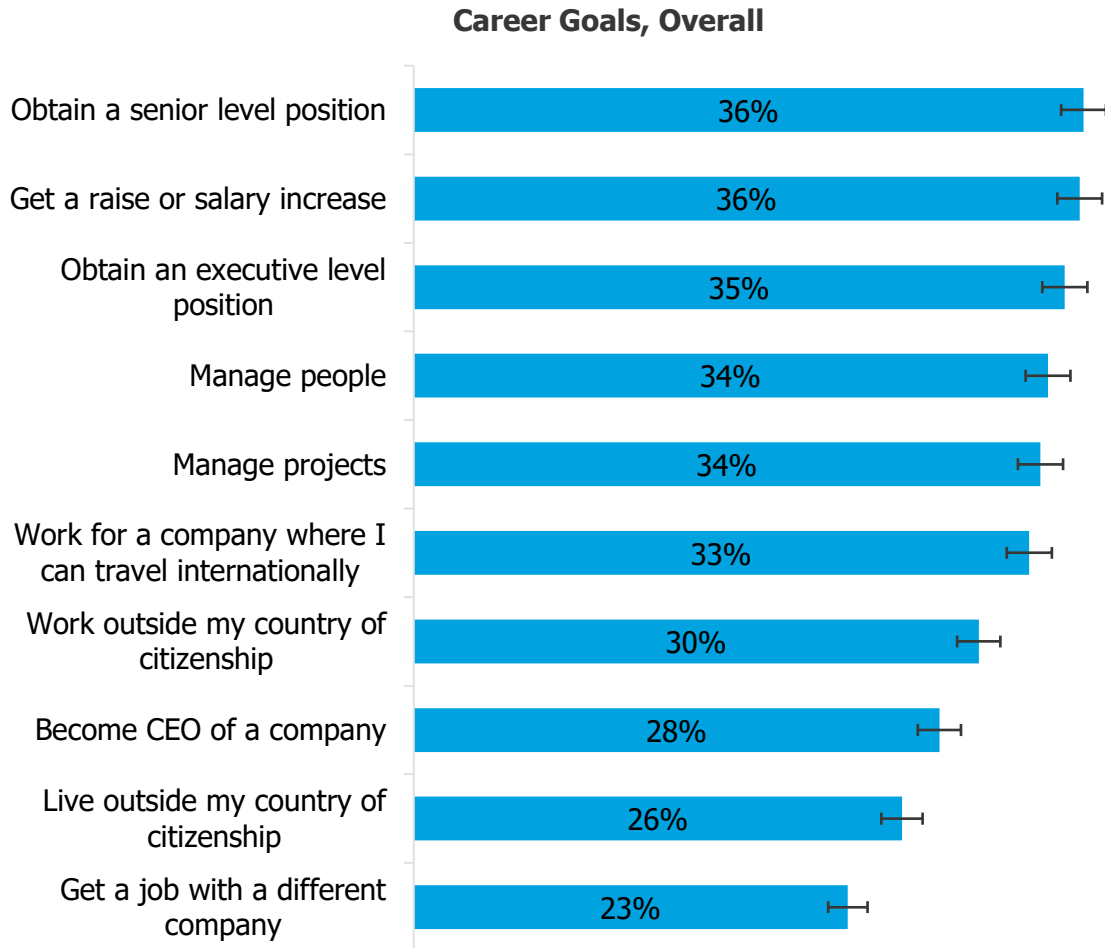
- Gender
- Age
- World region of citizenship





## Career Goals

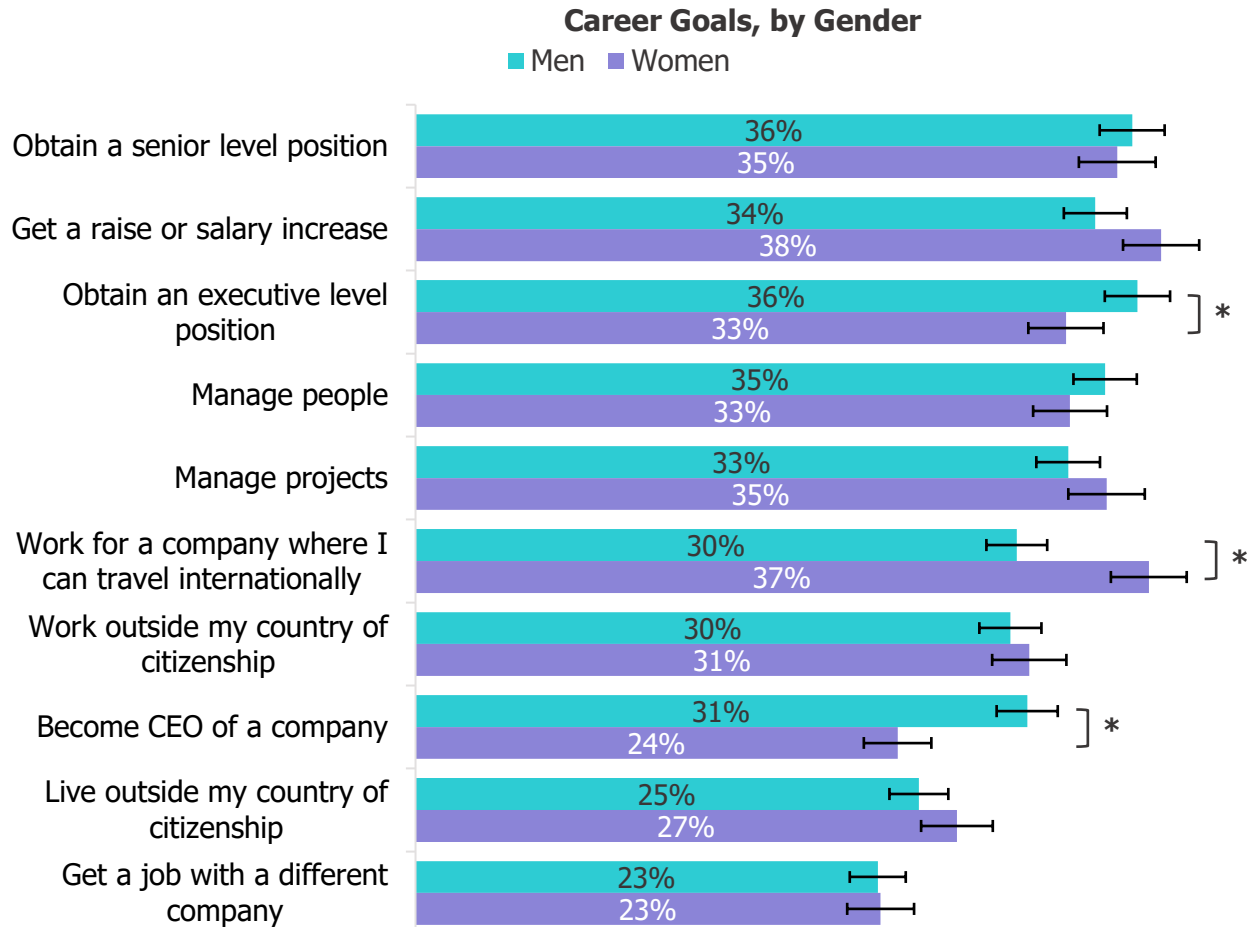
# Candidates strive for career advancement and increased income



**Note:**  
Numbers in each horizontal bar represent the estimated percentages of candidates in the population reporting different post-GME career goals. The error bars at the right end of each bar represent the 95 percent confidence intervals for each estimated population proportion. There is no difference between two career goals if their 95 percent confidence intervals overlap, even if the two bars differ in length. Other bar graphs in this report present the 95 percent confidence intervals in the same manner.

## Career Goals

# Aspirations for top leadership roles are higher among men; international travel opportunities higher for women



**Note:**  
The bracket and asterisk adjacent to some bars denotes a significant difference between gender for a specific career goal. Other bar graphs in this report present the 95 percent confidence intervals in the same manner.

## Career Goals

# Interest in work with international travel dips for more experienced candidates

Post-GME Career Goals	Age <sup>1, 2</sup>				
	22 and under	23 to 24	25 to 30	31 to 39	40 and older
Obtain a senior-level position	<b>28%</b> <sup>[26.1, 30.5]</sup>	<b>34%</b> <sup>[30.9, 36.7]</sup>	<b>40%</b> <sup>[38.0, 42.4]</sup>	<b>43%</b> <sup>[40.4, 46.5]</sup>	<b>30%</b> <sup>[25.3, 34.9]</sup>
Get a raise or salary increase	<b>27%</b> <sup>[24.7, 29.0]</sup>	<b>35%</b> <sup>[31.9, 37.8]</sup>	<b>44%</b> <sup>[41.4, 45.8]</sup>	<b>39%</b> <sup>[35.6, 41.6]</sup>	<b>25%</b> <sup>[20.8, 29.9]</sup>
Obtain an executive-level position	<b>30%</b> <sup>[27.8, 32.2]</sup>	<b>34%</b> <sup>[31.2, 37.0]</sup>	<b>34%</b> <sup>[32.2, 36.4]</sup>	<b>42%</b> <sup>[38.5, 44.6]</sup>	<b>42%</b> <sup>[36.5, 45.8]</sup>
Manage projects	<b>29%</b> <sup>[26.9, 31.3]</sup>	<b>34%</b> <sup>[30.6, 36.4]</sup>	<b>38%</b> <sup>[35.9, 40.3]</sup>	<b>35%</b> <sup>[32.5, 38.3]</sup>	<b>31%</b> <sup>[25.9, 35.5]</sup>
Manage projects	<b>30%</b> <sup>[37.7, 32.2]</sup>	<b>38%</b> <sup>[34.7, 40.7]</sup>	<b>35%</b> <sup>[33.1, 37.4]</sup>	<b>33%</b> <sup>[30.1, 35.8]</sup>	<b>31%</b> <sup>[26.2, 35.8]</sup>
Work for a company where I can travel internationally	<b>36%</b> <sup>[33.3, 37.9]</sup>	<b>37%</b> <sup>[33.8, 39.7]</sup>	<b>34%</b> <sup>[31.9, 36.1]</sup>	<b>26%</b> <sup>[23.3, 28.7]</sup>	<b>24%</b> <sup>[19.2, 28.1]</sup>
Work outside my country of citizenship	<b>28%</b> <sup>[25.4, 29.7]</sup>	<b>32%</b> <sup>[29.1, 34.9]</sup>	<b>33%</b> <sup>[30.9, 35.1]</sup>	<b>29%</b> <sup>[26.4, 32.0]</sup>	<b>26%</b> <sup>[21.1, 30.2]</sup>
Become a CEO of a company	<b>31%</b> <sup>[28.8, 33.3]</sup>	<b>26%</b> <sup>[23.4, 28.8]</sup>	<b>26%</b> <sup>[24.0, 27.9]</sup>	<b>29%</b> <sup>[26.6, 32.2]</sup>	<b>28%</b> <sup>[23.5, 32.9]</sup>
Live outside my country of citizenship	<b>24%</b> <sup>[22.0, 26.2]</sup>	<b>29%</b> <sup>[26.1, 31.7]</sup>	<b>28%</b> <sup>[26.2, 30.2]</sup>	<b>24%</b> <sup>[21.5, 26.7]</sup>	<b>21%</b> <sup>[16.9, 25.4]</sup>
Get a job with a different company	<b>13%</b> <sup>[11.1, 14.3]</sup>	<b>19%</b> <sup>[16.7, 21.6]</sup>	<b>32%</b> <sup>[29.7, 33.9]</sup>	<b>29%</b> <sup>[26.4, 32.0]</sup>	<b>20%</b> <sup>[15.6, 23.9]</sup>

### Notes:

1. Column percentages do not sum to 100 percent due to multiple selections.
2. Each goal's 95 percent confidence interval at each age group is displayed as superscript adjacent to its corresponding percentage or estimated population proportion. For example, for the post-GME career goal of obtaining "a senior level-position", there is a significant difference between respondents under the age of 22 and those between 25 and 30, but not those 40 and older.

## Career Goals

# Advancement and geographic mobility motivates candidates around the world

Post-GME Career Goals	World Region of Citizenship <sup>1, 2</sup>									
	Africa	Australia & Pacific Islands	Canada	Central & South Asia	East & Southeast Asia	Eastern Europe	Latin America	Middle East	United States	Western Europe
Get a raise or salary increase	<b>32%</b> [28.8, 36.0]	<b>43%</b> [27.2, 58.5]	<b>47%</b> [40.5, 53.5]	<b>39%</b> [36.1, 40.9]	<b>31%</b> [27.6, 33.8]	<b>27%</b> [20.8, 33.7]	<b>33%</b> [28.3, 38.2]	<b>29%</b> [21.4, 35.8]	<b>46%</b> [43.2, 49.3]	<b>27%</b> [24.0, 29.9]
Manage people	<b>25%</b> [22.0, 28.6]	<b>31%</b> [16.4, 45.5]	<b>46%</b> [39.2, 52.1]	<b>32%</b> [29.3, 33.9]	<b>36%</b> [32.6, 39.1]	<b>33%</b> [25.8, 39.4]	<b>42%</b> [36.5, 46.8]	<b>22%</b> [15.5, 28.7]	<b>53%</b> [49.4, 55.5]	<b>29%</b> [25.7, 31.7]
Obtain a senior level position	<b>36%</b> [32.5, 39.9]	<b>45%</b> [29.5, 60.9]	<b>38%</b> [31.9, 44.6]	<b>37%</b> [34.9, 39.7]	<b>29%</b> [25.6, 31.7]	<b>31%</b> [23.8, 37.1]	<b>41%</b> [36.3, 46.6]	<b>33%</b> [25.6, 40.6]	<b>39%</b> [35.6, 41.6]	<b>28%</b> [24.9, 30.9]
Manage projects	<b>33%</b> [29.3, 36.5]	<b>21%</b> [8.5, 34.4]	<b>36%</b> [29.8, 42.3]	<b>33%</b> [30.9, 35.5]	<b>26%</b> [22.8, 28.6]	<b>27%</b> [20.3, 33.1]	<b>34%</b> [29.1, 39.0]	<b>28%</b> [20.8, 35.1]	<b>43%</b> [40.1, 46.2]	<b>36%</b> [32.9, 39.2]
Work for a company where I can travel internationally	<b>39%</b> [35.4, 42.8]	<b>38%</b> [22.8, 53.4]	<b>31%</b> [24.9, 36.9]	<b>35%</b> [32.7, 37.4]	<b>27%</b> [23.7, 29.6]	<b>33%</b> [25.8, 39.4]	<b>34%</b> [28.6, 38.5]	<b>32%</b> [24.4, 39.3]	<b>34%</b> [31.5, 37.4]	<b>33%</b> [30.3, 36.5]
Obtain an executive level position	<b>39%</b> [35.4, 42.8]	<b>29%</b> [14.3, 42.8]	<b>25%</b> [19.2, 30.4]	<b>39%</b> [36.9, 41.7]	<b>28%</b> [25.2, 31.3]	<b>29%</b> [22.8, 36.0]	<b>31%</b> [26.4, 36.1]	<b>20%</b> [13.7, 26.5]	<b>23%</b> [20.8, 26.0]	<b>38%</b> [35.1, 41.6]
Work outside my country of citizenship	<b>36%</b> [32.2, 39.6]	<b>21%</b> [8.5, 34.4]	<b>21%</b> [15.6, 26.2]	<b>36%</b> [33.5, 38.3]	<b>29%</b> [25.9, 32.0]	<b>36%</b> [28.9, 42.8]	<b>50%</b> [44.6, 55.1]	<b>37%</b> [29.3, 44.7]	<b>9%</b> [7.5, 11.0]	<b>34%</b> [30.8, 37.1]
Become CEO of a company	<b>38%</b> [34.0, 41.4]	<b>29%</b> [14.3, 42.8]	<b>24%</b> [18.8, 29.9]	<b>35%</b> [33.0, 37.7]	<b>22%</b> [19.6, 25.2]	<b>27%</b> [20.3, 33.1]	<b>27%</b> [22.4, 31.7]	<b>31%</b> [23.8, 38.6]	<b>21%</b> [18.3, 23.3]	<b>23%</b> [20.2, 25.8]
Get a job with a different company	<b>27%</b> [23.1, 29.9]	<b>29%</b> [14.3, 42.8]	<b>20%</b> [14.8, 25.2]	<b>31%</b> [28.5, 33.1]	<b>24%</b> [20.9, 26.6]	<b>30%</b> [23.3, 36.6]	<b>46%</b> [41.0, 51.4]	<b>30%</b> [22.6, 37.2]	<b>10%</b> [7.9, 11.6]	<b>30%</b> [27.3, 33.4]
Change job functions/occupation	<b>21%</b> [17.9, 24.2]	<b>31%</b> [16.4, 45.5]	<b>29%</b> [23.2, 35.0]	<b>20%</b> [17.7, 21.7]	<b>23%</b> [20.3, 26.0]	<b>20%</b> [14.0, 25.5]	<b>29%</b> [24.0, 33.5]	<b>21%</b> [14.3, 27.3]	<b>34%</b> [30.8, 36.6]	<b>16%</b> [13.7, 18.6]

### Notes:

- Column percentages do not sum to 100 percent due to multiple selections.
- Each goal's 95 percent confidence interval at each world region is displayed as superscript underneath to its corresponding percentage or estimated population proportion.



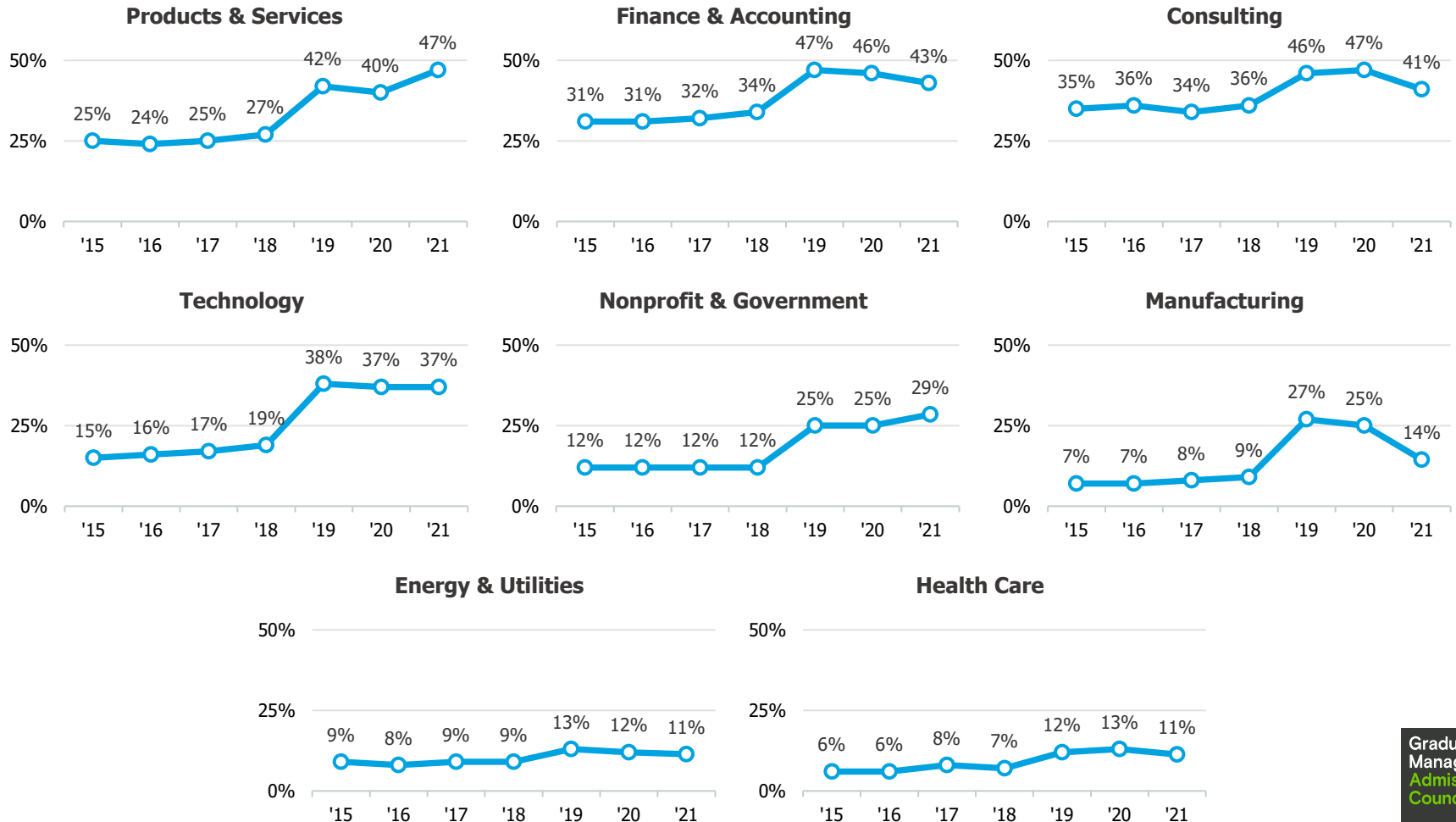
# Industries of Interest

This section focuses on 2021 respondents' industries of interest for post-GME employment by the following demographic characteristics:

- Gender
- Age group
- World region of citizenship

## Industries of Interest

# Seven-year trend shows growing interest in working in Products & Services, Technology, Nonprofit & Government



## Industries of Interest

# Candidates most aspire to work in Products & Services, Finance & Accounting, and Consulting



Age	Industries <sup>1, 2</sup>							
	Products & Services	Finance & Accounting	Consulting	Technology	Nonprofit/Government	Manufacturing	Energy & Utilities	Healthcare
22 and under	<b>48%</b> [45.7, 50.4]	<b>51%</b> [48.5, 53.2]	<b>40%</b> [37.9, 42.5]	<b>30%</b> [27.5, 31.7]	<b>26%</b> [23.7, 27.8]	<b>13%</b> [10.9, 14.0]	<b>7%</b> [6.0, 8.5]	<b>9%</b> [7.6, 10.3]
23 to 24	<b>48%</b> [45.3, 51.1]	<b>44%</b> [41.0, 46.8]	<b>41%</b> [38.4, 44.2]	<b>37%</b> [33.7, 39.3]	<b>27%</b> [24.4, 29.5]	<b>14%</b> [11.9, 15.9]	<b>10%</b> [7.9, 11.4]	<b>11%</b> [9.5, 13.2]
25 to 30	<b>47%</b> [44.9, 49.2]	<b>43%</b> [40.6, 44.8]	<b>44%</b> [41.7, 46]	<b>43%</b> [41.0, 45.3]	<b>29%</b> [26.7, 30.6]	<b>14%</b> [12.8, 15.8]	<b>14%</b> [12.6, 15.6]	<b>12%</b> [11.0, 13.9]
31 to 39	<b>47%</b> [43.8, 49.6]	<b>36%</b> [33.0, 38.6]	<b>41%</b> [37.7, 43.3]	<b>38%</b> [35.6, 41.2]	<b>32%</b> [29.0, 34.3]	<b>18%</b> [15.7, 20.1]	<b>15%</b> [12.7, 16.8]	<b>13%</b> [11.0, 14.8]
40 and older	<b>41%</b> [36.0, 45.1]	<b>27%</b> [23.1, 31.4]	<b>32%</b> [28.1, 36.8]	<b>28%</b> [23.7, 32.1]	<b>35%</b> [30.2, 39.1]	<b>14%</b> [10.5, 17.0]	<b>11%</b> [8.3, 14.2]	<b>12%</b> [8.5, 14.5]

**Notes:**

- There is no difference between two industries if their 95 percent confidence intervals overlap, even if the two bars differ in length.
- The bracket and asterisk adjacent to some bars denotes a significant difference at the 95 percent confidence interval. In the table, each industry's 95 percent confidence interval at each age group is displayed as superscript underneath to its corresponding percentage or estimated population proportion.
- Column percentages do not sum to 100 percent due to multiple selections.

## Industries of Interest

# Candidates from Central & South Asia and Africa express widest range of industry interests

World Region of Citizenship	Industries <sup>1, 2</sup>							
	Consulting	Finance & Accounting	Products & Services	Technology	Nonprofit & Government	Energy & Utilities	Manufacturing	Healthcare
Africa	<b>47%</b> [43.8, 50.8]	<b>46%</b> [42.0, 49.0]	<b>38%</b> [34.2, 41.0]	<b>32%</b> [29.0, 35.5]	<b>38%</b> [35.0, 41.8]	<b>17%</b> [14.6, 19.9]	<b>21%</b> [17.6, 23.3]	<b>9%</b> [7.1, 11.2]
Australia & Pacific Islands	<b>39%</b> [24.5, 53.8]	<b>37%</b> [22.5, 51.4]	<b>39%</b> [24.5, 53.8]	<b>28%</b> [14.7, 41.8]	<b>28%</b> [14.7, 41.8]	<b>11%</b> [1.5, 20.2]	<b>11%</b> [1.5, 20.2]	<b>4%</b> [-1.8, 10.5]
Canada	<b>44%</b> [37.8, 50.2]	<b>37%</b> [31.2, 43.2]	<b>44%</b> [37.4, 49.8]	<b>27%</b> [21.3, 32.3]	<b>31%</b> [25.4, 37.0]	<b>10%</b> [6.3, 13.7]	<b>8%</b> [4.9, 11.9]	<b>8%</b> [4.6, 11.4]
Central & South Asia	<b>52%</b> [49.5, 54.2]	<b>47%</b> [44.6, 49.3]	<b>47%</b> [44.4, 49.1]	<b>45%</b> [43.0, 47.7]	<b>35%</b> [32.5, 37.0]	<b>22%</b> [20.0, 23.9]	<b>13%</b> [11.2, 14.4]	<b>13%</b> [11.7, 14.9]
East & Southeast Asia	<b>47%</b> [43.4, 49.8]	<b>47%</b> [43.7, 50.1]	<b>41%</b> [38.0, 44.2]	<b>32%</b> [29.2, 35.2]	<b>27%</b> [24.0, 29.6]	<b>11%</b> [8.5, 12.4]	<b>6%</b> [4.8, 7.9]	<b>9%</b> [6.9, 10.5]
Eastern Europe	<b>39%</b> [32.1, 45.4]	<b>35%</b> [28.9, 41.9]	<b>38%</b> [31.2, 44.4]	<b>37%</b> [30.7, 43.9]	<b>25%</b> [19.4, 31.3]	<b>11%</b> [6.3, 14.7]	<b>12%</b> [7.5, 16.4]	<b>9%</b> [5.2, 13]
Latin America	<b>47%</b> [42.2, 52.2]	<b>44%</b> [39.1, 49.0]	<b>40%</b> [34.8, 44.6]	<b>41%</b> [36.1, 45.9]	<b>23%</b> [18.5, 26.9]	<b>12%</b> [8.4, 14.8]	<b>13%</b> [9.5, 16.2]	<b>11%</b> [7.7, 13.9]
Middle East	<b>41%</b> [33.4, 47.7]	<b>36%</b> [28.7, 42.6]	<b>37%</b> [30.3, 44.3]	<b>31%</b> [24.1, 37.5]	<b>27%</b> [20.6, 33.5]	<b>14%</b> [8.5, 18.5]	<b>12%</b> [7.6, 17.2]	<b>10%</b> [5.9, 14.7]
United States	<b>48%</b> [45.1, 51.1]	<b>38%</b> [34.7, 40.5]	<b>36%</b> [33.0, 38.8]	<b>37%</b> [33.9, 39.7]	<b>26%</b> [23.0, 28.2]	<b>10%</b> [8.1, 11.6]	<b>8%</b> [6.6, 9.9]	<b>13%</b> [11.2, 15.2]
Western Europe	<b>41%</b> [38.1, 44.3]	<b>39%</b> [36.3, 42.4]	<b>41%</b> [37.6, 43.8]	<b>30%</b> [26.8, 32.6]	<b>17%</b> [14.4, 19.1]	<b>10%</b> [8.4, 12.2]	<b>10%</b> [7.9, 11.6]	<b>12%</b> [10, 14.1]

### Notes:

- Column percentages do not sum to 100 percent due to multiple selections.
- Each goal's 95 percent confidence interval at each world region is displayed as superscript underneath to its corresponding percentage or estimated population proportion.



# Job Functions of Interest

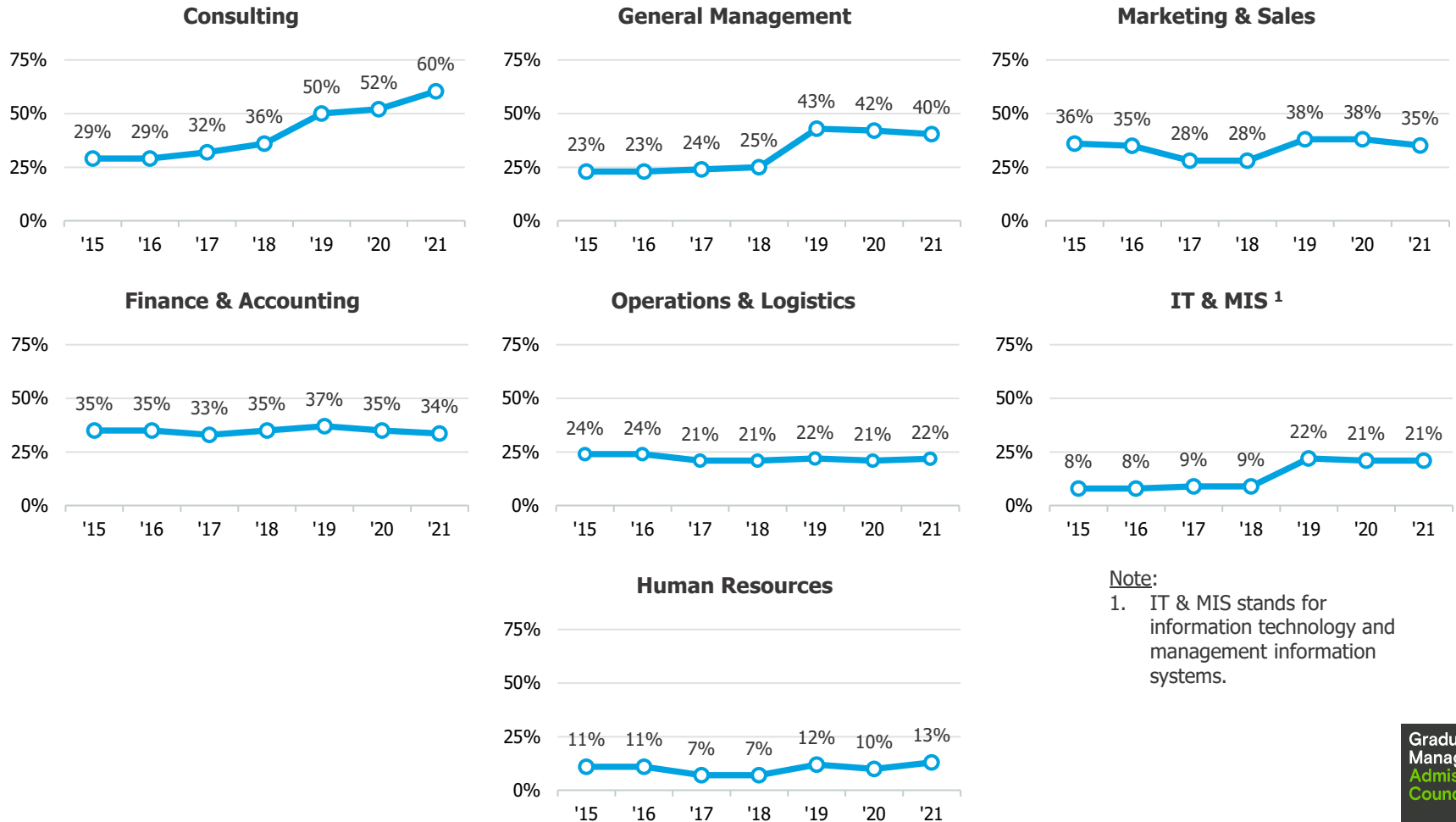
This section uncovers on 2021 respondents' job functions of interest for post-GME employment by the following demographic characteristics:

- Gender
- Age group
- World region of citizenship



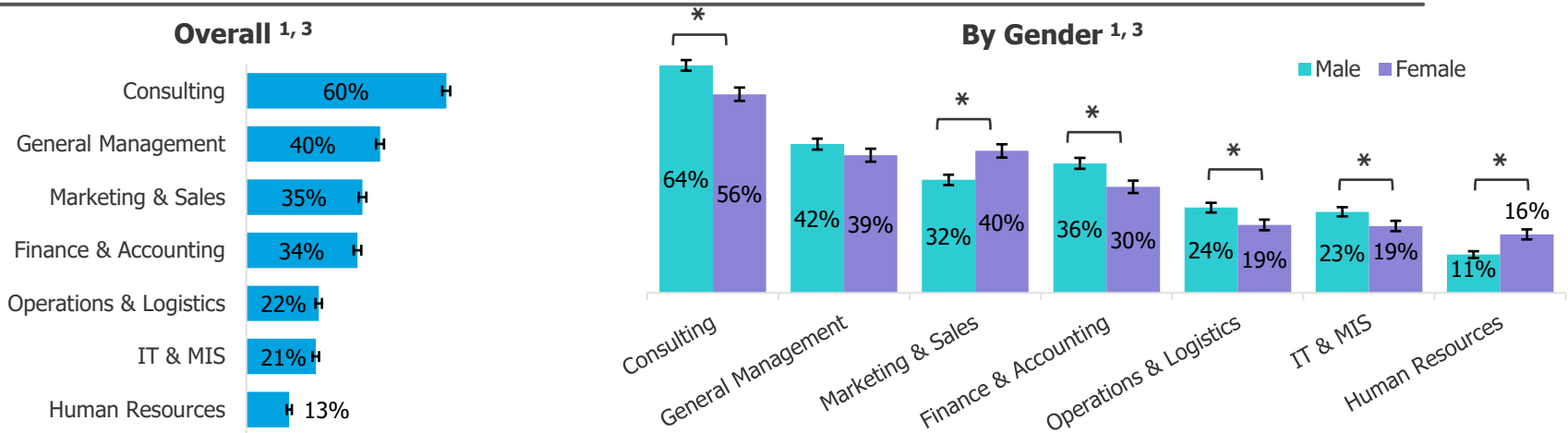
## Job Functions of Interest

# Seven-year trend shows interest in consulting job function climbs as others moderate



## Job Functions of Interest

# Younger candidates drawn to Marketing & Sales, older to General Management



Age	Job Functions <sup>1, 2, 3</sup>						
	Consulting	General Management	Marketing & Sales	Finance & Accounting	Operations & Logistics	IT & MIS	Human Resources
22 and under	<b>55%</b> [52.5, 57.1]	<b>35%</b> [32.9, 37.4]	<b>39%</b> [36.6, 41.1]	<b>45%</b> [42.2, 46.9]	<b>18%</b> [15.9, 19.5]	<b>18%</b> [15.7, 19.3]	<b>16%</b> [14.2, 17.6]
23 to 24	<b>57%</b> [54.0, 59.8]	<b>38%</b> [34.9, 40.6]	<b>36%</b> [33.4, 39.0]	<b>34%</b> [31.5, 37.1]	<b>21%</b> [18.4, 23.1]	<b>24%</b> [21.0, 26.0]	<b>14%</b> [11.5, 15.5]
25 to 30	<b>66%</b> [64.0, 68.1]	<b>41%</b> [39.2, 43.4]	<b>34%</b> [32.2, 36.3]	<b>33%</b> [30.4, 34.5]	<b>24%</b> [22.3, 26.0]	<b>23%</b> [21.1, 24.7]	<b>11%</b> [9.6, 12.3]
31 to 39	<b>63%</b> [60.6, 66.2]	<b>46%</b> [43.5, 49.2]	<b>33%</b> [30.4, 35.8]	<b>23%</b> [20.6, 25.4]	<b>25%</b> [22.5, 27.5]	<b>22%</b> [19.2, 24.0]	<b>13%</b> [10.9, 14.7]
40 and older	<b>53%</b> [48.7, 58.0]	<b>46%</b> [41.1, 50.4]	<b>25%</b> [20.5, 28.6]	<b>19%</b> [15.3, 22.6]	<b>22%</b> [17.8, 25.5]	<b>17%</b> [13.4, 20.4]	<b>12%</b> [9.1, 15.2]

**Notes:**

- There is no difference between two job functions if their 95 percent confidence intervals overlap, even if the two bars differ in length. The bracket and asterisk adjacent to some bars denotes a significant difference at the 95 percent confidence interval. In the table, each industry's 95 percent confidence interval at each age group is displayed as superscript underneath to its corresponding percentage or estimated population proportion.
- Column percentages do not sum to 100 percent due to multiple selections.
- IT & MIS stands for information technology and management information systems.

## Job Functions of Interest

# Candidates from Central & South Asia and Australia & Pacific Islands express widest range of industry interests

World Region of Citizenship	Job Functions <sup>1, 2, 3</sup>						
	Consulting	General Management	Marketing & Sales	Finance & Accounting	Operations & Logistics	IT & MIS	Human Resources
Africa	<b>56%</b> [52.7, 59.6]	<b>42%</b> [38.6, 45.5]	<b>31%</b> [28.1, 34.6]	<b>35%</b> [31.5, 38.2]	<b>22%</b> [19.2, 25.0]	<b>23%</b> [19.9, 25.8]	<b>19%</b> [16.3, 21.8]
Australia & Pacific Islands	<b>76%</b> [63.3, 88.9]	<b>61%</b> [46.2, 75.5]	<b>28%</b> [14.7, 41.8]	<b>26%</b> [12.9, 39.3]	<b>30%</b> [16.6, 44.2]	<b>20%</b> [7.7, 31.5]	<b>11%</b> [1.5, 20.2]
Canada	<b>61%</b> [54.7, 66.9]	<b>43%</b> [36.6, 49.0]	<b>32%</b> [25.8, 37.4]	<b>28%</b> [22.8, 34.0]	<b>23%</b> [17.9, 28.5]	<b>10%</b> [6.3, 13.7]	<b>10%</b> [5.9, 13.3]
Central & South Asia	<b>63%</b> [60.7, 65.2]	<b>46%</b> [43.3, 48.0]	<b>39%</b> [36.4, 40.9]	<b>36%</b> [33.9, 38.4]	<b>30%</b> [28.0, 32.3]	<b>27%</b> [24.8, 29.0]	<b>21%</b> [19.1, 23.0]
East & Southeast Asia	<b>60%</b> [56.8, 63.1]	<b>35%</b> [31.6, 37.7]	<b>39%</b> [36.2, 42.4]	<b>37%</b> [33.6, 39.7]	<b>15%</b> [12.4, 16.9]	<b>21%</b> [18.6, 23.8]	<b>11%</b> [8.5, 12.4]
Eastern Europe	<b>60%</b> [53.6, 67.0]	<b>41%</b> [34.0, 47.4]	<b>38%</b> [31.2, 44.4]	<b>25%</b> [19.0, 30.8]	<b>10%</b> [5.9, 14.2]	<b>20%</b> [14.2, 25.0]	<b>6%</b> [2.9, 9.5]
Latin America	<b>66%</b> [60.7, 70.2]	<b>46%</b> [41.2, 51.1]	<b>37%</b> [32.0, 41.7]	<b>33%</b> [28.3, 37.7]	<b>18%</b> [14.2, 21.9]	<b>20%</b> [15.9, 23.8]	<b>8%</b> [5.5, 11.0]
Middle East	<b>55%</b> [47.4, 61.8]	<b>35%</b> [27.7, 41.5]	<b>28%</b> [21.1, 34.1]	<b>27%</b> [20.6, 33.5]	<b>16%</b> [10.4, 21.0]	<b>22%</b> [15.6, 27.6]	<b>10%</b> [5.4, 14.0]
United States	<b>55%</b> [52.1, 58.0]	<b>35%</b> [31.7, 37.4]	<b>30%</b> [27.4, 32.9]	<b>30%</b> [27.5, 33.0]	<b>25%</b> [22.4, 27.6]	<b>17%</b> [15.1, 19.7]	<b>9%</b> [7.4, 10.8]
Western Europe	<b>62%</b> [58.9, 65.1]	<b>38%</b> [34.5, 40.7]	<b>34%</b> [30.7, 36.6]	<b>33%</b> [29.9, 35.9]	<b>14%</b> [12.0, 16.4]	<b>16%</b> [13.3, 17.9]	<b>6%</b> [4.5, 7.5]

### Notes:

1. The bracket and asterisk adjacent to some bars denotes a significant difference at the 95 percent confidence interval. In the table, each job function's 95 percent confidence interval at each age group is displayed as superscript underneath to its corresponding percentage or estimated population proportion.
2. Column percentages do not sum to 100 percent due to multiple selections.
3. IT & MIS stands for information technology and management information systems.



# Methodology

---

## Population & Sampling Methods

In 2021, the Graduate Management Admission Council™ (GMAC™) surveyed all individuals who registered on mba.com—the GMAC website for prospective graduate business students — about their demand for GME. In November and December 2021, prospective students who attended events hosted by The MBA Tour, visited the BusinessBecause website, or registered for the NMAT by GMAC exam in India were also invited to participate in the survey to expand the representation of survey respondents across all regions of the world. In total, over 6,500 prospective students from 153 countries in all 10 populated world regions completed the survey.

## Analysis

Descriptive analyses were conducted on survey responses to examine prospective student career goals. Analyses were conducted on all respondents and by respondents' age, gender, and region of citizenship.

## Reporting

When reporting results for 2021, a 95% confidence interval is provided for each data point reported to show the estimated range of the value of interest for all GME prospective students (instead of for survey respondents only). Readers can use these confidence intervals to assess the magnitude of differences between questions or groups defined by gender, age, and citizenship region. When comparing results on different survey questions (e.g., the percentage interested in consulting vs the percentage interested in general management) or results on the same question by group (e.g., the percentage interested in consulting by gender), compare the associated 95% confidence intervals to see if there is a significant difference in the population of prospective students for GME. If the associated confidence intervals overlap, there is no difference between the questions or groups under comparison in the population. If the associated confidence intervals do not overlap, there is a statistically significant difference between two questions or groups under comparison.

# Respondent Demographic Profile

Citizenship Region <sup>1</sup>	Overall	Gender			Age				
		Male	Female	Non-binary	22 and younger	23 to 24	25 to 30	31 to 39	40 and older
<b>Global</b>	<b>6,596</b>	<b>3,826</b>	<b>2,696</b>	<b>74</b>	<b>1,778</b>	<b>1,128</b>	<b>2,089</b>	<b>1,156</b>	<b>444</b>
Africa	787	487	293	7	77	83	278	250	99
Australia & Pacific Islands	46	30	13	<5	<5	<5	21	8	11
Canada	250	135	110	5	36	30	89	45	50
Central & South Asia	1,749	1,076	657	16	634	369	503	197	46
East & Southeast Asia	944	420	517	7	258	147	318	183	37
Eastern Europe	209	104	97	8	73	30	50	39	17
Latin America	388	255	129	<5	32	62	185	85	24
Middle East	185	118	67	<5	18	20	69	56	22
United States	1,075	618	440	17	223	178	378	192	104
Western Europe	963	583	373	7	423	207	198	101	34

Note:

1. Cells with less than 5 respondents were suppressed.

# Country-World Region Assignment

---

All geographic regions mentioned in this report use the following country-region classifications:

**Africa:** Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, French Southern Territories, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast (Cote D'Ivoire), Kenya, Lesotho, Liberia, Libyan Arab, Jamahiriya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Morocco, Mozambique, Namibia, Niger, Nigeria, Republic of Congo, Reunion, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Svalbard and Jan Mayen, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe

**Australia and Pacific Islands:** American Samoa, Australia, Christmas Island, Cocos (Keeling) Islands, Cook Islands, Fiji, French Polynesia, Guam, Heard Island and McDonald Islands, Kiribati, Marshall Islands, Micronesia, Nauru, New Caledonia, New Zealand, Niue, Norfolk Island, Northern Mariana Islands, Palau, Papua New Guinea, Pitcairn, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu, Wallis and Futuna Islands

## Canada

**Central & South Asia:** Afghanistan, Bangladesh, Bhutan, British Indian Ocean Territory, India, Kazakhstan, Kyrgyzstan, Nepal, Pakistan, Tajikistan, Turkmenistan, Uzbekistan

**East & Southeast Asia:** Brunei Darussalam, Cambodia, China, East Timor, Hong Kong, SAR China, Indonesia, Japan, Korea, North, Korea, South, Lao Peoples, Democratic Republic, Macao, SAR China, Malaysia, Maldives, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, China, Thailand, Viet Nam

**Eastern Europe:** Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Republic of Kosovo, Romania, Russian, Federation, Serbia, Serbia and Montenegro, Slovakia, Slovenia, Ukraine

**Latin America:** Anguilla, Antigua and Barbuda, Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, Bonaire, Saint Eustatius and Saba, Brazil, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curacao, Dominica, Dominican Republic, Ecuador, El Salvador, Falkland Islands, French Guiana, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Mexico, Montserrat, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Saint Barthelemy, Saint Kitts and Nevis, Saint Lucia, Sint Maarten, South Georgia-Sandwich Islands, St. Helena, St. Martin, St. Vincent and Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, Uruguay, US Minor Outlying Islands, Venezuela, Virgin Islands, British, Virgin Islands, US

**Middle East:** Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestinian, Territory, Qatar, Saudi Arabia, Syrian Arab Republic, Turkey, United Arab Emirates, Yemen

## United States

**Western Europe:** Aland Islands, Andorra, Austria, Belgium, Bouvet Island, Cyprus, Denmark, Faroe Islands, Finland, France, Germany, Gibraltar, Greece, Greenland, Guernsey, Iceland, Ireland, Isle of Man, Italy, Jersey, Liechtenstein, Luxembourg, Malta, Monaco, Netherlands, Norway, Portugal, San Marino, Spain, Sweden, Switzerland, United Kingdom, Vatican City State

# Contributors & Contact Information

---

## Contributors

The following individuals made significant contributions to the publication of this report:

**Alexandria Williams**, Associate Manager of Survey Research, survey management, analysis lead, manuscript design & drafting; **Kun Yuan**, Director of Research & Data Science, data analysis & interpretation, manuscript review; **Devina Caruthers**, Research Manager, questionnaire design, survey management; **Tacoma Williams**, Associate Manager of Research Operations, sample development; **Matt Hazenbush**, Director of Research Analysis & Communications, original manuscript design.

## Contact Information

For questions or comments regarding the data or analysis presented in this report, please contact the GMAC Research & Data Science Department at [research@gmac.com](mailto:research@gmac.com).

©2022 Graduate Management Admission Council (GMAC). All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, distributed or transmitted in any form by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of GMAC. For permission contact the GMAC Legal Department at [legal@gmac.com](mailto:legal@gmac.com).

GMAC™, GMAT™, Graduate Management Admission Council™, Graduate Management Admission Test™ and NMAT by GMAC™ are trademarks of GMAC in the United States and other countries.

Graduate  
Management  
Admission  
Council™