

# Prospective Students Survey 2023

## Candidate Profiles | First-Generation

### First-Generation Candidates: What Drives Them?

First-generation prospective students are more concerned about the cost of GME than the average candidate and are more likely to be flexible about delivery of their GME. Their interest in social issues is focused, more likely to be translated to interest in cultural competency and the nonprofit/government sector.

#### Motivations

While first-generation and non-first-generation candidates are largely motivated by the same reasons to pursue GME, first generation students are more likely to cite wanting to support their families.

First-Generation		Not First-Generation
78%	Top motivator: Enrich life and develop potential	79%
41%	Support their family*	35%

#### Barriers

First-generation prospective students are more likely cite cost and debt as barriers to GME compared to non-first-generation candidates.

First-Generation		Not First-Generation
70%	Top barrier: Cost of program	64%
39%	Current debt level*	29%



Access the full summary report at [gme.com/prospectivestudents](https://gme.com/prospectivestudents)

## Curricular Preferences

First-generation prospective students are interested in equity and culture, though non-first-generation candidates have a slight preference for learning about management and social issues more broadly.

First-Generation		Not First-Generation
57%	Strategy	63%
58%	Business analytics/ data science	56%
47%	Leadership/change management	51%
43%	General management	47%
30%	Sustainability	37%
21%	Corporate social responsibility	26%
24%	Cultural competency/ diversity, equity, inclusion	20%
8%	Health care management*	11%

## Program Pace and Delivery

Though in-person and full-time options are the top choices among both first-generation and non-first-generation prospective students, first-generation candidates are more likely to appreciate online and flexible options.

First-Generation		Not First-Generation
72%	Full-time*	82%
11%	Flexible*	7%
64%	In-person*	78%
20%	Hybrid*	14%
11%	Online*	4%

## Job Aspirations

First-generation candidates may be more likely to seek stability in the government/nonprofit industries or a finance/accounting job.

First-Generation		Not First-Generation
64%	Top Job: Consulting	69%
37%	Finance/ Accounting Job	33%
38%	Technology Industry	41%
31%	Government/ Nonprofit Industry*	25%

Note:

The asterisks adjacent to each variable represents a statistically significant difference at the 95 percent confidence interval for each estimated population proportion between categories of prospective students.