Middle East & Africa: Demand for Graduate Business Degrees

Regional Report

Prospective Students Survey 2023 Data Report

May 2023
Demand for Graduate Business Degrees: Prospective Students Survey is a product of the Graduate Management Admission Council (GMAC), a global, mission-driven association of 226 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

Introduction 4
Candidate Profiles by Citizenship 7
Candidate Profiles by Residence 14
Preferred Study Destination 21
Methodology 23
Contributors & Contact Information 25
Introduction

Over 2,700 individuals responded to the Prospective Students Survey in 2022

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 2,710 individuals surveyed between January and December 2022.

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.

Responses used for analysis included candidates who are at different stages of the GME journey, including those who actively applying to business schools or currently doing research about graduate business degrees.

Additional information on the survey methodology and analytical procedures supporting this report can be found on page 23.

Explore the Data for Yourself

An Interactive Data Research Tool accompanies the Prospective Students Survey and available for all readers with a valid gmac.com account. 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

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/surveyssignup
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 to access all nine reports.
Introduction

Countries highlighted in Regional reports

Each regional report showcases results from the Prospective Students Survey by candidates’ country of citizenship, residence, and preferred destination of study.

<table>
<thead>
<tr>
<th>Asia &amp; Pacific Islands</th>
<th>Europe</th>
<th>Latin America</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Australia</td>
<td>• France</td>
<td>• Brazil</td>
</tr>
<tr>
<td>• Greater China</td>
<td>• Germany</td>
<td>• Mexico</td>
</tr>
<tr>
<td>• India</td>
<td>• Italy</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Middle East &amp; Africa</th>
<th>North America</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ghana</td>
<td>• Canada</td>
</tr>
<tr>
<td>• Kenya</td>
<td>• United States</td>
</tr>
<tr>
<td>• Nigeria</td>
<td></td>
</tr>
</tbody>
</table>
Candidate Profiles by Citizenship

This section features data by candidate country of citizenship, 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
- Post-GME career goals
- Post-GME industries of interest
- Post-GME job functions of interest
Candidate Profiles by Citizenship

Ghana

Program Considerations

MBA program types only 17%
Business master's program types only 17%
Both 66%

Top 10 Program Types Considered 1
- Full-time 2YR MBA 50%
- Full-time 1YR MBA 41%
- Master of finance 34%
- Master of data analytics 31%
- Master of entrepreneurship 24%
- Flexible MBA 23%
- Master of management 23%
- Master of project mgmt 22%
- Master of accounting 20%
- Master of business IT 19%

Top Program Types Preferred 2
- Full-time 2 YR MBA 21%
- Master of finance 16%
- Full-time 1 YR MBA 10%
- Master of accounting 7%
- Master of human resource 7%
- Joint/dual degree program 5%

Application Plans by Relative Location 1
- Local 4%
- Regional 5%
- National 11%
- Int'l 96%

Application Plans by Program World Region 1
- USA 92%
- Canada 77%
- W Europe 47%
- E Europe 36%
- Aus/PI 26%
- Africa 12%
- E&SE Asia 8%
- C&S Asia 5%
- Middle East 4%
- LATAM 4%

Preferred Study Destination 2
- United States 49%
- Canada 31%
- United Kingdom 7%

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
Candidate Profiles by Citizenship

Ghana

Post-GME Career Goals

- Work for a company where I can travel internationally: 50%
- Become CEO of a company: 43%
- Be self-employed/entrepreneur: 38%
- Work outside my country of citizenship: 34%
- Manage projects: 31%
- Obtain a senior level position: 27%
- Manage people: 24%
- Obtain an executive level position: 22%
- Get a raise/salary increase: 22%
- Get a job with a different company: 20%
- Live outside my country of citizenship: 19%
- Change job functions/occupation: 19%
- Work in my country of citizenship: 18%
- Work for a startup company: 16%
- Obtain a mid-level position: 14%
- Manage products: 12%
- Change job industries: 11%
- Get a promotion: 11%
- Continue to work for my current employer: 9%
- Obtain a C-suite position: 8%
- Obtain an entry level position: 8%

Post-GME Industries of Interest

- Products/Services: 70%
- Finance/Accounting: 64%
- Consulting: 49%
- Technology: 45%
- Energy/Utilities: 42%
- Nonprofit/Government: 36%
- Manufacturing: 30%
- Health Care: 11%

Post-GME Job Functions of Interest

- Consulting: 58%
- Finance/Accounting: 51%
- General management: 49%
- Marketing/Sales: 46%
- IT/MIS: 28%
- Operations/Logistics: 23%
- Human resources: 18%
Candidate Profiles by Citizenship

Kenya

Program Considerations
- MBA program types only: 17%
- Business master's program types only: 20%
- Both: 63%

Top 10 Program Types Considered
1. Master of data analytics: 45%
2. Full-time 2YR MBA: 36%
3. Full-time 1YR MBA: 33%
4. Master of business IT: 24%
5. Master of project mgmt: 21%
6. Master of finance: 21%
7. Flexible MBA: 15%
8. Part-time MBA: 13%
9. Executive MBA: 13%
10. Master of human resource: 12%

Top Program Types Preferred
1. Master of data analytics: 28%
2. Master of finance: 11%
3. Full-time 2 YR MBA: 9%
4. Full-time 1 YR MBA: 7%
5. Executive MBA: 7%
6. Master of health administration: 6%
7. Master of business IT: 6%

Application Plans by Relative Location
1. Local: 9%
2. Regional: 3%
3. National: 6%
4. Int'l: 93%

Application Plans by Program World Region
1. USA: 81%
2. Canada: 57%
3. W Europe: 39%
4. E Europe: 30%
5. Aus/PI: 21%
6. Africa: 13%
7. LATAM: 3%
8. E&SE Asia: 3%
9. Middle East: 3%

Preferred Study Destination
2. United States: 63%
3. Canada: 16%

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
Candidate Profiles by Citizenship

**Kenya**

### Post-GME Career Goals

- Work outside my country of citizenship: 52%
- Work for a company where I can travel internationally: 45%
- Be self-employed/entrepreneur: 37%
- Manage projects: 36%
- Get a raise/salary increase: 36%
- Live outside my country of citizenship: 34%
- Obtain an executive level position: 27%
- Become CEO of a company: 24%
- Change job industries: 24%
- Change job functions/occupation: 22%
- Obtain a senior level position: 21%
- Work for a startup company: 21%
- Work in my country of citizenship: 18%
- Manage people: 18%
- Get a job with a different company: 16%
- Manage products: 15%
- Obtain an entry level position: 10%
- Obtain a mid-level position: 9%
- Continue to work for my current employer: 4%
- Obtain a C-suite position: 4%
- Get a promotion: 3%

### Post-GME Industries of Interest

- Nonprofit/ Government: 58%
- Finance/ Accounting: 55%
- Products/ Services: 51%
- Technology: 49%
- Consulting: 48%
- Energy/ Utilities: 24%
- Manufacturing: 19%
- Health Care: 15%

### Post-GME Job Functions of Interest

- Consulting: 72%
- IT/ MIS: 52%
- General management: 39%
- Finance/ Accounting: 37%
- Marketing/ Sales: 28%
- Operations/ Logistics: 27%
- Human resources: 9%
Candidate Profiles by Citizenship

Nigeria

Program Considerations
- MBA program types only 20%
- Business master's program types only 18%
- Both 62%

Top 10 Program Types Considered
1. Full-time 2YR MBA 47%
2. Full-time 1YR MBA 41%
3. Master of data analytics 27%
4. Master of project mgmt 26%
5. Master of finance 21%
6. Master of management 20%
7. Master of int'l management 20%
8. Master of business IT 20%
9. Master of human resource 20%
10. Master of entrepreneurship 18%

Top Program Types Preferred
1. Full-time 1YR MBA 18%
2. Full-time 2YR MBA 16%
3. Master of data analytics 6%
4. Master of human resource 6%
5. Master of project management 5%

Application Plans by Relative Location
1. Local 12%
2. Regional 6%
3. National 11%
4. Int'l 91%

Application Plans by Program World Region
1. USA 70%
2. Canada 63%
3. W Europe 47%
4. E Europe 19%
5. Africa 18%
6. Aus/PI 16%
7. LATAM 6%
8. C&S Asia 4%
9. Middle East 4%
10. E&SE Asia 4%

Preferred Study Destination
1. United States 34%
2. Canada 32%
3. United Kingdom 9%
4. Nigeria 7%

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
Candidate Profiles by Citizenship

Nigeria

**Post-GME Career Goals**

- Work for a company where I can travel internationally: 44%
- Manage projects: 43%
- Manage people: 41%
- Work outside my country of citizenship: 40%
- Be self-employed/entrepreneur: 36%
- Become CEO of a company: 35%
- Live outside my country of citizenship: 30%
- Obtain an executive level position: 30%
- Obtain a senior level position: 25%
- Change job functions/occupation: 22%
- Manage products: 20%
- Get a raise/salary increase: 20%
- Get a job with a different company: 17%
- Work in my country of citizenship: 17%
- Change job industries: 17%
- Get a promotion: 14%
- Work for a startup company: 14%
- Obtain a C-suite position: 11%
- Obtain an entry level position: 9%
- Obtain a mid-level position: 9%
- Continue to work for my current employer: 6%

**Post-GME Industries of Interest**

- Products/Services: 71%
- Finance/Accounting: 55%
- Nonprofit/Government: 47%
- Technology: 44%
- Consulting: 42%
- Energy/Utilities: 28%
- Manufacturing: 24%
- Health Care: 14%

**Post-GME Job Functions of Interest**

- Consulting: 56%
- General management: 56%
- Marketing/Sales: 45%
- IT/MIS: 34%
- Finance/Accounting: 33%
- Human resources: 31%
- Operations/Logistics: 29%
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
- Post-GME career goals
- Post-GME industries of interest
- Post-GME job functions of interest
Candidate Profiles by Residence

Ghana

Program Considerations
- MBA program types only: 15%
- Both MBA and Business master’s program types: 67%
- Business master’s program types only: 18%

Top 10 Program Types Considered 
1. Full-time 2YR MBA: 50%
2. Full-time 1YR MBA: 41%
3. Master of finance: 34%
4. Master of data analytics: 31%
5. Master of entrepreneurship: 24%
6. Master of management: 24%
7. Flexible MBA: 23%
8. Master of project mgmt: 22%
9. Master of accounting: 20%
10. Master of business IT: 19%

Top Program Types Preferred 
- Full-time 2 YR MBA: 20%
- Master of finance: 15%
- Full-time 1 YR MBA: 10%
- Master of accounting: 7%
- Master of human resource: 7%
- Master of management: 5%
- Joint/dual degree program: 5%

Application Plans by Relative Location
1. Local: 4%
2. Regional: 4%
3. National: 11%
4. Int’l: 97%

Application Plans by Program World Region
- USA: 91%
- Canada: 78%
- W Europe: 47%
- E Europe: 36%
- Aus/PI: 26%
- Africa: 12%
- E&SE Asia: 8%
- C&S Asia: 5%
- Middle East: 4%
- LATAM: 4%

Preferred Study Destination
- United States: 47%
- Canada: 32%
- United Kingdom: 7%

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
# Candidate Profiles by Residence

## Ghana

### Post-GME Career Goals

<table>
<thead>
<tr>
<th>Career Goal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work for a company where I can travel internationally</td>
<td>51%</td>
</tr>
<tr>
<td>Become CEO of a company</td>
<td>43%</td>
</tr>
<tr>
<td>Be self-employed/entrepreneur</td>
<td>39%</td>
</tr>
<tr>
<td>Work outside my country of citizenship</td>
<td>34%</td>
</tr>
<tr>
<td>Manage projects</td>
<td>32%</td>
</tr>
<tr>
<td>Obtain a senior level position</td>
<td>28%</td>
</tr>
<tr>
<td>Manage people</td>
<td>26%</td>
</tr>
<tr>
<td>Obtain an executive level position</td>
<td>22%</td>
</tr>
<tr>
<td>Get a raise/salary increase</td>
<td>22%</td>
</tr>
<tr>
<td>Get a job with a different company</td>
<td>20%</td>
</tr>
<tr>
<td>Live outside my country of citizenship</td>
<td>19%</td>
</tr>
<tr>
<td>Change job functions/occupation</td>
<td>19%</td>
</tr>
<tr>
<td>Work in my country of citizenship</td>
<td>18%</td>
</tr>
<tr>
<td>Work for a startup company</td>
<td>16%</td>
</tr>
<tr>
<td>Obtain a mid-level position</td>
<td>14%</td>
</tr>
<tr>
<td>Manage products</td>
<td>12%</td>
</tr>
<tr>
<td>Get a promotion</td>
<td>11%</td>
</tr>
<tr>
<td>Change job industries</td>
<td>9%</td>
</tr>
<tr>
<td>Continue to work for my current employer</td>
<td>9%</td>
</tr>
<tr>
<td>Obtain an entry level position</td>
<td>8%</td>
</tr>
<tr>
<td>Obtain a C-suite position</td>
<td>7%</td>
</tr>
</tbody>
</table>

### Post-GME Industries of Interest

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products/Services</td>
<td>72%</td>
</tr>
<tr>
<td>Finance/Accounting</td>
<td>65%</td>
</tr>
<tr>
<td>Consulting</td>
<td>49%</td>
</tr>
<tr>
<td>Technology</td>
<td>45%</td>
</tr>
<tr>
<td>Energy/Utilities</td>
<td>42%</td>
</tr>
<tr>
<td>Nonprofit/Government</td>
<td>38%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>31%</td>
</tr>
<tr>
<td>Health Care</td>
<td>11%</td>
</tr>
</tbody>
</table>

### Post-GME Job Functions of Interest

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting</td>
<td>57%</td>
</tr>
<tr>
<td>General management</td>
<td>50%</td>
</tr>
<tr>
<td>Finance/Accounting</td>
<td>50%</td>
</tr>
<tr>
<td>Marketing/Sales</td>
<td>47%</td>
</tr>
<tr>
<td>IT/MIS</td>
<td>28%</td>
</tr>
<tr>
<td>Operations/Logistics</td>
<td>23%</td>
</tr>
<tr>
<td>Human resources</td>
<td>19%</td>
</tr>
</tbody>
</table>
Candidate Profiles by Residence

Kenya

Program Considerations

- MBA program types only: 17%
- Business master's program types only: 20%
- Both: 63%

Top 10 Program Types Considered ¹

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of data analytics</td>
<td>45%</td>
</tr>
<tr>
<td>Full-time 2YR MBA</td>
<td>36%</td>
</tr>
<tr>
<td>Full-time 1YR MBA</td>
<td>33%</td>
</tr>
<tr>
<td>Master of business IT</td>
<td>24%</td>
</tr>
<tr>
<td>Master of project mgmt</td>
<td>21%</td>
</tr>
<tr>
<td>Master of finance</td>
<td>21%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>15%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>13%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>13%</td>
</tr>
<tr>
<td>Master of human resource</td>
<td>12%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred ²

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of data analytics</td>
<td>28%</td>
</tr>
<tr>
<td>Master of finance</td>
<td>11%</td>
</tr>
<tr>
<td>Full-time 2 YR MBA</td>
<td>9%</td>
</tr>
<tr>
<td>Full-time 1 YR MBA</td>
<td>7%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>7%</td>
</tr>
<tr>
<td>Master of health administration</td>
<td>6%</td>
</tr>
<tr>
<td>Master of business IT</td>
<td>6%</td>
</tr>
</tbody>
</table>

Application Plans by Relative Location ¹

- Local: 9%
- Regional: 3%
- National: 6%
- Int'l: 93%

Application Plans by Program World Region ¹

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>81%</td>
</tr>
<tr>
<td>Canada</td>
<td>57%</td>
</tr>
<tr>
<td>W Europe</td>
<td>39%</td>
</tr>
<tr>
<td>E Europe</td>
<td>30%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>21%</td>
</tr>
<tr>
<td>Africa</td>
<td>13%</td>
</tr>
<tr>
<td>LATAM</td>
<td>3%</td>
</tr>
<tr>
<td>E&amp;SE Asia</td>
<td>3%</td>
</tr>
<tr>
<td>Middle East</td>
<td>3%</td>
</tr>
</tbody>
</table>

Preferred Study Destination ²

- United States: 63%
- Canada: 16%

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
Candidate Profiles by Residence
Kenya

Post-GME Career Goals

- Work outside my country of citizenship: 52%
- Work for a company where I can travel internationally: 45%
- Be self-employed/entrepreneur: 37%
- Manage projects: 36%
- Get a raise/salary increase: 36%
- Live outside my country of citizenship: 34%
- Obtain an executive level position: 27%
- Become CEO of a company: 24%
- Change job industries: 24%
- Change job functions/occupation: 22%
- Obtain a senior level position: 21%
- Work for a startup company: 21%
- Work in my country of citizenship: 18%
- Manage people: 18%
- Get a job with a different company: 16%
- Manage products: 15%
- Obtain an entry level position: 10%
- Obtain a mid-level position: 9%
- Continue to work for my current employer: 4%
- Obtain a C-suite position: 4%
- Get a promotion: 3%

Post-GME Industries of Interest

- Nonprofit/ Government: 58%
- Finance/ Accounting: 55%
- Products/ Services: 51%
- Technology: 49%
- Consulting: 48%
- Energy/ Utilities: 24%
- Manufacturing: 19%
- Health Care: 15%

Post-GME Job Functions of Interest

- Consulting: 72%
- IT/MIS: 52%
- General management: 39%
- Finance/ Accounting: 37%
- Marketing/ Sales: 28%
- Operations/ Logistics: 27%
- Human resources: 9%
Candidate Profiles by Residence

Nigeria

Program Considerations

- MBA program types only: 19%
- Business master’s program types only: 17%
- Both: 64%

Top 10 Program Types Considered

1. Full-time 2YR MBA: 48%
2. Full-time 1YR MBA: 42%
3. Master of data analytics: 27%
4. Master of project mgmt: 26%
5. Master of finance: 22%
6. Master of business IT: 21%
7. Master of management: 20%
8. Master of int’l management: 20%
9. Master of human resource: 19%
10. Master of entrepreneurship: 18%

Top Program Types Preferred

1. Full-time 1 YR MBA: 18%
2. Full-time 2 YR MBA: 17%
3. Master of data analytics: 5%
4. Master of business IT: 5%
5. Master of human resource: 5%
6. Master of project management: 5%

Application Plans by Relative Location

- Local: 12%
- Regional: 6%
- National: 11%
- Int’l: 91%

Application Plans by Program World Region

1. USA: 70%
2. Canada: 63%
3. W Europe: 47%
4. E Europe: 20%
5. Africa: 19%
6. Aus/Pacific: 16%
7. LATAM: 6%
8. Middle East: 4%
9. C&S Asia: 4%
10. E&SE Asia: 4%

Preferred Study Destination

1. United States: 33%
2. Canada: 32%
3. United Kingdom: 8%
4. Nigeria: 8%

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
Candidate Profiles by Residence

Nigeria

Post-GME Career Goals

- Work for a company where I can travel internationally: 43%
- Manage projects: 42%
- Work outside my country of citizenship: 41%
- Manage people: 41%
- Be self-employed/entrepreneur: 36%
- Become CEO of a company: 35%
- Live outside my country of citizenship: 31%
- Obtain an executive level position: 30%
- Obtain a senior level position: 25%
- Change job functions/occupation: 22%
- Manage products: 21%
- Get a raise/salary increase: 20%
- Get a job with a different company: 18%
- Work in my country of citizenship: 17%
- Change job industries: 17%
- Get a promotion: 14%
- Work for a startup company: 14%
- Obtain a C-suite position: 11%
- Obtain an entry level position: 9%
- Obtain a mid-level position: 9%
- Continue to work for my current employer: 6%

Post-GME Industries of Interest

- Products/Services: 71%
- Finance/Accounting: 55%
- Nonprofit/Government: 47%
- Technology: 44%
- Consulting: 43%
- Energy/Utilities: 29%
- Manufacturing: 24%
- Health Care: 15%

Post-GME Job Functions of Interest

- Consulting: 56%
- General management: 56%
- Marketing/Sales: 44%
- Finance/Accounting: 34%
- IT/MIS: 33%
- Human resources: 32%
- Operations/Logistics: 29%
Preferred Study Destination

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

- Top 10 program types considered
- Top program types preferred
- Citizenship of candidates preferring this study destination
- Preferred program delivery by candidates preferring this study destination

Due to small response rates of prospective students selecting countries in this region as their preferred study destination, country- and region-level analyses are not supported.
### Respondent Demographic Profile

<table>
<thead>
<tr>
<th>Citizenship Region ¹</th>
<th>Overall</th>
<th>Gender</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Global</td>
<td>2,710</td>
<td>1,598</td>
<td>1,089</td>
</tr>
<tr>
<td>Africa</td>
<td>543</td>
<td>322</td>
<td>218</td>
</tr>
<tr>
<td>Australia &amp; Pacific Islands</td>
<td>21</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Canada</td>
<td>91</td>
<td>46</td>
<td>45</td>
</tr>
<tr>
<td>Central &amp; South Asia</td>
<td>648</td>
<td>432</td>
<td>212</td>
</tr>
<tr>
<td>East &amp; Southeast Asia</td>
<td>337</td>
<td>154</td>
<td>179</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>55</td>
<td>25</td>
<td>27</td>
</tr>
<tr>
<td>Latin America</td>
<td>160</td>
<td>102</td>
<td>56</td>
</tr>
<tr>
<td>Middle East</td>
<td>55</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>United States</td>
<td>467</td>
<td>258</td>
<td>205</td>
</tr>
<tr>
<td>Western Europe</td>
<td>333</td>
<td>219</td>
<td>111</td>
</tr>
</tbody>
</table>

**Note:**
1. Cells with less than 5 respondents were suppressed.
Methodology

Population & Sampling Methods

In 2022, 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. Prospective students who attended events hosted by GMAC Tours (formerly 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 2,700 prospective students from 131 countries or regions in all 10 populated world regions completed the survey.

Analysis

Descriptive analyses were conducted on survey responses to examine prospective students’ program of study preferences, program delivery preference, application plans, and career goals. Analyses were conducted on all respondents and by respondents’ region of citizenship, region of residence and preferred study destination.
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, Indonesia, Japan, North Korea, South Korea, Laos, Macao SAR, Malaysia, Maldives, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, China, Thailand, Vietnam

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

**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, British Virgin Islands, US Virgin Islands

**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:

Quan Yuan, Associate Manager of Survey Research, data analysis, manuscript drafting, sample development, survey management; Alexandria Williams, Manager of Survey Research, survey management, manuscript design; Kun Yuan, Director of Research & Data Science, manuscript review.

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.