GMAC Prospective Students Survey 2023
Access the summary report at gmac.com/prospectivestudents

What’s new in 2023?
In this year’s survey, GMAC added new questions to give graduate business schools more insights into the motivations and social conscience of prospective students globally. And for the first time, GMAC’s Prospective Students Survey reports findings that explore the experiences and preferences of first-generation candidates.

Candidates are most motivated to pursue GME to enrich their lives.
Enriching life and developing potential was the top motivator across gender, generation, and region.

- **Personal**
  - Enrich life and develop potential: 79%
  - Enhance network: 60%
  - Build wealth: 58%
  - Industry/job function change: 56%
  - Secure current job: 13%

- **Financial**
  - Increase income: 64%

- **Professional**
  - Gain business knowledge: 61%
  - Gain promotion: 23%
  - Increase geographic mobility: 34%
  - Support family: 34%
  - Industry/job function change: 56%

Candidate interest extends to their outer world, too.
About half of candidates view sustainability or corporate social responsibility (CSR) as essential to their GME curricula.

- **CSR**
  - 43% of candidates in the pipeline view sustainability or CSR as essential to their GME curricula.
  - 47% of Gen Z candidates who view sustainability and CSR as must-haves believe corporations should be involved in social or political events.
  - 31% of first-generation candidates want to pursue a career in the nonprofit or government industry.

of first-generation candidates want to pursue GME to support their families compared to 35% on non-first-generation candidates.
What’s Trending?
In addition to new questions, GMAC’s Prospective Students Survey continues to report on trends in graduate management education candidates’ program considerations, delivery preferences and career goals.

Program Highlight: Preference for Business Master’s Degrees
Most European candidates continue to prefer business master’s degrees, and interest is growing in the Middle East and Africa.

Program Delivery Highlight: Online and Hybrid Trends
Interest in online and hybrid programs remains above pre-pandemic levels, with the largest market in North America.

Career Highlight: Interest in the Tech Sector
Gen Z candidates’ interest in the tech sector is below the global average and their millennial counterparts.