Demand for Graduate Business Degrees

Overview report

Prospective Students Survey 2025 data report

April 2025

GMAC

Demand for Graduate Business Degrees: Prospective Students Survey **is a product of the Graduate Management Admission Council (GMAC), a global, mission-driven association of 227 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

Over 4,900 individuals responded to the Prospective Students Survey in 2024

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 4,912 individuals surveyed between January and December 2024.

Prospective students who responded represent those interested in various MBA and business master's programs, 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 came from candidates who were actively applying to business schools or researching about graduate business programs.

Additional information on the survey methodology and analytical procedures supporting this report can be found on page 40.

Explore the data for yourself

An Interactive Data Research Tool accompanies the Prospective Students Survey is available for all readers with a valid gmac.com account. This 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 this 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/surveysignup

Executive summary

This overview report provides insights into candidates' demand for business degrees based on various factors considered during their decision-making process.

The first section discusses candidates’ *path to GME*. Program cost is identified as the primary barrier for global candidates, with African candidates prioritizing financial aid availability, and North American candidates focusing on program length and career disruption. When considering alternatives to GME, many candidates express interest in seeking new employment, obtaining professional certifications, or starting their own businesses.

In the *program choices* section, from a global perspective, full-time MBA programs remain the most considered and preferred option globally, followed by the Master in Finance, which ranks as the top business master's program. Globally, consideration of full-time MBA programs has declined for the first time in a decade, while interest in part-time MBA programs has fluctuated. In contrast, Hybrid MBA programs have seen a notable increase in recent years. As for business master's programs, the Master of Finance continues to lead in consideration, followed closely by the Master of Management, Master of International Management, and Master of Business Analytics, all of which have reached a 10-year high in interest. Meanwhile, interest in the Master of Accounting has gradually rebounded, and the Master of Marketing and Project Management have remained stable over the past decade. On the other hand, consideration of the Master of Business IT has declined in recent years, though interest in Supply Chain Management, Human Resources, and Real Estate Management has experienced a slight increase.

When it comes to *school selection criteria*, candidates prioritize quality and reputation, financial considerations, and career prospects as their top criteria when selecting a school.

The final section of this report focuses on candidates’ *study destination considerations*. The gradual increase in international application plans and the rebound in domestic application plans have been key trends in recent years. Western Europe has become more popular among candidates with international application plans, followed by the United States. Over the past decade, there has been a shift in preference between the two, with Europe gradually surpassing the US. However, international students' preference for the US is slowly rebounding, particularly among candidates from China. Candidates' preference for Europe is also returning to pre-COVID levels, while Canada has experienced a significant decline, with nearly all major source countries for international students showing a drop in interest.

More information available

We are excited to continue sharing valuable insights from our latest GMAC Prospective Students Survey through the following nine reports:

2 overview reports

5 regional reports

2 program reports

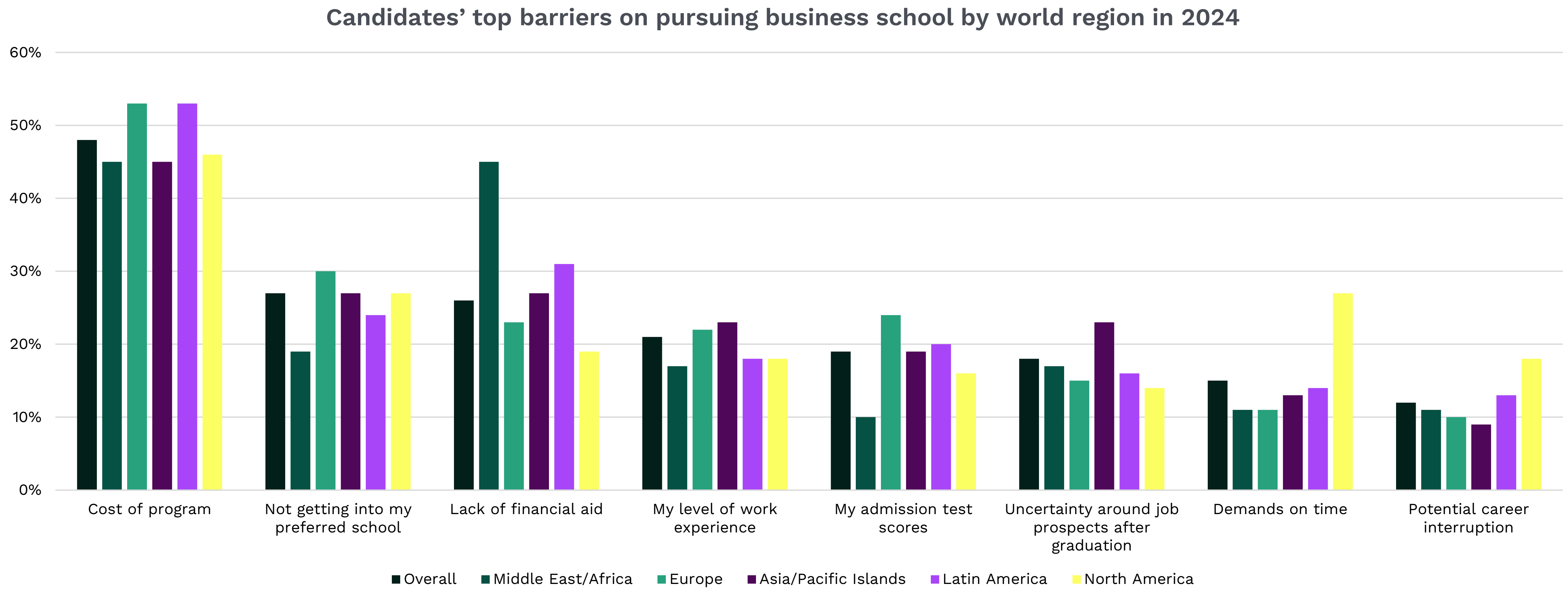
Visit gmac.com to access all nine reports.

Graduate management education decisions

The following sections explore key considerations in the candidate path to GME, with a focus on the barriers candidates encounter and the alternatives they consider. While the decision to pursue GME involves various choices—such as selecting a degree type, identifying target business schools, and choosing study locations—candidates must also weigh their reservations and evaluate different pathways to achieve their goals.

Understanding these barriers and alternatives provides business school professionals with valuable insights into candidate decision-making, helping to enhance strategies that effectively communicate the value of GME programs.

Program cost is the primary barrier for global candidates, especially for African candidates



Note: Column percentages do not sum to 100 percent due to multiple selections.

Seeking new employment, obtaining professional certifications, and starting own business are commonly considered alternatives to pursing GME

Candidates' alternatives to business school by preferred program category in 2024

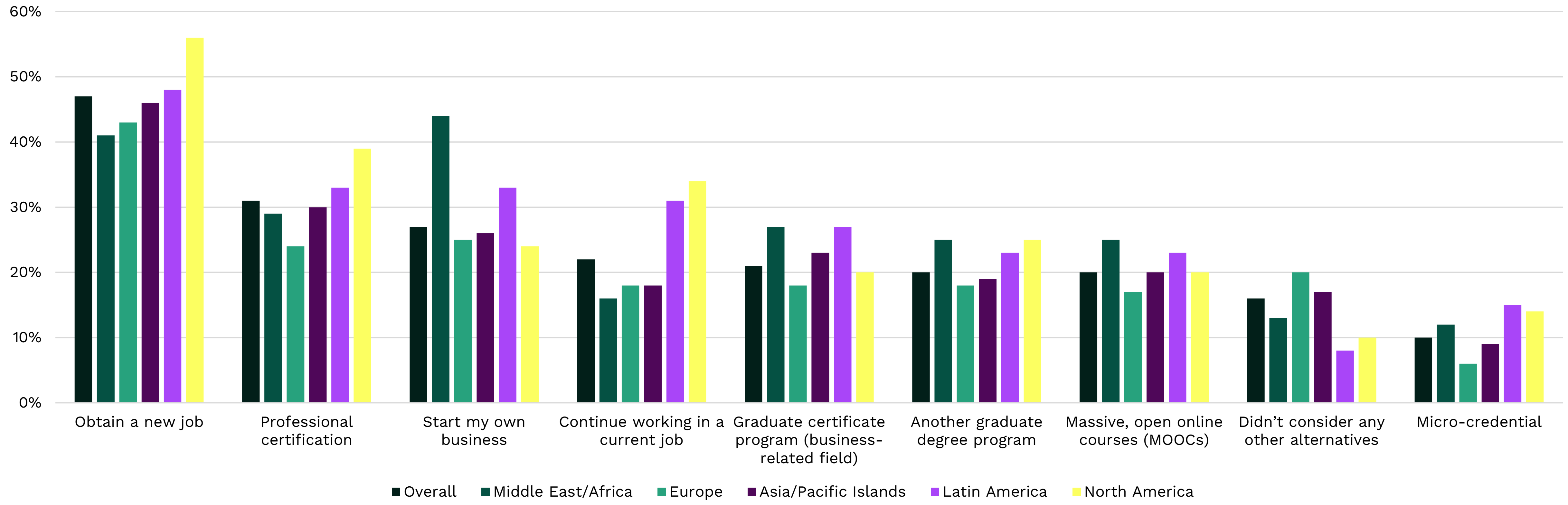
Alternatives	Overall	Preferred Program Category			
		Full-time MBA	Professional MBA	Executive MBA	Business Master's
Obtain a new job	**47%**	**49%**	**49%**	**36%**	**47%**
Professional certification	31%	27%	40%	35%	31%
Start one's own business	27%	26%	31%	31%	26%
Continue working in current job	22%	26%	34%	37%	15%
Graduate certificate program (business-related field)	21%	19%	26%	24%	23%
Another graduate degree program	20%	17%	20%	17%	21%
Massive, open online courses (MOOCs)	20%	17%	29%	29%	19%
Didn't consider any other alternatives	16%	16%	7%	15%	17%
Micro-credential	10%	8%	18%	19%	8%

Note:

1. Column percentages do not sum to 100 percent due to multiple selections.
2. The top choice of alternatives is highlighted for each preferred program category.

When considering alternatives to pursuing GME, candidates from all regions prefer to find a new job, except African candidates who prioritizing starting their own business

Candidates' alternatives to business school by world region in 2024



Notes:

1. Column percentages do not sum to 100 percent due to multiple selections.

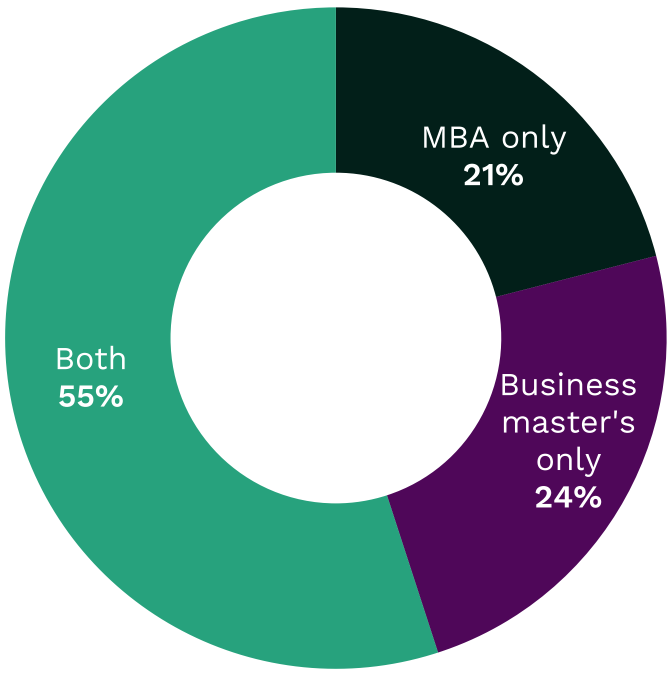
Program choices

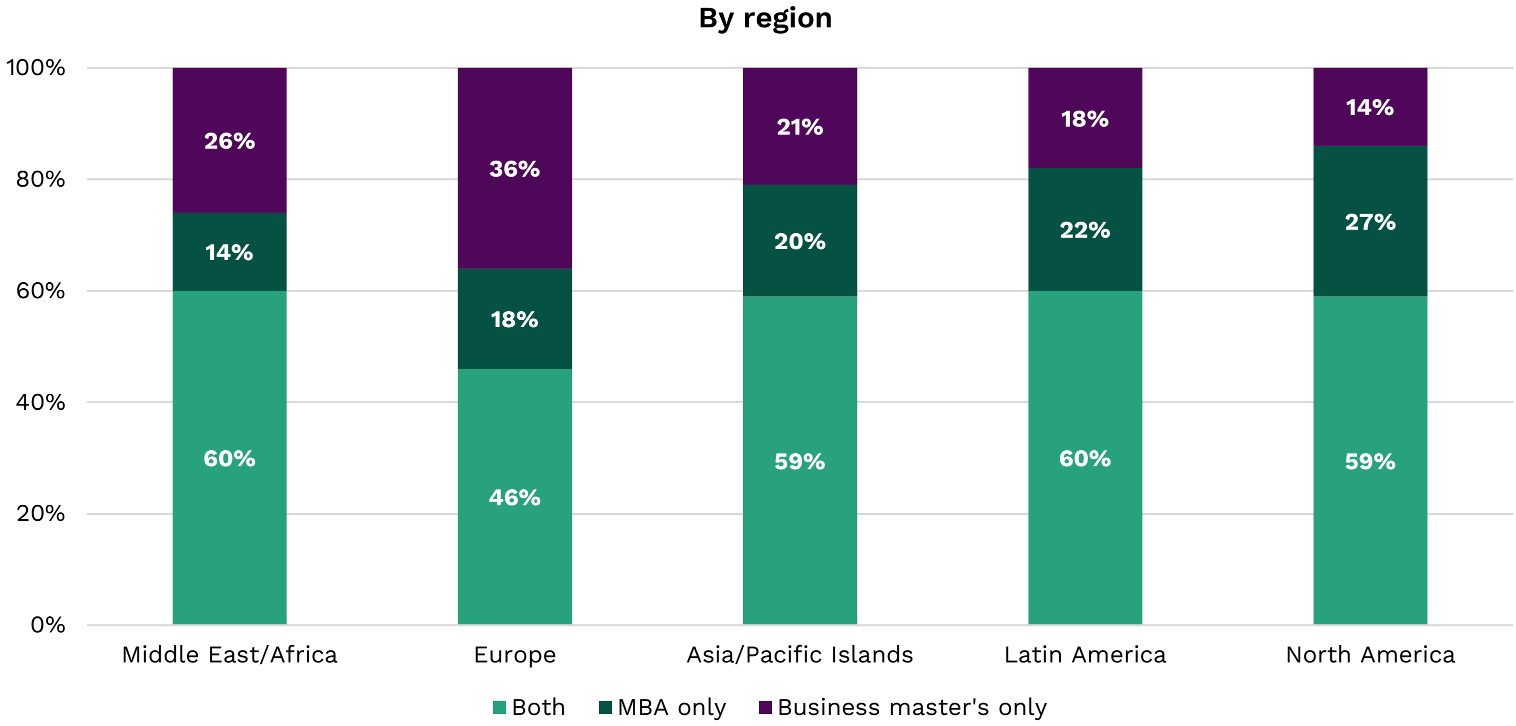
Candidates often indicate that their first consideration in weighing their GME options is the type of degree program they want to pursue. More so than ever before, candidates have a wide variety of options to deliberate in the process of identifying their best-fit program type.

To get a sense of which program types candidates are open to, the survey asks candidates to select from the complete list of program types which they are considering. From those programs, candidates are asked to identify which one is their preferred program type. Analyzing candidate responses over the last 10 years reveals shifts in demand by program type that provide business school professionals with insights into the increasingly competitive market for talented candidates.

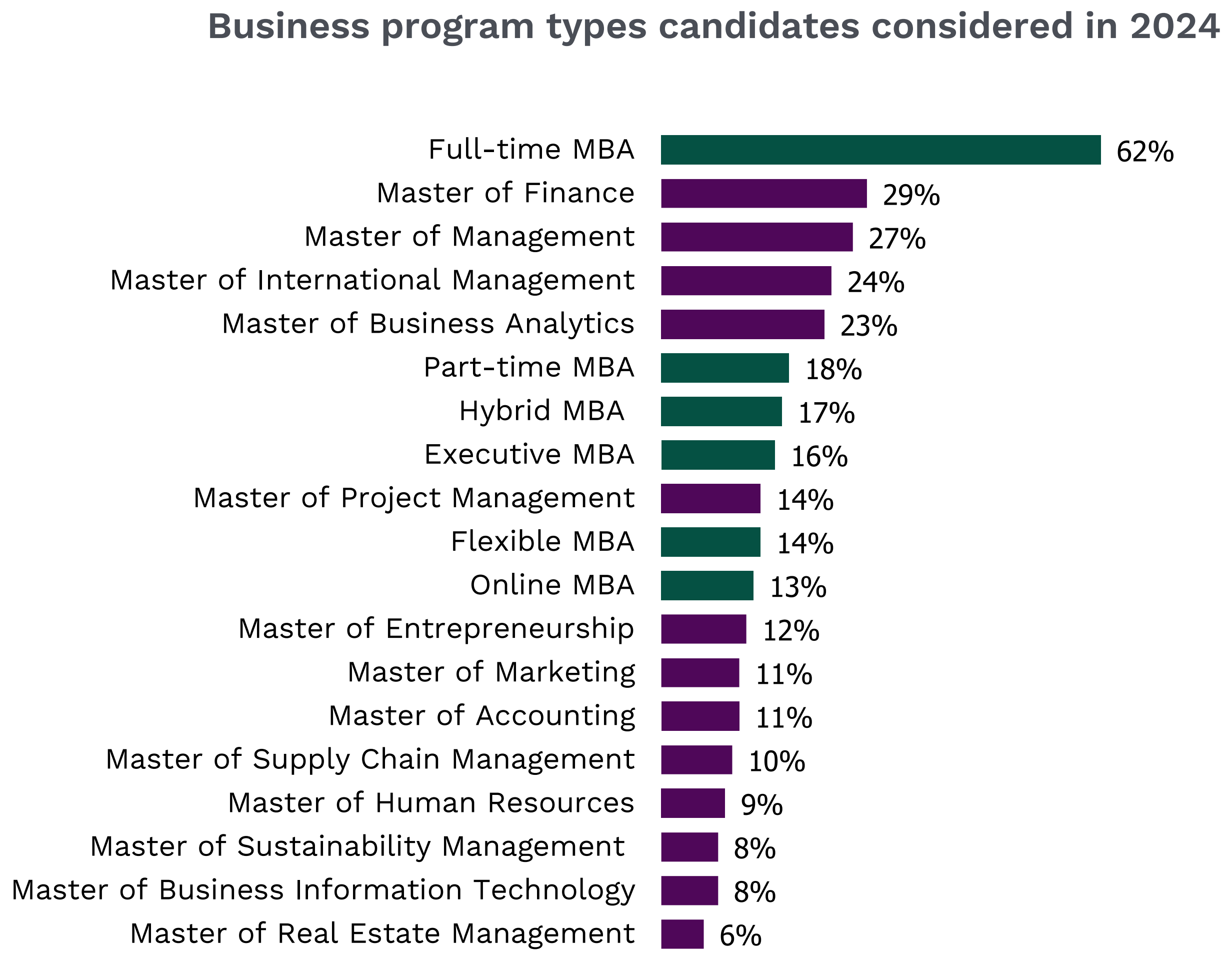
All world regions, except Europe, have 60% of their candidates considering both MBA and Business Master's programs

Overall





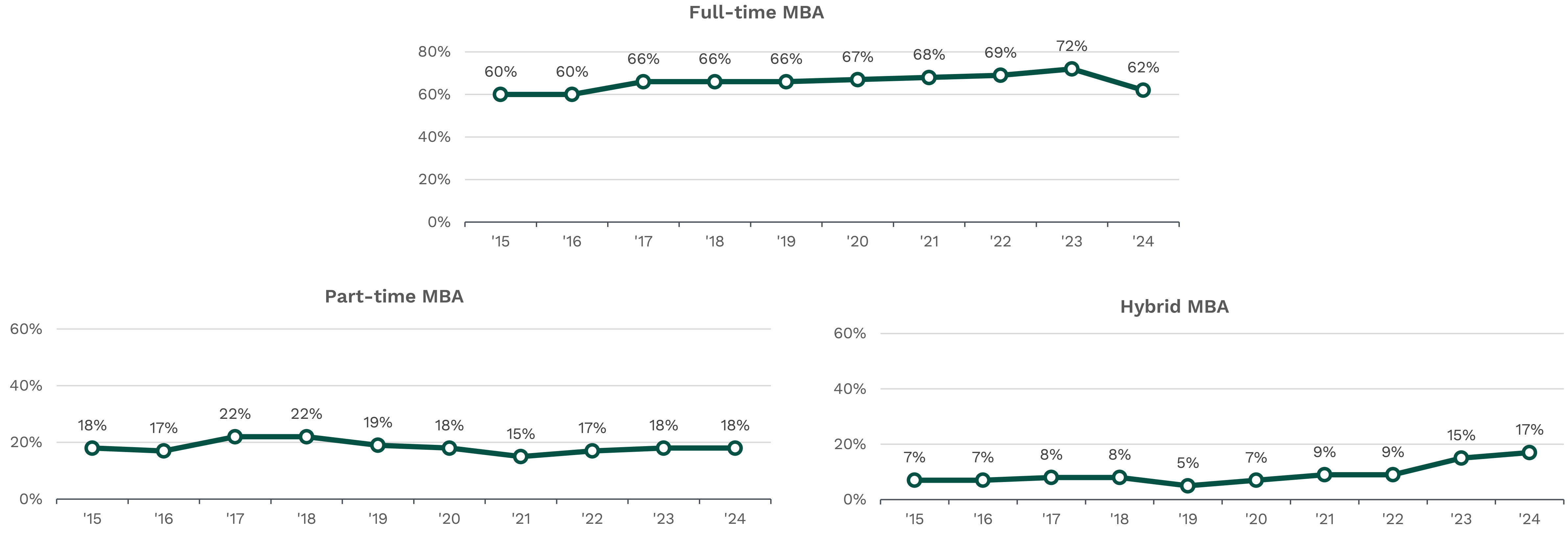
Full-time MBA tops the list of most considered program types



Note: Total percentages do not sum to 100 percent due to multiple selections.

Consideration of Full-time MBA declines, Part-time MBA fluctuates, and Hybrid MBA shows a notable increase

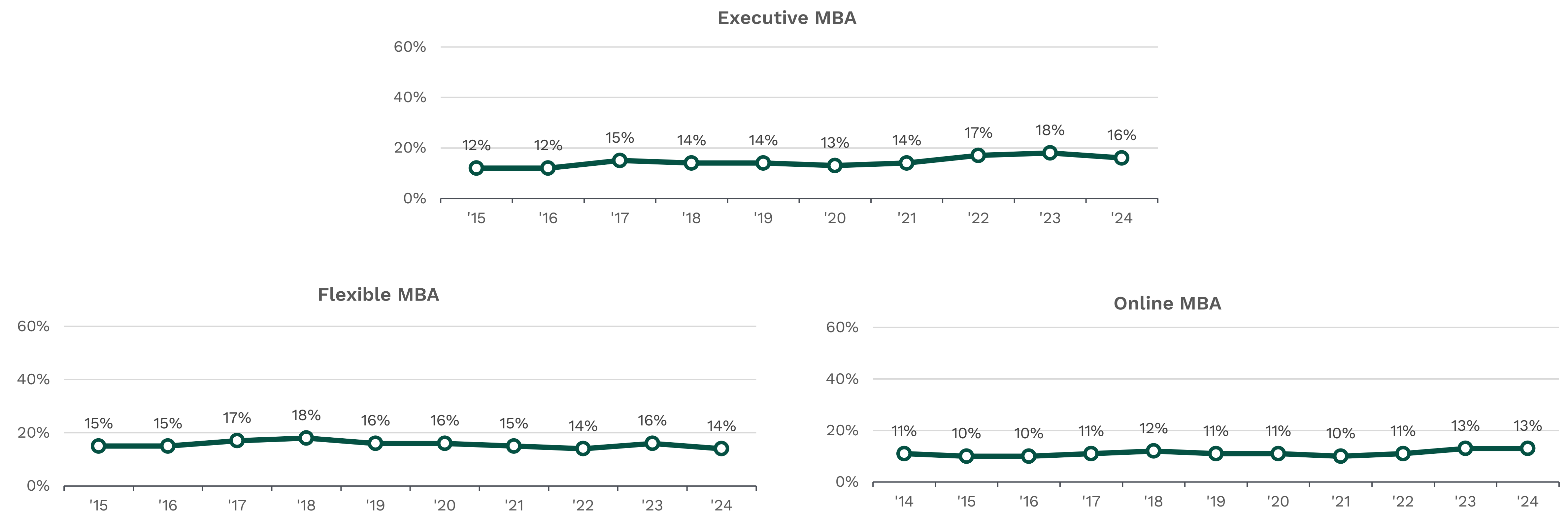
10-year trend in MBA program type consideration



Note: The methodology for asking candidates about the programs they are considering has evolved twice over the past 10 years. Prior to 2017, candidates were first asked to select a program category (e.g., full-time MBA, business master's), followed by specific program options within those categories. Between 2017 and 2023, candidates chose from a comprehensive list of program types. Beginning in 2024, candidates will first select a program type from a list, followed by separate questions regarding program format and duration to align with the GME admissions reporting standards.

Interest in Executive MBA, Flexible MBA and Online MBA remains stable over the past decade

10-year trend in MBA program type consideration



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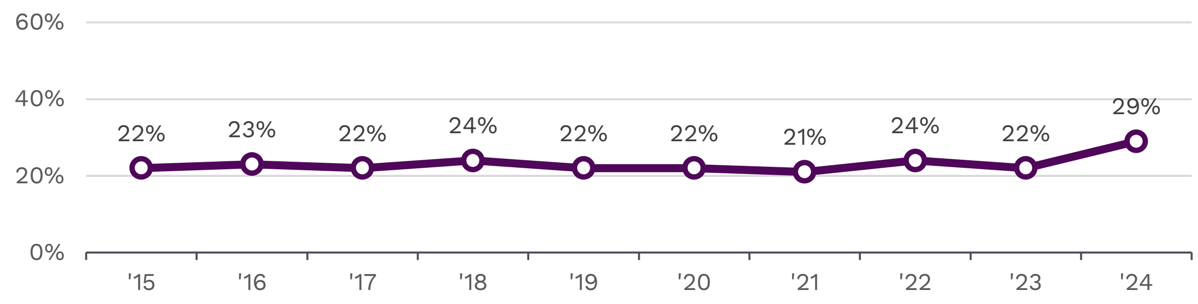
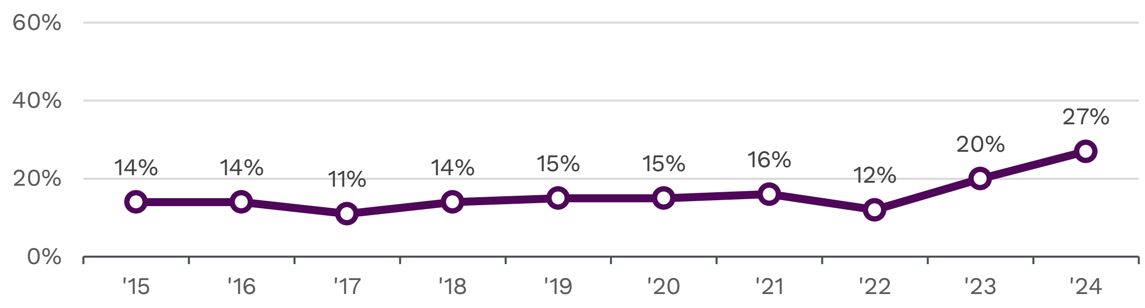
Interest in business master’s programs in Management and Business Analytics continues to rise

10-year trend in business master’s program type consideration

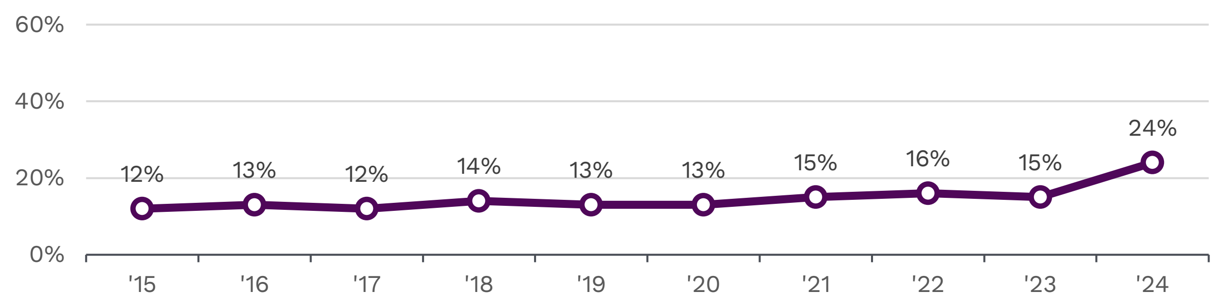
Master of Finance



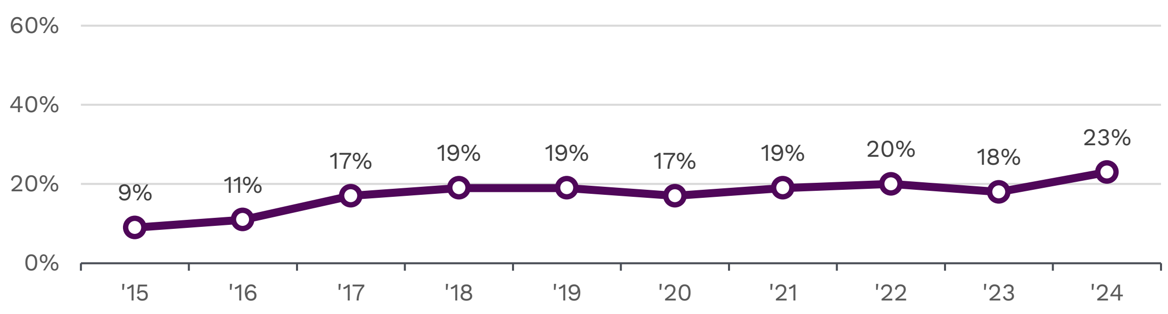
Master of Management



Master of International Management



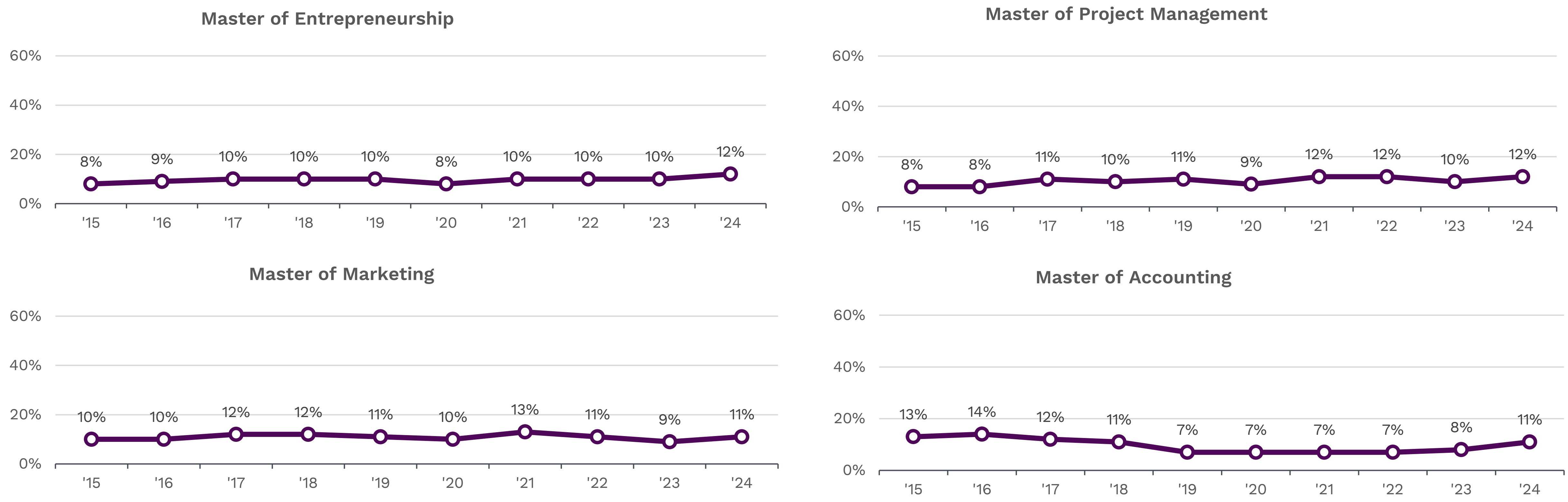
Master of Business Analytics



Note: The methodology for asking candidates about the programs they are considering has evolved twice over the past 10 years. Prior to 2017, candidates were first asked to select a program category (e.g., full-time MBA, business master’s), followed by specific program options within those categories. Between 2017 and 2023, candidates chose from a comprehensive list of program types. Beginning in 2024, candidates will first select a program type from a list, followed by separate questions regarding program format and duration to align with the GME admissions reporting standards.. Additionally, "Master of Business Intelligence/Data Analytics" has been renamed as "Master of Business Analytics" to distinguish it from other non-business school programs.

Candidate interest in Accounting has gradually rebounded in recent years

10-year trend in business master's program type consideration



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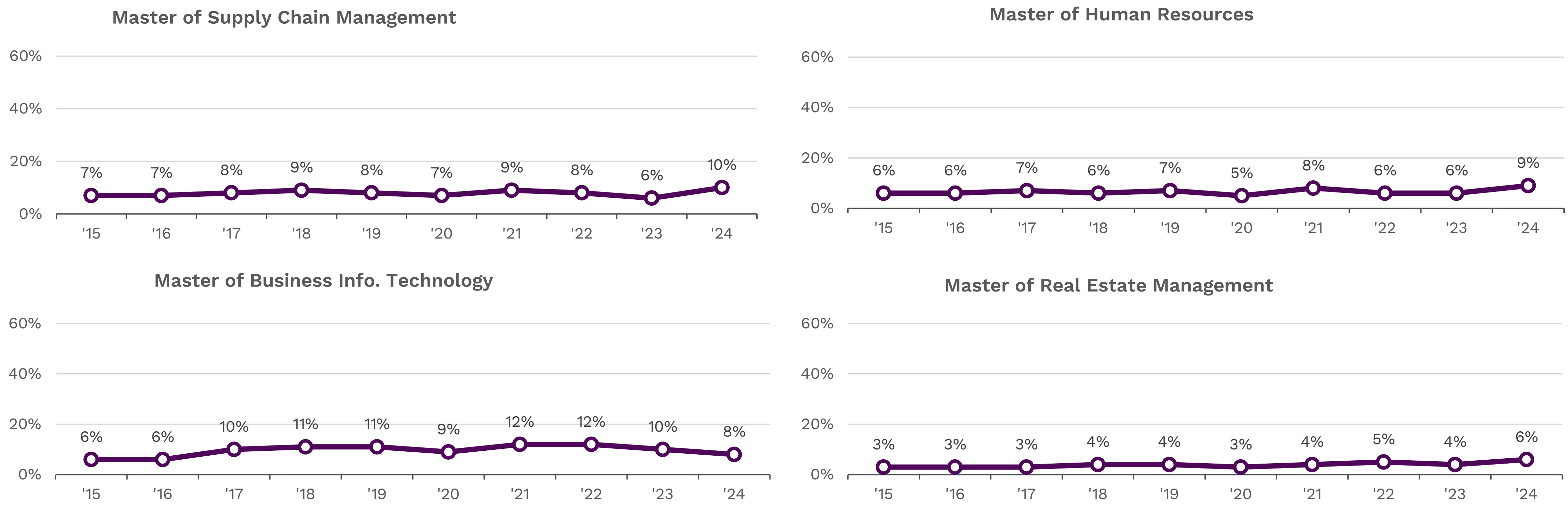
Consideration of Supply Chain Mgmt., Human Resources, and Real Estate Mgmt. has slightly increased

10-year trend in business master's program type consideration



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Different formats of MBA programs and some popular business master's are common alternatives among MBA candidates

Top five alternative program types considered in 2024 for MBA candidates

		MBA Program Type Considered					
		Full-time MBA	Part-time MBA	Hybrid MBA	Executive MBA	Flexible MBA	Online MBA
Top five alternative program types considered	1	**Master of Finance (29%)**	**Full-time MBA (70%)**	**Full-time MBA (68%)**	**Full-time MBA (60%)**	**Full-time MBA (66%)**	**Hybrid MBA (57%)**
	2	Master of Management (28%)	Hybrid MBA (50%)	Part-time MBA (53%)	Part-time MBA (36%)	Hybrid MBA (65%)	Flexible MBA (50%)
	3	Master of Int'l Management (25%)	Flexible MBA (41%)	Flexible MBA (53%)	Hybrid MBA (30%)	Part-time MBA (52%)	Full-time MBA (49%)
	4	Master of Business Analytics (23%)	Master of Finance (31%)	Online MBA (41%)	Master of Int'l Management (30%)	Online MBA (44%)	Part-time MBA (45%)
	5	Part-time MBA (21%)	Online MBA (31%)	Master of Business Analytics (28%)	Master of Management (26%)	Master of Int'l Management (31%)	Executive MBA (30%)

Notes:

1. Column percentages do not sum to 100 percent due to multiple selections.

Candidates considering multiple business master's programs often opt for full-time MBA and other management-related programs as alternatives

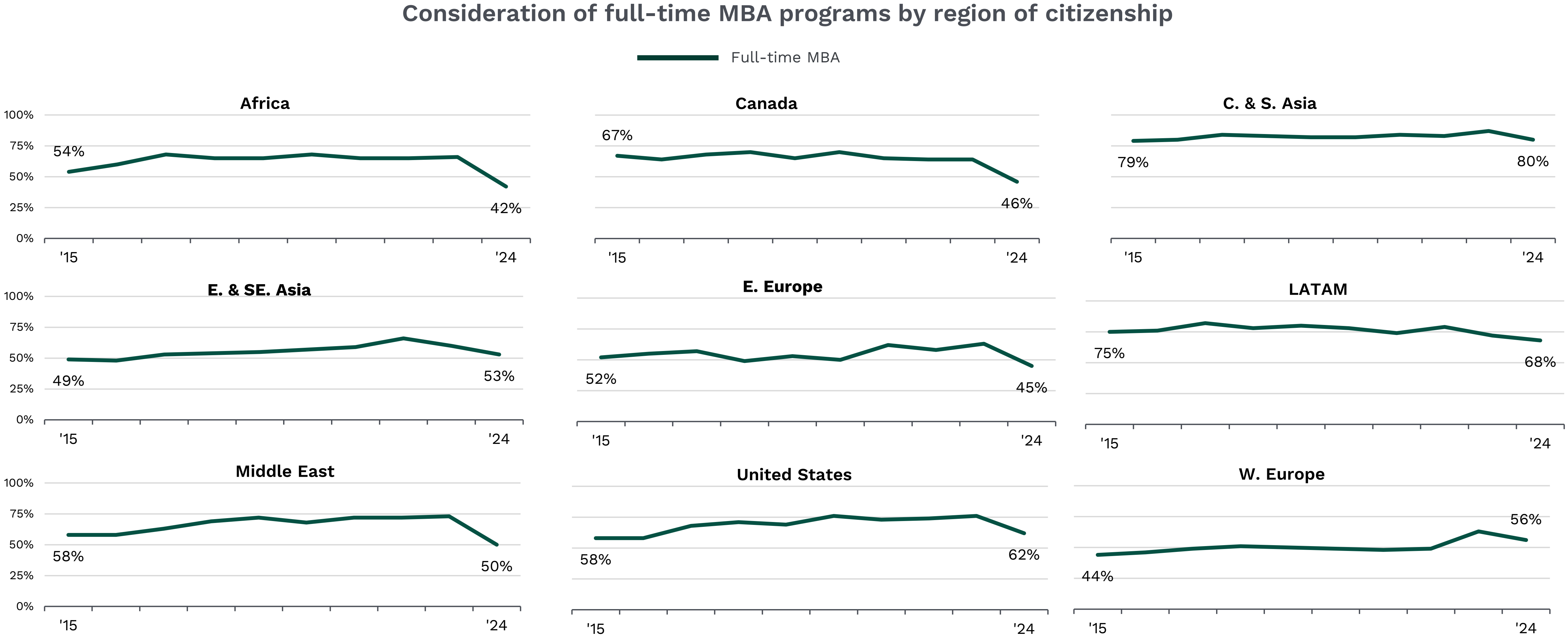
Top five alternative program types considered in 2024 for business master's candidates

		Business master's program type considered					
		Master of Finance	**Master of Management**	**Master of Int'l Management**	**Master of Business Analytics**	**Master of Entrepreneurship**	**Master of Project Mgmt.**
Top five alternative program types considered	1	**Full-time MBA (65%)**	**Full-time MBA (65%)**	**Full-time MBA (64%)**	**Full-time MBA (62%)**	**Full-time MBA (70%)**	**Full-time MBA (66%)**
	2	Master in Mgmt. (37%)	Master in Int'l Mgmt. (45%)	Master in Mgmt. (51%)	Master of Data Science (45%)	Master of Int'l Mgmt. (47%)	Master in Mgmt. (54%)
	3	Master of Business Analytics (34%)	Master of Finance (38%)	Master of Finance (33%)	Master of Finance (42%)	Master in Mgmt. (43%)	Master of Int'l Mgmt. (48%)
	4	Master of Economics (32%)	Master of Business Analytics (30%)	Master of Business Analytics (32%)	Master in Mgmt. (36%)	Master of Project Mgmt. (34%)	Master of Business Analytics (42%)
	5	Master of Int'l Mgmt. (29%)	Master of Project Mgmt. (29%)	Master of Project Mgmt. (29%)	Master of Int'l Mgmt. (34%)	Master of Business Analytics (33%)	Master of Finance (36%)

		Master of Marketing	**Master of Accounting**	**Master of Supply Chain Management**	**Master of Human Resources**	**Master of Business Info. Technology**	**Master of Real Estate Management**
Top five alternative Ppogram types considered	1	**Full-time MBA (63%)**	**Master of Finance (57%)**	**Full-time MBA (69%)**	**Full-time MBA (59%)**	**Full-time MBA (65%)**	**Full-time MBA (70%)**
	2	Master of Int'l Mgmt. (49%)	Full-time MBA (55%)	Master of Business Analytics (51%)	Master in Mgmt. (47%)	Master of Business Analytics (57%)	Master of Finance (56%)
	3	Master in Mgmt. (45%)	Master of Business Analytics (33%)	Master of Int'l Mgmt. (51%)	Master of Int'l Mgmt. (43%)	Master of Data Science (54%)	Master of Int'l Mgmt. (49%)
	4	Master of Business Analytics (31%)	Master in Mgmt. (28%)	Master in Mgmt. (44%)	Master of Business Analytics (35%)	Master in Mgmt. (44%)	Master in Mgmt. (48%)
	5	Master of Project Mgmt. (28%)	Master of Int'l Mgmt. (24%)	Master of Project Mgmt. (42%)	Master of Project Mgmt. (35%)	Master of Int'l Mgmt. (41%)	Master of Project Mgmt. (45%)

Notes: Column percentages do not sum to 100 percent due to multiple selections.

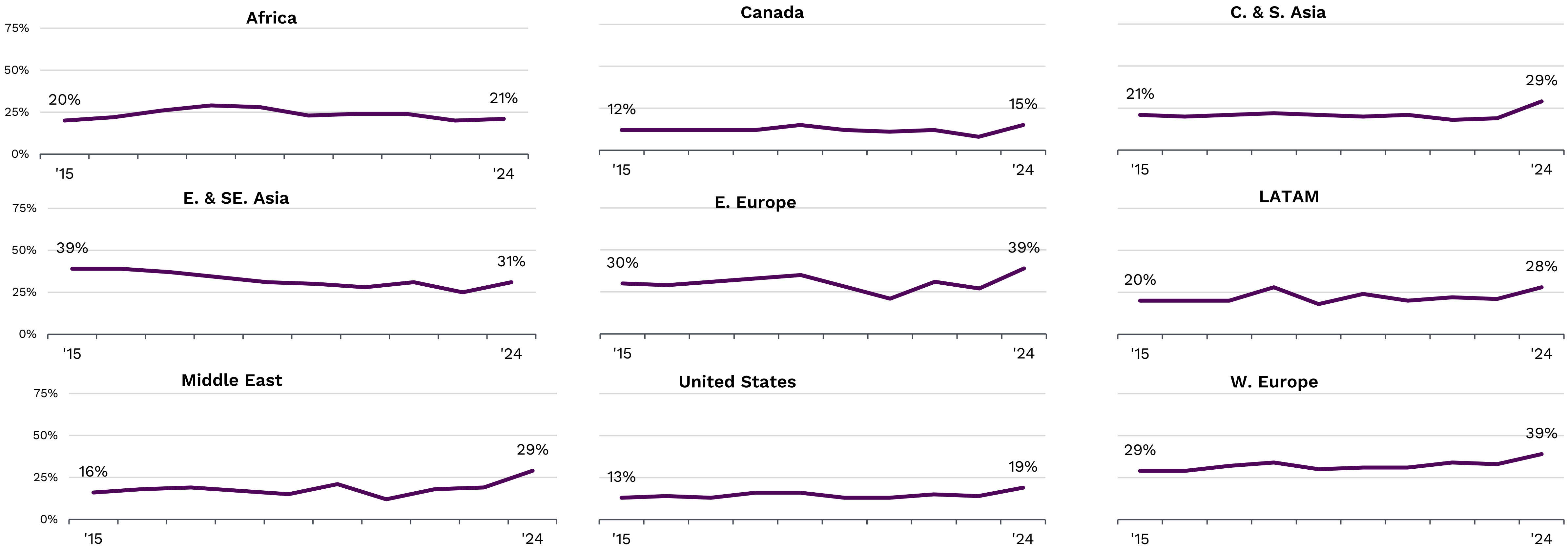
Consideration for full-time MBA increases over the past 10 years in W. Europe and the US, while Asia remains stable



Note: The methodology for asking candidates about the programs they are considering has evolved twice over the past 10 years. For a more detailed explanation, please refer to the footnote on page 14-15.

The share of candidates considering Master of Finance increased in most world regions

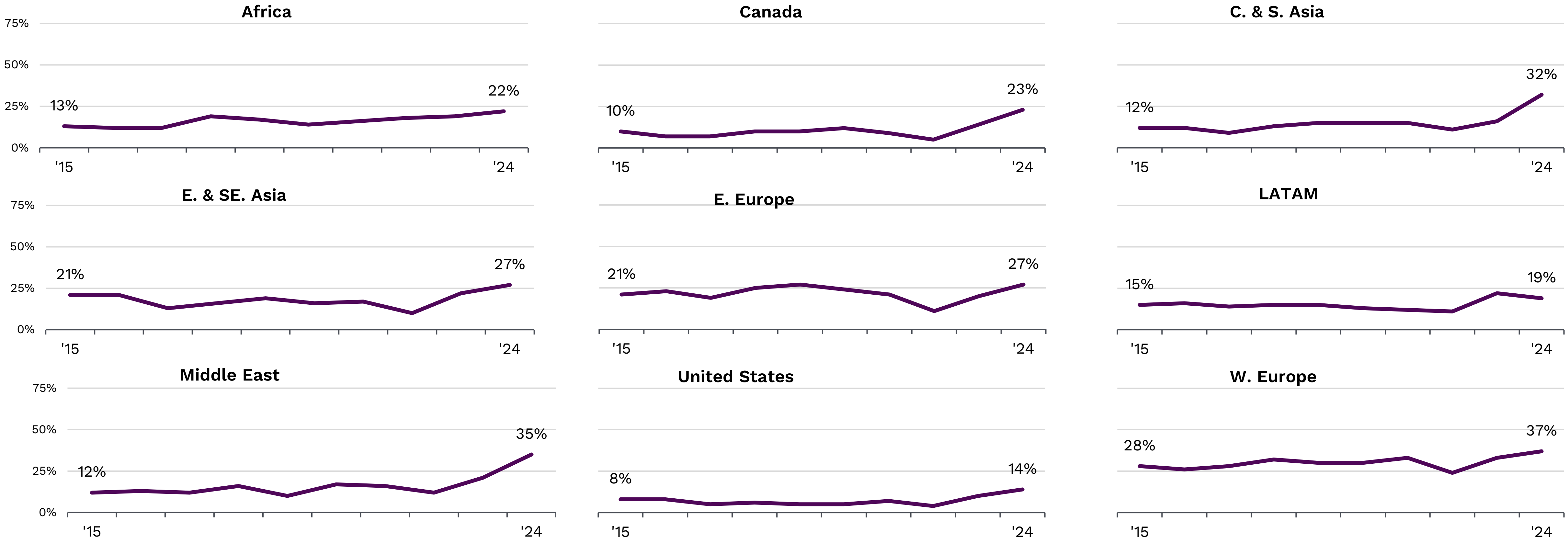
Consideration of Master of Finance by region of citizenship



Note: The methodology for asking candidates about the programs they are considering has evolved twice over the past 10 years. For a more detailed explanation, please refer to the footnote on page 16-18.

Global candidates' consideration of the Master of Management has been growing, with notable increases in Asia, Canada, and the Middle East in recent years

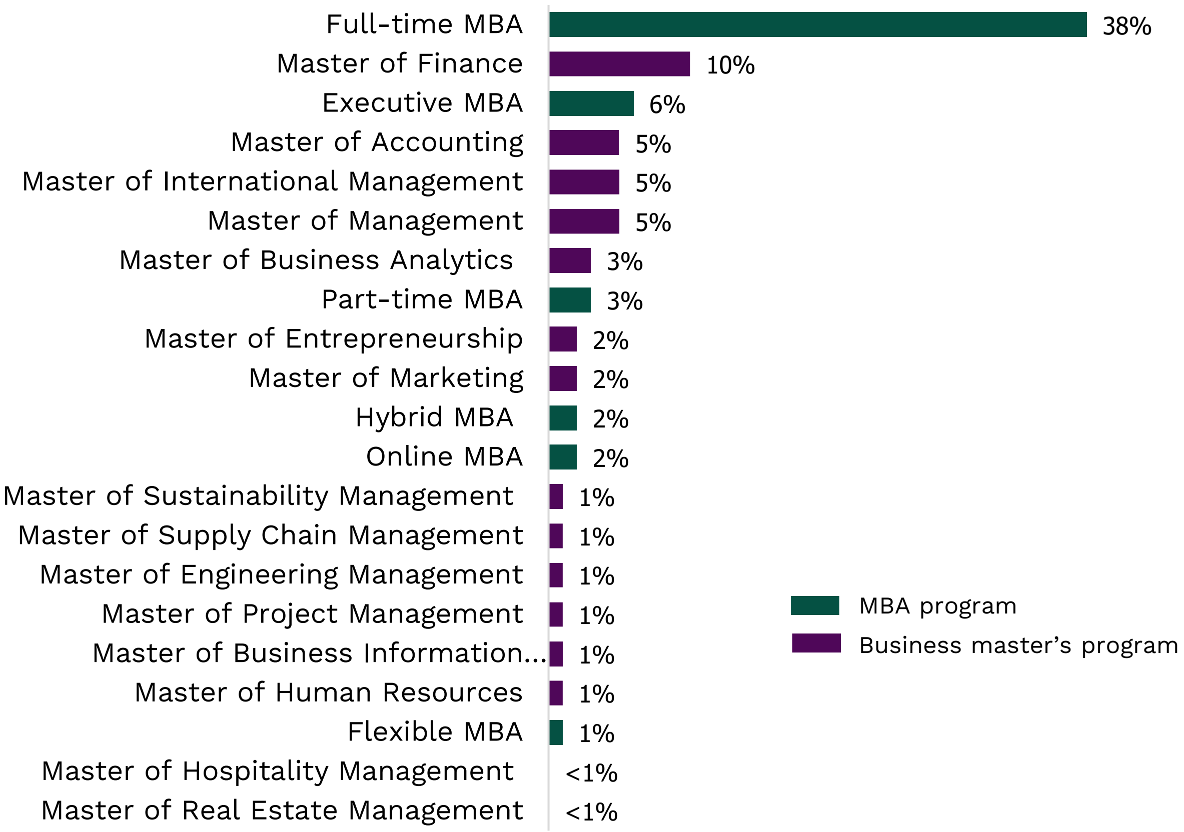
Consideration of Master of Management by region of citizenship



Note: The methodology for asking candidates about the programs they are considering has evolved twice over the past 10 years. For a more detailed explanation, please refer to the footnote on page 16-18.

Full-time MBA program is the most preferred program type for candidates, while Master in Finance tops the list for business master's programs

Candidates' preferred business program type in 2024



Notes: This page is based on results about preferred program type, while the "Business Program Types Considered" figure on Page 13 is based on the type of program considered. If a candidate considers only one program type, their considered program is their preferred program. Candidates who consider two or more programs were asked about their most preferred program in the survey.

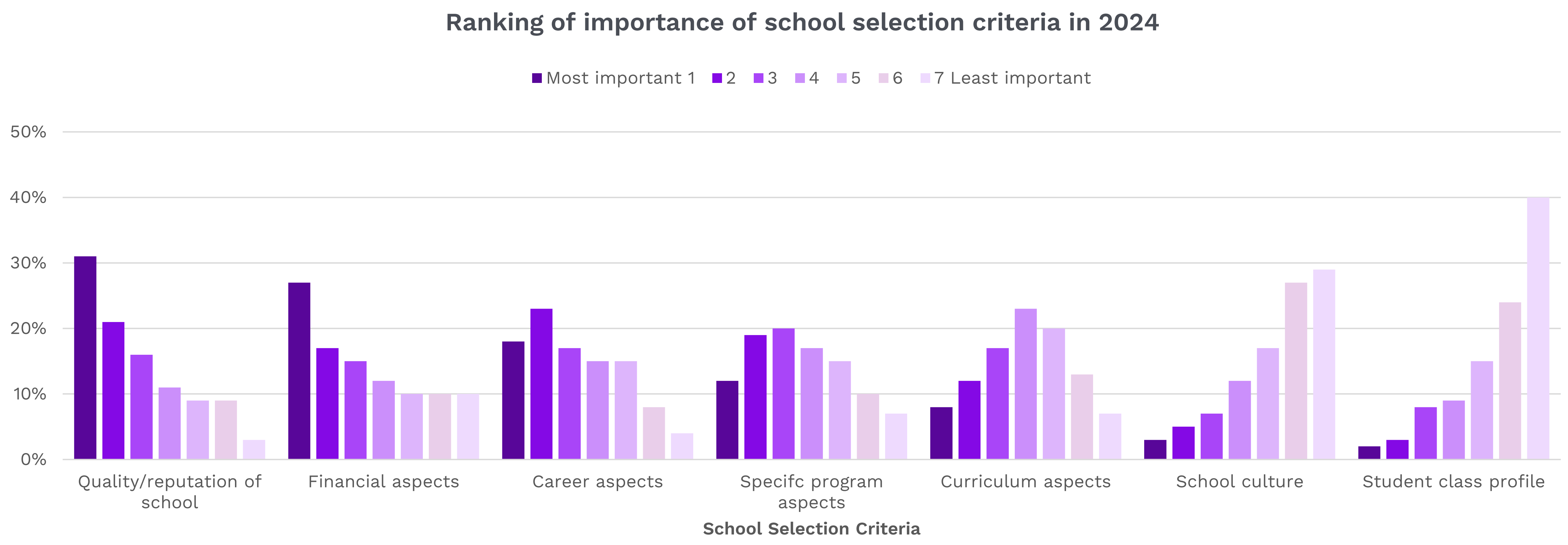
School selection criteria

Candidates consider various aspects of business schools when deciding where to attend, including::

- Financial aspects (e.g., total costs, availability of scholarships)
- Specific program aspects (e.g., desired program format and length)
- Student class profile (e.g., the percentage of women, underrepresented minorities, nationalities, or other groups within the class)
- Curriculum aspects (e.g., specific curriculum offered)
- Career aspects (e.g., job placement, career services quality)
- Quality/reputation (e.g., rankings, accreditation, faculty)
- School culture (e.g., competitive vs. collaborative, vocational vs. academic).

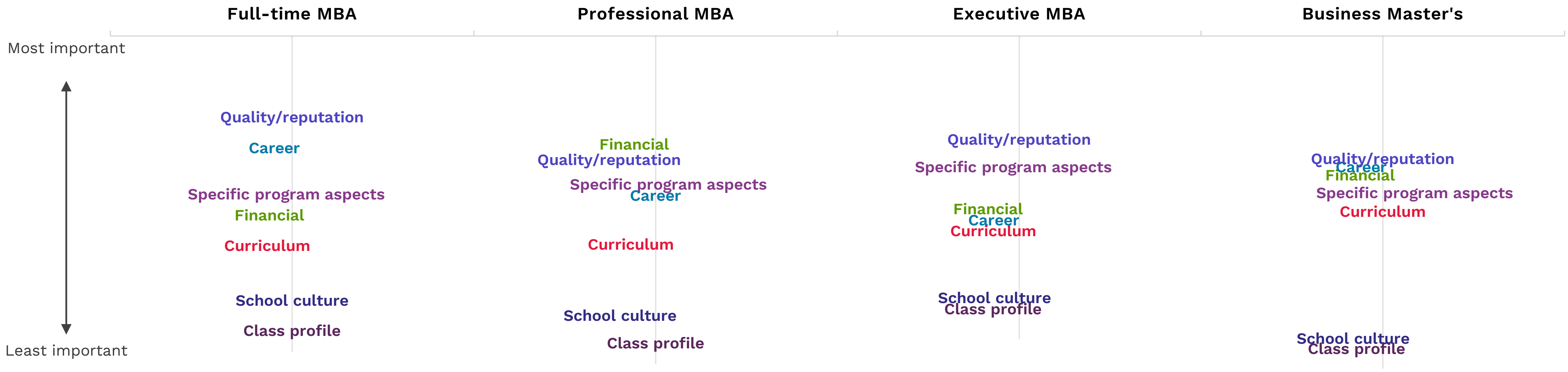
Understanding how candidates weigh the importance of different school selection criteria can give school professionals insight into how to best highlight the features of their schools to different candidate audiences.

Candidates prioritize quality/reputation, financial considerations, and career prospects as their top selection criteria when choosing a school



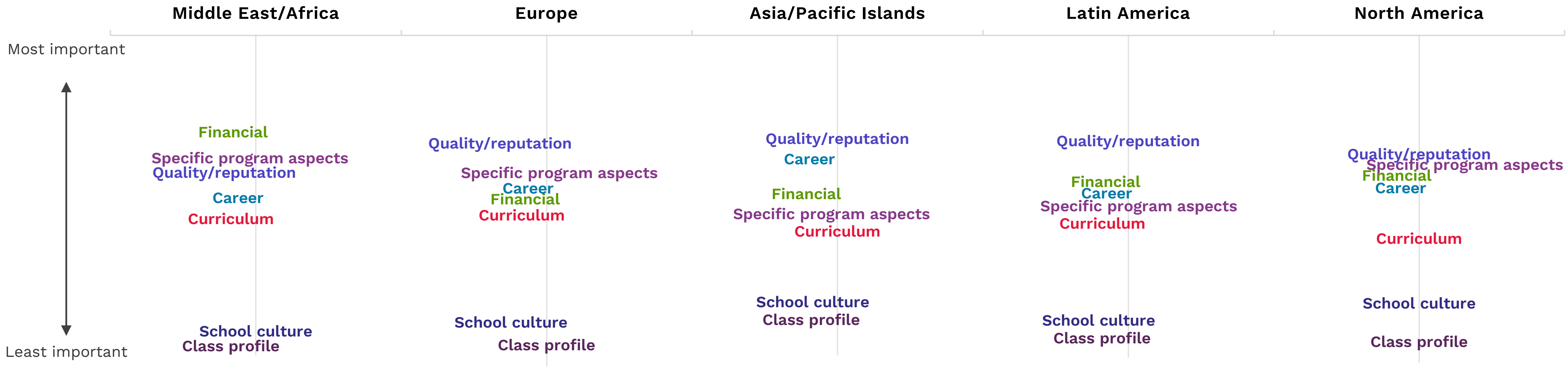
Quality and reputation are the most important factors for candidates when choosing schools, except for those who prefer Professional MBA programs

Average ranking of importance of school selection criteria by preferred program category in 2024



Quality and reputation rank as the top criteria for school selection in most world regions, except in the Middle East and Africa, where the financial aspect takes priority

Average ranking of importance of school selection criteria by world regions in 2024



Study destination considerations

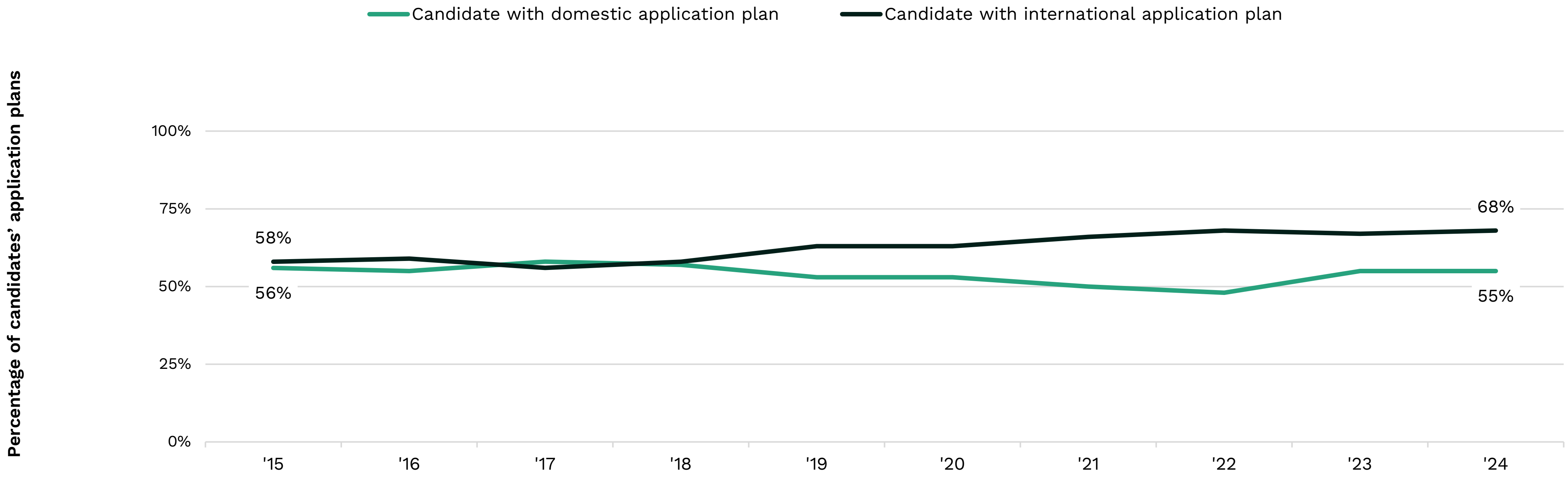
GME has long been a facilitator of candidates’ international mobility, making available to them opportunities to study, live, and potentially work in parts of the world they otherwise would not have been able to.

To understand trends in candidates’ application plans and study destination preferences, the survey asks multiple items related to where in the world candidates want to study. Specifically, survey items probe candidates' application plans by world region/country, their preferred study destination by world region/country, and their reasons for selecting their preferred study destination. Analysis of candidate responses over time reveal important shifts in candidate attitudes and preferences with implications for school professionals across the globe.

Most recently, changes in the political climate in key study destinations have had the effect of accelerating what had been long-term, gradual shifts in candidate study destination preferences.

International application plans have been steadily growing in recent years, with domestic application plans recovering

Types of applications plans

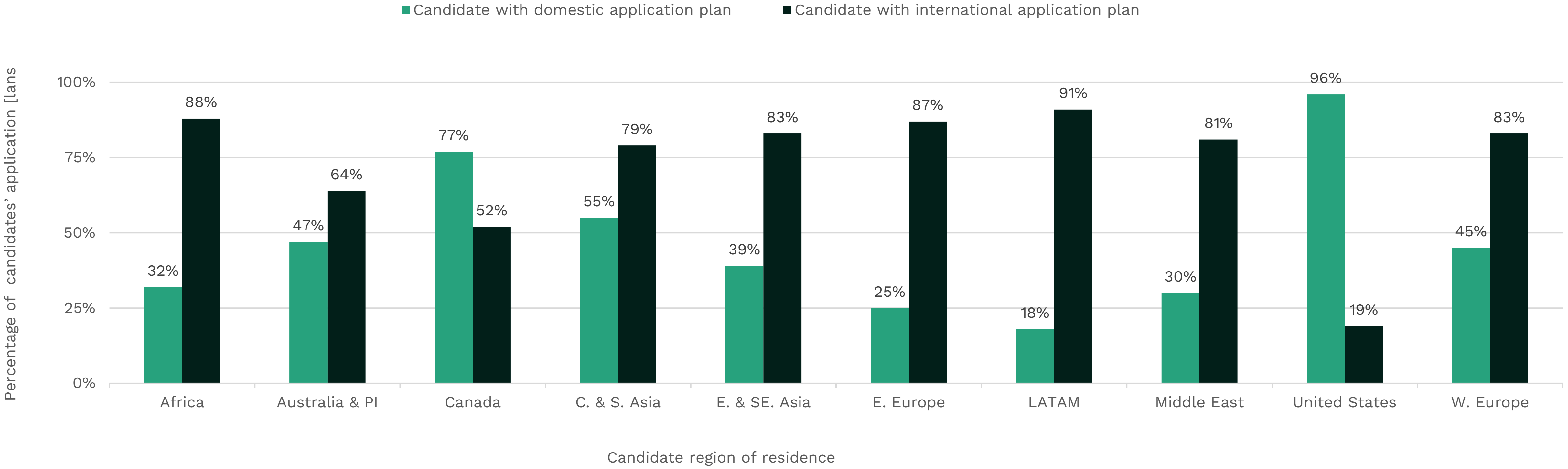


Notes:

1. Total percentages do not sum to 100 percent because some candidates plan to apply both domestically and internationally.
2. "Types of application plans" are defined by both the locations of the programs and the candidates' country of residence. A domestic application refers to candidates' plans to apply to a program whose location is the same as their country of residence. An international application plan refers to candidates' plans to apply to a program whose location is outside of their country of residence.

Across regions/countries, more candidates plan to apply internationally than domestically, except those residing in the United States and Canada in 2024

Types of application plans in 2024 by candidate residence



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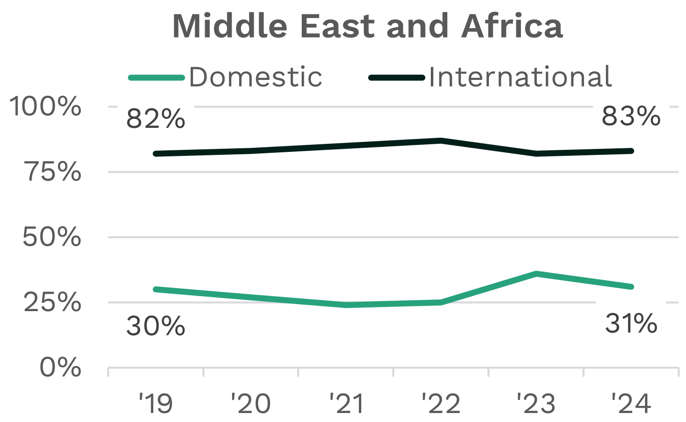
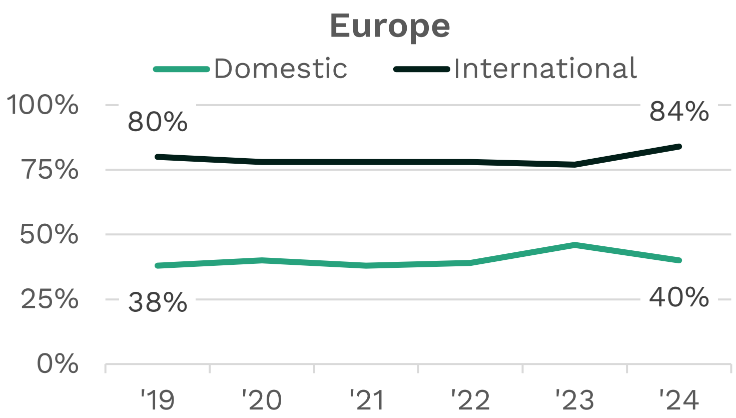
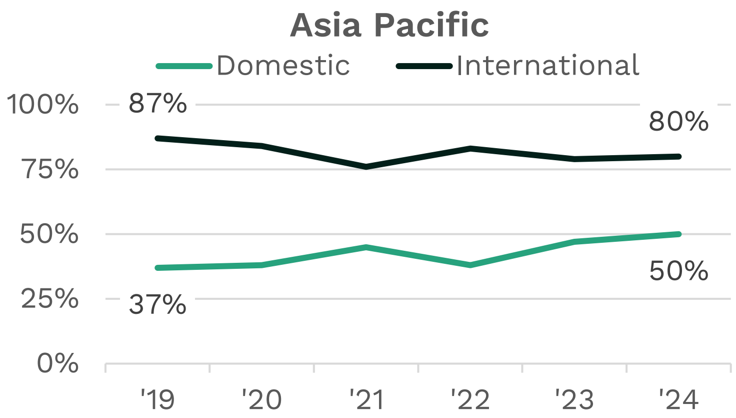
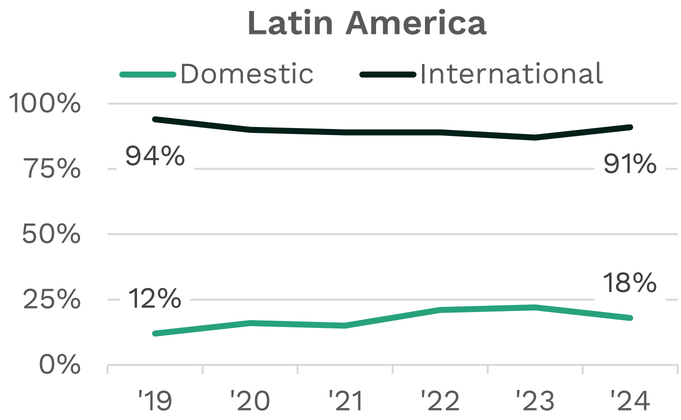
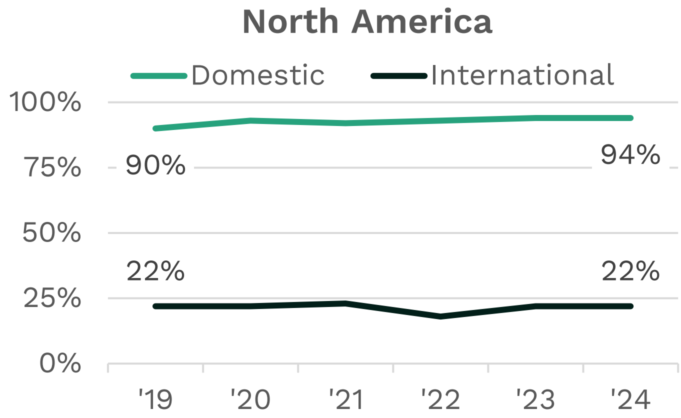
6-year trend shows increases in domestic application plans across all regions, while international application plans remains stable in Asia Pacific and rebounded in Latin America in recent years







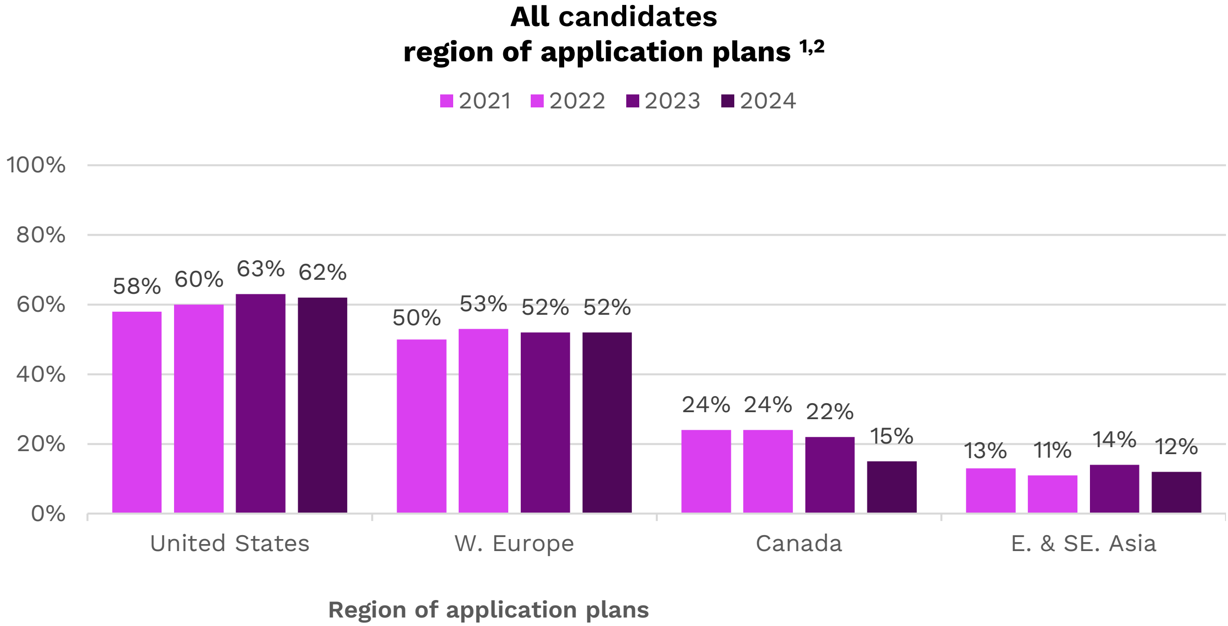


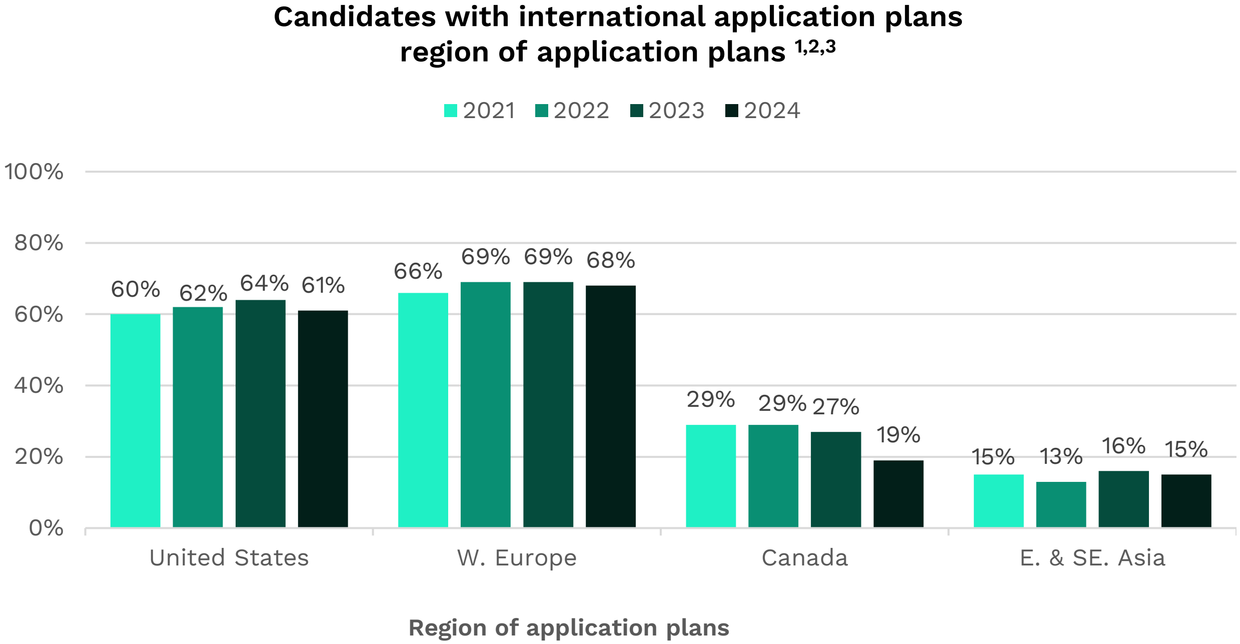


Notes:

1. Total percentages do not sum to 100 percent because some candidates plan to apply both domestically and internationally.
2. Types of application plans are defined by both the locations of the programs and the candidates' country of residence.
3. Asia Pacific region includes East & Southeast Asia, South Asia and Oceania regions.

US and Western Europe continue to be the top international application destinations, with Western Europe being the leading destination for candidates with international application plans





Notes:

1. Region of application plans is determined by program locations.
2. Total percentages do not sum to 100 percent because some candidates plan to apply to multiple regions or countries.
3. Candidates with international applications plans are those who plan to apply to programs outside of their country of residence.

Most candidates with international application plans plan to submit their applications to programs in the United States or Western Europe

Candidates with international application plans[1]

Region of application plans in 2024 by candidate residence[2,3]

Region of application plans	Overall	Candidate region of residence									
		Africa	Australia & PI	Canada	C. & S. Asia	E. & SE. Asia	E. Europe	LATAM	Middle East	United States	W. Europe
Africa	**2%**	23%	<1%	<1%	1%	1%	<1%	1%	<1%	4%	1%
Australia & PI	**14%**	31%	47%	6%	24%	19%	5%	10%	15%	6%	4%
Canada	**19%**	56%	<1%	58%	21%	22%	7%	24%	31%	14%	9%
C. & S. Asia	**8%**	5%	<1%	4%	19%	5%	<1%	2%	4%	4%	4%
E. & SE. Asia	**15%**	9%	4%	12%	19%	28%	6%	2%	9%	15%	9%
E. Europe	**21%**	29%	11%	16%	33%	15%	24%	19%	23%	19%	11%
LATAM	**3%**	6%	<1%	<1%	3%	1%	<1%	11%	4%	5%	1%
Middle East	**4%**	6%	<1%	<1%	7%	2%	<1%	2%	15%	3%	3%
United States	**61%**	76%	65%	72%	76%	59%	36%	75%	53%	89%	43%
W. Europe	**68%**	46%	59%	63%	60%	57%	81%	56%	68%	74%*	84%

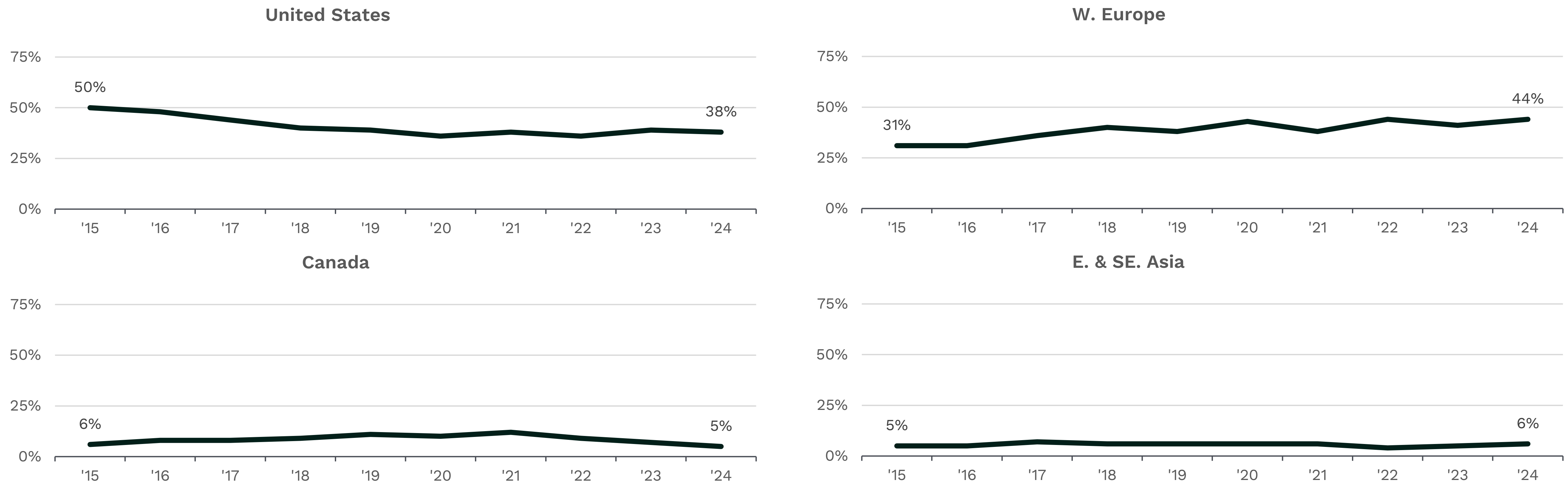
*Example of reading this table:
Among candidates living in the US who have plans to apply internationally, 74% of them would send at least one application to Western Europe.

Notes:
1. Candidates with international applications plans are those who plan to apply to programs outside of their country of residence.
2. Column percentages do not sum to 100 percent because some candidates plan to apply to multiple regions or countries.
3. Region of application plans is determined by program locations.

Candidates with international application plans have shown an increasing preference for W. Europe as their most preferred study destination alternative to the US over the past 10 years

Candidates With International Application Plans

Preferred Study Destination[1]



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Note: Candidates with international applications plans are those who plan to apply to programs outside of their country of residence. They were asked to select one study destination as their preferred study destination among all regions/countries they plan to send applications to.

Candidates with international application plans slightly prefer Western Europe over the US as their most preferred study destination

Candidates with international application plans

Preferred study destination[1] in 2024 by candidate residence

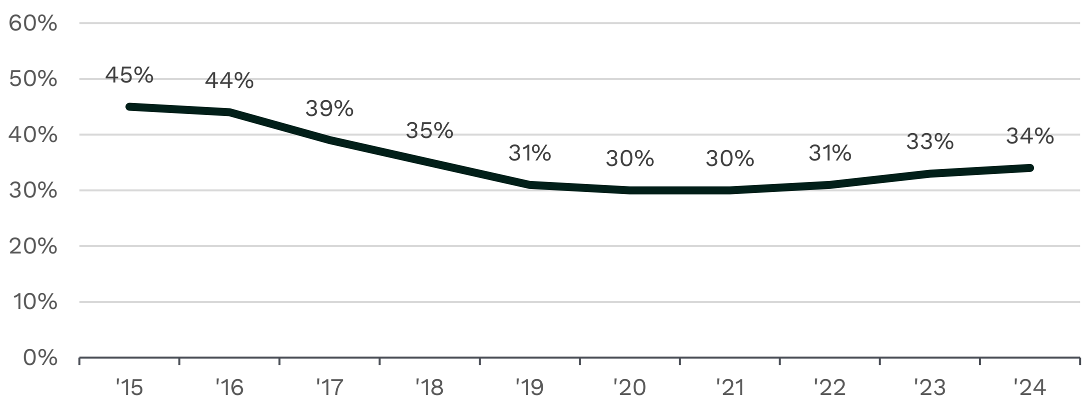
Preferred study destination	Overall	Candidate region of residence									
		Africa	Australia & PI	Canada	C. & S. Asia	E. & SE. Asia	E. Europe	LATAM	Middle East	United States	W. Europe
Africa	**<1%**	5%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Australia & PI	**2%**	5%	26%	<1%	4%	4%	<1%	1%	1%	<1%	1%
Canada	**5%**	24%	<1%	29%	3%	5%	2%	5%	14%	2%	1%
C. & S. Asia	**4%**	<1%	<1%	<1%	13%	<1%	<1%	<1%	1%	<1%	<1%
E. & SE. Asia	**6%**	2%	<1%	<1%	4%	20%	2%	1%	4%	3%	4%
E. Europe	**<1%**	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
LATAM	**<1%**	1%	<1%	<1%	<1%	<1%	<1%	1%	<1%	1%	<1%
Middle East	**<1%**	1%	<1%	<1%	1%	<1%	<1%	<1%	4%	1%	<1%
United States	**38%**	38%	35%	38%	47%	37%	20%	56%	30%	62%	26%
W. Europe	**44%**	25%	39%	33%	28%	33%	75%	36%	47%	30%*	68%

*Example of reading this table:
Among candidates living in the US who have plans to apply internationally, 30% of them would prefer to study in Western Europe.

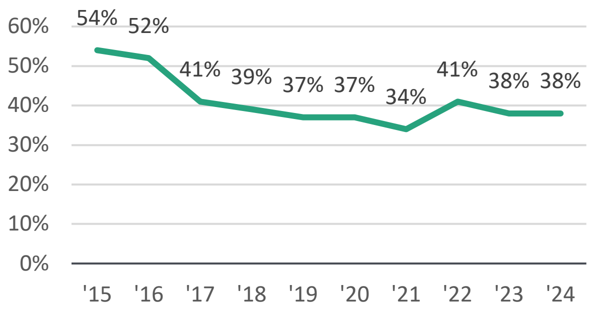
Note: Candidates with international applications plans are those who plan to apply to programs outside of their country of residence. They were asked to select one study destination as their preferred study destination among all regions/countries they plan to send applications to.
This page is based on results about preferred study destination, while page 34 is based on their application plan.

Non-U.S. citizens' preference for studying in the U.S. has slightly rebounded but remains subdued; international students from China have seen a noticeable increase in 2024

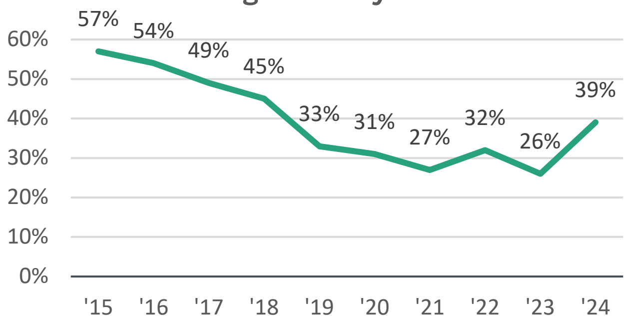
All non-U.S. citizens
preferring to study in the US



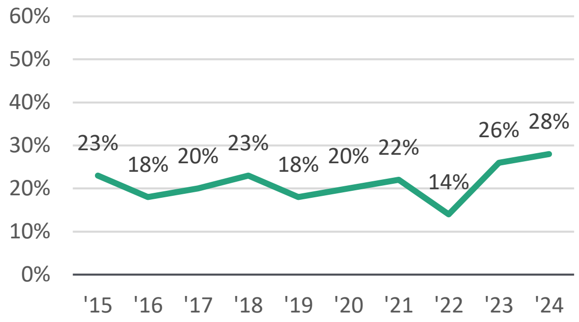
Citizens of India
Preferring to Study in the US



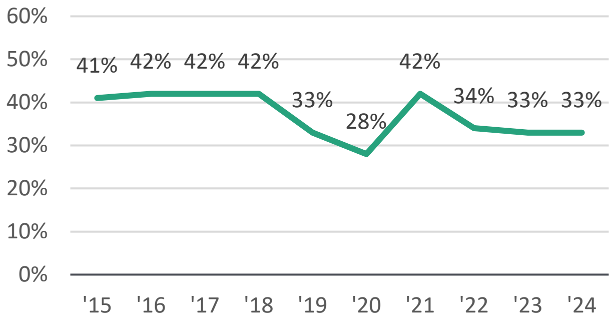
Citizens of Greater China
Preferring to Study in the US



Citizens of Canada
Preferring to Study in the US



Citizens of Nigeria
Preferring to Study in the US



Note: Results on this page are based candidates' preferred study destination, as defined on page 36.

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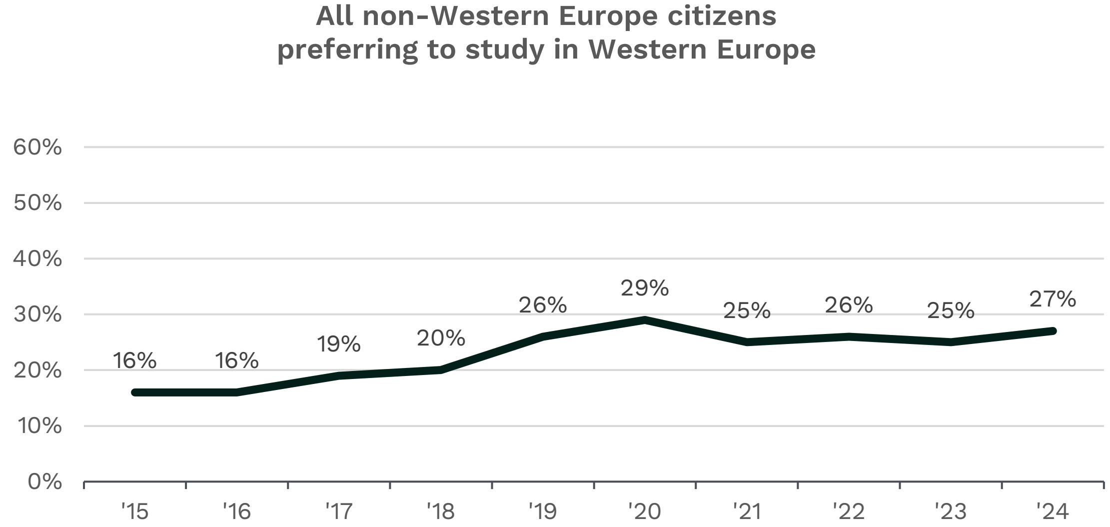
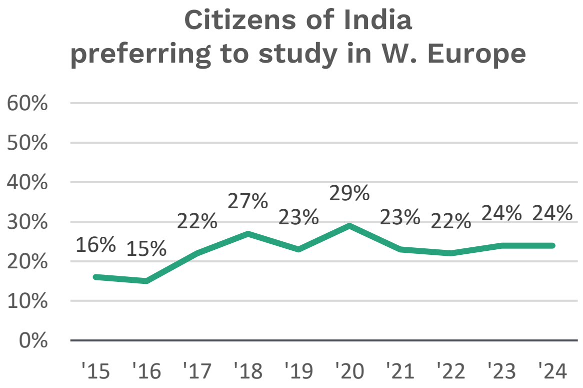
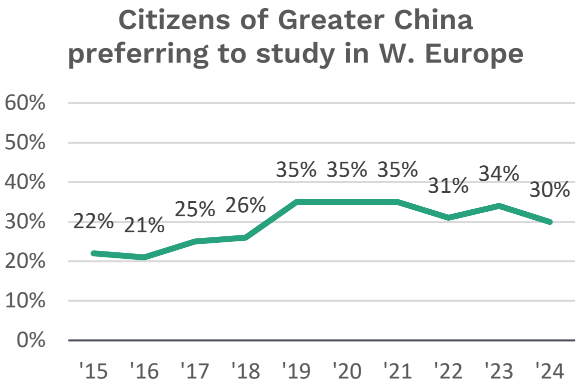
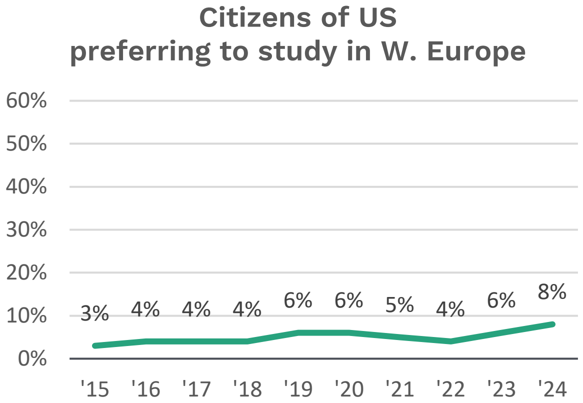
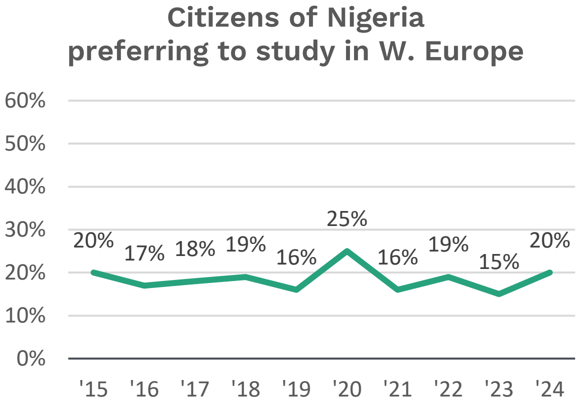
Preference for studying in Western Europe has increased over the decade; students from China and India have consistently shown strong interest despite the fluctuations





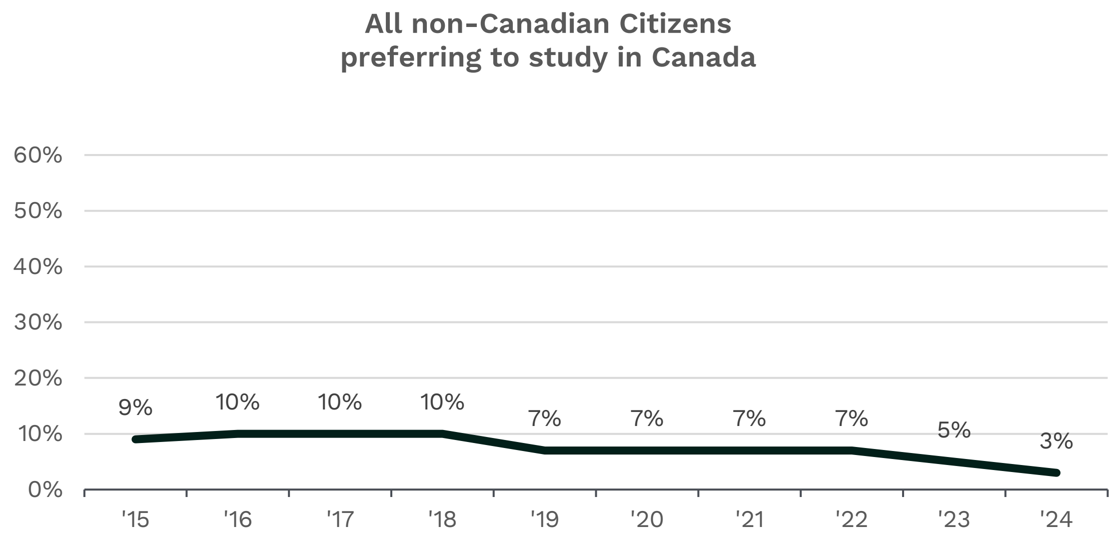


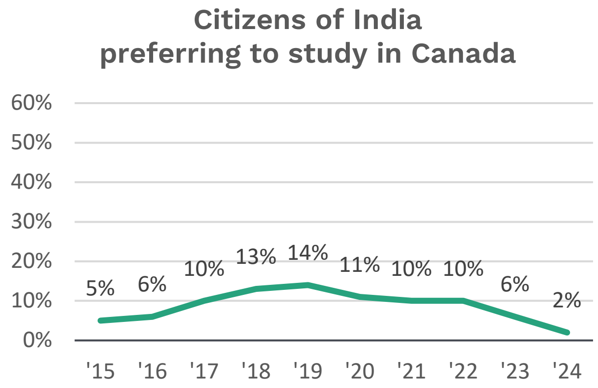


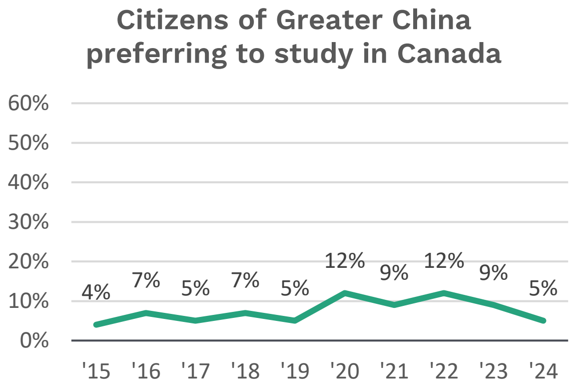


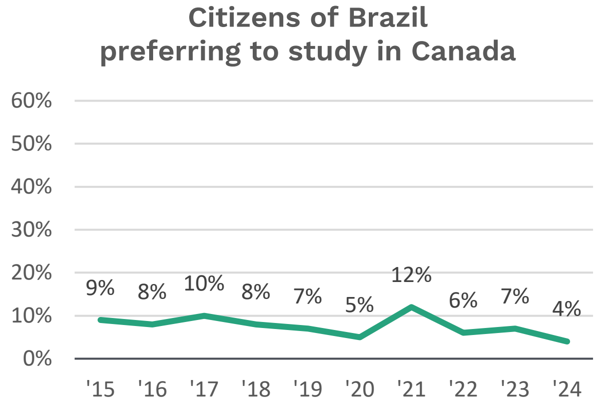
Note: Results on this page are based candidates' preferred study destination, as defined on page 36.

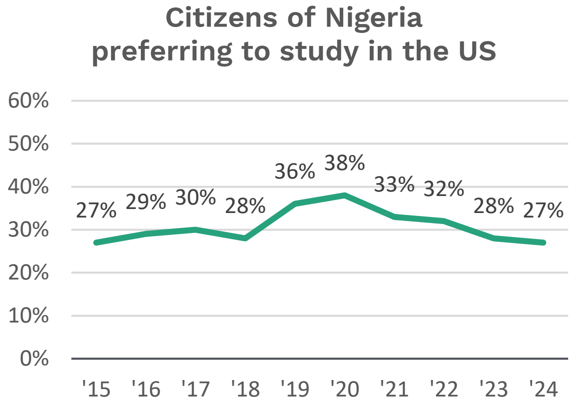
The percentage of candidates considering Canada as a top study destination has declined, especially among Indian candidates











Note: Results on this page are based candidates' preferred study destination, as defined on page 36.

Methodology

Population & sampling methods

In 2024, the GMAC™ Prospective Student Survey was conducted every month of the year among individuals who visited GMAC's web properties (i.e., mba.com, businessbecause.com, gmac.com, gmat.com.cn, and social media accounts) to learn about GME programs and prepare for applications to business schools worldwide. Additionally, members of partnership organizations such as the Forté Foundation and Beta Alpha Psi (an international honor society for accounting, finance, and information system students attending universities accredited by the AACSB or the European Quality Improvement System) were also invited to complete the survey.

This broader invitation aimed to ensure representation from diverse regions worldwide. In total, 4,912 prospective students from 147 countries or regions across all 10 populated world regions completed the survey.

Responses used for analysis included candidates who are actively applying to business schools or currently researching about graduate business programs.

Analysis

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

Global results are weighted to more accurately represent the regional population of individuals who may be interested in a graduate business degree in each region. Public data from sources such as the U.S. Census Bureau, World Bank, UNESCO Education, and China's Ministry of Education are used to estimate the population size that may pursue graduate management education in each world region, which is used to calculate the expected percentage of prospective students from each region.

Weights are generated by dividing the expected percentage of prospective students from each region by the observed percentage of respondents from each region. Weights are applied when generating global results. Regional or country-level results are not weighted.

Respondent demographic profile

		2024 unweighted		2024 weighted
		N	**%**	**%**
	Total	**4,912**		
Gender	Male	2,662	54%	52%
	Female	2,203	45%	47%
	Non-binary	47	1%	1%
Age group	22 and younger	1,123	23%	31%
	23 to 24	796	16%	17%
	25 to 30	1,805	37%	31%
	31 to 39	862	18%	15%
	40 and older	326	7%	6%
Region of citizenship	Africa	1,574	32%	2%
	Australia and Pacific Islands	26	1%	<1%
	Canada	81	2%	2%
	Central & South Asia	1,180	24%	26%
	East & Southeast Asia	533	11%	14%
	Eastern Europe	75	2%	9%
	Mexico, Caribbean, & Latin America	220	4%	5%
	Middle East	63	1%	4%
	United States	794	16%	19%
	Western Europe	366	7%	18%

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, Türkiye, 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, Manager of Survey Research: Data analysis & interpretation, manuscript draft & design, sample development, survey design & management.

Katie Bao, Manager of Survey Research: Manuscript review.

Kun Yuan, Director of Research & Data Science: Manuscript review.

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