

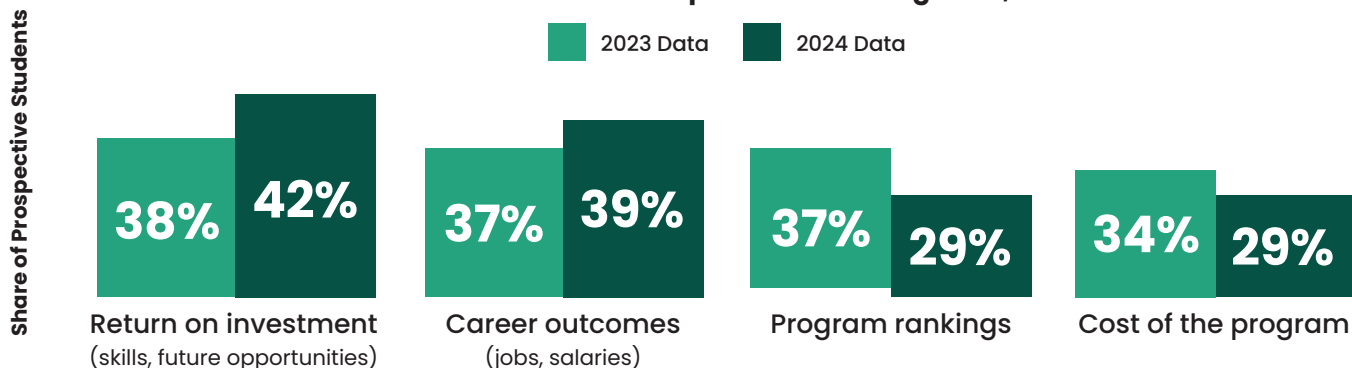
Prospective Students Survey 2025

Inside Candidate Decision-Making

Access the full report at gmac.com/prospectivestudents

Compared to last year, candidates are more likely to research ROI and career outcomes and less likely to seek out rankings and cost.

Candidates' Most Researched Aspects of GME Programs, 2023 and 2024



Still, perceived quality and financial aspects are top factors in whether a candidate decides to apply to a particular program.



Candidates are seeking **formal** information from specific school websites as well as **informal** information from family, friends, and social media.

