

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

2023 Data

2024 Data

2024 Data

38%

42%

Return on investment (skills, future opportunities)

Career outcomes (jobs, salaries)

Program rankings

Cost of the program

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



Quality/reputation of the graduate business school (e.g., faculty, rankings, accreditation)



Career aspects
(e.g., career services offered, job
placement opportunities)



Financial aspects
(e.g., financial costs,
availability of scholarships)

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



of global candidates look to individual school websites for information about GME



consult **family and friends** for information about GME



use **social networking sites** for information about GME