How Has COVID-19 Changed Candidate Preferences?

GMAC Prospective Students Survey Webinar

Welcome!
The webinar will begin shortly.
Welcome from GMAC

James Barker
Market Development Manager - Europe
The voices you’re hearing

Matt Hazenbush
Director, Research Analysis and Communications

Alexandria Williams
Associate Manager, Survey Research
The premier provider of market intelligence for GME, GMAC Research provides timely insights across the candidate lifecycle.

gmac.com/research

- Resources
  - Blogs
  - Infographics
  - Reports
  - White papers
  - Webinars

- GMAT™ Exam
  - Geographic Trends Report
  - Profiles of Testing

- Survey Research
  - Application Trends Survey
  - Corporate Recruiters Survey
  - Enrolled Students Survey
  - GMAC Prospective Students Survey
GMAC Prospective Students Survey

Timely analysis of shifts in the preferences of candidates currently in the pipeline

- 2022 Summary Report
- 2022 Deans Summary
- 2022 Interactive Report

6,594
2021 survey respondents

156
Countries represented

41%
Female respondents

www.gmac.com/prospectivestudents
Today

How has COVID-19 changed candidate preferences?

- Perceptions of GME
- Career Journeys
- Program Preferences
- Study Destinations
- Your Questions
Candidates regard the professional value of GME as highly as pre-pandemic

Levels of Agreement with the Statement: A graduate business degree helps you stand out at work

Global candidates, 2019-2021

<table>
<thead>
<tr>
<th>Year</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>81%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>2020</td>
<td>82%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>2021</td>
<td>82%</td>
<td>13%</td>
<td>5%</td>
</tr>
</tbody>
</table>

The cost of a graduate business degree is too much for the value

By citizenship, 2021

<table>
<thead>
<tr>
<th>Region</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>42%</td>
<td>36%</td>
<td>22%</td>
</tr>
<tr>
<td>China</td>
<td>38%</td>
<td>37%</td>
<td>25%</td>
</tr>
<tr>
<td>India</td>
<td>49%</td>
<td>33%</td>
<td>18%</td>
</tr>
<tr>
<td>US</td>
<td>35%</td>
<td>38%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Interest in tech is growing...especially among some target demographic groups

Post-GME Industries of Interest
Global candidates, 2019 vs. 2021

<table>
<thead>
<tr>
<th>Industry</th>
<th>2019</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting services</td>
<td>27%</td>
<td>32%</td>
</tr>
<tr>
<td>Technology</td>
<td>36%</td>
<td>39%</td>
</tr>
<tr>
<td>Financial services</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>Investment banking and asset</td>
<td>32%</td>
<td>33%</td>
</tr>
<tr>
<td>management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer products</td>
<td>19%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Post-GME Interest in the Tech Industry
Specific candidate segments, 2019-2021

- Women: 46% in 2019, 50% in 2021
- Non-Business Undergrads: 43% in 2019, 47% in 2021
- US URM: 46% in 2019, 39% in 2021
- Career Switchers: 27% in 2019, 32% in 2021

Note: The bracket and asterisk adjacent to some bars denote a significant difference at the 95 percent confidence interval.

Career Journeys

Nuances in program preferences by candidate segments

Motivations Triggering Pursuit of GME

Global candidates, 2021

- I always planned to pursue a graduate business education at this point
  - Male: 61%
  - Female: 65%

- I realized I lacked specific knowledge to do my current job
  - Male: 20%
  - Female: 24%

- Wanted to apply for a job, but lacked required skills and/or degree to be competitive
  - NonSwitchers: 27%
  - Career Switchers: 47%

- An issue at work
  - Male: 5%
  - Female: 15%

Desired Skills to Gain Through GME

Global candidates, 2021

- Oral communication and presentation
  - Male: 58%
  - Female: 63%

- Comprehension and logic
  - Male: 55%
  - Female: 60%

- Data analysis and interpretation
  - NonSwitchers: 67%
  - Career Switchers: 74%

- Managing human capital
  - NonSwitchers: 61%
  - Career Switchers: 71%

The full-time MBA still reigns supreme as the most preferred program type. More than 40% of candidates want to earn an MBA in a full-time format as a part of either a two- (22% of candidates in 2021) or one-year (21%) program. The two-year format remains dominant for those who prefer to study in the US (31%). US domestic preference for one-year increased from 15 to 19% between 2019 and 2021. The one-year format remains dominant for those who prefer to study in Western Europe (22%). Trailed by preference for Master of Finance (13%) and Master in Management (11%).

Column totals may not sum to 100 percent due to rounding.

# Nuances to program preferences by candidate segments

## Preferred Program Types

*Specific candidate segments, 2021*

<table>
<thead>
<tr>
<th>Program Type</th>
<th>NonSwitchers</th>
<th>Business Undergrads</th>
<th>NonURM</th>
<th>URM</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time MBA</td>
<td>39%</td>
<td>38%</td>
<td>48%</td>
<td>41%</td>
<td>46%</td>
<td>40%</td>
</tr>
<tr>
<td>Part-time/ Online MBA</td>
<td>6%</td>
<td>5%</td>
<td>14%</td>
<td>15%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Master in (int.) Management</td>
<td>8%</td>
<td>9%</td>
<td>2%</td>
<td>2%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Master of Finance</td>
<td>3%</td>
<td>12%</td>
<td>2%</td>
<td>2%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Candidates value in-person more than online...at the same time, hybrid is growing

Levels of disagreement with perception of online GME statements

**Global candidates, 2020-2021**

- Networking opportunities gained through an on-campus graduate business degree are the same as those gained through an online degree.
  - 2021: 79%
  - 2020: 83%
  - *Significant difference at the 95 percent confidence interval.

- A graduate business education acquired through on-campus experiences offers the same value as an online degree.
  - 2021: 73%
  - 2020: 75%

- Career opportunities gained through an on-campus graduate business degree are the same as those gained through an online degree.
  - 2021: 66%
  - 2020: 70%
  - *Significant difference at the 95 percent confidence interval.

The crux: What do employers think?

Level of agreement with the statement: “My organization values graduates of online and in-person programs equally.”

Overall and by world region and industry

- More recruiters view online programs unequally than equally
- Consulting is an especially noteworthy holdout because it’s candidates most preferred post-GME industry and job function

Column totals may not sum to 100 percent due to rounding.

W. Europe and US are still top int’l destinations…but int’l mobility is waning

Preferred study destination
Candidates whose preferred study destination is not their country of citizenship, 2021
39% - W. Europe
39% - United States
14% - Canada

Prefer MBA
50% - United States
28% - W. Europe

Prefer Business Master’s
53% - W. Europe
24% - United States

GMAT exam score sending destinations by test taking region

United States

China

India


Competing for talent in a less mobile market requires differentiation.

International Candidates' Reasons for Selecting Their Preferred Study Destination

By preferred study destination

### Nuances in candidate destination preferences by citizenship

#### Preferred Study Destination Relevant to Citizenship Country

*Global Candidates, 2021*

<table>
<thead>
<tr>
<th>Country</th>
<th>Domestic (%)</th>
<th>International (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Canada</strong></td>
<td>(22%)</td>
<td>(78%)</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td>(16%)</td>
<td>(84%)</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>(26%)</td>
<td>(74%)</td>
</tr>
<tr>
<td><strong>United Kingdom</strong></td>
<td>(5%)</td>
<td>(95%)</td>
</tr>
<tr>
<td><strong>United States</strong></td>
<td>(39%)</td>
<td>(61%)</td>
</tr>
</tbody>
</table>


#### GMAT Exam Score Sending Countries to Preferred Study Destination

*Global Candidates, 2021*

<table>
<thead>
<tr>
<th>Country</th>
<th>1. India (%)</th>
<th>2. Greater China (%)</th>
<th>3. United States (%)</th>
<th>4. Nigeria (%)</th>
<th>5. United Arab Emirates (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Canada</strong></td>
<td>48%</td>
<td>11%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td>35%</td>
<td>12%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>26%</td>
<td>11%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>United Kingdom</strong></td>
<td>34%</td>
<td>19%</td>
<td>6%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>United States</strong></td>
<td>23%</td>
<td>10%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

GMAC (2021). GMAT score sending data
Recap and questions

How has COVID-19 changed candidate preferences

- Perceptions of GME
- Career Journeys
- Program Preferences
- Study Destinations
- Your Questions