

# The Student Market: Western European Prospective Students



## GMAC® Data-to-Go Series

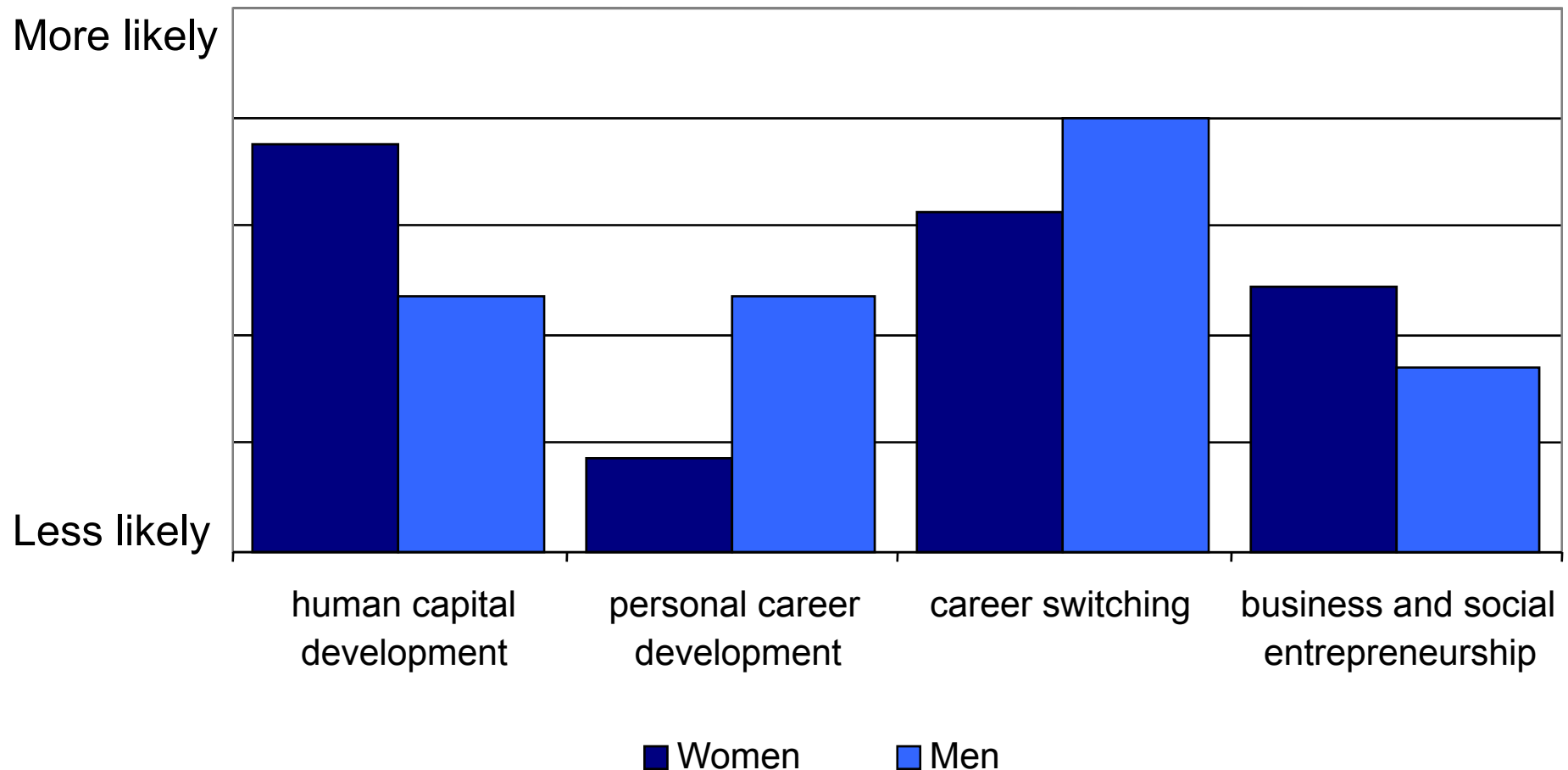
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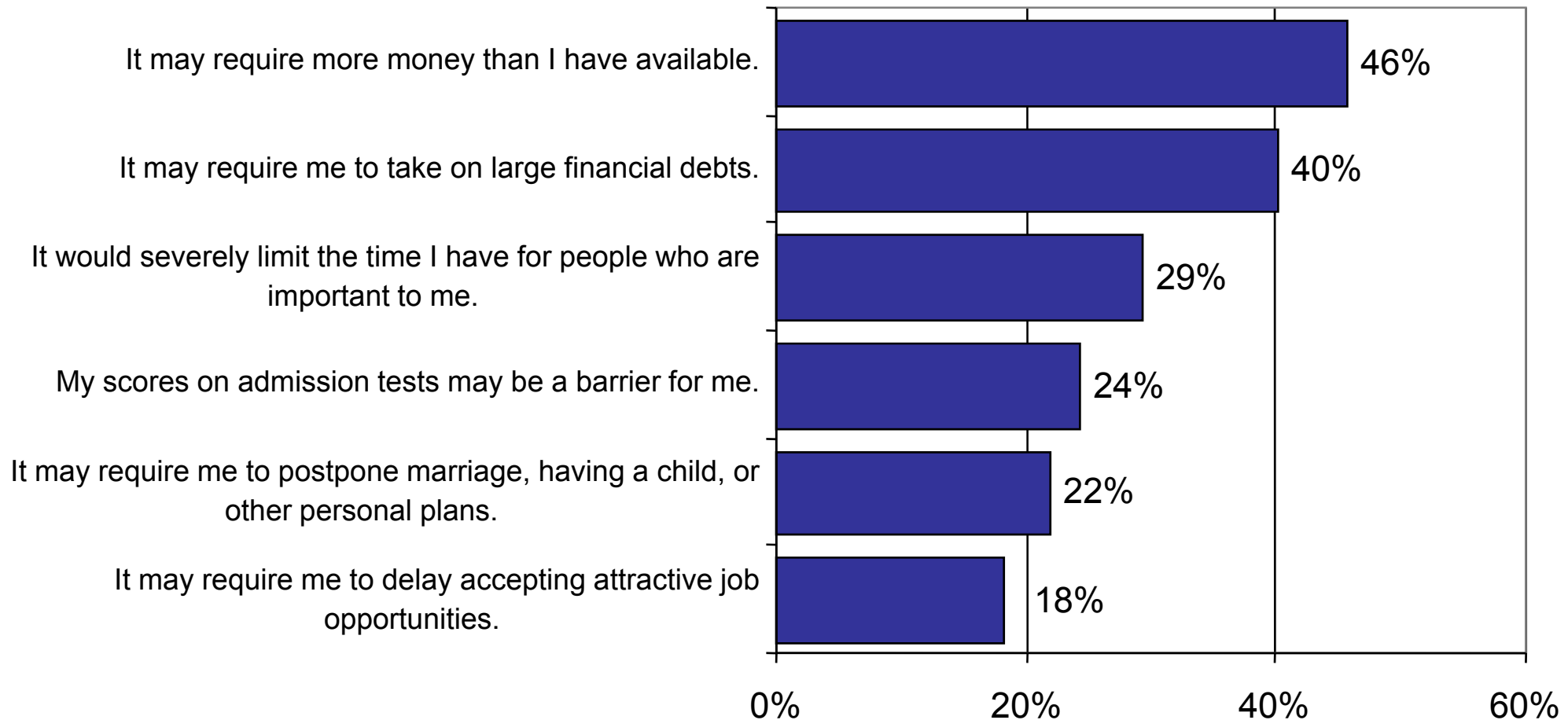
# Motivation to Pursue Degree

Women of Western Europe were more likely than men to be motivated by human capital development and entrepreneurship. Men of Western Europe were more interested in career switching and personal career development.



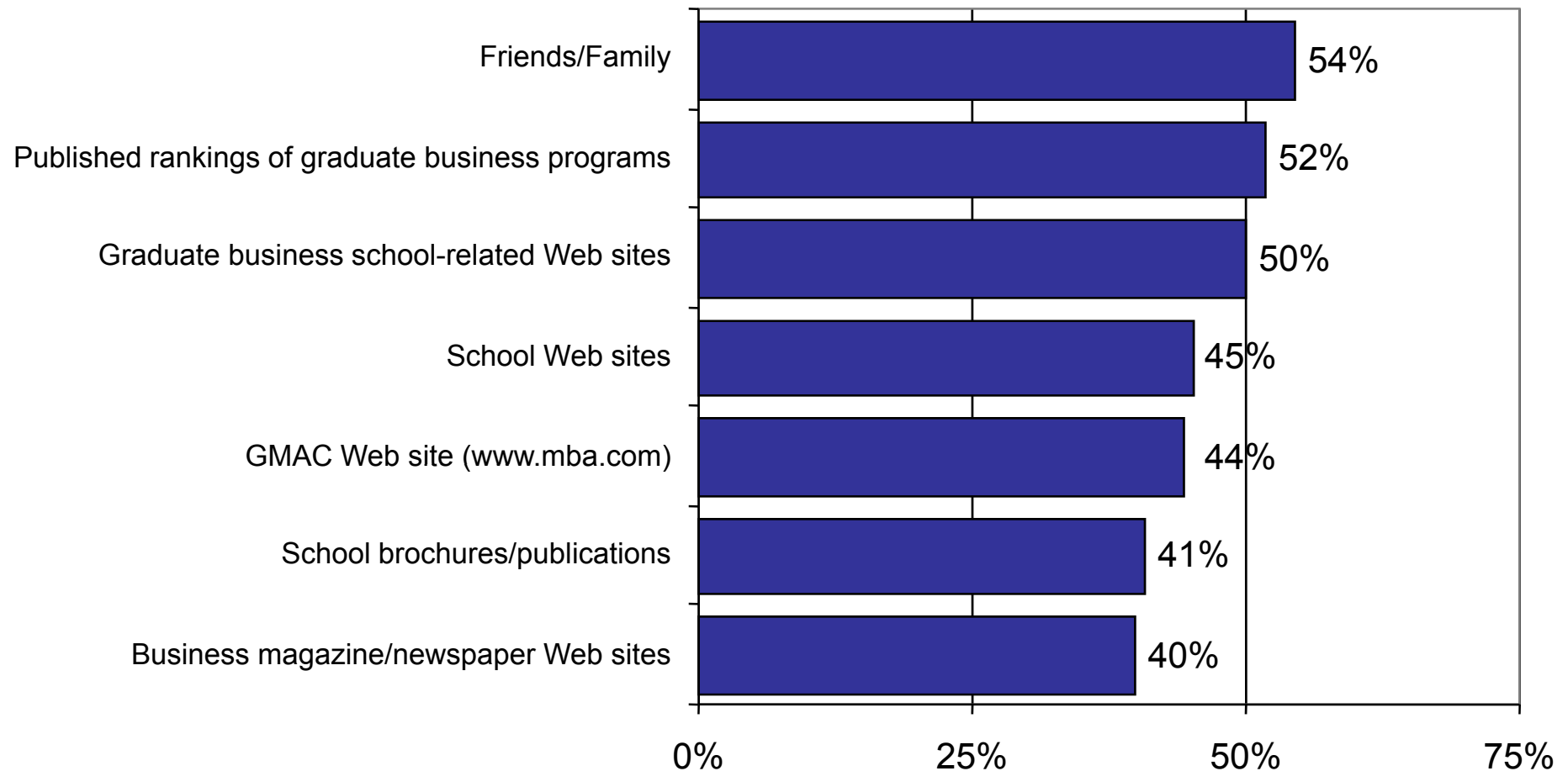
# Reservations about Pursuing a Degree

Financial issues were the most common reservations among Western European respondents.



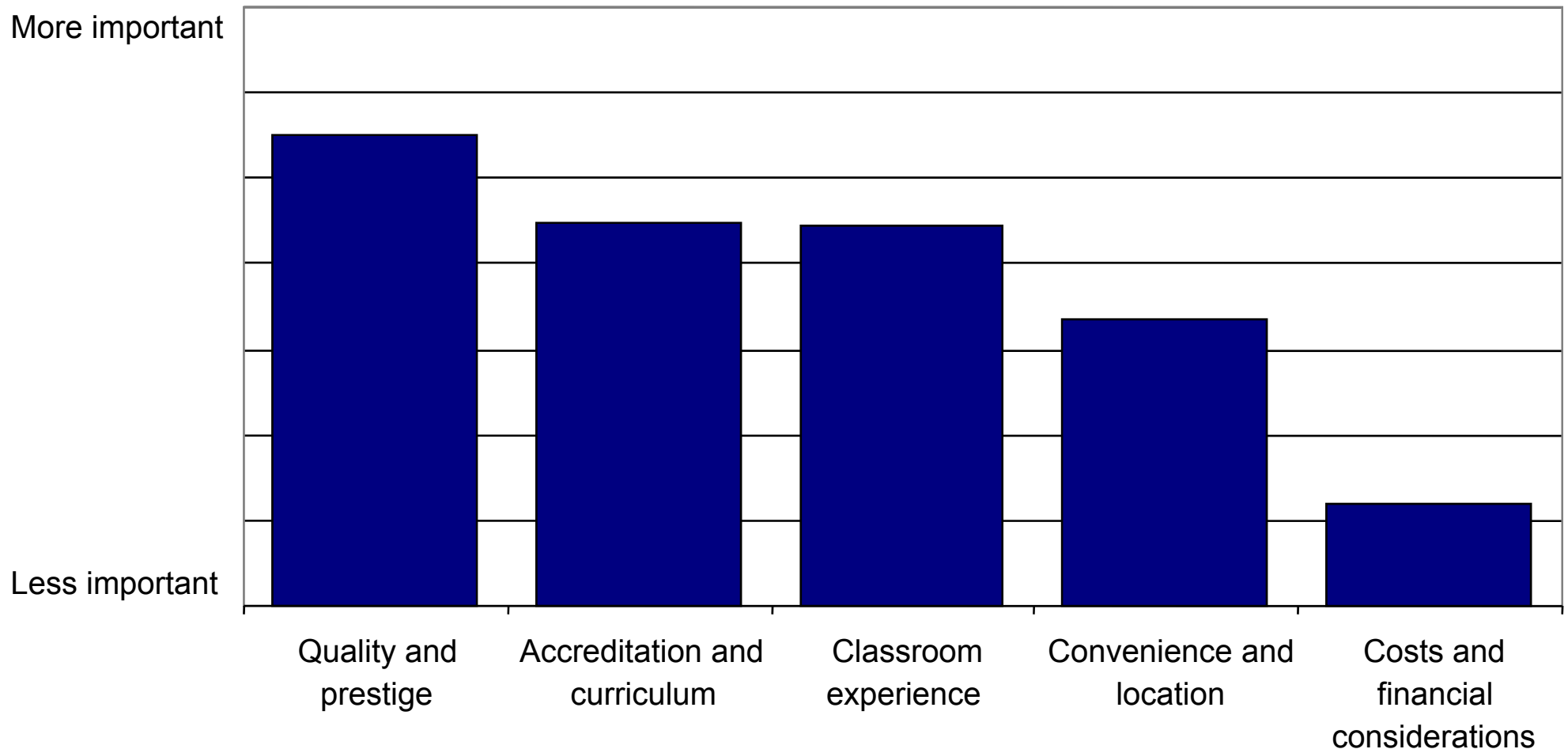
# Sources Consulted in Decision Making

When making the decision on whether to apply to graduate business schools, Western European respondents consult their friends and family, published rankings, and a variety of Internet resources.



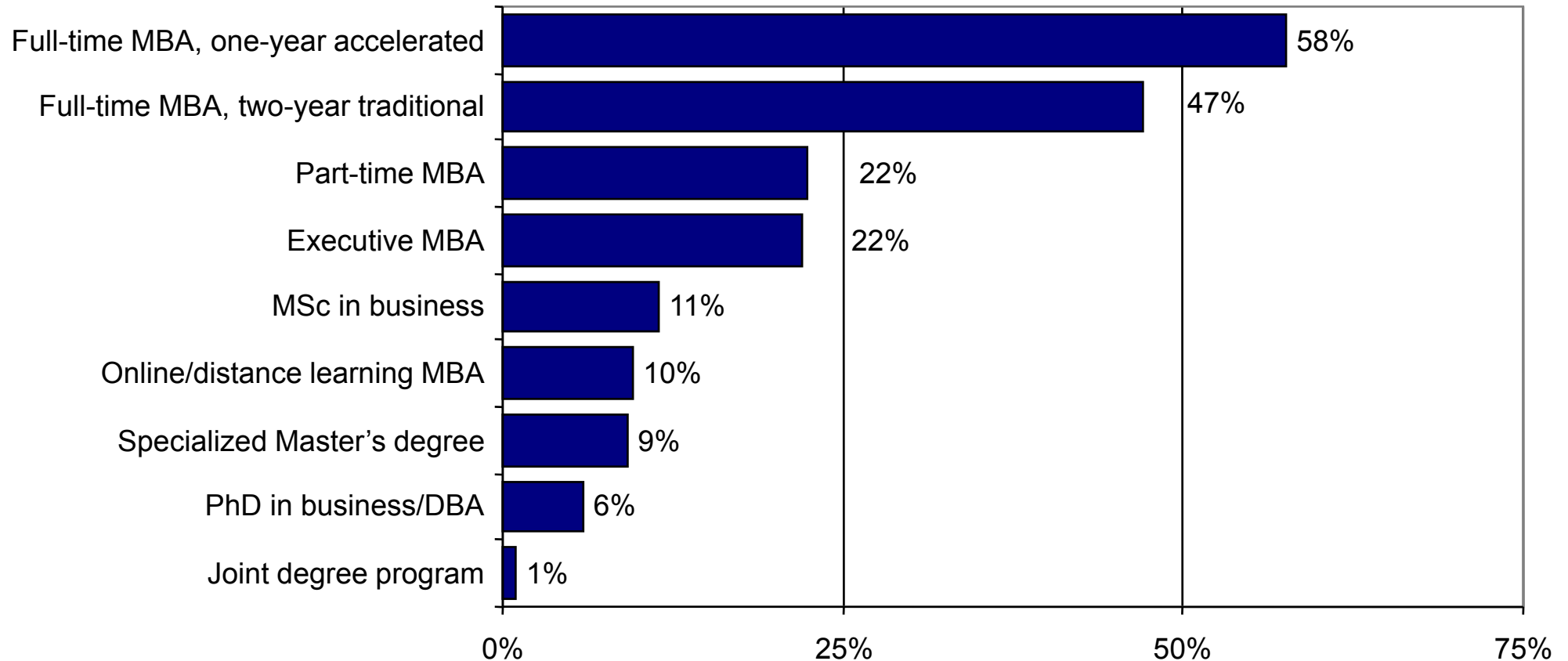
# School Selection Criteria

When selecting schools for which to apply, Western European respondents considered quality and prestige to be the most important criteria, followed by accreditation/curriculum, and the classroom experience.



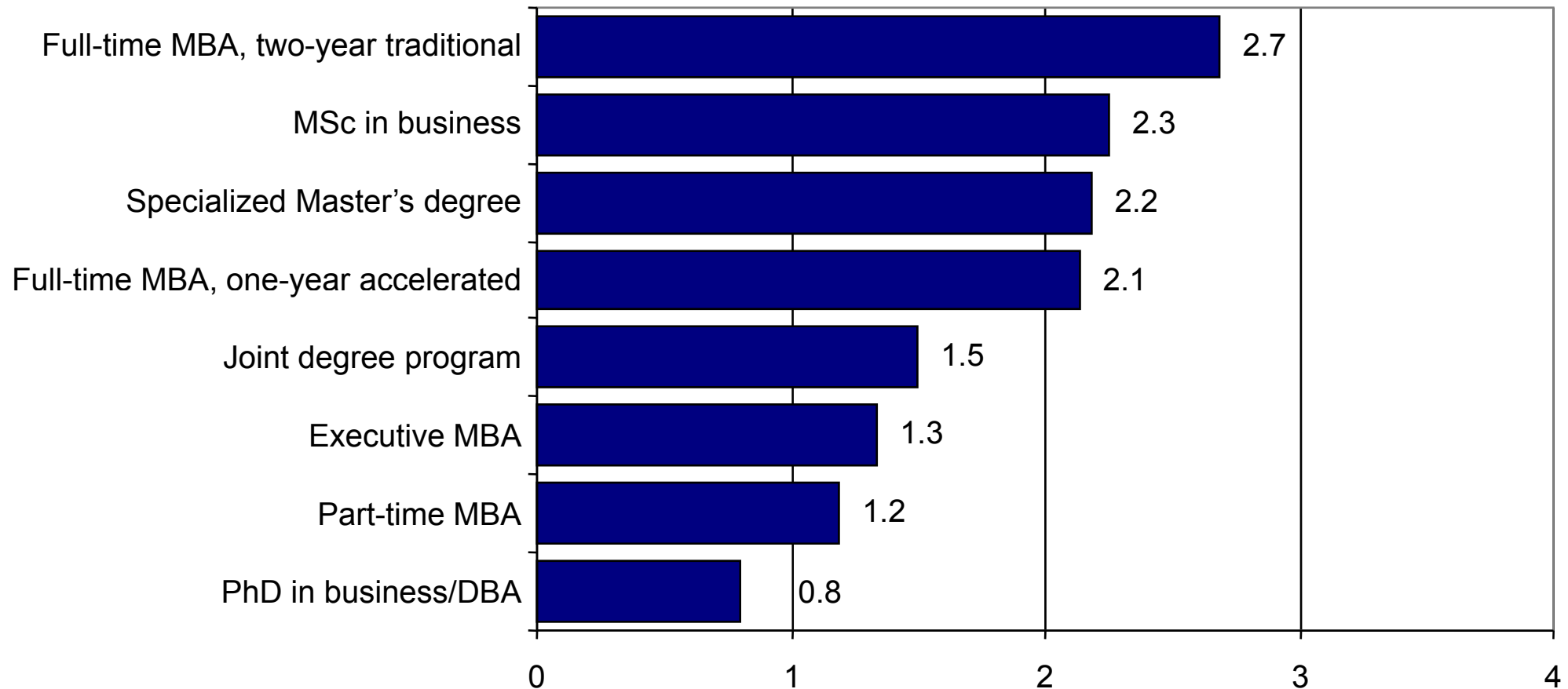
# Program Types Considered

A majority of Western Europeans considered an accelerated full-time MBA program, and nearly half considered a traditional full-time MBA program.



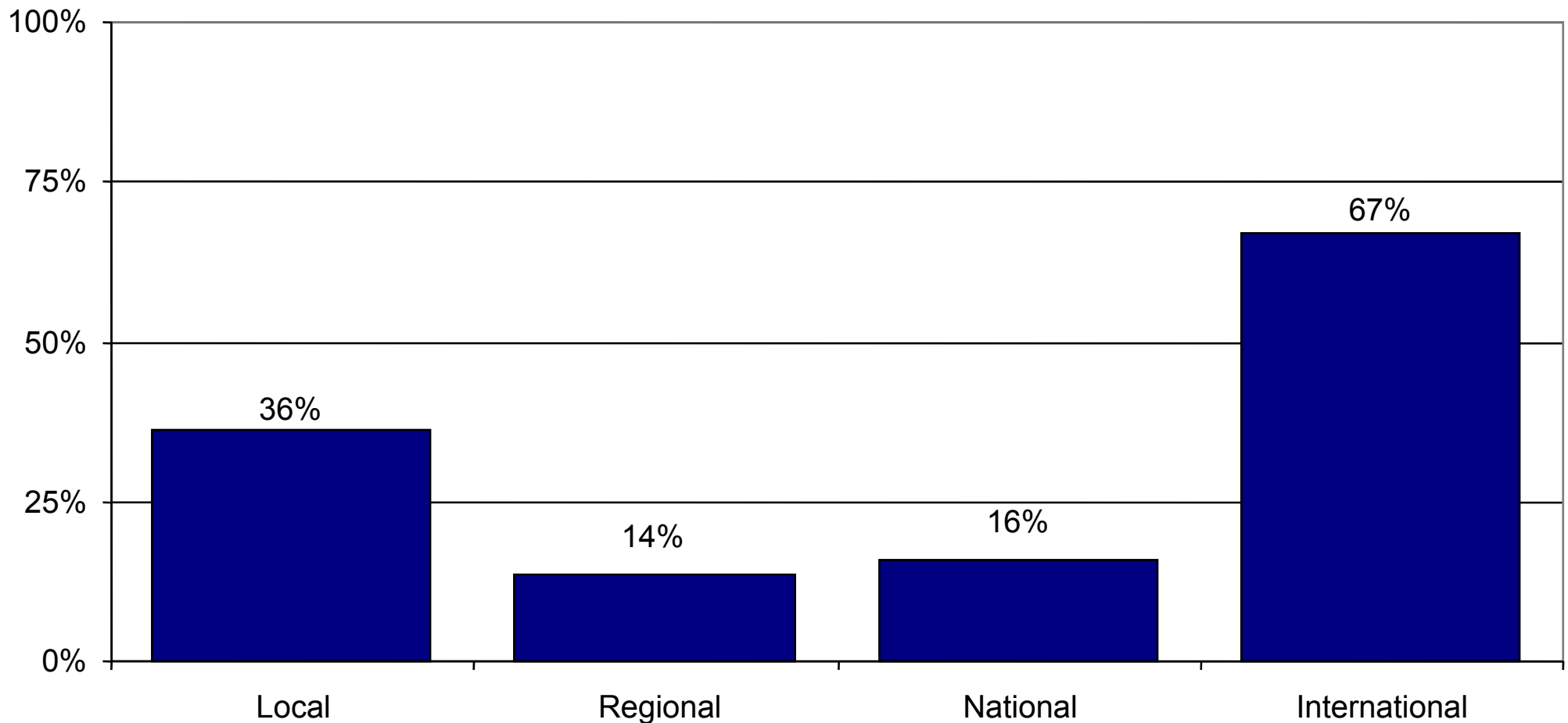
# Average Number of Applications Submitted

Western European applicants to traditional full-time MBA programs sent the greatest number of applications on average.



# Location of Submitted Applications

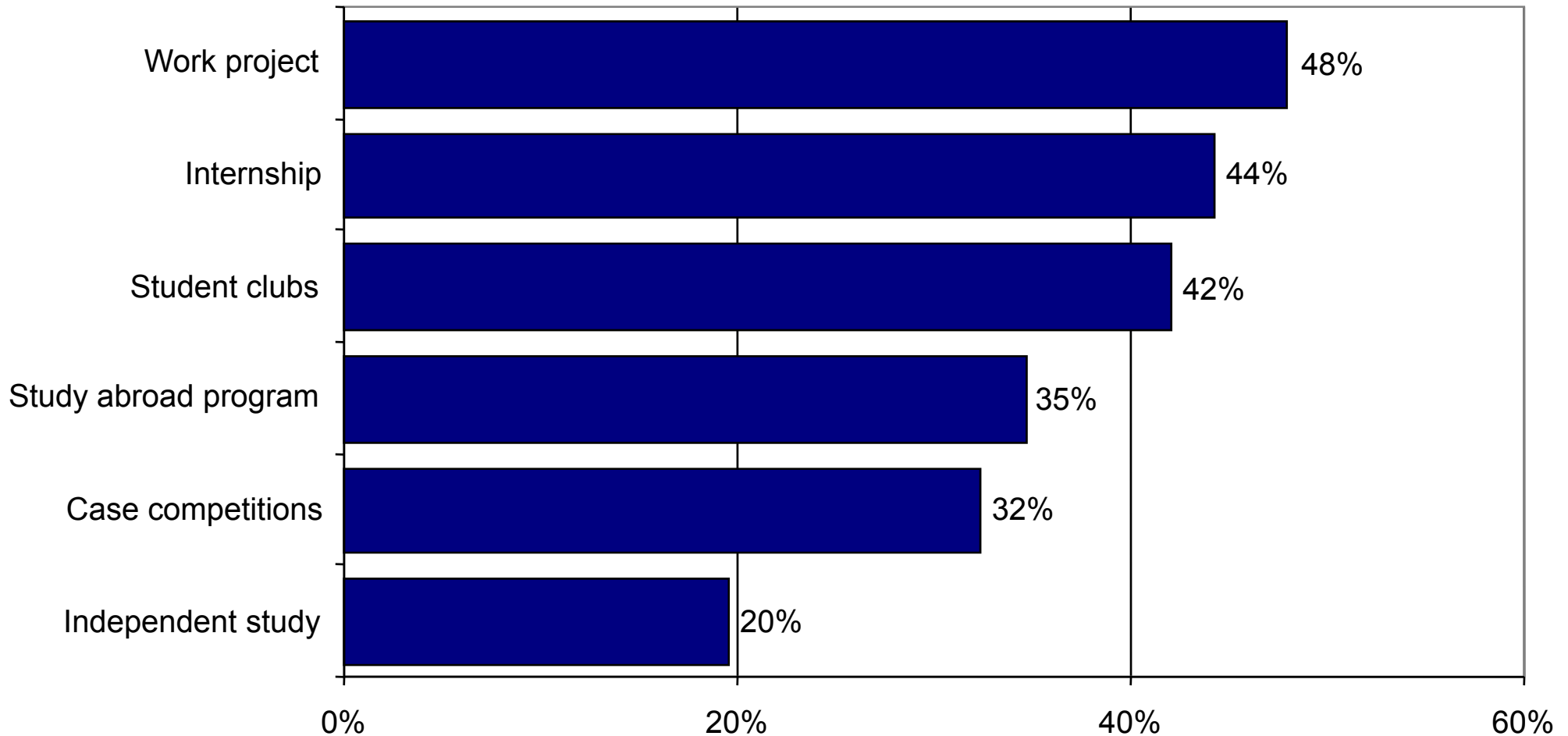
A majority of Western European respondents submitted applications to schools outside their country of citizenship. About a third sent applications to local schools.





# Planned Activities During Business School

About half of the Western European respondents intend to participate in a work project. Additionally, 23% plan to work full time and 26% plan to work part time.



# Planned Method of Financing Degree

Western European respondents plan to finance their degree with a variety of sources, but loans, personal savings, and support from their parents represent the greatest share.

