

Brexit Hurting U.K. Business Schools' Appeal With International Candidates

Survey findings show Brexit remains on the minds of international candidates who have sent GMAT® score reports to U.K. business programs

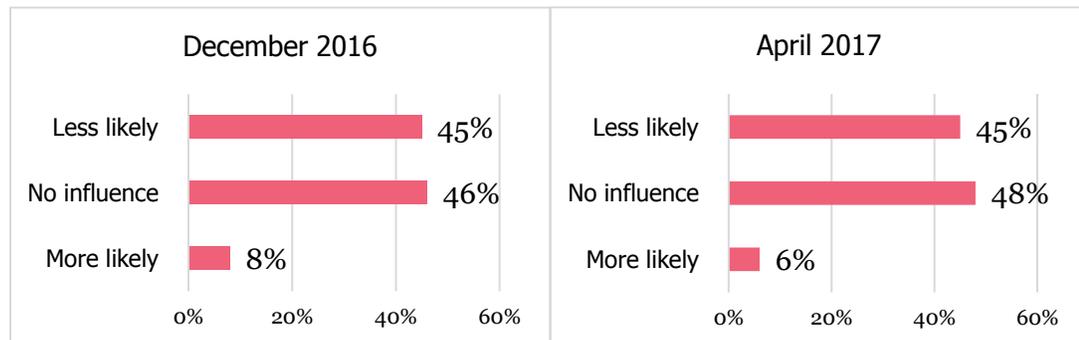
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Nearly a year after the surprise result of the U.K.'s vote to leave the European Union in June 2016, ongoing research by the Graduate Management Admission Council (GMAC) shows that Brexit continues to negatively impact international candidates' likelihood of choosing to study at a U.K. graduate business school.

In December 2016, a GMAC® survey of nearly 1,300 non-U.K. citizens who sent at least one GMAT score report to a U.K. graduate business program in 2016 found that 45 percent of respondents reported being less likely to study in the U.K. as a result of the Brexit vote.

Following Prime Minister Teresa May's triggering of Article 50 of the Treaty of Lisbon in April—which formally began the process of the U.K.'s exit from the E.U.—GMAC launched an additional survey of nearly 450 non-U.K. citizen GMAT examinees who sent at least one GMAT score report to a U.K. business school in the first quarter of 2017. The overall results reveal a similar picture to the first survey—45 percent of respondents report being less likely to study in the U.K. as a result of the Brexit vote.

GMAC asked: How has the British exit vote (Brexit) influenced your decision to study in the U.K.?



Notably, the April 2017 survey found that 52 percent of respondents with European, Middle Eastern, and African citizenship report being less likely to study in the U.K., up from 43 percent in the December 2016 survey. Conversely, the share of respondents with citizenship from North and South America and Asia-Pacific who report being less likely to study in the U.K. dropped slightly between the two surveys, from 40 percent to 38 percent for Americas citizens and from 48 percent to 45 percent for Asia-Pacific citizens.

Of course, candidates' actual application sending behaviors may play out differently than indicated by the survey results. GMAC will continue to track international candidate attitudes through periodic surveys and will monitor application sending behavior through the annual [Application Trends Survey](#), which is slated to launch in June and publish in September. For additional insights on graduate business education, please visit gmac.com/research.