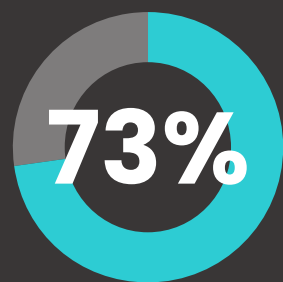


GMAC Prospective Students Survey 2022

How has COVID-19 changed prospective student preferences?

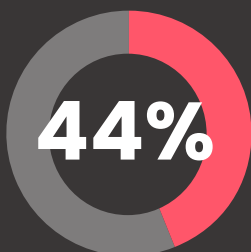
Access the summary report at gmac.com/prospectivestudents

Candidates still see higher value in the in-person experience, but interest in hybrid formats is on the rise

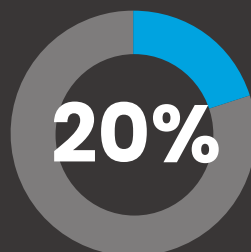


of candidates disagree that on-campus and online degree programs offer the same value

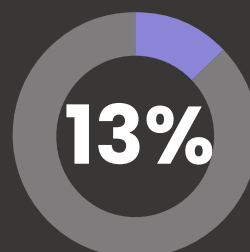
Across candidate segments, interest in hybrid delivery is growing
% prefer hybrid program format, 2021



Professional MBA candidates

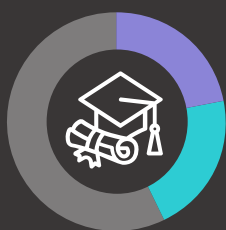


Business master's candidates



Professional MBA candidates

The full-time MBA still reigns supreme as the most preferred program type



Of candidates indicate their preferred program type is either a full-time two-year (22%) or one-year (21%) MBA

Top 3 curriculum “must-haves” for candidates who prefer full-time MBA programs



72%
Strategy

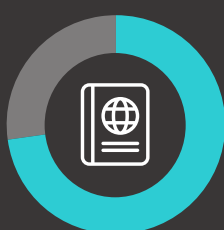


66%
Leadership/Change management



62%
Business analytics/
data science

Western Europe and the US are still the top international study destinations, but some key candidate markets are now less mobile



of Central and South Asian candidates prefer to study internationally, down from 89% in 2019

Top 3 preferred study destinations of international candidates



39%
Western Europe



39%
United States



14%
Canada

Interest in working in the tech sector is on the rise



of global candidates are interested in working in tech post-GME, up from 34% pre-pandemic

Growth in tech interest is noteworthy among specific candidate segments
% interest in tech, 2021



50%
Career switchers

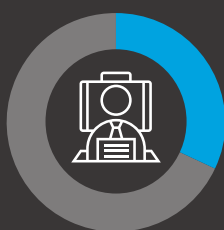


47%
Non-business undergrads



32%
Women

Career switchers are casting a wider net of post-GME career possibilities than prior to the pandemic



of global candidates want to switch careers, consistent with pre-pandemic levels

Top 3 industries of interest among career switchers



58%
Products & Services



54%
Consulting



50%
Technology