

Prospective Students Survey 2023

Candidate Profiles | Gen Z and Millennials

Gen Z and Millennials: What Drives Them?

Gen Z and millennial candidates' GME preferences are intuitively aligned with their age and career stage. Millennials are more likely seek job changes, management training, and program flexibility, while Gen Z are seeking to build stable futures through full-time, in-person opportunities.

Motivations

Gen Z are more likely than millennials to seek out GME to enhance their income and network, whereas millennials are more likely to look for a career change.

Gen-z		Millennials
79%	Top motivator: Enrich life and develop potential	80%
68%	Increase their income*	60%
66%	Enhance their network*	56%
48%	Change their industry or job function*	69%

Program Pace and Delivery

Though in-person and full-time options are the top choices among both Gen Z and millennials, millennials are more likely to appreciate online and flexible options.

Gen-z		Millennials
87%	Full-time*	72%
10%	Flexible*	5%
80%	In-person*	69%
13%	Hybrid*	18%
4%	Online*	9%

Barriers

Gen Z are more likely to be worried about their competitiveness for GME at this point in their careers, whereas millennials are more concerned with balancing GME and other responsibilities.

Gen-z		Millennials
62%	Top barrier: Cost	65%
36%	Level of work experience*	23%
25%	Demands on time*	32%



Curricular Preferences

Gen Z have a stronger preference for finance while millennials are more open to a range of curricular options, especially related to management skills and technology.

Gen-z		Millennials
56%	Top preference: Strategy*	68%
46%	Leadership/change management*	55%
42%	General management*	50%
32%	Operations management*	44%
30%	Technology management*	41%
21%	Digital leadership*	29%
51%	Corporate finance	46%
15%	Real estate*	11%

Job Aspirations

Gen Z candidates are more likely than millennials pursue finance and accounting while their interest in tech is waning compared to millennials.

Gen-z		Millennials
63%	Top Job: Consulting*	73%
40%	Finance/Accounting Job*	27%
35%	Technology Industry*	47%
24%	Government/ Nonprofit Industry*	30%

