

# Prospective Students Survey 2023

## Candidate Profiles | Men and Women

### Men and Women: What Drives Them?

While men and women share many preferences across their GME considerations, women tend to be more cautious in their goals while more likely to leverage flexibility in program formats. Gendered differences in industry and job functions are persistent across curricular and job preferences.

#### Motivations

Women were more likely than men to seek out GME to defend their current position—including bolstering their income.

Women		Men
82%	Top motivator: Enrich life and develop potential*	77%
69%	Increase their income*	61%
16%	Secure their current job*	11%

#### Barriers

Candidates cited these barriers as moderately impactful or were concerned this might prevent their pursuit of GME. Compared to men, women appear to be more risk-averse and name more barriers related to belief in their success.

Women		Men
65%	Top barrier: Cost	62%
57%	Test scores*	52%
46%	Exam requirements*	38%
37%	Uncertainty about the economy*	30%
29%	Confidence in ability to be successful in program*	22%

#### Program Pace and Delivery

Though in-person and full-time options are the top choices among men and women, women are more likely to appreciate online and flexible options.

Women		Men
76%	Full-time*	81%
10%	Flexible*	7%
69%	In-person*	77%
19%	Hybrid*	14%
8%	Online*	5%

#### Curricular Preferences

Men tend to prefer programs focused on management or finance, whereas women are more likely to demonstrate interest in programs developing brands or generating social impact.

Women		Men
59%	Top preference: Strategy*	62%
43%	Finance*	52%
39%	Economics*	51%
34%	Operations management*	40%
31%	Technology management*	37%
44%	Sustainability*	29%
39%	Brand/product management*	29%
29%	Cultural competency/diversity, equity, inclusion*	15%
25%	Social entrepreneurship/nonprofit*	16%

#### Job Aspirations

Compared to women, men report interest in more post-GME job functions related to finance and management. When describing career goals, men are more likely to cite level or position (e.g., mid-level, executive, CEO) whereas women are more likely to cite their next step (e.g., increase in salary, get a promotion)

Women		Men
24%	Become a CEO*	31%
61%	Top Job: Consulting*	72%
27%	Finance/Accounting Job*	39%
34%	Technology Industry*	44%
32%	Government/Nonprofit Industry*	23%