

**Graduate
Management
Admission
Council™**

Europe: Demand for Graduate Business Degrees

Regional Report

**Prospective Students Survey
2023 Data Report**

May 2023



Demand for Graduate Business Degrees: Prospective Students Survey is a product of the Graduate Management Admission Council (GMAC), a global, mission-driven association of 226 leading graduate business schools. Founded in 1953, we are actively committed to advancing the art and science of admissions by convening and representing the industry and offering best-in-class products and services for schools and students. GMAC is dedicated to creating access to and disseminating information about graduate management education that business schools and candidates need to learn, connect, and evaluate each other. School and industry leaders rely on the Council as the premier provider of reliable data about the graduate management education industry.

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Introduction

Over 2,700 individuals responded to the Prospective Students Survey in 2022

The Prospective Students Survey is one of the Graduate Management Admission Council's (GMAC) keystone research programs. The global graduate management education (GME) community has relied on data from this survey to gain insights about candidates' decision-making processes when considering and applying to graduate business schools since 2009.

The findings detailed in this report are based on responses from a total of 2,710 individuals surveyed between January and December 2022.

Prospective students who responded represent those interested in various MBA and business master's program categories, including full-time MBA, professional MBA, executive MBA, master's in management and international management, and other specialized business master's programs.

Responses used for analysis included candidates who are at different stages of the GME journey, including those who actively applying to business schools or currently doing research about graduate business degrees.

Additional information on the survey methodology and analytical procedures supporting this report can be found on [page 26](#).

Explore the Data for Yourself

An Interactive Data Research Tool accompanies the Prospective Students Survey and available for all readers with a valid gmac.com account. The tool empowers users to customize data searches by multiple survey response variables, such as preferred study destination, preferred program type, citizenship, residence, gender, age, and more. Access the tool with your gmac.com login at:

gmac.com/prospectivestudents

Business School Participation in GMAC Research

Graduate business schools around the world are invited to take advantage of opportunities to gather data and generate insights about the business school pipeline.

Schools can sign up to participate in the GMAC Application Trends Survey and Corporate Recruiters Survey on our survey sign-up page:

gmac.com/surveysignup

Introduction

More information available

This year, the rich information gleaned from the Prospective Students Survey is being released in a nine-part series for easier consumption and improved user experience.

2 Overview Reports

5 Regional Reports

2 Program Reports



Visit [gmac.com](https://www.gmac.com)
to access all nine reports.

Graduate
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Introduction

Countries highlighted in Regional reports

Each regional report showcases results from the Prospective Students Survey by candidates' country of citizenship, residence, and preferred destination of study.

Asia & Pacific Islands

- Australia
- Greater China
- India

Europe

- France
- Germany
- Italy

Latin America

- Brazil
- Mexico

Middle East & Africa

- Ghana
- Kenya
- Nigeria

North America

- Canada
- United States

Candidate Profiles by Citizenship

This section features data by candidate country of citizenship, including:

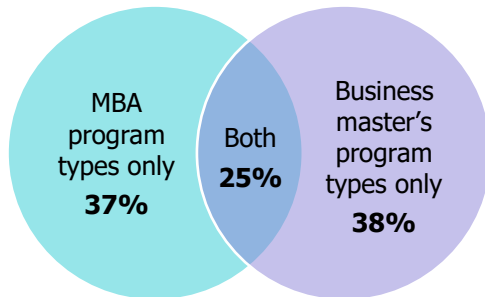
- Program considerations
- Top 10 program types considered
- Top program types preferred
- Application plans by relative location
- Application plans by program world region
- Preferred study destination by program country
- Post-GME career goals
- Post-GME industries of interest
- Post-GME job functions of interest



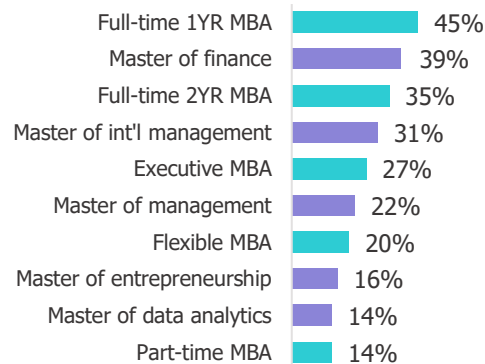
Candidate Profiles by Citizenship

France

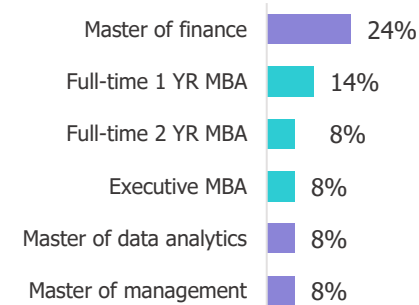
Program Considerations



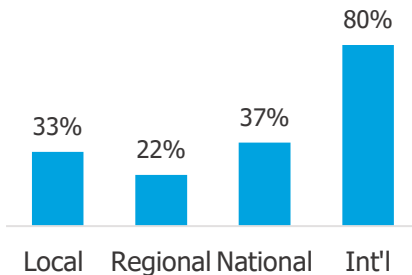
Top 10 Program Types Considered ¹



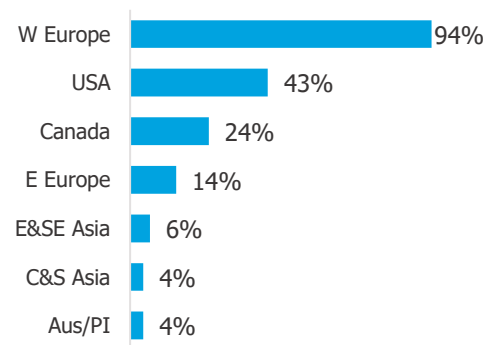
Top Program Types Preferred ²



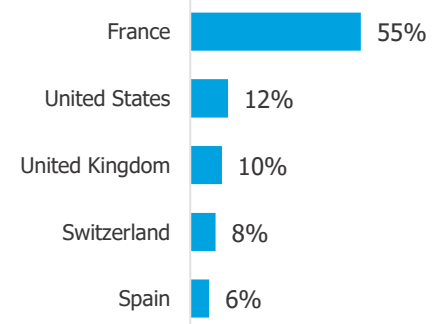
Application Plans by Relative Location ¹



Application Plans by Program World Region ¹



Preferred Study Destination ²



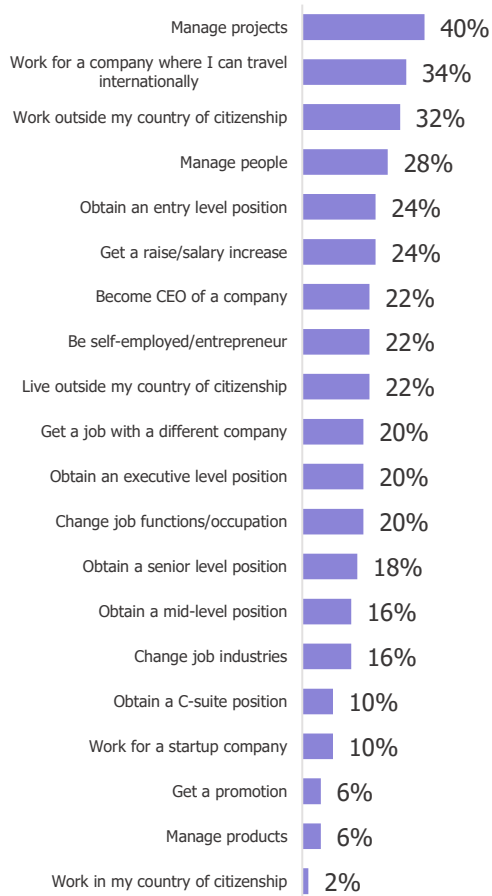
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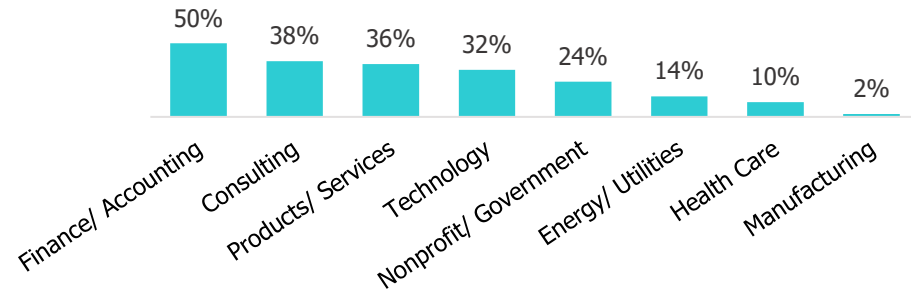
Candidate Profiles by Citizenship

France

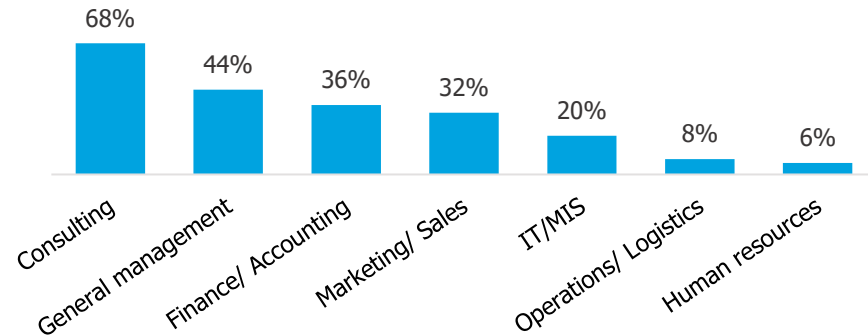
Post-GME Career Goals



Post-GME Industries of Interest



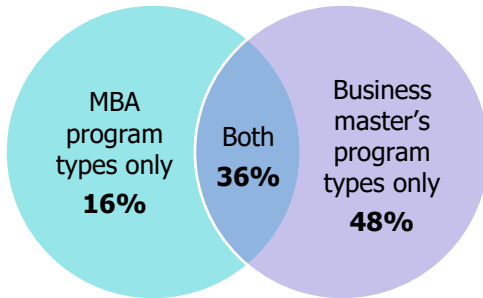
Post-GME Job Functions of Interest



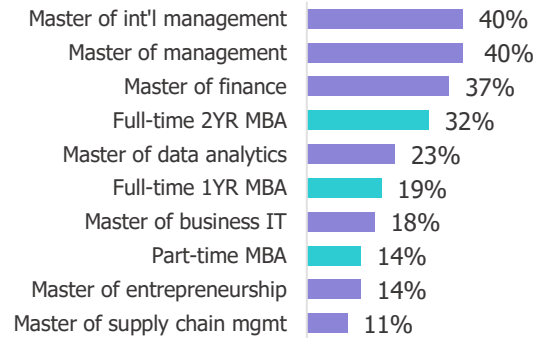
Candidate Profiles by Citizenship

Germany

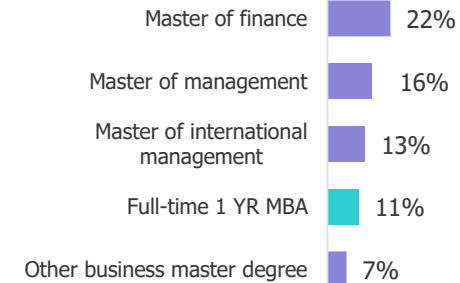
Program Considerations



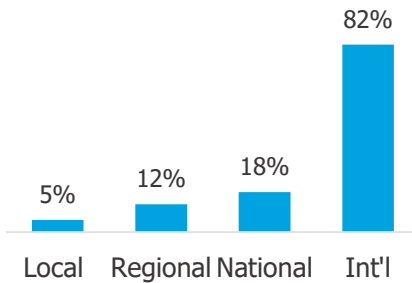
Top 10 Program Types Considered ¹



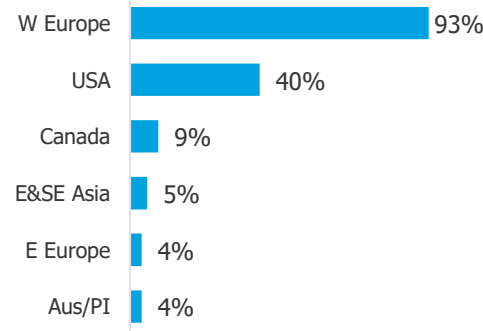
Top Program Types Preferred ²



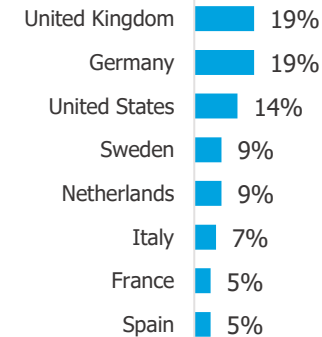
Application Plans by Relative Location ¹



Application Plans by Program World Region ¹



Preferred Study Destination ²



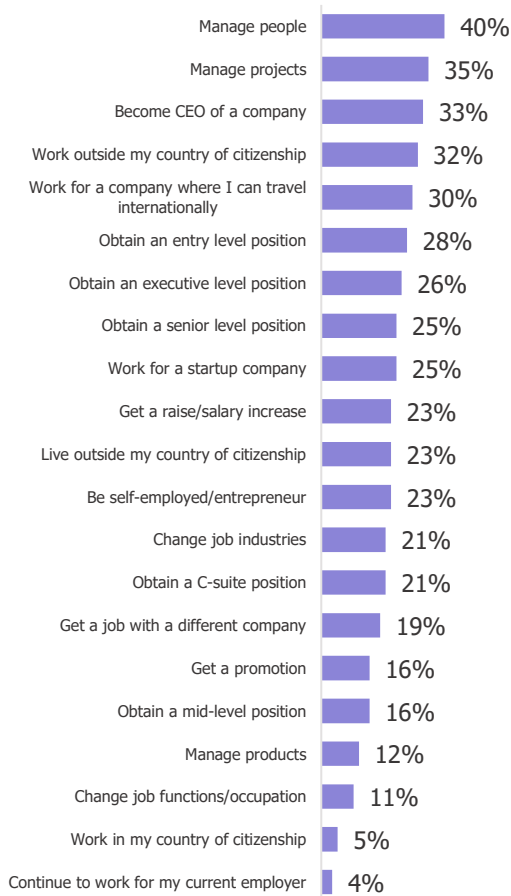
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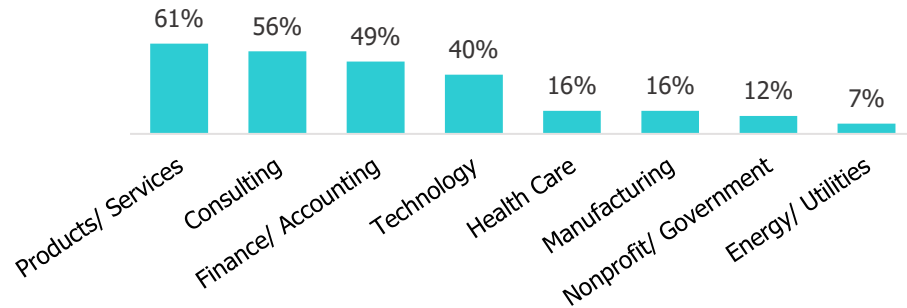
Candidate Profiles by Citizenship

Germany

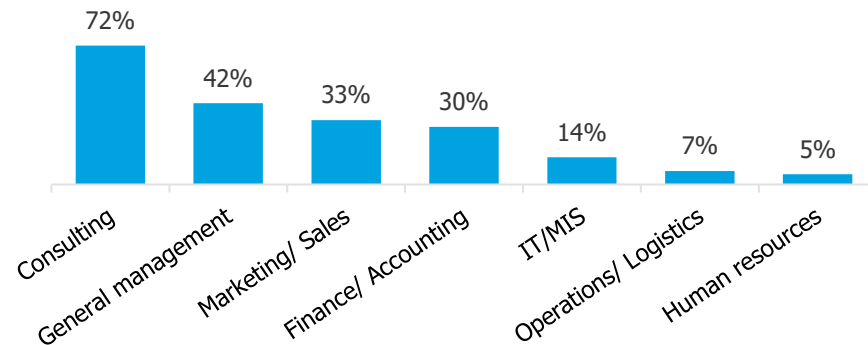
Post-GME Career Goals



Post-GME Industries of Interest



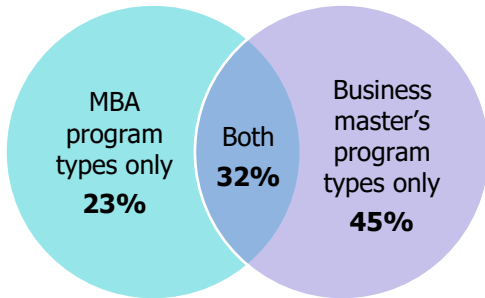
Post-GME Job Functions of Interest



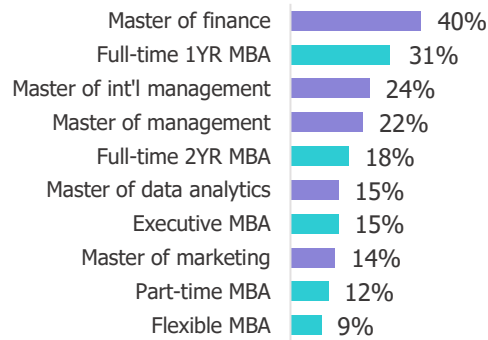
Candidate Profiles by Citizenship

Italy

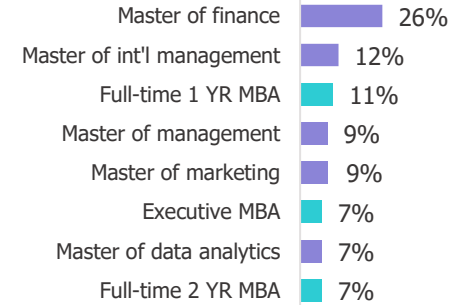
Program Considerations



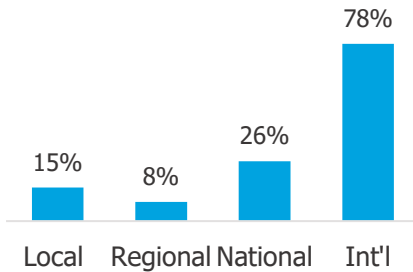
Top 10 Program Types Considered ¹



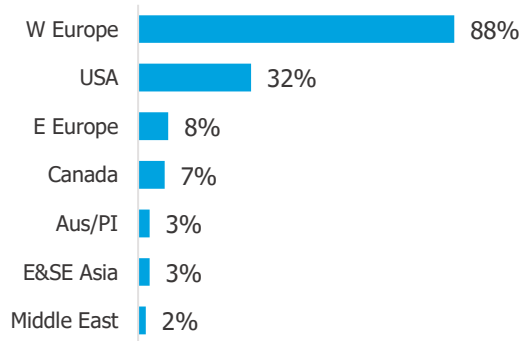
Top Program Types Preferred ²



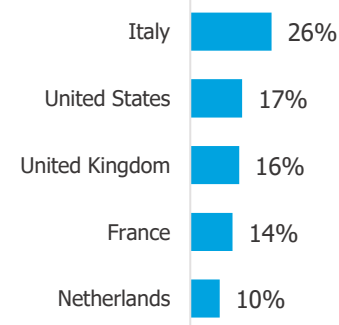
Application Plans by Relative Location ¹



Application Plans by Program World Region ¹



Preferred Study Destination ²



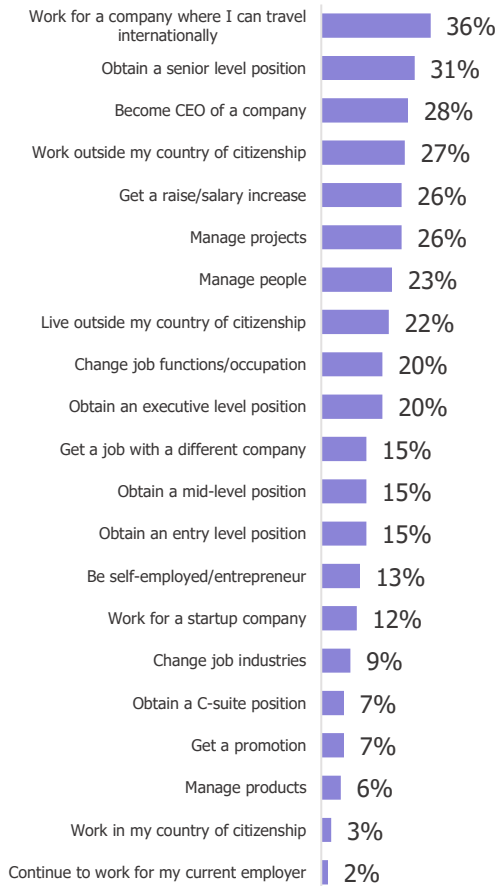
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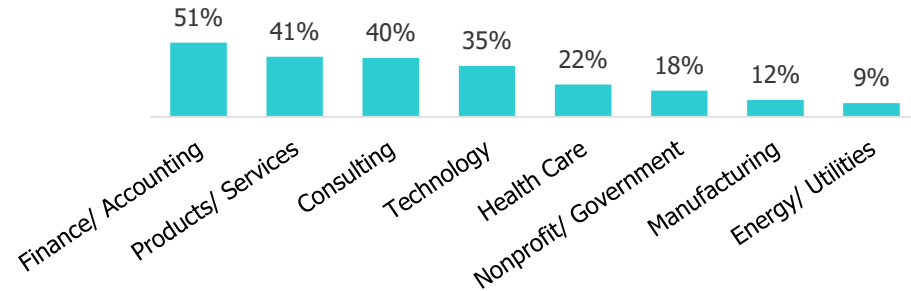
Candidate Profiles by Citizenship

Italy

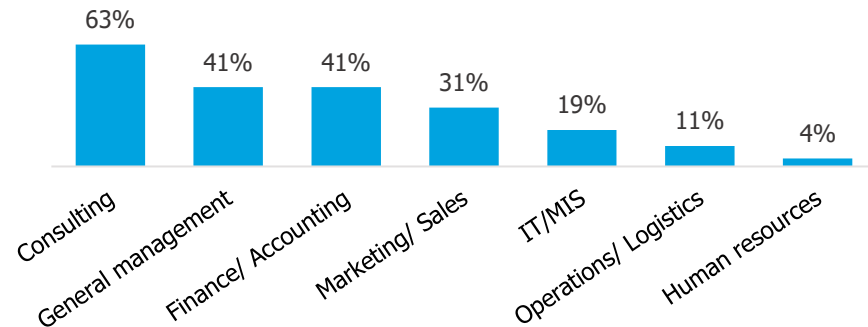
Post-GME Career Goals



Post-GME Industries of Interest



Post-GME Job Functions of Interest



Candidate Profiles by Residence

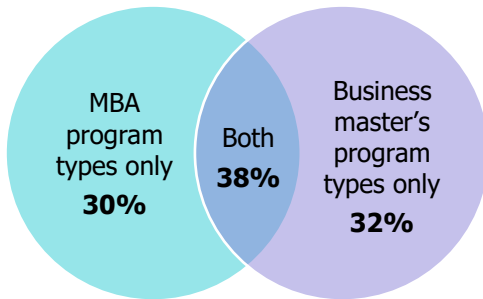
This section features data by candidate country of residence, including:

- Program considerations
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- Post-GME industries of interest
- Post-GME job functions of interest

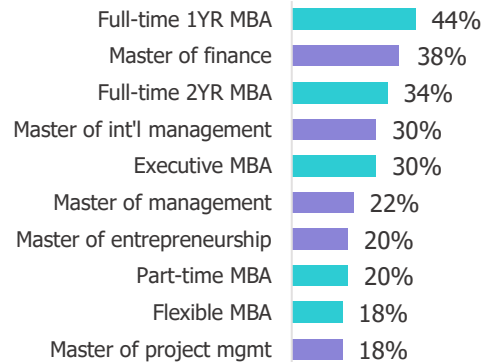
Candidate Profiles by Residence

France

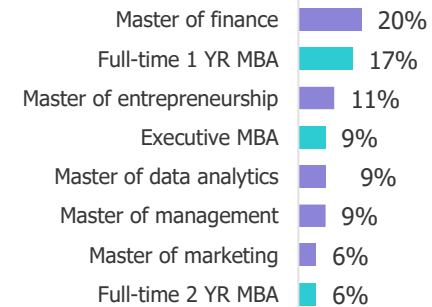
Program Considerations



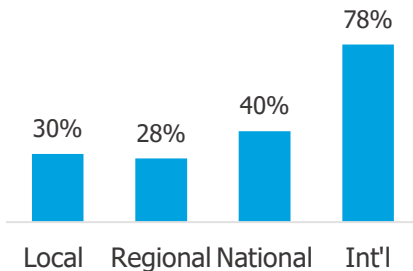
Top 10 Program Types Considered ¹



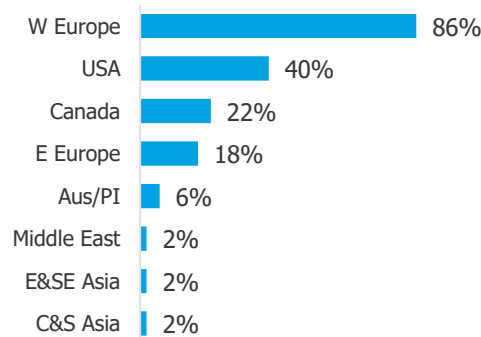
Top Program Types Preferred ²



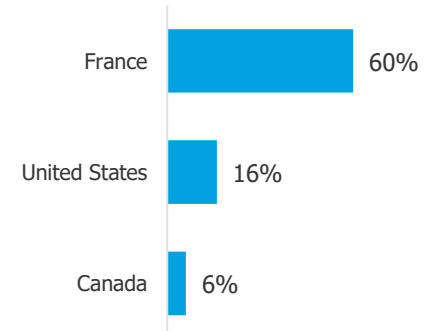
Application Plans by Relative Location ¹



Application Plans by Program World Region ¹



Preferred Study Destination ²



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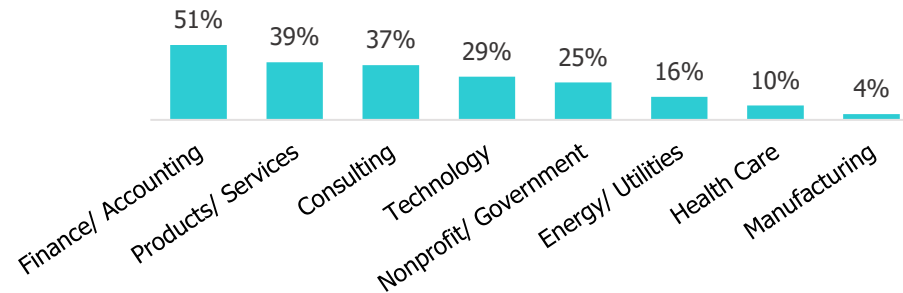
Candidate Profiles by Residence

France

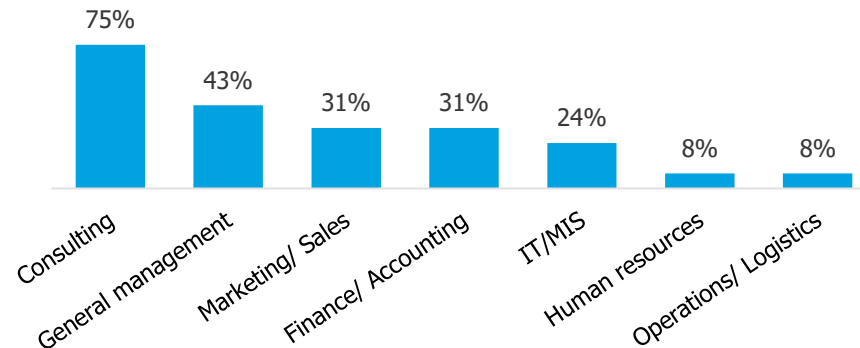
Post-GME Career Goals



Post-GME Industries of Interest



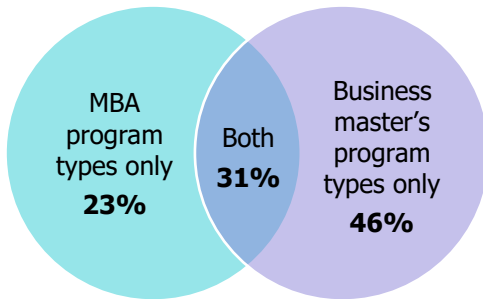
Post-GME Job Functions of Interest



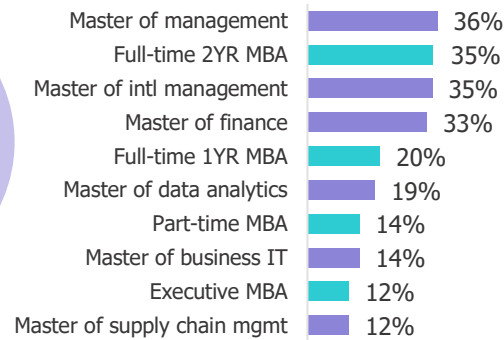
Candidate Profiles by Residence

Germany

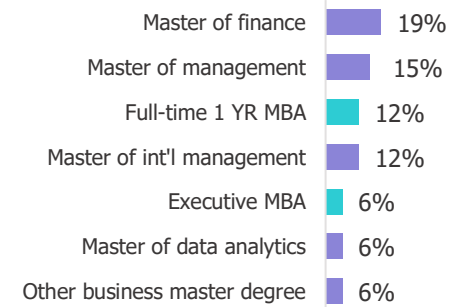
Program Considerations



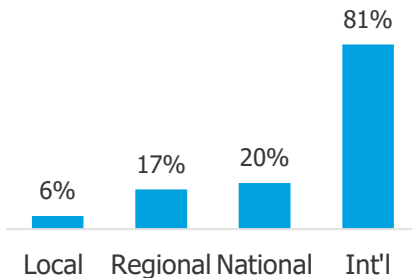
Top 10 Program Types Considered ¹



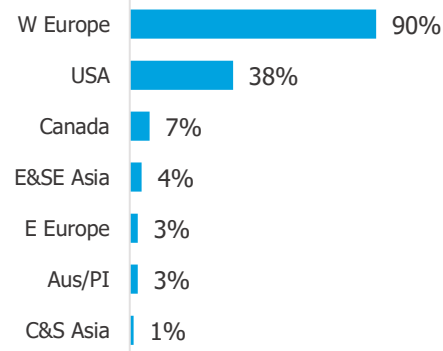
Top Program Types Preferred ²



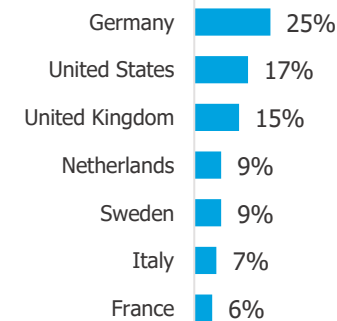
Application Plans by Relative Location ¹



Application Plans by Program World Region ¹



Preferred Study Destination ²



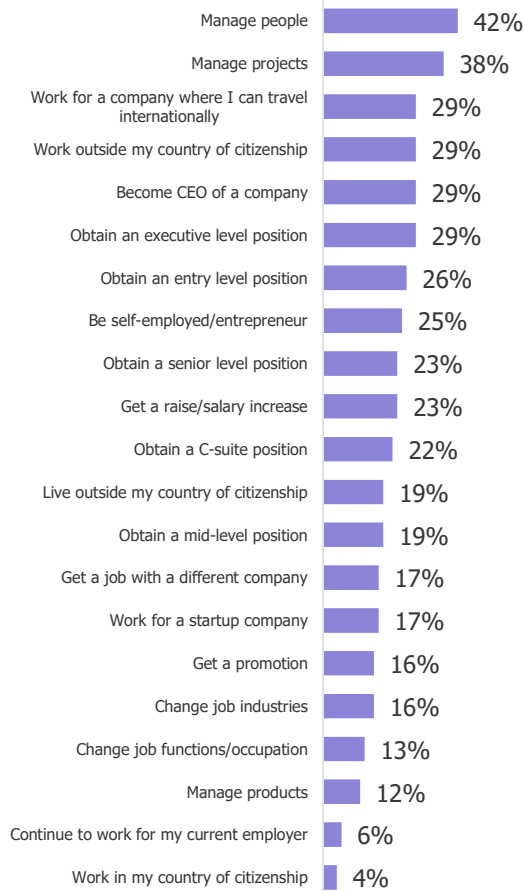
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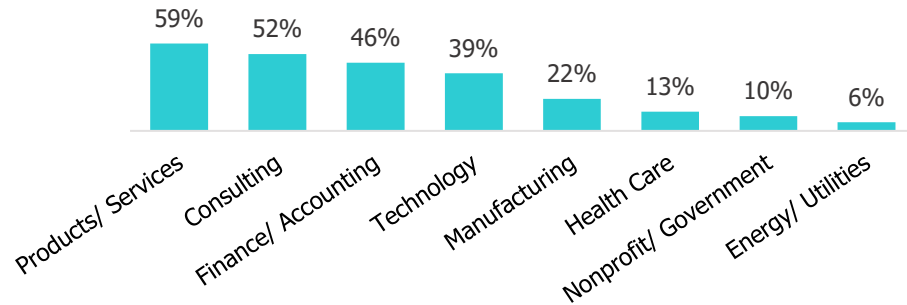
Candidate Profiles by Residence

Germany

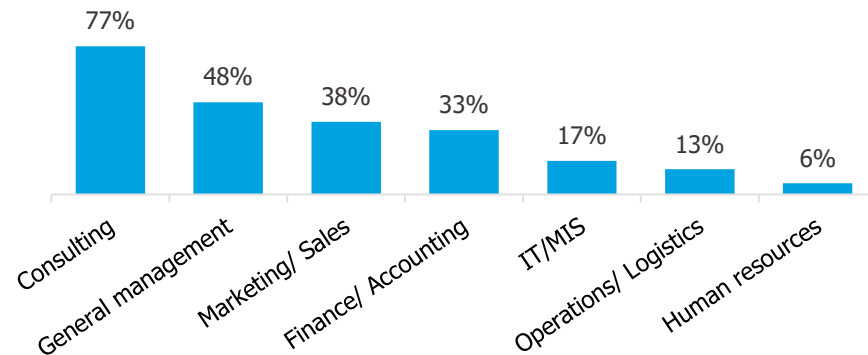
Post-GME Career Goals



Post-GME Industries of Interest



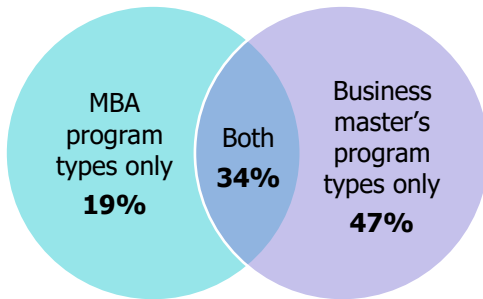
Post-GME Job Functions of Interest



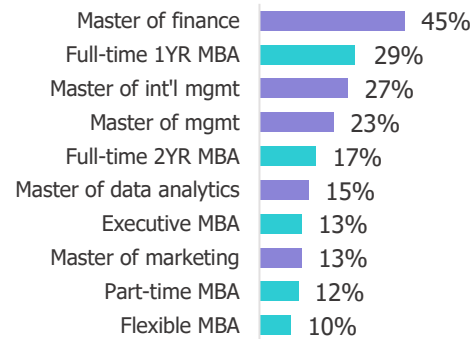
Candidate Profiles by Residence

Italy

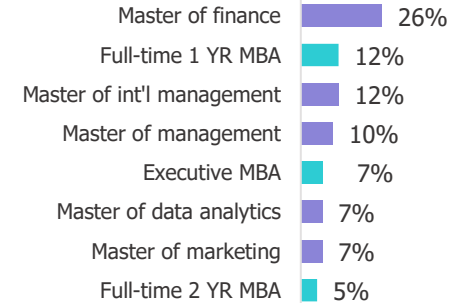
Program Considerations



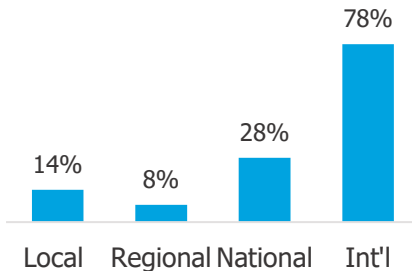
Top 10 Program Types Considered ¹



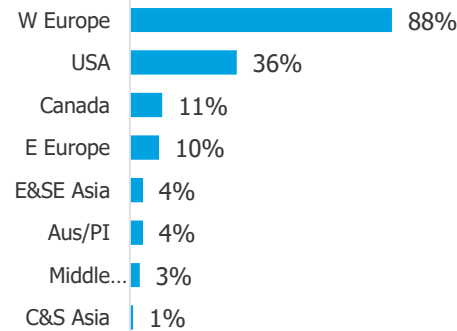
Top Program Types Preferred ²



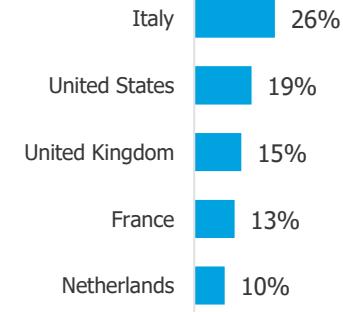
Application Plans by Relative Location ¹



Application Plans by Program World Region ¹



Preferred Study Destination ²



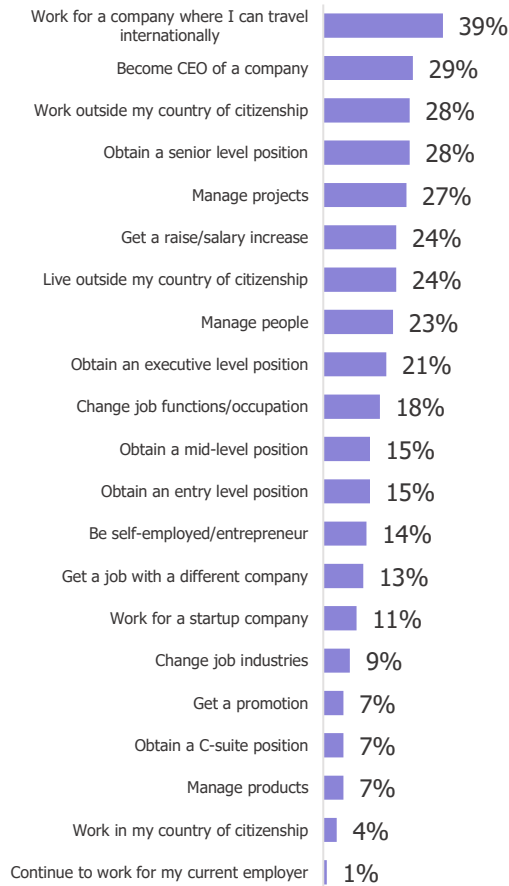
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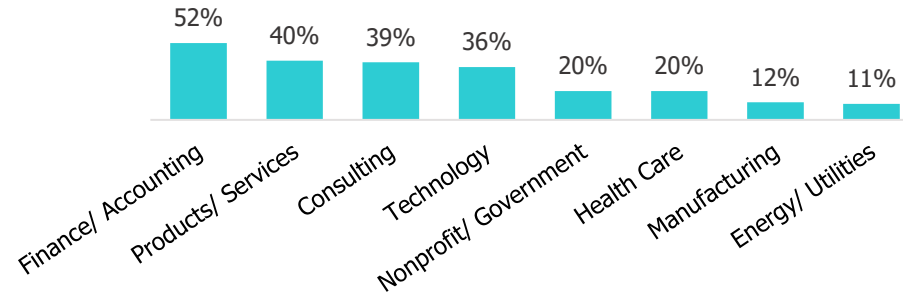
Candidate Profiles by Residence

Italy

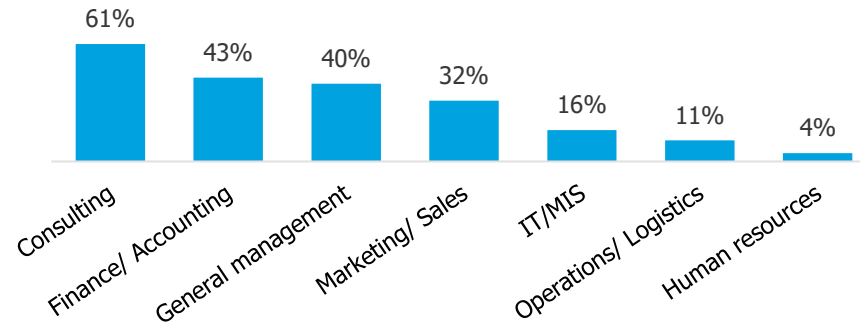
Post-GME Career Goals



Post-GME Industries of Interest



Post-GME Job Functions of Interest



Preferred Study Destination

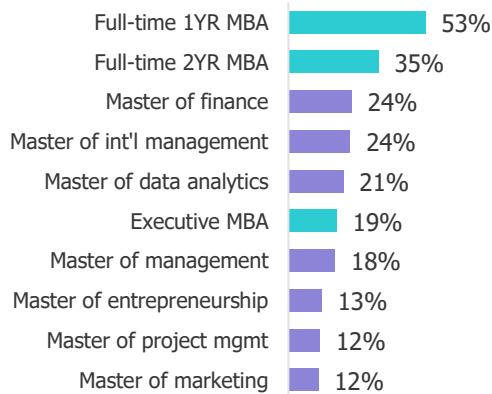
This section features data by candidate preferred study destination country, including:

- Top 10 program types considered
- Top program types preferred
- Citizenship of candidates preferring this study destination
- Preferred program delivery by candidates preferring this study destination

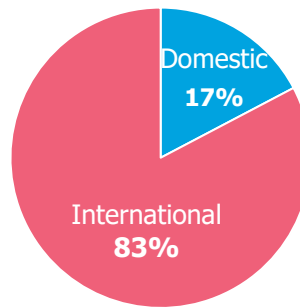
Preferred Study Destination

France

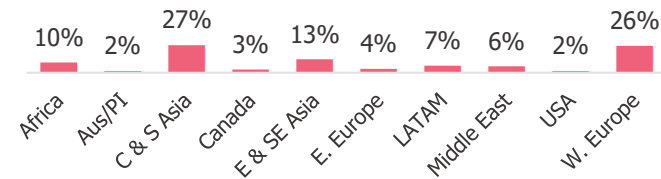
Top 10 Program Types Considered ¹



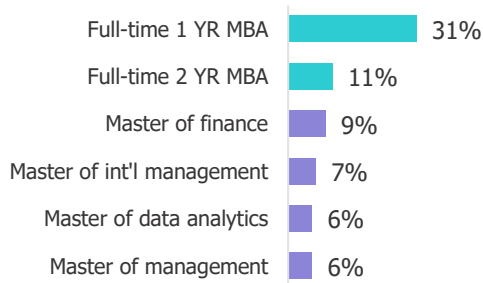
Citizenship of Candidates Preferring This Study Destination



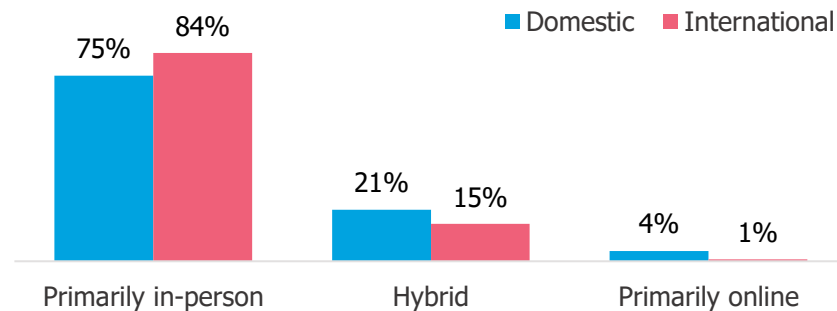
Region of Citizenship of International Candidates ¹



Top Program Types Preferred ²



Preferred Program Delivery by Candidates Preferring This Study Destination ¹



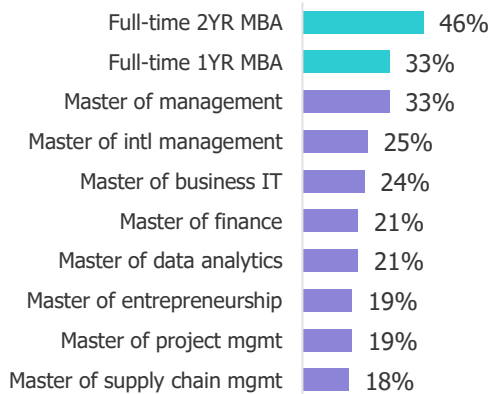
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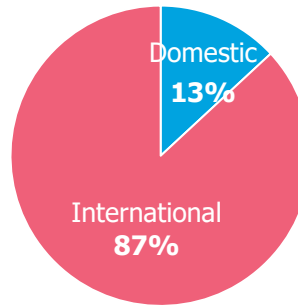
Preferred Study Destination

Germany

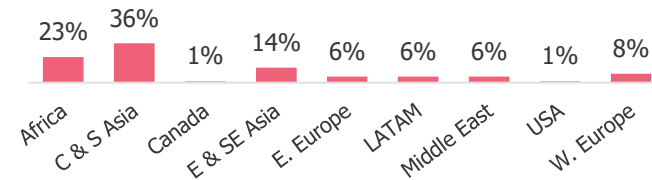
Top 10 Program Types Considered ¹



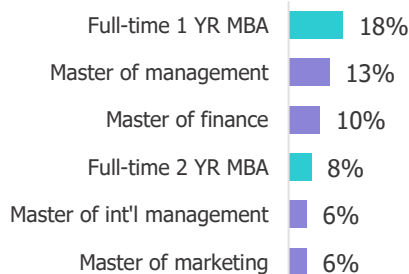
Citizenship of Candidates Preferring This Study Destination



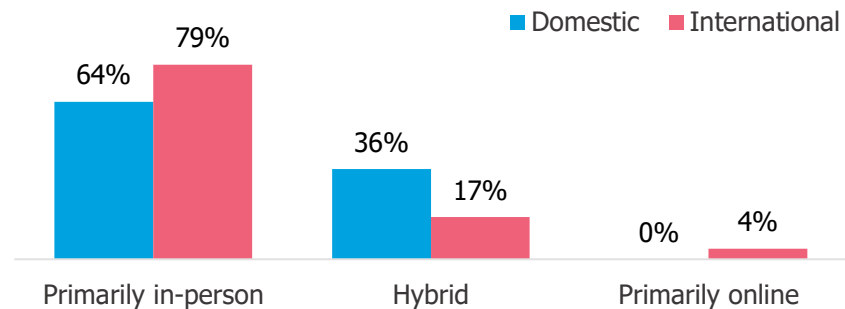
Region of Citizenship of International Candidates ¹



Top Program Types Preferred ²



Preferred Program Delivery by Candidates Preferring This Study Destination ¹



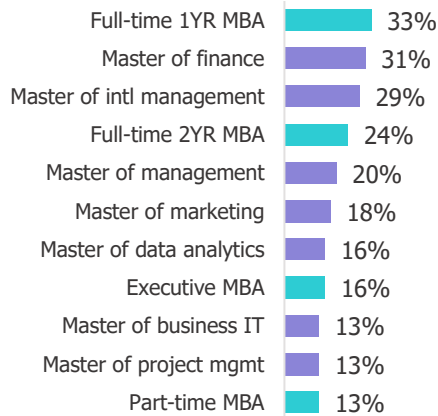
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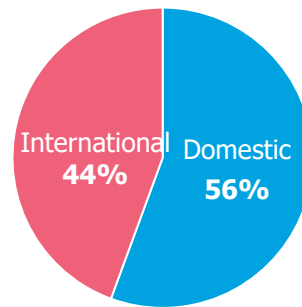
Preferred Study Destination

Italy

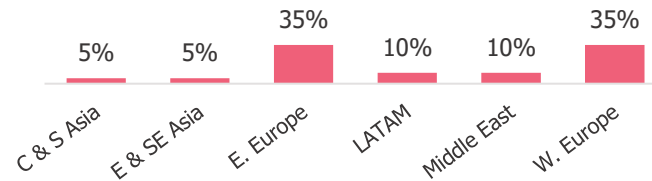
Top 10 Program Types Considered ¹



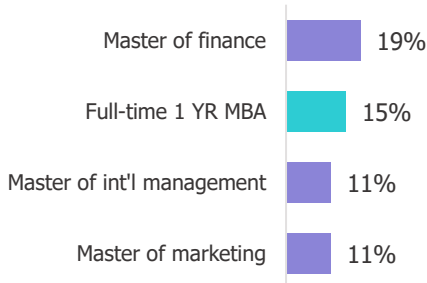
Citizenship of Candidates Preferring This Study Destination



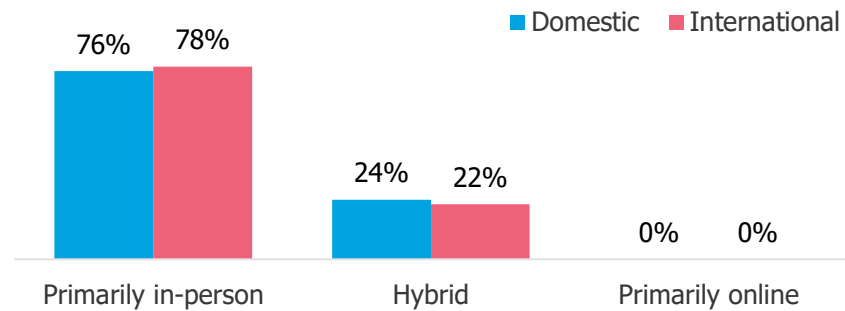
Region of Citizenship of International Candidates ¹



Top Program Types Preferred ²



Preferred Program Delivery by Candidates Preferring This Study Destination ¹



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Respondent Demographic Profile

Citizenship Region ¹	Overall	Gender			Age				
		Male	Female	Non-binary	22 and younger	23 to 24	25 to 30	31 to 39	40 and older
Global	2,710	1,598	1,089	23	761	372	839	440	161
Africa	543	322	218	<5	67	66	208	127	45
Australia & Pacific Islands	21	13	8	<5	<5	<5	9	<5	<5
Canada	91	46	45	<5	18	13	27	18	11
Central & South Asia	648	432	212	<5	221	112	185	81	18
East & Southeast Asia	337	154	179	<5	105	48	101	48	12
Eastern Europe	55	25	27	<5	28	12	6	7	<5
Latin America	160	102	56	<5	20	11	82	33	8
Middle East	55	27	28	<5	12	5	19	8	<5
United States	467	258	205	<5	124	61	137	77	46
Western Europe	333	219	111	<5	163	41	65	37	15

Note:

1. Cells with less than 5 respondents were suppressed.

Methodology

Population & Sampling Methods

In 2022, the Graduate Management Admission Council™ (GMAC™) surveyed all individuals who registered on mba.com—the GMAC website for prospective graduate business students — about their demand for GME. Prospective students who attended events hosted by GMAC Tours (formerly The MBA Tour), visited the BusinessBecause website, or registered for the NMAT by GMAC exam in India were also invited to participate in the survey to expand the representation of survey respondents across all regions of the world. In total, over 2,700 prospective students from 131 countries or regions in all 10 populated world regions completed the survey.

Analysis

Descriptive analyses were conducted on survey responses to examine prospective students' program of study preferences, program delivery preference, application plans, and career goals. Analyses were conducted on all respondents and by respondents' region of citizenship, region of residence and preferred study destination.

Country-World Region Assignment

All geographic regions mentioned in this report use the following country-region classifications:

Africa: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, French Southern Territories, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast (Cote D'Ivoire), Kenya, Lesotho, Liberia, Libyan Arab, Jamahiriya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Morocco, Mozambique, Namibia, Niger, Nigeria, Republic of Congo, Reunion, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Svalbard and Jan Mayen, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe

Australia and Pacific Islands: American Samoa, Australia, Christmas Island, Cocos (Keeling) Islands, Cook Islands, Fiji, French Polynesia, Guam, Heard Island and McDonald Islands, Kiribati, Marshall Islands, Micronesia, Nauru, New Caledonia, New Zealand, Niue, Norfolk Island, Northern Mariana Islands, Palau, Papua New Guinea, Pitcairn, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu, Wallis and Futuna Islands

Canada

Central & South Asia: Afghanistan, Bangladesh, Bhutan, British Indian Ocean Territory, India, Kazakhstan, Kyrgyzstan, Nepal, Pakistan, Tajikistan, Turkmenistan, Uzbekistan

East & Southeast Asia: Brunei Darussalam, Cambodia, China, East Timor, Hong Kong SAR, Indonesia, Japan, North Korea, South Korea, Laos, Macao SAR, Malaysia, Maldives, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, China, Thailand, Vietnam

Eastern Europe: Albania, Armenia, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Republic of Kosovo, Romania, Serbia, Serbia and Montenegro, Slovakia, Slovenia

Latin America: Anguilla, Antigua and Barbuda, Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, Bonaire, Saint Eustatius and Saba, Brazil, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curacao, Dominica, Dominican Republic, Ecuador, El Salvador, Falkland Islands, French Guiana, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Mexico, Montserrat, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Saint Barthelemy, Saint Kitts and Nevis, Saint Lucia, Sint Maarten, South Georgia-Sandwich Islands, St. Helena, St. Martin, St. Vincent and Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, Uruguay, US Minor Outlying Islands, Venezuela, British Virgin Islands, US Virgin Islands

Middle East: Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestinian, Territory, Qatar, Saudi Arabia, Syrian Arab Republic, Turkey, United Arab Emirates, Yemen

United States

Western Europe: Aland Islands, Andorra, Austria, Belgium, Bouvet Island, Cyprus, Denmark, Faroe Islands, Finland, France, Germany, Gibraltar, Greece, Greenland, Guernsey, Iceland, Ireland, Isle of Man, Italy, Jersey, Liechtenstein, Luxembourg, Malta, Monaco, Netherlands, Norway, Portugal, San Marino, Spain, Sweden, Switzerland, United Kingdom, Vatican City State

Contributors & Contact Information

Contributors

The following individuals made significant contributions to the publication of this report:

Quan Yuan, Associate Manager of Survey Research, data analysis, manuscript drafting, sample development, survey management; **Alexandria Williams**, Manager of Survey Research, survey management, manuscript design; **Kun Yuan**, Director of Research & Data Science, manuscript review.

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