

2009 ASIAN

Geographic Trend Report for GMAT[®] Examinees



ASIAN

Geographic Trend Report for GMAT® Examinees

The *Asian Geographic Trend Report for GMAT® Examinees* identifies migratory trends among GMAT examinees applying to and attending graduate business school. Geographic and background data collected after each test taker completes the GMAT exam are used and combined with score-sending patterns. Together they illustrate which countries and schools are of interest to citizens of various Asian countries. Data from the most recent testing year are compared against data from four years prior to identify changes in examinee preferences.

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This report presents analyses of student interest in graduate management education by examining data collected from respondents taking the Graduate Management Admission Test® (GMAT®) during the 2005 and 2009 testing years (TY), including the destinations of their score reports.

The GMAT score-sending data studied for this update reveal two important types of information related to the geographic program preferences of examinees. First is *absolute* change in the overall number of GMAT score reports that are sent each year, which reflects the physical size of the annual student pipeline. Absolute change tends to fluctuate widely depending on yearly testing volume. The second type of information is *relative* change, which measures the proportion of total scores sent to a given country or region and reveals structural changes in market share. Relative change is generally more stable over time. Understanding both types of information—absolute and relative—enhances a school's ability to navigate the student pipeline and recruit effectively.

Major differences in score-sending behavior were observed between TY 2005 and TY 2009 for many regions in this report. This is not surprising given the global nature of higher education today, which is characterized by innovation and constant change. Many factors influence the attractiveness of certain programs to students and also the ability of students to pursue management education. This report identifies the aggregate effects of such dynamics.

Key Findings

- GMAT testing among citizens and residents of Asia increased significantly between TY 2005 and TY 2009, at 75 percent and 97 percent, respectively. This growth was substantially higher than global increases over the same period (32%), and was largely achieved through sustained testing expansions in China and India.
- By TY 2009, Asian citizens represented 30 percent of the global GMAT student pipeline, a proportion that is up from 23 percent five years earlier.
- Within the Asian citizenship region, 69 percent of GMAT exams were taken by Indian (39%) and Chinese (30%) citizens in TY 2009. Due to a greater average number of GMAT score reports sent, however, Chinese and Indian examinees sent 77 percent of all scores from the region.
- Asian GMAT examinees sent an average of 3.6 score reports per examinee in TY 2009, up from 3.3 in TY 2005. This was well above the global average of 3.0 and was pulled up by the propensity of Indian (4.4) and Chinese examinees (3.6) to send a comparatively large number of score reports. Several citizen groups in the region, however, sent considerably fewer. South Korean and Japanese examinees, for example, sent on average just 1.9 and 2.0 score reports per examinee, respectively.
- Business schools in Asia received nearly 50,000 GMAT score reports from examinees around the world in TY 2009. This marks an increase of more than 200 percent since TY 2005 with programs in India (+343%), Singapore (+332%), China (+188%), and the Philippines (+143%) experiencing the largest percentage gains over the period.
- Nine of the 10 citizen groups examined in this report sent the majority of their score reports to business programs located in the United States in TY 2009. The only exception was Singaporean examinees, for whom domestic programs were the primary destination.
- Although business programs in the United States received 67 percent of all score reports

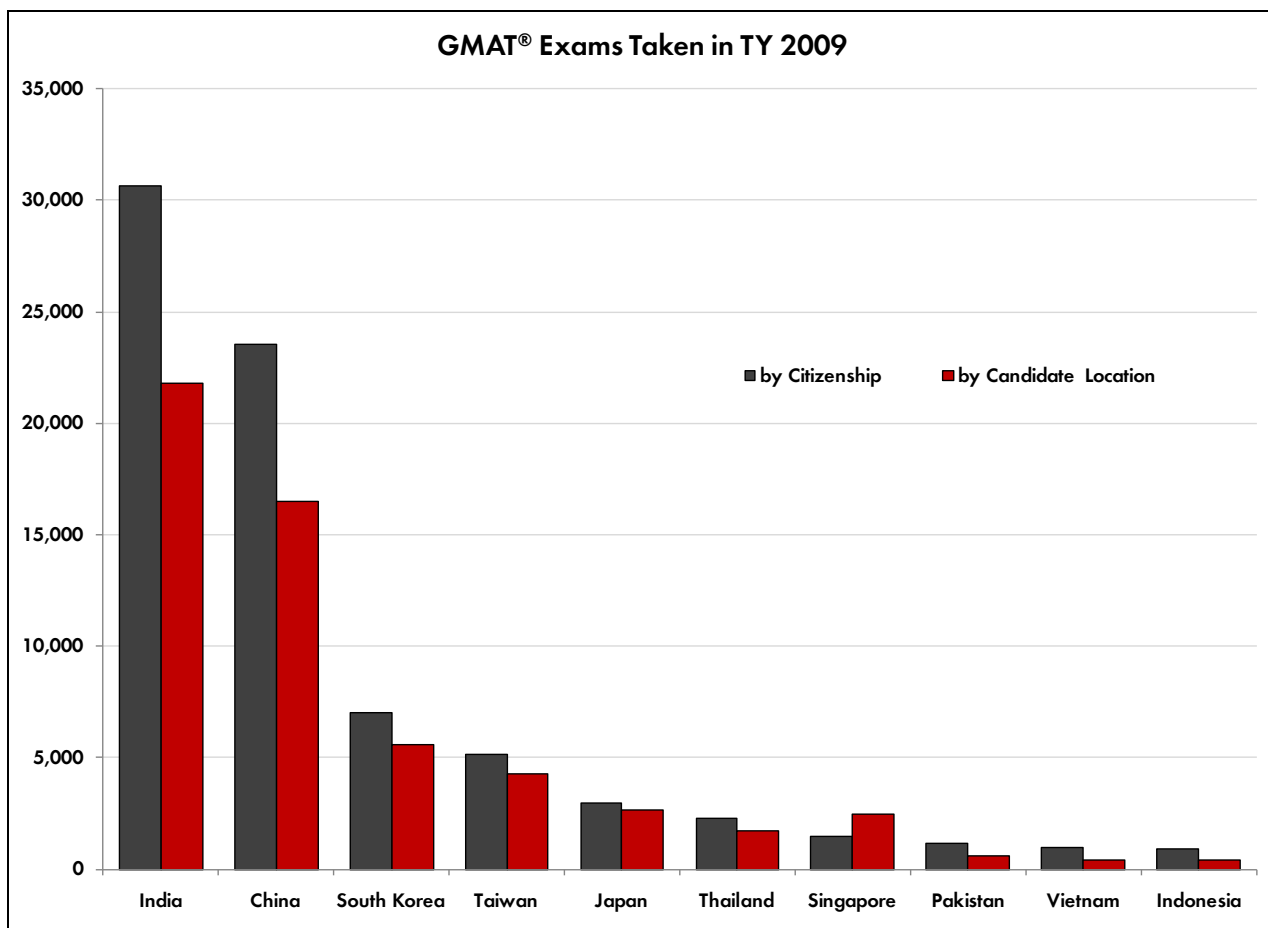
sent from Asian citizens in TY 2009, these programs experienced a sizable decrease in market share for Asian examinees between TY 2005 and TY 2009. Nine of the top 10 citizen groups in the region sent a lower proportion of their score reports to US schools

in TY 2009 when compared with TY 2005. For the most part, however, broad increases in absolute testing among Asian citizens have negated the proportional shift away from the United States.

Exams Taken by Citizenship and Candidate Location

Geographic data collected from TY 2005 to TY 2009 included the examinee's mailing address at the time of registration and country of citizenship. Figure 1 illustrates the differences in exams taken by citizenship and candidate location. Singapore is the only country in which more tests were taken by location (2,468) than by citizenship (1,454).

Figure 1: GMAT® Exams Taken in Top 10 Countries of Asia in TY 2009



Methodology

The 10 Asian citizenship groups with the greatest number of GMAT examinations were analyzed for this report. Information was obtained from examinees' responses to the Background Information Questionnaire administered as part of the GMAT exam, score-reporting information from examinee records, and other registration information for testing years 2005 through 2009.¹

Although data from TY 2005 to TY 2009 are provided for general trend purposes, TY 2005 and TY 2009 data provide the primary basis for analysis in this report. Data from the 45,239 records of Asian citizen examinees in 2005 and the 79,096 records of Asian citizen examinees in 2009 who sat for the GMAT exam one or more times during these years are closely examined. In TY 2005, Central and South Asian citizens accounted for 15,469 of these examinees, a number that grew to 33,322 in TY 2009 (+115%). For the second year in a row, however, only two countries in Central and South Asia appear among the top 10 Asian countries for number of GMAT exams taken—India and Pakistan.

When taking the GMAT, examinees have the option to submit their score report to up to five schools or programs at no charge. Once examinees leave the test center, they can request additional copies of their score report for a fee. Up to 10 instances of score report data are stored for every test taken.

Score reports were aggregated and grouped by school location and university for TY 2005 and by school location, university, and program for TY 2009. Due to a change in vendors for the GMAT exam in 2006, data analysis can be extended to the program level only for TY 2009 data. Program-level data are unavailable for TY 2005; therefore, school-level data are used. Throughout this report, school names followed by "MBA" indicate full-time programs unless otherwise specified.

Examinees were asked to name their country of citizenship at the time of test registration. This information was used to group examinees into two regional categories: the East and Southeast Asian region and the Central and South Asian region.² Country of citizenship and score-reporting behavior were used to gauge regional trends and changes in examinee preferences regarding school locations. The top 10 schools (by score report volume) for each of the largest citizenship groups are listed for the two years studied to reveal further changes.

The data examined in this report take into account tests taken, not the individual test takers. Any examinees who took the test more than once are represented in the analyses by the number of times they took the test. The average percentage of tests taken by repeat examinees is approximately 15 percent to 22 percent. Furthermore, the results presented in this report are generalizations that will not apply to every student.

GMAT score-sending trends are used to indicate student interest in studying in a particular region. Other factors, such as changes in school application requirements or national visa policies, also influenced these trends, and should be taken into consideration when evaluating this report. In 2006, GMAC switched vendors with a goal of increasing access to the GMAT. The effects of that switch are most evident in the data from TY 2007 to TY 2009. It is also important to note when reviewing these results that it is not mandatory for examinees to respond to the background information questions in order to register for the GMAT exam. As a result, not all test takers are represented in this analysis. The percentage of "missing" or unreported background information, however, is extremely low for both analyzed testing years.

¹ Testing years run from July 1 of the preceding year to June 30 of the current year. Thus, TY 2009 is July 1, 2008 to June 30, 2009.

² See the Appendix for a complete description of these categories.

Asian Testing Environment

GMAT testing in Asia and among Asian citizens has increased substantially over the previous five testing years. Testing volume, as reported by location of examinees (Table 1) and by citizenship (Table 2), illustrates this growth.

Location of GMAT Examinees

Table 1 shows the 20 countries or regions in Asia with the greatest number of residents sitting for the GMAT exam during TY 2009, along with historic data from the previous four testing years. Examinees in Asia took a total of 60,296 exams in TY 2009, a 97 percent increase from TY 2005.

Table 1: GMAT® Tests Taken by Location – Top 20* Countries or Regions (TY 2005 to TY 2009)

Rank	TY 2005	TY 2006	TY 2007	TY 2008	TY 2009	Percentage of TY 2009 Asia Total
1. India	7,206	9,270	13,324	18,950	21,781	36.12%
2. China	4,040	5,299	7,663	11,287	16,529	27.41%
3. South Korea	5,513	5,758	5,459	6,073	5,596	9.28%
4. Taiwan	4,074	4,303	4,187	4,092	4,276	7.09%
5. Japan	3,594	3,506	3,034	2,649	2,683	4.45%
6. Singapore	1,190	1,434	1,841	1,995	2,468	4.09%
7. Hong Kong (SAR of China)	1,683	1,634	1,886	2,526	2,436	4.04%
8. Thailand	1,397	1,491	1,470	1,526	1,723	2.86%
9. Pakistan	483	525	521	635	594	0.99%
10. Indonesia	316	303	422	446	426	0.71%
10. Vietnam	275	227	254	327	426	0.71%
12. Nepal	93	131	152	258	313	0.52%
13. Philippines	250	256	266	293	260	0.43%
14. Malaysia	195	194	217	230	248	0.41%
15. Kazakhstan	82	115	136	170	188	0.31%
16. Bangladesh	108	67	73	108	125	0.21%
17. Sri Lanka	43	68	61	91	78	0.13%
18. Macau (SAR of China)	11	23	24	23	36	0.06%
19. Uzbekistan	25	41	53	44	33	0.05%
20. Kyrgyzstan	12	11	16	29	22	0.04%
Total Number of Examinees Located in Asia	30,630	34,693	41,125	51,822	60,296	—

*Based on number of GMAT exams taken.

Testing in India and China continued to drive regional growth in TY 2009, a year in which the two countries represented 64 percent of regional testing. Since TY 2005, the number of exams taken by residents of India and China grew 202 percent and 309 percent, respectively. Testing in Singapore (+107%) has also grown significantly over the five-year period. The only top testing location in which fewer exams were taken by residents in TY 2009 than they were in TY 2005 was Japan (–25%).

Citizenship of GMAT Examinees

The number of GMAT exams taken by Asian citizens is considerably higher than the number taken by regional residence. This disparity exists because many Asian examinees take the exam outside of their home country or region. The 79,096 exams taken by Asian citizens in TY 2009 represented 30 percent of tests taken globally, yet the vast majority of these exams were taken by members of just a few citizen groups. In TY 2009, for example, nearly eight of 10 Asian examinees were Chinese, Indian, or South Korean.

Table 2: GMAT® Tests Taken by Asian Citizenship — Top 20* Countries or Regions (TY 2005 to TY 2009)

Rank	TY 2005	TY 2006	TY 2007	TY 2008	TY 2009	Percentage of TY 2009 Asia Total
1. India	13,544	16,541	21,481	28,570	30,633	38.73%
2. China	8,554	10,142	13,048	17,420	23,550	29.77%
3. South Korea	6,511	6,977	6,811	7,591	7,045	8.91%
4. Taiwan	5,032	5,401	5,218	5,173	5,172	6.54%
5. Japan	4,168	3,858	3,417	2,935	2,938	3.71%
6. Thailand	2,075	2,068	2,091	2,146	2,280	2.88%
7. Singapore	889	979	1,154	1,548	1,454	1.84%
8. Pakistan	1,020	1,077	1,084	1,268	1,173	1.48%
9. Vietnam	436	434	516	690	982	1.24%
10. Indonesia	910	760	981	975	892	1.13%
11. Nepal	261	367	389	544	631	0.80%
12. Malaysia	508	464	505	576	615	0.78%
13. Philippines	411	424	458	518	435	0.55%
14. Bangladesh	328	270	260	275	324	0.41%
14. Kazakhstan	152	193	213	246	324	0.41%
16. Sri Lanka	138	167	169	207	195	0.25%
17. Uzbekistan	85	99	129	124	122	0.15%
18. Mongolia	52	54	68	76	102	0.13%
19. Kyrgyzstan	33	45	39	67	56	0.07%
20. Myanmar	34	47	50	52	54	0.07%
Total Number of Asian Citizens	45,239	50,453	58,190	71,149	79,096	—

*Based on number of GMAT exams taken.

Five citizen groups included in Table 2 experienced triple-digit percentage increases between TY 2005 and TY 2009: China (+175%), Nepal (+142%), India (+126%), Vietnam (+125%), and Kazakhstan (+113%). Only two of these top 20 citizen groups—Japan (–30%) and Bangladesh (–1%)—showed a decline in the number of exams taken during the years studied in this report.

Demand for Programs in Asia

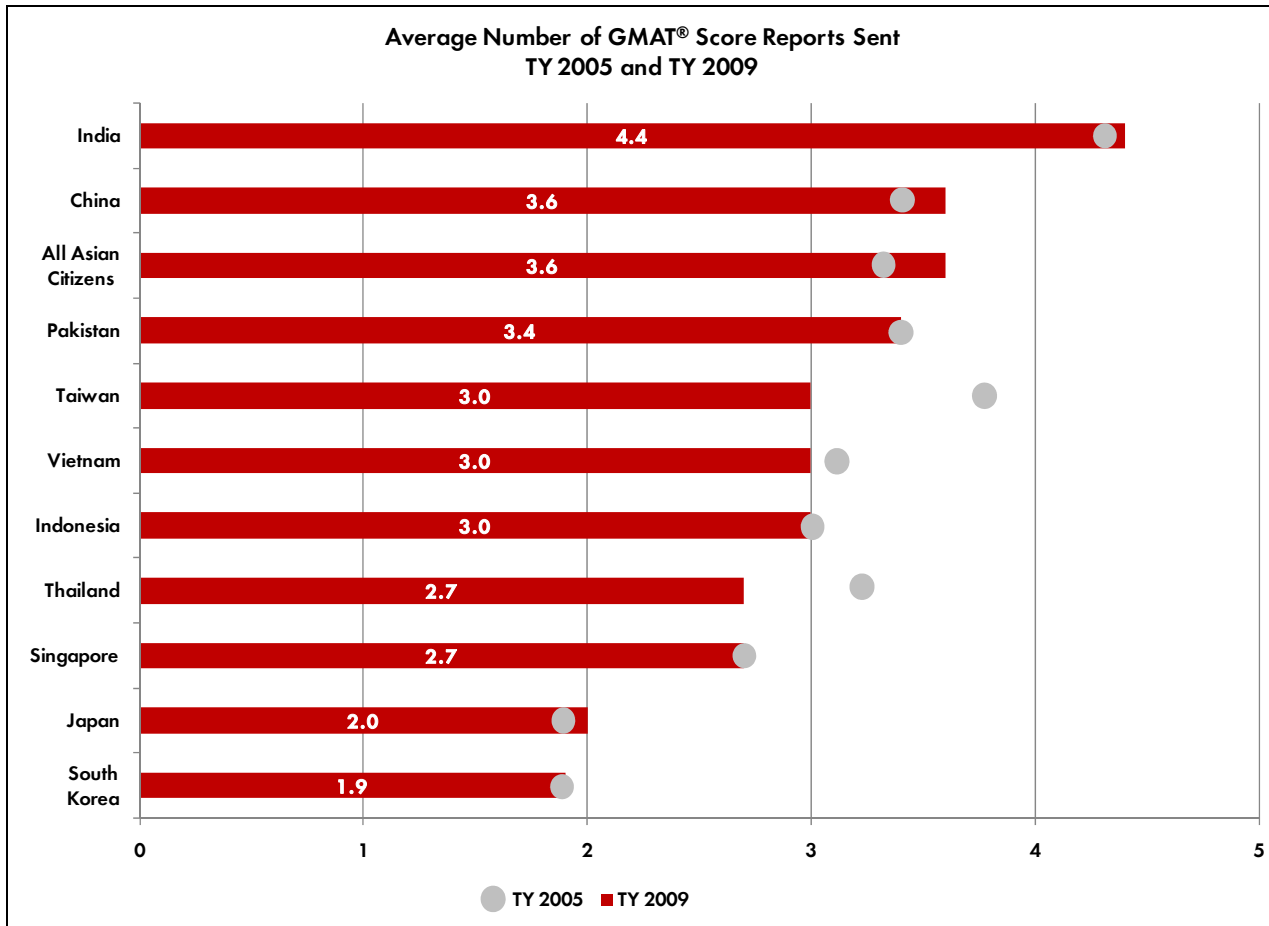
Business schools in Asia received nearly 50,000 GMAT score reports from examinees around the world in TY 2009. This marks an increase of more than 200 percent since TY 2005, with programs in India (+343%), Singapore (+332%), China (+188%), and the Philippines (+143%) having the largest percentage gains over the period (Table 3). Growth has been so substantial that by TY 2009, 6 percent of score reports sent by all GMAT examinees went to programs in Asia, up from 3 percent five years earlier. Several factors have influenced these trends. Most notably, prospective students have shown increased interest in programs within Asia, and the GMAT exam has become a more prominent part of the admissions process for many Asian schools.

Table 3: Top 10* Countries or Regions in Asia to Which All GMAT® Examinees Sent Score Reports (TY 2005 to TY 2009)

Rank	TY 2005	TY 2006	TY 2007	TY 2008	TY 2009	Percentage Change: TY 2005 to TY 2009
1. India	5,064	6,896	11,484	17,762	22,458	343.48%
2. Singapore	3,074	4,505	6,752	10,913	13,271	331.72%
3. Hong Kong	3,409	3,182	3,933	4,924	6,731	97.45%
4. China	1,365	1,892	2,131	3,256	3,933	188.13%
5. Philippines	384	1,094	827	746	934	143.23%
6. Japan	575	690	663	820	893	55.30%
7. Thailand	467	393	335	331	425	-8.99%
8. Korea	145	146	89	141	250	72.41%
9. Pakistan	320	244	162	181	117	-63.44%
10. Taiwan	99	100	62	82	68	-31.31%
Total Score Reports Sent to All Countries or Regions	567,004	601,242	655,506	745,034	801,504	41.36%
Average Number of Schools to Which Examinees Sent Scores	2.8	2.9	3.0	3.0	3.0	—

* Based on number of score reports received in TY 2009.

Figure 2: Average Number of GMAT® Score Reports Sent, per Asian Examinee



Score Reports

Significant regional differences in the average number of score reports sent per GMAT examinee were observed in TY 2009. As a consequence, some citizen groups sent a greater number of score reports relative to others, despite having taken fewer exams in comparison.

Figure 2 shows that Asian GMAT examinees sent an average of 3.6 score reports in TY 2009, up from 3.3 in TY 2005. This was well above the global average of 3.0 and was pulled up by the propensity of Indian (4.4) and Chinese (3.6) citizens to send a comparatively large number of score reports per examinee. Several citizen groups in the region, however, sent considerably fewer. South Korean and Japanese examinees, for example, sent on average just 1.9 and 2.0 score reports per examinee, respectively.

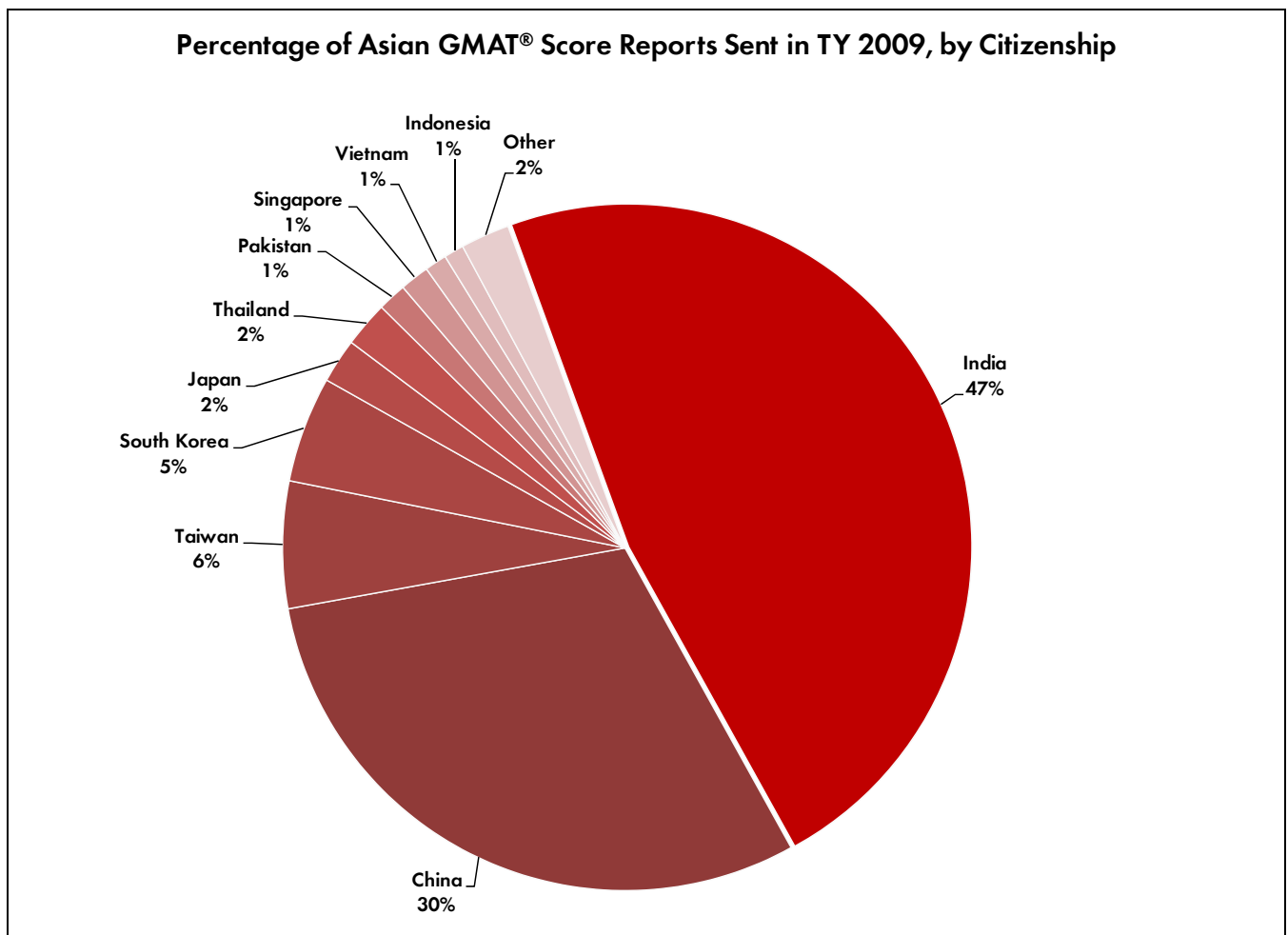
Regional Score-Sending Patterns

The remainder of this report highlights GMAT test-taking and score-sending patterns for each of the top 10 Asian citizenship groups (based on number of exams taken), who cumulatively sent 283,982 score reports in TY 2009. Total score reports sent by each of the top 10 Asian citizenship groups in TY 2009 are as follows:

- Chinese (85,794)
- Indian (134,885)
- Indonesian (2,664)
- Japanese (5,961)
- Pakistani (3,933)
- Singaporean (3,866)
- South Korean (13,071)
- Taiwanese (15,769)
- Thai (6,119)
- Vietnamese (2,964)

Figure 3 shows the percentage of score report submissions in TY 2009 from the various citizen groups in Asia. A comprehensive list of the countries and regions that make up this group appears in the Appendix.

Figure 3: Percentage of GMAT® Scores Sent From Asian Citizens in TY 2009



All Asian Citizens

Figure 4 shows the proportion of tests taken by Asian citizens compared with tests taken by examinees located in Asia. Results in Tables 4 and 5 are heavily influenced by Indian and Chinese examinees, who combined, accounted for 220,679 (77.7%) of the 283,982 score reports sent by Asian examinees in TY 2009.

Figure 4: GMAT® Exams Taken by Citizenship and Location—All Asia

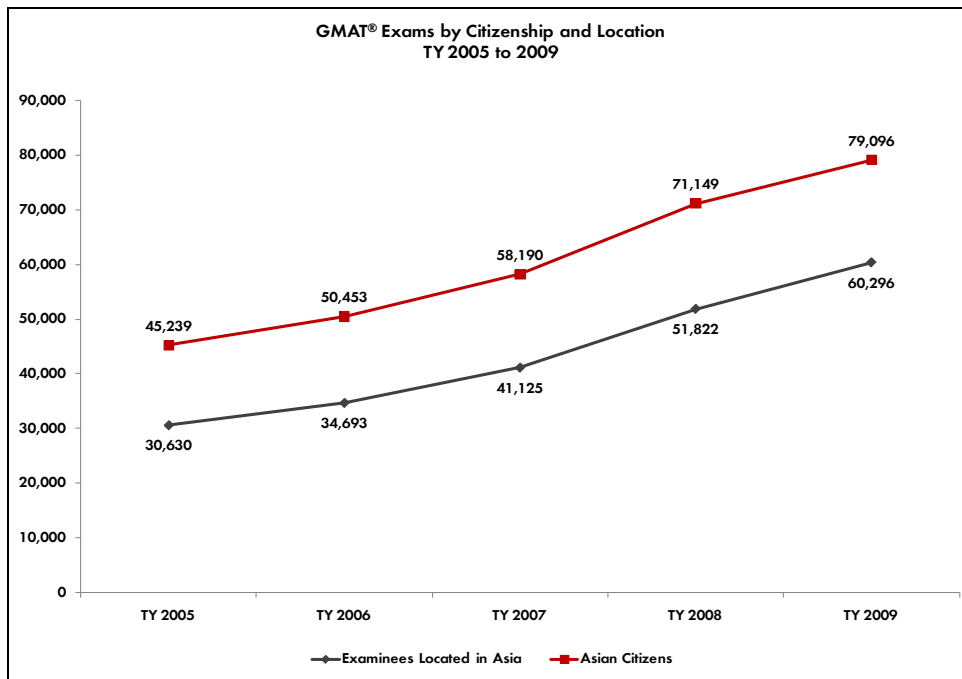


Table 4: Top 10* Countries or Regions to Which Asian Citizens Sent Score Reports

TY 2005			TY 2009		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	115,406	76.88%	1. United States	190,780	67.18%
2. United Kingdom	7,196	4.79%	2. India	22,194	7.82%
3. Canada	7,092	4.72%	3. United Kingdom	18,245	6.42%
4. India	4,911	3.27%	4. Singapore	12,882	4.54%
5. France	3,076	2.05%	5. Canada	8,797	3.10%
6. Singapore	2,884	1.92%	6. France	8,638	3.04%
7. Hong Kong	2,780	1.85%	7. Hong Kong	5,870	2.07%
8. China	1,183	0.79%	8. Australia	3,773	1.33%
9. Australia	1,179	0.79%	9. China	3,248	1.14%
10. Netherlands	637	0.42%	10. Spain	1,589	0.56%
Total Scores Sent by All Asian Citizens	150,110	100%	Total Scores Sent by All Asian Citizens	283,982	100%

*Based on number of score reports received. Average score reports sent per examinee: 3.3 in TY 2005; 3.6 in TY 2009.

Table 5: Top 10* Schools or Programs to Which Asian Citizens Sent Score Reports	
TY 2005	TY 2009
1. Harvard University, MBA	1. Indian School of Business Post Graduate Programme in Management
2. Columbia University, MBA	2. Harvard University, MBA
3. University of Pennsylvania, MBA	3. University of Pennsylvania, MBA
4. Stanford University, MBA	4. Stanford University, MBA
4. New York University Stern School of Business, MBA	5. Columbia University, MBA
6. Northwestern University Graduate School of Management	6. National University of Singapore, MBA
7. Indian School of Business	7. INSEAD, MBA
8. University of Chicago, MBA	8. New York University, MBA
9. London Business School	9. London Business School, MBA
10. Massachusetts Institute of Technology	10. Massachusetts Institute of Technology, MBA

*Based on number of score reports received.

The proportion of total score reports that Asian examinees sent to programs in the United States fell from 77 percent in TY 2005 to 67 percent in TY 2009 (Table 4). During this same period, regional programs in India, Singapore, Hong Kong, and China all experienced significant increases in the number of score reports received from Asian citizens. Due almost entirely to the large presence of Indian examinees in the Asian GMAT pipeline, the Indian School of Business (ISB) was the top school to which Asian examinees sent their score reports in TY 2009 (Table 5).

Indian Citizens

The number of exams taken by citizens and residents of India increased 126 percent and 202 percent, respectively, between TY 2005 and TY 2009. Although the rate of growth slowed between TY 2008 and TY 2009, as illustrated in Figure 5, Indian examinees still represent the largest testing group in Asia and the second largest testing group in the world, after US citizens.

Figure 5: GMAT® Exams Taken by Citizenship and Location—India

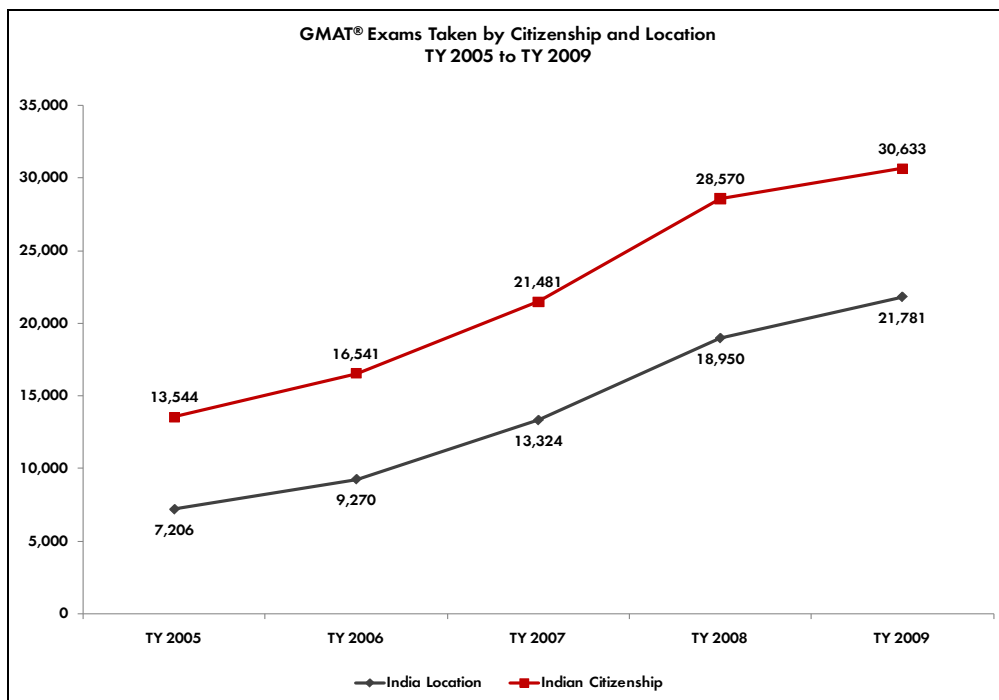


Table 6: Top 10* Countries or Regions to Which Indian Citizens Sent Score Reports

TY 2005			TY 2009		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	43,091	74.56%	1. United States	75,499	55.97%
2. India	4,879	8.44%	2. India	22,044	16.34%
3. United Kingdom	2,986	5.17%	3. United Kingdom	11,151	8.27%
4. Canada	2,008	3.47%	4. Singapore	9,045	6.71%
5. France	1,418	2.45%	5. France	4,614	3.42%
6. Singapore	1,310	2.27%	6. Canada	3,833	2.84%
7. Australia	636	1.10%	7. Australia	2,280	1.69%
8. Philippines	338	0.58%	8. Spain	1,014	0.75%
9. Switzerland	315	0.55%	9. Hong Kong	979	0.73%
10. Netherlands	139	0.24%	10. Switzerland	901	0.67%
Total Scores Sent by Indian Citizens	57,790	100%	Total Scores Sent by Indian Citizens	134,885	100%

*Based on number of score reports received. Average score reports sent per examinee: 4.3 in TY 2005; 4.4 in TY 2009.

The most remarkable score-sending trend among Indian examinees since TY 2005 has been the rapid proportional shift away from US programs, primarily in favor of domestic and regional education opportunities (Table 6). Over this period, the proportion of scores sent to the United States by Indian citizens fell from 75 percent to 56 percent. Meanwhile, the proportion of scores sent to programs in India increased from 8 percent to 16 percent, and the number of score reports sent there increased more than 300 percent. Programs in the United Kingdom and Singapore also became more attractive to Indian examinees over the time period analyzed. Due to substantial testing growth by Indian citizens, every top 10 destination for Indian score reports received a greater number of score reports in TY 2009 than they did in TY 2005.

Table 7: Top 10* Schools to Which Indian Citizens Sent Score Reports	
TY 2005	TY 2009
1. Indian School of Business	1. Indian School of Business
2. Harvard University	2. National University of Singapore
3. Stanford University	3. INSEAD
4. University of Pennsylvania	4. London Business School
5. Northwestern University	5. Harvard University
6. Columbia University	6. University of Pennsylvania
7. New York University	7. Nanyang Technological University
8. University of Chicago	8. Northwestern University
9. London Business School	9. Stanford University
10. INSEAD	10. Indian Institute of Management, Ahmedbad

*Based on number of score reports received.

Shown in Table 7, the Indian School of Business (ISB) remained the top school of choice among Indian examinees in TY 2009. Other Asian schools—including the National University of Singapore and the Indian Institute of Management in Ahmedabad—also appeared on their top 10 list by TY 2009. The number of US schools on the list fell from seven in TY 2005 to four in TY 2009, and the highest-ranked US school fell from second to fifth. ISB also received the most score reports from Indian examinees in TY 2009 at the program level (Table 8).

Table 8: Top 10* Programs to Which Indian Citizens Sent Score Reports in TY 2009
1. Indian School of Business, Post Graduate Programme in Management
2. National University of Singapore, MBA
3. Harvard University, MBA
4. INSEAD, MBA
5. University of Pennsylvania, MBA
6. London Business School, MBA
7. Nanyang Technological University, MBA
8. Stanford University, MBA
9. New York University, MBA
10. Indian Institute of Management, Ahmedabad, One-Year Programme for Executives

*Based on number of score reports received.

Chinese Citizens

The rate of GMAT testing growth among Chinese citizens and residents continues to be the highest of any large testing group over the last five years. Chinese citizens took 175 percent more exams in TY 2009 compared with TY 2005, and candidates located in China took 309 percent more exams over the same period (Figure 6). In TY 2009, Chinese citizens accounted for 9 percent of all exams taken worldwide and had the third-highest citizen total in the world, behind US and Indian citizens.

Figure 6: GMAT® Exams Taken by Citizenship and Location—China

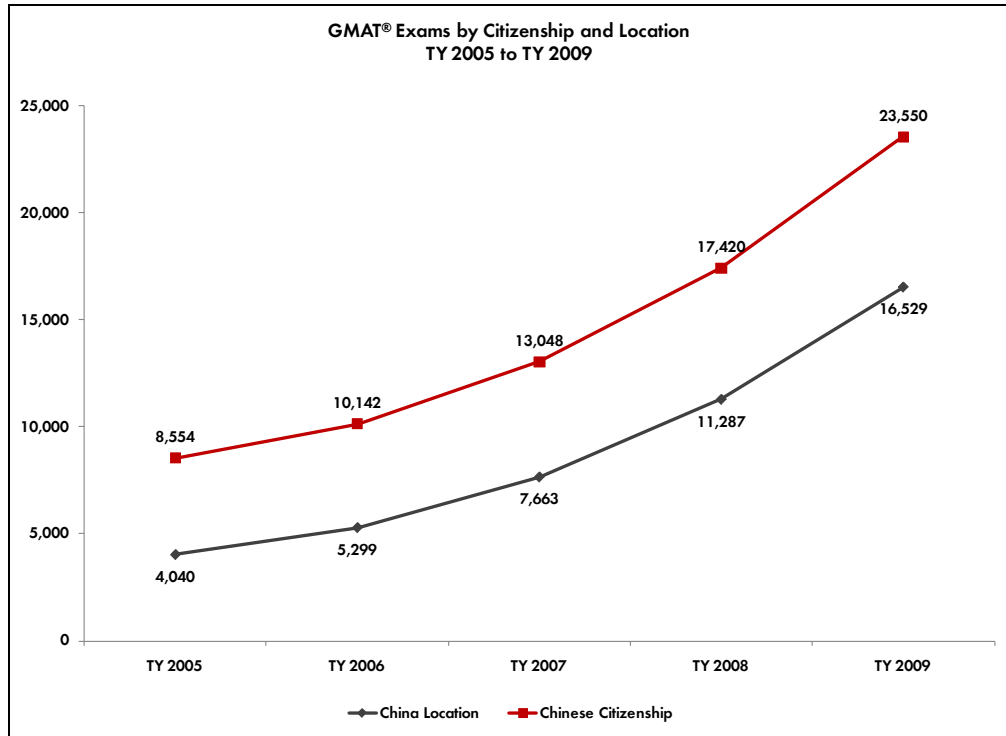


Table 9: Top 10* Countries or Regions to Which Chinese Citizens Sent Score Reports

TY 2005			TY 2009		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	19,196	65.37%	1. United States	66,205	77.17%
2. Canada	3,290	11.20%	2. Hong Kong	4,564	5.32%
3. Hong Kong	2,521	8.59%	3. United Kingdom	3,439	4.01%
4. United Kingdom	1,657	5.64%	4. Canada	3,112	3.63%
5. China	1,038	3.53%	5. France	2,570	3.00%
6. France	638	2.17%	6. China	2,341	2.73%
7. Singapore	342	1.16%	7. Singapore	1,178	1.37%
8. Australia	140	0.48%	8. Australia	814	0.95%
9. Netherlands	112	0.38%	9. Netherlands	396	0.46%
10. Belgium	84	0.29%	10. Switzerland	184	0.21%
Total Scores Sent by Chinese Citizens	29,365	100%	Total Scores Sent by Chinese Citizens	85,794	100%

*Based on number of score reports received. Average score reports sent per examinee: 3.4 in TY 2005; 3.6 in TY 2009.

Chinese examinees are the only citizen group in this report that sent a greater proportion of score reports to the United States in TY 2009 (77%) than in TY 2005 (65%). Much of this shift in market share can be attributed to declining interest for programs in Canada, which fell from 11 percent of scores received from Chinese examinees in TY 2005 to just 4 percent in TY 2009 (Table 9). The proportion of scores Chinese examinees sent to programs in Hong Kong and the United Kingdom also showed noticeable declines. Despite these proportional shifts, all top 10 score destinations for Chinese examinees in TY 2009—with the exception of Canada—received a greater absolute number of score reports due to significant testing growth.

Table 10: Top 10* Schools to Which Chinese Citizens Sent Score Reports

TY 2005	TY 2009
1. Harvard University	1. Columbia University
2. Columbia University	2. Harvard University
3. University of Pennsylvania	3. New York University
4. Hong Kong University of Science and Technology	4. Hong Kong University of Science and Technology
5. New York University	5. University of Pennsylvania
6. (CEIBS) China Europe International Business School	6. Chinese University of Hong Kong
7. Chinese University of Hong Kong	7. University of Southern California
8. Stanford University	8. University of Illinois–Urbana Champaign
9. University of Chicago	9. Stanford University
10. University of Hong Kong	10. Boston College

*Based on number of score reports received.

In parallel with the increased proportion of score reports sent to US programs by Chinese examinees between TY 2005 and TY 2009, the number of US schools to appear as a top 10 score-report destination during the five-year span grew from six to eight (Table 10). The two non-US schools to appear in TY 2009 were both located in Hong Kong: Hong Kong UST, and Chinese University of Hong Kong. At the program level, shown in Table 11, China Europe International Business School (CEIBS) was the only non-US program to appear on the top 10 list.

Table 11: Top 10* Programs to Which Chinese Citizens Sent Score Reports in TY 2009

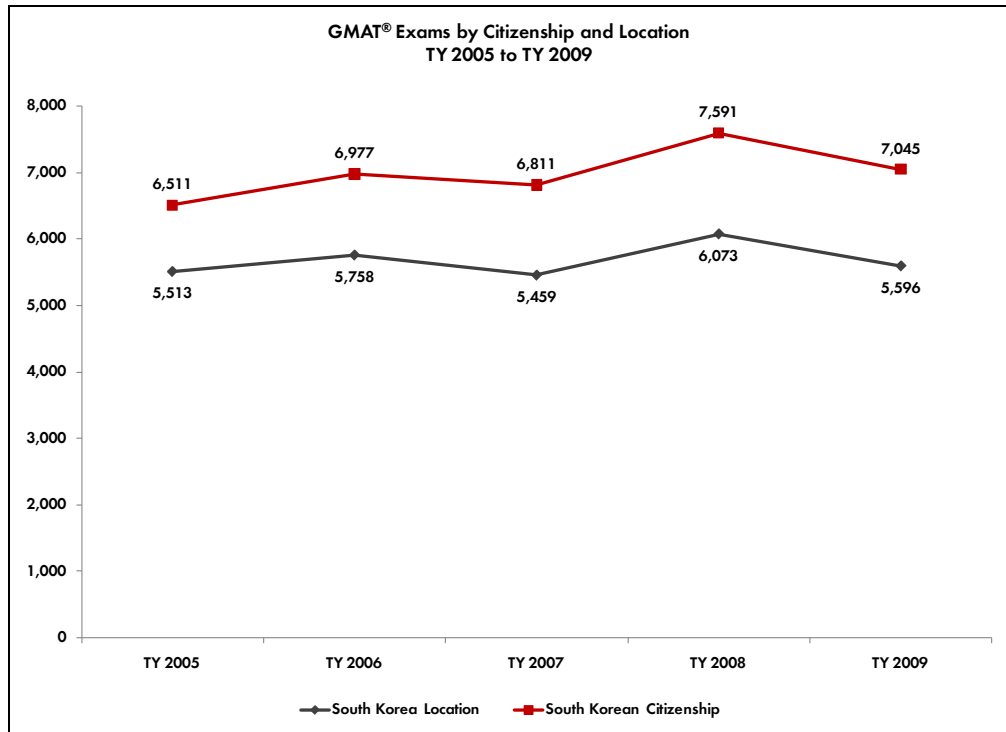
1. Harvard University, MBA
2. Columbia University, MBA
3. University of Pennsylvania, MBA
4. Stanford University, MBA
5. New York University, MBA
6. Yale University, MBA
7. University of Chicago, MBA
8. Massachusetts Institute of Technology, MBA
9. CEIBS (China Europe International Business School), MBA
10. University of Southern California, Master in Accounting

*Based on number of score reports received.

South Korean Citizens

The number of South Korean GMAT exams taken—by both citizenship and candidate location—has remained relatively constant since TY 2005, peaking in TY 2008 before declining slightly in TY 2009 (Figure 7). South Korean citizens took 7,045 GMAT exams in TY 2009, the third highest number of GMAT exams taken by any Asian citizen group that year, behind India and China.

Figure 7: GMAT® Exams Taken by Citizenship and Location—South Korea



TY 2005			TY 2009		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	11,308	91.41%	1. United States	10,968	83.91%
2. United Kingdom	290	2.34%	2. United Kingdom	581	4.44%
3. France	201	1.62%	3. France	341	2.61%
4. Canada	191	1.54%	4. China	265	2.03%
5. Korea	121	0.98%	5. Canada	211	1.61%
6. China	53	0.43%	6. Korea	179	1.37%
7. Switzerland	47	0.38%	7. Singapore	132	1.01%
8. Netherlands	30	0.24%	8. Spain	85	0.65%
9. Australia	21	0.17%	9. Hong Kong	79	0.60%
9. Singapore	21	0.17%	10. Switzerland	57	0.44%
Total Scores Sent by South Korean Citizens	12,370	100%	Total Scores Sent by South Korean Citizens	13,071	100%

*Based on number of score reports received. Average score reports sent per examinee: 1.9 in TY 2005; 1.9 in TY 2009.

South Korean examinees sent 84 percent of their score reports to programs in the United States in TY 2009, down from 91 percent in TY 2005 (Table 12). This loss in market share by US programs was captured by business schools in the United Kingdom, France, China, and Singapore. Citizens of South Korea continued to send a very small number of score reports to domestic programs in TY 2009.

Table 13: Top 10* Schools to Which South Korean Citizens Sent Score Reports	
TY 2005	TY 2009
1. Columbia University	1. University of Pennsylvania
2. University of Pennsylvania	2. Columbia University
3. Harvard University	3. Massachusetts Institute of Technology
4. New York University	4. Harvard University
5. Stanford University	5. Stanford University
6. Massachusetts Institute of Technology	6. New York University
7. Cornell University	7. University of California-Berkeley
8. University of California-Berkeley	8. Northwestern University
9. University of Michigan-Ann Arbor	9. Cornell University
10. University of Texas-Austin	10. University of Southern California

*Based on number of score reports received.

Despite South Korean students' reduced interest in the United States as a study destination, all of the top 10 schools and programs to which South Korean citizens sent score reports in TY 2009 were located in the United States (Tables 13 and 14).

Table 14: Top 10* Programs to Which South Korean Citizens Sent Score Reports in TY 2009

1. University of Pennsylvania, MBA
2. Columbia University, MBA
3. Massachusetts Institute of Technology, MBA
4. Harvard University, MBA
5. Stanford University, MBA
6. New York University, MBA
7. University of California-Berkeley, MBA
8. Northwestern University, MBA Two Year
9. University of Chicago, MBA
10. Duke University, MBA

*Based on number of score reports received.

Taiwanese Citizens

Taiwanese GMAT testing has been relatively stable over the previous five testing years, increasing 3 percent by citizenship and 5 percent by candidate location since TY 2005 (absolute numbers shown in Figure 8).

Due to a significant reduction in the average number of score reports sent per examinee over the period, however, the total number of score reports sent by Taiwanese examinees decreased 18 percent.

Figure 8: GMAT® Exams Taken by Citizenship and Location—Taiwan

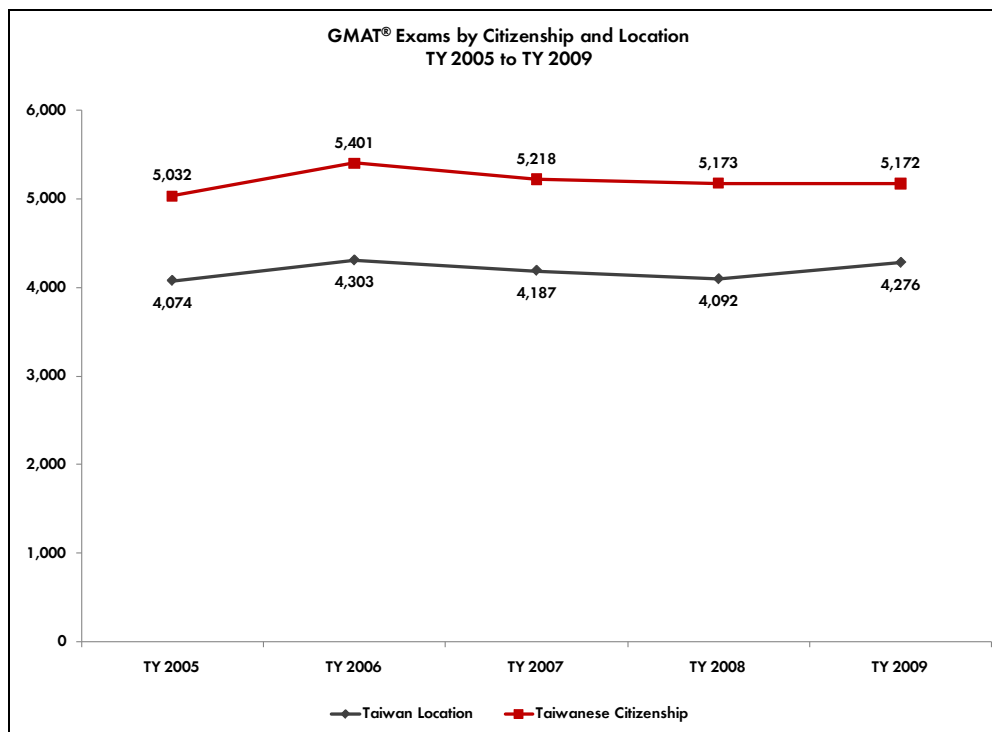


Table 15: Top 10* Countries or Regions to Which Taiwanese Citizens Sent Score Reports

TY 2005			TY 2009		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	17,933	93.09%	1. United States	14,327	90.86%
2. United Kingdom	456	2.37%	2. United Kingdom	482	3.06%
3. Canada	293	1.52%	3. France	193	1.22%
4. Netherlands	159	0.83%	4. Canada	181	1.15%
5. France	149	0.77%	5. Netherlands	156	0.99%
6. Taiwan	72	0.37%	6. Hong Kong	84	0.53%
7. Spain	27	0.14%	7. Spain	78	0.49%
8. Germany	23	0.12%	8. China	76	0.48%
9. Singapore	22	0.11%	9. Singapore	45	0.29%
10. Hong Kong	21	0.11%	10. Japan	30	0.19%
Total Scores Sent by Taiwanese Citizens	19,265	100%	Total Scores Sent by Taiwanese Citizens	15,769	100%

*Based on number of score reports received. Average score reports sent per examinee: 3.8 in TY 2005; 3.0 in TY 2009.

Although still relatively modest, interest in programs located in Asia—including Hong Kong, China, Singapore, and Japan—increased between TY 2005 and TY 2009. The vast majority of score reports (91%), however, were sent to schools in the United States (Table 15). Other programs to receive a sizable number of score reports from Taiwanese citizens in TY 2009 were located in Western Europe and Canada.

Table 16: Top 10* Schools to Which Taiwanese Citizens Sent Score Reports	
TY 2005	TY 2009
1. New York University	1. University of Illinois-Urbana Champaign
2. University of Illinois-Urbana Champaign	2. New York University
3. University of Texas-Dallas	3. University of California-Los Angeles
4. University of California-Berkeley	4. University of Southern California
5. City University of New York-Baruch	5. University of California-Berkeley
6. University of California-Los Angeles	6. Columbia University
7. Columbia University	7. Boston University
8. University of Texas-Austin	8. Purdue University
9. University of Southern California	9. University of Texas-Austin
10. San Francisco State University	10. University of California-Irvine

*Based on number of score reports received.

All of the top 10 schools and individual programs to which Taiwanese examinees sent score reports in TY 2009 were located in the United States (Table 16). In addition, all of the top 10 programs of interest were for MBA degrees (Table 17).

Table 17: Top 10* Programs to Which Taiwanese Citizens Sent Score Reports in TY 2009
1. New York University, MBA
2. University of California-Los Angeles, MBA
3. University of California-Berkeley, MBA
4. Columbia University, MBA
5. University of Southern California, MBA
6. University of Illinois-Urbana Champaign, MBA
7. University of California-Irvine, MBA
8. University of California-Riverside, MBA
9. Stanford University, MBA
10. Boston University, MBA

*Based on number of score reports received.

Japanese Citizens

Japan is the only citizen group and testing location examined in this report to have fewer exams taken in TY 2009 than were taken in TY 2005, as exhibited in Figure 9. As a result, the number of GMAT score reports sent from Japanese citizens in TY 2009 fell by more than 2,000, compared with TY 2005. The top four country destinations for Japanese score reports were the same in TY 2009 as they were in TY 2005, but the level of US market share in the list gave way to increased interest in programs located in the United Kingdom and France (Table 18). The proportion of scores sent to the United States fell from 82 percent to 76 percent over the five-year period. By TY 2009, Hong Kong and Singapore joined Japan as the only other Asian destinations in the top 10 for Japanese citizens.

Figure 9: GMAT® Exams Taken by Citizenship and Location—Japan

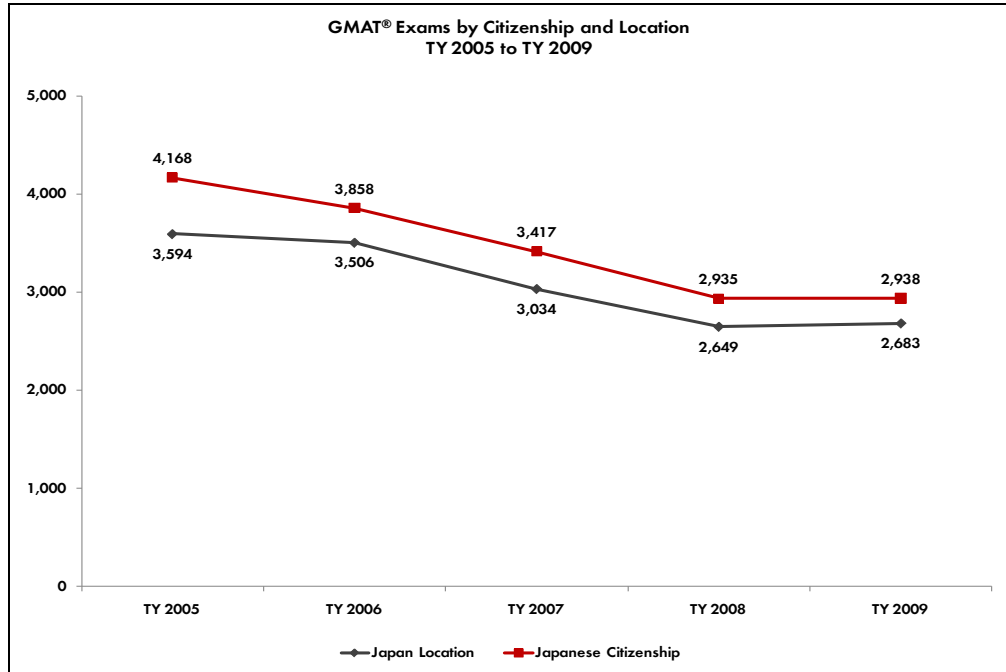


Table 18: Top 10* Countries or Regions to Which Japanese Citizens Sent Score Reports

TY 2005			TY 2009		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	6,571	82.16%	1. United States	4,522	75.86%
2. United Kingdom	437	5.46%	2. United Kingdom	480	8.05%
3. France	252	3.15%	3. France	254	4.26%
4. Japan	220	2.75%	4. Japan	165	2.77%
5. Canada	186	2.33%	5. Spain	149	2.50%
6. Spain	91	1.14%	6. Canada	91	1.53%
7. Netherlands	57	0.71%	7. Switzerland	67	1.12%
8. Switzerland	45	0.56%	8. Hong Kong	51	0.86%
9. Italy	29	0.36%	9. Netherlands	43	0.72%
10. Germany	22	0.28%	10. Singapore	41	0.69%
Total Scores Sent by Japanese Citizens	7,998	100.00%	Total Scores Sent by Japanese Citizens	5,961	100.00%

* Based on number of score reports received. Average score reports sent per examinee: 2.0 in TY 2005; 2.0 in TY 2009

Table 19: Top 10* Schools to Which Japanese Citizens Sent Score Reports

TY 2005	TY 2009
1. Columbia University	1. Stanford University
2. Stanford University	2. University of California-Berkeley
3. University of California-Berkeley	3. Northwestern University
4. Northwestern University	4. University of Pennsylvania
5. Harvard University	5. Columbia University
6. Cornell University	6. London Business School
7. London Business School	7. Harvard University
8. University of Pennsylvania	8. Massachusetts Institute of Technology
9. University of California-Los Angeles	9. University of Southern California
10. New York University	10. University of California-Los Angeles

* Based on number of score reports received.

With the exception of the London Business School, all of the top 10 schools and programs to which Japanese citizens sent score reports to in TY 2005 and TY 2009 were located in the United States. In addition, MBA programs appeared to be the preferred degree type for Japanese examinees during the most recent testing year (Tables 19 and 20).

Table 20: Top 10* Programs to Which Japanese Citizens Sent Score Reports in TY 2009

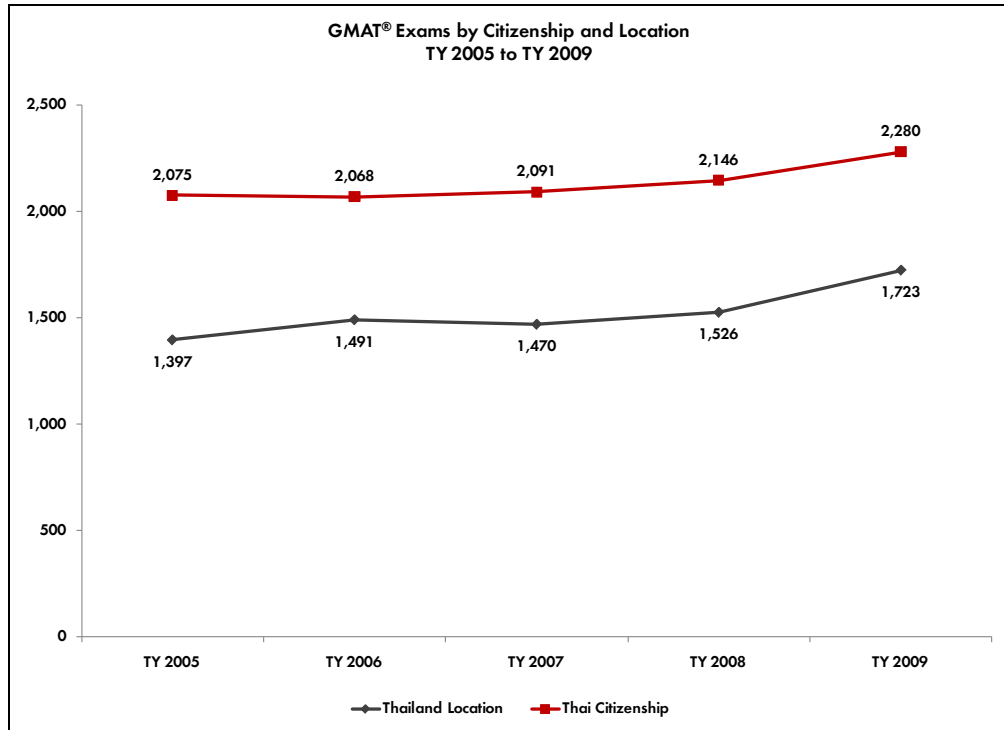
1. University of California-Berkeley, MBA
2. University of Pennsylvania, MBA
3. Columbia University, MBA
4. Northwestern University, MBA Two Year
5. Stanford University, MBA
6. University of California-Los Angeles, MBA
7. Harvard University, MBA
8. Massachusetts Institute of Technology, MBA
9. London Business School, MBA
10. New York University, MBA

*Based on number of score reports received.

Thai Citizens

Thailand grew modestly as a GMAT testing location and citizen group between TY 2005 and TY 2009 (Figure 10). This growth, however, did not translate into increased score-sending numbers because the average number of score reports sent per examinee decreased from 3.2 to 2.7 over this period, resulting in a decline of 7 percent in score reports sent in TY 2009 compared with TY 2005.

Figure 10: GMAT® Exams Taken by Citizenship and Location—Thailand



TY 2005			TY 2009		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	5,658	85.57%	1. United States	4,914	80.31%
2. Thailand	403	6.09%	2. United Kingdom	391	6.39%
3. United Kingdom	221	3.34%	3. Thailand	367	6.00%
4. Canada	113	1.71%	4. China	79	1.29%
5. France	50	0.76%	5. Canada	75	1.23%
6. Australia	36	0.54%	6. Australia	54	0.88%
7. Japan	24	0.36%	7. Singapore	47	0.77%
8. Netherlands	19	0.29%	8. Japan	46	0.75%
9. China	17	0.26%	9. France	40	0.65%
10. Germany	16	0.24%	10. Netherlands	25	0.41%
Total Scores Sent by Thai Citizens	6,612	100%	Total Scores Sent by Thai Citizens	6,119	100%

*Based on number of score reports received. Average score reports sent per examinee: 3.2 in TY 2005; 2.7 in TY 2009.

Thai examinees sent 6 percent of their GMAT score reports to domestic programs in TY 2009, a level that is greater than that seen with most citizen groups studied in this report. Regional programs in China, Singapore, and Japan were also represented in Thai citizens' top 10 destination list for TY 2009 (Table 21). Business schools in the United States received 80 percent of score reports that Thai examinees sent last year, down from 86 percent five years earlier. Much of the market share lost by US schools was transferred to programs in the United Kingdom, which captured 6 percent of Thai score reports in TY 2009, up from just 3 percent in TY 2005.

Table 22: Top 10* Schools to Which Thai Citizens Sent Score Reports	
TY 2005	TY 2009
1. Chulalongkorn University	1. Chulalongkorn University
2. San Francisco State University	2. University of California-Berkeley
3. University of Illinois-Urbana Champaign	3. University of Illinois-Urbana Champaign
4. California State University-Long Beach	4. New York University
5. University of California-Berkeley	5. Northwestern University
6. California State University-Fullerton	6. Massachusetts Institute of Technology
7. San Diego State University	7. University of California-Los Angeles
8. Northwestern University	8. Boston University
9. University of Denver	9. Columbia University
10. Thammasat University	10. University of Pennsylvania

*Based on number of score reports received.

In TY 2009, Chulalongkorn University in Thailand remained the top school and program to which Thai examinees sent their score reports. Thai examinees joined Indian and Singaporean examinees as the only citizen groups identified in this report to send the greatest number of their score reports to a domestic school or program in TY 2009 (Table 22). The remaining schools on the top 10 list for Thai examinees in TY 2009 were located in the United States, and all programs represented were MBA programs (Table 23).

Table 23: Top 10* Programs to Which Thai Citizens Sent Score Reports in TY 2009
1. Chulalongkorn University, MBA
2. University of California-Berkeley, MBA
3. Columbia University, MBA
4. University of Pennsylvania, MBA
5. Massachusetts Institute of Technology, MBA
6. University of California-Los Angeles, MBA
7. University of Illinois-Urbana Champaign, MBA
8. Northwestern University, MBA
9. New York University, MBA
10. Boston University, MBA

*Based on number of score reports received.

Singaporean Citizens

While the number of exams taken by Singaporean citizens declined between TY 2008 and TY 2009, GMAT testing among candidates located in Singapore continued to rise (Figure 11). By both measures, GMAT volume was significantly higher in TY 2009 than it was in TY 2005. Singapore is the only country in this report that showed greater testing levels among its residents when compared with its citizens. This reflects the country's standing as a global education hub with a highly international population.

Figure 11: GMAT® Exams Taken by Citizenship and Location—Singapore

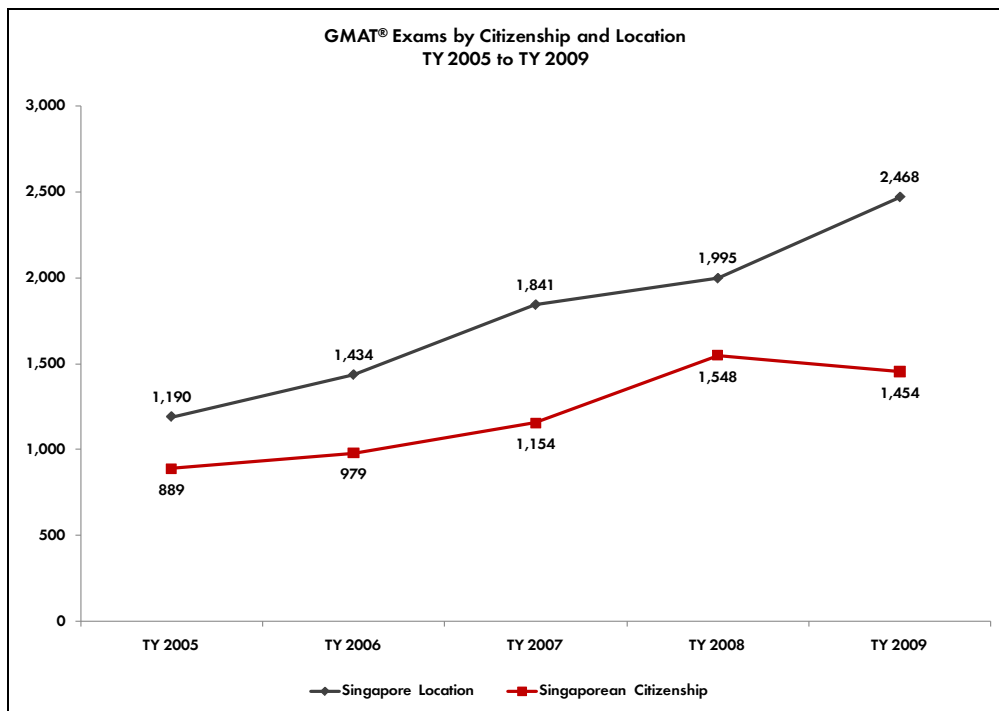


Table 24: Top 10* Countries or Regions to Which Singaporean Citizens Sent Score Reports

TY 2005			TY 2009		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	1,100	45.19%	1. Singapore	1,540	39.83%
2. Singapore	826	33.94%	2. United States	1,463	37.84%
3. United Kingdom	202	8.30%	3. United Kingdom	351	9.08%
4. France	152	6.24%	4. France	195	5.04%
5. Australia	41	1.68%	5. Australia	102	2.64%
6. Canada	35	1.44%	6. Canada	44	1.14%
7. Switzerland	17	0.70%	7. Hong Kong	41	1.06%
8. Hong Kong	13	0.53%	8. Switzerland	37	0.96%
9. China	11	0.45%	9. China	32	0.83%
10. Japan	9	0.37%	10. Spain	28	0.72%
Total Scores Sent by Singaporean Citizens	2,434	100%	Total Scores Sent by Singaporean Citizens	3,866	100%

*Based on number of score reports received. Average score reports sent per examinee: 2.7 in TY 2005; 2.7 in TY 2009.

In TY 2009, Singaporean examinees remained the only citizen group studied in this report to send more score reports to domestic programs than to programs located in other countries (Table 24). Nearly 40 percent of scores that were sent stayed in Singapore last year, up from 34 percent in TY 2005. The United States was the second largest destination for Singaporean score reports, but saw its market share drop from 45 percent to 38 percent over the five-year period examined. Programs in Singapore, Western Europe, and Australia captured much of the market share that the United States lost.

Table 25: Top 10* Schools to Which Singaporean Citizens Sent Score Reports

TY 2005	TY 2009
1. National University of Singapore	1. Singapore Management University
2. Singapore Management University	2. Nanyang Technological University
3. Nanyang Technological University	3. National University of Singapore
4. INSEAD	4. INSEAD
5. Nanyang Technological University, MSc	5. Harvard University
6. Harvard University	6. Stanford University
7. Columbia University	7. University of Pennsylvania
8. Stanford University	8. Columbia University
9. University of Pennsylvania	9. University of Chicago
10. London Business School	10. London Business School

*Based on number of score reports received.

In TY 2009, the top four schools and six of the top 10 programs to which Singaporean examinees sent score reports were located in Singapore (Tables 25 and 26).

Table 26: Top 10* Programs to Which Singaporean Citizens Sent Score Reports in TY 2009

1. Nanyang Technological University, MBA Part-Time
2. National University of Singapore, MBA Part-Time
3. Harvard University, MBA
4. INSEAD, MBA Full-Time
5. Singapore Management University, MBA Part-Time
6. University of Pennsylvania, MBA
7. Stanford University, MBA
8. Columbia University, MBA
9. Nanyang Technological University, MBA
10. National University of Singapore, MBA

*Based on number of score reports received.

Pakistani Citizens

The number of GMAT exams taken by Pakistani citizens and residents decreased slightly in TY 2009 after spiking in TY 2008. Compared with TY 2005, however, GMAT exam volume in TY 2009 was 15 percent higher for Pakistani citizens and 23 percent higher for candidates located in Pakistan (Figure 12).

Figure 12: GMAT® Exams Taken by Citizenship and Location—Pakistan

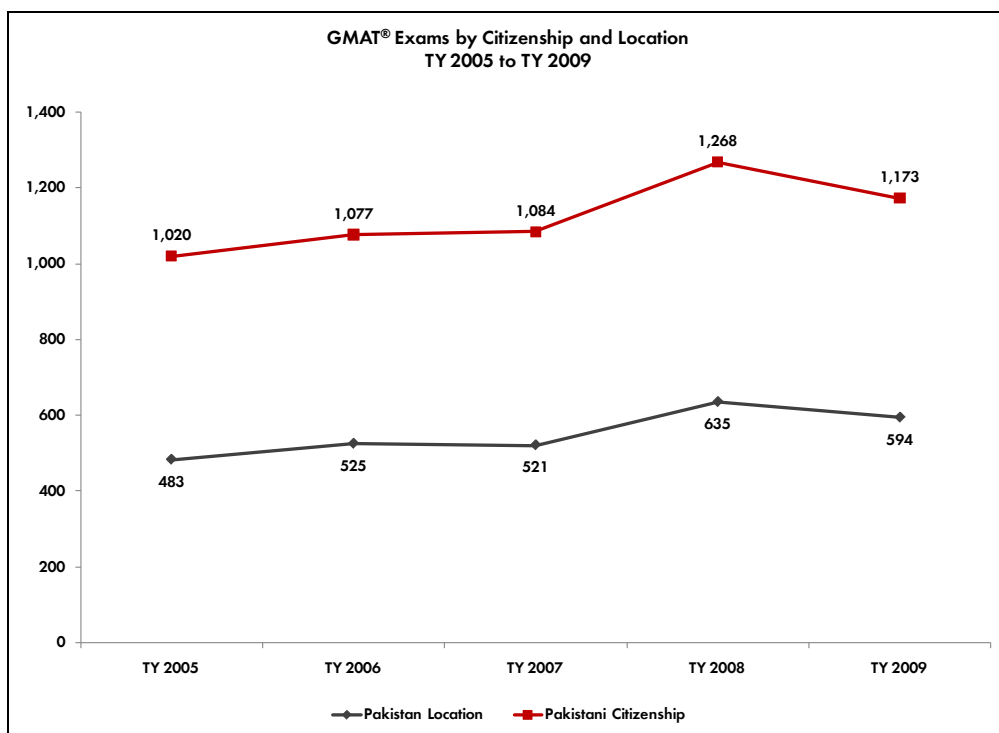


Table 27: Top 10* Countries or Regions to Which Pakistani Citizens Sent Score Reports

TY 2005			TY 2009		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	2,054	59.12%	1. United States	2,316	58.89%
2. Canada	490	14.10%	2. Canada	657	16.70%
3. United Kingdom	381	10.97%	3. United Kingdom	478	12.15%
4. Pakistan	297	8.55%	4. Pakistan	108	2.75%
5. Australia	62	1.78%	5. France	103	2.62%
6. France	46	1.32%	6. Australia	68	1.73%
7. Singapore	39	1.12%	7. Singapore	65	1.65%
8. Germany	25	0.72%	8. United Arab Emirates	24	0.61%
9. Switzerland	13	0.37%	9. Switzerland	23	0.58%
10. United Arab	10	0.29%	10. Spain	19	0.48%
Total Scores Sent by Pakistani Citizens	3,474	100%	Total Scores Sent by Pakistani Citizens	3,933	100%

*Based on number of score reports received. Average score reports sent per examinee: 3.4 in TY 2005; 3.4 in TY 2009.

The score-sending preferences of Pakistani examinees remained relatively constant between TY 2005 and TY 2009 with the top four destination countries being the same in both years. Over this time, the propensity of Pakistani examinees to send score reports to domestic programs fell substantially, from 9 percent of total score reports in TY 2005 to just 3 percent in TY 2009. An increased interest in programs located in Canada, the United Kingdom, and France was responsible for much of the market shift away from domestic programs (Table 27).

Table 28: Top 10* Schools to Which Pakistani Citizens Sent Score Reports

TY 2005	TY 2009
1. Lahore University of Management Sciences	1. Harvard University
2. Harvard University	2. University of Toronto
3. University of Toronto	3. London Business School
4. McGill University	4. Stanford University
5. London Business School	5. Columbia University
6. York University	6. INSEAD
7. Stanford University	7. University of Pennsylvania
8. University of Pennsylvania	8. York University
9. Columbia University	9. Lahore University of Management Sciences
10. New York University	10. University of Oxford

*Based on number of score reports received.

Pakistani citizens taking the GMAT exam in TY 2009 were interested in diverse study opportunities and destinations. The top 10 schools to which Pakistani examinees sent score reports spanned five countries (Table 28). All of the top programs to which Pakistani examinees sent scores in TY 2009 were MBA programs (Table 29).

Table 29: Top 10* Programs to Which Pakistani Citizens Sent Score Reports in TY 2009

1. Harvard University, MBA
2. Stanford University, MBA
3. Columbia University, MBA
4. INSEAD, MBA
5. London Business School, MBA
6. University of Toronto, MBA Two Year
7. Lahore University of Management Sciences, MBA
8. University of Pennsylvania, MBA
9. York University, MBA
10. University of Oxford, MBA

*Based on number of score reports received.

Indonesian Citizens

The number of GMAT exams taken by Indonesian citizens fell for the second consecutive year in TY 2009 and now sits slightly below its TY 2005 level (Figure 13). When measured by candidate location, the number of exams taken in Indonesia also decreased marginally from TY 2008, but remains above levels experienced five years ago.

Figure 13: GMAT® Exams Taken by Citizenship and Location—Indonesia

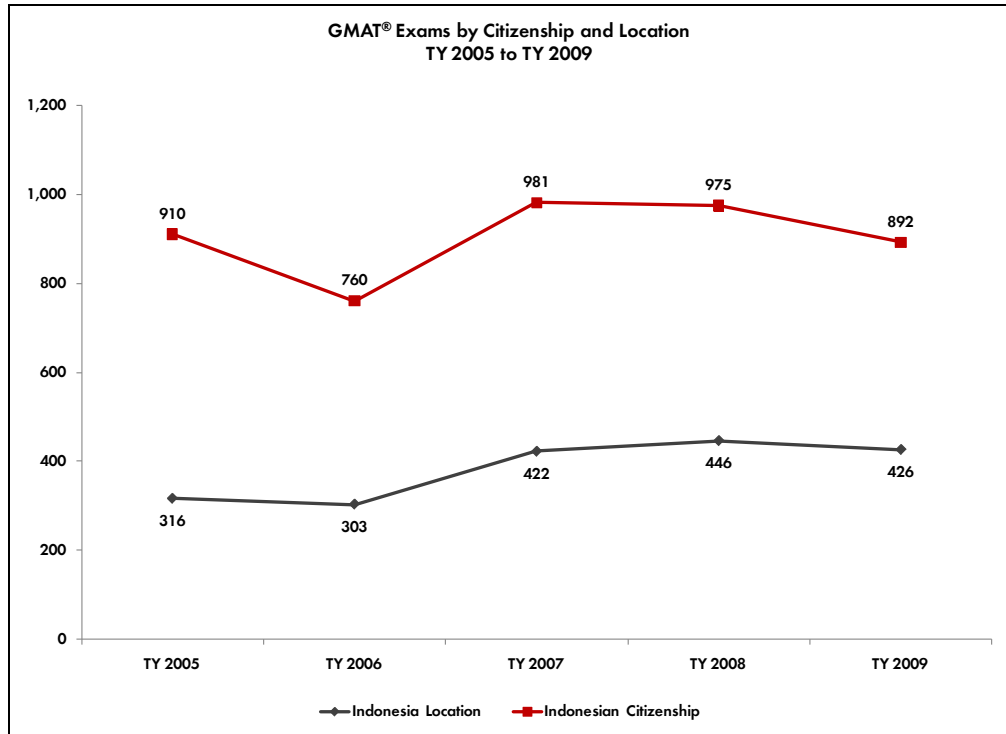


Table 30: Top 10* Countries or Regions to Which Indonesian Citizens Sent Score Reports					
TY 2005			TY 2009		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	2,226	81.57%	1. United States	1,715	64.38%
2. Singapore	104	3.81%	2. Singapore	263	9.87%
3. Netherlands	84	3.08%	3. United Kingdom	152	5.71%
4. Australia	73	2.67%	4. Australia	138	5.18%
5. United Kingdom	71	2.60%	5. France	79	2.97%
6. Canada	39	1.43%	6. Netherlands	78	2.93%
7. France	30	1.10%	7. Canada	66	2.48%
8. Japan	27	0.99%	8. Japan	49	1.84%
9. Hong Kong	16	0.59%	9. China	44	1.65%
10. Belgium	12	0.44%	10. Switzerland	24	0.90%
Total Scores Sent by Indonesian Citizens	2,729	100%	Total Scores Sent by Indonesian Citizens	2,664	100%

*Based on number of score reports received. Average score reports sent per examinee: 3.0 in TY 2005; 3.0 in TY 2009.

Indonesian examinees sent roughly the same number of GMAT score reports in TY 2009 as they did in TY 2005. Their score-sending preferences over this time, however, shifted significantly. Although the United States remains the primary destination for score reports from Indonesian examinees, the proportion of scores sent to the United States declined from 82 percent to 64 percent over the five years studied (Table 30). Much of this decline in market share is explained by an increased focus among Indonesian examinees on programs located in Singapore, the United Kingdom, and Australia.

Table 31: Top 10* Schools to Which Indonesian Citizens Sent Score Reports

TY 2005	TY 2009
1. University of California-Berkeley	1. National University of Singapore
2. University of California-Los Angeles	2. Nanyang Technological University
3. Stanford University	3. Singapore Management University
4. San Francisco State University	4. University of California-Los Angeles
5. University of Chicago	5. INSEAD
6. Northwestern University	6. University of California-Berkeley
7. Loyola Marymount University	7. Harvard University
8. New York University	8. University of Melbourne
9. Harvard University	9. University of Southern California
10. University of Pennsylvania	10. Columbia University

*Based on number of score reports received.

The substantial reordering of the top 10 schools to receive score reports from Indonesian examinees between TY 2005 and TY 2009 illustrates the dynamic change in study preferences seen over the period (Tables 31 and 32). In TY 2005, all of the top 10 schools were located in the United States. By TY 2009, only five were in the United States, and four of the top five were in Singapore.

Table 32: Top 10* Programs to Which Indonesian Citizens Sent Score Reports in TY 2009

1. Harvard University, MBA
2. University of California-Los Angeles, MBA
3. INSEAD, MBA
4. Columbia University, MBA
5. National University of Singapore, MBA
6. Loyola Marymount University, MBA
7. Nanyang Technological University, MBA
8. University of California-Berkeley, MBA
9. Stanford University, MBA
10. University of Southern California, MBA

*Based on number of score reports received.

Vietnamese Citizens

GMAT testing by Vietnamese citizens has grown substantially since TY 2005 with the number of exams taken increasing by nearly 550 (+125%). Growth in the number of exams taken by candidates located in Vietnam has also increased, but at a slower rate (Figure 14).

Figure 14: GMAT® Exams Taken by Citizenship and Location—Vietnam

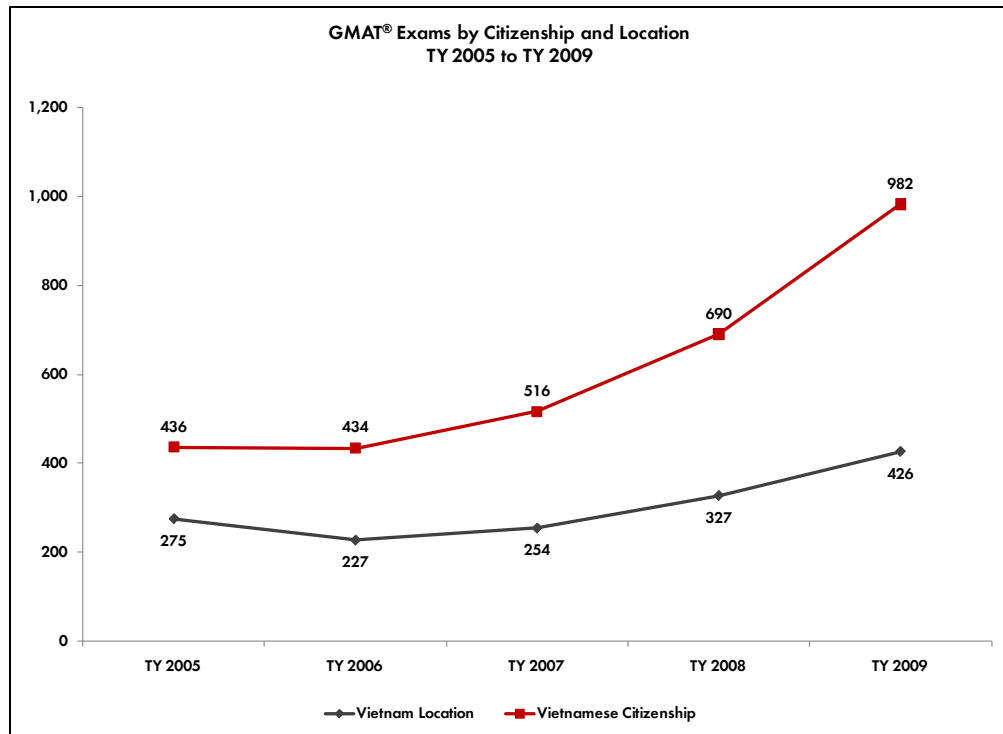


Table 33: Top 10* Countries or Regions to Which Vietnamese Citizens Sent Score Reports

TY 2005			TY 2009		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	1,155	85.30%	1. United States	2,474	83.47%
2. United Kingdom	50	3.69%	2. Singapore	95	3.21%
3. Canada	40	2.95%	3. United Kingdom	75	2.53%
4. Singapore	29	2.14%	4. Canada	63	2.13%
5. Japan	13	0.96%	5. Australia	61	2.06%
6. Australia	10	0.74%	6. France	56	1.89%
7. Sweden	9	0.66%	7. Netherlands	44	1.48%
8. France	8	0.59%	8. Japan	31	1.05%
8. Germany	8	0.59%	9. Sweden	14	0.47%
9. Netherlands	7	0.52%	10. Belgium	12	0.40%
Total Scores Sent by Vietnamese Citizens	1,354	100%	Total Scores Sent by Vietnamese Citizens	2,964	100%

*Based on number of score reports received. Average score reports sent per examinee: 3.1 in TY 2005; 3.0 in TY 2009.

Vietnamese examinees sent 83 percent of their score reports to programs located in the United States in TY 2009, a proportion that is down from 85 percent in TY 2005 (Table 33). Business schools in Singapore increased their market share of Vietnamese examinees from 2 percent to 3 percent over the five-year period, moving up to second place on the TY 2009 top 10 study destination list.

Table 34: Top 10* Schools to Which Vietnamese Citizens Sent Score Reports	
TY 2005	TY 2009
1. University of Houston-Clear Lake	1. University of Houston-Clear Lake
2. Marshall University	2. University of Houston
3. University of Houston-University Park	3. California State University-Fullerton
4. Washington State University	4. California State University-Long Beach
5. University of Texas-Dallas	5. University of California-Los Angeles
6. University of Houston-Victoria	6. Texas A & M University
7. Lamar University	7. University of Texas-Austin
8. San Jose State University	8. Ohio State University
9. University of Oklahoma	9. San Jose State University
10. National University of Singapore	10. University of California-Berkeley

*Based on number of score reports received.

All of the top 10 schools and programs to which Vietnamese citizens sent GMAT score reports in TY 2009 were located in the United States, and most were situated on the West Coast (Tables 34 and 35). Vietnamese examinees exhibited preferences for several schools that were not seen as top destinations for other Asian examinees in TY 2009.

Table 35: Top 10* Programs to which Vietnamese Citizens Sent Score Reports in TY 2009
1. University of Houston-Clear Lake, MBA
2. California State University-Fullerton, MBA
3. University of California-Los Angeles, MBA
4. University of California-Berkeley, MBA
5. University of California-Irvine, MBA
6. California State University-Long Beach, MBA
7. Stanford University, MBA
8. Ohio State University, MBA
9. University of Houston, MBA
10. Harvard University, MBA

*Based on number of score reports received.

Authorship

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Appendix: Regional Categories

EAST AND SOUTHEAST ASIA

Brunei	Korea, Rep. of (South)	Philippines
Cambodia	Laos	Singapore
China, People's Republic of	Macau (SAR of China)	Sri Lanka
Hong Kong (SAR of China)	Malaysia	Taiwan
Indonesia	Maldives	Thailand
Japan	Mongolia	Vietnam
Korea, DPR of (North)	Myanmar (Burma)	

Note: The East and Southeast Asian region was labeled “Asia” in versions of this report published prior to 2009. The people of Hong Kong and Macau are now included in the “Chinese” citizenship category for both testing years analyzed in this report and are no longer available as separate citizenship categories.

CENTRAL AND SOUTH ASIA

Afghanistan	Kazakhstan	Tajikistan
Bangladesh	Kyrgyzstan	Turkmenistan
Bhutan	Nepal	Uzbekistan
India	Pakistan	

Note: The Central and South Asian region was labeled “Central Asia” in versions of this report published prior to 2009.

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