

# EUROPEAN

2003-2007

Geographic Trend Report for GMAT® Examinees



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The European 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 examinee 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 European 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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<b>KEY FINDINGS .....</b>	<b>2</b>
<b>METHODOLOGY .....</b>	<b>3</b>
<b>RESULTS .....</b>	<b>3</b>
Location of GMAT® Examinees in Europe.....	3
Country Gains and Losses.....	6
Findings by U.K. Citizenship.....	9
Findings by French Citizenship.....	10
Findings by German Citizenship.....	12
Findings by Russian Citizenship.....	13
Findings by Greek Citizenship.....	15
Findings by Spanish Citizenship.....	16
Findings by Italian Citizenship.....	18
Findings by Citizenship of the Netherlands.....	19
Findings by Portuguese Citizenship.....	21
Findings by Swiss Citizenship.....	22
<b>DISCUSSION .....</b>	<b>24</b>
<b>AUTHOR.....</b>	<b>24</b>
<b>CONTACT INFORMATION.....</b>	<b>24</b>
<b>REFERENCES .....</b>	<b>25</b>
<b>APPENDIX A.....</b>	<b>25</b>
<b>APPENDIX B: REGIONAL CATEGORIES.....</b>	<b>26</b>
Eastern Europe.....	26
Western Europe*.....	26

**T**his European Geographic Trend Report presents geographic and background data on the population of examinees taking the Graduate Management Admission Test® (GMAT®) exam in Europe during the 2003 and 2007 testing years (TY). The data were analyzed to identify geographic trends among European GMAT examinees applying to and attending graduate business school.

Student demand for graduate management education by country is examined two ways—by registrations within a country and by GMAT score reports sent to a country. Trends for GMAT score reports sent are used throughout this report to indicate examinee interest in studying in a particular region.

Care should be taken when generalizing these results. Other factors, such as changes in GMAT test requirement by schools and governments, affect these trends. Additionally, testing year 2003 followed a record-breaking year in terms of the number of GMAT exams taken, which affects comparisons across the two testing years studied.

### Key Findings

- The top five European countries to which GMAT examinees sent score reports are the United Kingdom, France, Spain, the Netherlands, and Switzerland.
- The top five countries to which European citizens sent GMAT score reports are the United States, the United Kingdom, France, Greece, and Spain.
- The total number of GMAT score reports sent to European schools in TY 2007 is greater than score report volume in all years studied since TY 2003.
- In terms of the number of GMAT exams taken, the top five citizen groups in Europe are from France, Germany, Greece, the United Kingdom, and Italy.
- The top five European countries by GMAT testing volume in TY 2007 were the United Kingdom, France, Germany, Greece, and Italy.
- Even though TY 2003 testing volume in Europe was high following record-breaking volume in TY 2002, seven of the top 20 European countries studied experienced an increase in GMAT testing in TY 2007 compared with TY 2003. Italy, the Netherlands and Belgium saw the greatest gains.
- From TY 2003 to TY 2007, geographic trends for examinees shifted drastically in some countries, including Greece, Italy, and the Netherlands, but remained relatively stable in others, such as the United Kingdom and Spain.
- GMAT-using schools in Greece, Portugal, France, the United Kingdom, and the Netherlands successfully attracted more than a third of their domestic applicant pool in TY 2007.

## Methodology

This report presents score-reporting trends for the countries in Europe with the greatest number of GMAT examinees in TY 2007, with further analysis for the 10 countries/regions in Europe at the top of that list. Data from records of the 13,969 European examinees in TY 2003 and records of the 13,006 European examinees in TY 2007 who sat for the GMAT exam one or more times during those years are summarized in the tables of this report. In TY 2003, 12,572 of these examinees were Western European citizens, compared with 11,733 in TY 2007. Only one country in Eastern Europe made the top 10—Russia. The number of Russian citizens sitting for the GMAT exam was 1,397 in TY 2003 and 1,273 in TY 2007.

Information about citizenship was obtained from examinee responses to the background information questionnaire (BIQ) in the GMAT exam. GMAT score report information and other registration information for testing years beginning July 1 and ending June 30 were obtained from examinee records.

Country of citizenship, along with GMAT score-reporting behavior, was used to gauge potential regional trends and changes in examinee preferences with regard to school location. When taking the GMAT exam, examinees have the option to submit their score, through a score report, to up to five schools/programs at no charge. Once examinees leave the test center, additional copies of their score report are available for a fee. Up to 10 instances of score report data are stored for every test taken.

GMAT score reports were aggregated and grouped by school location for both TY 2003 and TY 2007. European address at the time of test registration was then used to group examinees into two regional categories of Eastern and Western Europe (see the Appendix for complete descriptions). In addition, certain schools now offer more detailed program

breakdowns than were previously available for TY 2003, such as specifics on full-time versus part-time programs. Throughout this report, school names followed by “MBA” indicate full-time programs, unless otherwise specified.

It is also important to note when reviewing these results that it is not mandatory for examinees to respond to background information questions in order to register for the GMAT exam. As a result, not all examinees are represented in this analysis. However, since online registration began, the percentage of “missing” or unreported BIQ information has decreased dramatically.

Additionally, any examinee who took the test more than once appears in the analyses by the number of times they took the test; the average percentage of tests taken by repeat examinees is approximately 18–21%. Furthermore, the results presented in this report are generalizations that will not necessarily apply to every student. Location preferences vary from individual to individual, and circumstances unobservable to researchers also help determine location decisions (Kodrzycki, 2001).

## Results

### Location of GMAT® Examinees in Europe

Geographic data gathered for TY 2003 and TY 2007 include mailing address at time of registration and country of citizenship. Table 1 displays the 20 countries in Europe with the greatest number of residents sitting for the GMAT exam during TY 2007 with their historical data for each year since TY 2001.

Numerous examinees sit for the GMAT exam outside of their home country/region. A list of the countries in Europe with the greatest number of *citizens* sitting for the GMAT exam during testing years 2001 through 2007 is included in the Appendix.

**Table 1: GMAT® Tests Taken in Europe by Location – Top 20\* Countries (TY 2001 to TY 2007)**

Rank**	TY 2001	TY 2002	TY 2003	TY 2004	TY 2005	TY 2006	TY 2007
1. United Kingdom	3,235	3,967	3,599	3,079	2,781	2,837	3,087
2. France	1,960	2,551	2,589	2,416	2,442	2,179	2,246
3. Germany	1,664	2,026	2,047	1,979	2,059	1,825	1,966
4. Greece	1,337	1,470	1,549	1,821	2,088	1,835	1,496
5. Italy	587	608	563	691	865	880	1,146
6. The Netherlands	541	600	618	717	595	693	812
7. Switzerland	718	778	798	737	741	794	794
8. Russia	935	784	719	616	551	635	691
9. Spain	690	861	799	661	618	656	678
10. Portugal	551	800	601	564	528	498	468
11. Belgium	367	340	316	314	274	219	320
12. Ireland	298	428	423	427	390	355	294
13. Romania	220	208	199	161	136	145	169
14. Finland	156	175	237	218	272	186	167
15. Bulgaria	191	195	203	182	157	131	160
16. Norway	285	289	269	185	163	140	135
17. Hungary	153	89	112	99	130	128	125
18. Austria	171	157	134	109	96	100	119
19. Ukraine	218	183	141	137	63	96	116
20. Georgia	62	47	64	70	98	108	105
<b>Total</b>	<b>14,250</b>	<b>16,586</b>	<b>16,061</b>	<b>15,232</b>	<b>15,031</b>	<b>14,513</b>	<b>15,937</b>

\* By number of GMAT tests taken; \*\* Countries ranked based on TY 2007 volume.

A comparison of the top 20 countries/regions for this group in each of the last seven years show that the top countries have shifted placement among the list during that time, and a couple locations included in TY 2007 are new .

- The number of tests taken in the top 20 countries decreased after the highs seen in TY 2002, but volume in TY 2007 is nearly up to that of TY 2003 for the group as a whole. Twelve of the 20 countries listed experienced an increase compared with TY 2006.
- Although the number of tests taken in the U.K. shows a decrease since TY 2003, testing in the U.K. has been on an upswing since TY 2005 and remains the number one place of residence for European examinees.
- Italy experienced the greatest percentage gain, with a 104% increase since TY 2003 and a jump in the list from tenth to fifth.
- The Netherlands also made notable gains, rising from eighth to sixth place in the list with a 31% increase in tests taken from TY 2003 to TY 2007.
- Spain experienced one of the biggest drops during the period studied, moving from fifth place in TY 2003 to ninth place in TY 2007.

Figures 1 and 2 display the volume of GMAT tests taken by location in Europe. This volume includes all examinees residing in Europe at the time of their test. Among GMAT examinees with a European address, the greatest concentrations of exams at the

country level were from the United Kingdom, France, Germany, and Greece. Also, in both years studied, a significantly higher percentage of GMAT tests were taken in Western Europe (90%) compared with Eastern Europe (10%).

**Figure 1: GMAT® Tests Taken by Location in Europe – Testing Year 2003**

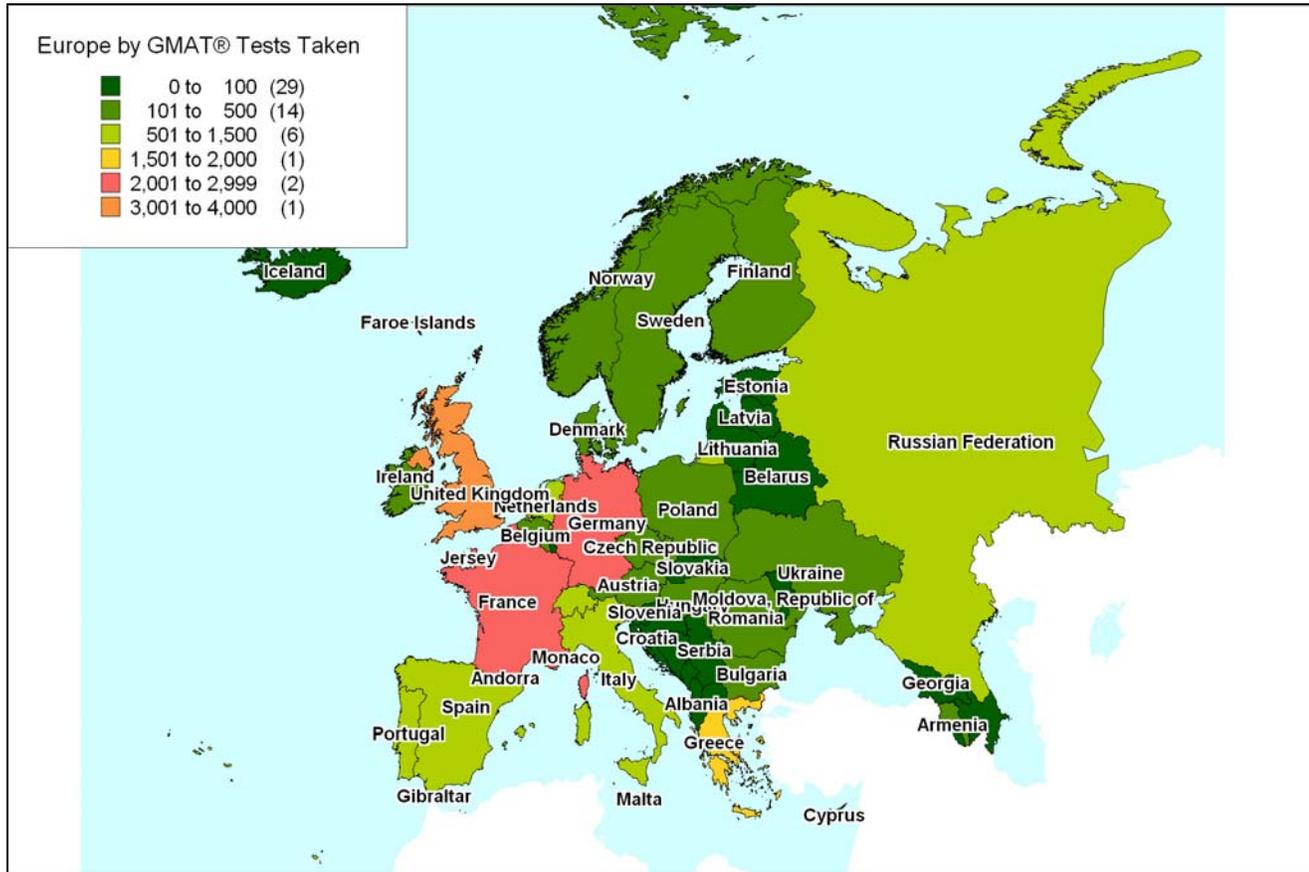
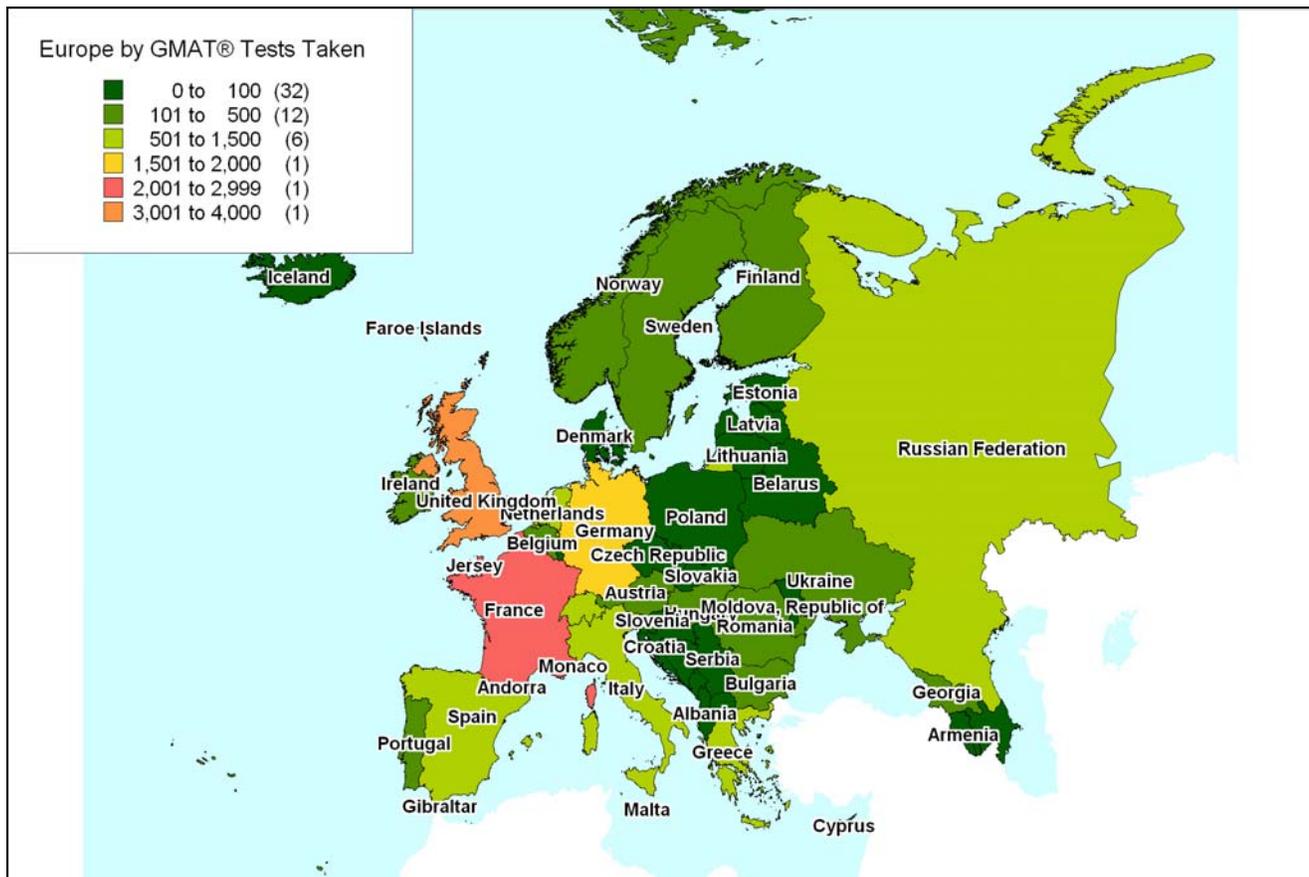


Figure 2: GMAT® Tests Taken by Location in Europe – Testing Year 2007



### Country Gains and Losses

The remainder of this report examines trends in the top 10 countries in Europe by GMAT tests taken in TY 2007. Table 2 displays score-report volume for the top ten countries in Europe to which GMAT examinees sent score reports in TY 2007 with yearly historical data for these countries through TY 2001.

The table gives a perspective of the demand for European school locations and how that demand has changed over the years. From this data, one can see that the majority of the top 10 countries by GMAT score reports received have remained the same over time. The order among some of the countries has shifted only slightly during the period studied.

**Table 2: Top 10\* Countries in Europe to which All GMAT® Examinees Sent Score Reports (TY 2001 to TY 2007)**

Rank**	TY 2001	TY 2002	TY 2003	TY 2004	TY 2005	TY 2006	TY 2007
1. United Kingdom	13,712	21,310	20,947	17,846	17,007	18,017	22,233
2. France	8,419	12,137	11,952	10,102	9,741	10,322	12,851
3. Spain	2,339	3,906	3,540	2,831	2,821	3,252	4,127
4. The Netherlands	1,816	2,732	2,833	2,676	2,080	2,291	2,796
5. Switzerland	2,764	2,823	2,475	2,190	2,272	2,554	2,640
6. Greece	1,118	1,429	1,560	1,872	2,466	1,901	1,565
7. Italy	865	1,276	1,157	984	990	948	1,216
8. Germany	717	1,584	1,632	1,443	1,349	1,104	1,169
9. Ireland	663	844	862	709	592	568	471
10. Portugal	481	828	728	667	591	522	445
<b>Total Sent to All Countries</b>	<b>607,884</b>	<b>742,721</b>	<b>681,042</b>	<b>596,768</b>	<b>567,004</b>	<b>601,242</b>	<b>655,506</b>
<b>Average # of schools to which examinees sent scores</b>	<b>2.9</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>2.8</b>	<b>2.9</b>	<b>3.0</b>

\*By number of GMAT score reports sent; \*\*Countries ranked based on TY 2007 volume.

In order to identify potential regional preferences, the top 10 countries in Europe with the greatest number of GMAT examinees were also analyzed by citizenship. Table 3 shows a TY 2003 to TY 2007 comparison of the 10 European countries to which

European citizens sent the most GMAT score reports. The table displays the percentage of GMAT score reports received per country from European citizens and the total number of GMAT score reports sent by the group.

**Table 3: Top 10\* Countries to which European Citizens Sent GMAT Score Reports**

TY 2003		TY 2007	
1. United States	47.77%	1. United States	42.33%
2. United Kingdom	15.12%	2. United Kingdom	15.21%
3. France	12.16%	3. France	12.86%
4. Spain	4.44%	4. Greece	5.44%
5. Greece	4.41%	5. Spain	5.07%
6. Switzerland	3.03%	6. The Netherlands	4.73%
7. The Netherlands	2.62%	7. Switzerland	3.16%
8. Canada	2.32%	8. Canada	1.97%
9. Portugal	2.17%	9. Italy	1.89%
10. Germany	1.54%	10. Germany	1.89%
<b>Total N</b>	<b>32,549</b>	<b>Total N</b>	<b>27,700</b>

\*Based on number of GMAT score reports received; Average score reports sent per examinee: 2.3 in TY 2003; 2.1 in TY 2007.

Though score report submissions suggest that citizens from Europe continue to be interested in studying in the United States, there has been increased interest in studying closer to home. Several countries retained their placement in the list from TY 2003 to TY 2007 including Canada, which was the only other non-European country to make

the list. Italy debuted in ninth place, while Greece and the Netherlands both moved up in TY 2007. Meanwhile, Spain and Switzerland moved down in the list. Table 4 presents the amount of European market share gained or lost by the top 10 countries that received GMAT score reports from European citizens in TY 2003 and TY 2007.

**Table 4: Top 10\* Countries to which European Citizens Sent GMAT Score Reports – Gain/Loss from TY 2003 to TY 2007**

Rank by Scores Sent	Scores Sent in 2003	Scores Sent in 2007	Gain/Loss in Market Share
1. United States	15,550	11,725	-5.44%
2. United Kingdom	4,921	4,213	0.09%
3. France	3,958	3,562	0.70%
4. Greece	1,434	1,507	1.03%
5. Spain	1,444	1,405	0.63%
6. The Netherlands	854	1,310	2.11%
7. Switzerland	987	874	0.13%
8. Canada	756	545	-0.35%
9. Italy	440	524	N/A
10. Germany	500	523	0.35%
<b>Total Score Reports Sent</b>	<b>32,549</b>	<b>27,700</b>	<b>–</b>

\*Based on number of GMAT score reports received.

Table 5 shows the top 10 schools by score report volume for all of the European examinees studied. Although a few of the schools shifted in the list, nine of the top 10 schools/programs remained the same during the period studied. INSEAD, which has campuses in France and Singapore, retained its first-place position from TY 2003 to TY 2007. With London School of Economics and Political Science’s eighth place debut in TY 2007, 50% of the top 10 schools/programs to which European citizens sent GMAT score reports were European.

Although U.S. business schools receive the greatest percentage of GMAT score reports, European schools occupy half of the list of individual schools/programs by score report volume. This phenomenon is primarily due to the sheer number of U.S. business schools, as that volume of GMAT score reports is split among the large group. The number of GMAT score reports received by the top 10 schools range from 1,900 for the highest ranked to 350.

**Table 5: Top 10\* Schools/Programs to which European Citizens Sent GMAT Score Reports**

TY 2003	TY 2007
1. INSEAD MBA	1. INSEAD MBA
2. London Business School	2. Harvard University MBA
3. Harvard University MBA	3. London Business School MBA
4. Columbia University MBA	4. Columbia University MBA
5. Stanford University MBA	5. Stanford University MBA
6. University of Pennsylvania MBA	6. University of Pennsylvania MBA
7. IESE MBA Full-Time	7. IESE MBA
8. Northwestern University	8. London School of Economics & Political Science
9. IMD International MBA	9. New York University MBA
10. New York University MBA	10. IMD International MBA

\*Based on number of GMAT score reports received.

Subsequent tables in this report provide analysis of score-reporting behavior for citizens of the United Kingdom, France, Germany, Russia, Greece, Spain, Italy, the Netherlands, Portugal, and Switzerland,

including the top countries and the top schools to which their citizens sent GMAT score reports in TY 2003 and TY 2007. Additionally, trends by GMAT exams taken within each country and by

country of citizenship are presented in graphical format for each of these 10 countries.

### Findings by U.K. Citizenship

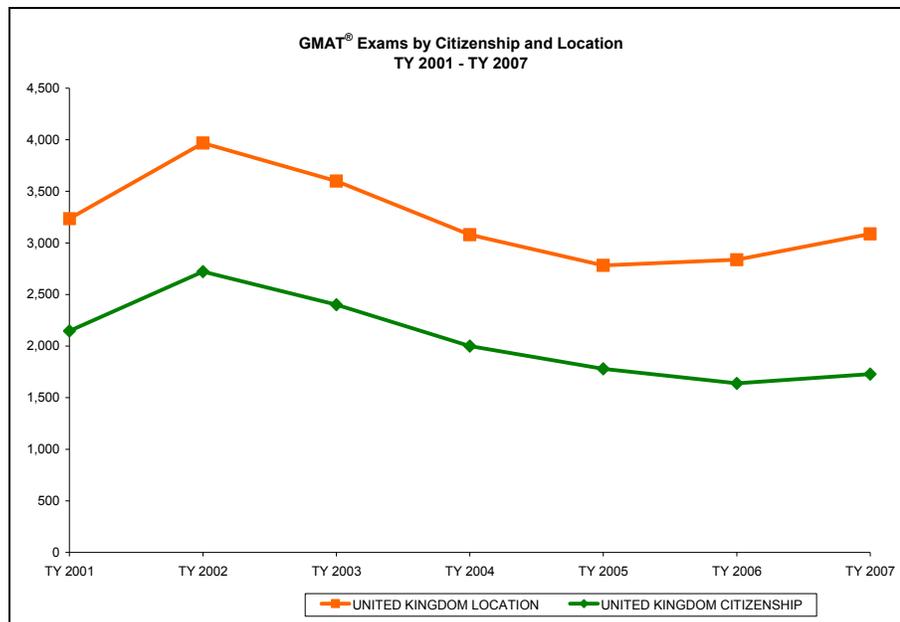
Schools located in the U.K. attracted and retained nearly 35% of their domestic pool, despite the fact that the number of GMAT exams taken by citizens of the United Kingdom declined. The United Kingdom is one of the few countries where the number of tests taken by residents of that country

greatly outnumbers the number of tests taken by citizens of that country. The desire to study abroad, rather than in Western Europe—as gauged by the percentage of GMAT score reports sent—decreased slightly from TY 2003 to TY 2007 for U.K. citizens. While GMAT-using schools in Canada and Australia both lost market share from TY 2003 to TY 2007, those in India and Singapore gained.

<b>Table 6: Top 10* Countries to which U.K. Citizens Sent GMAT Score Reports</b>			
<b>TY 2003</b>		<b>TY 2007</b>	
1. United States	47.04%	1. United States	47.02%
2. United Kingdom	32.49%	2. United Kingdom	34.46%
3. France	6.92%	3. France	6.88%
4. Spain	2.62%	4. Spain	2.42%
5. Canada	2.46%	5. Canada	1.72%
6. Hong Kong	1.84%	6. Switzerland	1.70%
7. Australia	1.82%	7. Hong Kong	1.19%
8. Switzerland	1.49%	8. Australia	1.11%
9. South Africa	0.77%	9. India	0.58%
10. Italy	0.62%	10. Singapore	0.48%
<b>Total N</b>	<b>6,101</b>	<b>Total N</b>	<b>4,126</b>

\*Based on number of GMAT score reports received; Average score reports sent per examinee: 2.5 in TY 2003; 2.4 in TY 2007.

Figure 3: GMAT® Tests Taken by Location and Citizenship—United Kingdom (TY 2001 to TY 2007)



From TY 2003 to TY 2007, the top three schools/programs for U.K. citizens remained the same, but their order in the list changed over the five years. Five of the top 10 schools/programs to which U.K. citizens sent GMAT score reports were located in the United Kingdom in both years

studied, and London Business School retained the top position in both years. The University of Oxford and the University of Cambridge moved up to sixth and seventh, respectively, in TY 2007. Meanwhile, the Imperial College of Learning debuted in the list at ninth place in TY 2007.

**Table 7: Top 10\* Schools/Programs to which U.K. Citizens Sent GMAT Score Reports**

TY 2003	TY 2007
1. London Business School	1. London Business School MBA
2. Harvard University MBA	2. INSEAD MBA
3. INSEAD MBA	3. Harvard University MBA
4. Cranfield University	4. Columbia University MBA
5. Columbia University MBA	5. Stanford University MBA
6. Stanford University MBA	6. University of Oxford MBA
7. University of Pennsylvania MBA	7. University of Cambridge MBA
8. University of Oxford	8. University of Pennsylvania MBA
9. University of Cambridge	9. Imperial College of Learning MBA
10. University of Warwick	10. London Business School EMBA

\*Based on number of GMAT score reports received.

### Findings by French Citizenship

The number of GMAT exams taken by French citizens, though still lower than in TY 2003, began to rebound in TY 2007. GMAT-using schools located in France attracted nearly 35% of their domestic pool in TY 2007, an increase of more than 2% compared with TY 2003. The percentage of

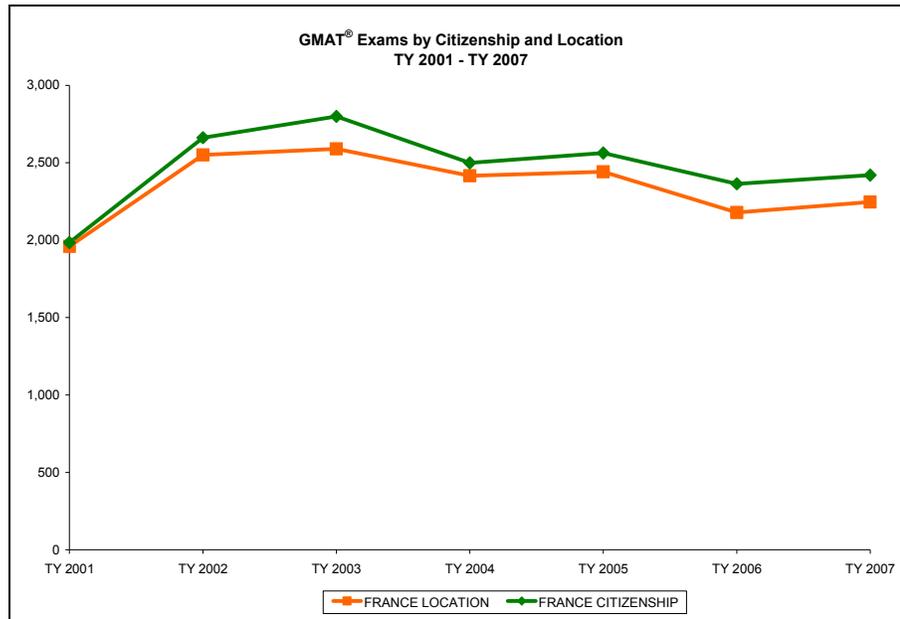
GMAT score reports sent to U.S. schools declined by 6.59% from TY 2003 to TY 2007 while the percentage of GMAT score reports sent to Western European countries, such as the United Kingdom, Spain, the Netherlands, and Germany, increased by nearly the same percentage for all French citizens studied. Australia retained its ninth place in the list, and Hong Kong debuted in tenth place in TY 2007.

**Table 8: Top 10\* Countries to which French Citizens Sent GMAT Score Reports**

TY 2003		TY 2007	
1. United States	48.31%	1. United States	41.72%
2. France	32.48%	2. France	34.64%
3. United Kingdom	6.73%	3. United Kingdom	10.85%
4. Canada	3.37%	4. Canada	2.88%
5. Spain	2.90%	5. Switzerland	2.79%
6. Switzerland	2.35%	6. Spain	2.26%
7. The Netherlands	0.95%	7. Italy	0.79%
8. Italy	0.72%	8. The Netherlands	0.62%
9. Australia	0.52%	9. Australia	0.49%
10. Israel	0.37%	10. Belgium/Hong Kong/Sweden	0.32%
<b>Total N</b>	<b>6,137</b>	<b>Total N</b>	<b>5,667</b>

\*Based on number of GMAT score reports received; Average score reports sent per examinee: 2.2 in TY 2003; 2.3 in TY 2007.

Figure 4: GMAT® Tests Taken by Location and Citizenship—France (TY 2001 to TY 2007)



INSEAD, which has campuses in France and Singapore, retained its first-place position for GMAT score reports received from French citizens for both testing years studied. Three other French schools/programs, HEC-Paris and two ESSEC programs, made the list in TY 2007. Although fewer GMAT score reports were sent to U.S. schools,

Harvard University and Columbia University were each able to move up in the list in TY 2007. Two UK schools/programs also made the list, including London Business School, which moved down slightly in TY 2007. London School of Economics and Political Science debuted in eighth place in TY 2007.

Table 9: Top 10\* Schools/Programs to which French Citizens Sent GMAT Score Reports

TY 2003	TY 2007
1. INSEAD MBA	1. INSEAD MBA
2. HEC-Paris MBA	2. Harvard University MBA
3. Harvard University MBA	3. Columbia University MBA
4. Columbia University MBA	4. HEC-Paris MBA
5. London Business School	5. ESSEC MBA
6. Stanford University MBA	6. London Business School MBA
7. University of Pennsylvania MBA	7. University of Pennsylvania MBA
8. ESCP-EAP	8. London School of Economics & Political Science
9. ESSEC EMBA	9. Stanford University MBA
10. IMD International MBA	10. ESSEC Specialized Master's

\*Based on number of GMAT score reports received.

### Findings by German Citizenship

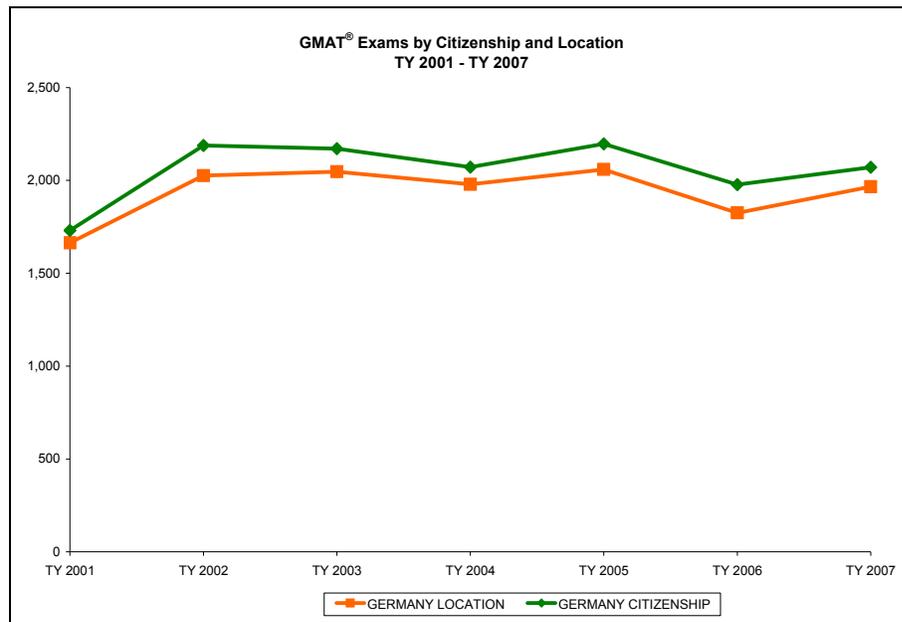
The number of GMAT exams taken by German citizens appears to be on the rebound and is very close to the number in TY 2003. Also, GMAT-using schools located in Germany attracted nearly 11% of their domestic pool—an increase over their percentage in TY 2003. Nine of the top 10 countries by school location for German citizens remained

the same from TY 2003 to TY 2007. During this period, the percentage of GMAT score reports sent to the United States decreased by 8.62%. Conversely, the percentage of GMAT score reports sent to Western European schools increased from 36.16% in TY 2003 to 43.94% in TY 2007. Canada retained its eighth place position, and China debuted in tenth place in TY 2007.

Table 10: Top 10* Countries to which German Citizens Sent GMAT Score Reports			
TY 2003		TY 2007	
1. United States	54.09%	1. United States	45.47%
2. Germany	9.50%	2. Germany	11.18%
3. France	8.30%	3. United Kingdom	8.78%
4. United Kingdom	8.03%	4. The Netherlands	7.09%
5. Spain	5.24%	5. France	6.99%
6. Switzerland	4.21%	6. Switzerland	5.08%
7. The Netherlands	2.48%	7. Spain	4.82%
8. Canada	1.59%	8. Canada	2.09%
9. Italy	1.40%	9. Australia	1.20%
10. Australia	1.36%	10. China	1.07%
Total N	4,348	Total N	3,919

\*Based on number of GMAT score reports received; Average score reports sent per examinee: 2.0 in TY 2003; 1.9 in TY 2007.

Figure 5: GMAT® Tests Taken by Location and Citizenship—Germany (TY 2001 to TY 2007)



The top school/program among German citizens in both testing years was INSEAD, which has campuses in France and Singapore. Handelshochschule Leipzig is the only German school/program to appear in the top 10 list for both TY 2003 and TY 2007. Meanwhile, two additional

German programs—European Business School’s German campus and Universiteit Maastricht—debuted among the list. The top 10 list of GMAT score recipients in TY 2007 was rounded out by schools from other Western European countries, as well as schools in the United States.

**Table 11: Top 10\* Schools/Programs to which German Citizens Sent GMAT Score Reports**

TY 2003		TY 2007	
1. INSEAD MBA		1. INSEAD MBA	
2. Harvard University MBA		2. European Business School	
3. Columbia University MBA		3. Harvard University MBA	
4. WHU Koblenz MBA		4. Universiteit Maastricht MS in International Business	
5. London Business School		5. Stanford University MBA	
6. Stanford University MBA		5. Columbia University MBA	
7. IESE MBA		6. London Business School MBA	
8. Northwestern University		7. University of St. Gallen MA in Strategy and International Management	
9. University of Pennsylvania MBA		8. Handelshochschule Leipzig Other Master’s	
10. Handelshochschule Leipzig		9. GSBA Zurich/Oekreal Foundation	
		9. University of Pennsylvania MBA	
*Based on number of GMAT score reports received.			

### Findings by Russian Citizenship

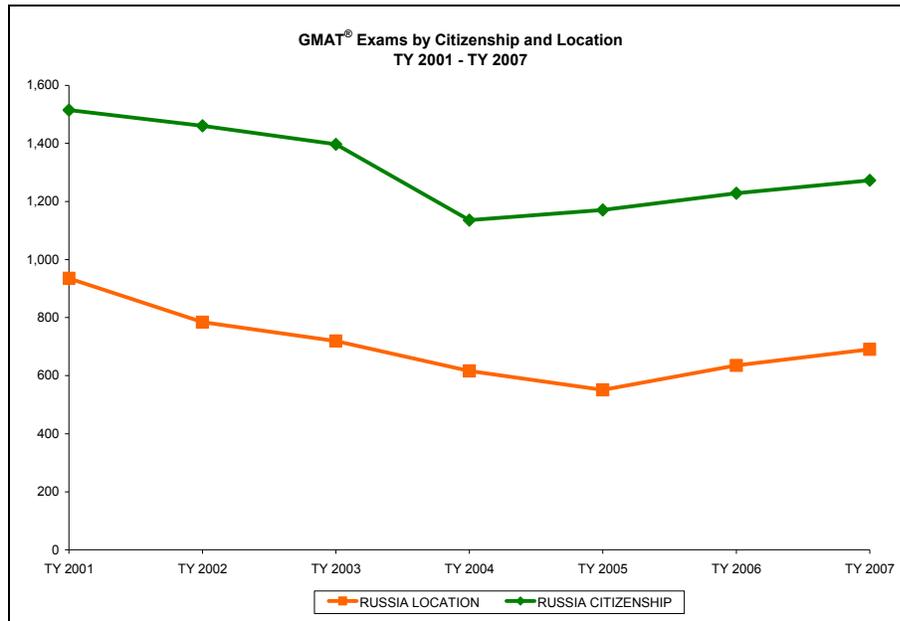
From TY 2003 to TY 2007, the top four countries for Russian citizens for GMAT score-report volume—the United States, the United Kingdom, France, and Canada—remained the same. During

this time, the percentage of GMAT score reports sent to U.S. schools decreased by 6.37% as the percentage of GMAT score reports sent to schools located in Western Europe increased from 21.83% to 26.01% for Russian citizens.

**Table 12: Top 10\* Countries to which Russian Citizens Sent GMAT Score Reports**

TY 2003		TY 2007	
1. United States	71.95%	1. United States	65.58%
2. United Kingdom	10.21%	2. United Kingdom	13.19%
3. France	5.66%	3. France	5.40%
4. Canada	4.74%	4. Canada	4.71%
5. The Netherlands	1.74%	5. Spain	2.20%
6. Spain	1.50%	6. Switzerland	2.04%
7. Switzerland	1.36%	7. The Netherlands	1.73%
8. Germany	0.77%	8. Germany	0.88%
9. Norway	0.31%	9. Australia	0.63%
10. Italy	0.28%	10. Norway	0.57%
Total N	4,260	Total N	3,184
*Based on number of GMAT score reports received; Average score reports sent per examinee: 3.0 in TY 2003; 2.5 in TY 2007.			

Figure 6: GMAT® Tests Taken by Location and Citizenship—Russia (TY 2001 to TY 2007)



U.S. schools/programs hold seven of the top 10 spots, despite the fact that fewer GMAT score reports were sent to U.S. schools/programs in TY 2007 compared with TY 2003. Columbia University replaced Harvard University as number one for citizens of Russia in TY 2007. IMD, which is located in Switzerland, was the only new program to

debut in the list; IMD occupied the tenth position in TY 2007. Overall, Russian citizens appear to be more diverse in their choice of school locations within the United States compared with other Europeans, sending GMAT score reports to schools located in the northeastern, mid-Atlantic, midwestern, and western parts of the United States.

Table 13: Top 10* Schools/Programs to which Russian Citizens Sent GMAT Score Reports	
TY 2003	TY 2007
1. Harvard University MBA	1. Columbia University MBA
2. University of Pennsylvania MBA	2. Harvard University MBA
3. London Business School	3. University of Pennsylvania MBA
4. INSEAD MBA	4. London Business School MBA
5. Columbia University MBA	5. INSEAD MBA
6. CSU, East Bay MBA	6. Stanford University MBA
7. University of Chicago MBA	7. CSU, East Bay MBA
8. Stanford University MBA	8. New York University MBA
9. Northwestern University	9. University of Chicago MBA
10. New York University MBA	10. IMD MBA

\*Based on number of GMAT score reports received.

### Findings by Greek Citizenship

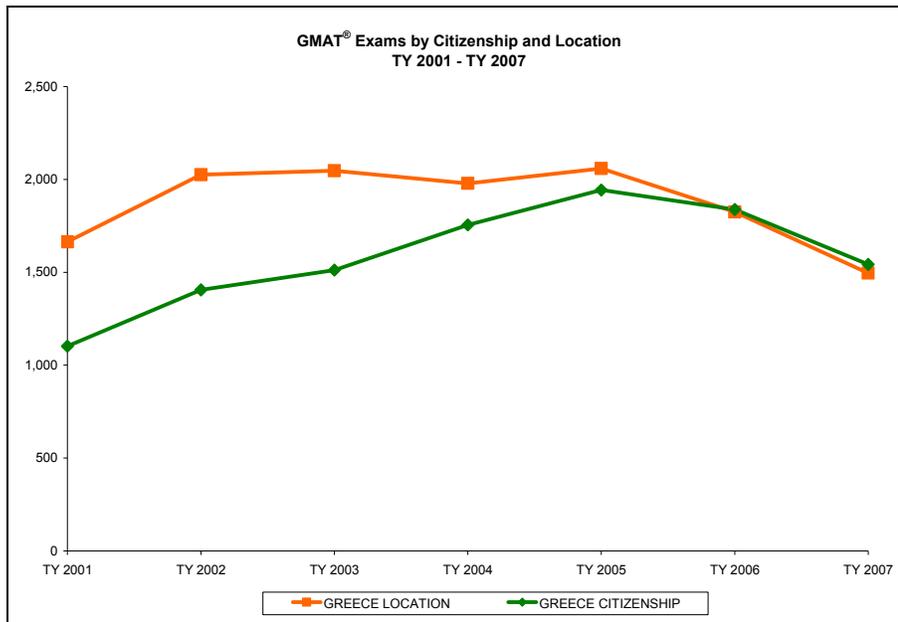
GMAT-using schools located within Greece attracted nearly 55% of their domestic pool in TY 2007. This is an increase of 9% over TY 2003. Although a few individual countries made modest gains, such as the Netherlands and France, overall,

the percentage of GMAT score reports sent to schools located in other parts of Western Europe and the United States decreased from TY 2003 to TY 2007. This is not surprising given that 96% of the GMAT score reports received by schools in Greece in TY 2007 were sent by Greek citizens.

Table 14: Top 10* Countries to which Greek Citizens Sent GMAT Score Reports			
TY 2003		TY 2007	
1. Greece	45.84%	1. Greece	54.91%
2. United Kingdom	26.50%	2. United Kingdom	16.44%
3. United States	19.53%	3. United States	16.30%
4. France	2.05%	4. The Netherlands	3.51%
5. The Netherlands	1.38%	5. France	3.25%
6. Italy	1.02%	6. Spain	1.97%
7. Belgium	0.86%	7. Italy	1.39%
8. Canada	0.80%	8. Germany	0.44%
9. Germany	0.67%	9. Belgium	0.40%
10. Spain	0.64%	10. N/A	N/A
<b>Total N</b>	<b>3,124</b>	<b>Total N</b>	<b>2,737</b>

\*Based on number of GMAT score reports received; Average score reports sent per examinee: 2.1 in TY 2003; 1.8 in TY 2007; N/A indicates the percentages distributed among remaining countries are too small to identify clear preferences.

Figure 7: GMAT® Tests Taken by Location and Citizenship—Greece (TY 2001 to TY 2007)



The University of Macedonia moved up to first choice among Greek citizens who took the GMAT in TY 2007. Meanwhile, the fourth and ninth

programs in the list for TY 2007 were also University of Macedonia programs. Athens University of Economics and Business also had

three programs to make the list in TY 2007. Nine of the top 10 schools/programs preferred by Greek citizens in TY 2007 are located in Greece. No U.S. schools made the top 10 in either of the two testing

years, and only one English school/program remained on the list from TY 2003 to TY 2007 for the group.

**Table 15: Top 10\* Schools/Programs to which Greek Citizens Sent GMAT Score Reports**

TY2003		TY 2007	
1. Athens University of Economics & Business		1. University of Macedonia MBA	
2. University of Piraeus MBA		2. Athens University of Economics & Business MBA Greek	
3. University of Piraeus EMPTQM		3. University of Piraeus MBA	
4. University of Macedonia		4. University of Macedonia Postgraduate Program in Accounting and Finance	
5. London School of Economics & Political Science		5. Athens Univ of Economics & Business - MBA International	
6. University of Warwick		6. Athens University of Economics & Business MSc in Marketing and Communications	
7. University of Manchester School of Business		7. London School of Economics & Political Science	
8. London Business School		7. Technological Institute of Piraeus MBA	
9. Athens LBA		8. University of Piraeus EMPTQM	
10. Lancaster University		9. University of Macedonia Postgraduate Program in Applied Informatics	
10. University of Manchester Institute of Science and Technology			
*Based on number of GMAT score reports received.			

### Findings by Spanish Citizenship

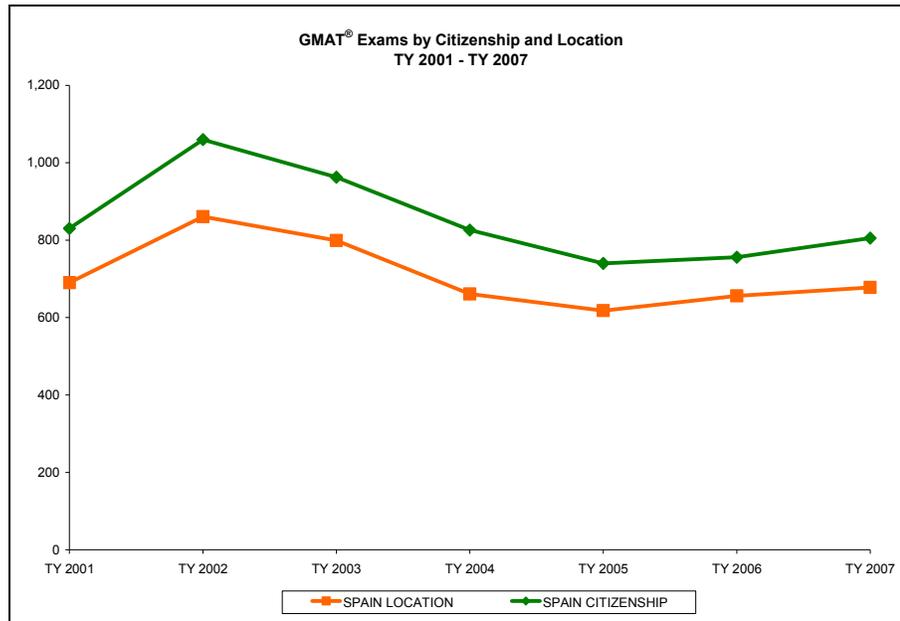
In TY 2007, Schools located in Spain attracted 17% of their domestic pool. During this period, the United States retained the top spot on the list, and the percentage of GMAT score reports sent to U.S.

schools increased by 6%. The order of the top five schools has changed since TY 2003, but the locations by score report volume have not. The lower half of the top 10 did change, however, with China and Germany debuting in seventh and eighth place, respectively, for the group.

**Table 16: Top 10\* Countries to which Spanish Citizens Sent GMAT Score Reports**

TY 2003		TY 2007	
1. United States	50.51%	1. United States	56.41%
2. Spain	18.42%	2. Spain	17.33%
3. United Kingdom	11.64%	3. United Kingdom	10.80%
4. France	10.99%	4. France	8.59%
5. Switzerland	3.03%	5. Switzerland	1.57%
6. The Netherlands	1.86%	6. The Netherlands	1.18%
7. Canada	0.85%	7. China	1.03%
8. Ireland	0.44%	8. Germany	0.64%
8. Italy	0.44%	9. Canada	0.54%
9. Belgium	0.32%	10. N/A	N/A
<b>Total N</b>	<b>2,475</b>	<b>Total N</b>	<b>2,037</b>
*Based on number of GMAT score reports received; Average score reports sent per examinee: 2.6 in TY 2003; 2.5 in TY 2007; N/A indicates the percentages distributed among remaining countries are too small to identify clear preferences.			

Figure 8: GMAT® Tests Taken by Location and Citizenship—Spain (TY 2001 to TY 2007)



IESE’s full-time MBA program in Spain received the most GMAT score reports from Spanish citizens in TY 2007. This was the only school located in Spain to make the list. INSEAD, with campuses in France and Singapore, moved down in the list from first to fourth during the period

studied. London Business School, the only other non-U.S. school to make the list, moved from third to fifth from TY 2003 to TY 2007. Of the U.S. schools on the list for this group, the majority are located in the northeastern United States.

Table 17: Top 10\* Schools/Programs to which Spanish Citizens Sent GMAT Score Reports

TY 2003	TY 2007
1. INSEAD MBA	1. IESE MBA
2. IESE MBA	2. Columbia University MBA
3. London Business School	3. Harvard University MBA
4. Harvard University MBA	4. INSEAD MBA
5. Columbia University MBA	5. London Business School MBA
6. Instituto de Empresa	6. Stanford University MBA
7. Stanford University MBA	7. University of Pennsylvania MBA
8. MIT Sloan School of Management MBA	8. MIT Sloan School of Management MBA
9. ESADE MBA	9. New York University MBA
9. University of Pennsylvania MBA	10. Northwestern University MBA

\*Based on number of GMAT score reports received.

### Findings by Italian Citizenship

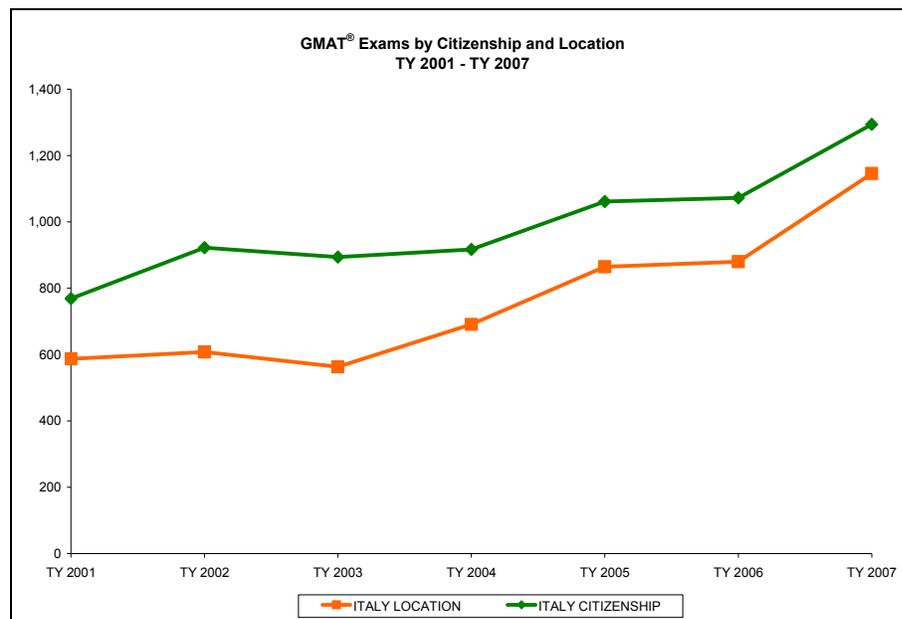
Italian citizens appear increasingly interested in studying closer to home. GMAT-using Italian schools attracted almost 14% of their domestic pool in TY 2007, an increase of 4.85% compared with TY 2003, and there was an increase of 12.83% in the number of GMAT score reports sent to schools located in Western European countries from

TY 2003 to TY 2007. Conversely, there was a 15.09% decrease in the number of GMAT score report sent to schools located in the United States. Meanwhile, Hong Kong debuted in ninth place in TY 2007 for the group. Although there has been a considerable increase in the number of GMAT exams taken by Italian citizens, the average number of GMAT score reports sent per Italian examinee has declined.

Table 18: Top 10* Countries to which Italian Citizens Sent GMAT Score Reports			
TY 2003		TY 2007	
1. United States	52.43%	1. United States	37.34%
2. United Kingdom	12.71%	2. United Kingdom	16.09%
3. France	11.37%	3. Italy	13.95%
4. Italy	9.10%	4. France	10.90%
5. Spain	6.04%	5. Spain	10.54%
6. Switzerland	3.57%	6. The Netherlands	3.13%
7. The Netherlands	1.93%	7. Switzerland	2.50%
8. Canada	1.17%	8. Canada	1.31%
9. N/A	N/A	9. Hong Kong	0.48%
10. N/A	N/A	10. Germany	0.44%
<b>Total N</b>	<b>2,384</b>	<b>Total N</b>	<b>2,523</b>

\*Based on number of GMAT score reports received; Average score reports sent per examinee: 2.7 in TY 2003; 1.9 in TY 2007; N/A indicates the percentages distributed among remaining countries are too small to identify clear preferences.

Figure 9: GMAT® Tests Taken by Location and Citizenship—Italy (TY 2001 to TY 2007)



INSEAD, the only French program to make the list, retained its first-place position in both testing years. Bocconi University, one of two Italian schools/programs to make the list, debuted in third place in TY 2007. SDA Bocconi, another Italian school, moved down in the list from second to fifth during the period studied. ESADE, which is located

in Spain, debuted in eighth place, and London School of Economics and Political Science in the United Kingdom debuted in tenth place in TY 2007. The three remaining U.S. schools in the top 10 for Italian citizens are located in the northeastern United States.

**Table 19: Top 10\* Schools/Programs to which Italian Citizens Sent GMAT Score Reports**

TY 2003		TY 2007	
1. INSEAD MBA		1. INSEAD MBA	
2. SDA Bocconi MBA		2. Columbia University MBA	
3. London Business School		3. Bocconi University Master's Programs	
4. Columbia University MBA		4. London Business School MBA	
5. Harvard University MBA		5. SDA Bocconi MBA	
6. New York University MBA		6. Harvard University MBA	
7. IESE MBA		7. IESE MBA	
8. Stanford University MBA		8. ESADE Master's Programmes	
9. IMD International MBA		9. New York University MBA	
10. University of Pennsylvania MBA		10. London School of Economics & Political Science	

\*Based on number of GMAT score reports received.

### Findings by Citizenship of the Netherlands

The Netherlands replaced the United States as the top school location among citizens of the Netherlands from TY 2003 to TY 2007. GMAT-using schools in the Netherlands attracted 46% of their domestic pool, with an increase of 12% compared with TY 2003. The top countries of

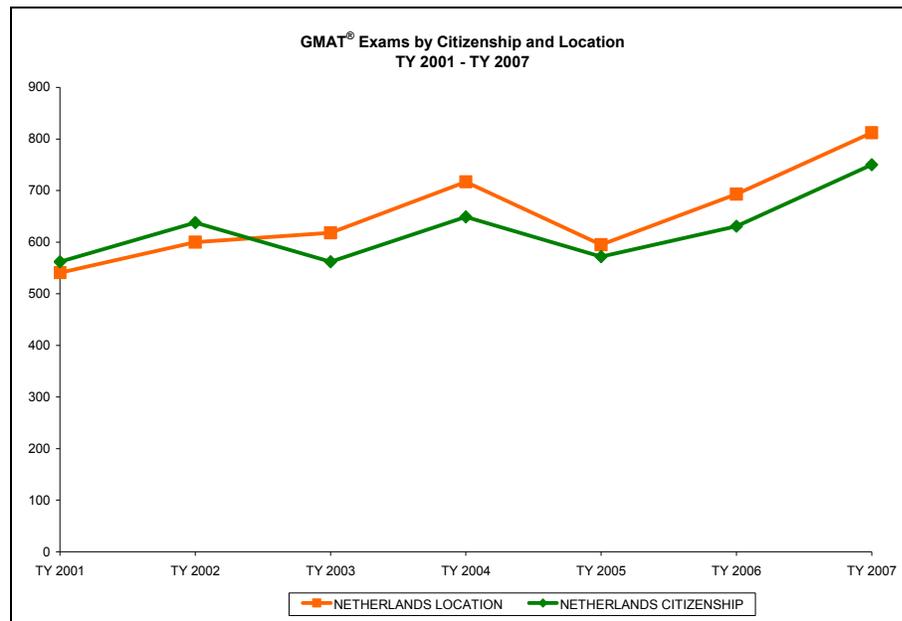
interest for this group remained the same for the two years studied. The percentage of GMAT score reports sent to the United States and to countries in Western Europe decreased from TY 2003 to TY 2007, indicating that citizens of the Netherlands may be much more interested in studying closer to home.

**Table 20: Top 10\* Countries to which Citizens of the Netherlands Sent GMAT Score Reports**

TY 2003		TY 2007	
1. United States	36.09%	1. The Netherlands	46.30%
2. The Netherlands	33.86%	2. United States	25.74%
3. France	9.25%	3. France	8.74%
4. United Kingdom	8.09%	4. United Kingdom	7.66%
5. Spain	4.29%	5. Spain	4.50%
6. Switzerland	2.97%	6. Switzerland	2.89%
7. Canada	0.99%	7. Canada	0.94%
7. Turkey	0.99%	8. N/A	N/A
8. N/A	N/A	9. N/A	N/A
9. N/A	N/A	10. N/A	N/A
<b>Total N</b>	<b>1,211</b>	<b>Total N</b>	<b>1,488</b>

\*Based on number of GMAT score reports received; Average score reports sent per examinee: 2.2 in TY 2003; 2.0 in TY 2007; N/A indicates the percentages distributed among remaining countries are too small to identify clear preferences.

Figure 10: GMAT® Tests Taken by Location and Citizenship—the Netherlands (TY 2001 to TY 2007)



Universiteit Maastricht MS in International Business, which is located in the Netherlands, was the top school/program to which citizens of the Netherlands sent GMAT score reports in TY 2007. The school’s MS in International Economy Studies also made the list at number eight for TY 2007. Erasmus University, Rotterdam School of Management, which is also located in the Netherlands, had multiple programs among the list

for TY 2007 as well, and Radboud University and Tilburg University debuted in second and seventh place, respectively. All together, five of the top schools on the list were located in the Netherlands in TY 2007. As a result of this increased interest in local schools, only two U.S. business schools remained in the top 10 for citizens of the Netherlands in TY 2007.

Table 21: Top 10* Schools/Programs to which Citizens of the Netherlands Sent GMAT Score Reports	
TY 2003	TY 2007
1. Erasmus University RSM	1. Universiteit Maastricht MS International Business
2. INSEAD MBA	2. Radboud University
3. Universiteit Nyenrode International MBA	3. INSEAD MBA
4. London Business School	4. Erasmus University RSM
5. Harvard University MBA	5. Erasmus University EMBA
6. IESE MBA	6. Harvard University MBA
7. Columbia University MBA	7. Tilburg University MBA Part-Time
7. Universiteit Maastricht	8. Universiteit Maastricht MS in International Economic Studies
8. IMD International MBA	8. Erasmus University MBA International
9. Stanford University MBA	9. Columbia University MBA
9. HES Rotterdam Business School	9. IESE MBA

\*Based on number of GMAT score reports received.

### Findings by Portuguese Citizenship

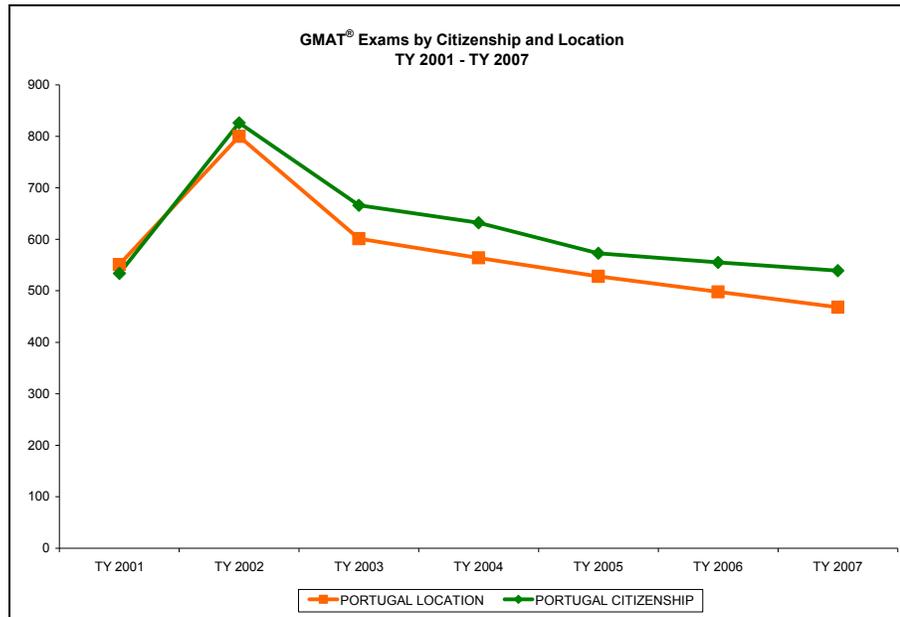
Schools located in Portugal attracted and retained nearly 36% of their domestic pool. Portugal remained in the top position, although the percentage of GMAT score reports sent to Portuguese schools decreased by 10.06%. Conversely, the percentage of GMAT score reports

sent to Spain increased notably, from 7.11% to 12.12% in TY 2007. Smaller increases from other parts of Western Europe, such as France and the United Kingdom, were also recorded during the period studied. The percentage of GMAT score reports sent to the United States increased by 3.93% from TY 2003 to TY 2007.

<b>Table 22: Top 10* Countries to which Portuguese Citizens Sent GMAT Score Reports</b>			
<b>TY 2003</b>		<b>TY 2007</b>	
1. Portugal	45.76%	1. Portugal	35.70%
2. United States	22.58%	2. United States	26.51%
3. France	9.20%	3. Spain	12.12%
4. United Kingdom	8.94%	4. United Kingdom	9.87%
5. Spain	7.11%	5. France	9.70%
6. Switzerland	1.83%	6. The Netherlands	2.34%
7. The Netherlands	1.50%	7. Switzerland	1.09%
8. N/A	N/A	8. N/A	N/A
9. N/A	N/A	9. N/A	N/A
10. N/A	N/A	10. N/A	N/A
<b>Total N</b>	<b>1,532</b>	<b>Total N</b>	<b>1,196</b>

\*Based on number of GMAT score reports received; Average score reports sent per examinee: 2.3 in TY 2003; 2.2 in TY 2007; N/A indicates the percentages distributed among remaining countries are too small to identify clear preferences.

Figure 11: GMAT® Tests Taken by Location and Citizenship—Portugal (TY 2001 to TY 2007)



The Universidade Catolica Portuguesa, which is located in Portugal, retained its first-place position by GMAT score reports from citizens of Portugal, but with its part-time program, whereas their full-time counterpart was fourth in the list for the group in TY 2007. Another Portuguese school, Universidade Nova de Lisboa, similarly had both full-time and part-time programs on the list in TY 2007, occupying the third and fifth positions.

Overall, the majority of the top 10 schools/programs to which Portuguese citizens sent GMAT score reports in TY 2007 were located in Portugal. ESADE, which is located in Spain, debuted in the ninth spot in TY 2007. Although the United States received a higher percentage of GMAT score reports in TY 2007, no new U.S. schools made the list.

**Table 23: Top 10\* Schools/Programs to which Portuguese Citizens Sent GMAT Score Reports**

TY 2003	TY 2007
1. Universidade Catolica Portuguesa	1. Universidade Catolica Portuguesa MBA Part-Time
2. Universidade Nova de Lisboa	2. INSEAD MBA
3. INSEAD MBA	3. Universidade Nova de Lisboa MBA Part-Time
4. ISCTE Business School	4. Universidade Catolica Portuguesa MBA
5. Technical University of Lisbon	5. Universidade Nova de Lisboa MBA
6. London Business School	6. IESE MBA
7. IESE MBA	7. London Business School MBA
8. Universidade do Porto	8. Harvard University MBA
9. Harvard University MBA	9. ESADE MBA
10. Columbia University MBA 10. European University, Lisbon	10. Columbia University MBA

\*Based on number of GMAT score reports received.

### Findings by Swiss Citizenship

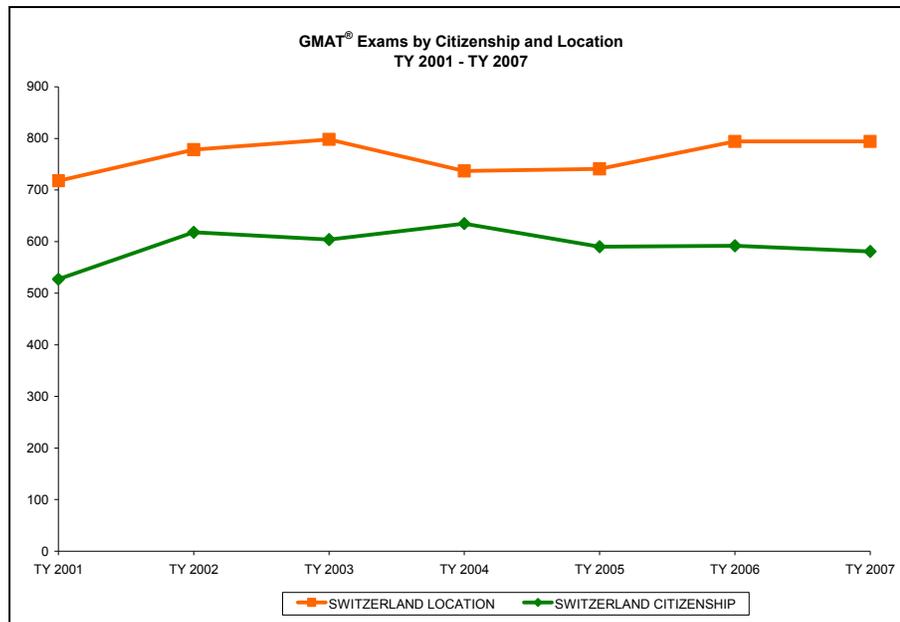
Based on the lower mean recorded for the number of GMAT score reports sent per examinee, Swiss examinees appear to be more certain about where they would like to attend school. GMAT-using schools in Switzerland attracted and retained nearly 27% of their domestic pool in TY 2007. As this percentage decreased slightly from TY 2003, interest

increased for programs in other parts of Western Europe. The percentage of GMAT score reports sent to countries such as the United Kingdom, France, and Spain all increased during the period studied. Although the United States retained its first-place position in the list, the percentage of GMAT score reports sent to U.S. schools by Swiss citizens decreased by 3.30% from TY 2003 to TY 2007.

Table 24: Top 10* Countries to which Swiss Citizens Sent GMAT Score Reports			
TY 2003		TY 2007	
1. United States	41.45%	1. United States	38.15%
2. Switzerland	28.25%	2. Switzerland	26.97%
3. United Kingdom	9.01%	3. United Kingdom	12.64%
4. France	8.29%	4. France	10.21%
5. Canada	3.79%	5. Spain	4.01%
6. Spain	3.38%	6. Canada	1.22%
7. The Netherlands	2.35%	7. N/A	N/A
8. Italy	1.02%	8. N/A	N/A
9. N/A	N/A	9. N/A	N/A
10. N/A	N/A	10. N/A	N/A
<b>Total N</b>	<b>977</b>	<b>Total N</b>	<b>823</b>

\*Based on number of GMAT score reports received; Average score reports sent per examinee: 1.6 in TY 2003; 1.4 in TY 2007; N/A indicates the percentages distributed among remaining countries are too small to identify clear preferences.

Figure 12: GMAT® Tests Taken by Location and Citizenship—Switzerland (TY 2001 to TY 2007)



The University of Bern, which is located in Switzerland, debuted in first place among the list in TY 2007. The University of St. Gallen also made its debut in TY 2007 with two programs on the list. Six of the top schools to which Swiss citizens sent GMAT score reports in TY 2007 were located in

Switzerland. INSEAD and London Business School were the only European schools located outside of Switzerland to make the list in TY 2007. The majority of the U.S. schools to make the list were located in the northeastern United States.

<b>TY 2003</b>	<b>TY 2007</b>
1. GSBA Zurich/Oekreal Foundation	1. University of Bern MBA
2. INSEAD MBA	2. GSBA Zurich/Oekreal Foundation
3. IMD International MBA	3. INSEAD MBA
4. London Business School	4. University of St. Gallen SIM Program
5. Harvard University MBA	5. Harvard University MBA
6. IMD International Executive MBA	6. IMD International MBA
6. Stanford University MBA	6. London Business School
7. Columbia University MBA	7. Columbia University MBA
8. HEC-Lausanne MBA	8. Stanford University MBA
9. Northwestern University	9. IMD International Executive MBA 9. University of St. Gallen MBA

\*Based on number of GMAT score reports received.

## Discussion

The European Union, in its commitment to European integration, has instituted policies that have increased the number of students studying outside their home countries within the Union. Recent and ongoing expansion of the EU and implementation of the “Bologna Accord” initiatives, which aim to harmonize academic structures within Europe, will likely bring an even greater influx of foreign students to the region. The Bologna Accord, which was first signed by 29 European countries in June 1999 and has now been accepted by all countries of continental Europe, represents a commitment by those countries to establish a reformed system of higher education by 2010. Their goal is to establish a European-wide credit system of easily recognizable and comparable degrees to promote student mobility (Loades, 2005). The proposed changes will include a two-cycle system of undergraduate and postgraduate stages, similar to the system in the United Kingdom, the United States, and Ireland. It is predicted that, “Such an elemental shift will radically alter the landscape of European education and will have tremendous, though little understood, consequences for higher education, and in particular for business schools, in Europe and around the world (Loades, 2005).” It is further expected that the effects of these changes,

among others, will have a measurable impact on the globalization of higher education in general, which could likewise present challenges and opportunities for industries and economies around the world as these graduates pursue careers.

UNESCO, which estimated 1.7 million students worldwide were educated abroad in 2000, expects that number will swell to more than 8 million by 2025. Countries that are able to attract these students will inevitably have a huge advantage.

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## Appendix A

**Table A-1: GMAT® Tests Taken by European Citizenship – Top 20\* Countries (TY 2001 to TY 2007)**

Rank**	TY 2001	TY 2002	TY 2003	TY 2004	TY 2005	TY 2006	TY 2007
1. France	1,984	2,662	2,799	2,499	2,563	2,364	2,420
2. Germany	1,730	2,188	2,171	2,072	2,196	1,977	2,071
3. United Kingdom	2,147	2,721	2,401	1,999	1,780	1,639	1,730
4. Greece	1,102	1,405	1,512	1,755	1,943	1,838	1,543
5. Italy	769	922	894	917	1,061	1,072	1,294
6. Russia	1,515	1,461	1,397	1,136	1,171	1,228	1,273
7. Spain	830	1,060	963	826	740	756	805
8. The Netherlands	562	638	562	649	572	631	750
9. Switzerland	527	618	604	635	590	592	581
10. Portugal	534	826	666	632	573	555	539
11. Bulgaria	430	443	476	436	423	408	468
12. Romania	371	430	444	387	375	359	371
13. Ukraine	366	379	299	291	197	320	325
14. Ireland	389	508	502	492	392	386	322
15. Poland	292	348	403	368	275	325	308
16. Belgium	289	304	289	251	241	186	279
17. Norway	349	340	378	239	197	182	175
18. Finland	187	223	249	214	277	200	164
19. Sweden	237	338	316	295	239	176	160
20. Austria	211	206	192	178	153	149	154
<b>Total</b>	<b>14,146</b>	<b>17,968</b>	<b>17,067</b>	<b>15,803</b>	<b>15,695</b>	<b>15,354</b>	<b>17,353</b>

\*By number of GMAT tests taken; \*\*Countries ranked based on TY 2007 volume.

## Appendix B: Regional Categories

### Eastern Europe

Albania	Estonia	Poland
Armenia	Georgia	Romania
Azerbaijan	Hungary	Russia
Bosnia-Herzegovina	Latvia	Slovakia
Bulgaria	Lithuania	Slovenia
Belarus	Macedonia, The F.Y.R. of	Ukraine
Croatia	Moldova	Yugoslavia
Czech Republic		

### Western Europe\*

Andorra	Greece	The Netherlands
Austria	Iceland	Norway
Belgium	Ireland	Portugal
Cyprus	Italy	Spain
Denmark	Liechtenstein	Sweden
Finland	Luxembourg	Switzerland
France	Malta	United Kingdom
Germany	Monaco	

\* In a previous version of this report, Turkey was classified as a Western European country. Due to a change in program classifications, it was removed from the Western Europe category and is now reclassified in the Middle East category, which does not appear in this report.

## Get Even More Data to Inform Your Decisions

Savvy graduate management education professionals use GMAC research every day to make informed business decisions. Rich data offer customizable insights into key issues that affect your recruitment success. Detailed research reports track important trends in graduate management admissions. Here are just three of the available resources:

**1. The *Profile of Graduate Management Admission Test Candidates*** is a rich source of significant demographic data about GMAT® examinees over the past five years. It's ideal for gauging the size and characteristics of your business school's potential applicant pool. The book can be used to find testing volume and mean GMAT Total scores by gender, undergraduate major, location, age group, citizenship, U.S. state, intended study pace, U.S. subgroup, and attending institution.

Free electronic copies of the *Profile* are available at [www.gmac.com/GMATProfile](http://www.gmac.com/GMATProfile).

**2. The *GMAC Survey Series*** comprises five annual or biannual surveys of individuals in the graduate management education industry. The surveys explore issues relevant to graduate management programs, prospective graduate business students, recent alumni, and corporate recruiters, offering data at various depths, depending on the desire of the user and the participation of the school. Survey reports not only provide an overview of the data, they give context for and implications of the research. These reports frequently help drive strategic decision-making processes in graduate business schools.

All survey reports are available free on the Web at [www.gmac.com/surveys](http://www.gmac.com/surveys).

Contact [research@gmac.com](mailto:research@gmac.com) for more information on how to participate in these surveys or to request free print copies of the survey reports (while supplies last).

**3. *Geographic Trend Reports for GMAT Examinees*** compare score-sending patterns of examinees and their geographic and biographical data from the most recent testing year against data from four years earlier. First introduced as part of the Research Report Series, the Geographical Trends Reports were separated into their own series in response to requests for annual updates and specialized reports on individual regions, including Asia, Europe, and the United States.

Geographic Trend Reports are available free on the Web at [www.gmac.com/GeographicTrends](http://www.gmac.com/GeographicTrends).

# EUROPEAN

## Geographic Trend Report for GMAT<sup>®</sup> Examinees

**Which country in Europe receives the most score reports from all GMAT<sup>®</sup> examinees?**

**How successful are schools in Greece at attracting and retaining their domestic pool?**

**Which universities receive the most score reports from citizens of France?**

**Find out the answers to these questions and many more with this publication.**

By comparing the most recent GMAT<sup>®</sup> examinee data with historical data from four years prior, the *European Geographic Trend Report* is a vital resource for admissions officers looking to increase their international applicant pool. By identifying score-sending trends based on examinee citizenship, this report lets you track changes and identify global competition for your international recruitment efforts. This data, in conjunction with the *Profile of Graduate Management Admission Test Candidates* and GMAT Interactive Profile, can help your school plan more effective recruitment and admission activities.

If you find this *European Geographic Trend Report* helpful, you may want to explore other geographic trend reports and research publications available from GMAC<sup>®</sup>, a global nonprofit organization of leading graduate business schools and the owner of the Graduate Management Admission Test<sup>®</sup> (GMAT<sup>®</sup>).

**Go to [www.gmac.com](http://www.gmac.com) to learn more about:**

- *World, Asian, and other Geographic Trend Reports*
- *The Profile of Graduate Management Admission Test Candidates and the GMAT<sup>®</sup> Interactive Profile*
- *The GMAC Survey Series: Application Trends Survey, MBA Alumni Perspectives Survey, mba.com Registrants Survey, Global MBA<sup>®</sup> Graduate Survey, and Corporate Recruiters Survey*

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