

2010 WORLD

Geographic Trend Report for GMAT® Examinees



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The *World 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 world regions. Data from the most recent testing year are compared against data from four years prior to identify changes in examinee preferences.

Geographic Trend Reports were first introduced in 2005 as part of the GMAC® Research Report Series. The trend series has since grown based on requests for annual updates and specialized reports for individual regions, including Asia, Europe, and North America.

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The *World Geographic Trend Report for GMAT® Examinees* is a product of the Graduate Management Admission Council (GMAC), a global nonprofit education organization of leading graduate business schools and the owner of the Graduate Management Admission Test® (GMAT®). The GMAT exam is an important part of the admissions process for nearly 5,000 graduate management programs around the world. GMAC is dedicated to creating access to and disseminating information about graduate management education; these schools and others rely on the Council as the premier provider of reliable data about the graduate management education industry.

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The World Geographic Trend Report highlights regional and world trends in the student pipeline for graduate management education. Examination of data collected from respondents taking the Graduate Management Admission Test® (GMAT®) during the 2006 to 2010 testing years (TY) and from the requested destination of their score reports forms the basis for the analyses presented in this report.

GMAT score-sending data reveal two key types of information related to examinees' geographic program preferences. 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 2006 and TY 2010 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.

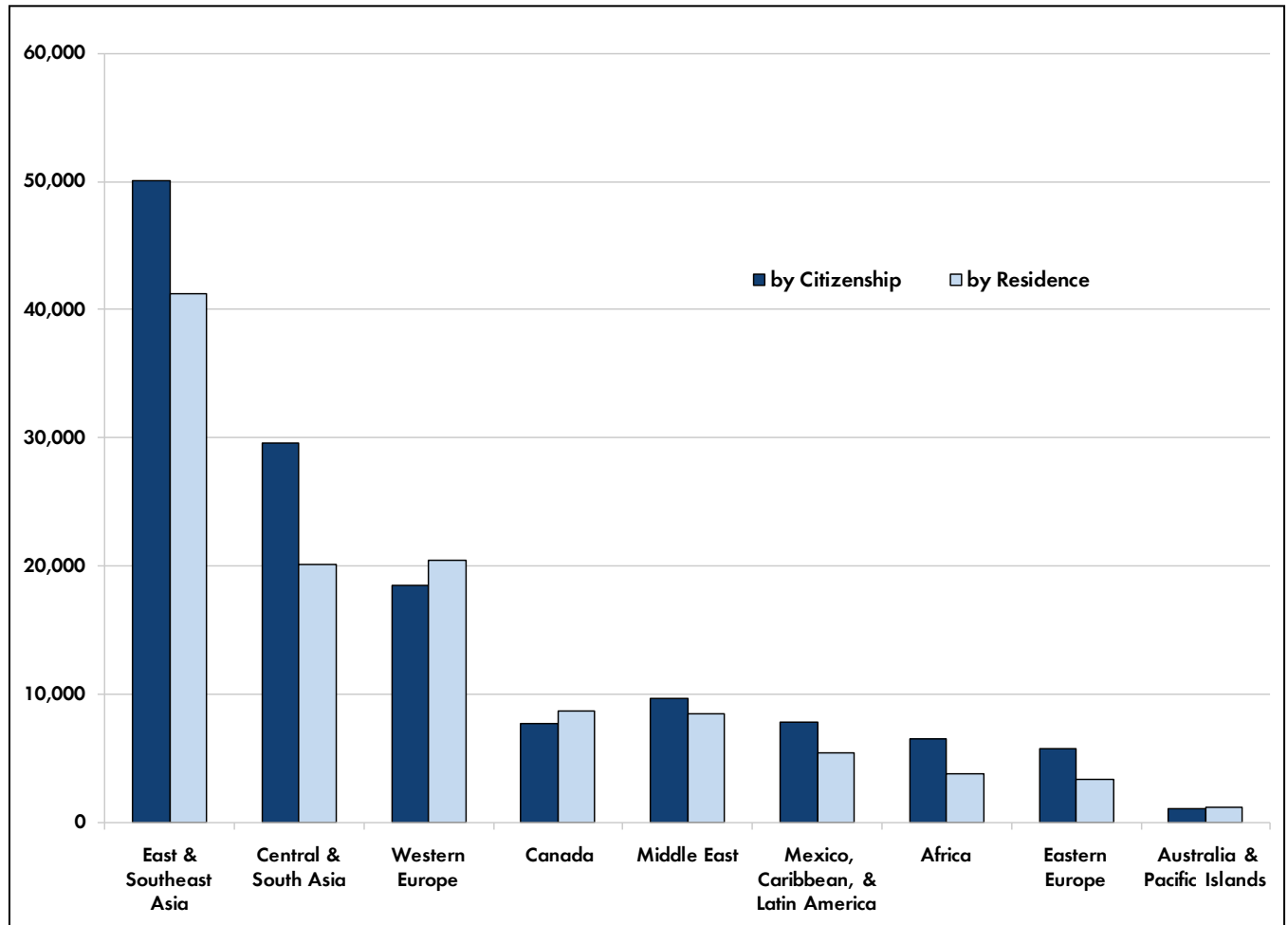
Key Findings

- Prospective business school students from around the world sat for the GMAT exam 263,979 times in TY 2010. This level represents the second-largest annual total since the exam was first administered in 1954 and is only 1,634 exams or 0.6 percent below the historic high of 265,613 reached in TY 2009.
- Following another year of testing growth, non-US examinees represented the majority of the GMAT student pipeline for the second consecutive year in TY 2010, taking 52 percent of all GMAT exams.
- GMAT examinees sent a total of 779,045 score reports to graduate management education programs around the world in TY 2010. Programs in the US received 78 percent of all score reports sent in TY 2010, down from 83 percent in TY 2006. Growing interest in business schools in the United Kingdom, France, India, and Singapore is largely responsible for this underlying shift.
- Many citizenship groups in the GMAT pipeline have become increasingly likely to send their score reports to regional and domestic study opportunities over the last five years. This development is especially true among European citizens. Western European examinees, for example, sent 54 percent of their score reports to programs located in Europe in TY 2006. By TY 2010, this proportion grew to 63 percent.
- On average, GMAT examinees sent 3.0 score reports per exam taken in TY 2010. Citizens of Central and Southeast Asian countries sent the most score reports (4.3 per exam taken) and Western European citizens sent the fewest (2.1 per exam taken).

Global Testing Environment

Geographic data collected from TY 2006 to TY 2010 included the examinee's mailing address at the time of registration and country of citizenship. *Figure 1* presents the GMAT testing landscape for TY 2010.

Figure 1. GMAT® Exams Taken in TY 2010 (Worldwide, Excluding the United States)



Residence of GMAT Examinees

The number of GMAT exams taken around the world increased by nearly 60,000 or 29 percent between TY 2006 and TY 2010. Over this period, each region of residence listed in *Table 1* experienced significant growth in testing volume.

The student pipeline in East and Southeast Asia—led by China—recorded the largest gain, increasing by more than 16,000 exams or 68 percent between TY 2006 and TY2010.

Following three years of substantial growth, the number of GMAT exams taken by Central and South Asian residents decreased in TY 2010. This decline allowed residents from Western Europe to reclaim their position as the world's third-largest testing region for the first time since TY 2006.

Table 1. GMAT Exams Taken by Residence — TY 2006 to TY 2010

Region of Residence	TY 2006	TY 2007	TY 2008	TY 2009	TY 2010	Percentage of TY 2010 Total
1. United States	135,303	141,726	153,358	156,613	151,252	57.30%
2. East & Southeast Asia	24,531	26,834	31,610	37,226	41,218	15.61%
3. Western Europe	13,552	14,058	15,822	19,019	20,414	7.73%
4. Central & South Asia	10,162	14,291	20,212	23,070	20,161	7.64%
5. Canada	6,709	6,933	7,761	8,366	8,662	3.28%
6. Middle East	5,578	5,888	6,869	7,701	8,452	3.20%
7. Mexico, Caribbean, & Latin America	4,046	4,352	5,043	5,663	5,453	2.07%
8. Africa	2,191	2,349	2,951	3,598	3,780	1.43%
9. Eastern Europe	1,934	1,879	2,382	3,250	3,430	1.30%
10. Australia & Pacific Islands	499	753	868	1,107	1,157	0.44%
No Response	4	14	81	0	0	0.00%
Total Number of Exams Taken	204,509	219,077	246,957	265,613	263,979	100%

Citizenship of GMAT Examinees

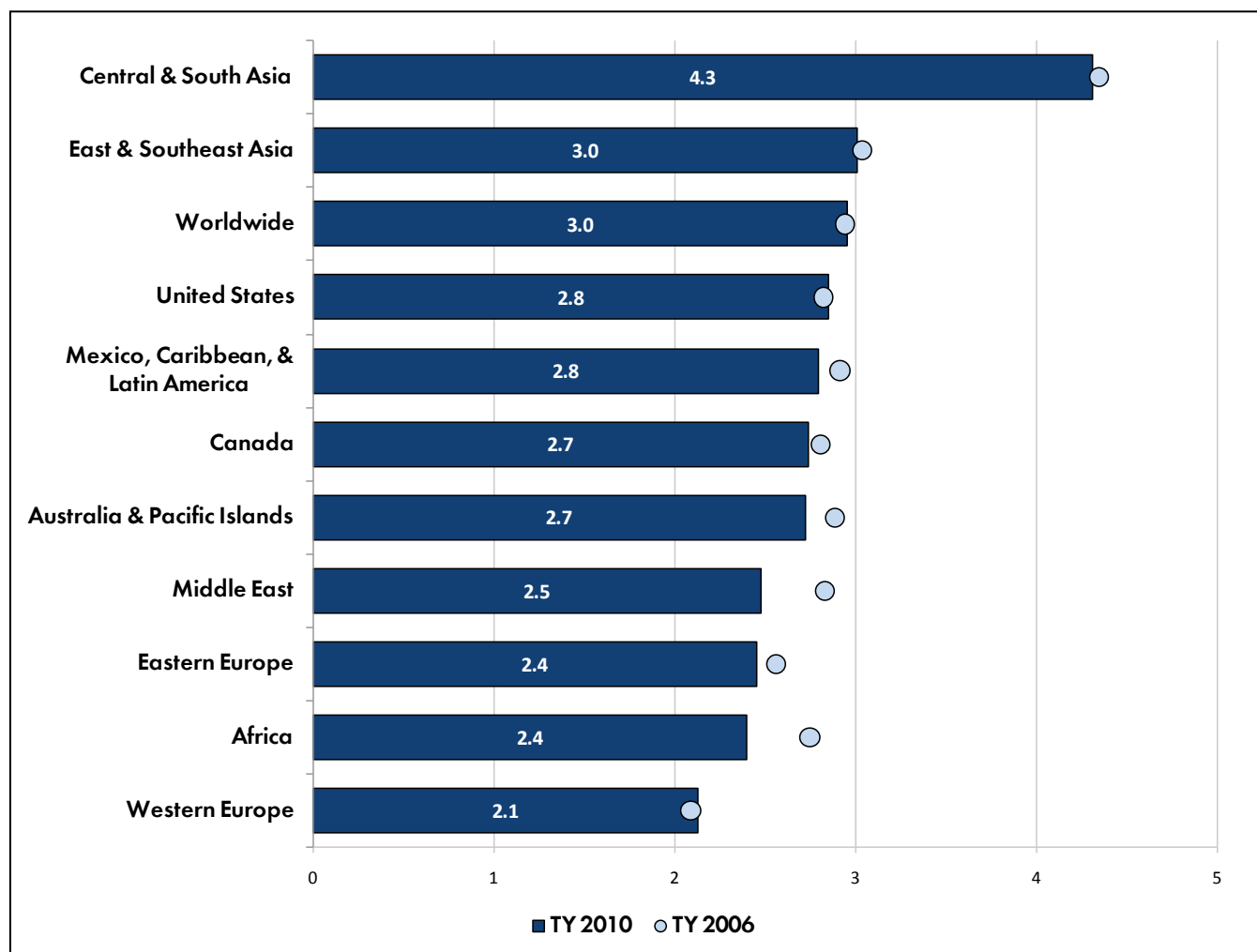
In TY 2010, non-US citizens accounted for 52 percent of GMAT exams taken, a proportion that is up from 46 percent five years ago. This marks the second year in a row that the majority of GMAT exams were taken by non-US citizens. This shift is due largely to an increase in the number of programs around the world using the GMAT exam in their admissions process and corresponding growth in the number of global testing centers where prospective business students can sit for the exam.

Asian citizens—led by Chinese and Indians—accounted for nearly half of global growth between TY 2006 and TY 2010, but each citizenship region shown in *Table 2* experienced significant testing increases over the five-year period.

Table 2. GMAT Exams Taken by Citizenship — TY 2006 to TY 2010

Region of Citizenship	TY 2006	TY 2007	TY 2008	TY 2009	TY 2010	Percentage of TY 2010 Total
1. United States	110,696	117,321	126,132	130,508	127,061	48.13%
2. East & Southeast Asia	31,817	34,548	39,986	45,774	50,056	18.96%
3. Central & South Asia	18,636	23,642	31,163	33,322	29,570	11.20%
4. Western Europe	13,022	13,274	14,956	17,556	18,559	7.03%
5. Middle East	6,534	6,996	8,060	9,171	9,747	3.69%
6. Mexico, Caribbean, & Latin America	6,923	7,057	7,923	8,334	7,833	2.97%
7. Canada	6,074	6,400	7,332	7,621	7,737	2.93%
8. Africa	4,748	4,903	5,723	6,562	6,588	2.50%
9. Eastern Europe	4,167	4,079	4,611	5,668	5,765	2.18%
10. Australia & Pacific Islands	570	857	874	1,097	1,063	0.40%
No Response	1,322	0	197	0	0	0.00%
Total Number of Exams Taken	204,509	219,077	246,957	265,613	263,979	100%

Figure 2. Average Number of GMAT® Score Reports Sent per Exam Taken, by World Citizenship Region



Score Reports

Figure 2 shows the average number of score reports sent per GMAT exam taken in TY 2006 and TY 2010. Significant regional differences are apparent in terms of this statistic. On average, citizens of Central and South Asia sent the greatest number of score reports in TY 2010, with 4.3 per exam taken. At the other end of the spectrum, Western European examinees sent an average of only 2.1 score reports per exam taken.

Interestingly, the most common practice among GMAT examinees is to send either five scores or just one score, resulting in a global average around three. This seems to indicate that most examinees consider several programs (sending five score reports) or are focused on just one (sending one score report). Another factor is likely related to the number of score reports included in the cost of GMAT registration for examinees, which is also five.

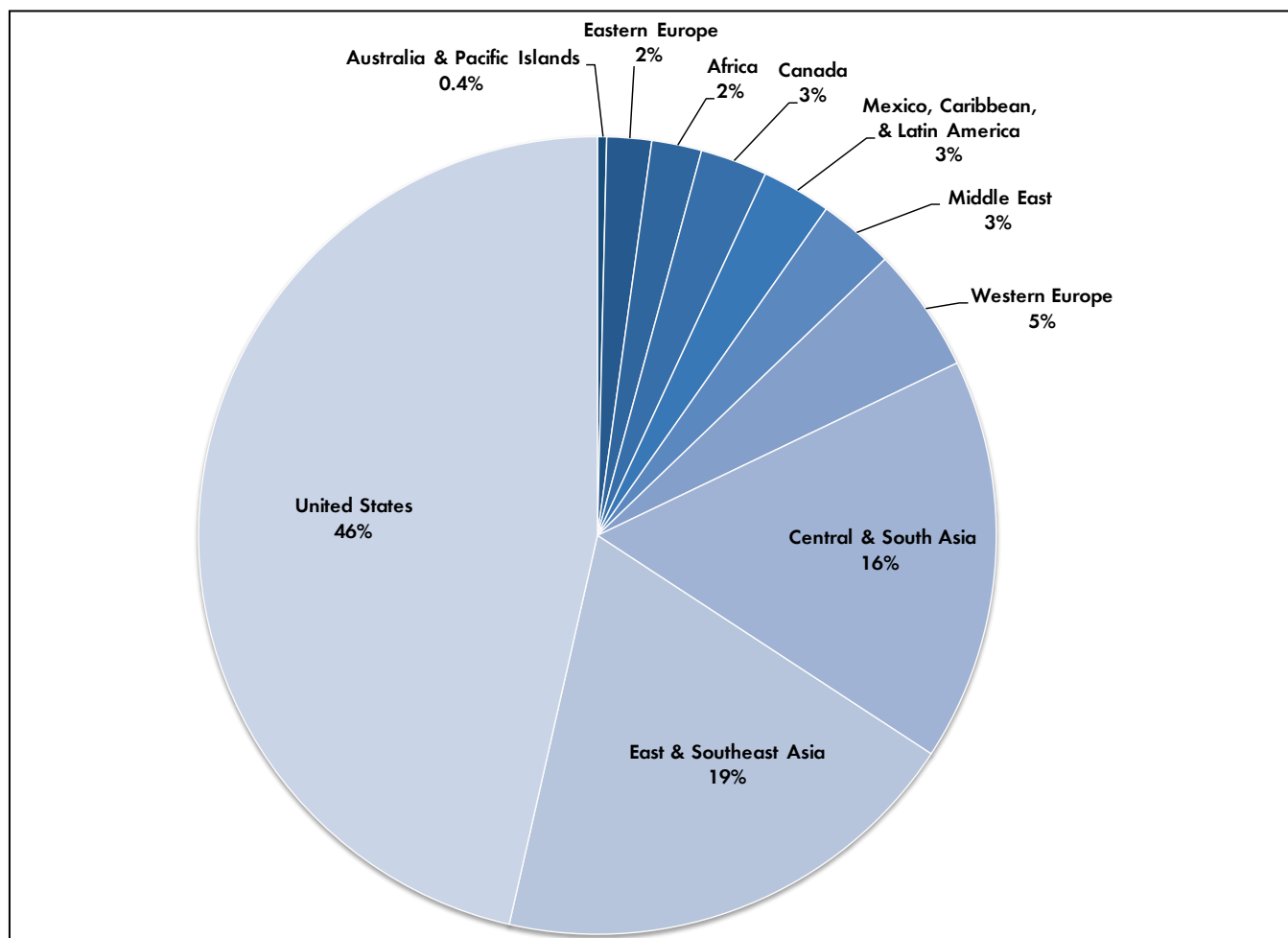
Regional Score-Sending Patterns

The remainder of this report details score-sending patterns for all GMAT® examinees—who collectively sent a total of 779,045 score reports in TY 2010—and provides breakdowns for citizens of the following 10 regional citizenship groups:

- Africa (15,788 scores sent in TY 2010)
- Australia and Pacific Islands (2,888)
- Canada (21,145)
- Central and South Asia (127,290)
- East and Southeast Asia (150,573)
- Eastern Europe (14,111)
- Mexico/Caribbean/Latin America (21,860)
- Middle East (24,085)
- United States (361,859)
- Western Europe (39,446)

Figure 3 shows the percentage of score report submissions in TY 2010 from each of the 10 regional groups studied. A comprehensive list of the countries in each region is available in the Appendix.

Figure 3. Citizenship Representation Among GMAT® Score Report Submissions, TY 2010 Percentages by Region of Citizenship



Worldwide

GMAT examinees sent a total of 779,045 score reports to graduate management education programs around the world in TY 2010. As seen in *Table 3*, this level represents a 30 percent increase—by nearly 178,000 score reports—over TY 2006 totals. The average number of GMAT score reports sent per exam taken increased slightly over this period from 2.9 to 3.0.

Table 3. Top 10 Countries by School Location*—All Examinees

TY 2006** All Examinees			TY 2010 All Examinees		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	500,948	83.32%	1. United States	606,149	77.81%
2. Canada	22,494	3.74%	2. United Kingdom	34,772	4.46%
3. United Kingdom	19,227	3.20%	3. Canada	28,166	3.62%
4. France	10,664	1.77%	4. France	20,515	2.63%
5. India	7,228	1.20%	5. India	17,482	2.24%
6. Israel	6,587	1.10%	6. Singapore	12,067	1.55%
7. Singapore	4,568	0.76%	7. Hong Kong	7,363	0.95%
8. Hong Kong	3,346	0.56%	8. Spain	7,048	0.90%
9. Spain	3,253	0.54%	9. Israel	6,489	0.83%
10. Australia	2,831	0.47%	10. Netherlands	5,751	0.74%
Total Scores Sent Worldwide	601,242	100%	Total Scores Sent Worldwide	779,045	100%

* Based on number of score reports received. Average score reports sent per exam taken: 2.9 in TY 2006; 3.0 in TY 2010.

** Regional data in this report may not sum to World totals for TY2006 due to missing citizenship data in that year.

- Programs in the United States still attract the majority of global score reports sent (78% in TY 2010) but have experienced decreasing market share over the last five years. In TY 2006, 83 percent of all score reports were directed to US schools. There are likely several reasons for this shift including global testing growth, an increase in the number of non-US business schools that use the GMAT exam in their admissions process, and the continued emergence of high-quality business schools across all world regions. In spite of the proportional decline in market share for US schools, the actual number of scores sent to the US grew substantially between TY 2006 and TY 2010 due to broad growth in global testing.
- Several additional score-sending destinations—including the United Kingdom (+81%), France (+92%), India (+142%), Singapore (+164%), Hong Kong (+120%), and Spain (+117%)—all experienced substantial increases in the number of GMAT score reports received between TY 2006 and TY 2010.
- Israel was the only top destination for global examinees that received fewer GMAT score reports in TY 2010 than it did in TY 2006.
- Fewer than half (46%) of all GMAT scores sent in TY 2010 were by US citizens (*Table 4*).

Table 4. Top 5 Score-Sending Citizenship Groups Worldwide

Citizenship Group	Scores Sent in TY 2010	Percentage of Total
1. United States	361,859	46.45%
2. India	119,181	15.30%
3. China	102,543	13.16%
4. Canada	21,145	2.71%
5. South Korea	12,497	1.60%
Region Total	779,045	100%

Canadian Citizens

In TY 2010, Canadian examinees sent nearly 61 percent of their GMAT[®] score reports to domestic business programs (see *Table 5*). This level of interest is essentially unchanged compared with TY 2006. Due to increased testing by Canadians, however, the absolute number of scores that were sent to schools in Canada managed to grow by 16 percent between TY 2006 and TY 2010.

Table 5. Top 10 Countries by School Location*—Canadian Citizens					
TY 2006 All Canadian Citizens			TY 2010 All Canadian Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Canada	10,537	61.88%	1. Canada	12,856	60.80%
2. United States	5,207	30.58%	2. United States	6,035	28.54%
3. United Kingdom	419	2.46%	3. United Kingdom	689	3.26%
4. France	281	1.65%	4. France	536	2.53%
5. Hong Kong	146	0.86%	5. Hong Kong	268	1.27%
6. Spain	69	0.41%	6. Spain	196	0.93%
7. Australia	64	0.38%	7. China	103	0.49%
8. Switzerland	55	0.32%	8. Switzerland	91	0.43%
9. Netherlands	45	0.26%	9. Australia	73	0.35%
10. India	27	0.16%	10. Netherlands	44	0.21%
Total Score Reports Sent by Canadian Citizens	17,029	100%	Total Score Reports Sent by Canadian Citizens	21,145	100%

* Based on number of score reports received. Average score reports sent per exam taken: 2.8 in TY 2006; 2.7 in TY 2010.

- Comparing TY 2006 to TY 2010, the top six study destinations for Canadian examinees remain unchanged. There was, however, a slight shift away from North American programs that was balanced by modest increases in interest for programs located in Western Europe, most notably the United Kingdom, France, and Spain.

Mexican, Caribbean, and Latin American Citizens

The study destination preferences among Mexican, Caribbean, and Latin American citizens shifted marginally between TY 2006 and TY 2010 (*Table 6*). The percentage of scores this group sent to the United States and Canada fell from 84 percent to 79 percent as more examinees showed interest in programs located in Western Europe.

Table 6. Top 10 Countries by School Location *—Mexican/Caribbean/Latin American Citizens

TY 2006 All Mexican, Caribbean, & Latin American Citizens			TY 2010 All Mexican, Caribbean, & Latin American Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	15,594	77.77%	1. United States	16,146	73.86%
2. Canada	1,285	6.41%	2. United Kingdom	1,542	7.05%
3. United Kingdom	1,008	5.02%	3. Canada	1,166	5.33%
4. France	631	3.15%	4. France	934	4.27%
5. Spain	456	2.27%	5. Spain	739	3.38%
6. Brazil	205	1.02%	6. Brazil	177	0.81%
7. Switzerland	139	0.69%	7. Switzerland	176	0.81%
8. Netherlands	121	0.60%	8. Netherlands	146	0.67%
9. Germany	119	0.59%	9. Australia	142	0.65%
10. Italy	88	0.44%	10. Germany	133	0.61%
Total Score Reports Sent by Mexican, Caribbean, & Latin American Citizens	20,051	100%	Total Score Reports Sent by Mexican, Caribbean, & Latin American Citizens	21,860	100%

* Based on number of score reports received. Average score reports sent per exam taken: 2.9 in TY 2006; 2.8 in TY 2010.

- Programs in the United States continued to be the primary destination for Mexican, Caribbean, and Latin American examinees to send their score reports. The proportion of scores sent to the United States, however, decreased slightly from 78 percent in TY 2006 to 74 percent in TY 2010. Increased interest for programs in the United Kingdom, France, and Spain was largely responsible for the proportional shift away from the United States.
- In both TY 2006 and TY 2010, Brazil was the only regional country represented in the top 10. Programs in Brazil, however, received less than 1 percent of the total scores sent by regional citizens in TY 2010.
- Mexican, Brazilian, and Colombian examinees sent the majority (56%) of score reports from the region in TY 2010.

Table 7. Top 5 Score-Sending Citizenship Groups in Mexico /Caribbean/Latin America

Citizenship Group	Scores Sent in TY 2010	Percentage of Total
1. Mexico	4,916	22.49%
2. Brazil	4,848	22.18%
3. Colombia	2,422	11.08%
4. Chile	1,621	7.42%
5. Venezuela	1,571	7.19%
Region Total	21,860	100%

US Citizens

The number of GMAT score reports sent by US citizens increased by nearly 50,000 between TY 2006 and TY 2010 (*Table 8*). Despite this growth, the study destination preferences of US examinees remained largely unchanged, with nearly all score reports directed toward domestic programs in both years.

Table 8. Top 10 Countries by School Location*—US Citizens					
TY 2006 All US Citizens			TY 2010 All US Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	306,640	98.22%	1. United States	354,170	97.88%
2. United Kingdom	1,879	0.60%	2. United Kingdom	2,480	0.69%
3. France	714	0.23%	3. France	1,296	0.36%
4. Spain	528	0.17%	4. Spain	944	0.26%
5. Canada	334	0.11%	5. Canada	460	0.13%
6. Switzerland	200	0.06%	6. Hong Kong	260	0.07%
7. Italy	189	0.06%	7. Switzerland	242	0.07%
8. Australia	170	0.05%	8. China	240	0.07%
9. Hong Kong	146	0.05%	9. Australia	186	0.05%
10. Israel	121	0.04%	10. Israel	169	0.05%
Total Score Reports Sent by US Citizens	312,208	100%	Total Score Reports Sent by US Citizens	361,859	100%

* Based on number of score reports received. Average score reports sent per exam taken: 2.8 in TY 2006; 2.8 in TY 2010.

- US citizens sent 97.9 percent of their score reports to programs located in the United States in TY 2010. This overwhelming interest in domestic programs is down slightly from TY 2006 (98.2%), but remains the highest of any citizenship group within the GMAT pipeline.
- Although a high proportion of scores remained in the United States, nearly 8,000 score reports were sent to business schools around the world in TY 2010 due to the large number of US citizens that sit for the GMAT exam.
- Of the US examinees sending score reports to non-domestic programs, business schools in Western Europe and Canada were the most successful at attracting US talent. In TY 2010, the United Kingdom, France, Spain, and Canada captured 67 percent of scores that US citizens sent to programs outside the United States.

Australian and Pacific Island Citizens

Citizens from countries in the Australia and the Pacific Islands region sent 76 percent more GMAT score reports in TY 2010 than they did in TY 2006 (*Table 9*). This occurred despite a decrease in the average number of score reports sent per exam taken from 2.9 to 2.7.

Table 9. Top 10 Countries by School Location*—Australian/Pacific Island Citizens

TY 2006 All Australian/Pacific Island Citizens			TY 2010 All Australian/Pacific Island Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	806	49.06%	1. United States	1,431	49.55%
2. Australia	351	21.36%	2. Australia	558	19.32%
3. United Kingdom	232	14.12%	3. United Kingdom	424	14.68%
4. France	96	5.84%	4. France	161	5.57%
5. Hong Kong	32	1.95%	5. Spain	49	1.70%
6. Switzerland	29	1.77%	6. Hong Kong	46	1.59%
7. Canada	21	1.28%	7. Switzerland	36	1.25%
8. Spain	15	0.91%	8. China	34	1.18%
9. India	10	0.61%	9. Canada	31	1.07%
9. Italy	10	0.61%	10. Singapore	26	0.90%
Total Score Reports Sent by Australian/Pacific Island Citizens	1,643	100%	Total Score Reports Sent by Australian/Pacific Island Citizens	2,888	100%

* Based on number of score reports received. Average score reports sent per exam taken: 2.9 in TY 2006; 2.7 in TY 2010.

- Roughly half of the score reports sent by citizens of Australia and the Pacific Islands were to business programs located in the United States in both TY 2006 and TY 2010.
- Citizens of the region also demonstrate significant interest for programs located in Australia, the United Kingdom, and France. Although relative interest in these study destinations in TY 2010 was similar to TY 2006, the total number of scores sent increased substantially due to overall growth in GMAT scores-sending (*Table 9*).
- In TY 2010, citizens of Australia and New Zealand represented more than 98 percent of the GMAT scores-sending pipeline in the Australia and Pacific Island region.

Table 10. Top 5 Score-Sending Citizenship Groups in Australia/Pacific Islands

Citizenship Group	Scores Sent in TY 2010	Percentage of Total
1. Australia	2,373	82.17%
2. New Zealand	471	16.31%
3. Fiji	22	0.76%
4. Tonga	10	0.35%
5. Palau	5	0.17%
Region Total	2,888	100%

Central and South Asian Citizens^{1,2}

The total number of GMAT score reports sent by citizens of Central and South Asia increased by 57 percent or more than 46,000 between TY 2006 and TY 2010. Indian citizens represented 94 percent of all scores sent from the region in TY 2010 (*Table 12*). Therefore, score-sending data shown below largely reflect the preferences of Indian examinees.

Table 11. Top 10 Countries by School Location*—Central and South Asian Citizens					
TY 2006			TY 2010		
All Citizens of Central and South Asia			All Citizens of Central and South Asia		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	57,080	70.55%	1. United States	70,613	55.47%
2. India	7,029	8.69%	2. India	17,242	13.55%
3. United Kingdom	4,960	6.13%	3. United Kingdom	12,418	9.76%
4. Canada	3,079	3.81%	4. Singapore	8,210	6.45%
5. Singapore	2,270	2.81%	5. Canada	5,692	4.47%
6. France	2,155	2.66%	6. France	5,296	4.16%
7. Australia	1,240	1.53%	7. Spain	1,374	1.08%
8. Philippines	1,048	1.30%	8. Australia	1,166	0.92%
9. Switzerland	513	0.63%	9. Switzerland	878	0.69%
10. Spain	297	0.37%	10. Hong Kong	805	0.63%
Total Score Reports Sent by Central & South Asian Citizens	80,910	100%	Total Score Reports Sent by Central & South Asian Citizens	127,290	100%

* Based on number of score reports received. Average score reports sent per exam taken: 4.3 in TY 2006; 4.3 in TY 2010.

- Central and South Asian examinees have become less likely to send their score reports to programs in the United States. Between TY 2006 and TY 2010, the percentage of score reports sent to US schools by regional citizens fell from 71 percent to 55 percent.
- Much of this trend is explained by increased interest in regional programs in India, Singapore, and Hong Kong, as well as Western Europe, specifically the United Kingdom, France, and Spain.
- Central and South Asian examinees sent an average of 4.3 score reports in TY 2010. This level, unchanged when compared with TY 2006, represents the highest average number of score reports sent by any group analyzed for this report.

Table 12. Top 5 Score-Sending Citizenship Groups in Central and South Asia		
Citizenship Group	Scores Sent in TY 2010	Percentage of Total
1. India	119,181	93.63%
2. Pakistan	3,683	2.89%
3. Nepal	1,931	1.52%
4. Bangladesh	1,154	0.91%
5. Kazakhstan	537	0.42%
Region Total	127,290	100%

¹ The Central and South Asia region was labeled “Central Asia” in versions of this report published prior to 2009.

² For further information on score-reporting trends in Central and South Asia, refer to the Asian Geographic Trend Reports on gmac.com (available at gmac.com/GeographicTrends).

East and Southeast Asian Citizens^{3,4}

More than 150,000 GMAT score reports were sent by East and Southeast Asian examinees in TY 2010, 56 percent more when compared with TY 2006 (*Table 14*). The top study destinations for citizens of East and Southeast Asia were relatively similar in both years. Increased interest in the United Kingdom and Hong Kong was balanced by a modest decrease in market share for Canadian programs, which fell to the fourth position on the list.

Table 13. Top 10 Countries by School Location*—East and Southeast Asian Citizens

TY 2006 All Citizens of East and Southeast Asia			TY 2010 All Citizens of East and Southeast Asia		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	76,437	79.24%	1. United States	117,301	77.90%
2. Canada	4,245	4.40%	2. United Kingdom	7,154	4.75%
3. United Kingdom	4,034	4.18%	3. Hong Kong	5,563	3.69%
4. Hong Kong	2,623	2.72%	4. Canada	4,252	2.82%
5. France	2,141	2.22%	5. France	4,096	2.72%
6. Singapore	2,117	2.19%	6. Singapore	3,463	2.30%
7. China	1,428	1.48%	7. China	2,274	1.51%
8. Australia	573	0.59%	8. Australia	1,583	1.05%
9. Netherlands	485	0.50%	9. Netherlands	1,070	0.71%
10. Japan	435	0.45%	10. Japan	602	0.40%
Total Score Reports Sent by East and Southeast Asian Citizens	96,465	100%	Total Score Reports Sent by East and Southeast Asian Citizens	150,573	100%

* Based on number of score reports received. Average score reports sent per exam taken: 3.0 in TY 2006; 3.0 in TY 2010.

- The United States remains the preferred destination for examinees from East and Southeast Asia. In TY 2010, nearly 78 percent of score reports sent from citizens of the region went to business programs located in the United States.
- As was the case in TY 2006, five of the top 10 destinations for East and Southeast Asian citizens in TY 2010 were located in Asia and the Pacific.
- The aggregate score-sending patterns of East and Southeast Asian citizens are increasingly reflecting Chinese preferences. In TY 2010, Chinese examinees sent 68 percent of all scores from the region, up from just 40 percent in TY 2006.

Table 14. Top 5 Score-Sending Citizenship Groups in East and Southeast Asia

Citizenship Group	Scores Sent in TY 2010	Percentage of Total
1. China	102,543	68.10%
2. South Korea	12,497	8.30%
3. Taiwan	11,600	7.70%
4. Japan	5,246	3.48%
5. Thailand	5,103	3.39%
Region Total	150,573	100%

³ The East and Southeast Asia region was labeled “Asia” in versions of this report published prior to 2009.

⁴ For further information on score-reporting trends in East and Southeast Asia, refer to the Asian Geographic Trend Reports on gmacc.com (available at gmacc.com/GeographicTrends).

African Citizens

Growth in the number of African citizens taking the GMAT exam over the last five years has yielded a 21 percent increase in the number of GMAT scores that African examinees have sent since TY 2006. The top five score-sending destinations for African examinees remained the same in TY 2010 as they were in TY 2006, but the relative interest among several of these locations shifted noticeably (*Table 15*).

Table 15. Top 10 Countries by School Location*—African Citizens					
TY 2006 All African Citizens			TY 2010 All African Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	9,471	72.68%	1. United States	10,046	63.63%
2. United Kingdom	1,071	8.22%	2. United Kingdom	1,385	8.77%
3. Canada	850	6.52%	3. Canada	1,091	6.91%
4. South Africa	345	2.65%	4. South Africa	1,058	6.70%
5. France	319	2.45%	5. France	611	3.87%
6. Kenya	252	1.93%	6. Egypt	373	2.36%
7. Egypt	225	1.73%	7. Kenya	344	2.18%
8. Netherlands	77	0.59%	8. Spain	153	0.97%
9. Australia	65	0.50%	9. Nigeria	115	0.73%
10. Spain	61	0.47%	10. Netherlands	110	0.70%
Total Score Reports Sent by African Citizens	13,031	100%	Total Score Reports Sent by African Citizens	15,788	100%

* Based on number of score reports received. Average score reports sent per exam taken: 2.7 in TY 2006; 2.4 in TY 2010.

- A greater level of interest in regional opportunities resulted in decreased market share for US programs over the five-year period. In TY 2006, African citizens sent 73 percent of their scores to US schools. By TY 2010, this percentage fell to 64.
- Four African countries—South Africa, Egypt, Kenya, and Nigeria—were among the top 10 GMAT score-sending destinations for African examinees in TY 2010. These countries collectively received nearly 12 percent of all scores sent by Africans, significantly higher than in TY 2006.
- Due to overall growth in testing and score-sending, every country listed among this year's top 10 destinations received more score reports from African examinees in TY 2010 than in TY 2006.
- Nigerian citizens represented 28 percent of all scores sent from the region in TY 2010, as shown in *Table 16*, but several citizen groups sent a large number of score reports to schools around the world.

Table 16. Top 5 Score-Sending Citizenship Groups in Africa		
Citizenship Group	Scores Sent in TY 2010	Percentage of Total
1. Nigeria	4,494	28.46%
2. Kenya	1,644	10.41%
3. South Africa	1,629	10.32%
4. Ghana	1,563	9.90%
5. Egypt	1,559	9.87%
Region Total	15,788	100%

European Citizens, Eastern⁵

Eastern European examinees sent more than 14,000 score reports in TY 2010, an increase of 32 percent when compared with TY 2006 (*Table 17*). During this five-year period, the global distribution of GMAT score reports from Eastern European citizens shifted dramatically.

Table 17. Top 10 Countries by School Location*—Eastern European Citizens					
TY 2006			TY 2010		
All Eastern European Citizens			All Eastern European Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	7,559	70.89%	1. United States	7,242	51.32%
2. United Kingdom	867	8.13%	2. United Kingdom	1,957	13.87%
3. France	478	4.48%	3. France	1,114	7.89%
4. Canada	407	3.82%	4. Netherlands	828	5.87%
5. Spain	239	2.24%	5. Spain	529	3.75%
6. Netherlands	174	1.63%	6. Canada	403	2.86%
6. Switzerland	174	1.63%	7. Switzerland	376	2.66%
8. Hungary	111	1.04%	8. Sweden	302	2.14%
8. Italy	111	1.04%	9. Italy	264	1.87%
10. Armenia	76	0.71%	10. Germany	170	1.20%
Total Score Reports Sent by Eastern European Citizens	10,663	100%	Total Score Reports Sent by Eastern European Citizens	14,111	100%

* Based on number of score reports received. Average score reports sent per exam taken: 2.6 in TY 2006; 2.4 in TY 2010.

- Between TY 2006 and TY 2010 the percentage of GMAT score reports sent to the United States by Eastern European examinees dropped from 71 percent to 51 percent. The proportional shift was so severe that, despite robust regional testing growth, the absolute number of scores that Eastern Europeans sent to US programs also fell. Interest in Canadian programs declined as well.
- Market share lost by US schools since TY 2006 largely has been due to increased student interest in programs in Western Europe. The number of score reports sent by Eastern European examinees to programs located in United Kingdom, France, the Netherlands, and Spain each doubled over the five-year period.
- Russian citizens accounted for roughly a third of all scores sent from Eastern European citizenship groups in TY 2010 (*Table 18*).

Table 18. Top 5 Score-Sending Citizenship Groups in Eastern Europe		
Citizenship Group	Scores Sent in TY 2010	Percentage of Total
1. Russian Federation	4,626	32.78%
2. Bulgaria	1,761	12.48%
3. Romania	1,281	9.08%
4. Ukraine	1,155	8.19%
5. Poland	992	7.03%
Region Total	14,111	100%

⁵ For further information on score-reporting trends in Eastern Europe, refer to the European Geographic Trend Reports on gmac.com (available at gmac.com/GeographicTrends).

European Citizens, Western⁶

Citizens of Western European countries contributed to significant GMAT testing and score-sending growth over the past five years. In TY 2010, they sent 39,446 score reports to business schools around the world (*Table 19*). This represents an increase of more than 12,000 score reports, or 45 percent, compared with TY 2006. This growth has been accompanied by shifting preferences in terms of study destination choice.

Table 19. Top 10 Countries by School Location*—Western European Citizens					
TY 2006			TY 2010		
All Western European Citizens			All Western European Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	11,271	41.53%	1. United States	12,730	32.27%
2. United Kingdom	3,979	14.66%	2. France	5,672	14.38%
3. France	3,280	12.09%	3. United Kingdom	5,475	13.88%
4. Greece	1,808	6.66%	4. Netherlands	2,573	6.52%
5. Spain	1,230	4.53%	5. Spain	2,133	5.41%
6. Switzerland	1,082	3.99%	6. Germany	2,102	5.33%
7. Netherlands	975	3.59%	7. Switzerland	1,512	3.83%
8. Canada	547	2.02%	8. Sweden	1,309	3.32%
9. Portugal	496	1.83%	9. Greece	1,255	3.18%
10. Italy	443	1.63%	10. Italy	1,031	2.61%
Total Scores Sent by Western European Citizens	27,139	100%	Total Scores Sent by Western European Citizens	39,446	100%

* Based on number of score reports received. Average score reports sent per exam taken: 2.1 in TY 2006; 2.1 in TY 2010.

- The most apparent trend is Europeans' increased interest in domestic and regional programs, at the expense of some US programs. Although Western European examinees sent 13 percent more scores to the United States in TY 2010 than in TY 2006, growth in scores sent to non-US programs topped 68 percent. This rapid growth rate led to a 10 percentage-point decline in the proportion of scores Europeans sent to the United States.
- Greece was the only top destination that experienced a decrease in the number of scores received by Western Europeans between TY 2006 and TY 2010; likely explained by a 12 percent decline in the number of GMAT score reports sent by Greek citizens over this period.
- Slightly more than half (51%) of scores sent by Europeans were from German, French, and British citizens. (*Table 20*)

Table 20. Top 5 Score-Sending Citizenship Groups in Western Europe		
Citizenship Group	Scores Sent in TY 2010	Percentage of Total
1. Germany	8,515	21.59%
2. France	7,106	18.01%
3. United Kingdom	4,587	11.63%
4. Italy	3,734	9.47%
5. Spain	3,246	8.23%
Region Total	39,446	100%

⁶ For further information on score-reporting trends in Western Europe, refer to the European Geographic Trend Reports on gmac.com (available at gmac.com/GeographicTrends).

Middle Eastern Citizens

In spite of a decrease in the average number of score reports sent by Middle Eastern GMAT examinees from 2.8 in TY 2006 to 2.5 in TY 2010, the number of scores sent to schools around the world still increased by 30 percent over this period due to substantial testing growth (*Table 21*).

Table 21. Top 10 Countries by School Location*—Middle Eastern Citizens					
TY 2006			TY 2010		
All Citizens of the Middle East			All Citizens of the Middle East		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	7,920	42.91%	1. United States	10,435	43.33%
2. Israel	6,233	33.77%	2. Israel	6,236	25.89%
3. Canada	1,052	5.70%	3. Canada	1,662	6.90%
4. Turkey	885	4.79%	4. United Kingdom	1,248	5.18%
5. United Kingdom	694	4.30%	5. Turkey	1,119	4.65%
6. France	497	3.76%	6. Lebanon	1,077	4.47%
7. Lebanon	434	2.35%	7. France	799	3.32%
8. Spain	113	0.61%	8. Spain	360	1.49%
9. United Arab Emirates	103	0.56%	9. Netherlands	197	0.82%
10. Netherlands	96	0.52%	10. United Arab Emirates	166	0.69%
Total Scores Sent by Middle Eastern Citizens	18,459	100%	Total Scores Sent by Middle Eastern Citizens	24,085	100%

* Based on number of score reports received. Average score reports sent per exam taken: 2.8 in TY 2006; 2.5 in TY 2010.

- Growth in the number of non-Israeli citizens taking the GMAT exam in the Middle East largely accounts for changes in study destination preferences among regional examinees. In TY 2006 Israeli citizens represented 47 percent of regional score-sending. By TY 2010 this proportion decreased to 34 percent due to substantial growth in testing among other citizenship groups, including Turkish, Saudi Arabian, and Lebanese citizens (*Table 22*).
- This change in the composition of regional testing was largely responsible for the apparent shift away from business programs in Israel, which fell from 34 percent in TY 2006 to 26 percent in TY 2010.
- As new student pipelines have emerged in the Middle East there has been an increased interest in regional programs. Schools in Turkey and Lebanon, for example, together received nearly 1,000 more score reports from regional examinees in TY 2010 than they did in TY 2006.
- Interest in programs in Canada and the United Kingdom also grew over the five-year period studied.

Table 22. Top 5 Score-Sending Citizenship Groups in Middle East		
Citizenship Group	Scores Sent in TY 2010	Percentage of Total
1. Israel	8,271	34.34%
2. Turkey	5,688	23.62%
3. Saudi Arabia	3,036	12.61%
4. Lebanon	2,709	11.25%
5. Iran	2,344	9.73%
Region Total	24,085	100%

Methodology

Score report submissions in 10 world regions for testing year 2010 were compared with corresponding score report submissions for testing year 2006. The figures presented in this report summarize TY 2006 (204,509 exams) and TY 2010 (263,979 exams) records for test takers who took the GMAT exam one or more times during the testing years.⁷ Examinee data were obtained from the background information questionnaire (BIQ) administered as part of the GMAT exam, score report information from examinee records, and registration information. From these data, both country of citizenship and GMAT score-reporting behavior were used to gauge potential regional trends and changes in examinee preferences with regard to school location.

Up to 10 instances of score report data are stored for every GMAT test taken. For this report, these score reports were aggregated and grouped by school location for both TY 2006 and TY 2010. We also analyzed score report data by geographic region, grouping examinees into 10 citizenship categories. These regional categories are included in the report Appendix.

Authorship

The following individuals made significant contributions to the concept, design, analysis, interpretation of data, and the drafting/revising of the manuscript for intellectual content: Alex Chisholm, Senior Research Analyst, GMAC; Hillary Taliaferro, Research Analyst, GMAC.

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Acknowledgements

Fanmin Guo, Vice President, Psychometric Research, GMAC, manuscript review; Lawrence Rudner, Vice President, Research and Development, GMAC, manuscript review; Veronica Sinz, Research Publications Manager, GMAC, editorial review; Paula Bruggeman, GMAC, editorial services.

⁷ A testing year runs from July 1 to June 30. Thus, TY 2010 covered the period from July 1, 2009 to June 30, 2010.

Appendix: Regional Categories

AFRICA

Algeria	Ethiopia	Nigeria
Angola	Gabon	Reunion
Benin	Gambia, The	Rwanda
Botswana	Ghana	Sao Tome and Principe
Burkina Faso	Guinea	Senegal
Burundi	Kenya	Seychelles
Cameroon	Lesotho	Sierra Leone
Cape Verde	Liberia	Somalia
Central African Republic	Libya	South Africa
Chad	Madagascar	Sudan
Comoros	Malawi	Swaziland
Congo, Dem. Rep. of the	Mali	Tanzania
Congo, Republic of the	Mauritania	Togo
Cote d'Ivoire (Ivory Coast)	Mauritius	Tunisia
Djibouti	Morocco	Uganda
Egypt	Mozambique	Zambia
Equatorial Guinea	Namibia	Zimbabwe
Eritrea	Niger	

AUSTRALIA AND PACIFIC ISLANDS

American Samoa	Marshall Islands	Palau
Australia	Micronesia, Federated States of	Tahiti
Christmas Island	New Caledonia	Tonga
Fiji	Northern Mariana Islands	Samoa
Guam	Papua New Guinea	
Kiribati	New Zealand	

CANADA

Canada

CENTRAL AND SOUTH ASIA *

Afghanistan	Kazakhstan	Tajikistan
Bangladesh	Kyrgyzstan	Turkmenistan
Bhutan	Nepal	Uzbekistan
India	Pakistan	

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

EAST AND SOUTHEAST ASIA*

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

***Note:** The East and Southeast Asia region was labeled “Asia” in versions of this report published prior to 2009.

EASTERN EUROPE

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

MEXICO, CARIBBEAN, AND LATIN AMERICA

Anguilla	Cuba	Nicaragua
Antigua and Barbuda	Dominica, Commonwealth of	Panama
Argentina	Dominican Republic	Paraguay
Aruba	Ecuador	Peru
Bahamas	El Salvador	Puerto Rico
Barbados	Grenada	St. Kitts
Belize	Guadeloupe	St. Lucia
Bermuda	Guatemala	St. Vincent and The Grenadines
Bolivia	Guyana	Suriname
Brazil	Haiti	Trinidad and Tobago
British Virgin Islands	Honduras	Turks and Caicos Islands
Cayman Islands	Jamaica	Uruguay
Chile	Martinique	US Virgin Islands
Colombia	Mexico	Venezuela
Costa Rica	Montserrat	

MIDDLE EAST*

Bahrain	Kuwait	Syria
Gaza Strip	Lebanon	Turkey
Iran	Oman	United Arab Emirates
Iraq	Palestinian Territories	West Bank
Israel	Qatar	Yemen
Jordan	Saudi Arabia	

***Note:** Turkey was included under Western Europe in versions of this report published prior to 2007. Turkey was reclassified under the Middle East category due to a change in test vendor classifications.

UNITED STATES

United States of America

WESTERN EUROPE*

Andorra	Greece	Netherlands
Austria	Holy See (Vatican City)	Norway
Belgium	Iceland	Portugal
Cyprus	Ireland	San Marino
Denmark	Italy	Spain
Finland	Liechtenstein	Sweden
France	Luxembourg	Switzerland
Germany	Malta	United Kingdom
Gibraltar	Monaco	

***Note:** Andorra was classified as part of Eastern Europe in versions of this report published prior to 2009.

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