



Understanding Canada's Graduate Management Education (GME) Marketplace

- Audio recording and presentation slides for the 26 March 2009 webinar are available online by clicking [here](#)
- See related Webinar hosted 12 March 2009 by clicking [here](#)

Q&A for Webinar hosted by GMAC® UK office held on 26 March 2009.

Questions submitted by school professionals in advance and during the webinar appear below (*in black*) with corresponding GMAC responses (*in blue*). Please note: There were a few questions submitted that required a subjective response and/or information outside of GMAC's current areas of expertise. These are not addressed below.

Q What's the actual volume of Canadian GMAT® test takers, and is it up or down in recent years?

A More Canadian citizens took the GMAT exam in testing year 2008 (TY2008) than had done so over the past five years (7,332 GMAT exams taken), revealing increased demand for GME. The number of Canadian citizens taking the GMAT exam has averaged 4.3% annual growth since TY2004, greater than the annual growth seen by the United States and many European peers, but just below the world annual average of 4.7% growth for the past five years. [For context: The number of Canadian citizens that sat for the GMAT exam in TY2008 outnumbered the total number of citizens from France, Germany and the UK combined.]

→ See the March 26 webinar presentation **Slide 2 and Slide 22** for additional data.

Q What are the main schools in Canada attracting students?

A The schools/programs located in Canada attracting the most talent tend to be in main population and business centers in the metropolitan areas of Toronto, Montreal, Vancouver, and Alberta. Six of the top 10 programs that attracted global talent and received the highest volume of GMAT score reports were located in the province of Ontario.

→ See the March 26 webinar presentation **Slide 17** for a table showing the top 10 programs located in Canada receiving the greatest volume of GMAT score reports from global GMAT examinees in TY2008.

Q It would be especially interesting to learn what GMAC has to say about the flow of foreign students to Canada? And, what are the numbers of applicants from other countries applying to MBA programs in Canada?

A Canada received 24,617 GMAT score reports from all GMAT examinees in TY2008. Canadian programs were quite successful at attracting talent from among Indian and Chinese citizens. In fact, 25% of all score reports that went to schools in Canada last year were from these groups. Canada was one of the few global destinations, however, where the total number of GMAT scores sent to the country experienced an absolute decline in the number of score reports received over the past five years.

→ See the March 26 webinar presentation **Slides 11-15** for details on Canada's market share of GMAT score reports from global GMAT examinees over the past five years.

→ Data and detailed information related to the annual **GMAC Application Trends Survey** is available online at gmac.com/applicationtrends.



Q Where can I get more detailed information on GMAT examinees and GMAT score report trends for different countries?

A Detailed information related to examinees and GMAT score sending for global examinees, as well as specific views on citizens of Europe and Asia, can be found in the recently published **GMAC Geographic Trend Reports from 2004-2008**, available online at gmac.com/geographictrends.

Q I'm curious about today's major sources of student talent—how do Canadian schools differ in their draw of Chinese and Indian students from European schools and US schools?

A Indian citizens sent a total of 127,916 GMAT score reports in TY2008, of which 3,149—or 2.47%—were sent to schools in Canada – putting Canada in the sixth position of worldwide destinations to which Indian citizens sent GMAT score reports in TY2008. The United States, United Kingdom, and France all received greater volumes of GMAT score reports from Indian citizens than did Canada in TY2008. Chinese citizens sent 65,732 total GMAT score reports in TY2008, sending 2,394 (4.48%) of their scores to schools in Canada. This placed Canada in the third position of worldwide destinations to which Chinese citizens sent GMAT score reports in TY2008. The United States was the only non-Asian destination receiving greater volumes of GMAT score reports from Chinese citizens in TY2008 when compared with Canada, while the United Kingdom, France, Netherlands, and Sweden were among the top 10 destinations for score reports sent by Chinese citizens in TY2008.

→ See the March 26 webinar presentation **Slides 11, 15, and 26** for related details about GMAT scores sent by citizens of India and China.

→ Detailed data and information related to Asian citizens and GMAT score report sending can be found in the recently published **Asian Geographic Trend Report 2004-2008**, available online at gmac.com/geographictrends.

Q Regarding non-English language GME: How does Quebec's view differ from overall Canadian data since it is a French-speaking province? And, from Canadian candidates who want to do their studies abroad, would you have a more precise breakdown for French-speaking regions?

A The Canadian French-speaking province of Quebec accounted for nearly a quarter of the strong domestic pull among Canadians. Of the total 20,793 GMAT score reports that Canadian citizens sent in TY2008, 12,587 went to schools in Canada. Among that domestic total, nearly 4,000 scores went to schools located in Quebec province. Although English-speaking countries dominate the top 10 list of destinations receiving GMAT score reports from Canadians, two French-speaking countries—France and Switzerland—were included on that top 10 list. Of the 20,793 total GMAT score reports sent by Canadian citizens in TY2008, France and Switzerland nearly doubled in their draw of scores received from five years ago and held the fourth and seventh positions, respectively. Combined, they attracted a total of 514 GMAT score reports or nearly 2.5% of GMAT score reports sent by Canadians in TY2008.

→ See the March 26 webinar presentation **Slides 11 and 23** for details related to Quebec.



CANADIAN STUDENTS

Q What are typical backgrounds and demographics for Canadian students?

A Background information submitted by GMAT examinees is optional in most cases; therefore response rates and sample sizes differ depending on the question. GMAC survey data are an additional resource for locating demographics about Canadian students.

- See the March 26 webinar presentation **Slides 23, 24 and 25** for details related to Canadian GMAT examinee demographics.
- Detailed data and information for all GMAT examinees in the recently published **Profile of Graduate Management Admission Test Candidates 2008**, available online at gmac.com/GMATprofile.
- Detailed data and information related to Canadian prospective students can be found in the Comprehensive Data Report of the 2008 **mba.com Registrants Survey** available online at gmac.com/registrantsurvey.

Q What are statistics for female applicants and how can we best reach this audience?

A Of the 7,332 GMAT exams taken by Canadian citizens in TY2008, 2,723 or 37% were by women. In TY2008, Canada experienced a 20% increase in the number of women examinees when compared with TY2004 data. This was double the percentage increase that the United States saw during the same time frame. The gender gap in the Canadian pipeline shifts when examining different age groups. Among Canadians younger than 25 years of age, 44% were women. For all other age groups the men greatly outnumbered the women in TY2008. Being able to connect with students' primary motivations could be useful to schools as they develop recruitment strategy and create focused outreach and messaging. GMAC survey research reveals that men appear to be primarily motivated by career switching when compared with women. For women, however, human capital development (or personal growth in decision making skills and the process of learning) was the primary motivator in the decision to pursue business studies.

- See the March 26 webinar presentation **Slides 24 and 27** for details related to Canadian GMAT examinees and survey respondents specific to females.

Q What are the average GMAT total scores for Canadians? And, what is the average GMAT score of those students looking for US graduate study?

A The mean GMAT total score for citizens of Canada was 568 in TY2008; this is higher than the mean total GMAT score for US citizens (533) and non-US citizens (548) during the same testing year. Average total GMAT score for Canadian citizens that sent scores to the United States was nearly equivalent to their overall average in TY2008.

- Detailed data and information related to GMAT scores for Canadians and other citizens can be found in the recently published **Profile of Graduate Management Admission Test® Candidates 2008**, available online at gmac.com/GMATprofile.

Q Are Canadian students more or less likely to stay in Canada to pursue an MBA? And, is there a chance of being able to steer foreign students from Canada and attract them to the US?

A GMAT score sending and survey behavior suggests that Canadian citizens are one of the few citizen groups that send more reports to domestic programs than to international programs, although this is somewhat related to the fact that many Canadian schools accept and encourage the GMAT exam. Of the total GMAT score reports sent by Canadians in TY2008, 30% went to schools located in the United States.

- See the March 26 webinar presentation **Slide 26** for details on Canadian score sending.
- More detailed data and information related to Canadian citizens and GMAT score sending can be found in the recently published **World Geographic Trend Report 2004-2008**, available online at gmac.com/geographic Trends.



Q Do Canadians have any preferences on length of program?

A GMAC research across citizen groups reveals that most prospective students consider multiple program types and lengths. Data from the GMAC 2008 mba.com Registrants Survey indicates that Canadian prospective students, like their global counterparts, most frequently consider full-time two-year programs (52%) followed by part-time MBA programs (45%) and full-time one-year MBA programs (34%). On average they reported having submitted 2.7, 1.9, and 1.5 applications to these programs, respectively.

→ See the March 26 webinar presentation **Slides 17 and 29** for details on Canadian programs attracting talent.

Q You mentioned preferences, motivations, and reservations of Canadian prospective students, but what's their timeline for when they consider to when they intend to start a GME program?

A GMAC research reveals that, on average, the timeline for prospective MBA students once they receive their undergraduate degrees until they enroll in a graduate management education program is 62 months, or just over five years. While we do not have data specific to Canadian students, based on their frequency to consider a full-time two-year MBA program, data from the GMAC 2007 mba.com Registrants Survey reveals that this timeline would be even shorter—approximately 50 months, or just over four years.

→ Detailed data and information related to prospective students can be found in the 2008 **mba.com Registrants Survey** available online at gmac.com/registrantsurvey.

Q What are industries of choice post-MBA for Canadian citizens?

A Each year, GMAC conducts a survey of GME alumni. Data for Canadian citizens that responded to the 2008 survey revealed the following characteristics:

- The majority of Canadian alumni respondents graduated from business schools in Canada (82%).
- Canadian alums worked primarily in finance and accounting (22%), products and services (20%), and consulting (17%).
- Canadian alums work in nonprofit and government sectors (12%)—more so than their peers in the United States (10%) and citizens in other regions (4% to 5%).
- Canadian alums had average annual earnings well over C\$100,000.

→ See the March 26 webinar presentation **Slide 39** for related details about Canadian alumni.

→ A profile for Canadian alumni is found alongside detailed data and information related to 2008 **GMAC Alumni Perspectives Survey** available online at gmac.com/alumniperspective.

Q What percentage of prospects from Canada are not Canadian nationals (e.g. from Asian countries)?

A Nearly a quarter of the test takers that sat for the GMAT exam in Canada in TY2008 were non-Canadians. In TY2008, the margin of Canadians to non-Canadians was smaller than it had been in previous years but still accounted for more than 429 examinees. [By citizenship, 7,332 Canadians sat for the GMAT exam in TY2008; by location, 7,761 examinees in Canada sat for the GMAT exam in TY2008.] Canada's experience in this regard is similar to the United States and United Kingdom, where greater volumes of examinees by location rather than by citizenship are observed within the country.

→ See the March 26 webinar presentation **Slide 22** for related details about examinees located in Canada.



Q Mobility: Can you describe the interest of Canadian MBA candidates in European business schools? And, how many Canadian students, on average, are looking at the United States or Europe for graduate study? Is the Latin American market attractive to Canadian candidates?

A Because GMAT score sending behavior is a reasonable surrogate for where students intend to apply, tracking these data can reveal insights about student flows and where shifts may be occurring. In TY2008, Canadian citizens sent nearly 21,000 GMAT score reports around the world. The majority of GMAT score reports sent by Canadians (60.5%) went to schools located within Canada (12,587 GMAT score reports). The United States was the second most popular destination for Canadian citizens and attracted 6,243 score reports, or 30% of score reports sent by Canadian citizens. Western European countries accounted for five of the top 10 destinations for GMAT score reports sent by Canadian citizens. Listed by volume of score reports received in TY2008, European countries included: the United Kingdom (651), France (426), Spain (148), Switzerland (88) and the Netherlands (59). No Latin American country appears among the top destinations attracting GMAT score reports from Canadian citizens. In fact, the market mobility appears to be moving in the opposite direction, where Latin American students have a strong attraction to pursue GME studies in Canada.

- See the March 26 webinar presentation **Slides 15 and 26** for related details about GMAT score reports sent by Canadian citizens to the United States, Europe, and other destinations.
- Detailed data and information related to Canadian citizens and GMAT score sending behavior can be found in the recently published **World Geographic Trend Report 2004-2008**, available online at gmac.com/geographictrends.

GMAC® provides information and data about the GME industry that enables business schools to achieve success. We are committed to assisting schools with facts and analyses to use in their deliberations. For questions or comments regarding the data, findings, or methodology used in this webinar content, please send an email to research@gmac.com and reference the “26 March 2009 Webinar.”

No part of this publication may be reproduced, stored in a retrieval system, distributed or transmitted in any form by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of GMAC®. For permission contact the GMAC® legal department at legal@gmac.com

© 2009 The Graduate Management Admission Council®
All rights reserved.

Creating Access to Graduate Business Education®, GMAC®, GMAT®, Graduate Management Admission Council®, and Graduate Management Admission Test® are registered trademarks of the Graduate Management Admission Council® in the United States and other countries.