

# Preliminary Application Trends

## 2010 Benchmark Report for [Program Type]

*Prepared Exclusively for [Your University Name],  
[Your Business School Name]*

**You selected peer programs from the following schools:**

- [UNIVERSITY ONE, SCHOOL ONE]
- [UNIVERSITY TWO, SCHOOL TWO]
- [UNIVERSITY TWO, SCHOOL THREE]
- [UNIVERSITY TWO, SCHOOL FOUR]
- [UNIVERSITY TWO, SCHOOL FIVE]
- [UNIVERSITY N, SCHOOL N: A minimum of five peer programs, not including yours, are required. There is no limit on the maximum number of programs.]

**Please note that benchmark reports are individualized. They compare the program data you reported in our survey against data from five or more programs of matching program type you select on the benchmark report request form(s).**

**These aggregated peer program data are available to your school for any program type that you reported for in our survey. Table data will not be available for any questions you did not respond to in the survey, however.**

**THIS REPORT SAMPLE DOES NOT CONTAIN ACTUAL DATA.**

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This Application Trends Survey Benchmark Report 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 more than 4,600 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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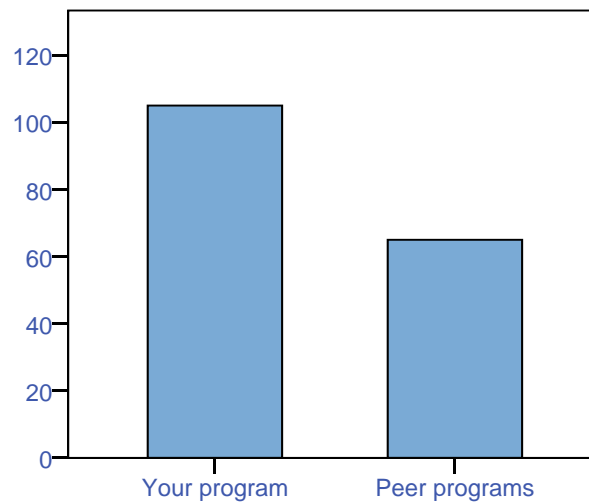
**Table 1.1: Number of Applications—Your Program**

You reported...	105
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**Table 1.2: Number of Applications per Program—Peer Programs**

	Number of programs	Mean number of applications	Median number of applications
Peers reported...	5	104	65

**Figure 1: Median Number of Applications per Program**



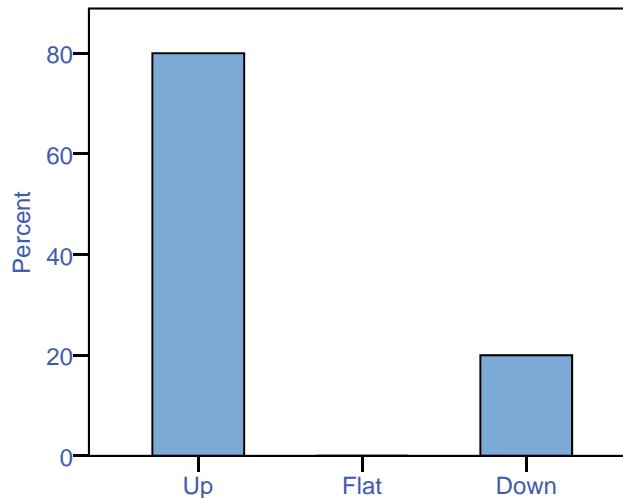
**Table 2.1: Change in Preliminary Application Volume Compared with Previous Year—Your Program**

	You reported...	
Up slightly (1% to 10%)	1	100%

**Table 2.2: Change in Preliminary Application Volume Compared with Previous Year—Peer Programs**

	Number of programs	Percentage of programs
Up significantly (21% or higher)	1	20%
Up moderately (11% to 20%)	2	40%
Up slightly (1% to 10%)	1	20%
Flat (no change from last year)	—	—
Down slightly (-1% to -10%)	—	—
Down moderately (-11% to -20%)	—	—
Down significantly (-21% or lower)	1	20%
Total	5	100%

**Figure 2: Change in Preliminary Application Volume Compared with Previous Year—Peer Programs**



**Table 3.1: Country with the Greatest Increase in Applications—Your Program**

	You reported...	
Saudi Arabia	1	100%

**Table 3.2: Source of Increase in Applications—Peer Programs**

	Number of programs	Percentage of programs
Domestic applicants	4	100%

**Table 3.3: Country with the Greatest Increase in Applications—Peer Programs**

	Number of programs	Percentage of programs
United States	4	100%

**Table 4.1: Country with the Greatest Decrease in Applications—Your Program**

	You reported...	
Colombia	1	100%

**Table 4.2: Source of Decrease in Applications—Peer Program**

	Number of programs	Percentage of programs
International applicants	1	100%

**Table 4.3: Country with the Greatest Decrease in Applications—Peer Programs**

	Number of programs	Percentage of programs
China	1	100%

**Table 5.1: Preliminary Applicant Quality Assessment Compared with Previous Year—Your Program**

	You reported...	
Somewhat higher quality than last year	1	100%

**Table 5.2: Preliminary Applicant Quality Assessment Compared with Previous Year—Peer Programs**

	Number of programs	Percentage of programs
Definitely higher quality than last year	—	—
Somewhat higher quality than last year	3	60%
About the same quality as last year	2	40%
Somewhat lower quality than last year	—	—
Definitely lower quality than last year	—	—
Total	5	100%

**Figure 3: Preliminary Applicant Quality Assessment Compared with Previous Year—Peer Programs**

