

Methodology and Demographic Profile for 2013 Global Graduate Management Education Survey

Findings in the summary reports for the 2013 Global Management Education Graduate Survey are based on an analysis of data submitted by 5,331 recent or soon-to-be graduates of business schools worldwide who participated in this study. All GMAC member schools and other schools representing a cross section of the global graduate management industry received email invitations to help facilitate the study.

GMAC staff located in the GMAC regional office in India worked with MBAUniverse.com to recruit schools in India to participate in the survey. Schools participated either by providing GMAC with the names and email addresses for their graduating class of 2013 or by forwarding the survey invitation directly to their students. The survey was in the field between February 13 and March 20, 2013.

Frequency distributions were examined for both topical and classification questions. Response categories for some questions were collapsed to make final analysis more robust. Tests of statistical significance were used throughout the report to highlight the most salient findings, and a 95 percent confidence interval was used as the cutoff point for significance.

The results of this survey do not necessarily reflect a statistically representative sample of graduating students. Because of this limitation, the study's results should not be used to generalize about the student population, but they can be used as a reflection of the sample frame under consideration. Several clear trends emerge from the data, nevertheless.

In addition to summary reports, the 159 schools that participated in the *Global Graduate Management Education Graduate Survey* research project receive the following exclusive reports:

- *Benchmark Report:* GMAC's online benchmark report tool allows schools to create individualized benchmark reports to compare the aggregated responses from their students with those of students from peer schools and all other students. (*Eligibility for receiving benchmark reports is based on minimum survey participation level of five students per program.*)
- *Statistical Data Briefs:* Ready-made data sheets offer descriptive statistics on a variety of indicators reported in the 2013 global graduate survey, by program type and school location.

The following table provides a demographic breakdown of 2013 survey respondents by citizenship, school location, age, and gender.

**Demographic Profile (Number of Respondents), by Region and School Location,
2013 Global Management Education Graduate Survey**

		Gender		Age		
	Overall Total*	Men	Women	Younger Than 24	24 to 30	31 & Older
Overall Total*	5,331	3,364	1,717	572	2,123	2,264
Citizenship						
Asia/Pacific Islands	810	402	408	124	279	391
Canada	110	80	30	6	49	52
Central Asia	829	630	199	175	433	195
Europe	377	258	119	26	126	218
Latin America	463	328	135	12	214	237
Middle East/Africa	146	99	47	19	64	58
United States	2,344	1,566	778	210	958	1,111
School Location						
China	211	116	84	17	64	118
India	553	389	140	162	245	108
Rest of Asia/Pacific Islands	587	364	185	10	218	311
Europe	363	228	125	31	123	194
Latin America	369	248	105	11	160	182
Middle East/Africa	34	23	9	10	5	17
Canada	113	74	34	7	55	42
United States	3,101	1,922	1,035	324	1,253	1,292
*Overall total does not match total survey respondents (5,331) but rather represents those who supplied citizenship or school location data when completing the survey.						