

# 2012 ASIAN

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



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Geographic Trend Report for GMAT® Examinees

The *Asian Geographic Trend Report for GMAT® Examinees* identifies mobility trends among candidates applying to and attending graduate business school. Geographic and background data collected after each test taker completes the GMAT exam are combined with score-sending patterns to illustrate which countries and schools are of interest to citizens of various Asian 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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The Asian Geographic Trend Report presents trends in the prospective student pipeline for graduate management education. Analysis is based on data collected from Graduate Management Admission Test® (GMAT®) examinees during the 2008 and 2012 testing years (TY).<sup>1</sup>

GMAT examinees send score reports to schools all around the world for consideration into graduate management programs. 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. 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. 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 outcomes of such dynamics.

### Key Findings

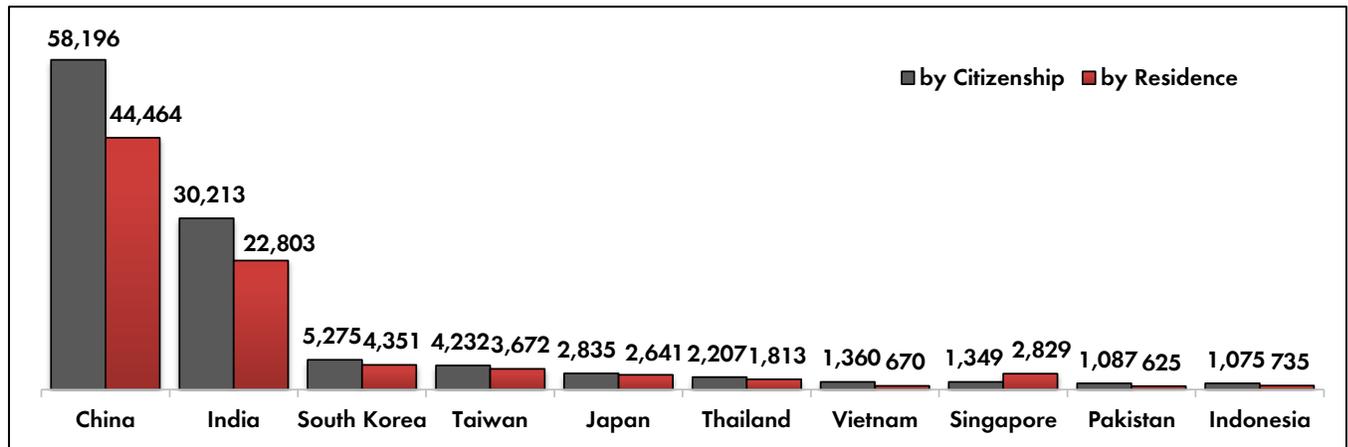
- The number of GMAT exams taken by Asian citizens surpassed 100,000 for the first time in TY 2012, reaching an all-time high of 110,737 exams. This level represents an increase of 29 percent over TY 2011 and 56 percent from TY 2008.<sup>2</sup>
  - Led by Chinese citizens with 65 percent of exams taken by women, the Asian region reached gender parity for the first time in TY 2012. Women made up the majority of the prospective student pipeline for citizen groups in China, Taiwan, Thailand, and Vietnam.
  - More than half (58%) of all exams taken by Asian citizens were by those younger than 25 years of age, up from 37 percent in TY 2008. Correspondingly, citizen groups with younger pools of examinees exhibited the greatest interest in non-MBA master's programs.
  - Japanese test takers, the oldest in the region on average, sent 90 percent of their score reports to MBA/EMBA programs in TY 2012.
- In contrast, Chinese citizens only sent 32 percent of their scores to MBA/EMBA programs and were the youngest cohort in Asia.
- Indian and Chinese citizens were the leading sources of student talent in Asia in TY 2012, combining to account for 80 percent of the regional testing total, up from 65 percent in 2008. Differences in score sending show citizens of India sent 4.4 scores compared to 2.8 scores for citizens of China, on average.
  - Examining global study destinations, Asian citizens sent 67 percent of their GMAT score reports to management programs in the United States, down from 71 percent in TY 2008.
  - Three of the top 10 global study destinations for Asians were located in Western Europe, including the United Kingdom (#3), France (#6), and Spain (#10). Europe received 12 percent of score reports sent by all Asian citizens in TY 2012.
  - Asian business schools received 58,919 score reports from global examinees in TY 2012, up 37 percent from TY 2011 and 54 percent from TY 2008. Schools in India, Singapore, Hong Kong SAR and Taiwan all reached five-year highs in the number of GMAT score reports received in TY 2012.

<sup>1</sup> A testing year runs from July 1 to June 30; thus, TY 2012 covered the period from July 1, 2011 to June 30, 2012.

<sup>2</sup> Some of this growth was due to the addition of the Integrated Reasoning section to the GMAT exam on June 5, 2012. Historically, test volume rises just before changes are made to a standardized exam as test takers opt for a familiar format at transition time.

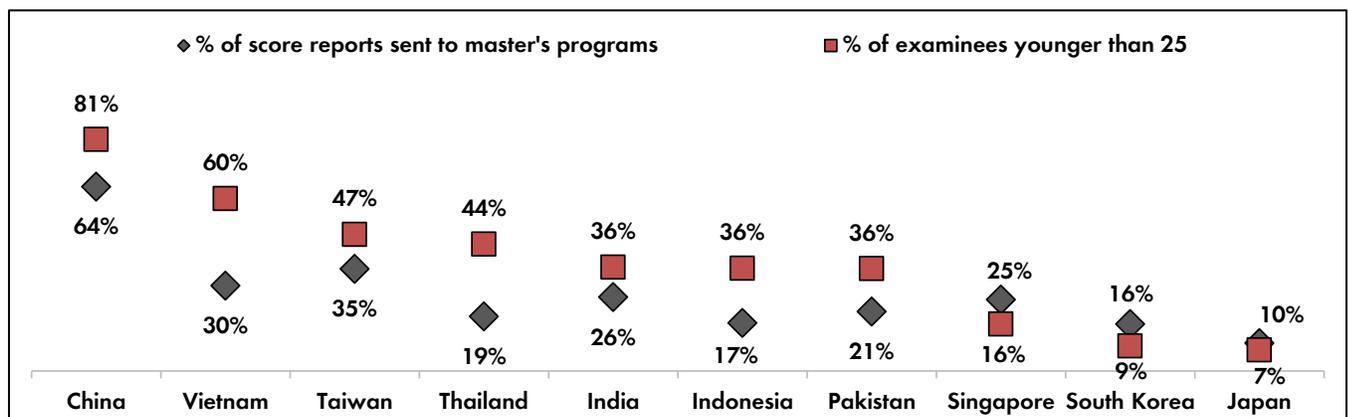
Geographic data collected in each testing year include examinees' mailing addresses at the time of exam registration (residence) and country of citizenship. *Figure 1* shows GMAT exam totals for the 10 largest testing markets in Asia in TY 2012, by country of residence and citizenship. In the remainder of this report, GMAT data only reflect the citizenship measure.<sup>3</sup>

Figure 1. GMAT® Exams Taken in Top 10 Countries or Regions of Asia in TY 2012



A growing share of GMAT exams is taken by individuals interested in non-MBA graduate management degrees (e.g., master's programs in accountancy, finance, and management). As a result, aggregate GMAT figures represent an increasingly complex view of graduate management education. This is especially true given the many ways in which a typical master's degree candidate differs from a typical MBA candidate. Regionally, age is the greatest differentiator. Citizenship groups with younger pools of examinees tend to exhibit the greatest interest in non-MBA master's programs (*Figure 2*).

Figure 2. Age and Degree Intentions of Asian GMAT® Examinees in TY 2012, by Country of Citizenship



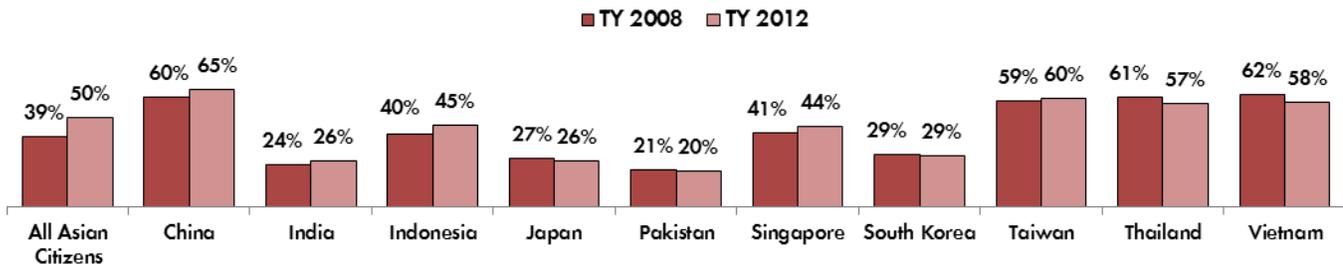
<sup>3</sup> For more information on GMAT trends by country of residence please refer to Table B.1. in Appendix B of this report or to the *2012 Profile of GMAT® Candidates*, which is available at: [gmac.com/profile](http://gmac.com/profile).

## Pipeline Characteristics by Country of Citizenship

### Women

Chinese (65%) and Taiwanese (60%) citizens had the greatest share of exams taken by women in TY 2012.

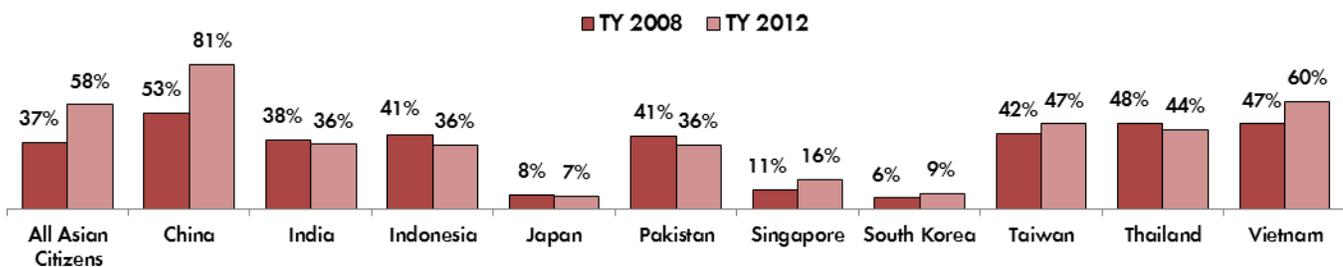
Figure 3a. GMAT® Exams Taken by Women (%)



### Younger Talent

GMAT testing by those younger than 25 was the greatest among Chinese citizens (81% of exams taken).

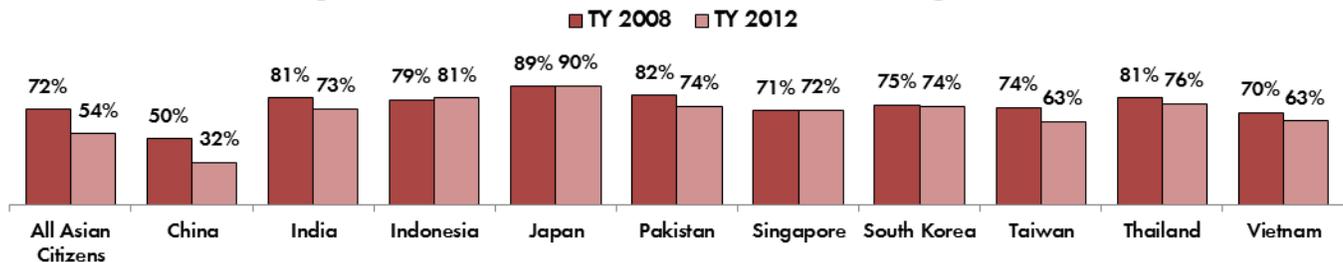
Figure 3b. GMAT® Exams Taken by Those Younger than 25 (%)



### Program Interest<sup>4</sup>

Japanese test takers sent the greatest share (90%) of their score reports to MBA/EMBA programs in TY 2012, in contrast to Chinese citizens, who sent the lowest (32%).

Figure 3c. GMAT® Scores Sent to MBA/EMBA Programs (%)



<sup>4</sup> In this year's report, program types were grouped into three categories: (1) MBA/EMBA programs, (2) non-MBA master's programs, and (3) other. See *Methodology* for more information.

## Asia as a Global Study Destination

**Table 1. Top Destinations in Asia to Which All GMAT® Examinees Sent Score Reports TY 2008 to TY 2012**

School Location*	TY 2008	TY 2009	TY 2010	TY 2011	TY 2012	Percentage of All Scores Sent to Asia in TY 2012
1. India	17,760	22,446	17,482	17,638	24,877	42.22%
2. Singapore	10,071	12,243	12,067	11,613	15,404	26.14%
3. Hong Kong	5,206	7,113	7,363	9,016	13,017	22.09%
4. China	2,949	3,528	3,252	2,657	3,498	5.94%
5. Japan	819	893	934	726	781	1.33%
6. Philippines	746	934	629	494	479	0.81%
7. Thailand	331	425	377	293	302	0.51%
8. South Korea	149	250	333	248	240	0.41%
9. Pakistan	181	117	86	102	119	0.20%
10. Taiwan	82	68	61	65	119	0.20%
<b>Total Number of Scores Sent to All Schools in Asia</b>	38,330	48,038	42,617	42,933	58,919	100%
<b>% of Total Scores Sent Worldwide</b>	5.13%	5.99%	5.47%	5.72%	7.09%	—

\* Countries ranked based on number of score reports received in TY 2012.

The number of GMAT score reports received by graduate management programs in India, Singapore, Hong Kong, and Taiwan reached five-years highs during TY 2012. Collectively, the region received 58,919 score reports from global examinees, up 37 percent from TY 2011 and 54 percent from TY 2008 (*Table 1*). The majority (90%) of score reports sent to the region were directed toward study opportunities in India, Singapore, or Hong Kong.

Of the 58,919 score reports that Asian schools received in TY 2012, 87 percent came from Indian and Chinese citizens (*Table 2*). Regional schools are currently pulling from regional talent flows. In fact, of the top 10 citizenship groups sending scores to the region, US and Canadian citizens were the only ones from outside the region. Based on an analysis of native language, however, it appears that many of these US and Canadian citizens may originally be from the region.

**Table 2. Top Citizenship Groups That Sent GMAT® Score Reports to Asia in TY 2012**

Country of Citizenship	Scores Sent	Percentage
1. India	36,580	62.09%
2. China	14,425	24.48%
3. Singapore	1,598	2.71%
4. United States	857	1.45%
5. South Korea	616	1.05%
6. Thailand	567	0.96%
7. Japan	561	0.95%
8. Canada	391	0.66%
9. Indonesia	367	0.62%
10. Taiwan	335	0.57%
<b>Total Scores Sent to Asian Programs in TY 2012</b>	58,919	100%

## Asian Testing Environment TY 2008–TY 2012

The number of GMAT exams taken by Asian citizens surpassed 100,000 for the first time in TY 2012, reaching an all-time high of 110,737 exams. Part of this growth likely reflects increased interest in the exam due to the addition of the Integrated Reasoning section on June 5, 2012. Historically, test volume rises just before changes are made to a standardized exam as test takers opt for a familiar format at transition time. Chinese citizens have experienced the largest regional testing gains since TY 2008, growing 234 percent from 17,420 exams taken in TY 2008 to 58,196 in TY 2012. Citizens of China and India combined represent 80 percent of regional testing volume in TY 2012, up from 65 percent in TY 2008. Details on testing and score-sending volume for the 20 largest Asian citizenship groups are presented in *Tables 3* and *4*.

### GMAT® Exams Taken by Country of Citizenship

**Table 3. GMAT® Exams Taken by Asian Citizens—Top 20 Citizenship Groups  
TY 2008 to TY 2012**

Country of Citizenship*	TY 2008	TY 2009	TY 2010	TY 2011	TY 2012	Percentage of All TY 2012
1. China	17,420	23,550	30,264	40,069	58,196	52.55%
2. India	28,570	30,633	26,937	25,394	30,213	27.28%
3. South Korea	7,591	7,045	6,384	5,253	5,275	4.76%
4. Taiwan	5,173	5,172	3,951	3,449	4,232	3.82%
5. Japan	2,935	2,938	2,680	2,518	2,835	2.56%
6. Thailand	2,146	2,280	1,984	1,864	2,207	1.99%
7. Vietnam	690	982	1,196	1,216	1,360	1.23%
8. Singapore	1,548	1,454	1,314	1,251	1,349	1.22%
9. Pakistan	1,268	1,173	1,154	1,021	1,087	0.98%
10. Indonesia	975	892	934	847	1,075	0.97%
11. Nepal	544	631	590	512	598	0.54%
12. Malaysia	576	615	592	452	518	0.47%
13. Bangladesh	275	324	348	416	464	0.42%
14. Philippines	518	435	383	371	408	0.37%
15. Kazakhstan	246	324	275	305	321	0.29%
16. Sri Lanka	207	195	150	162	145	0.13%
17. Uzbekistan	124	122	140	129	122	0.11%
18. Mongolia	76	102	104	113	97	0.09%
19. Kyrgyzstan	67	56	53	59	60	0.05%
20. Myanmar	52	54	66	47	53	0.05%
<b>Total Number of Exams Taken by Asian Citizens</b>	71,149	79,096	79,626	85,551	110,737	100%

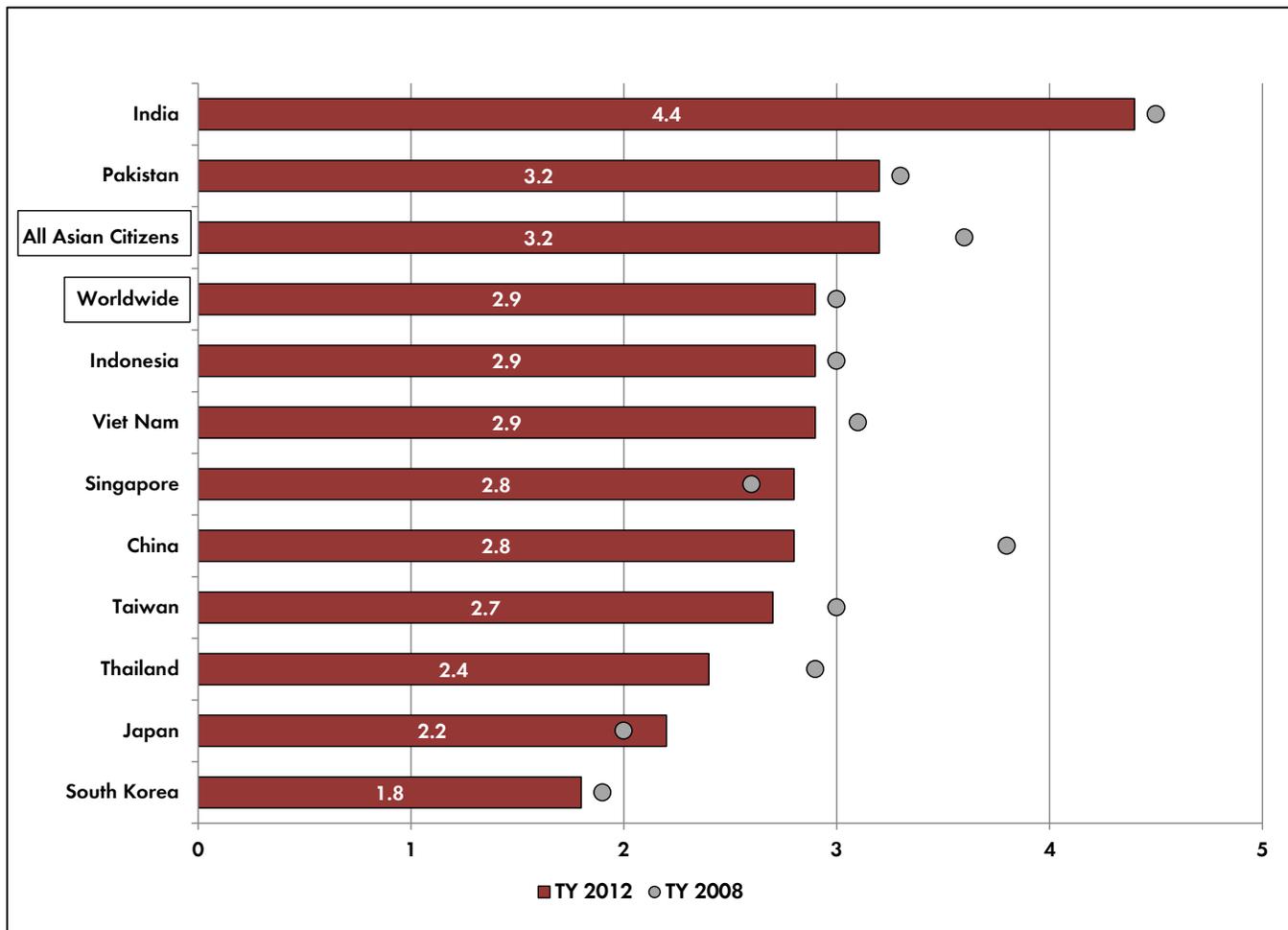
\* Countries listed based on number of GMAT® exams taken in TY 2012.

## GMAT® Score Reports Sent by Country of Citizenship

<b>Country of Citizenship*</b>	<b>TY 2008</b>	<b>TY 2009</b>	<b>TY 2010</b>	<b>TY 2011</b>	<b>TY 2012</b>	<b>Percentage of All TY 2012</b>
1. China	65,732	85,794	102,543	126,090	165,374	46.58%
2. India	127,916	134,885	119,181	112,725	133,557	37.62%
3. Taiwan	15,496	15,769	11,600	9,676	11,570	3.26%
4. South Korea	14,771	13,071	12,497	10,640	9,735	2.74%
5. Japan	5,876	5,961	5,246	5,168	6,177	1.74%
6. Thailand	6,127	6,119	5,103	4,569	5,243	1.48%
7. Vietnam	2,116	2,964	3,235	3,316	3,917	1.10%
8. Singapore	4,002	3,866	3,520	3,343	3,742	1.05%
9. Pakistan	4,175	3,933	3,683	3,238	3,460	0.97%
10. Indonesia	2,908	2,664	2,748	2,451	3,114	0.88%
11. Nepal	1,878	2,141	1,931	1,827	2,055	0.58%
12. Bangladesh	925	1,061	1,154	1,570	1,760	0.50%
13. Malaysia	1,806	1,810	1,744	1,332	1,513	0.43%
14. Philippines	1,938	1,407	1,282	1,258	1,449	0.41%
15. Kazakhstan	632	799	537	539	729	0.21%
16. Uzbekistan	402	401	476	447	394	0.11%
17. Sri Lanka	606	532	439	383	362	0.10%
18. Mongolia	199	278	280	295	230	0.06%
19. Kyrgyzstan	211	144	163	179	180	0.05%
20. Myanmar	154	124	176	127	148	0.04%
<b>Total Number of Scores Sent by Asian Citizens</b>	258,187	283,982	277,863	289,388	354,996	100%

\* Countries listed based on number of GMAT® score reports sent in TY 2012.

Figure 4. Average Number of GMAT® Score Reports Sent per Exam Taken by Asian Citizens in TY 2008 and TY 2012



The average number of GMAT score reports sent per exam taken by Asian citizens decreased from 3.6 in TY 2008 to 3.2 in TY 2012. China’s growing influence on regional trends is largely responsible for this shift. Over the previous five years, Chinese citizens reduced their average number of scores sent per exam taken from 3.8 to 2.8. Some of this decline might reflect an increase in repeat testing among Chinese candidates who may wait until subsequent exams to send scores.

Indian citizens remained at the upper regional extreme, sending 4.4 score reports per GMAT exam taken in TY 2012. South Korean examinees represented the lower extreme, sending only 1.8 score reports on average. Although the average number of score reports sent by Asian citizens in TY 2012 was 3.2, the most common behavior of examinees was to send either five score reports or just one.<sup>5</sup>

<sup>5</sup> On the day they sit for the GMAT exam, prospective students may submit up to five score reports at no cost.

### Regional Score-Sending Patterns

The remainder of this report details GMAT score-sending patterns for all Asian citizens, who collectively sent a total of 354,996 score reports in TY 2012, and provides breakdowns for 10 of the region’s largest citizenship groups:

- Chinese (165,374 score reports sent in TY 2012)
- Indian (133,557)
- Indonesian (3,114)
- Japanese (6,177)
- Pakistani (3,460)
- Singaporean (3,742)
- South Korean (9,735)
- Taiwanese (11,570)
- Thai (5,243)
- Vietnamese (3,917)

A list of the countries that make up the full Asian region is available in Appendix A. *Table 5* displays the percentage of total score reports sent to each world region in TY 2012 based on citizenship. For example, in TY 2012, Indian citizens sent 16.16 percent of their score reports to graduate programs located in Western Europe and 18.29 percent to programs in Central and South Asia.

**Table 5. Global Score-Sending Destinations in TY 2012 by Country or Region of Citizenship**

Examinee Country of Citizenship (Down)	Region of Graduate Management Program Location (Across)									
	Africa	Australia & Pacific Islands	Canada	Central & South Asia	East & Southeast Asia	Eastern Europe	Mexico, Caribbean, & Latin America	Middle East	United States	Western Europe
China	0.01%	0.70%	4.48%	0.01%	8.71%	0.09%	0.03%	0.01%	78.07%	7.89%
India	0.02%	0.96%	4.12%	18.29%	9.10%	0.02%	0.01%	0.42%	50.89%	16.16%
Indonesia	0.00%	4.56%	2.38%	0.00%	11.79%	0.00%	0.00%	0.06%	58.45%	22.77%
Japan	0.02%	0.66%	1.51%	0.06%	9.02%	0.08%	0.00%	0.03%	67.31%	21.30%
Pakistan	0.00%	1.85%	20.69%	3.15%	2.80%	0.03%	0.00%	1.27%	53.24%	16.97%
Singapore	0.00%	1.87%	1.28%	0.13%	42.57%	0.00%	0.00%	0.00%	34.69%	19.45%
South Korea	0.00%	0.05%	1.56%	0.03%	6.30%	0.01%	0.08%	0.01%	82.63%	9.33%
Taiwan	0.00%	0.32%	1.11%	0.00%	2.90%	0.02%	0.02%	0.00%	87.10%	8.54%
Thailand	0.00%	0.46%	1.34%	0.08%	10.74%	0.00%	0.02%	0.00%	73.97%	13.41%
Vietnam	0.00%	1.51%	2.22%	0.00%	3.37%	0.03%	0.00%	0.00%	83.10%	9.78%
<b>All Asian Citizens</b>	0.01%	0.86%	4.21%	6.97%	8.90%	0.05%	0.02%	0.18%	66.94%	11.86%

### All Asian Citizens

The number of GMAT exams taken by Asian citizens surpassed 100,000 for the first time in TY 2012 to reach 110,737 exams taken. The region now boasts gender parity with exactly 50 percent of exams taken by women in TY 2012, although there are notable differences by country within Asia. Since TY 2008, the share of exams taken by those younger than 25 has increased from 37 percent to 58 percent (*Figure 5*).

In TY 2012, Asian citizens sent 67 percent of their GMAT score reports to study opportunities in the United States, down from 71 percent in TY 2008. Over the five-year period, Asian citizens increased their share of scores sent to regional programs with schools in Singapore and Hong Kong experiencing the largest proportional gains. (*Table 6*).

Figure 5. GMAT® Exam Trends by Citizenship: All of Asia

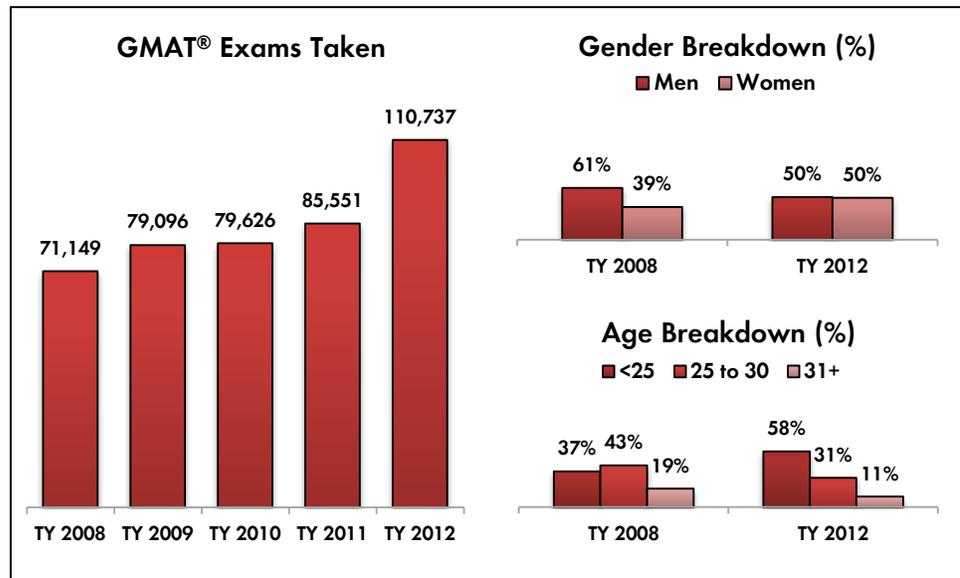


Table 6. Top Countries or Regions to Which Asian Citizens Sent GMAT® Score Reports\*

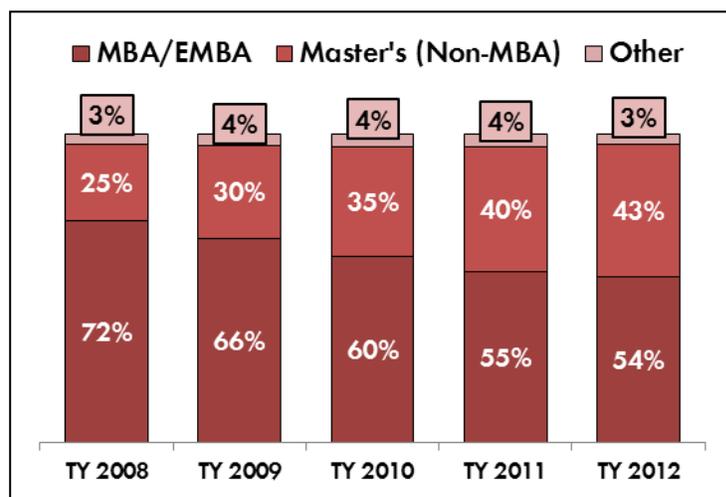
TY 2008 All Asian Citizens			TY 2012 All Asian Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	184,239	71.36%	1. United States	237,624	66.94%
2. India	17,558	6.80%	2. India	24,612	6.93%
3. United Kingdom	14,374	5.57%	3. United Kingdom	20,104	5.66%
4. Singapore	9,742	3.77%	4. Singapore	14,947	4.21%
5. France	8,432	3.27%	5. Canada	14,943	4.21%
6. Canada	7,519	2.91%	6. France	12,735	3.59%
7. Hong Kong	4,519	1.75%	7. Hong Kong	12,035	3.39%
8. Australia	2,518	0.98%	8. Australia	2,907	0.82%
9. China	2,418	0.94%	9. China	2,901	0.82%
10. Switzerland	1,230	0.48%	10. Spain	2,550	0.72%
<b>Total Scores Sent</b>	<b>258,187</b>	<b>100%</b>	<b>Total Scores Sent</b>	<b>354,996</b>	<b>100%</b>

\* Based on number of scores received. Average score reports sent per examinee: 3.6 in TY 2008 and 3.2 in TY 2012.

Declining from 72 percent in TY 2008 to 54 percent in TY 2012, the share of GMAT score reports Asian citizens sent to MBA programs reached a five-year low in TY 2012 as regional citizens directed more score reports to master's programs (*Figure 6*).

Although US study destinations were the preferred choice for each Asian examinee segment presented in *Table 7*, they were most preferred for women (73% of score reports sent) and those younger than 25 (73%). Those aged 25 to 30 sent the greatest number of score reports per exam taken and selected regional opportunities in India and Singapore as their second- and third-choice destinations.

**Figure 6. GMAT® Score Reports Sent by Program Type: All Asian Citizens**



**Table 7. TY 2012 GMAT® Examinee Characteristics for All Asian Citizens**

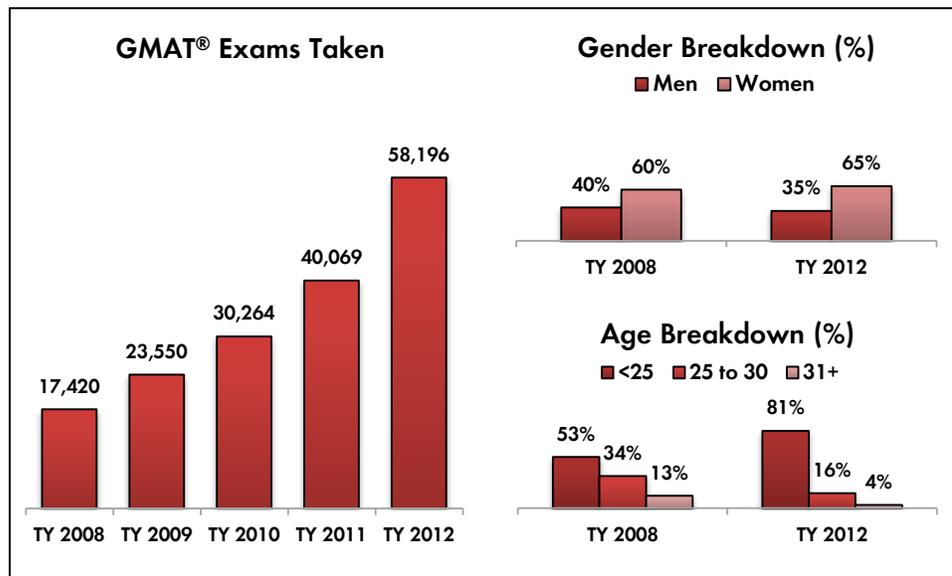
Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations*
Total	110,737 (100%)	577	354,996 (100%)	3.2	1. United States 67% 2. India 7% 3. United Kingdom 6%
<b>Gender Breakdown</b>					
Women	54,988 (50%)	574	164,423 (46%)	3.0	1. United States 73% 2. United Kingdom 5% 3. Hong Kong 4%
Men	55,749 (50%)	581	190,573 (54%)	3.4	1. United States 62% 2. India 10% 3. United Kingdom 6%
<b>Age Breakdown</b>					
Younger than 25	64,291 (58%)	579	195,458 (55%)	3.0	1. United States 73% 2. United Kingdom 5% 3. Canada 4%
25 to 30	34,006 (31%)	578	122,696 (35%)	3.6	1. United States 59% 2. India 11% 3. Singapore 6%
31 and older	12,440 (11%)	564	36,842 (10%)	3.0	1. United States 60% 2. India 12% 3. United Kingdom 6%

\* The destination ranking reflects the total number of GMAT® score reports sent.

## Chinese Citizens

Chinese citizens taking the GMAT exam have accounted for the majority of regional testing growth in Asia since TY 2008. In TY 2012, the number of exams taken reached 58,196; 45 percent higher than TY 2011 and 234 percent higher than TY 2008 (Figure 7). Over the five-year period, the share of exams taken by women grew from 60 percent to 65 percent, the highest in the region. Testing by those younger than 25 also grew significantly and reached 81 percent of total testing by TY 2012.

Figure 7. GMAT® Exam Trends by Citizenship: China



The score-sending preferences of Chinese citizens were similar in both TY 2008 and TY 2012 with the top seven score-sending destinations remaining exactly the same. Due to strong testing growth over the five-year period, each destination shown in *Table 8* received substantially more scores from Chinese citizens in TY 2012 than in TY 2008. Chinese citizens were the only group identified in this report who increased the share of GMAT scores sent to the United States over the five-year period, albeit modestly.

Table 8. Top Countries or Regions to Which Chinese Citizens Sent GMAT® Score Reports\*

TY 2008 Chinese Citizens			TY 2012 Chinese Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	50,616	77.00%	1. United States	129,106	78.07%
2. Hong Kong	3,795	5.77%	2. Hong Kong	10,201	6.17%
3. Canada	2,941	4.47%	3. Canada	7,408	4.48%
4. United Kingdom	2,349	3.57%	4. United Kingdom	5,980	3.62%
5. France	2,186	3.33%	5. France	4,132	2.50%
6. China	1,667	2.54%	6. China	2,014	1.22%
7. Singapore	901	1.37%	7. Singapore	1,941	1.17%
8. Australia	295	0.45%	8. Netherlands	1,230	0.74%
9. Netherlands	202	0.31%	9. Australia	1,131	0.68%
10. Switzerland	99	0.15%	10. Germany	464	0.28%
<b>Total Scores Sent</b>	<b>65,732</b>	<b>100%</b>	<b>Total Scores Sent</b>	<b>165,374</b>	<b>100%</b>

\* Based on number of scores received. Average score reports sent per examinee: 3.8 in TY 2008 and 2.8 in TY 2012.

Only 32 percent of score reports sent by Chinese examinees were directed to MBA programs in TY 2012, down from 50 percent in TY 2008. This is largely due to a younger segment of Chinese test-takers which is predominately interested in specialized master's opportunities. In TY 2012, master's programs received 64 percent of scores from Chinese citizens, up from just 43 percent four years prior (Figure 8).

For each examinee segment presented in Table 9 the top three score-sending destinations were the United States, Hong Kong, and Canada. Score-sending preferences by gender were nearly identical. By age, however, examinees 25 and older were more likely than their younger counterparts to send scores to Hong Kong and Canada.

Figure 8. GMAT® Score Reports Sent by Program Type: Chinese Citizens

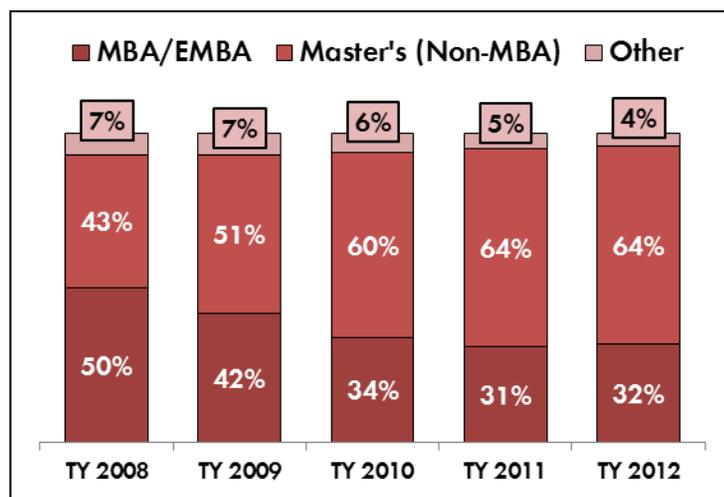


Table 9. TY 2012 GMAT® Examinee Characteristics for Chinese Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations*
Total	58,196 (100%)	588	165,374 (100%)	2.8	1. United States 78% 2. Hong Kong 6% 3. Canada 4%
<b>Gender Breakdown</b>					
Women	37,710 (65%)	588	107,683 (65%)	2.9	1. United States 78% 2. Hong Kong 6% 3. Canada 5%
Men	20,486 (35%)	587	57,691 (35%)	2.8	1. United States 78% 2. Hong Kong 6% 3. Canada 4%
<b>Age Breakdown</b>					
Younger than 25	46,858 (81%)	588	130,847 (79%)	2.8	1. United States 80% 2. Hong Kong 6% 3. Canada 4%
25 to 30	9,212 (16%)	589	28,512 (17%)	3.1	1. United States 72% 2. Hong Kong 8% 3. Canada 5%
31 and older	2,126 (4%)	582	6,015 (4%)	2.8	1. United States 71% 2. Hong Kong 8% 3. Canada 7%

\* The destination ranking reflects the total number of GMAT® score reports sent.

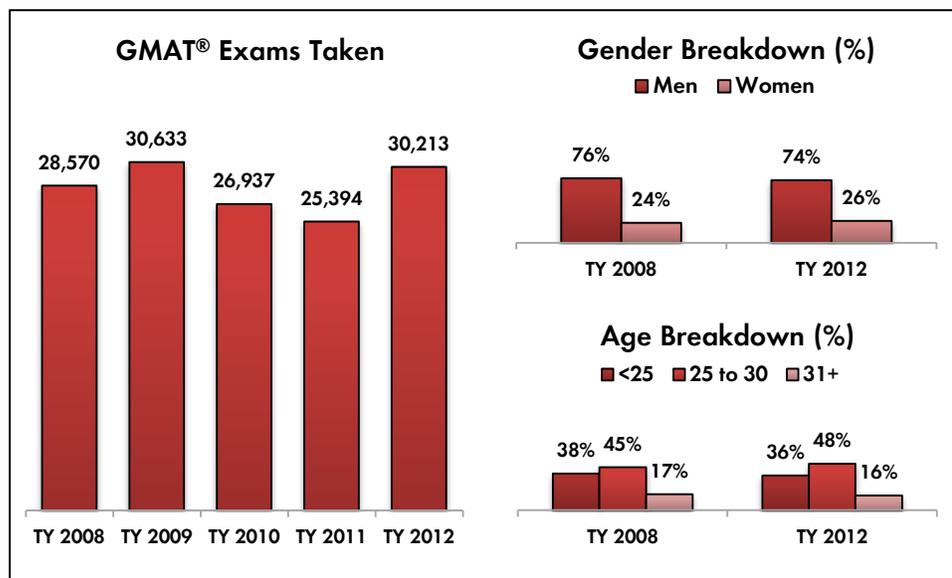
## Indian Citizens

The 30,213 GMAT exams that Indian citizens sat for in TY 2012 nearly matched the previous high recorded in TY 2009. Since TY 2008, the demographic profile of Indian citizens taking the GMAT exam has been relatively stable, with the share of women increasing slightly to 26 percent and the share of examinees younger than 25 falling slightly to 36 percent (Figure 9).

Indian citizens send a significant number of

score reports to business schools across several world regions. As the proportion of scores sent to the United States has fallen from 64 percent to 51 percent since TY 2008, interest has grown for programs located in India, the United Kingdom, Singapore, France, and Canada. In addition, Spain moved from tenth on the list while Hong Kong rose to eighth (Table 10).

Figure 9. GMAT® Exam Trends by Citizenship: India



Indian citizens send a significant number of

score reports to business schools across several world regions. As the proportion of scores sent to the United States has fallen from 64 percent to 51 percent since TY 2008, interest has grown for programs located in India, the United Kingdom, Singapore, France, and Canada. In addition, Spain moved from tenth on the list while Hong Kong rose to eighth (Table 10).

Table 10. Top Countries or Regions to Which Indian Citizens Sent GMAT® Score Reports

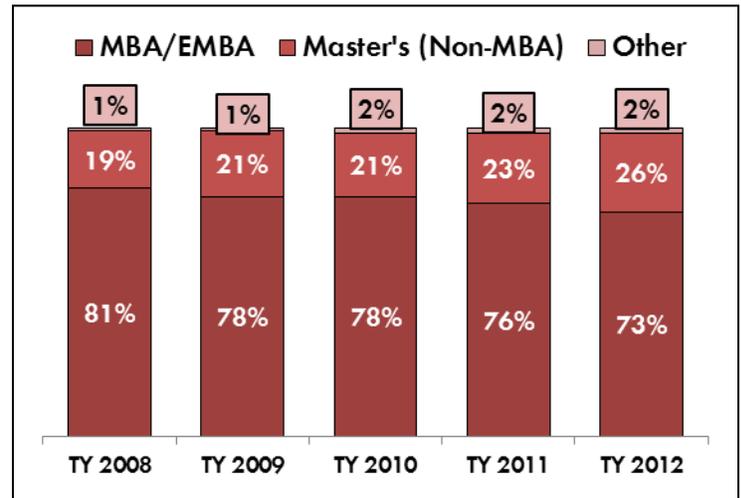
TY 2008 Indian Citizens			TY 2012 Indian Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	82,121	64.20%	1. United States	67,973	50.89%
2. India	17,485	13.67%	2. India	24,422	18.29%
3. United Kingdom	8,920	6.97%	3. United Kingdom	10,522	7.88%
4. Singapore	5,948	4.65%	4. Singapore	10,148	7.60%
5. France	4,664	3.65%	5. France	6,689	5.01%
6. Canada	3,149	2.46%	6. Canada	5,504	4.12%
7. Australia	1,712	1.34%	7. Spain	1,774	1.33%
8. Switzerland	835	0.65%	8. Hong Kong	1,255	0.94%
9. Philippines	702	0.55%	9. Australia	1,181	0.88%
10. Spain	649	0.51%	10. Switzerland	816	0.61%
<b>Total Scores Sent</b>	<b>127,916</b>	<b>100%</b>	<b>Total Scores Sent</b>	<b>133,557</b>	<b>100%</b>

\* Based on number of scores received. Average score reports sent per examinee: 4.5 in TY 2008 and 4.4 in TY 2012.

Indian score-sending to MBA programs declined from 81 percent of scores sent in TY 2008 to 73 percent in TY 2012 (*Figure 10*). This measured decline was balanced by growing interest in non-MBA master's programs (which, for this analysis, include Post Graduate Management Diplomas in India).

Except for Singaporeans, Indians show the greatest interest in domestic study opportunities across the gender and age groups shown in *Table 11*. Men (19% of scores sent) and test takers 31 and older (25%) were most likely to direct scores to Indian programs in TY 2012. For examinees aged 25 to 30, Singapore was the third most preferred score-sending destination.

**Figure 10. GMAT® Score Reports Sent by Program Type: Indian Citizens**



**Table 11. TY 2012 GMAT® Examinee Characteristics for Indian Citizens**

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations*
Total	30,213 (100%)	582	133,557 (100%)	4.4	1. United States 51% 2. India 18% 3. United Kingdom 8%
<b>Gender Breakdown</b>					
Women	7,812 (26%)	560	33,193 (25%)	4.2	1. United States 56% 2. India 16% 3. United Kingdom 8%
Men	22,401 (74%)	589	100,364 (75%)	4.5	1. United States 49% 2. India 19% 3. United Kingdom 8%
<b>Age Breakdown</b>					
Younger than 25	10,898 (36%)	570	47,555 (36%)	4.4	1. United States 54% 2. India 14% 3. United Kingdom 9%
25 to 30	14,630 (48%)	592	67,577 (51%)	4.6	1. United States 49% 2. India 20% 3. Singapore 8%
31 and older	4,685 (16%)	576	18,425 (14%)	3.9	1. United States 52% 2. India 25% 3. United Kingdom 7%

\*The destination ranking reflects the total number of GMAT® score reports sent.

South Korean Citizens

GMAT testing among South Korean citizens stabilized in TY 2012 after several years of decline. When compared with TY 2008, the gender distribution was exactly the same as it was in TY 2012 (Figure 11). South Korean examinees represent some of the oldest test takers in the region. Despite modest increases since TY 2008, only 9 percent of examinees were 25 or younger in TY 2012.

The share of score reports that South Korean citizens

sent to US business programs remained high at 83 percent in TY 2012, although slightly less than 86 percent sent in TY 2008. By TY 2012, France moved ahead of China as the number three destination and Hong Kong jumped from ninth to sixth (Table 12).

Figure 11. GMAT® Exam Trends by Citizenship: South Korea

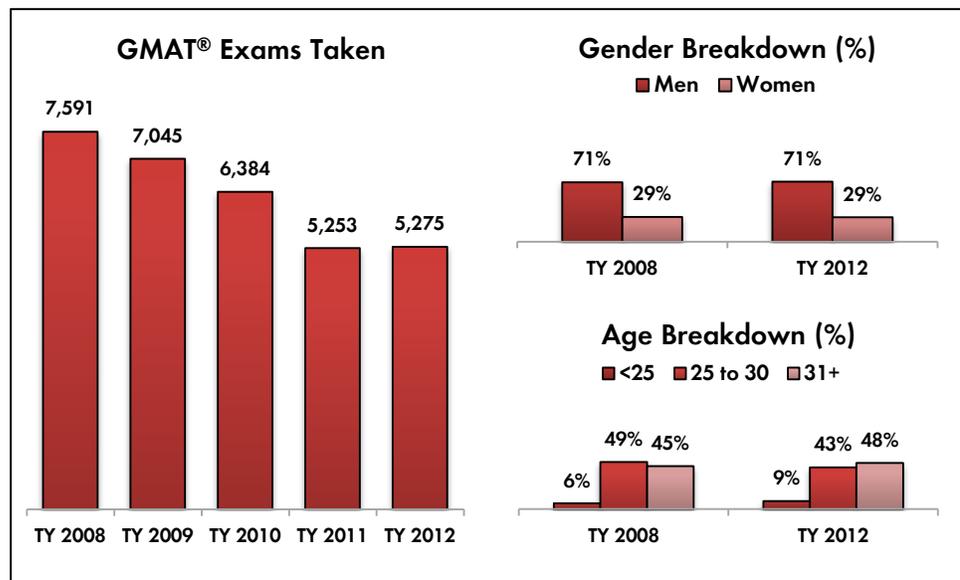


Table 12. Top Countries or Regions to Which South Korean Citizens Sent GMAT® Score Reports\*

TY 2008 South Korean Citizens			TY 2012 South Korean Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	12,696	85.95%	1. United States	8,044	82.63%
2. United Kingdom	602	4.08%	2. United Kingdom	415	4.26%
3. China	380	2.57%	3. France	289	2.97%
4. France	329	2.23%	4. China	267	2.74%
5. Canada	145	0.98%	5. Canada	152	1.56%
6. Singapore	107	0.72%	6. Hong Kong	135	1.39%
7. South Korea	106	0.72%	7. Singapore	104	1.07%
8. Australia	66	0.45%	8. South Korea	92	0.95%
9. Hong Kong	61	0.41%	9. Spain	70	0.72%
10. Switzerland	56	0.38%	10. Switzerland	46	0.47%
<b>Total Scores Sent</b>	<b>14,771</b>	<b>100%</b>	<b>Total Scores Sent</b>	<b>9,735</b>	<b>100%</b>

\*Based on number of scores received. Average score reports sent per examinee: 1.9 in TY 2008 and 1.8 in TY 2012.

After declining for two years, the share of GMAT score reports that South Korean citizens sent to MBA programs has gradually increased to 74 percent (Figure 12).

Each Korean examinee group presented in Table 13 sent fewer than 2.0 score reports on average in TY 2012, the lowest in the region. In addition, each group sent 80 percent or more of their scores to study opportunities in the United States. Women and examinees younger than 25 sent 5 percent of their scores to programs in France, their second most preferred destination. For men (3% of scores sent) and those aged 31 and older (4%), China ranked as third choice behind the United States and the United Kingdom.

Figure 12. GMAT® Score Reports Sent by Program Type: South Korean Citizens

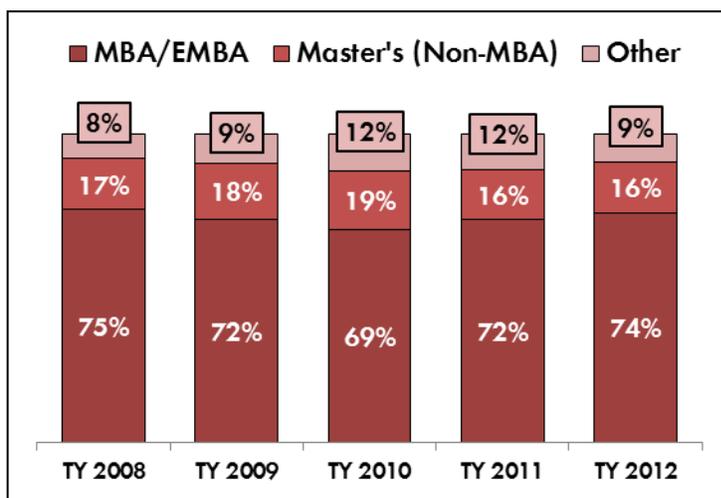


Table 13. TY 2012 GMAT® Examinee Characteristics for South Korean Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations*
Total	5,275 (100%)	586	9,735 (100%)	1.8	1. United States 83% 2. United Kingdom 4% 3. France 3%
<b>Gender Breakdown</b>					
Women	1,519 (29%)	577	2,663 (27%)	1.8	1. United States 80% 2. France 5% 3. United Kingdom 4%
Men	3,756 (71%)	589	7,072 (73%)	1.9	1. United States 84% 2. United Kingdom 4% 3. China 3%
<b>Age Breakdown</b>					
Younger than 25	455 (9%)	592	852 (9%)	1.9	1. United States 82% 2. France 5% 3. United Kingdom 4%
25 to 30	2,284 (43%)	593	4,030 (41%)	1.8	1. United States 85% 2. United Kingdom 4% 3. France 3%
31 and older	2,536 (48%)	579	4,853 (50%)	1.9	1. United States 80% 2. United Kingdom 5% 3. China 4%

\* The destination ranking reflects the total number of GMAT® score reports sent.

Taiwanese Citizens

Following two years of testing decline, the number of exams taken by Taiwanese citizens grew 23 percent to reach 4,232 in TY 2012. Over the five-year period studied, the gender distribution was largely unchanged while the share of exams taken by those younger than 25 grew from 42 percent to 47 percent (Figure 13).

Since TY 2008, the percentage of score reports sent by Taiwanese citizens to US schools declined slightly to 87 percent. In

spite of this drop, interest among Taiwanese examinees for US programs remains the greatest in the region. TY 2012 findings show growing interest for study European opportunities in the United Kingdom and France. In Asia, Hong Kong experienced the largest rise among top 10 study destinations over the period, moving from ninth in TY 2008 to fifth in TY 2012 (Table 14).

Figure 13. GMAT® Exam Trends by Citizenship: Taiwan

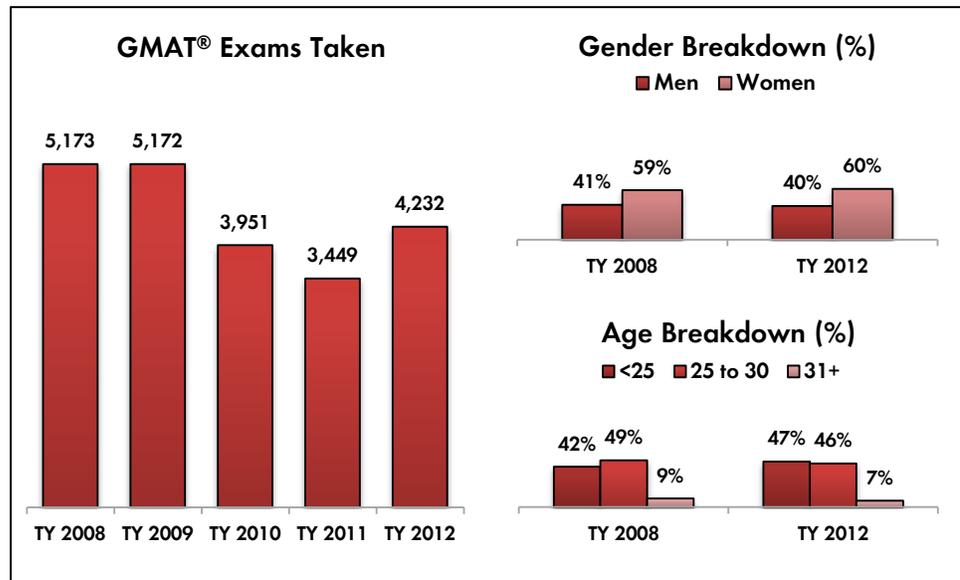


Table 14. Top Countries or Regions to Which Taiwanese Citizens Sent GMAT® Score Reports\*

TY 2008 Taiwanese Citizens			TY 2012 Taiwanese Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	14,323	92.43%	1. United States	10,078	87.10%
2. United Kingdom	355	2.29%	2. United Kingdom	451	3.90%
3. France	195	1.26%	3. France	303	2.62%
4. Netherlands	142	0.92%	4. Canada	128	1.11%
5. Canada	128	0.83%	5. Hong Kong	100	0.86%
6. Spain	80	0.52%	6. Netherlands	99	0.86%
7. China	55	0.35%	7. China	90	0.78%
8. Taiwan	48	0.31%	8. Spain	63	0.54%
9. Hong Kong	42	0.27%	9. Singapore	58	0.50%
10. Japan	37	0.24%	10. Japan	44	0.38%
<b>Total Scores Sent</b>	<b>15,496</b>	<b>100%</b>	<b>Total Scores Sent</b>	<b>11,570</b>	<b>100%</b>

\* Based on number of scores received. Average score reports sent per examinee: 3.0 in TY 2008 and 2.7 in TY 2012.

Score-sending to MBA programs by Taiwanese citizens has gradually declined from 74 percent in TY 2008 to 63 percent in TY 2012. By TY 2012, Taiwanese examinees directed 35 percent of their score reports to master's programs (Figure 14).

With the exception of examinees aged 31 and older, the top three study destinations for each examinee segment in Table 15 were the United States, United Kingdom, and France. Older examinees were the least likely to send score reports to the United States (83%), listing France as their second-choice destination.

Figure 14. GMAT® Score Reports Sent by Program Type: Taiwanese Citizens

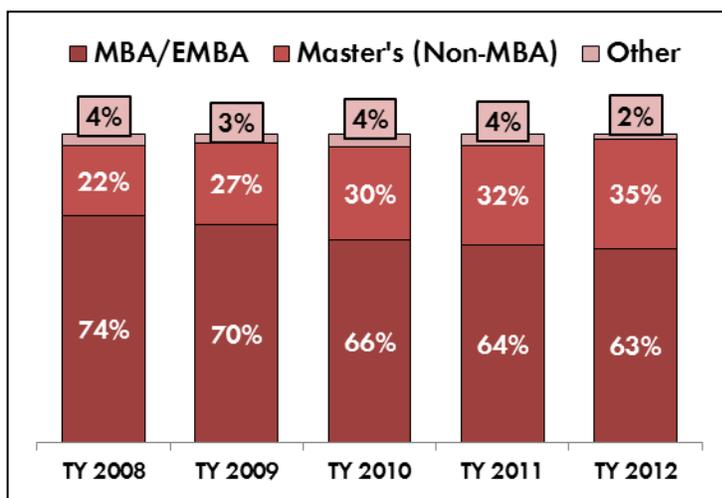


Table 15. TY 2012 GMAT® Examinee Characteristics for Taiwanese Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations*
Total	4,232 (100%)	546	11,570 (100%)	2.7	1. United States 87% 2. United Kingdom 4% 3. France 3%
<b>Gender Breakdown</b>					
Women	2,545 (60%)	543	7,190 (62%)	2.8	1. United States 87% 2. United Kingdom 5% 3. France 3%
Men	1,687 (40%)	549	4,380 (38%)	2.6	1. United States 88% 2. United Kingdom 3% 3. France 2%
<b>Age Breakdown</b>					
Younger than 25	2,009 (47%)	548	5,157 (45%)	2.6	1. United States 90% 2. United Kingdom 4% 3. France 2%
25 to 30	1,926 (46%)	547	5,608 (48%)	2.9	1. United States 85% 2. United Kingdom 4% 3. France 3%
31 and older	297 (7%)	523	805 (7%)	2.7	1. United States 83% 2. France 3% 3. United Kingdom 3%

\* The destination ranking reflects the total number of GMAT® score reports sent.

Japanese Citizens

GMAT testing by Japanese citizens nearly returned to a five-year high in TY 2012 after increasing 13 percent from TY 2011. When compared with TY 2008, the gender and age profile of Japanese examinees in TY 2012 has remained remarkably constant, with men and older test takers accounting for the bulk of exams taken (Figure 15).

The share of score reports that Japanese examinees directed to programs in the United States fell to 67

percent in TY 2012, the first time ever below the 70 percent mark. Growing interest in regional (Singapore and Hong Kong) and European (United Kingdom, France, and Spain) opportunities help explain this proportional shift (Table 16).

Figure 15. GMAT® Exam Trends by Citizenship: Japan

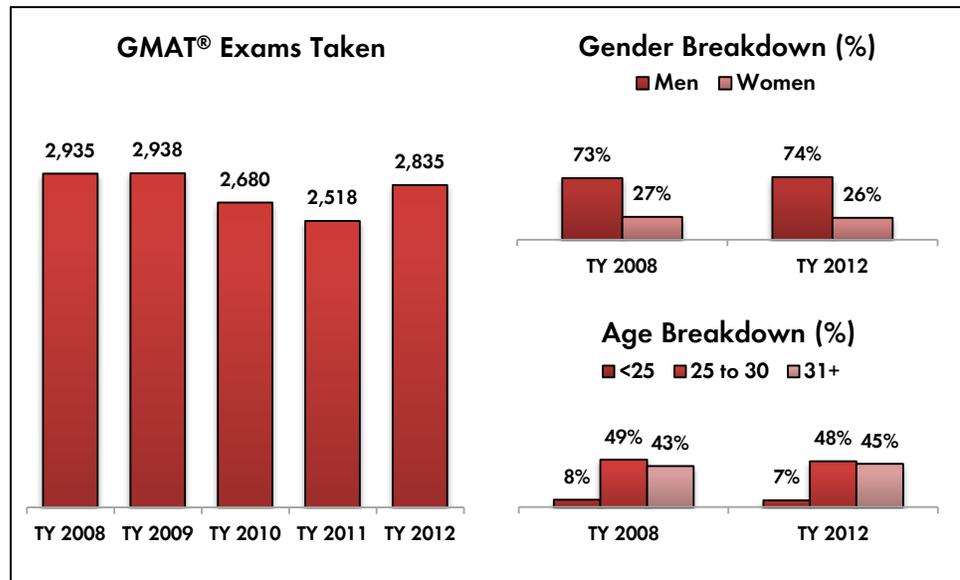


Table 16. Top Countries or Regions to Which Japanese Citizens Sent GMAT® Score Reports \*

TY 2008 Japanese Citizens			TY 2012 Japanese Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	4,538	77.23%	1. United States	4,158	67.31%
2. United Kingdom	422	7.18%	2. United Kingdom	538	8.71%
3. France	268	4.56%	3. France	387	6.27%
4. Japan	185	3.15%	4. Spain	223	3.61%
5. Spain	83	1.41%	5. Singapore	219	3.55%
6. Canada	73	1.24%	6. Japan	168	2.72%
7. Switzerland	66	1.12%	7. Hong Kong	109	1.76%
8. Netherlands	65	1.11%	8. Canada	93	1.51%
9. Singapore	57	0.97%	9. Switzerland	70	1.13%
10. Hong Kong	36	0.61%	10. China	57	0.92%
<b>Total Scores Sent</b>	<b>5,876</b>	<b>100%</b>	<b>Total Scores Sent</b>	<b>6,177</b>	<b>100%</b>

\* Based on number of scores received. Average score reports sent per examinee: 2.0 in TY 2008 and 2.2 in TY 2012.

Japanese citizens sent 90 percent of their GMAT score reports to MBA programs in TY 2012, about the same as four years prior and the greatest level of MBA program interest recorded in this report (*Figure 16*).

In TY 2012, Japanese men sent more score reports, on average, compared with women (2.2 vs. 2.0) and were more likely to direct scores to US programs (68% vs. 64%). The largest difference among examinee segments shown in *Table 17* relates to age. Examinees younger than 25 (the smallest group in the Japanese pipeline) sent 21 percent of their scores reports to domestic programs, significantly higher than any other group.

Figure 16. GMAT® Score Reports Sent by Program Type: Japanese Citizens

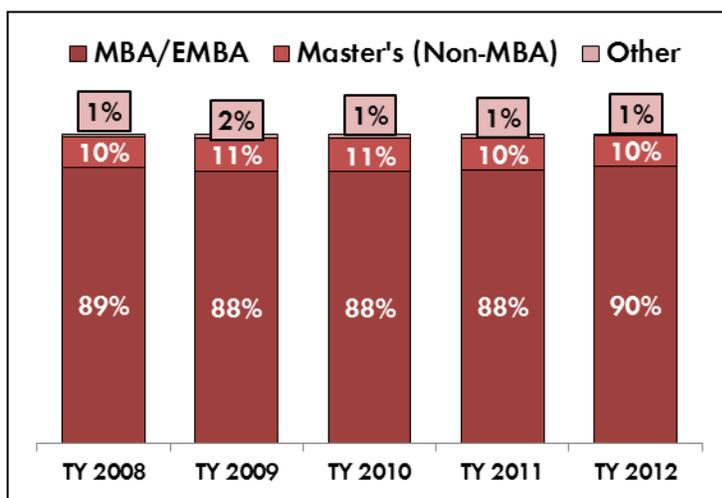


Table 17. TY 2012 GMAT® Examinee Characteristics for Japanese Citizens

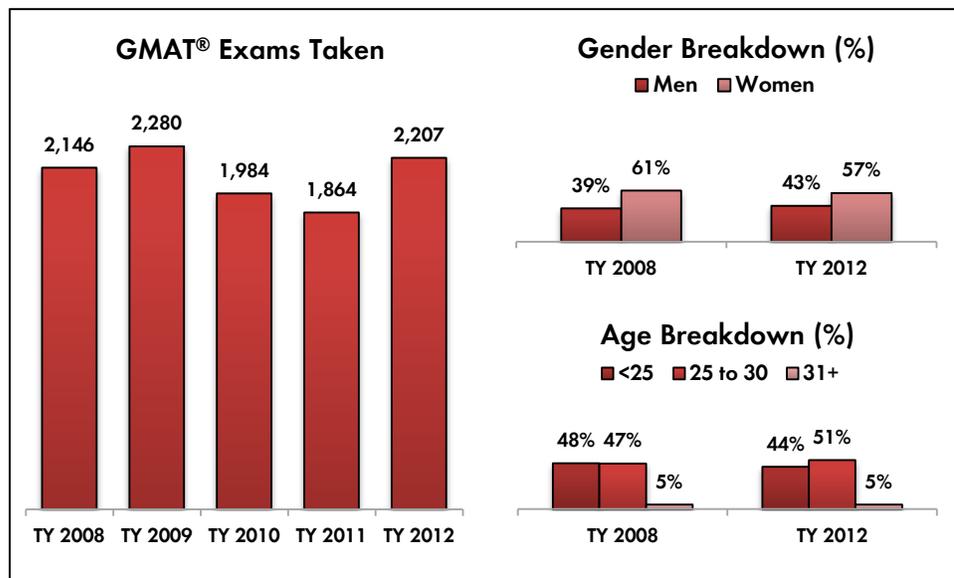
Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations*
Total	2,835 (100%)	544	6,177 (100%)	2.2	1. United States 67% 2. United Kingdom 9% 3. France 6%
<b>Gender Breakdown</b>					
Women	732 (26%)	511	1,453 (24%)	2.0	1. United States 64% 2. France 9% 3. United Kingdom 8%
Men	2,103 (74%)	556	4,724 (76%)	2.2	1. United States 68% 2. United Kingdom 9% 3. France 6%
<b>Age Breakdown</b>					
Younger than 25	206 (7%)	507	400 (6%)	1.9	1. United States 66% 2. Japan 21% 3. France 8%
25 to 30	1,351 (48%)	555	3,119 (50%)	2.3	1. United States 70% 2. United Kingdom 9% 3. France 5%
31 and older	1,278 (45%)	539	2,658 (43%)	2.1	1. United States 64% 2. United Kingdom 10% 3. France 7%

\* The destination ranking reflects the total number of GMAT® score reports sent.

Thai Citizens

GMAT testing by Thai citizens during TY 2012 increased 18 percent compared with TY 2011 and approached five-year highs. Although the share of exams taken by Thai women declined slightly between TY 2008 and TY 2012, the level (57%) still remains high by global standards. The Thai prospective student pipeline is nearly evenly divided between examinees younger than 25 (44%) and those ages 25 to 30 (51%; *Figure 17*).

Figure 17. GMAT® Exams Taken by Trends by Citizenship: Thailand



Since TY 2008, the percentage of GMAT score reports that Thai citizens send to US programs has declined from 86 percent to 74 percent. Meanwhile, interest in study opportunities located in the United Kingdom increased from 4 percent to 9 percent. Other destinations experiencing growing interest from Thai examinees include China, France, Singapore, Hong Kong, and the Netherlands (*Table 18*).

Table 18. Top Countries or Regions to Which Thai Citizens Sent GMAT® Score Reports *					
TY 2008 Thai Citizens			TY 2012 Thai Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	5,274	86.08%	1. United States	3,878	73.97%
2. Thailand	280	4.57%	2. United Kingdom	474	9.04%
3. United Kingdom	249	4.06%	3. Thailand	252	4.81%
4. France	53	0.87%	4. France	112	2.14%
5. Canada	50	0.82%	5. China	101	1.93%
6. China	48	0.78%	6. Singapore	83	1.58%
7. Japan	38	0.62%	7. Canada	70	1.34%
8. Singapore	30	0.49%	8. Hong Kong	62	1.18%
9. Switzerland	23	0.38%	9. Japan	59	1.13%
10. Hong Kong	19	0.31%	10. Netherlands	48	0.92%
<b>Total Scores Sent</b>	<b>6,127</b>	<b>100%</b>	<b>Total Scores Sent</b>	<b>5,243</b>	<b>100%</b>

\*Based on number of scores received. Average score reports sent per examinee: 2.9 in TY 2008 and 2.4 in TY 2012.

MBA programs received more than three-quarters of score reports sent by Thai GMAT examinees in TY 2012, slightly below levels seen in TY 2008 (Figure 18). All the same, Thai examinees' interest in MBA programs was among the strongest in Asia, behind only Japanese and Indonesian test takers.

Each subgroup of Thai citizens represented in Table 19 sent 5 percent of their score reports to domestic programs in TY 2012. Thailand ranked third behind the United States and United Kingdom as a preferred study destination, except for test takers aged 31 and older who made it their second choice. Older citizens were the most likely to send score reports to the United States (83% of scores sent); those younger than 25 were the least likely (72%).

Figure 18. GMAT® Score Reports Sent by Program Type: Thai Citizens

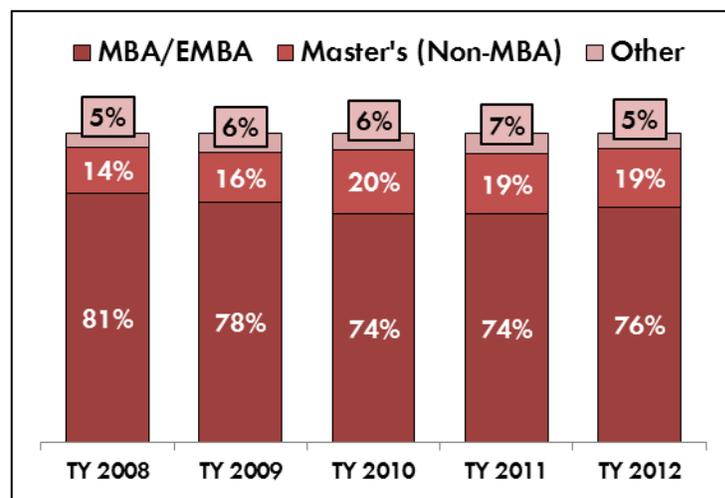


Table 19. TY 2012 GMAT® Examinee Characteristics for Thai Citizens

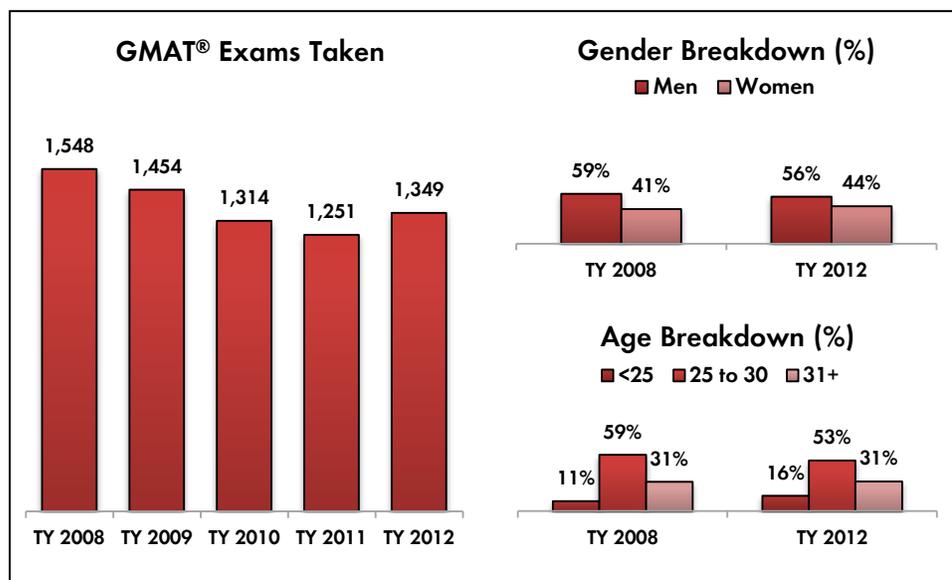
Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations*
Total	2,207 (100%)	498	5,243 (100%)	2.4	1. United States 74% 2. United Kingdom 9% 3. Thailand 5%
<b>Gender Breakdown</b>					
Women	1,267 (57%)	494	2,830 (54%)	2.2	1. United States 75% 2. United Kingdom 9% 3. Thailand 5%
Men	940 (43%)	504	2,413 (46%)	2.6	1. United States 73% 2. United Kingdom 9% 3. Thailand 5%
<b>Age Breakdown</b>					
Younger than 25	973 (44%)	507	2,094 (40%)	2.2	1. United States 72% 2. United Kingdom 11% 3. Thailand 5%
25 to 30	1,123 (51%)	497	2,890 (55%)	2.6	1. United States 74% 2. United Kingdom 8% 3. Thailand 5%
31 and older	111 (5%)	439	259 (5%)	2.3	1. United States 83% 2. Thailand 5% 3. Singapore 3%

\*The destination ranking reflects the total number of GMAT® score reports sent.

## Singaporean Citizens

The number of GMAT exams taken by Singaporean citizens grew to 1,349 in TY 2012, reversing a three-year decline (*Figure 19*). Since TY 2008, the share of exams taken by women increased from 41 percent to 44 percent. In addition, those younger than 25 increased their share of the Singaporean pipeline from 11 percent to 16 percent over the period. Examinees ages 25 to 30 still represented the majority of total test taking (53%) in TY 2012.

Figure 19. GMAT® Exam Trends by Citizenship: Singapore



Domestic programs received the greatest number of score reports from Singaporean citizens in both TY 2008 and TY 2012, although the share sent domestically declined from 44 percent to 40 percent. Interest in the United States also declined somewhat as a greater number of scores reports were directed to study opportunities in the United Kingdom (*Table 20*).

Table 20. Top Countries or Regions to Which Citizens from Singapore Sent GMAT® Score Reports\*

TY 2008 Singaporean Citizens			TY 2012 Singaporean Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Singapore	1,759	43.95%	1. Singapore	1,487	39.74%
2. United States	1,444	36.08%	2. United States	1,298	34.69%
3. France	306	7.65%	3. United Kingdom	361	9.65%
4. United Kingdom	238	5.95%	4. France	284	7.59%
5. Australia	63	1.57%	5. Australia	69	1.84%
6. Canada	38	0.95%	6. Canada	48	1.28%
7. Hong Kong	37	0.92%	7. China	46	1.23%
8. China	36	0.90%	8. Hong Kong	35	0.94%
9. Switzerland	31	0.77%	9. Switzerland	28	0.75%
10. Spain	15	0.37%	10. Spain	23	0.61%
<b>Total Scores Sent</b>	<b>4,002</b>	<b>100%</b>	<b>Total Scores Sent</b>	<b>3,742</b>	<b>100%</b>

\* Based on number of scores received. Average score reports sent per examinee: 2.6 in TY 2008 and 2.8 in TY 2012.

Of the 3,742 GMAT score reports that Singaporean citizens sent in TY 2012, 72 percent were directed to MBA programs. This level of interest in MBA programs has remained relatively stable since TY 2008. As *Figure 20* shows, the share of score reports examinees from Singapore sent to master's programs has also held steady over the last five years.

GMAT score-sending behavior varied widely depending on the gender and age of Singaporean examinees in TY 2012. *Table 21* shows that men (43% of scores sent) were more likely than women (35%) to send GMAT test scores to domestic programs. Differences by age group were even more distinct. Those younger than 25 sent only 19 percent of their score reports to programs in Singapore, compared with 41 percent for examinees aged 25 to 30 and 48 percent for those 31 and older.

Figure 20. GMAT® Score Reports Sent by Program Type: Singaporean Citizens

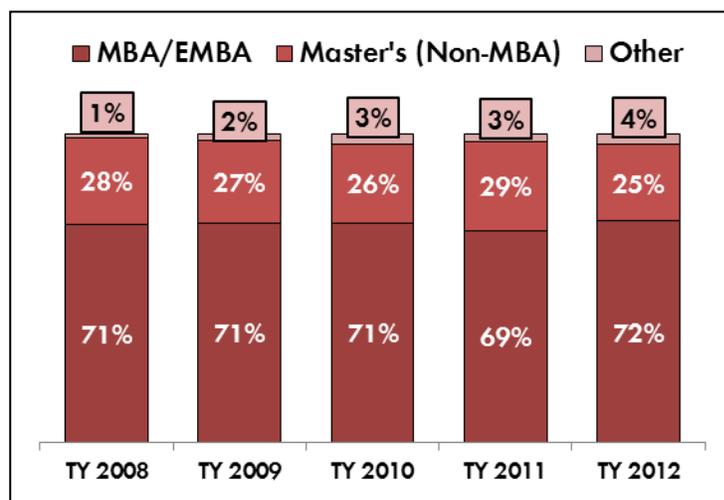


Table 21. TY 2012 GMAT® Examinee Characteristics for Singaporean Citizens

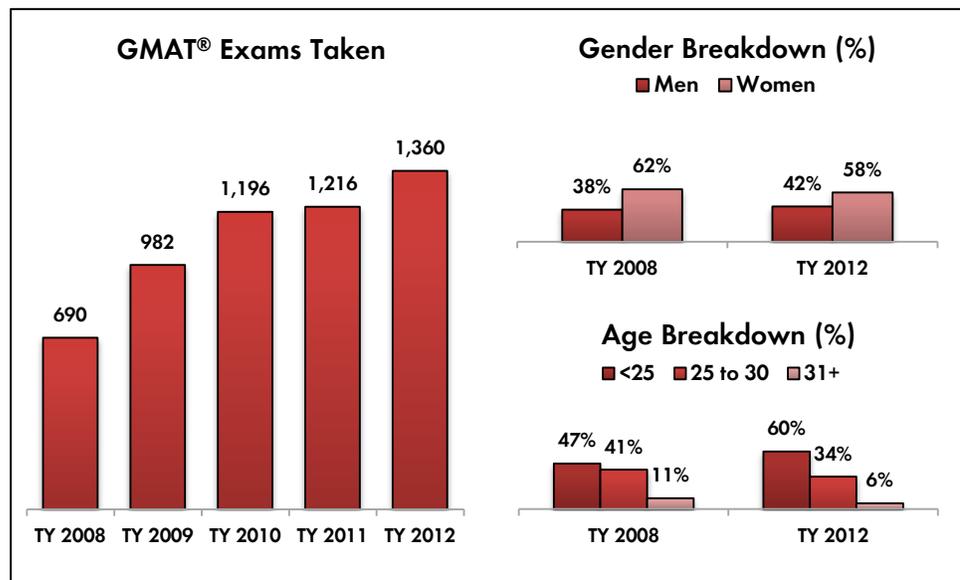
Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations*
Total	1,349 (100%)	595	3,742 (100%)	2.8	1. Singapore 40% 2. United States 35% 3. United Kingdom 10%
<b>Gender Breakdown</b>					
Women	599 (44%)	584	1,543 (41%)	2.6	1. United States 37% 2. Singapore 35% 3. United Kingdom 9%
Men	750 (56%)	604	2,199 (59%)	2.9	1. Singapore 43% 2. United States 33% 3. United Kingdom 10%
<b>Age Breakdown</b>					
Younger than 25	219 (16%)	620	577 (15%)	2.6	1. United States 49% 2. Singapore 19% 3. United Kingdom 14%
25 to 30	711 (53%)	608	2,119 (57%)	3.0	1. Singapore 41% 2. United States 35% 3. United Kingdom 9%
31 and Older	419 (31%)	560	1,046 (28%)	2.5	1. Singapore 48% 2. United States 26% 3. France 9%

\* The destination ranking reflects the total number of GMAT® score reports sent.

## Vietnamese Citizens

GMAT testing by Vietnamese citizens reached an all-time high of 1,360 exams taken in TY 2012, a 12 percent increase from the previous year and nearly double the number taken in TY 2008. Although the share of exams taken by women declined somewhat, from 62 percent to 58 percent, it remains one of the highest in the region. Since TY 2008, the proportion of GMAT exams taken by Vietnamese citizens younger than 25 grew from 47 percent to 60 percent. Only China (81%) recorded a higher regional total in TY 2012 for this age group.

Figure 21. GMAT® Exam Trends by Citizenship: Vietnam



Due to significant testing growth over the five-year period study, programs in each country shown in *Table 22* received more score reports from Vietnamese examinees in TY 2012 than in TY 2008. Geographic study preferences of Vietnamese citizens were diverse in TY 2012 as examinees sent a significant number of score reports to schools in Asia, Europe, and North America. Finland and Switzerland, not on the top 10 destination list in TY 2008, were ranked seventh and ninth, respectively, in TY 2012.

Table 22. Top Countries or Regions to Which Vietnamese Citizens Sent GMAT® Score Reports\*

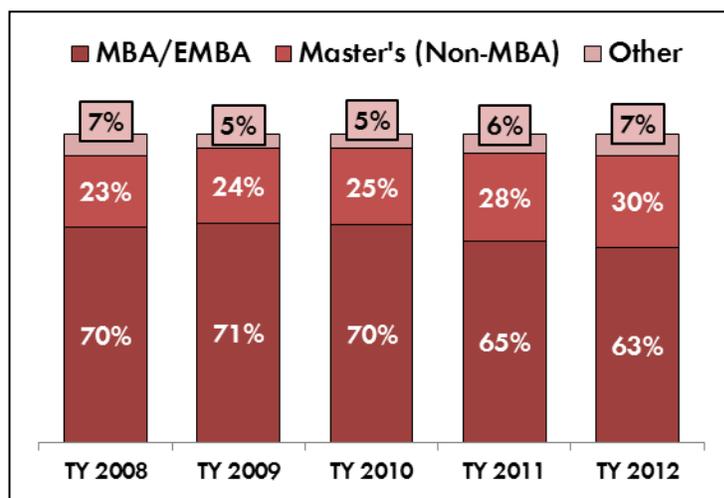
TY 2008 Vietnamese Citizens			TY 2012 Vietnamese Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	1,841	87.00%	1. United States	3,255	83.10%
2. Singapore	69	3.26%	2. United Kingdom	112	2.86%
3. United Kingdom	47	2.22%	3. Singapore	99	2.53%
4. Australia	46	2.17%	4. Canada	87	2.22%
5. Canada	22	1.04%	5. Netherlands	66	1.68%
6. Japan	21	0.99%	6. Australia	54	1.38%
7. Netherlands	17	0.80%	7. Finland	51	1.30%
8. France	15	0.71%	8. France	46	1.17%
9. Belgium	9	0.43%	9. Switzerland	25	0.64%
10. Germany	8	0.38%	10. Belgium	19	0.49%
<b>Total Scores Sent</b>	<b>2,116</b>	<b>100%</b>	<b>Total Scores Sent</b>	<b>3,917</b>	<b>100%</b>

\*Based on number of scores received. Average score reports sent per examinee: 3.1 in TY 2008 and 2.9 in TY 2012.

Since TY 2010, Vietnamese test takers have sent a lower share of score reports to MBA programs as interest has increased for non-MBA master's programs and doctoral programs, which are included in the "other" category of *Figure 22*.

Vietnamese examinees aged 31 and older sent 91 percent of their score reports to US programs in TY 2012. All other examinee subgroups shown in *Table 23* directed 83 percent of their score reports to the United States. Study opportunities in Singapore were represented among the top three score-sending destinations in TY 2012, with the exception of Vietnamese women, who chose the Netherlands as their third-ranked study destination, behind the United States and the United Kingdom.

**Figure 22. GMAT® Score Reports Sent by Program Type: Vietnamese Citizens**



**Table 23. TY 2012 GMAT® Examinee Characteristics for Vietnamese Citizens**

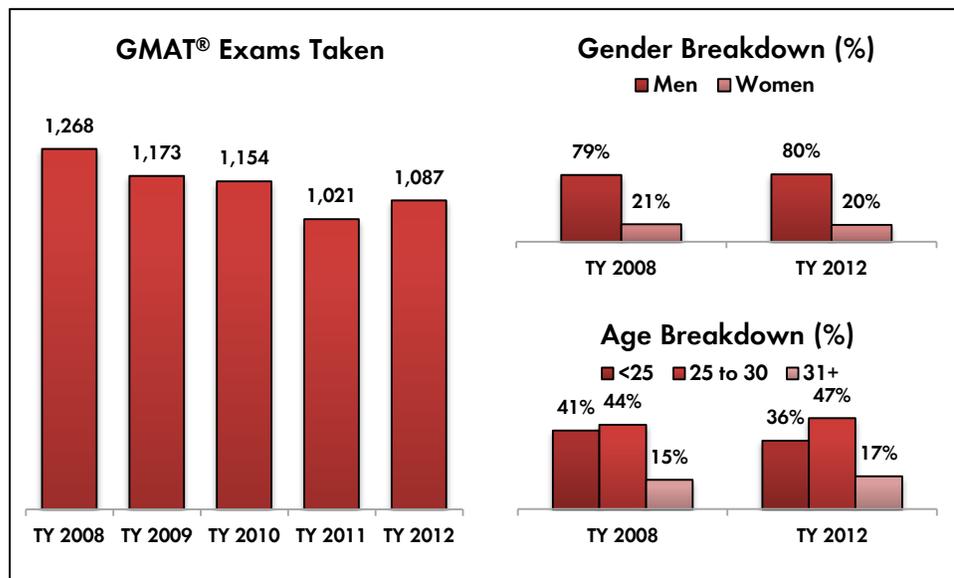
Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations*
Total	1,360 (100%)	535	3,917 (100%)	2.9	1. United States 83% 2. United Kingdom 3% 3. Singapore 3%
<b>Gender Breakdown</b>					
Women	792 (58%)	523	2,190 (56%)	2.8	1. United States 83% 2. United Kingdom 2% 3. Netherlands 2%
Men	568 (42%)	552	1,727 (44%)	3.0	1. United States 83% 2. United Kingdom 3% 3. Singapore 3%
<b>Age Breakdown</b>					
Younger than 25	815 (60%)	545	2,313 (59%)	2.8	1. United States 83% 2. United Kingdom 3% 3. Singapore 2%
25 to 30	461 (34%)	525	1,407 (36%)	3.1	1. United States 83% 2. Canada 3% 3. Singapore 3%
31 and older	84 (6%)	482	197 (5%)	2.3	1. United States 91% 2. Singapore 3% 3. Canada 2%

\* The destination ranking reflects the total number of GMAT® score reports sent.

### Pakistani Citizens

The number of GMAT exams taken by Pakistani citizens totaled 1,087 in TY 2012, an increase of six percent over TY 2011 (Figure 23). Test taking in Pakistan showed the greatest gender disparity in the region with women accounting for only 20 percent of exams taken in TY 2012. The Pakistani pipeline grew somewhat older over the five-year period as the share of exams taken by Pakistani citizens aged 25 and older increased.

Figure 23. GMAT® Exam Trends by Citizenship: Pakistan



The biggest shift in score-sending behavior by Pakistani examinees has been decreased interest in US programs and increased interest in Canadian programs. Between TY 2008 and TY 2012, the share of score reports sent to the United States fell from 63 percent to 53 percent, while the share sent to Canada grew from 14 percent to 21 percent. Interest in the United Kingdom also declined somewhat as Pakistanis instead sent more score reports to France and Singapore. In TY 2012, Turkey appeared as the tenth preferred score-sending destination for Pakistani examinees, the first time on the top 10 list (Table 24).

Table 24. Top Countries or Regions to Which Pakistani Citizens Sent GMAT® Score Reports \*

TY 2008 Pakistani Citizens			TY 2012 Pakistani Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	2,610	62.51%	1. United States	1,842	53.24%
2. Canada	583	13.96%	2. Canada	716	20.69%
3. United Kingdom	482	11.54%	3. United Kingdom	318	9.19%
4. Pakistan	171	4.10%	4. Pakistan	107	3.09%
5. France	93	2.23%	5. France	103	2.98%
6. Australia	60	1.44%	6. Singapore	81	2.34%
7. Singapore	59	1.41%	7. Australia	62	1.79%
8. United Arab Emirates	27	0.65%	8. Germany	39	1.13%
9. Netherlands	15	0.36%	9. Spain	32	0.92%
10. Switzerland	13	0.31%	10. Turkey	28	0.81%
<b>Total Scores Sent</b>	<b>4,175</b>	<b>100%</b>	<b>Total Scores Sent</b>	<b>3,460</b>	<b>100%</b>

\* Based on number of scores received. Average score reports sent per examinee: 3.3 in TY 2008 and 3.2 in TY 2012.

Of the 3,460 GMAT score reports sent by Pakistani citizens in TY 2012, 74 percent were directed to MBA programs. This level is down from 82 percent in TY 2008 due to growing interest in specialized master's programs (Figure 24).

Although the top three study destinations—the United States, Canada, and the United Kingdom—were the same for each Pakistani examinee subgroup shown in Table 25, the level of interest varied by group. For instance, Pakistani women (58% of scores sent) were more likely than Pakistani men (52%) to send scores to the United States. Examinees younger than 25 and those aged 31 and older sent just under half of their scores to US programs and around one-quarter to programs in Canada.

Figure 24. GMAT® Score Reports Sent by Program Type: Pakistani Citizens

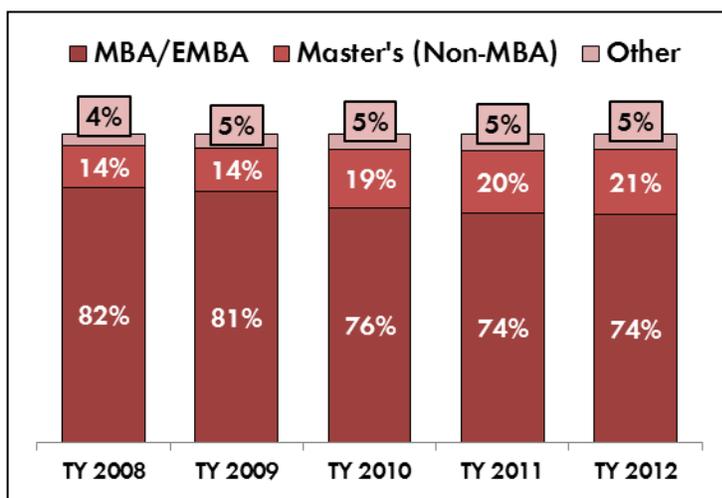


Table 25. TY 2012 GMAT® Examinee Characteristics for Pakistani Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations*
Total	1,087 (100%)	512	3,460 (100%)	3.2	1. United States 53% 2. Canada 21% 3. United Kingdom 9%
<b>Gender Breakdown</b>					
Women	218 (20%)	482	624 (18%)	2.9	1. United States 58% 2. Canada 22% 3. United Kingdom 9%
Men	869 (80%)	520	2,836 (82%)	3.3	1. United States 52% 2. Canada 20% 3. United Kingdom 9%
<b>Age Breakdown</b>					
Younger than 25	387 (36%)	506	1,147 (33%)	3.0	1. United States 49% 2. Canada 26% 3. United Kingdom 8%
25 to 30	514 (47%)	524	1,744 (50%)	3.4	1. United States 58% 2. Canada 16% 3. United Kingdom 10%
31 and older	186 (17%)	494	569 (16%)	3.1	1. United States 49% 2. Canada 25% 3. United Kingdom 9%

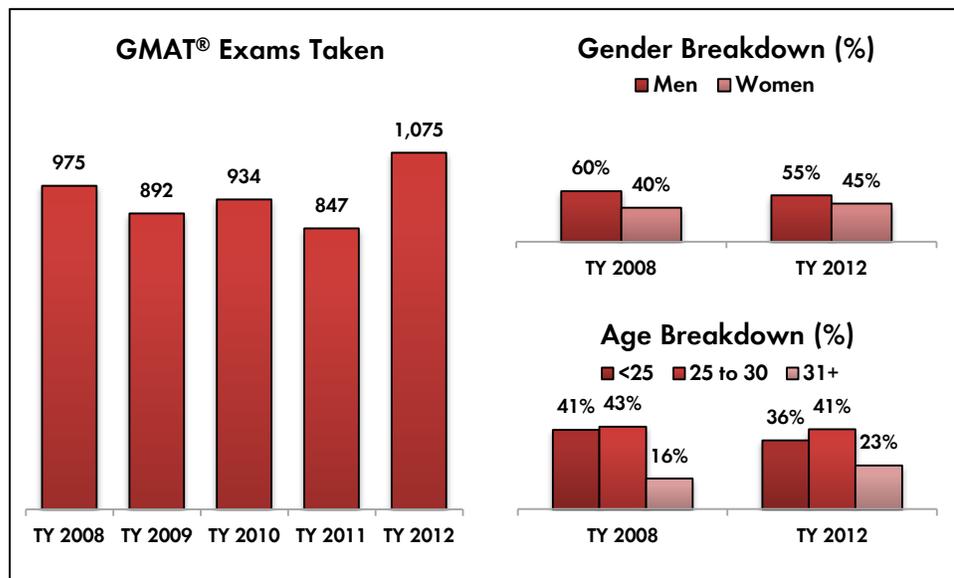
\* The destination ranking reflects the total number of GMAT® score reports sent.

Indonesian Citizens

GMAT testing by Indonesian citizens in TY 2012 surpassed 1,000 exams taken for the first time since TY 2004 (Figure 25). Over the last five years the share of exams taken by women grew from 40 percent to 45 percent. In contrast, testing among those younger than 25 fell from 41 percent in TY 2008 to 36 percent in TY 2012.

Score-sending preferences of Indonesian examinees have changed noticeably since TY 2008. Although

Figure 25. GMAT® Exam Trends by Citizenship: Indonesia



the United States remains the top destination, its share of scores received has fallen from 67 percent to 58 percent. The United Kingdom appeared second among top destinations in TY 2012, capturing 11 percent of total scores that Indonesians sent. Programs in Australia also received more score reports from Indonesians and were the fourth leading destination in TY 2012, up from sixth in TY 2008 (Table 26).

TY 2008 Indonesian Citizens			TY 2012 Indonesian Citizens		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	1,958	67.33%	1. United States	1,820	58.45%
2. Singapore	338	11.62%	2. United Kingdom	342	10.98%
3. United Kingdom	154	5.30%	3. Singapore	241	7.74%
4. France	100	3.44%	4. Australia	140	4.50%
5. Netherlands	96	3.30%	5. France	131	4.21%
6. Australia	95	3.27%	6. Netherlands	126	4.05%
7. Japan	41	1.41%	7. Canada	74	2.38%
8. Switzerland	33	1.13%	8. China	40	1.28%
9. Canada	26	0.89%	9. Spain	37	1.19%
10. China	24	0.83%	10. Hong Kong	36	1.16%
<b>Total Scores Sent</b>	<b>2,908</b>	<b>100%</b>	<b>Total Scores Sent</b>	<b>3,114</b>	<b>100%</b>

\* Based on number of scores received. Average score reports sent per examinee: 3.0 in TY 2008 and 2.9 in TY 2012.

Indonesia citizens sent the vast majority (81%) of their GMAT score reports to MBA programs in TY 2012, a level that has remained high since TY 2008 (Figure 26). In this report, only Japanese citizens (90%) sent a greater number of score reports to MBA programs in TY 2012.

With the exception of Indonesian citizens aged 31 and older in TY 2012, the United States, United Kingdom, and Singapore were the top score-sending destinations for each examinee subgroup (Table 27). Australia was the third most preferred study destination for the oldest examinee segment. Indonesians aged 25 to 30 sent the lowest share of score reports US programs (53%) and the highest share to study locations in Singapore (11%).

Figure 26. GMAT® Score Reports Sent by Program Type: Indonesian Citizens

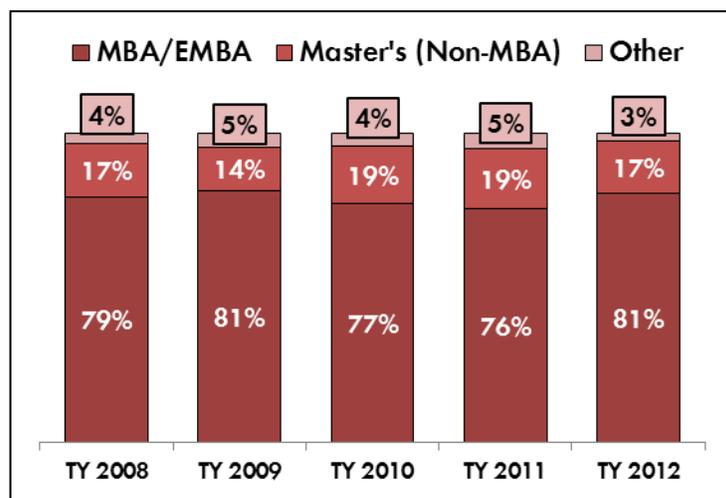


Table 27. TY 2012 GMAT® Examinee Characteristics for Indonesian Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations*
Total	1,075 (100%)	511	3,114 (100%)	2.9	1. United States 58% 2. United Kingdom 11% 3. Singapore 8%
<b>Gender Breakdown</b>					
Women	485 (45%)	496	1,244 (40%)	2.6	1. United States 57% 2. United Kingdom 12% 3. Singapore 8%
Men	590 (55%)	524	1,870 (60%)	3.2	1. United States 59% 2. United Kingdom 11% 3. Singapore 8%
<b>Age Breakdown</b>					
Younger than 25	384 (36%)	513	1,026 (33%)	2.7	1. United States 62% 2. United Kingdom 9% 3. Singapore 6%
25 to 30	446 (41%)	521	1,340 (43%)	3.0	1. United States 53% 2. United Kingdom 12% 3. Singapore 11%
31 and older	245 (23%)	491	748 (24%)	3.1	1. United States 63% 2. United Kingdom 11% 3. Australia 6%

\* The destination ranking reflects the total number of GMAT® score reports sent.

## Methodology

This report provides summaries and comparisons of score-report submissions for the largest 10 citizenship groups in the Asian region that took the GMAT exam in TY 2008 and TY 2012.<sup>6</sup> Total exam figures include the number of individuals who took the exam more than once in a given testing year, generally about 15 percent to 20 percent of all test takers. Examinee data were obtained from the background information questionnaire (BIQ) administered as part of the GMAT exam, score report information from examinee records, and test registrations. From these data, both country of citizenship and GMAT score-reporting behavior were used to gauge regional trends and changes in examinee preferences regarding school location.

Up to 10 instances of score report data are stored in the GMAC research database for every GMAT test taken. For this report, these score reports were aggregated and grouped by school location both for TY 2008 and TY 2012. Statistical analysts also examined score report data for Asian GMAT examinees. Appendix A provides a full list of the countries that make up the Asian region studied in this report.

Finally, this report presents data about the types of programs where candidates send their GMAT score reports. In this year's edition, program types are grouped into three broad categories: (1) MBA and EMBA programs, (2) non-MBA master's programs, and (3) other. The MBA/EMBA category includes full-time, part-time, distance, evening MBA, and EMBA programs of all durations, including one-year and other accelerated MBA programs. Master-level (non-MBA) programs include graduate degrees in areas such as management, accounting, finance, marketing, and public administration. The "other" category largely consists of doctoral programs and fellowship opportunities. For more information about these categories please contact [research@gmac.com](mailto:research@gmac.com).

For many tables and figures in this report, percentage totals may not sum to 100 due to rounding errors.

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<sup>6</sup> A testing year runs from July 1 to June 30. Thus, TY 2012 covered the period from July 1, 2011 to June 30, 2012.

## Authorship

The following individual made significant contributions to the concept, design, data analysis, and the drafting/revising of the manuscript for intellectual content: Alex Chisholm, Director, Statistical Analysis, Graduate Management Admission Council (GMAC).

## Contact Information

For questions or comments regarding study findings, methodology, or data in this or other geographic reports in our series, please contact the GMAC Research and Development Department at [research@gmac.com](mailto:research@gmac.com). To obtain more information about all available GMAC survey or research reports, please visit [gmac.com/research](http://gmac.com/research).

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## Appendix A. Regional Categories

### EAST AND SOUTHEAST ASIA

Brunei	Korea, DPR of (North)	Myanmar (Burma)
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	Mongolia	Vietnam

**Note:** The East and Southeast Asian region was labeled “Asia” in versions of this report published prior to 2009. The people of Hong Kong and Macau are included in the “Chinese” citizenship category.

### CENTRAL AND SOUTH ASIA

Afghanistan	Kazakhstan	Tajikistan
Bangladesh	Kyrgyzstan	Turkmenistan
Bhutan	Nepal	Uzbekistan
India	Pakistan	

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

## Appendix B. Supplemental GMAT Data

## GMAT® Exams Taken by Country of Residence

<b>Country/Region of Residence*</b>	<b>TY 2008</b>	<b>TY 2009</b>	<b>TY 2010</b>	<b>TY 2011</b>	<b>TY 2012</b>	<b>Percentage of All TY 2012</b>
1. China	11,287	16,529	22,178	30,213	44,464	50.22%
2. India	18,950	21,781	18,843	18,310	22,803	25.75%
3. South Korea	6,073	5,596	5,098	4,392	4,351	4.91%
4. Taiwan	4,092	4,276	3,295	2,866	3,672	4.15%
5. Singapore	2,526	2,468	2,373	2,442	2,829	3.19%
6. Japan	2,649	2,683	2,519	2,379	2,641	2.98%
7. Hong Kong	1,995	2,436	2,362	2,137	2,272	2.57%
8. Thailand	1,526	1,723	1,576	1,467	1,813	2.05%
9. Indonesia	446	426	520	480	735	0.83%
10. Vietnam	327	426	591	604	670	0.76%
11. Pakistan	635	594	640	573	625	0.71%
12. Malaysia	230	248	275	247	346	0.39%
13. Philippines	293	260	251	236	270	0.30%
14. Bangladesh	108	125	160	221	256	0.29%
15. Nepal	258	313	231	189	241	0.27%
16. Kazakhstan	170	188	189	182	199	0.22%
17. Macao	23	36	60	89	107	0.12%
18. Sri Lanka	91	78	62	64	67	0.08%
19. Uzbekistan	44	33	60	53	54	0.06%
20. Mongolia	23	20	27	33	37	0.04%
<b>Total Number of Exams Taken by Asian Residents</b>	<b>51,822</b>	<b>60,296</b>	<b>61,379</b>	<b>67,252</b>	<b>88,545</b>	<b>100%</b>

\* Countries listed based on number of GMAT exams taken in TY 2012.

## GMAT® Score Report Destinations by Country of Citizenship

Table B.2. Score Report Destinations for Asian GMAT® Examinees

Country/ Region of Citizenship	TY 2008				TY 2012			
	Scores Sent	Percentage Domestic	Percentage Elsewhere in Region	Percentage Outside Region	Scores Sent	Percentage Domestic	Percentage Elsewhere in Region	Percentage Outside Region
China	65,732	2.54%	7.30%	90.17%	165,374	1.22%	7.50%	91.28%
India	127,916	13.67%	5.75%	80.58%	133,557	18.29%	9.10%	72.61%
Indonesia	2,908	0.07%	14.34%	85.59%	3,114	0.13%	11.66%	88.21%
Japan	5,876	3.15%	1.89%	94.96%	6,177	2.72%	6.36%	90.92%
South Korea	14,771	0.72%	4.10%	95.19%	9,735	0.95%	5.38%	93.67%
Pakistan	4,175	4.10%	2.08%	93.82%	3,460	3.09%	2.86%	94.05%
Singapore	4,002	43.95%	2.15%	53.90%	3,742	39.74%	2.97%	57.30%
Taiwan	15,496	0.31%	1.03%	98.66%	11,570	0.36%	2.53%	97.10%
Thailand	6,127	4.57%	2.25%	93.18%	5,243	4.81%	6.01%	89.19%
Vietnam	2,116	0.00%	4.35%	95.65%	3,917	0.26%	3.11%	96.63%
<b>All Asian Citizens</b>	258,187	8.42%	5.63%	85.95%	354,996	8.07%	7.79%	84.14%

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**2. The *GMAT® Trends Tracker*** provides an alternative view of nearly all the data presented in the annual *Profile* document with the added benefit of chart depictions, user-selected data views, the ability to download and save data for secondary analysis or reference, and an altogether faster view of the changing trends among test takers.

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# ASIAN

Geographic Trend Report for GMAT® Examinees

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**Which citizen groups in Asia are most likely to send GMAT® score reports to domestic programs?**

**How do testing trends by location differ from testing trends by citizenship?**

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GRADUATE MANAGEMENT  
ADMISSION COUNCIL

11921 Freedom Drive

Suite 300

Reston, Virginia 20190 USA

[gmac.com](http://gmac.com), [mba.com](http://mba.com)

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