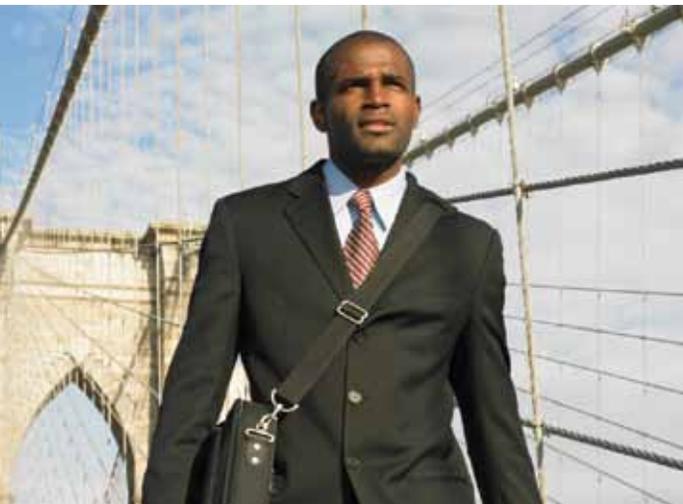
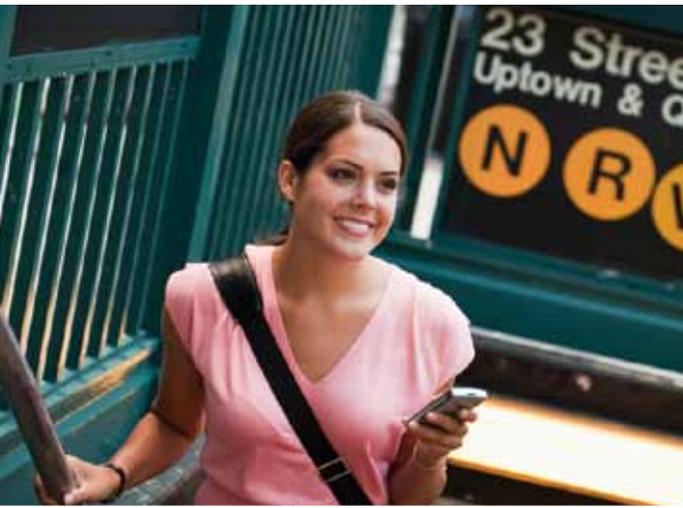


2011 NORTH AMERICAN

GMAC
GRADUATE MANAGEMENT
ADMISSION COUNCIL

Geographic Trend Report for GMAT[®] Examinees



NORTH AMERICAN

Geographic Trend Report for GMAT® Examinees

The *North American Geographic Trend Report for GMAT® Examinees* identifies mobility trends among GMAT examinees applying to and attending graduate business school. Geographic and background data collected after each examinee completes the GMAT exam are used and combined with score-sending patterns. Together they illustrate which countries and schools are of interest to test takers in various regions of Canada and the United States. Data from the most recent testing year are compared against data from four years prior to identify changes in examinee preferences.

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

If you would like an electronic copy of this or any other Geographic Trend Report, visit gmac.com/GeographicTrends.

If you have questions about this publication, please contact us at research@gmac.com.

The *North American Geographic Trend Report for GMAT® Examinees* is a product of the Graduate Management Admission Council (GMAC), a global nonprofit education organization of leading graduate business schools and the owner of the Graduate Management Admission Test® (GMAT®). The GMAT exam is an important part of the admissions process for more than 5,400 graduate management programs around the world. GMAC is dedicated to creating access to and disseminating information about graduate management education; these schools and others rely on the Council as the premier provider of reliable data about the graduate management education industry.

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The North American Geographic Trend Report presents trends in the student pipeline for graduate management education. Examination of data collected from respondents taking the Graduate Management Admission Test® (GMAT®) during the 2007 and 2011 testing years (TY) and from the requested destination of their score reports forms the basis of this report.

The GMAT score-sending data studied for this update reveal two key types of information related to examinees' geographic program preferences. First is *absolute* change in the overall number of GMAT score reports that are sent each year, which reflects the physical size of the annual student pipeline. Absolute change tends to fluctuate widely depending on yearly testing volume. The second type of information is *relative* change, which measures the proportion of total scores sent to a given country or region and reveals structural changes in market share. Relative change is generally more stable over time. Understanding both types of information—absolute and relative—enhances a school's ability to navigate the student pipeline and recruit effectively.

Significant differences in score-sending behavior were observed between TY 2007 and TY 2011 for many of the groups covered in this report. This is not surprising given the global nature of higher education today, which is characterized by innovation and constant change. Many factors influence the attractiveness of certain programs to students and also the ability of students to pursue management education. This report identifies the aggregate outcomes of such dynamics for North American residents and schools.¹

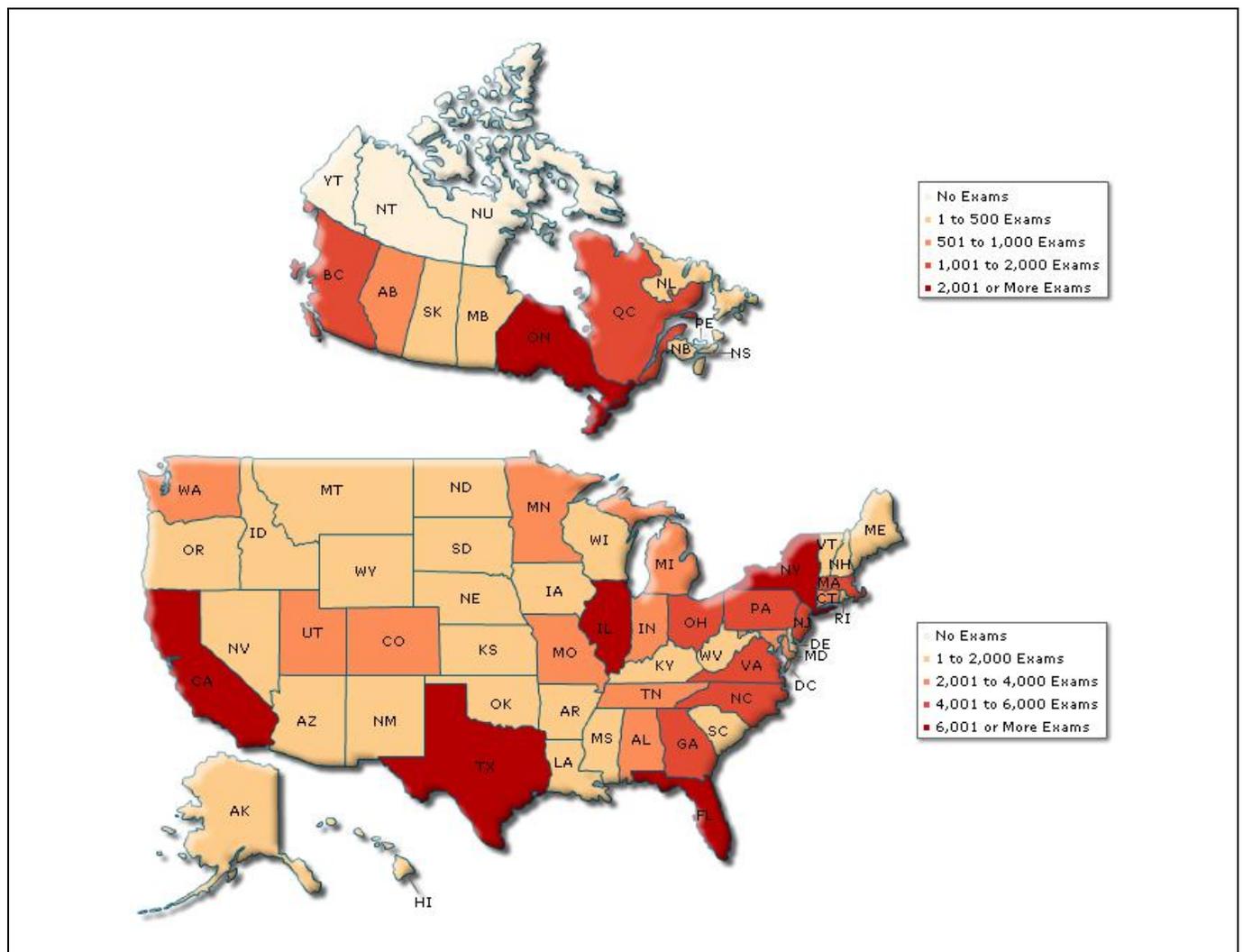
Key Findings

- North American residents sat for 148,616 GMAT exams in TY 2011, representing 58 percent of global testing. Many of these residents were foreign citizens. For example, non-Canadian citizens sat for 27 percent of the 8,531 GMAT exams taken in Canada in TY 2011. Within the United States, foreign nationals took 18 percent of the 140,085 exams taken in the country.
- Residents of Ontario represented 57 percent of GMAT exams taken by Canadians in TY 2011. The next largest provinces in terms of GMAT testing were British Columbia (14%), Quebec (13%), and Alberta (10%).
- Canadian residents sent 70 percent of their GMAT score reports to Canadian management programs in TY 2011, down slightly from 73 percent in TY 2007. Residents of New Brunswick, Nova Scotia, and Saskatchewan were most likely to send scores to domestic programs, while examinees in Alberta and British Columbia were most likely to consider study opportunities outside Canada.
- The total number of score reports sent to Canadian management programs reached a five-year high of 28,494 in TY 2011. More than half of these scores (57%) came from non-Canadian citizens. Chinese and Indian citizens were the greatest source of foreign talent in TY 2011, followed by citizens of Iran, Pakistan, and Nigeria. Schools in Ontario were the most popular Canadian destination and captured 62 percent of score reports sent to the country in TY 2011.

¹ This report shows geographic trend data for examinees *residing* in Canada or the United States at the time they registered for the GMAT exam. Other reports in the GMAC Geographic Trend series provide analyses based on *citizenship*, regardless of current residence.

- In the United States, prospective students residing in the Northeast continue to take the greatest number of GMAT exams. With a total of 30,015 GMAT exams taken in TY 2011, Northeastern residents represent 21 percent of the US total. Residents of the South represented the second largest testing region for the first time in the five-year period analyzed.
- US residents sent 97 percent of their GMAT score reports to US programs in TY 2011. Although this level is down slightly from 98 percent in TY 2007, it is clear that domestic opportunities remain the preferred choice for US examinees. Even within the United States, nearby programs are in high demand. Of all the score reports sent by US residents in TY 2011, 69 percent were directed toward programs within a candidate's region of residence.
- US schools received 579,581 GMAT score reports from all examinees in TY 2011 with 45 percent coming from non-US citizens. Much of this international pipeline reflects Chinese and Indian citizens. Chinese citizens, now the largest foreign student source for US schools, sent 100,463 GMAT score reports to the United States in TY 2011, an increase of 176 percent when compared with TY 2007.

Figure 1. GMAT® Exams Taken by North American Residents in TY 2011

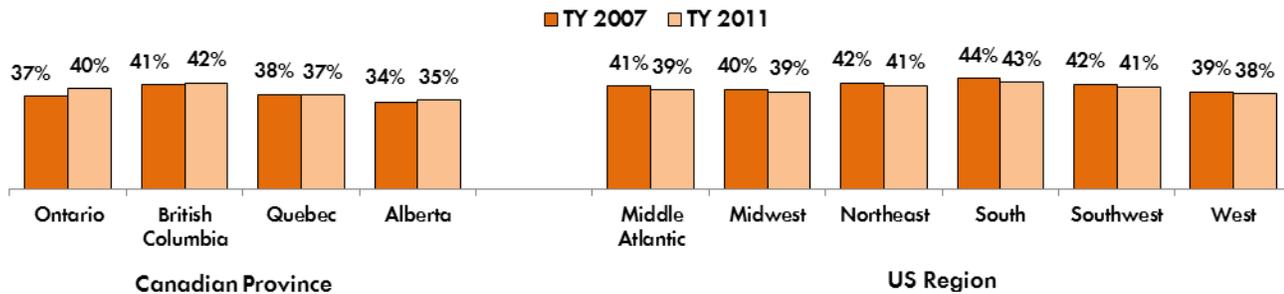


North American Testing Landscape

Gender Breakdown

As shown in *Figure 2a*, the two regions with the highest participation rate for women in TY 2011 were the US South and British Columbia, Canada.

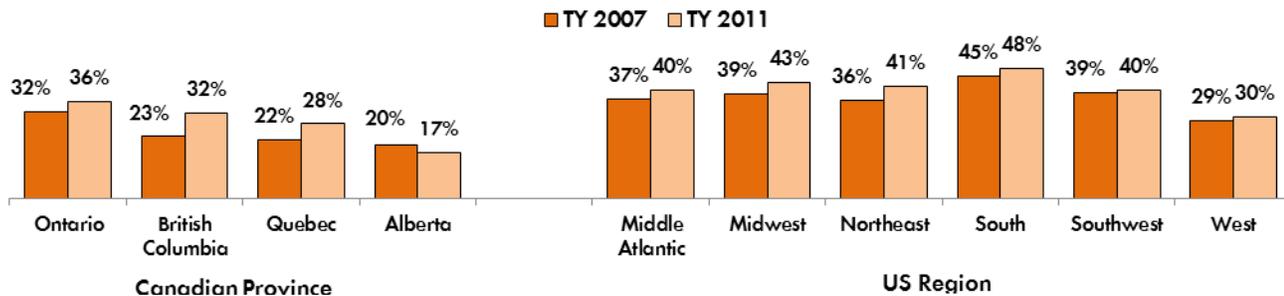
Figure 2a. GMAT® Exams Taken by Women (%)



Age Breakdown

The share of exams taken by individuals younger than 25 grew in all North American regions between TY 2007 and TY 2011, with the exception of Alberta, Canada.

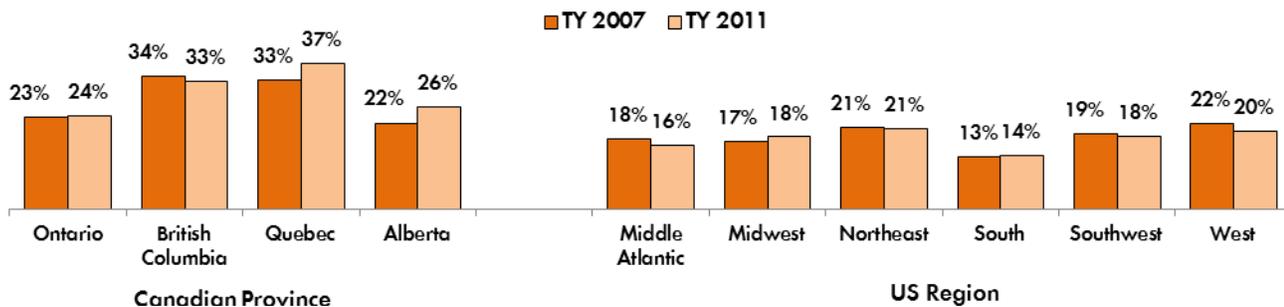
Figure 2b. GMAT® Exams Taken by Those Younger Than 25 (%)



Foreign Talent

Compared with US regions, Canadian provinces had a greater percentage of tests taken by foreign citizens in TY 2011.

Figure 2c. GMAT® Exams Taken by Foreign Citizens (%)



Canadian Testing Environment TY 2007–TY 2011

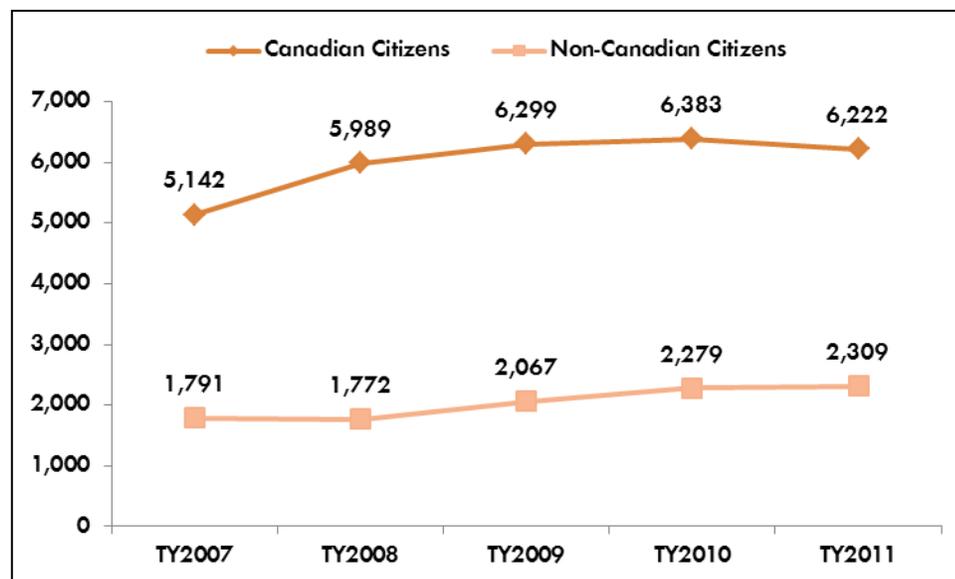
Canadian residents sat for 8,531 GMAT exams in TY 2011, an increase of nearly 1,600 exams, or 23 percent, when compared with TY 2007. Although overall testing decreased slightly from TY 2010, the number of exams taken by residents of Alberta, Manitoba, New Brunswick, and Newfoundland each reached five-year highs in TY 2011 (*Table 1*).

Province*	TY 2007	TY 2008	TY 2009	TY 2010	TY 2011	Percentage of all TY 2011
1. Ontario	4,036	4,495	4,717	4,952	4,829	56.61%
2. British Columbia	943	989	1,148	1,252	1,184	13.88%
3. Quebec	1,012	1,092	1,179	1,105	1,089	12.77%
4. Alberta	529	660	746	790	814	9.54%
5. Nova Scotia	177	196	202	215	196	2.30%
6. Newfoundland	71	73	98	106	122	1.43%
7. Manitoba	48	98	109	106	112	1.31%
8. Saskatchewan	52	85	88	64	87	1.02%
9. New Brunswick	58	61	58	54	71	0.83%
10. Other	7	12	21	18	27	0.32%
Total Number of Exams Taken	6,933	7,761	8,366	8,662	8,531	100%

* Ranked by number of GMAT exams taken in TY 2011

A large population of foreign nationals residing in Canada regularly sits for the GMAT exam each year. In TY 2011, non-Canadian citizens represented 27 percent of the 8,531 total exams taken by Canadian residents (*Figure 3*).

Figure 3. GMAT Exams Taken by Canadian Residents, by Citizenship



Score-Sending Behavior by Canadian Province

Canadian residents who sat for the GMAT exam in TY 2011 sent an average of 2.7 GMAT score reports per exam taken (Figure 4). Residents of Ontario and British Columbia sent an average of 2.8 score reports, compared with an average of 2.6 for residents of Alberta and Quebec. In total, Canadian examinees sent 22,987 GMAT score reports to management programs around the world in TY 2011 (Figure 5).

The following pages highlight GMAT test-taking and score-sending patterns for all Canadian residents and provide detailed profiles of the four largest Canadian provinces:

- Ontario (13,607 GMAT score reports sent in TY 2011)
- British Columbia (3,314)
- Quebec (2,801)
- Alberta (2,110)

Figure 4. Average Number of GMAT® Score Reports Sent by Canadian Examinees

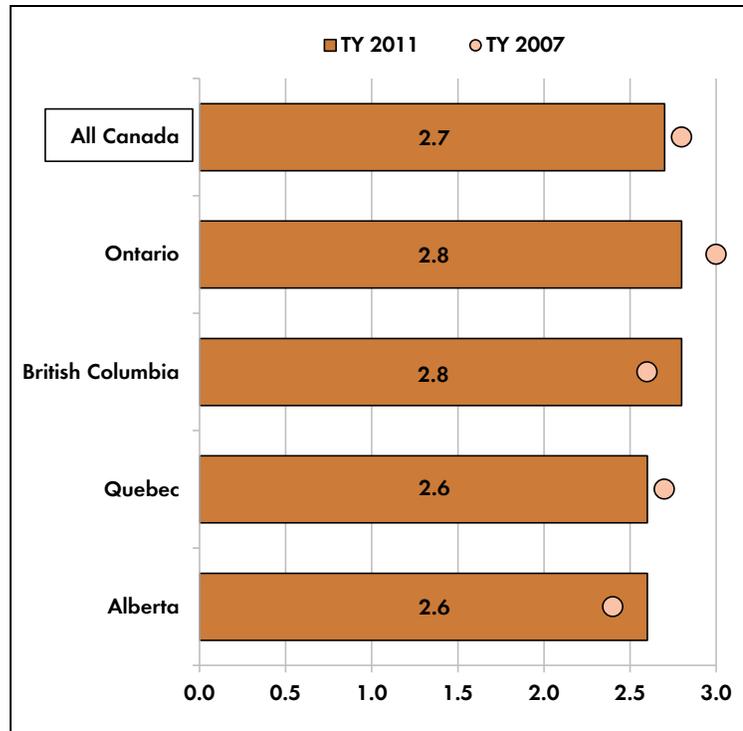
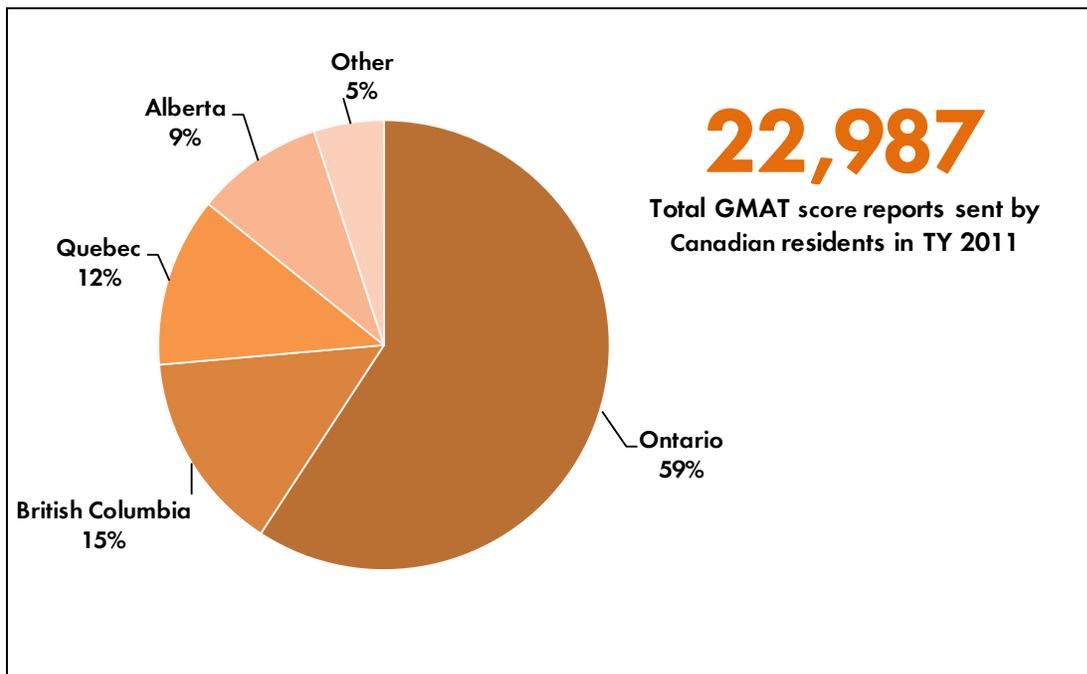
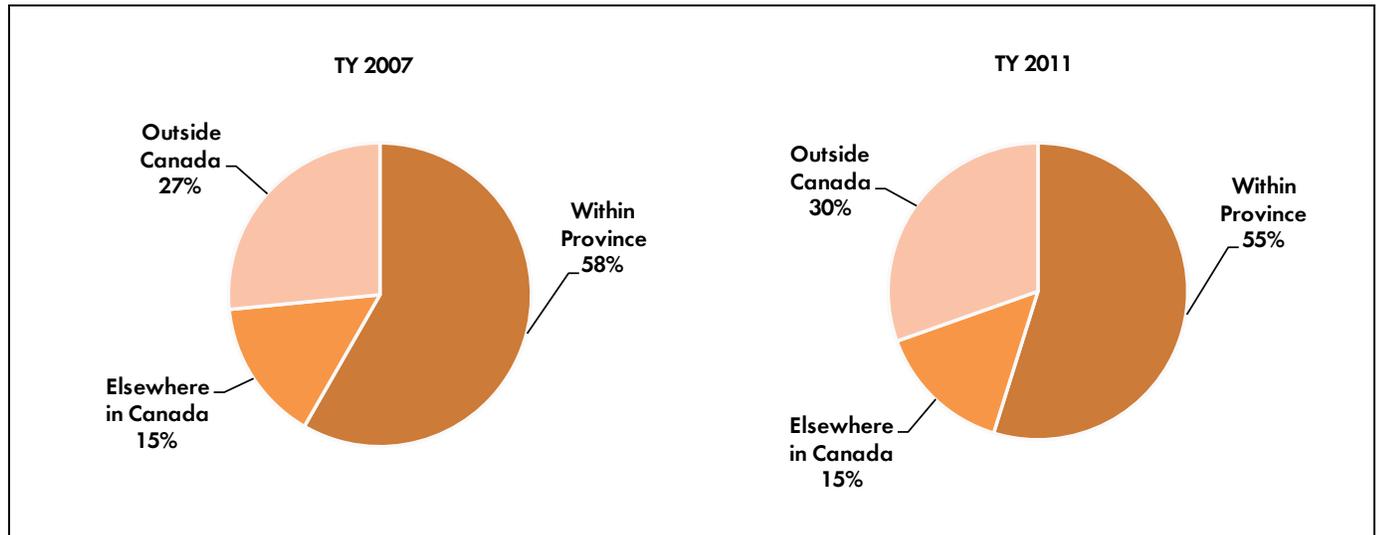


Figure 5. Percentage of GMAT® Scores Sent by Canadian Residents in TY 2011



Canadian residents sent 70 percent of their GMAT[®] score reports to business schools in Canada during TY 2011. The majority of these scores (55%) were sent to schools within an examinee’s province of residence and 15 percent were sent elsewhere in Canada (Figure 6). The remaining 30 percent went to international programs in TY 2011, up from 27 percent in TY 2007.

Figure 6. Score Report Destinations for Canadian Residents, TY 2007 vs. TY 2011



Interest in regional programs varies considerably by Canadian province of residence (Table 2). Ontario residents, for example, sent 64 percent of their GMAT score reports to business schools in Ontario in TY 2011. In contrast, examinees residing in New Brunswick sent only 26 percent of their scores to provincial programs. Residents of British Columbia sent the greatest share of score reports outside of Canada in TY 2011 (38%), while Saskatchewan residents were least likely to send scores abroad (15%).

Table 2. Score-Sending Trends for GMAT[®] Examinees Residing in Canada, by Province

Province	TY 2007				TY 2011			
	Total Scores Sent	Within Province	Elsewhere in Canada	Outside Canada	Total Scores Sent	Within Province	Elsewhere in Canada	Outside Canada
Alberta	1,286	40.1%	36.0%	23.9%	2,110	32.6%	32.3%	35.2%
British Columbia	2,483	39.8%	24.4%	35.8%	3,314	38.0%	23.5%	38.4%
Manitoba	123	26.8%	40.7%	32.5%	225	33.8%	42.7%	23.6%
New Brunswick	152	16.4%	63.8%	19.7%	135	25.9%	56.3%	17.8%
Newfoundland	119	47.9%	47.9%	4.2%	176	51.7%	27.3%	21.0%
Nova Scotia	392	53.6%	27.8%	18.6%	384	48.2%	34.4%	17.4%
Ontario	12,147	64.9%	8.5%	26.6%	13,607	63.8%	7.6%	28.6%
Quebec	2,749	60.6%	17.5%	21.9%	2,801	53.4%	15.5%	31.1%
Saskatchewan	135	29.6%	48.1%	22.2%	179	46.4%	38.5%	15.1%
Other	17	0.0%	88.2%	11.8%	56	0.0%	87.5%	12.5%
All Canadian Residents	19,603	58.3%	15.2%	26.6%	22,987	54.8%	14.8%	30.4%

All Canadian Residents

GMAT testing by Canadian residents fell slightly in TY 2011, but remains 23 percent higher than it was in TY 2007. During this period, the proportion of exams taken by women grew from 38 percent to 40 percent. The number of younger prospective students taking the GMAT exam also increased, with those younger than 25 representing 33 percent of Canadian testing in TY 2011, up from 29 percent four years prior (*Figure 7*).

Although study opportuni-

ties in Canada remain the preferred choice, the share of score reports Canadian residents sent to domestic institutions fell from 73 percent in TY 2007 to 70 percent in TY 2011 (*Table 3*). Growing interest in programs located in the United Kingdom and France helps explain this proportional shift. Because of overall testing growth, however, Canadian residents sent a greater total number of score reports to each of their top score-sending destinations in TY 2011 than they did in TY 2007.

Figure 7. GMAT® Exams Taken by Canadian Residents

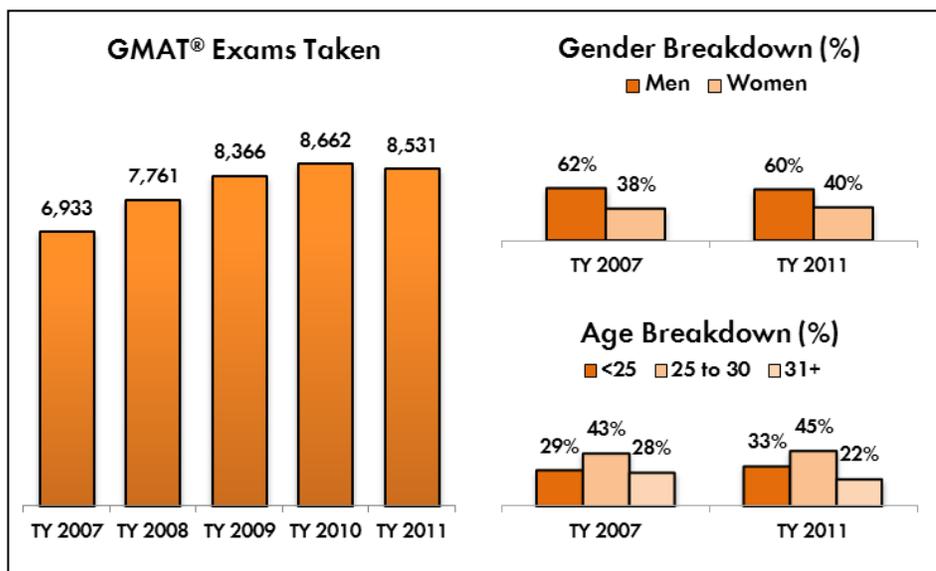


Table 3. Top 10 Countries or Regions to Which Canadian Residents Sent GMAT® Score Reports *

TY 2007			TY 2011		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Canada	14,398	73.45%	1. Canada	15,994	69.58%
2. United States	4,051	20.67%	2. United States	4,800	20.88%
3. United Kingdom	373	1.90%	3. United Kingdom	725	3.15%
4. France	309	1.58%	4. France	585	2.54%
5. Spain	85	0.43%	5. Spain	165	0.72%
6. Hong Kong	61	0.31%	6. Hong Kong	150	0.65%
7. India	58	0.30%	7. Switzerland	75	0.33%
8. Switzerland	57	0.29%	8. Australia	69	0.30%
9. Netherlands	37	0.19%	9. India	66	0.29%
10. Australia	36	0.18%	10. Netherlands	64	0.28%
Total Scores Sent	19,603	100%	Total Scores Sent	22,987	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.8 in TY 2007; 2.7 in TY 2011.

Canada was the preferred score-sending destination in TY 2011 for all demographic groups residing in Canada (Table 4). Older examinees, however, were the most likely to direct their GMAT score reports to Canadian schools (78%). Men residing in Canada sent a greater number of score reports on average when compared with women (2.8 vs. 2.5). They also sent a greater share of their scores to US programs (22% vs. 19%).

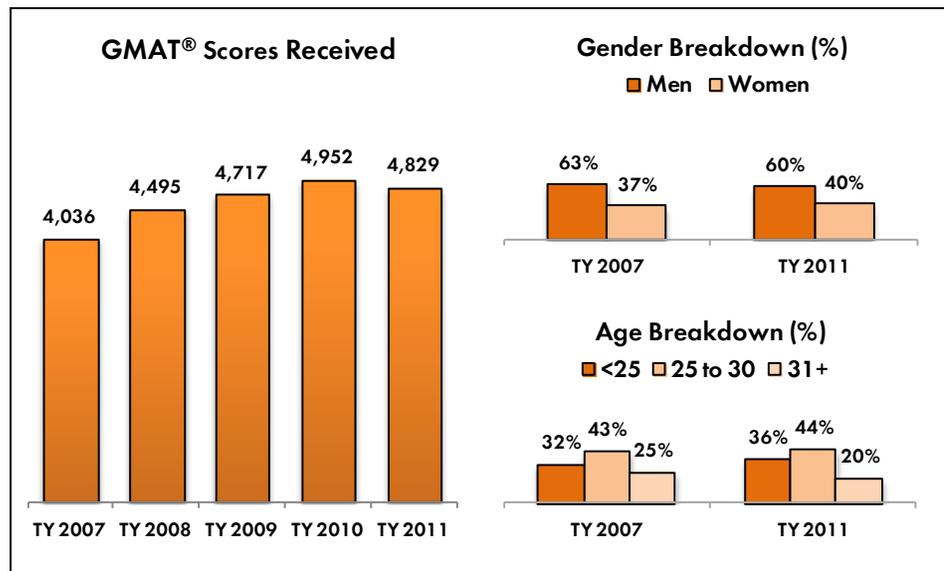
Table 4. TY 2011 Detailed Examinee Characteristics for Canadian Residents

Examinee Characteristics	GMAT Exam Data		Score Sending Data		
	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	8,531 (100%)	553	22,987 (100%)	2.7	1. Canada 70% 2. United States 21% 3. United Kingdom 3%
Gender Breakdown					
Women	3,386 (40%)	539	8,495 (37%)	2.5	1. Canada 71% 2. United States 19% 3. France 3%
Men	5,145 (60%)	562	14,492 (63%)	2.8	1. Canada 69% 2. United States 22% 3. United Kingdom 3%
Age Breakdown					
Younger than 25	2,795 (33%)	568	7,279 (32%)	2.6	1. Canada 66% 2. United States 23% 3. United Kingdom 4%
25 to 30	3,841 (45%)	559	11,159 (49%)	2.9	1. Canada 69% 2. United States 21% 3. United Kingdom 3%
31 and older	1,895 (22%)	516	4,549 (20%)	2.4	1. Canada 78% 2. United States 16% 3. United Kingdom 2%

Canadian Residents: Ontario

Residents of Ontario took 4,829 GMAT exams in TY 2011, which represented more than half of total GMAT testing in Canada for the year. Since TY 2007, the share of GMAT exams taken by women in Ontario has grown to 40 percent and the prospective student pipeline in Ontario has become somewhat younger. The share of examinees under the age of 25 increased to 36 percent of total exams taken in TY 2011, marking the largest share of examinees in this age demographic across Canada (Figure 8).

Figure 8. GMAT® Exams Taken by Ontario Residents



Ontarian residents sent 71 percent of their GMAT score reports to Canadian schools in TY 2011, down from 73 percent in TY 2007. In spite of the slight decline, this level still represents the greatest interest in domestic programs among the four largest Canadian provinces (Table 5).

Table 5. Top 10 Countries or Regions to Which Ontario Residents Sent GMAT® Score Reports*

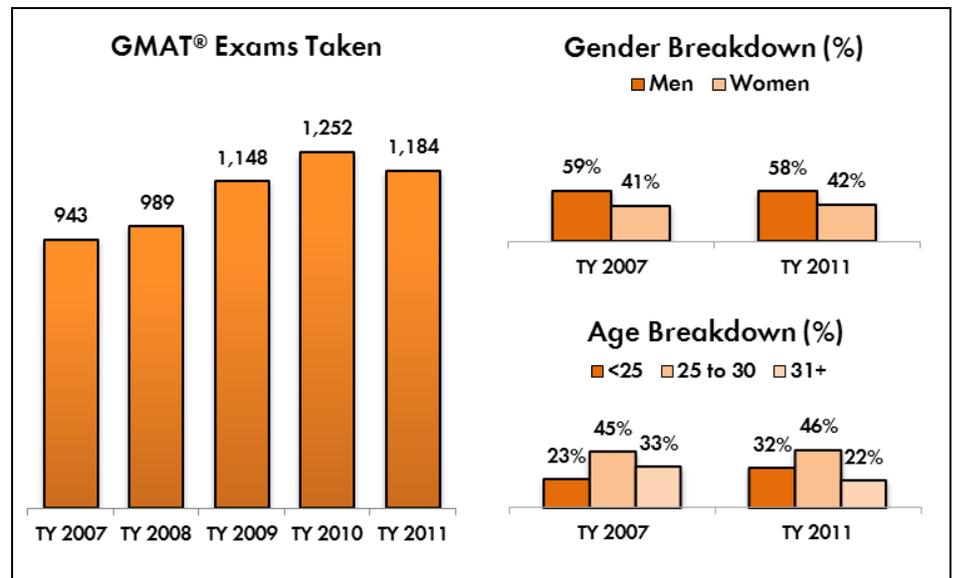
TY 2007			TY 2011		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Canada	8,920	73.43%	1. Canada	9,715	71.40%
2. United States	2,539	20.90%	2. United States	2,797	20.56%
3. United Kingdom	247	2.03%	3. United Kingdom	410	3.01%
4. France	166	1.37%	4. France	286	2.10%
5. India	48	0.40%	5. Spain	81	0.60%
6. Spain	45	0.37%	6. Hong Kong	59	0.43%
7. Hong Kong	31	0.26%	7. India	38	0.28%
8. Switzerland	28	0.23%	8. Australia	37	0.27%
9. Netherlands	23	0.19%	8. Netherlands	37	0.27%
10. China	21	0.20%	10. Switzerland	36	0.26%
Total Scores Sent	12,147	100%	Total Scores Sent	13,607	100%

*Based on number of score reports received. Average score reports sent per exam taken: 3.0 in TY 2007; 2.8 in TY 2011.

Canadian Residents: British Columbia

GMAT testing by residents of British Columbia reached 1,184 exams in TY 2011, up 26 percent from the 943 exams taken in TY 2007. Much of this growth reflects an emerging younger examinee cohort. The share of exams taken by residents of British Columbia who were younger than 25 increased from 23 percent to 32 percent over the five-year period (Figure 9). The share of exams taken by women in British Columbia (42% in TY 2011) was the greatest in Canada.

Figure 9. GMAT® Exams Taken by British Columbia Residents



Compared with other Canadian provinces, residents of British Columbia sent the lowest share of GMAT score reports (62%) to Canadian programs in TY 2011. Provincial residents led the country in demand for US business schools, which captured 27 percent of scores sent by British Columbian residents. The share of score reports sent both to Canada and the United States fell somewhat between TY 2007 and TY 2011 as BC residents increased score-sending to programs located in the United Kingdom, France, and Hong Kong (Table 6).

Table 6. Top 10 Countries or Regions to Which British Columbia Residents Sent GMAT® Score Reports*					
TY 2007			TY 2011		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Canada	1,594	64.20%	1. Canada	2,040	61.56%
2. United States	725	29.20%	2. United States	887	26.77%
3. France	42	1.69%	3. United Kingdom	108	3.26%
4. United Kingdom	42	1.69%	4. France	71	2.14%
5. Hong Kong	19	0.77%	5. Hong Kong	68	2.05%
6. Switzerland	13	0.52%	6. Spain	29	0.88%
7. Spain	10	0.40%	7. China	23	0.69%
8. Australia	5	0.20%	8. Netherlands	15	0.45%
8. Singapore	5	0.20%	8. Switzerland	15	0.45%
10. India/ Italy	4	0.16%	10. Singapore	13	0.39%
Total Scores Sent	2,483	100%	Total Scores Sent	3,314	100%

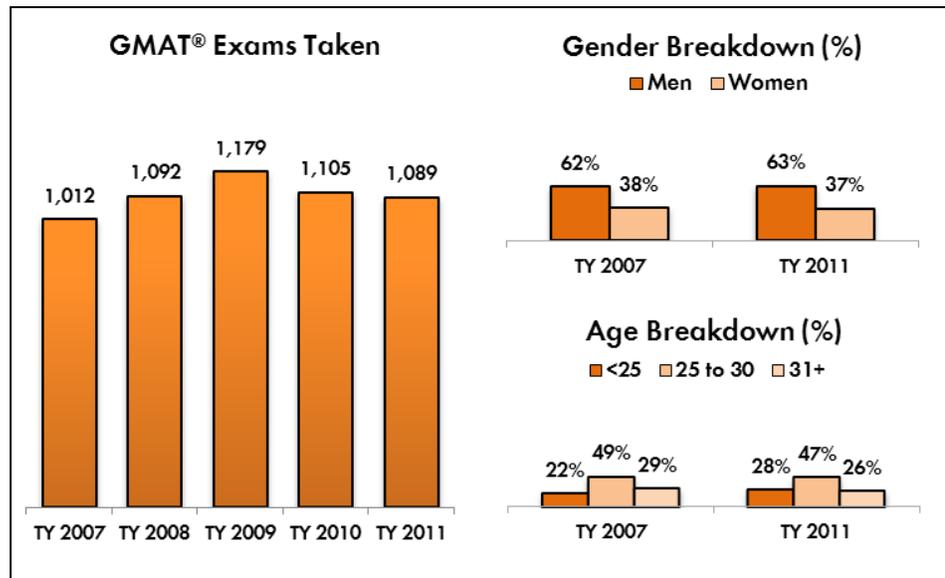
*Based on number of score reports received. Average score reports sent per exam taken: 2.6 in TY 2007; 2.8 in TY 2011.

Canadian Residents: Quebec

The number of GMAT exams taken by residents of Quebec remained relatively steady between TY 2007 and TY 2011. Over this period, the share of exams taken by individuals younger than 25 grew from 22 percent to 28 percent, while the proportion of exams taken by women was essentially unchanged (Figure 10).

Score-sending preferences of Quebec residents have shifted noticeably in recent years. The proportion of GMAT score reports sent to

Figure 10. GMAT® Exams Taken by Quebec Residents



programs in Canada fell from 78 percent in TY 2007 to 69 percent in TY 2011 (Table 7). Growing interest in programs located in the United States, France, and the United Kingdom largely offset this proportional shift. Given that the official language of Quebec is French, it is not surprising that interest for study opportunities in France (5% of score reports in TY 2011) is the highest of any Canadian province.

Table 7. Top 10 Countries or Regions to Which Quebec Residents Sent GMAT® Score Reports*

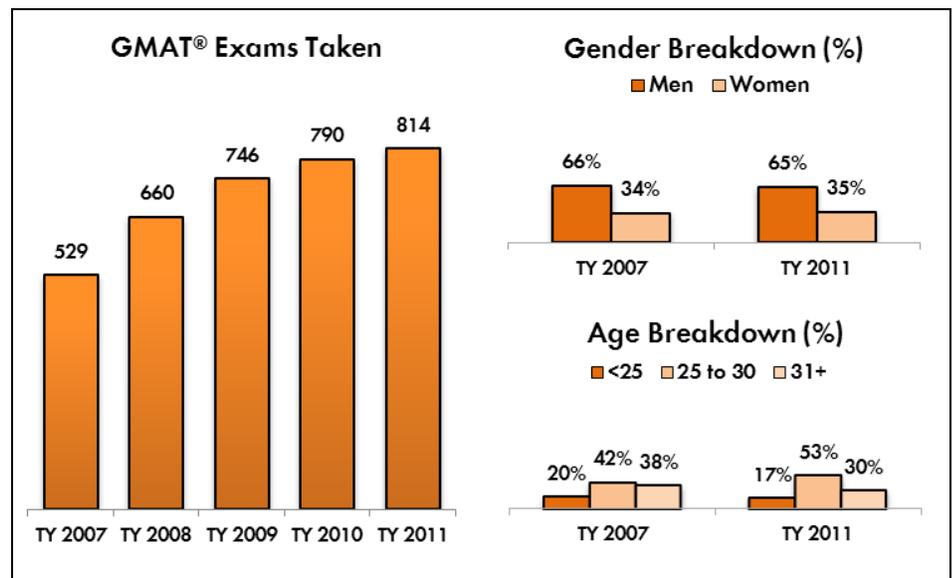
TY 2007			TY 2011		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Canada	2,147	78.10%	1. Canada	1,931	68.94%
2. United States	384	13.97%	2. United States	454	16.21%
3. France	80	2.91%	3. France	153	5.46%
4. United Kingdom	59	2.15%	4. United Kingdom	111	3.96%
5. Spain	25	0.91%	5. Spain	32	1.14%
6. Switzerland	12	0.44%	6. Switzerland	18	0.64%
7. Netherlands	7	0.25%	7. Italy	11	0.39%
8. Australia	6	0.22%	7. Sweden	11	0.39%
9. Israel	5	0.18%	9. Singapore	10	0.36%
10. China/Hong Kong/ India/Mexico	3	0.11%	10. Netherlands	8	0.29%
Total Scores Sent	2,749	100%	Total Scores Sent	2,801	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.7 in TY 2007; 2.6 in TY 2011.

Canadian Residents: Alberta

The number of GMAT exams taken by residents of Alberta reached a five-year high of 814 in TY 2011. Since TY 2007, the demographic breakdown of examinees by gender has been relatively constant. In contrast to national trends, the share of exams taken by those younger than 25 dropped slightly to 17 percent in TY 2011, the lowest level in Canada (*Figure 11*). In fact, over the five-year period, the share of exams taken by Alberta residents 25 to 30 years old grew to 53 percent of total testing for the region.

Figure 11. GMAT® Exams Taken by Alberta Residents



Nearly two-thirds (65%) of GMAT score reports sent by Alberta residents in TY 2011 went to Canadian schools, down from 76 percent in TY 2007. Over the five-year period, student interest in US programs grew, reflected in the increase in score reports sent to the United States—from 19 percent in TY 2007 to 25 percent in TY 2011. Although compared with low levels in TY 2007, Albertan residents also sent significantly more score reports to the United Kingdom and France in TY 2011 (*Table 8*).

Table 8. Top 10 Countries or Regions to Which Alberta Residents Sent GMAT® Score Reports*

TY 2007			TY 2011		
Country/Region**	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Canada	979	76.13%	1. Canada	1,368	64.83%
2. United States	250	19.44%	2. United States	520	24.64%
3. France	16	1.24%	3. United Kingdom	66	3.13%
4. United Kingdom	13	1.01%	4. France	60	2.84%
5. Australia	7	0.54%	5. Spain	19	0.90%
6. Netherlands	4	0.31%	6. Hong Kong	12	0.57%
7. Hong Kong	3	0.23%	7. Australia	10	0.47%
7. India	3	0.23%	8. India	8	0.38%
9. Singapore/Spain/ Switzerland	2	0.16%	9. China	7	0.33%
			9. Germany	7	0.33%
Total Scores Sent	1,286	100%	Total Scores Sent	2,110	100%

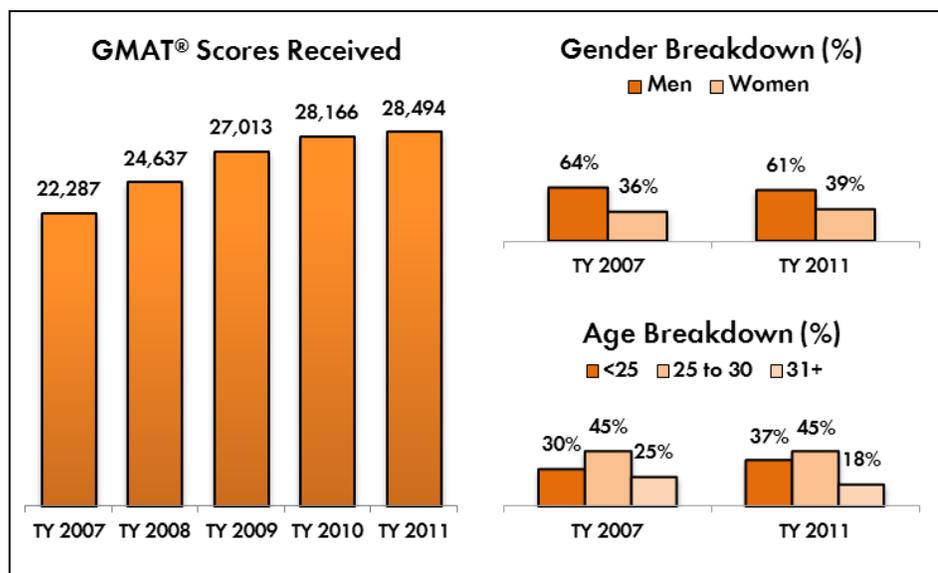
*Based on number of score reports received. Average score reports sent per exam taken: 2.4 in TY 2007; 2.6 in TY 2011.

**Countries receiving fewer than two score reports not shown.

Canada as a Global Study Destination

Graduate management programs in Canada received 28,494 GMAT score reports from prospective students around the world in TY 2011, a five-year high and a 28 percent increase when compared with TY 2007 (Figure 12). Thirty-nine percent of all score reports received in TY 2011 came from women, up from 36 percent in TY 2007. Younger candidates made up a larger share of score senders to Canada in TY 2011. The proportion of all GMAT score reports received by Canadian institutions from examinees younger than 25 grew from 30 percent in TY 2007 to 37 percent in TY 2011.

Figure 12. GMAT® Score Reports Received by Canadian Programs



Canadian business programs have a global network of prospective students interested in studying on their campuses. Non-Canadian citizens represented 57 percent of all GMAT score reports sent to Canada in TY 2011, up from 49 percent in TY 2007. Chinese and Indian citizens accounted for 32 percent of all scores sent to Canada in TY 2011. Iranian, Pakistani, and Nigerian examinees also sent a large number of score reports to Canadian programs (Table 9).

Table 9. Top 10 Citizenship Groups That Sent GMAT® Scores to Canadian Programs*

TY 2007			TY 2011		
Country of Citizenship	Scores Sent	Percentage	Country of Citizenship	Scores Sent	Percentage
1. Canada	11,334	50.85%	1. Canada	12,319	43.23%
2. China	2,887	12.95%	2. China	4,972	17.45%
3. India	2,744	12.31%	3. India	4,267	14.98%
4. Pakistan	491	2.20%	4. Iran	737	2.59%
5. United States	371	1.66%	5. Pakistan	570	2.00%
6. Nigeria	314	1.41%	6. Nigeria	528	1.85%
7. Mexico	291	1.31%	7. United States	449	1.58%
8. Iran	245	1.10%	8. Bangladesh	375	1.32%
9. Lebanon	205	0.92%	9. Mexico	268	0.94%
10. France	163	0.73%	10. Saudi Arabia	225	0.79%
Total Scores Sent	22,287	100%	Total Scores Sent	28,494	100%

*Based on number of score reports sent.

Schools in each Canadian province shown in *Table 10* received more GMAT score reports in TY 2011 than they did in TY 2007. The majority of scores sent to Canada in TY 2011 (62%) were directed to management programs in Ontario. Between TY 2007 and TY 2011, British Columbia surpassed Quebec as the second largest Canadian destination for GMAT score reports. Unlike all other Canadian provinces in TY 2011, schools in Nova Scotia received a majority of GMAT score reports from Canadian citizens.

Table 10. Canadian Provinces Receiving Score Reports From All GMAT® Examinees*

TY 2007			TY 2011		
Province	Scores Received	Percentage	Province	Scores Received	Percentage
1. Ontario	13,720	61.56%	1. Ontario†	17,622	61.84%
2. Quebec†	3,481	15.62%	2. British Columbia†	4,070	14.28%
3. British Columbia†	2,839	12.74%	3. Quebec†	3,527	12.38%
4. Alberta	1,210	5.43%	4. Alberta†	1,600	5.62%
5. Nova Scotia	545	2.45%	5. Nova Scotia	673	2.36%
6. Manitoba†	159	0.71%	6. Saskatchewan†	345	1.21%
7. Saskatchewan†	124	0.56%	7. Newfoundland & Labrador†	250	0.88%
8. New Brunswick†	123	0.55%	8. Manitoba†	248	0.87%
9. Newfoundland & Labrador	86	0.39%	9. New Brunswick†	159	0.56%
Total score reports:	22,287	100%	Total score reports:	28,494	100%

* Ranking based on number of score reports received.

† Indicates that the majority of score reports received came from non-Canadian citizens.

US Testing Environment TY 2007–TY 2011

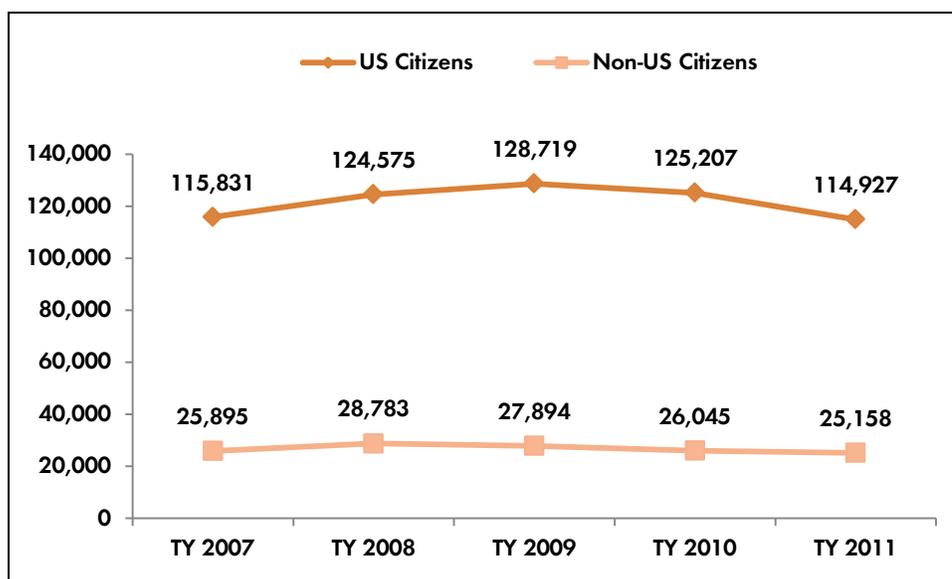
Recent GMAT test-taking by US residents has followed a pattern observed since the 1980s. Coinciding with challenging economic times, the number of students in the United States taking the GMAT exam increased through TY 2009 (Table 11). Since then, as the US economy has slowly recovered, GMAT testing in the country has returned to pre-recessionary levels and has now stabilized. Prospective students living in the Northeast took the greatest number of GMAT exams in TY 2011 followed by students in the South, West, and Midwest regions. For a complete listing of the US states represented in each region, please refer to Appendix A.

US Region	TY 2007	TY2008	TY2009	TY2010	TY 2011	Percentage of all TY 2011
1. Northeast	29,549	31,989	32,915	32,706	30,015	21.43%
2. South	27,493	29,965	30,737	29,426	27,170	19.40%
3. West	27,817	30,898	32,092	29,562	27,081	19.33%
4. Midwest	27,878	29,041	29,400	28,608	26,689	19.05%
5. Southwest	14,302	15,484	16,280	16,093	15,414	11.00%
6. Middle Atlantic	14,554	15,864	15,057	14,781	13,621	9.72%
7. Armed Forces (US Military Bases)	132	117	132	76	95	0.07%
Total Number of Exams Taken	141,726*	153,358	156,613	151,252	140,085	100%

*Row counts do not sum to column total due to one missing case in TY 2007.

Of the 140,085 GMAT exams taken by US residents in TY 2011, 25,158 exams (18%) were taken by non-US citizens (Figure 13). This is approximately the same proportion observed since TY 2007.

Figure 13. GMAT Exams Taken by US Residents, TY 2007 to TY 2011



Score-Sending Behavior by US Region

Residents of the United States sent an average of 2.8 GMAT score reports per exam taken in TY 2011, slightly fewer than the 2.9 average recorded in TY 2007 (Figure 14). Prospective students residing in the West and Middle Atlantic sent the greatest average number of score reports (3.0) and candidates residing in the Southwest sent the fewest (2.7). In total, US residents sent 397,509 GMAT score reports to global business schools in TY 2011 (Figure 15).

The following pages highlight GMAT test-taking and score-sending patterns for US examinees by region of residence:

- Northeast (84,182 GMAT score reports sent in TY 2011)
- West (81,095)
- South (75,137)
- Midwest (74,714)
- Southwest (41,647)
- Middle Atlantic (40,242)

Figure 14. Average Number of GMAT® Score Reports Sent by US Examinees

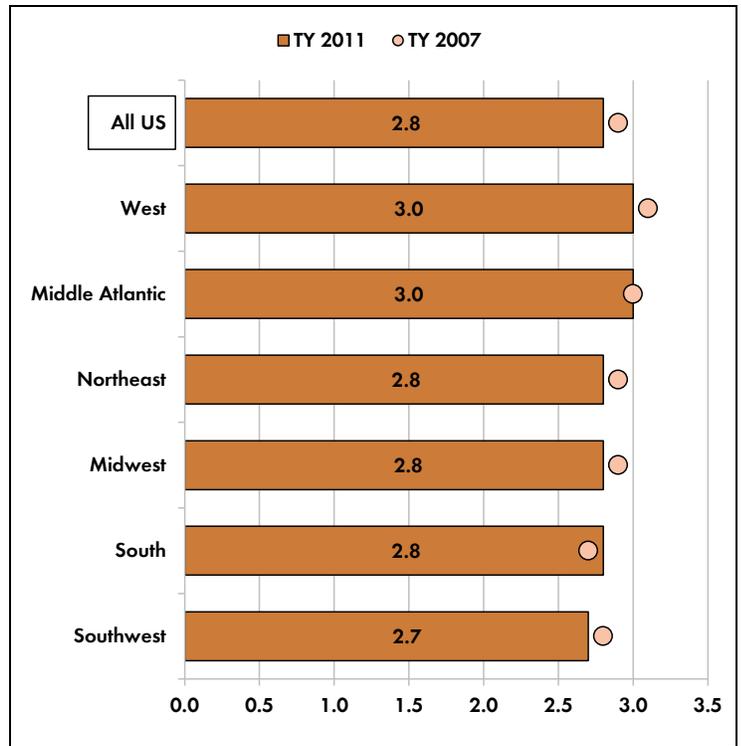


Figure 15. Percentage of GMAT® Scores Sent by US Residents in TY 2011

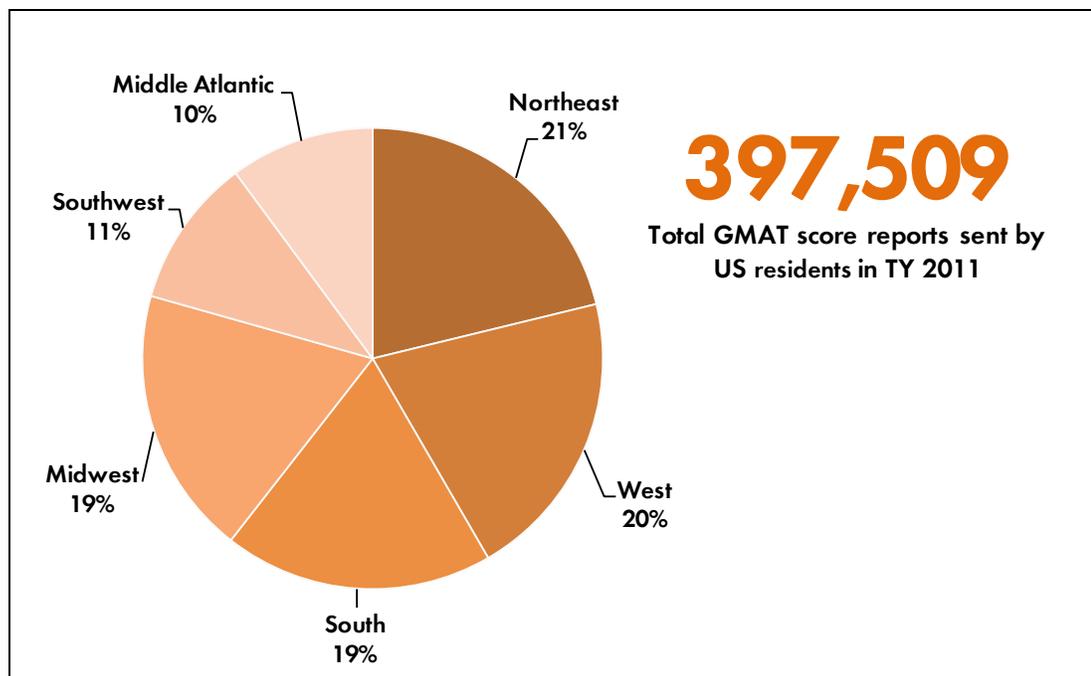
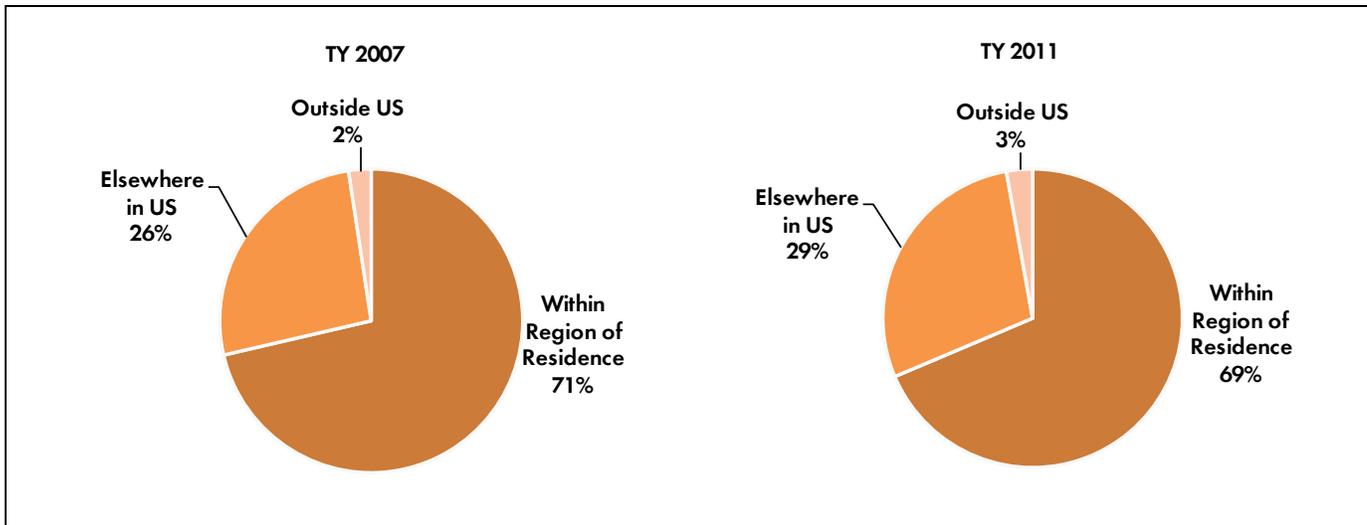


Figure 16 shows that 97 percent of all GMAT score reports sent by US residents in TY 2011 were directed to management programs in the United States. Although this represents a slight drop from 98 percent sent in TY 2007, it is clear that US residents remain overwhelmingly attracted to domestic programs. The share of score reports sent by US residents to programs within their region of residence fell from 71 percent in TY 2007 to 69 percent in TY 2011 as more examinees searched for programs elsewhere in the United States.

Figure 16. GMAT® Score Report Destinations for US Residents



Residents of the US South sent most of their GMAT score reports to programs within their region of residence (75% in TY 2011) while Middle Atlantic residents sent the greatest share of score reports to study opportunities in other US regions (39%) (Table 12). Residents in the US West sent the greatest number of score reports internationally (3.6%).

Table 12. Score Report Trends for GMAT® Examinees Residing in the United States*

Examinee Residence	TY 2007				TY 2011			
	Total Scores Sent	Within Region	Elsewhere in US	Outside US	Total Scores Sent	Within Region	Elsewhere in US	Outside US
Middle Atlantic	44,285	61.0%	36.2%	2.8%	40,424	57.6%	39.1%	3.3%
Midwest	80,649	75.7%	22.4%	1.9%	74,714	70.9%	26.8%	2.3%
Northeast	86,579	71.6%	25.4%	3.0%	84,182	69.7%	26.8%	3.4%
South	75,290	76.6%	22.0%	1.4%	75,137	74.7%	23.5%	1.8%
Southwest	40,370	69.5%	28.3%	2.2%	41,647	68.7%	28.8%	2.5%
West	86,246	69.0%	28.0%	3.0%	81,095	65.3%	31.2%	3.6%
All US Residents	413,869	71.4%	26.3%	2.4%	397,509	68.6%	28.6%	2.8%

*Regional totals do not sum to US total due to examinees residing on US military bases, which are not classified in these regions.

All US Residents

GMAT exams taken by US residents totaled 140,085 in TY 2011 (*Figure 17*). During the five-year period analyzed, the demographic characteristics of GMAT examinees in the United States remained relatively stable, with the share of exams taken by those younger than 25 increasing slightly to 41 percent from 37 percent in TY 2007.

The vast majority of US residents (97%) sent their GMAT score reports to US institutions in TY 2011, essentially the same level recorded four years ago

(*Table 13*). For US candidates sending scores outside of the country, the leading score-report destinations were the United Kingdom, France, and India. By TY 2011, Hong Kong and the Netherlands replaced Australia and Italy on the top 10 score-sending list for US residents.

Figure 17. GMAT® Exams Taken by US Residents

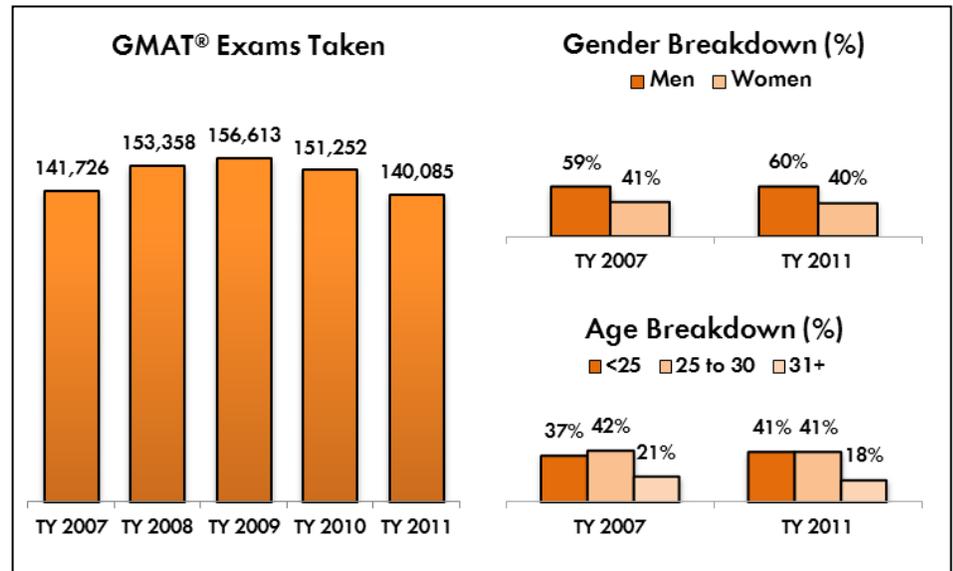


Table 13. Top 10 Countries or Regions to Which US Residents Sent GMAT® Score Reports*

TY 2007			TY 2011		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	403,971	97.61%	1. United States	386,304	97.18%
2. United Kingdom	2,741	0.66%	2. United Kingdom	3,044	0.77%
3. France	1,557	0.38%	3. France	1,802	0.45%
4. India	1,395	0.34%	4. India	1,547	0.39%
5. Canada	1,049	0.25%	5. Canada	1,089	0.27%
6. Spain	842	0.20%	6. Spain	953	0.24%
7. Switzerland	364	0.09%	7. Hong Kong	402	0.10%
8. Singapore	212	0.05%	8. Singapore	304	0.08%
9. Australia	201	0.05%	9. Switzerland	267	0.07%
10. Italy	188	0.05%	10. Netherlands	211	0.05%
Total Scores Sent	413,869	100%	Total Scores Sent	397,509	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.9 in TY 2007; 2.8 in TY 2011.

Tables 14 and 15 show top domestic score-sending destinations and demographic breakdowns for US examinees. Because the United States is the primary study destination for US residents, the remaining analysis will focus on the top US states to which residents sent GMAT® scores reports.

Table 14. Top 10* Domestic Score-Sending Destinations for US Residents

TY 2007			TY 2011		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. California	55,898	13.51%	1. California	49,354	12.42%
2. New York	42,409	10.25%	2. New York	42,448	10.68%
3. Massachusetts	30,444	7.36%	3. Texas	30,703	7.72%
4. Illinois	30,134	7.28%	4. Massachusetts	30,583	7.69%
5. Texas	27,364	6.61%	5. Illinois	27,207	6.84%
6. Pennsylvania	23,361	5.64%	6. Pennsylvania	21,201	5.33%
7. Florida	17,080	4.13%	7. North Carolina	16,216	4.08%
8. North Carolina	16,276	3.93%	8. Florida	16,215	4.08%
9. Georgia	13,198	3.19%	9. Georgia	12,569	3.16%
10. Michigan	11,860	2.87%	10. Ohio	9,920	2.50%
Total Scores Sent to US	403,971	97.61%	Total Scores Sent to US	386,304	97.18%
Total Scores Sent Outside US	9,898	2.39%	Total Scores Sent Outside US	11,205	2.82%
Total Scores Sent	413,869	100%	Total Scores Sent	397,509	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.9 in TY 2007; 2.8 in TY 2011.

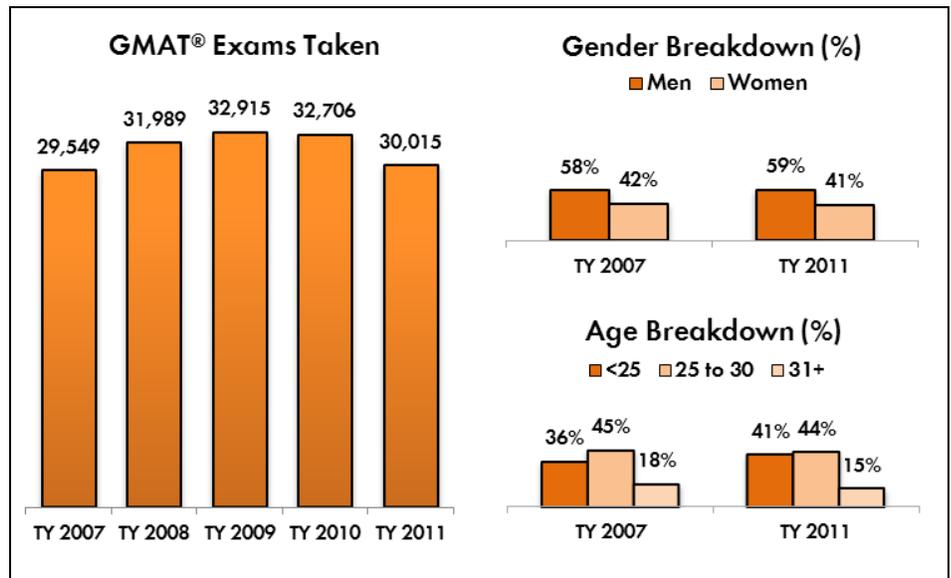
Table 15. TY 2011 Detailed Examinee Characteristics for US Residents

Examinee Characteristics	GMAT Exam Data		Score Sending Data		
	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	140,085 (100%)	528	397,509 (100%)	2.8	1. California 12% 2. New York 11% 3. Texas 8%
Gender Breakdown					
Women	56,260 (40%)	505	149,672 (38%)	2.7	1. California 13% 2. New York 11% 3. Texas 8%
Men	83,825 (60%)	544	247,837 (62%)	3.0	1. California 12% 2. New York 10% 3. Massachusetts 8%
Age Breakdown					
Younger than 25	56,981 (41%)	524	155,139 (39%)	2.7	1. New York 11% 2. California 10% 3. Texas 8%
25 to 30	57,381 (41%)	544	176,215 (44%)	3.1	1. California 15% 2. New York 11% 3. Massachusetts 9%
31 and older	25,723 (18%)	502	66,155 (17%)	2.6	1. California 13% 2. New York 9% 3. Texas 8%

US Residents: Northeast

The US Northeast is home to the greatest number of GMAT candidates in the United States. Women sat for 41 percent of the region’s 30,015 exams in TY 2011. Although the gender distribution was similar in both TY 2007 and TY 2011, examinees’ age distribution shifted notably. The share of GMAT exams taken by residents of the Northeast younger than 25 grew from 36 percent to 41 percent over the five-year period (Figure 18).

Figure 18. GMAT® Exams Taken by Northeastern Residents



The top eight states to which residents of the Northeast sent GMAT score reports were the same in TY 2007 and TY 2011 (Table 16). Schools in New York and Massachusetts, the top score-sending destinations, collectively received 56 percent of scores that regional residents sent in both years analyzed. California (fifth in TY 2011) and Illinois (seventh) were the only top destinations not located on the East Coast.

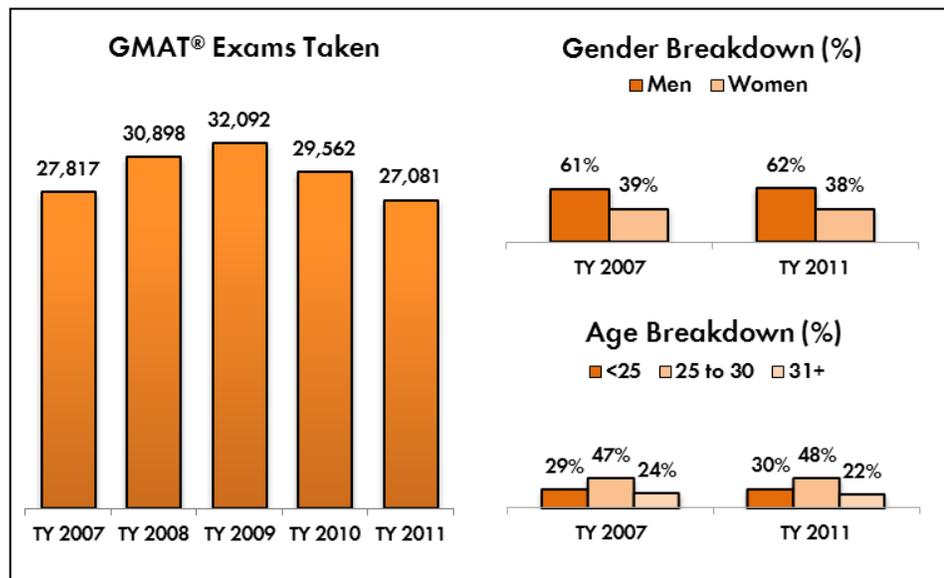
Table 16. Top 10 GMAT® Score-Sending Destinations for Residents of US Northeast*					
TY 2007			TY 2011		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. New York	30,741	35.51%	1. New York	30,435	36.15%
2. Massachusetts	18,116	20.92%	2. Massachusetts	16,818	19.98%
3. New Jersey	6,324	7.30%	3. New Jersey	5,748	6.83%
4. Pennsylvania	5,326	6.15%	4. Pennsylvania	4,834	5.74%
5. California	5,001	5.78%	5. California	4,824	5.73%
6. Connecticut	4,084	4.72%	6. Connecticut	3,435	4.08%
7. Illinois	3,023	3.49%	7. Illinois	3,152	3.74%
8. North Carolina	1,547	1.79%	8. North Carolina	1,601	1.90%
9. New Hampshire	1,364	1.58%	9. District of Columbia	1,121	1.33%
10. Rhode Island	998	1.15%	10. New Hampshire	1,073	1.27%
Total scores sent to US	83,945	96.96%	Total Scores Sent to US	81,281	96.55%
Total scores sent outside US	2,634	3.04%	Total Scores Sent Outside US	2,901	3.45%
Total Scores Sent	86,579	100%	Total Score Sent	84,182	100%

* Based on number of score reports received. Average score reports sent per exam taken 2.9 in TY 2007; 2.8 in TY 2011.

US Residents: West

The number of GMAT exams taken by residents of the US West totaled 27,081 in TY 2011. Since TY 2007, the gender and age distributions of regional prospects have remained nearly identical (Figure 19). Compared with the rest of the United States, however, the GMAT pipeline in the West is unique. Western residents have the lowest share of women taking the exam (38% in TY 2011) and a significantly smaller share of candidates younger than 25 (30%).

Figure 19. GMAT® Exams Taken by Residents of US West



Despite losing market share between TY 2007 and TY 2011, California remains the top destination for score senders residing in the US West (Table 17). Several states on the list, including Colorado, Massachusetts, New York, Oregon, Texas, and Utah, all received more score reports from Western residents in TY 2011 than they did in TY 2007. Residents of the US West sent more score reports abroad (4%) than examinees in any other US region.

Table 17. Top 10 GMAT® Score-Sending Destinations for Residents of US West*

TY 2007			TY 2011		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. California	42,091	48.80%	1. California	35,331	43.57%
2. Washington	5,390	6.25%	2. Washington	4,822	5.95%
3. Massachusetts	4,236	4.91%	3. Massachusetts	4,623	5.70%
4. Colorado	4,084	4.74%	4. Colorado	4,267	5.26%
5. Utah	3,926	4.55%	5. Utah	4,240	5.23%
6. New York	3,809	4.42%	6. New York	3,866	4.77%
7. Illinois	3,076	3.57%	7. Illinois	2,949	3.64%
8. Pennsylvania	2,831	3.28%	8. Pennsylvania	2,637	3.25%
9. Oregon	1,974	2.29%	9. Oregon	2,090	2.58%
10. Texas	1,265	1.47%	10. Texas	1,793	2.21%
Total Scores Sent to US	83,694	97.04%	Total Scores Sent to US	78,207	96.44%
Total Scores Sent Outside US	2,552	2.96%	Total Scores Sent Outside US	2,888	3.56%
Total Scores Sent	86,246	100%	Total Scores Sent	81,095	100%

* Based on number of score reports received. Average score reports sent per exam taken: 3.1 in TY 2007; 3.0 in TY 2011.

US Residents: South

Of the 27,170 GMAT exams taken by residents of the US South in TY 2011, 43 percent were taken by women (Figure 20). This was the highest percentage of women taking the GMAT exam for any US region or Canadian province. The proportion of exams taken in the US South by students younger than 25 (48% in TY 2011) is also the greatest of any North American region.

Although Florida remains the primary score-sending destination for GMAT examinees residing in the

South, the share of score reports they sent to the state fell from 19 percent in TY 2007 to 17 percent in TY 2011 (Table 18). Southern residents directed the vast majority of their score reports to regional schools in both years analyzed. At just under 2 percent of scores sent in TY 2011, Southern residents were also the regional group least likely to send score reports internationally.

Figure 20. GMAT® Exams Taken by Residents of the US South

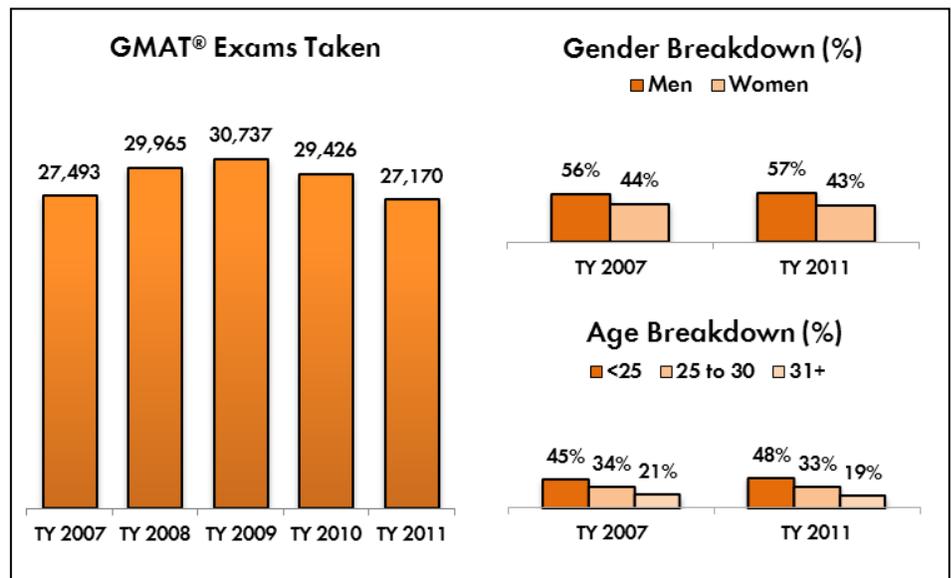


Table 18. Top 10 GMAT® Score-Sending Destinations for Residents of US South*

TY 2007			TY 2011		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. Florida	14,505	19.27%	1. Florida	12,943	17.23%
2. Georgia	11,425	15.17%	2. Georgia	10,894	14.50%
3. North Carolina	10,457	13.89%	3. North Carolina	10,268	13.67%
4. Tennessee	5,515	7.33%	4. Tennessee	5,520	7.35%
5. Alabama	4,663	6.19%	5. Alabama	4,557	6.06%
6. Louisiana	3,316	4.40%	6. Louisiana	3,711	4.94%
7. South Carolina	2,506	3.33%	7. South Carolina	2,679	3.57%
8. Mississippi	2,230	2.96%	8. Mississippi	2,437	3.24%
9. Kentucky	2,165	2.88%	9. Massachusetts	2,291	3.05%
10. Massachusetts	2,022	2.69%	10. Texas	2,028	2.70%
Total Scores Sent to US	74,269	98.64%	Total Scores Sent to US	73,815	98.24%
Total Scores Sent Outside US	1,021	1.36%	Total Scores Sent Outside US	1,322	1.76%
Total Scores Sent	75,290	100%	Total Scores Sent	75,137	100%

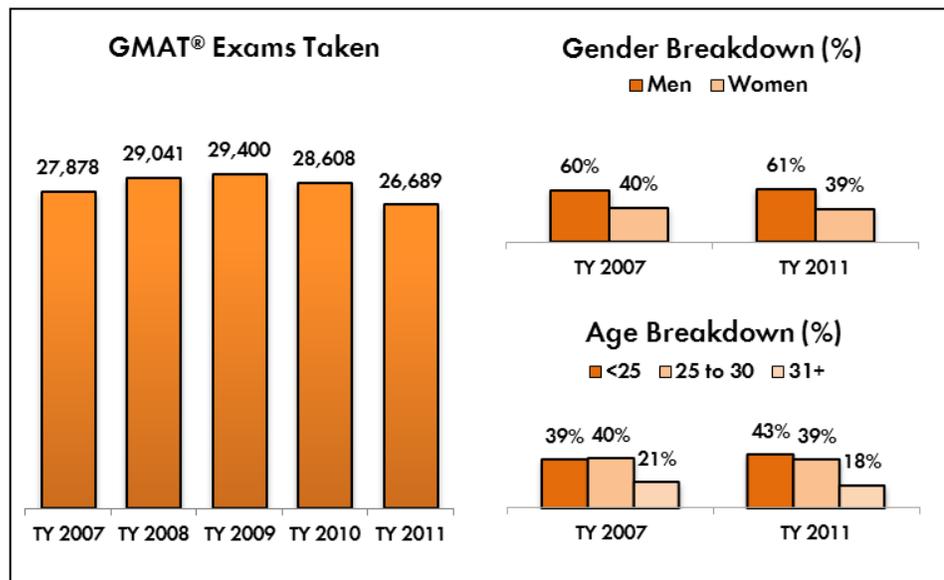
* Based on number of score reports received. Average score reports sent per exam taken: 2.7 in TY 2007; 2.8 in TY 2011.

US Residents: Midwest

Residents of the US Midwest sat for 26,689 GMAT exams in TY 2011 (Figure 21). Demographically, by age and gender, Midwestern test takers have remained in line with national averages since TY 2007.

Management programs located in the US Midwest captured the majority of GMAT score reports sent by Midwestern residents in TY 2011. Between TY 2007 and TY 2011, Ohio surpassed Michigan as the second most preferred destination behind Illinois (Table 19). California, the most preferred state outside of the region, ranked eighth in TY 2011 and captured 4 percent of score reports sent by Midwestern residents.

Figure 21. GMAT® Exams Taken by Residents of US Midwest



California, the most preferred state outside of the region, ranked eighth in TY 2011 and captured 4 percent of score reports sent by Midwestern residents.

Table 19. Top 10 GMAT® Score-Sending Destinations for Residents of US Midwest*

TY 2007			TY 2011		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. Illinois	19,536	24.22%	1. Illinois	16,935	22.67%
2. Michigan	9,065	11.24%	2. Ohio	7,949	10.64%
3. Ohio	8,784	10.89%	3. Michigan	7,120	9.53%
4. Missouri	5,074	6.29%	4. Indiana	4,564	6.11%
5. Indiana	5,012	6.21%	5. Missouri	4,456	5.96%
6. Minnesota	4,709	5.84%	6. Minnesota	3,496	4.68%
7. Wisconsin	3,470	4.30%	7. Wisconsin	3,319	4.44%
8. California	2,922	3.62%	8. California	3,241	4.34%
9. Massachusetts	2,468	3.06%	9. Massachusetts	2,981	3.99%
10. Iowa	2,153	2.67%	10. New York	2,304	3.08%
Total Scores Sent to US	79,121	98.11%	Total Scores Sent to US	73,010	97.72%
Total Scores Sent Outside US	1,528	1.89%	Total Scores Sent Outside US	1,704	2.28%
Total Scores Sent	80,649	100%	Total Scores Sent	74,714	100%

* Based on number of score reports received. Average score reports sent per exam taken: 2.9 in TY 2007; 2.8 in TY 2011.

US Residents: Southwest

Between TY 2007 and TY 2011, the number of GMAT exams taken by residents of the US Southwest grew by more than 1,000 (Figure 22). Although regional test taking is down since its recessionary peak of TY 2009, the five-year growth is the greatest of any US region in this report. During this period, the student characteristics of regional examinees have remained steady.

Southwestern residents—of whom 78 percent were Texans in TY 2011—continue to send the majority of their score reports to schools located in Texas (Table 20).

Figure 22. GMAT® Exams Taken by Residents of US Southwest

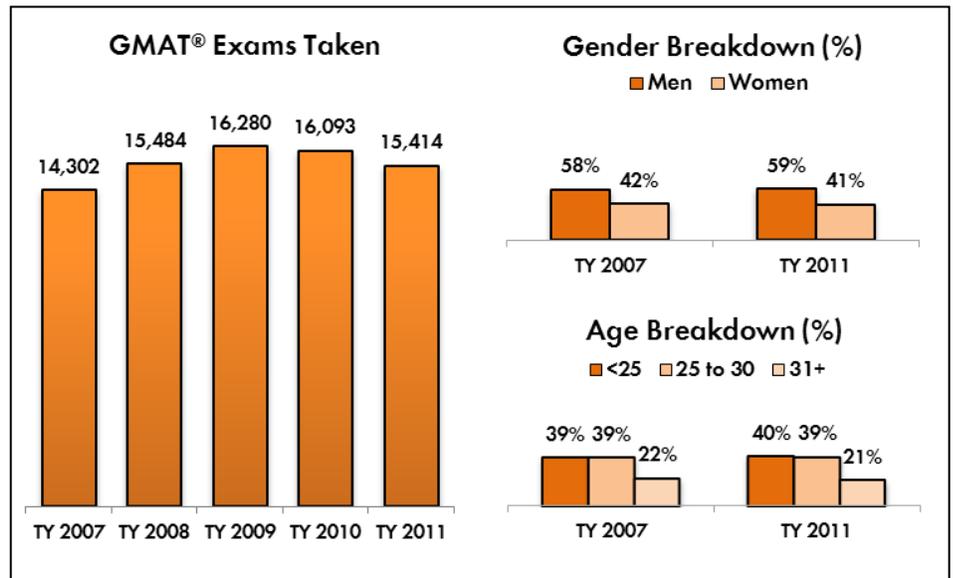


Table 20. Top 10 GMAT® Score-Sending Destinations for Residents of US Southwest*

TY 2007			TY 2011		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. Texas	22,218	55.04%	1. Texas	23,685	56.87%
2. Arizona	2,970	7.36%	2. Arizona	2,370	5.69%
3. Oklahoma	2,044	5.06%	3. Oklahoma	2,184	5.24%
4. California	1,993	4.94%	4. California	1,963	4.71%
5. Illinois	1,249	3.09%	5. Massachusetts	1,465	3.52%
6. Massachusetts	1,213	3.00%	6. Illinois	1,240	2.98%
7. New York	948	2.35%	7. New York	1,178	2.83%
8. Pennsylvania	856	2.12%	8. Pennsylvania	826	1.98%
9. New Mexico	832	2.06%	9. North Carolina	561	1.35%
10. North Carolina	521	1.29%	10. Louisiana	432	1.04%
Total Scores Sent to US	39,472	97.78%	Total Scores Sent to US	40,607	97.50%
Total Scores Sent Outside US	898	2.22%	Total Scores Sent Outside US	1,040	2.50%
Total Scores Sent	40,370	100%	Total Scores Sent	41,647	100%

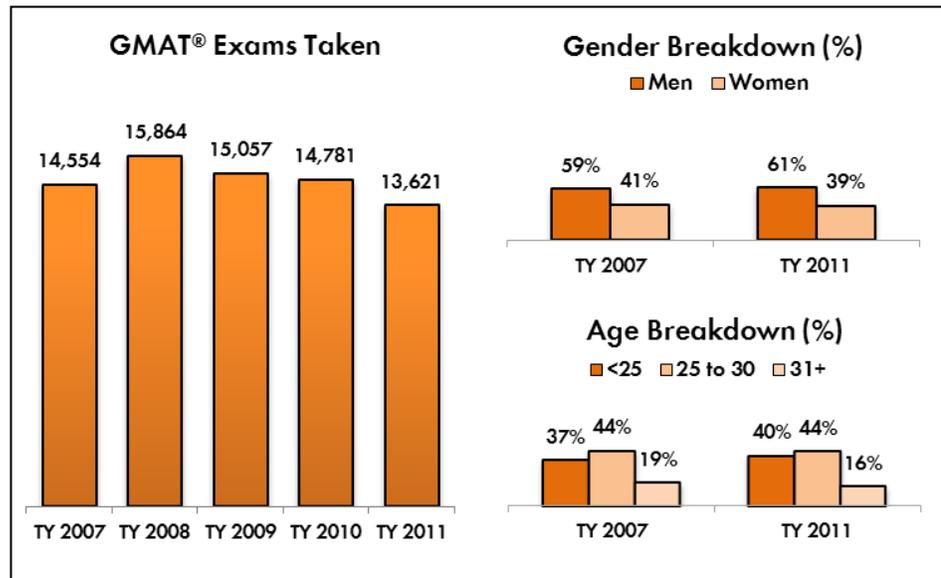
* Based on number of score reports sent. Average score reports sent per exam taken: 2.8 in TY 2007; 2.7 in TY 2011.

US Residents: Middle Atlantic

Middle Atlantic residents sat for 13,621 GMAT exams in TY 2011. Since TY 2007, the share of exams taken by women in the region decreased from 41 percent to 39 percent as the share of prospective students younger than 25 increased from 37 percent to 40 percent (Figure 23).

The leading score-sending destinations for Middle Atlantic residents are located on the East Coast of the United States and remained almost exactly the same between TY 2007 and TY 2011. West Virginia is the only state that fell off the TY 2007 top 10 list, replaced by Texas in TY 2011 (Table 21).

Figure 23. GMAT® Exams Taken by Middle Atlantic Residents



West Virginia is the only state that fell off the TY 2007 top 10 list, replaced by Texas in TY 2011 (Table 21).

Table 21. Top 10 GMAT® Score-Sending Destinations* for Residents of US Middle Atlantic*

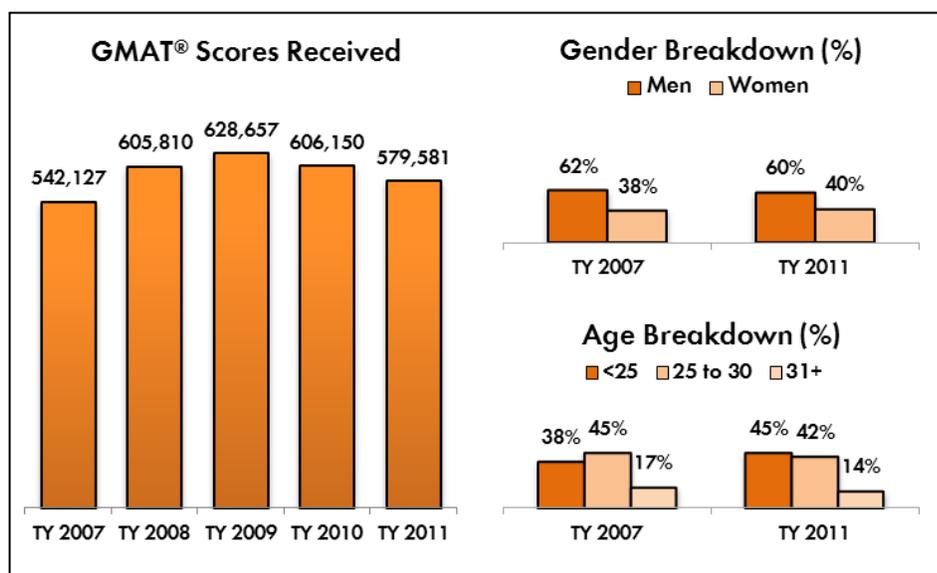
TY 2007			TY 2011		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. Pennsylvania	11,228	25.35%	1. Pennsylvania	9,790	24.22%
2. Virginia	5,903	13.33%	2. Virginia	5,232	12.94%
3. District of Columbia	4,919	11.11%	3. District of Columbia	3,985	9.86%
4. Maryland	3,903	8.81%	4. Maryland	3,452	8.54%
5. New York	2,894	6.53%	5. New York	2,762	6.83%
6. Massachusetts	2,341	5.29%	6. Massachusetts	2,376	5.88%
7. California	2,145	4.84%	7. California	2,059	5.09%
8. North Carolina	1,603	3.62%	8. North Carolina	1,519	3.76%
9. Illinois	1,534	3.46%	9. Illinois	1,488	3.68%
10. West Virginia	787	1.78%	10. Texas	720	1.78%
Total Scores Sent to US	43,044	97.20%	Total Scores Sent to US	39,086	96.69%
Total Scores Sent Outside US	1,241	2.80%	Total Scores Sent Outside US	1,338	3.31%
Total Scores Sent	4,285	100%	Total Scores Sent	40,424	100%

*Based on number of score reports sent. Average score reports sent per exam taken: 3.0 in TY 2007; 3.0 in TY 2011.

United States as a Global Study Destination

Graduate management programs in the United States received 579,581 GMAT score reports in TY 2011, 7 percent more than in TY 2007 (Figure 24). The share of score reports schools received from women increased to 40 percent in TY 2011, up from 38 percent four years prior. Even more noticeable is the growth in the proportion of scores received from examinees younger than 25, which increased from 38 percent in TY 2007 to 45 percent in TY 2011.

Figure 24. GMAT® Score Reports Received by US Programs



Slightly more than half of GMAT score reports received by US schools in TY 2011 (55%) came from US citizens, down from 61 percent in TY 2007. A substantial increase in score reports received from Chinese citizens drove this shift. Between TY 2007 and TY 2011, Chinese citizens surpassed Indian citizens as the largest foreign talent source for US schools. Chinese prospects sent 100,463 GMAT score reports to US schools in TY 2011, an increase of 176 percent, or 64,045 scores, compared with TY 2007 (Table 22).

Table 22. Top 10 Citizenship Groups Sending GMAT® Score Reports to US Programs*

TY 2007			TY 2011		
Country of Citizenship	Scores Sent	Percentage	Country of Citizenship	Scores Sent	Percentage
1. United States	331,139	61.08%	1. United States	320,653	55.32%
2. India	64,728	11.94%	2. China	100,463	17.33%
3. China	36,418	6.72%	3. India	61,620	10.63%
4. Taiwan	15,644	2.89%	4. South Korea	8,707	1.50%
5. South Korea	11,908	2.20%	5. Taiwan	8,493	1.47%
6. Thailand	5,779	1.07%	6. Canada	5,353	0.92%
7. Japan	5,615	1.04%	7. Japan	3,736	0.64%
8. Canada	5,270	0.97%	8. Mexico	3,642	0.63%
9. Mexico	3,826	0.71%	9. Brazil	3,496	0.60%
10. Turkey	3,130	0.58%	10. Thailand	3,431	0.59%
Total Scores Sent	542,127	100%	Total Scores Sent	579,581	100%

*Based on number of score reports sent.

In TY 2011, California retained its spot as the number one destination for GMAT score reports in the United States (Table 23). The gap between California and New York, however, closed significantly by TY 2011 as score-sending to programs in New York grew by nearly 11,000 scores, or 17 percent, since TY 2007. Only Massachusetts—ranked third in both years analyzed—had a greater increase in score reports received from global examinees over the five-year period, up 11,672 score reports, or 24 percent, compared with TY 2007.

In TY 2007, Massachusetts and New Hampshire represented the only US states to receive a majority of score reports to their schools from non-US citizens. By TY 2011, foreign citizens made up the majority of score-sending pools for schools in seven US states: Connecticut, Delaware, Illinois, Massachusetts, New Hampshire, New York, and Pennsylvania. (*Delaware and New Hampshire are not shown in Table 23 because they were not among the top 20 destinations.*)

Table 23. Top 20 US States Receiving Score Reports From All GMAT® Examinees*

TY 2007			TY 2011		
State	Scores Received	Percentage	State	Scores Received	Percentage
1. California	77,115	14.22%	1. California	76,276	13.16%
2. New York	64,133	11.83%	2. New York [†]	74,849	12.91%
3. Massachusetts [†]	47,936	8.84%	3. Massachusetts [†]	59,608	10.28%
4. Illinois	41,927	7.73%	4. Illinois [†]	44,268	7.64%
5. Pennsylvania	34,603	6.38%	5. Texas	39,920	6.89%
6. Texas	33,914	6.26%	6. Pennsylvania [†]	35,474	6.12%
7. North Carolina	20,808	3.84%	7. North Carolina	22,207	3.83%
8. Florida	19,700	3.63%	8. Florida	20,389	3.52%
9. Michigan	17,179	3.17%	9. Michigan	15,385	2.65%
10. Georgia	15,615	2.88%	10. Georgia	15,043	2.60%
11. Ohio	13,578	2.50%	11. Ohio	14,771	2.55%
12. Virginia	11,247	2.07%	12. Indiana	11,336	1.96%
13. Indiana	11,119	2.05%	13. District of Columbia	10,709	1.85%
14. District of Columbia	10,027	1.85%	14. Virginia	10,627	1.83%
15. Connecticut	8,998	1.66%	15. New Jersey	9,237	1.59%
16. New Jersey	8,979	1.66%	16. Connecticut [†]	8,463	1.46%
17. Missouri	8,115	1.50%	17. Missouri	8,375	1.45%
18. Indiana	7,995	1.47%	18. Colorado	8,038	1.39%
19. Arizona	7,718	1.42%	19. Tennessee	8,017	1.38%
20. Tennessee	7,441	1.37%	20. Washington	8,000	1.38%
Total scores sent to Top 20	468,147	86.35%	Total scores sent to Top 20	500,992	86.44%
Total scores sent to US	542,127	100%	Total scores sent to US	579,581	100%

*Ranking based on number of score reports received.

[†] Indicates that the majority of score reports received came from non-US citizens.

Methodology

The *2011 North American Geographic Trend Report* analyzes data from Canadian and the US residents who sat for the GMAT exam between July 1, 2006 and June 30, 2011. Information was obtained from examinee responses to the Background Information Questionnaire administered as part of the GMAT examinations, score-reporting information from examinee records, and from other registration information for testing years 2007 through 2011. A testing year runs from July 1 through June 30.

GMAT data from TY 2007 and TY 2011 provide the primary basis for this report. The data reflect GMAT testing among Canadian residents (6,933 exams taken in TY 2007 and 8,531 in TY 2011) and US residents (141,726 exams taken in TY 2007 and 140,085 in TY 2011).

When sitting for the GMAT exam, test takers can opt to submit their scores to up to five programs at no extra charge. Once examinees leave the test center, they can request additional copies of their score report for a fee. For every test taken, GMAC records data for up to 10 score report submissions.

Examinees are asked to list their mailing address when they register for the GMAT exam and again at the testing center, and this information is used to group examinees into the two reported regional categories: Canada and the United States. Examinee mailing addresses were also used to group examinees by US state or Canadian province. Location information combined with score-reporting behavior is used to gauge regional trends and changes in examinee preferences regarding study destinations.

In this report, testing refers to *exams taken*, not individual test takers. Examinees taking the GMAT test more than once are represented in the analyses by the number of times they took the test. The average percentage of exams taken by repeat examinees is approximately 15 percent to 22 percent.

GMAT score-sending trends generally indicate examinee interest for studying in a particular region. Other factors, such as changes in school application requirements, can influence these trends and should be considered when evaluating this report. It is also important to note when reviewing the results that it is not mandatory for examinees to respond to the background information questions in order to register for the GMAT exam. As a result, not all test takers are represented in this analysis. The percentage of “missing” or unreported background information, however, is extremely low for both analyzed testing years.

Authorship

The following individuals made significant contributions to the concept, design, analysis, interpretation of data, or the drafting/revising of the manuscript for intellectual content: Alex Chisholm, Director, Statistical Analysis, GMAC; Hillary Taliaferro Chan, Research Analysis Associate Manager, GMAC.

Contact Information

For questions or comments regarding study findings, the methodology, or data, please contact the GMAC Research and Development Department at research@gmac.com.

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Appendix A: US Regional Category Descriptions

Middle Atlantic

Delaware
District of Columbia
(Washington DC)

Maryland
Pennsylvania

Virginia
West Virginia

Midwest

Illinois
Indiana
Iowa
Kansas

Michigan
Minnesota
Missouri
Nebraska

North Dakota
Ohio
South Dakota
Wisconsin

Northeast

Connecticut
Maine
Massachusetts

New Hampshire
New Jersey
New York

Rhode Island
Vermont

South

Alabama
Arkansas
Florida
Georgia

Kentucky
Louisiana
Mississippi
North Carolina

South Carolina
Tennessee

Southwest

Arizona
New Mexico

Oklahoma
Texas

West

Alaska
California
Colorado
Hawaii

Idaho
Montana
Nevada
Oregon

Utah
Washington
Wyoming

Appendix B: US State-by-State GMAT® Data

US GMAT® Test-Taking Trends, Top 20 States

Table B.1. GMAT® Exams Taken in United States Ranked by Top 20 States*						
US State	TY 2007	TY 2008	TY 2009	TY 2010	TY 2011	Percentage of all TY 2011
1. California	18,082	20,620	20,938	18,535	16,616	11.86%
2. New York	14,141	15,725	16,547	16,615	15,547	11.10%
3. Texas	10,649	11,534	12,472	12,584	12,089	8.63%
4. Illinois	7,371	8,089	8,051	7,656	7,117	5.08%
5. Florida	7,532	8,094	7,865	7,295	6,714	4.79%
6. Massachusetts	5,983	6,302	6,474	6,376	5,672	4.05%
7. New Jersey	5,925	6,402	6,346	6,143	5,516	3.94%
8. Georgia	4,802	5,447	5,630	5,249	4,856	3.47%
9. Pennsylvania	5,135	5,552	5,395	5,175	4,785	3.42%
10. Ohio	4,596	4,486	4,764	4,968	4,533	3.24%
11. North Carolina	4,474	5,004	5,176	4,934	4,387	3.13%
12. Virginia	4,650	5,161	4,792	4,643	4,297	3.07%
13. Michigan	3,969	3,893	3,682	3,710	3,310	2.36%
14. Washington	2,831	2,931	3,154	2,950	2,743	1.96%
15. Tennessee	2,423	2,583	2,605	2,590	2,515	1.80%
16. Colorado	2,263	2,314	2,558	2,455	2,394	1.71%
17. Missouri	2,295	2,342	2,509	2,509	2,360	1.68%
18. Maryland	2,488	2,734	2,540	2,595	2,359	1.68%
19. Minnesota	2,447	2,658	2,534	2,377	2,129	1.52%
20. Indiana	2,054	2,276	2,328	2,174	2,126	1.52%
Top 20 Total	114,110	124,147	126,360	121,533	112,065	80.00%
US Total	141,726	153,358	156,613	151,252	140,085	100%

*Based on number of GMAT exams taken in TY 2011.

US GMAT® Score-Sending Trends, by State

Table B.2 Score-Sending Trends for GMAT® Examinees Residing in the United States*

Examinee Residence	TY 2007				TY 2011			
	Total Scores Sent	Within State	Elsewhere in US	Outside US	Total Scores Sent	Within State	Elsewhere in US	Outside US
Alabama	5,400	67.7%	31.4%	0.9%	5,476	64.6%	34.7%	0.7%
Alaska	251	20.7%	73.3%	6.0%	262	13.7%	82.1%	4.2%
Arizona	5,070	51.1%	46.2%	2.7%	4,606	45.6%	50.4%	4.0%
Arkansas	1,564	54.5%	44.4%	1.1%	1,998	51.2%	46.1%	2.7%
California	58,171	67.9%	29.1%	3.0%	51,089	63.6%	32.5%	3.9%
Colorado	6,182	57.6%	39.6%	2.8%	6,555	54.7%	42.7%	2.6%
Connecticut	5,883	41.3%	55.1%	3.6%	5,152	37.8%	58.8%	3.4%
Delaware	858	23.9%	75.1%	1.0%	801	25.7%	70.3%	4.0%
District of Columbia	5,004	20.5%	74.1%	5.4%	5,065	19.1%	75.7%	5.2%
Florida	19,585	67.9%	30.2%	1.9%	17,772	64.8%	33.0%	2.2%
Georgia	14,570	66.7%	31.9%	1.5%	14,609	62.9%	34.8%	2.3%
Hawaii	972	34.7%	61.1%	4.2%	1,283	34.5%	61.3%	4.3%
Idaho	1,076	27.3%	69.7%	3.0%	1,271	30.8%	68.1%	1.2%
Illinois	23,174	67.7%	30.2%	2.1%	21,816	61.0%	36.3%	2.7%
Indiana	5,803	59.9%	38.3%	1.8%	5,788	53.8%	43.9%	2.3%
Iowa	2,873	59.1%	39.7%	1.1%	2,521	49.5%	49.1%	1.3%
Kansas	3,014	42.2%	55.5%	2.2%	2,905	42.6%	56.1%	1.3%
Kentucky	3,806	52.4%	46.5%	1.1%	3,646	49.8%	48.6%	1.6%
Louisiana	4,571	66.0%	32.9%	1.1%	5,155	64.4%	34.8%	0.8%
Maine	652	35.6%	60.4%	4.0%	608	33.1%	65.6%	1.3%
Maryland	7,687	34.5%	62.9%	2.6%	6,996	33.6%	63.5%	2.9%
Massachusetts	18,694	64.4%	33.3%	2.3%	17,177	60.6%	36.3%	3.1%
Michigan	11,930	64.6%	33.6%	1.8%	9,440	62.5%	36.1%	1.4%
Minnesota	7,097	58.5%	38.4%	3.1%	6,261	48.6%	46.9%	4.5%
Mississippi	2,921	60.5%	38.6%	0.9%	2,847	63.3%	36.2%	0.5%
Missouri	6,131	62.0%	36.7%	1.3%	6,050	54.8%	43.4%	1.8%
Montana	411	43.3%	55.0%	1.7%	490	34.7%	62.4%	2.9%
Nebraska	1,954	56.7%	42.4%	1.0%	1,968	57.4%	41.7%	0.9%
Nevada	1,534	42.4%	55.0%	2.6%	1,766	37.9%	60.0%	2.2%
New Hampshire	1,185	21.8%	73.8%	4.4%	1,004	17.9%	78.8%	3.3%
New Jersey	17,645	33.4%	63.1%	3.5%	15,483	33.2%	62.3%	4.5%
New Mexico	1,494	50.2%	47.8%	2.0%	900	36.9%	61.9%	1.2%
New York	40,684	57.7%	39.1%	3.1%	43,001	56.5%	40.3%	3.3%
North Carolina	12,331	70.0%	28.9%	1.2%	12,481	67.4%	30.6%	2.0%

Table B.2 Score-Sending Trends for GMAT® Examinees Residing in the United States*

Examinee Residence	TY 2007				TY 2011			
	Total Scores Sent	Within State	Elsewhere in US	Outside US	Total Scores Sent	Within State	Elsewhere in US	Outside US
North Dakota	370	36.8%	63.0%	0.3%	336	36.0%	59.5%	4.5%
Ohio	12,927	62.8%	35.8%	1.4%	12,331	58.7%	39.4%	1.9%
Oklahoma	2,908	64.9%	33.3%	1.8%	3,003	65.2%	33.6%	1.2%
Oregon	3,116	46.0%	50.7%	3.3%	3,134	47.0%	50.1%	2.9%
Pennsylvania	14,686	63.4%	34.1%	2.5%	13,497	60.0%	36.8%	3.1%
Rhode Island	1,415	46.1%	52.8%	1.1%	1,397	35.1%	62.6%	2.3%
South Carolina	3,596	51.3%	47.0%	1.7%	3,941	49.0%	49.1%	1.9%
South Dakota	408	36.0%	62.5%	1.5%	429	47.8%	52.2%	0.0%
Tennessee	6,946	64.1%	35.2%	0.8%	7,212	60.9%	38.1%	1.0%
Texas	30,898	70.3%	27.6%	2.2%	33,138	70.1%	27.5%	2.4%
Utah	6,138	56.2%	42.6%	1.2%	6,875	52.9%	45.5%	1.6%
Vermont	421	13.3%	85.0%	1.7%	360	13.9%	81.9%	4.2%
Virginia	14,722	34.6%	62.7%	2.7%	13,060	34.1%	62.9%	3.0%
Washington	8,234	52.8%	43.3%	3.9%	8,125	46.1%	49.2%	4.6%
West Virginia	1,328	54.1%	45.4%	0.5%	1,005	47.5%	50.3%	2.2%
Wisconsin	4,968	56.4%	41.3%	2.2%	4,869	53.8%	43.6%	2.6%
Wyoming	161	19.9%	76.4%	3.7%	245	24.1%	71.4%	4.5%
US Total	413,869	59.0%	38.6%	2.4%	397,509	56.1%	41.1%	2.8%

*US total may exceed individual state totals due to missing data and/or other regions/territories not included in the table.

Table B.3. Top 10 US Metropolitan Areas by GMAT® Examinee Residence*

TY 2007	Exams Taken	% of all TY 2007	TY 2011	Exams Taken	% of all TY 2011
1. New York-Northern New Jersey-Long Island, NY-NJ-PA	16,504	11.65%	1. New York-Northern New Jersey-Long Island, NY-NJ-PA	17,181	12.26%
2. Los Angeles-Long Beach-Santa Ana, CA	7,122	5.03%	2. Los Angeles-Long Beach-Santa Ana, CA	6,577	4.70%
3. Chicago-Naperville-Joliet, IL-IN-W	6,214	4.38%	3. Chicago-Naperville-Joliet, IL-IN-W	6,147	4.39%
4. Washington-Arlington-Alexandria, DC-VA-MD-WV	5,379	3.80%	4. Washington-Arlington-Alexandria, DC-VA-MD-WV	5,128	3.66%
5. Boston-Cambridge-Quincy, MA-NH	5,211	3.68%	5. Boston-Cambridge-Quincy, MA-NH	4,956	3.54%
6. San Francisco-Oakland-Fremont, CA	3,918	2.76%	6. Houston-Sugar Land-Baytown, TX	4,081	2.91%
7. Atlanta-Sandy Springs-Marietta, GA	3,764	2.66%	7. Dallas-Fort Worth-Arlington, TX	3,773	2.69%
8. Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	3,529	2.49%	8. Atlanta-Sandy Springs-Marietta, GA	3,772	2.69%
9. Houston-Sugar Land-Baytown, TX	3,264	2.30%	9. San Francisco-Oakland-Fremont, CA	3,650	2.61%
10. Dallas-Fort Worth-Arlington, TX	3,250	2.29%	10. Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	3,225	2.30%

*Based on residence of examinees in the United States.

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NORTH AMERICAN

Geographic Trend Report for GMAT® Examinees

What are the top Canadian provinces to which residents of Canada send scores?

Are examinees concentrated in certain Canadian cities or US metropolitan areas?

Which US states have the highest number of non-US examinees?

Discover the answers to these questions and many more inside this publication.

By comparing the most recent GMAT® examinee data with historical data from four years prior, the *North American Trend Report* is a vital resource for admissions officers looking to understand the Canadian and US applicant pool. By identifying score-sending trends based on examinees, this report lets you track changes and identify US competition for your recruitment efforts. This data, in conjunction with the *Profile of Graduate Management Admission Test Candidates* and the *GMAT® Interactive Profile*, can help your school plan more effective recruitment and admission activities.

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11921 Freedom Drive
Suite 300
Reston, Virginia 20190 USA
gmac.com, mba.com
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