

2010 ASIAN

Geographic Trend Report for GMAT[®] Examinees



ASIAN

Geographic Trend Report for GMAT® Examinees

The *Asian Geographic Trend Report for GMAT® Examinees* identifies migratory 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 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 student pipeline for graduate management education. Analysis of data collected from respondents taking the Graduate Management Admission Test® (GMAT®) during the 2006 to 2010 testing years (TY) and from the requested destination of their score reports forms the basis for 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. Over the short term, relative change is generally more stable. Understanding both types of information—absolute and relative—enhances a school's ability to navigate the student pipeline and recruit effectively.

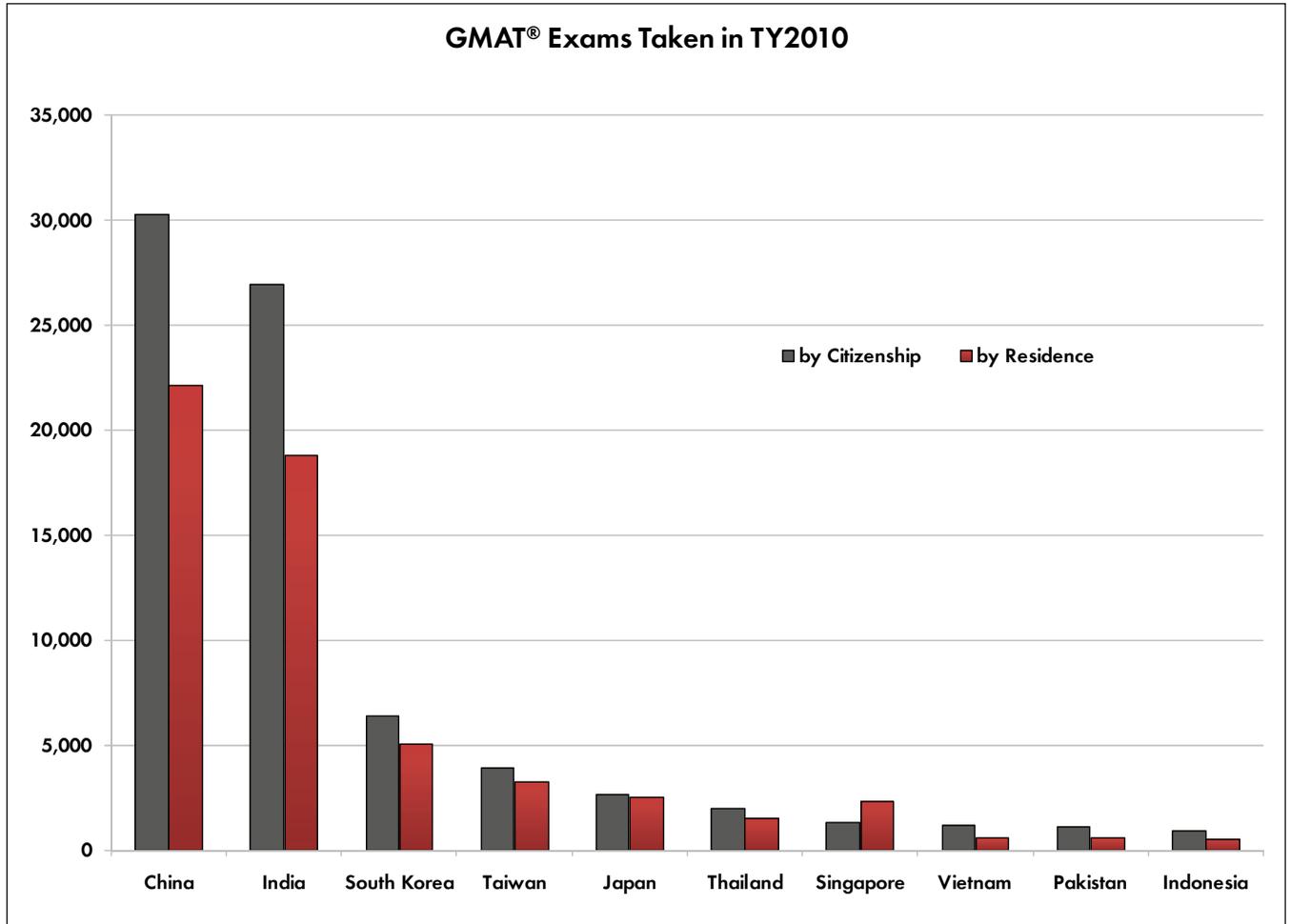
Major differences in score-sending behavior were observed over the past five years, between TY 2006 and TY 2010, for many of the examinee groups covered in this report. This is not surprising given the increasingly global nature of higher education today. Many factors influence the attractiveness of certain programs to students and also students' abilities to pursue management education. This report identifies the aggregate outcomes of such dynamics for Asian citizens.

Key Findings

- Asian citizens sat for 79,626 GMAT exams and sent 277,863 score reports to business schools around the world in TY 2010.
- GMAT testing by citizens and residents of Asia increased significantly between TY 2006 and TY 2010, at 58 percent and 77 percent, respectively. This growth was largely achieved through sustained testing expansions in China and, to a lesser extent, India.
- In TY 2010, Asian citizens represented 30 percent of the global GMAT student pipeline, a proportion that is up from 25 percent five years ago.
- Within the region, Chinese (38%) and Indian (34%) citizens combined took 72 percent of GMAT exams in TY 2010. For the first time since TY 2002, Chinese citizens surpassed Indian citizens in number of exams taken.
- Asian GMAT examinees sent an average of 3.5 score reports per examinee in TY 2010; the same average as in TY 2006. This was higher than the global average of 3.0, bolstered by the propensity of Indian (4.4) and Chinese examinees (3.4) to send a large number of score reports. Several citizenship groups in the region, however, sent considerably fewer. South Korean and Japanese examinees, for example, sent on average just 2.0 score reports per exam taken.
- Business schools in Asia received nearly 43,000 GMAT score reports from examinees around the world in TY 2010. This marks an increase of 116 percent since TY 2006 with programs in India (+142%), Singapore (+164%), and China (+89%) experiencing the largest percentage gains over the period.
- Although business programs in the United States received the majority of all GMAT scores sent from Asian citizens in TY 2010, US programs experienced a sizable decrease in market share from Asian examinees over the last five years, from 75 percent in TY 2006 to 68 percent in TY 2010.

Geographic data collected from examinees in TY 2006 to TY 2010 included the examinee’s mailing address (residence) at the time of registration and country of citizenship. *Figure 1* displays the testing landscape, by citizenship and candidate residence, for the largest Asian examinee groups in TY 2010. Singapore was the only Asian country in TY 2010 in which more tests were taken by residence (2,373) than by citizenship (1,314).

Figure 1. GMAT® Exams Taken in Top 10 Countries of Asia in TY 2010

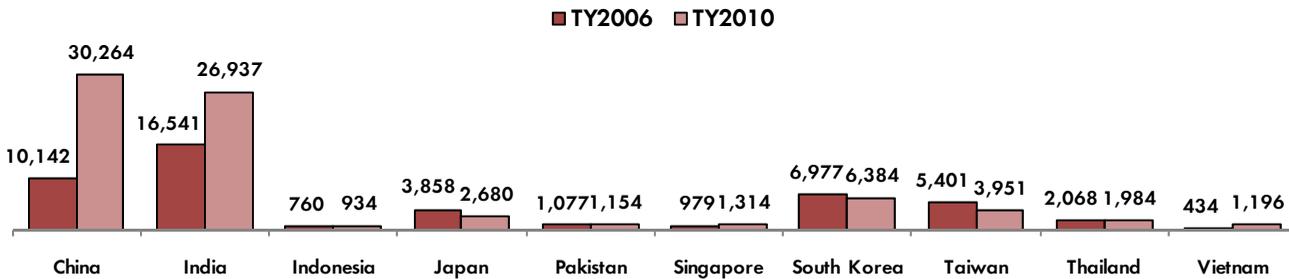


Major Shifts in Asian Student Pipeline

The Asian Pipeline Grew by Nearly 30,000 GMAT Exams Between TY 2006 and TY 2010

↑ 6 of top 10 Asian citizenship groups experienced growth

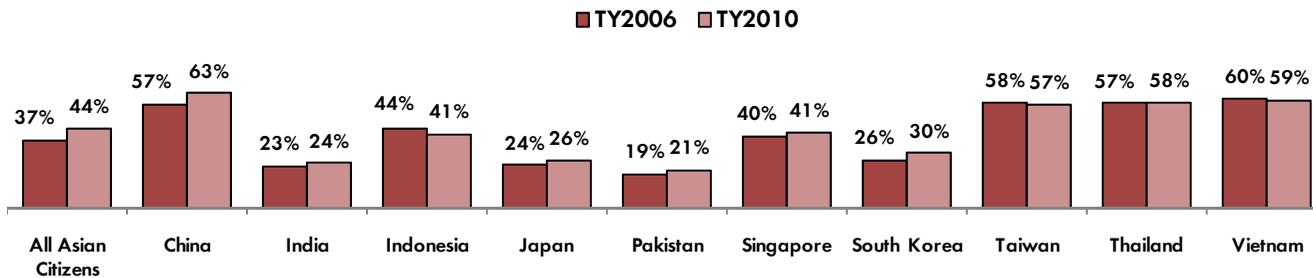
Figure 2a. GMAT® Exams Taken by Citizenship



More Women

↑ 7 of top 10 citizenship groups had a higher proportion of women in TY 2010

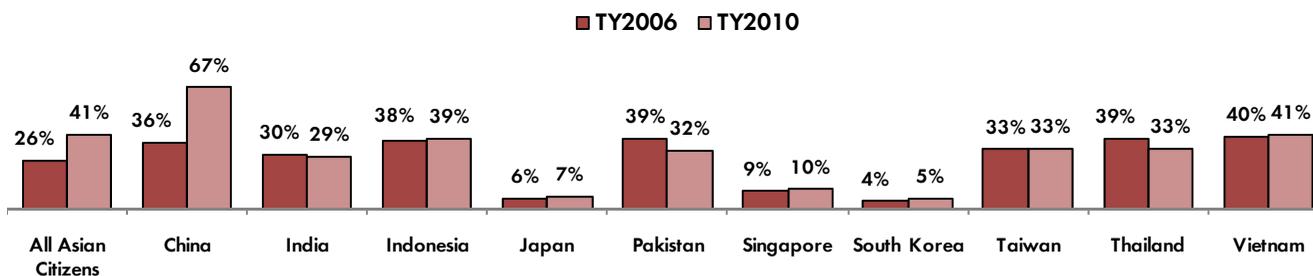
Figure 2b. GMAT® Exams Taken by Women (%)



Younger Talent

↑ 7 of top 10 citizenship groups had an increase in proportion of examinees younger than 25 in TY 2010*

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



* Percentage of GMAT exams taken by Taiwanese citizens younger than 25 increased from 32.6 percent to 33.5 percent

Asian Testing Environment

GMAT testing in Asia increased substantially over the previous five testing years. Testing volume, as reported by examinee residence (*Table 1*) and by citizenship (*Table 2*), illustrates this growth.

Location of GMAT Examinees

Table 1 shows the 20 locations in Asia with the greatest number of residents sitting for the GMAT exam during TY 2010, along with historic data from the previous four testing years. Examinees in Asia took a total of 61,379 exams in TY 2010, a 77 percent increase from TY 2006.

Testing in China and India represented 67 percent of regional testing in TY 2010. Since TY 2006, the number of exams taken by residents of China and India grew 319 percent and 103 percent, respectively. In three of the top 10 testing locations—South Korea (–12%), Taiwan (–23%), and Japan (–28%)—residents took fewer exams in TY 2010 than in TY 2006.

Country/Region of Residence	TY 2006	TY 2007	TY 2008	TY 2009	TY 2010	Percentage of Region Total in TY 2010
1. China	5,299	7,663	11,287	16,529	22,178	36.13%
2. India	9,270	13,324	18,950	21,781	18,843	30.70%
3. South Korea	5,758	5,459	6,073	5,596	5,098	8.31%
4. Taiwan	4,303	4,187	4,092	4,276	3,295	5.37%
5. Japan	3,506	3,034	2,649	2,683	2,519	4.10%
6. Singapore	1,434	1,841	2,526	2,468	2,373	3.87%
7. Hong Kong (SAR of China)	1,634	1,886	1,995	2,436	2,362	3.85%
8. Thailand	1,491	1,470	1,526	1,723	1,576	2.57%
9. Pakistan	525	521	635	594	640	1.04%
10. Vietnam	227	254	327	426	591	0.96%
11. Indonesia	303	422	446	426	520	0.85%
12. Malaysia	194	217	230	248	275	0.45%
13. Philippines	256	266	293	260	251	0.41%
14. Nepal	131	152	258	313	231	0.38%
15. Kazakhstan	115	136	170	188	189	0.31%
16. Bangladesh	67	73	108	125	160	0.26%
17. Sri Lanka	68	61	91	78	62	0.10%
18. Macao (SAR of China)	23	24	23	36	60	0.10%
18. Uzbekistan	41	53	44	33	60	0.10%
20. Mongolia	13	22	23	20	27	0.04%
Total Exams Taken by All Asian Residents	34,693	41,125	51,822	60,296	61,379	100%

*Countries/regions ranked based on number of GMAT® exams taken in TY 2010.

Citizenship of GMAT Examinees

Among Asian examinees, the number of GMAT exams taken by citizenship is considerably higher than the number taken by regional residence. This disparity exists because many Asian examinees take the exam outside of their home country or region. The 79,626 exams that Asian citizens took in TY 2010 represented 30 percent of the 263,979 tests taken globally, yet the vast majority of these exams were taken by members of just a few citizenship groups. For example, nearly eight of 10 Asian examinees were Chinese, Indian, or South Korean.

The largest percentage increases in GMAT testing between TY 2006 and TY 2010 were by Chinese (+198%) and Vietnamese (+176%) examinees. In contrast, four of the top 10 citizenship groups—South Korea (–8%), Taiwan (–27%), Japan (–31%), and Thailand (–4%)—posted declines in the number of exams taken between TY 2006 and TY 2010.

**Table 2. GMAT® Exams Taken by Asian Citizenship—Top 20 Countries*
(TY 2006 to TY 2010)**

Country of Citizenship	TY 2006	TY 2007	TY 2008	TY 2009	TY 2010	Percentage of Region Total in TY 2010
1. China	10,142	13,048	17,420	23,550	30,264	38.01%
2. India	16,541	21,481	28,570	30,633	26,937	33.83%
3. South Korea	6,977	6,811	7,591	7,045	6,384	8.02%
4. Taiwan	5,401	5,218	5,173	5,172	3,951	4.96%
5. Japan	3,858	3,417	2,935	2,938	2,680	3.37%
6. Thailand	2,068	2,091	2,146	2,280	1,984	2.49%
7. Singapore	979	1,154	1,548	1,454	1,314	1.65%
8. Vietnam	434	516	690	982	1,196	1.50%
9. Pakistan	1,077	1,084	1,268	1,173	1,154	1.45%
10. Indonesia	760	981	975	892	934	1.17%
11. Malaysia	464	505	576	615	592	0.74%
12. Nepal	367	389	544	631	590	0.74%
13. Philippines	424	458	518	435	383	0.48%
14. Bangladesh	270	260	275	324	348	0.44%
15. Kazakhstan	193	213	246	324	275	0.35%
16. Sri Lanka	167	169	207	195	150	0.19%
17. Uzbekistan	99	129	124	122	140	0.18%
18. Mongolia	54	68	76	102	104	0.13%
19. Myanmar	47	50	52	54	66	0.08%
20. Kyrgyzstan	45	39	67	56	53	0.07%
Total Exams Taken by All Asian Citizens	50,453	58,190	71,149	79,096	79,626	100%

*Countries ranked based on number of GMAT® exams taken in TY 2010.

Demand for Programs in Asia

Business schools in Asia received nearly 43,000 GMAT score reports from examinees around the world in TY 2010. This marks an increase of 116 percent since TY 2006, with programs in India (+142%), Singapore (+164%), and Hong Kong (+120%) recording the largest gains over the period (*Table 3*). As a result of this growth, Asian programs received 5.5 percent of all GMAT score reports in TY 2010, up from 3.3 percent five years ago. Factors influencing these trends include a greater number of business institutions in Asia using the GMAT exam in their admissions process, as well as greater student interest in Asian schools evidenced by GMAT score-sending patterns and other GMAC research.

Table 3. Top 10* Asian Countries or Regions to Which All GMAT® Examinees Sent Score Reports (TY 2006 to TY 2010)

School Location	TY 2006	TY 2007	TY 2008	TY 2009	TY 2010	Percentage of Region Total in TY 2010
1. India	7,228	11,484	17,760	22,458	17,482	41.02%
2. Singapore	4,568	6,752	10,071	13,271	12,067	28.31%
3. Hong Kong (SAR of China)	3,346	4,126	5,206	6,731	7,363	17.28%
4. China	1,724	1,899	2,949	3,933	3,252	7.63%
5. Japan	690	663	819	893	934	2.19%
6. Philippines	1,094	677	746	934	629	1.48%
7. Thailand	393	335	331	425	377	0.88%
8. South Korea	281	107	149	250	333	0.78%
9. Pakistan	244	178	181	117	86	0.20%
10. Taiwan	100	62	82	68	61	0.14%
Total Score Reports Sent to All Schools in Asia	19,695	26,296	38,330	48,038	42,617	100%
% of Total Scores Sent Worldwide	3.3%	4.0%	5.1%	6.0%	5.5%	-

* Countries ranked based on number of GMAT® scores received in TY 2010.

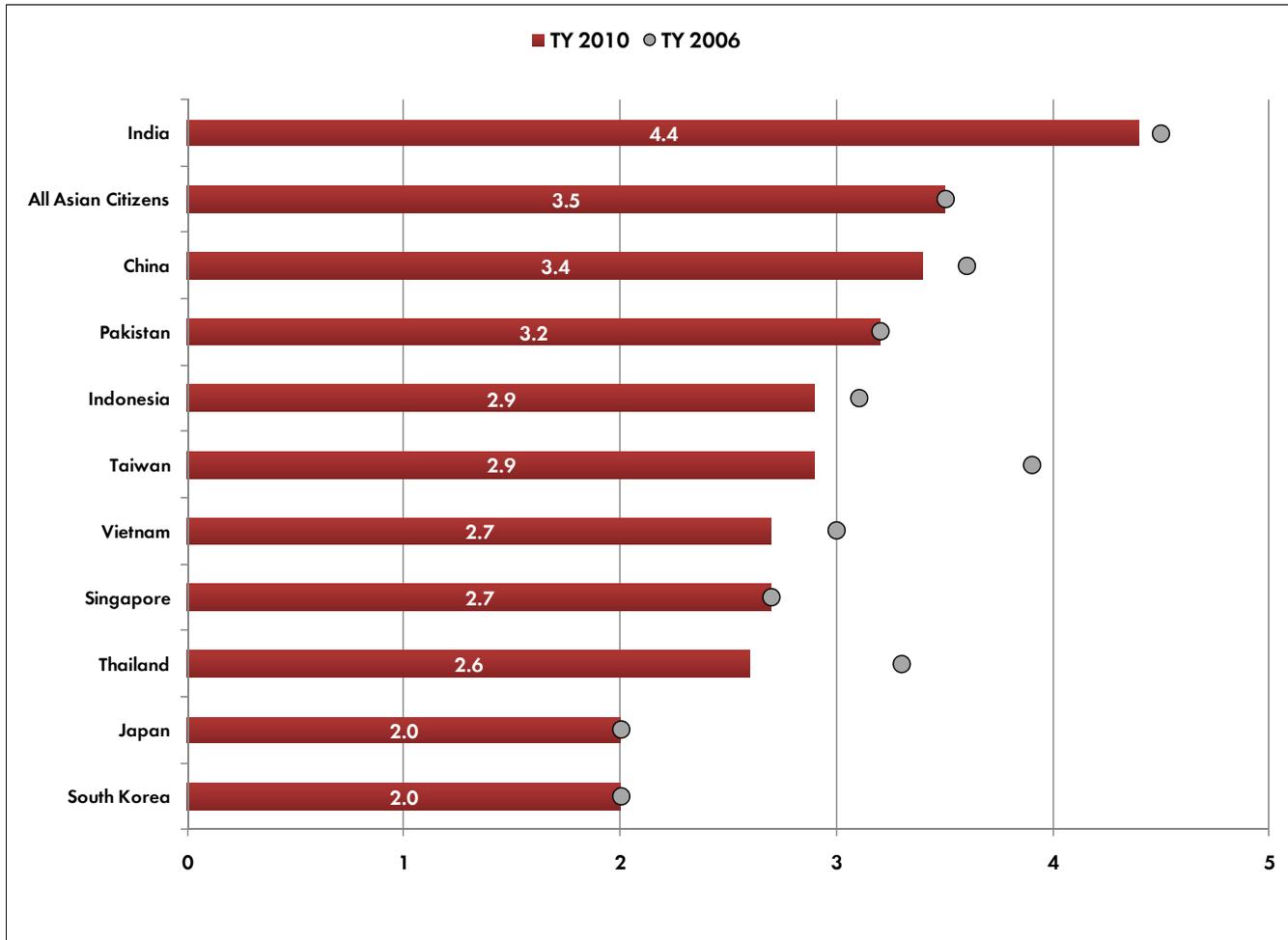
Note: Data for TY 2006 to TY 2008 revised from previous reports.

Of the 42,617 score reports sent to Asian business schools in TY 2010, the vast majority, 82 percent, came from Indian and Chinese citizens (*Table 4*).

Table 4. Top 10 Citizenship Groups That Sent GMAT® Score Reports to Asia in TY 2010

Country of Citizenship	Scores Sent	Percentage
1. India	26,852	63.01%
2. China	8,487	19.91%
3. Singapore	1,328	3.12%
4. United States	890	2.09%
5. South Korea	680	1.60%
6. Thailand	552	1.30%
7. Canada	458	1.07%
8. Japan	357	0.84%
9. Indonesia	296	0.69%
10. Malaysia	280	0.66%
Total Scores Sent to Asian Programs in TY 2010	42,617	100%

Figure 3. Average Number of GMAT® Score Reports Sent by Asian Examinees



Score Reports

Significant regional differences in the average number of score reports sent per GMAT exam taken were observed in TY 2010. Some citizenship groups sent a greater number of score reports relative to others, despite having taken fewer exams in comparison.

Figure 3 shows that Asian GMAT examinees sent an average of 3.5 score reports per exam taken in TY 2010, identical to the 3.5 average scores sent in TY 2006. The average number of scores sent in TY 2010 was higher than the global average of 3.0 and boosted by the propensity of Indian (4.4) and Chinese (3.4) citizens to send a large number of score reports per exam taken. Several citizenship groups in the region, however, sent considerably fewer. Both South Korean and Japanese examinees, for example, sent on average just 2.0 score reports per exam taken.

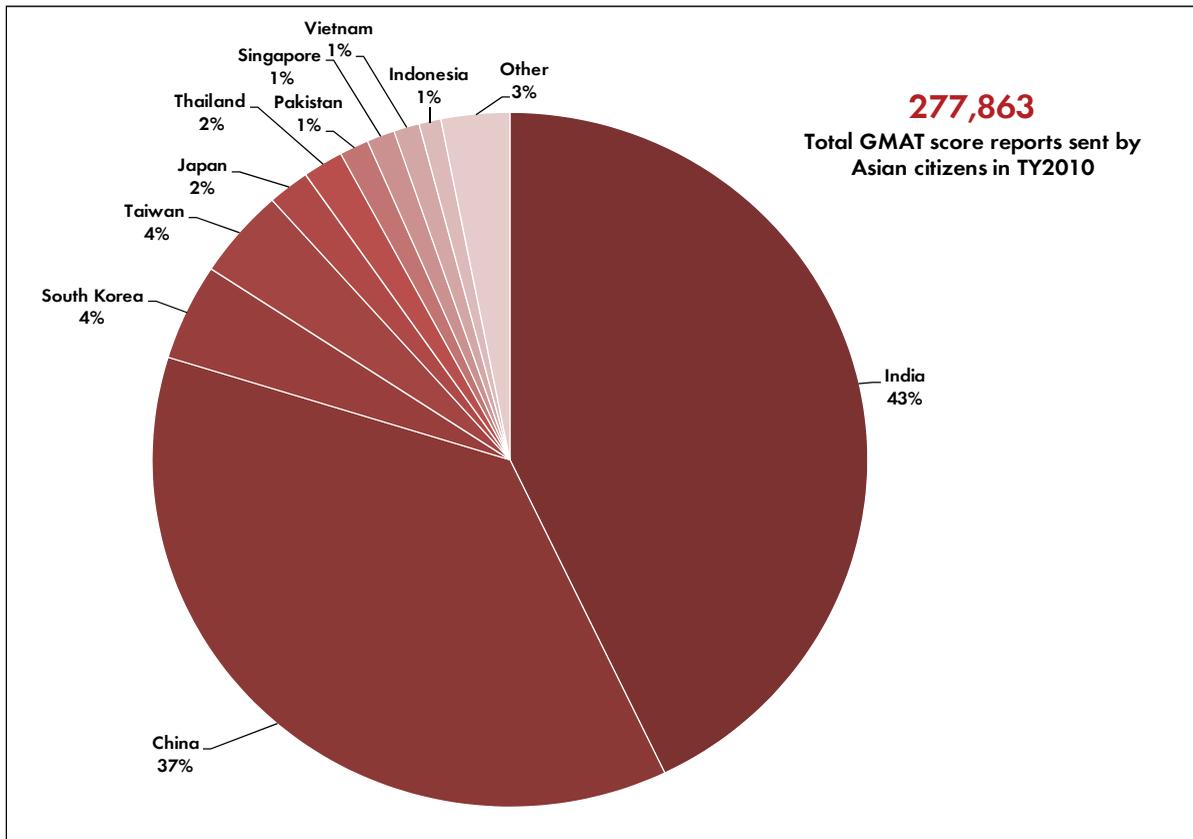
Regional Score-Sending Patterns

The remainder of this report highlights GMAT test-taking and score-sending patterns for each of the top 10 Asian citizenship groups (based on number of exams taken), who cumulatively sent 277,863 score reports in TY 2010. Total score reports sent by each of the top 10 Asian citizenship groups in TY 2010 are as follows:

- Chinese (102,543)
- Indian (119,181)
- Indonesian (2,748)
- Japanese (5,246)
- Pakistani (3,683)
- Singaporean (3,520)
- South Korean (12,497)
- Taiwanese (11,600)
- Thai (5,103)
- Vietnamese (3,235)

Figure 4 shows the percentage of score report sent in TY 2010 from Asian citizenship groups. A comprehensive list of the countries and regions that make up this group appears in the Appendix.

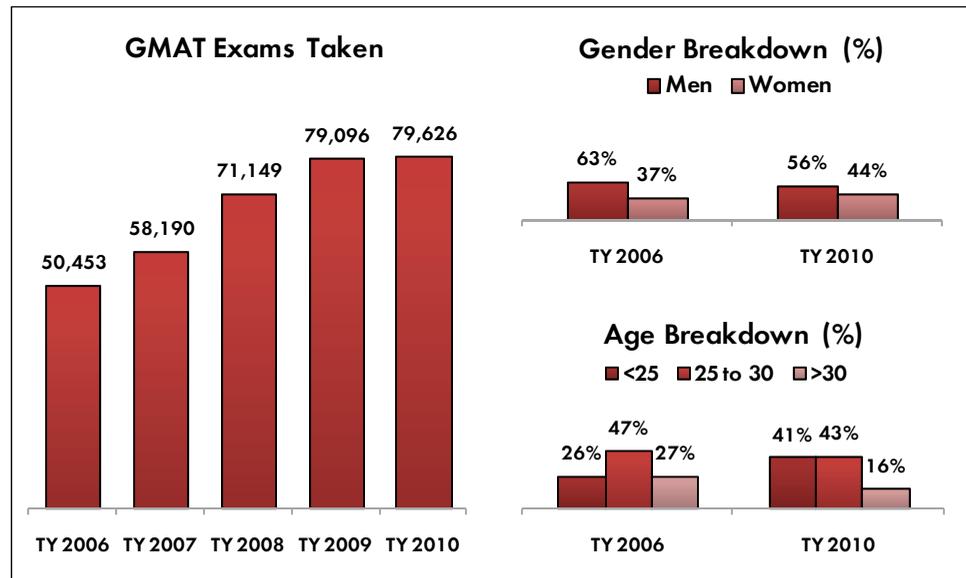
Figure 4. Percentage of GMAT® Scores Sent From Asian Citizens in TY 2010



All Asian Citizens

Figure 5 shows the number and percentage of exams taken by Asian citizens, aggregated by gender and age. As illustrated, testing volume in Asia has increased each testing year since TY 2006, reaching its highest level thus far in TY 2010. Moreover, the testing pipeline has become more populated by women and younger examinees. The proportion of women taking GMAT exams increased by 7 percent and test takers younger than 25 increased by 15 percent from TY 2006 to TY 2010.

Figure 5. GMAT® Exams Taken by Citizens of Asia



The number of score reports sent by Asian citizens increased by more than 100,000 or 57 percent between TY 2006 and TY 2010 (Table 5). The most evident trend in the GMAT score-sending behavior of Asian citizens since TY 2006 has been the shift away from programs in the United States in favor of domestic and regional opportunities.

Table 5. Top 10* Countries or Regions to Which Asian Citizens Sent Score Reports					
TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	133,517	75.27%	1. United States	187,914	67.63%
2. United Kingdom	8,994	5.07%	2. United Kingdom	19,572	7.04%
3. Canada	7,324	4.13%	3. India	17,264	6.21%
4. India	7,057	3.98%	4. Singapore	11,673	4.20%
5. Singapore	4,387	2.47%	5. Canada	9,944	3.58%
6. France	4,296	2.42%	6. France	9,392	3.38%
7. Hong Kong (SAR of China)	2,826	1.59%	7. Hong Kong (SAR of China)	6,368	2.29%
8. Australia	1,813	1.02%	8. Australia	2,749	0.99%
9. China	1,475	0.83%	9. China	2,555	0.92%
10. Philippines	1,077	0.61%	10. Spain	1,945	0.70%
Total Scores Sent by Asian Citizens	177,375	100%	Total Scores Sent by Asian Citizens	277,863	100%

*Based on number of score reports received. Average score reports sent per exam taken: 3.5 in TY 2006; 3.5 in TY 2010.

Between TY 2006 and TY 2010 the proportion of scores that Asian citizens sent to US programs fell from 75 percent to 68 percent, even though the absolute number of scores sent to the United States increased by 41 percent due to testing growth. Growing interest in programs in the United Kingdom, India, and Singapore was largely responsible for the proportional shift away from the United States.

Examinees 30 and younger accounted for the majority (84%) of the Asian talent pipeline in TY 2010. This trend can be seen in all examinee age categories; those younger than 25 sent 75 percent of their score reports to US programs; and examinees age 25 and older sent 62 percent of their scores to US programs. Asian men sent more score reports per exam taken than Asian women (3.6 vs. 3.3). Overall in TY 2010 men outnumbered women in both exams taken, score reports sent, and average number of scores sent.

Figure 6. Largest Proportional Shifts in Score-Sending Destinations: All Asians

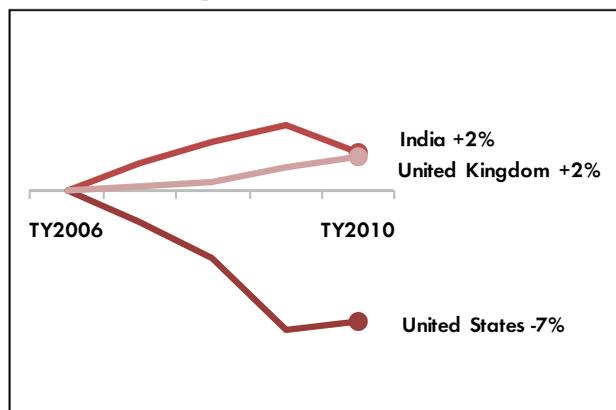


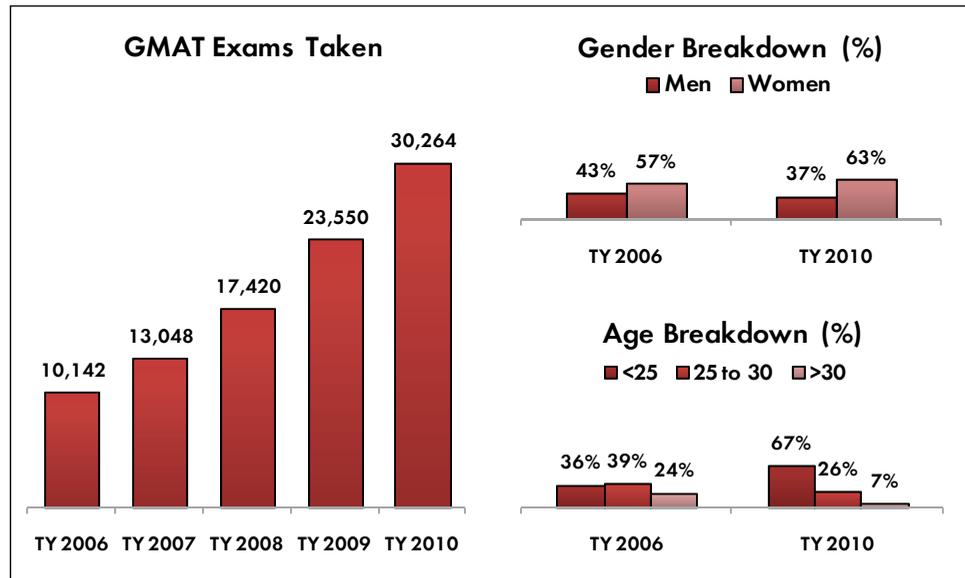
Table 6. TY 2010 Detailed Examinee Characteristics for Asian Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	79,626 (100%)	574	277,863 (100%)	3.5	1. United States 68% 2. United Kingdom 7% 3. India 6%
Gender Breakdown					
Women	34,749 (44%)	568	115,915 (42%)	3.3	1. United States 75% 2. United Kingdom 6% 3. Canada 3%
Men	44,877 (56%)	579	161,948 (58%)	3.6	1. United States 62% 2. India 9% 3. United Kingdom 8%
Age Breakdown					
Younger than 25	32,857 (41%)	576	117,792 (42%)	3.6	1. United States 75% 2. United Kingdom 6% 3. Canada 3%
25 to 30	33,904 (43%)	577	123,530 (44%)	3.6	1. United States 62% 2. India 8% 3. United Kingdom 8%
31 and older	12,865 (16%)	560	36,541 (13%)	2.8	1. United States 62% 2. India 11% 3. United Kingdom 7%

Chinese Citizens

The rate of GMAT testing growth among Chinese citizens surpassed that of its regional peers during the last five years, growing 198 percent, or by more than 20,000 exams between TY 2006 and TY 2010. China also was one of four groups in this report where women outnumbered men taking the GMAT exam in TY 2010 (Figure 7). The other three with female majorities were Taiwan, Thailand, and Vietnam. By comparison, Chinese GMAT test takers were

Figure 7. GMAT® Exams Taken by Chinese Citizens



strikingly younger than other Asian citizenship groups, with 67% under the age of 25.

Looking at relative numbers, Chinese examinees are the only citizenship group in this report that sent a greater proportion of score reports to the United States in TY 2010 (79%) than in TY 2006 (69%). Much of this shift in market share can be attributed to their declining interest in Canadian programs, which received slightly more than 3 percent of scores from Chinese examinees in TY 2010 compared with 9 percent in TY 2006 (Table 7). It is also worth noting that the proportion of scores Chinese examinees sent to programs in Hong Kong and the United Kingdom declined moderately over the five-year period.

Table 7. Top 10* Countries or Regions to Which Chinese Citizens Sent Score Reports					
TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	25,525	69.32%	1. United States	80,669	78.67%
2. Canada	3,290	8.93%	2. Hong Kong (SAR of China)	5,184	5.06%
3. Hong Kong (SAR of China)	2,455	6.67%	3. United Kingdom	4,405	4.30%
4. United Kingdom	1,952	5.30%	4. Canada	3,502	3.42%
5. China	1,178	3.20%	5. France	2,531	2.47%
6. France	1,121	3.04%	6. China	1,743	1.70%
7. Singapore	422	1.15%	7. Singapore	1,320	1.29%
8. Australia	193	0.52%	8. Australia	1,072	1.05%
9. Netherlands	130	0.35%	9. Netherlands	579	0.56%
10. Switzerland	81	0.22%	10. Sweden	316	0.31%
Total Scores Sent by Chinese Citizens	36,824	100%	Total Scores Sent by Chinese Citizens	102,543	100%

*Based on number of score reports received. Average score reports sent per exam taken: 3.6 in TY 2006; 3.4 in TY 2010.

In TY 2010, China had the second highest number of score reports sent per exam taken among Asian citizens—3.4 compared to India’s 4.4 average (*Table 8*). Though Chinese women outnumbered men in exams taken and score reports sent, men, on average, scored higher on the GMAT than women. Men sent a higher proportion of their scores to schools located in Hong Kong, but both Chinese men and women preferred the same top three study destinations.

Figure 8. Largest Proportional Shift in Score-Sending Destinations: Chinese

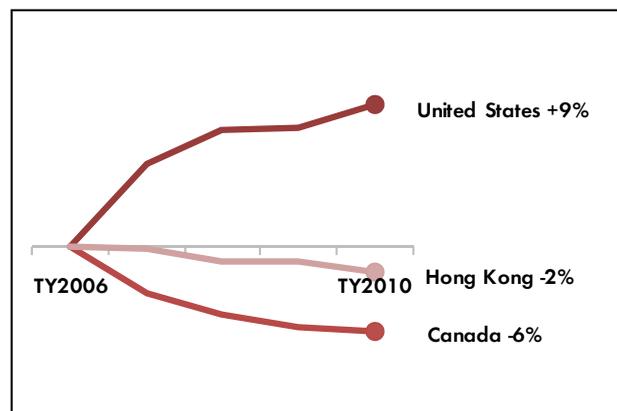


Table 8. TY 2010 Detailed Examinee Characteristics for Chinese Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	30,264 (100%)	596	102,543 (100%)	3.4	1. United States 79% 2. Hong Kong 5% 3. United Kingdom 4%
Gender Breakdown					
Women	19,033 (63%)	594	65,456 (64%)	3.4	1. United States 80% 2. Hong Kong 4% 3. United Kingdom 4%
Men	11,231 (37%)	598	37,087 (36%)	3.3	1. United States 76% 2. Hong Kong 6% 3. United Kingdom 4%
Age Breakdown					
Younger than 25	20,375 (67%)	597	70,449 (69%)	3.5	1. United States 82% 2. United Kingdom 5% 3. Hong Kong 3%
25 to 30	7,746 (26%)	595	25,665 (25%)	3.3	1. United States 72% 2. Hong Kong 8% 3. China 4%
31 and older	2,143 (7%)	588	6,429 (6%)	3.0	1. United States 68% 2. Hong Kong 10% 3. Canada 6%

Indian Citizens

The number of exams taken by Indian citizens decreased 15 percent from TY 2009 to TY 2010, as seen in *Figure 9*. In spite of this decline, Indian examinees still represent the second largest testing group in Asia and the third largest testing group in the world, after the United States and China.

The most remarkable score-sending trend among Indian examinees since TY 2006 has been the rapid proportional shift away from US programs, primarily in favor of domestic and regional opportunities (*Table 9*). Over this period, the proportion of scores that Indian citizens sent to the United States fell from 71 percent to 55 percent. Meanwhile, the proportion of scores sent to programs in India increased from 9 percent to 14 percent. Programs in the United Kingdom and Singapore also grew more attractive to Indian examinees over the time period analyzed. Nevertheless, all of Indian examinees' top score-sending destinations received more score reports in TY 2010 than they did in TY 2006, largely due to the substantial test-taking growth over the five-year period.

Figure 9. GMAT® Exams Taken by Indian Citizens

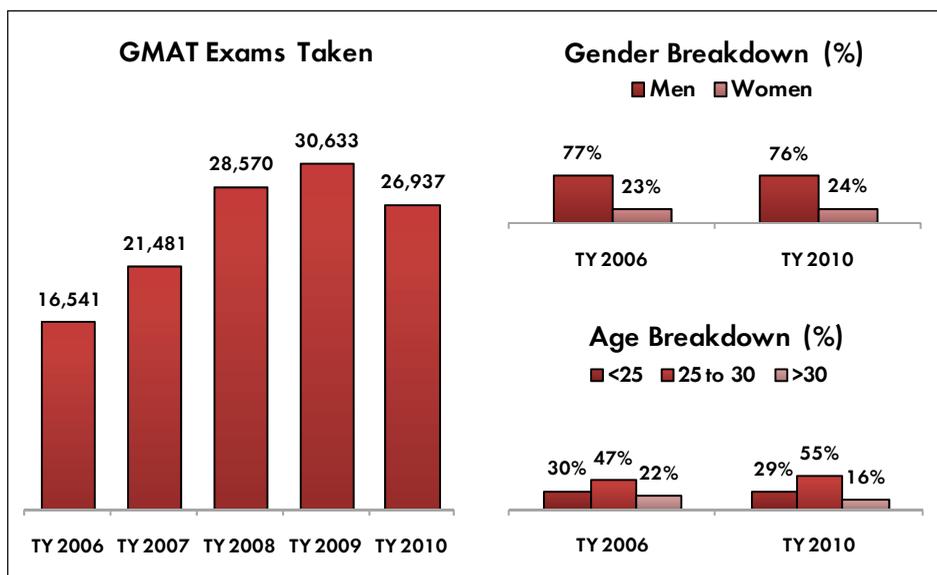


Table 9. Top 10* Countries or Regions to Which Indian Citizens Sent Score Reports

TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	52,556	70.65%	1. United States	65,361	54.84%
2. India	6,970	9.37%	2. India	17,087	14.34%
3. United Kingdom	4,344	5.84%	3. United Kingdom	11,677	9.80%
4. Canada	2,405	3.23%	4. Singapore	8,068	6.77%
5. Singapore	2,216	2.98%	5. France	5,154	4.32%
6. France	2,065	2.78%	6. Canada	4,647	3.90%
7. Australia	1,170	1.57%	7. Spain	1,329	1.12%
8. Philippines	1,044	1.40%	8. Australia	1,024	0.86%
9. Switzerland	497	0.67%	9. Switzerland	846	0.71%
10. Spain	278	0.37%	10. Hong Kong (SAR of China)	778	0.65%
Total Scores Sent by Indian Citizens	74,385	100%	Total Scores Sent by Indian Citizens	119,181	100%

*Based on number of score reports received. Average score reports sent per exam taken: 4.5 in TY 2006; 4.4 in TY 2010.

As shown in *Table 10*, Indian examinees sent the majority of score reports to schools located in the United States. There are interesting differences in score-sending behavior, however, by gender and age. On average, men and those aged 25 to 30 sent the greatest number of score reports per exam taken in TY 2010. Examinees older than 30 were most likely to send their score reports to domestic programs, with 23 percent directing their scores to programs located in India.

Figure 10. Largest Proportional Shifts in Score-Sending Destinations: Indians

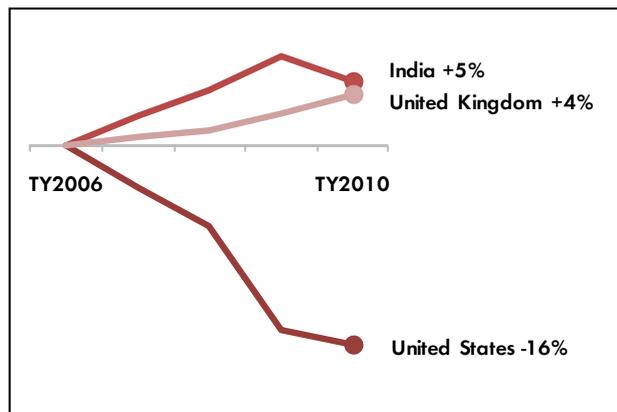


Table 10. TY 2010 Detailed Examinee Characteristics for Indian Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	26,937 (100%)	578	119,181 (100%)	4.4	1. United States 55% 2. India 14% 3. United Kingdom 10%
Gender Breakdown					
Women	6,579 (24%)	553	27,338 (23%)	4.2	1. United States 63% 2. India 10% 3. United Kingdom 9%
Men	20,358 (76%)	586	91,843 (77%)	4.5	1. United States 52% 2. India 15% 3. United Kingdom 10%
Age Breakdown					
Younger than 25	7,742 (29%)	554	34,149 (29%)	4.4	1. United States 62% 2. United Kingdom 10% 3. India 9%
25 to 30	14,826 (55%)	592	68,070 (57%)	4.6	1. United States 52% 2. India 15% 3. United Kingdom 10%
31 and older	4,369 (16%)	573	16,962 (14%)	3.9	1. United States 53% 2. India 23% 3. United Kingdom 9%

South Korean Citizens

The number of GMAT exams taken by citizens of South Korea has fluctuated over the last five years, with TY 2010 recording the lowest test volume.

The proportion of testing by age and gender has remained stable, with a slightly higher percentage of women taking the GMAT exam in TY 2010 compared with TY 2006 (Figure 11).

South Korean examinees sent 83 percent of their score reports to programs in the United States in TY 2010, down from 90 percent in TY 2006 (Table 11). The loss in market share by US programs was captured mainly by business schools in the United Kingdom and France. Although South Korea ranked as the fourth preferred destination for South Korean examinees in TY 2010, the absolute number of scores sent to domestic programs remained relatively small and actually decreased from TY 2006.

Figure 11. GMAT® Exams Taken by Citizenship: South Korea

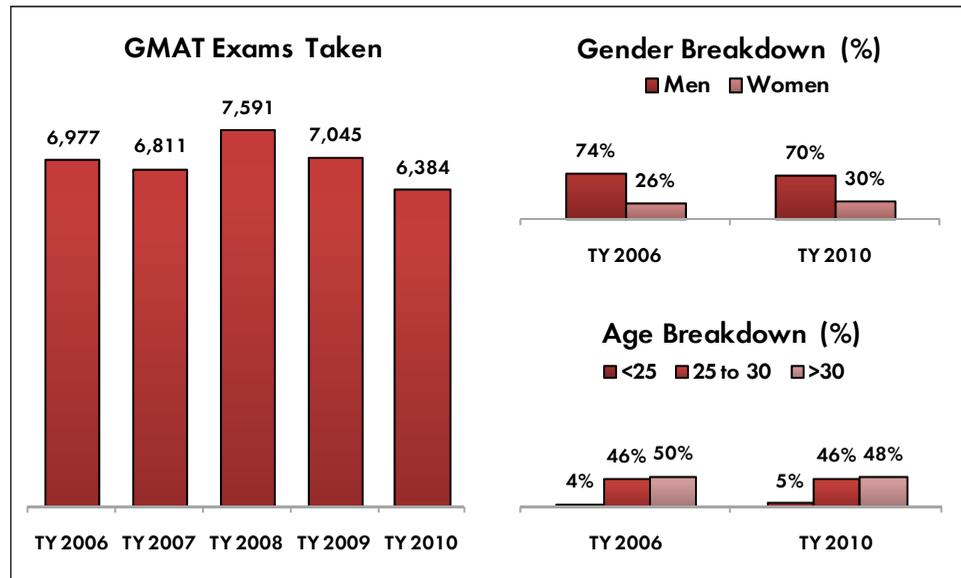


Table 11. Top 10 Countries or Regions to Which South Korean Citizens Sent Score Reports

TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	12,268	89.63%	1. United States	10,351	82.83%
2. United Kingdom	424	3.10%	2. United Kingdom	571	4.57%
3. South Korea	258	1.89%	3. France	399	3.19%
4. France	244	1.78%	4. South Korea	216	1.73%
5. Canada	167	1.22%	5. China	184	1.47%
6. China	131	0.96%	6. Canada	170	1.36%
7. Singapore	47	0.34%	7. Hong Kong (SAR of China)	121	0.97%
8. Switzerland	33	0.24%	8. Singapore	105	0.84%
9. Australia	24	0.18%	9. Spain	90	0.72%
10. Hong Kong (SAR of China)	19	0.14%	10. Switzerland	66	0.53%
Total Scores Sent by South Korean Citizens	13,687	100%	Total Scores Sent by South Korean Citizens	12,497	100%

*Based on number of scores received. Average score reports sent per exam taken: 2.0 in TY 2006 and 2.0 in TY 2010

Although South Korean students overall showed less interest in the United States as a study destination in TY 2010, each age and gender category continued to send the majority of their score reports to programs located in the United States (*Table 12*). Unlike China and India, whose student pipeline tends to be younger, an overwhelming majority of older examinees are feeding the South Korean pipeline. Examinees age 31 and older made up the bulk of tests taken (48%) in TY 2010. Along with Japan, South Korea has the oldest pipeline in Asia with 94 percent of exams taken by examinees older than 25. At the same time, this age cohort sent the fewest score reports per exam, for an average of 1.9, in contrast to examinees under 25, who sent an average of 2.3 per exam taken.

Figure 12. Largest Proportional Shifts in Score-Sending Destinations: South Koreans

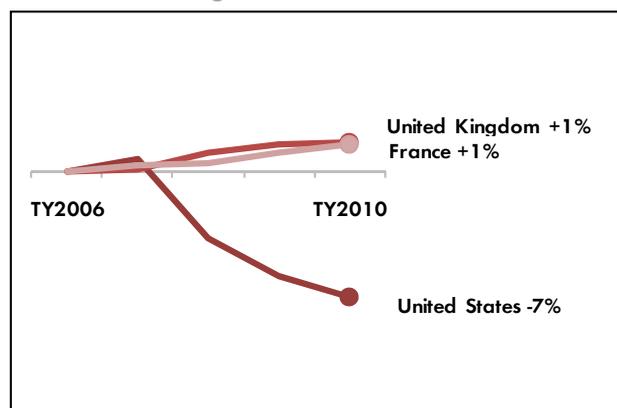


Table 12. TY 2010 Detailed Examinee Characteristics for South Korean Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	6,384 (100%)	576	12,497 (100%)	2.0	1. United States 83% 2. United Kingdom 5% 3. France 3%
Gender Breakdown					
Women	1,908 (30%)	568	3,695 (30%)	1.9	1. United States 81% 2. France 5% 3. United Kingdom 3%
Men	4,476 (70%)	579	8,802 (70%)	2.0	1. United States 83% 2. United Kingdom 5% 3. France 2%
Age Breakdown					
Younger than 25	348 (5%)	574	814 (7%)	2.3	1. United States 82% 2. France 6% 3. United Kingdom 4%
25 to 30	2,967 (46%)	582	5,833 (47%)	2.0	1. United States 86% 2. United Kingdom 4% 3. France 3%
31 and older	3,069 (48%)	570	5,850 (47%)	1.9	1. United States 79% 2. United Kingdom 6% 3. France 3%

Taiwanese Citizens

Although GMAT testing by Taiwanese citizens was relatively stable over the previous four testing years; it decreased by 24 percent between TY 2009 and TY 2010. The proportion of Taiwanese citizens taking the exam in TY 2010, based on gender and age group, mirrored figures from TY 2006 (Figure 13).

In TY 2010, there were modest gains in score reports sent to programs located in Asia—

including Hong Kong and China. The vast majority of score reports (89%) were sent to schools in the United States, five percent lower than in TY 2006 (Table 13). The fact that Taiwan no longer appears among the leading score report destinations for its citizens can be attributed to the gains in market share or number of programs seen by several European countries, including the United Kingdom and France.

Figure 13. GMAT® Exams Taken by Citizenship: Taiwan

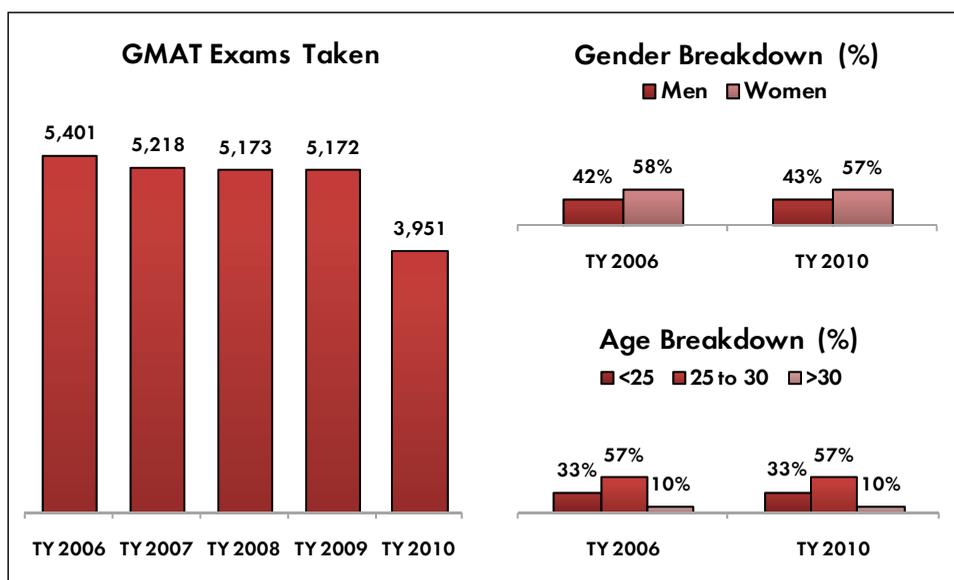


Table 13. Top 10* Countries or Regions to Which Taiwanese Citizens Sent Score Reports

TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	19,808	93.57%	1. United States	10,321	88.97%
2. United Kingdom	425	2.01%	2. United Kingdom	394	3.40%
3. Canada	239	1.13%	3. France	211	1.82%
4. France	177	0.84%	4. Netherlands	154	1.33%
5. Netherlands	156	0.74%	5. Canada	137	1.18%
6. Taiwan	67	0.32%	6. Spain	73	0.63%
7. Spain	47	0.22%	7. China	66	0.57%
8. Hong Kong (SAR of China)	43	0.20%	8. Hong Kong (SAR of China)	58	0.50%
9. China	39	0.18%	9. Japan	48	0.41%
10. Australia	29	0.14%	10. Switzerland	27	0.23%
Total Scores Sent by Taiwanese Citizens	21,170	100%	Total Scores Sent by Taiwanese Citizens	11,600	100%

*Based on number of score reports received. Average score reports sent per exam taken: 3.9 in TY 2006; 2.9 in TY 2010.

Taiwanese women outnumbered men in the number of exams taken (2,267 vs. 1,684) and average number of score reports sent (3.0 vs. 2.8) in TY 2010. The 25- to 30-year-old age group remains the largest age cohort in the student pipeline, representing 57 percent of exams taken and 60 percent of scores sent in TY 2010. This group also scored the highest total score, on average, among Taiwanese citizens (*Table 14*).

Figure 14. Largest Proportional Shifts in Score-Sending Destinations: Taiwanese

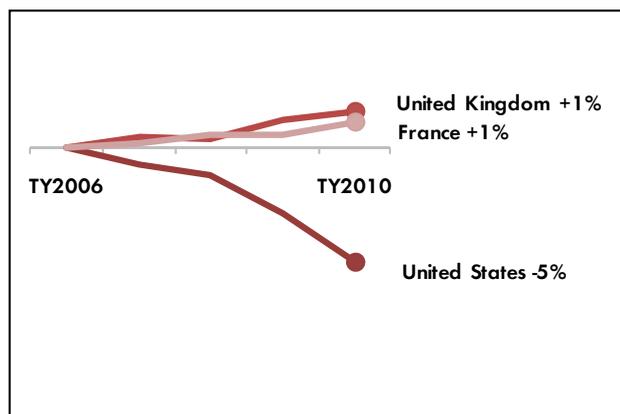


Table 14. TY 2010 Detailed Examinee Characteristics for Taiwanese Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	3,951 (100%)	534	11,600 (100%)	2.9	1. United States 89% 2. United Kingdom 3% 3. France 2%
Gender Breakdown					
Women	2,267 (57%)	529	6,880 (59%)	3.0	1. United States 89% 2. United Kingdom 4% 3. France 2%
Men	1,684 (43%)	541	4,720 (41%)	2.8	1. United States 90% 2. United Kingdom 3% 3. France 2%
Age Breakdown					
Younger than 25	1,322 (33%)	534	3,711 (32%)	2.8	1. United States 92% 2. United Kingdom 3% 3. France 2%
25 to 30	2,251 (57%)	536	6,923 (60%)	3.1	1. United States 88% 2. United Kingdom 3% 3. France 2%
31 and older	378 (10%)	521	966 (8%)	2.6	1. United States 82% 2. Canada 5% 3. United Kingdom 4%

Japanese Citizens

Since TY 2006, the number of GMAT exams taken by Japanese citizens has declined steadily, with 2,680 exams recorded in TY 2010 compared with 3,858 in TY 2006. The proportional mix of Japanese examinees by gender and age, however, has remained consistent from TY 2006 to TY 2010 (Figure 15).

In TY 2010, the United States, the United Kingdom, Japan, and France remained the top

four country destinations for Japanese score reports as they were in TY 2006; however, Japan and France switched places between the two testing years. Increased interest in programs located in France, the United Kingdom, and elsewhere in Europe reduced the US market share of Japanese score reports from 80 percent in TY 2006 to 73 percent in TY 2010. Japan, Hong Kong and Singapore remain the only Asian destinations in the top 10 score-sending destinations for Japanese citizens.

Figure 15. GMAT® Exams Taken by Citizenship: Japan

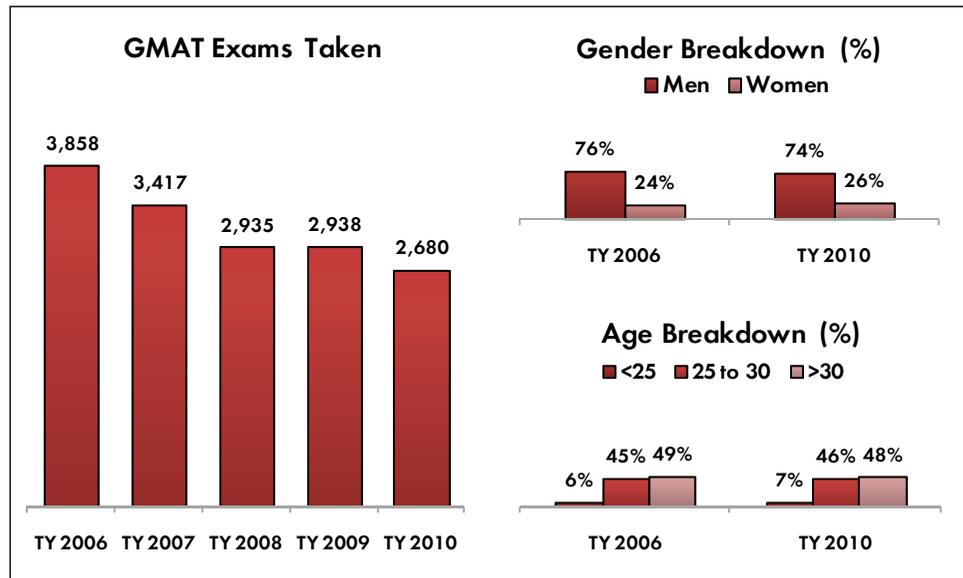


Table 15. Top 10* Countries or Regions to Which Japanese Citizens Sent Score Reports

TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	6,128	80.20%	1. United States	3,825	72.91%
2. United Kingdom	487	6.37%	2. United Kingdom	425	8.10%
3. Japan	249	3.26%	3. France	288	5.49%
4. France	239	3.13%	4. Japan	169	3.22%
5. Canada	139	1.82%	5. Spain	133	2.54%
6. Spain	101	1.32%	6. Switzerland	64	1.22%
7. Netherlands	64	0.84%	7. Hong Kong (SAR of China)	62	1.18%
8. Switzerland	55	0.72%	8. Singapore	60	1.14%
9. Hong Kong (SAR of China)	45	0.59%	9. Netherlands	48	0.91%
10. Singapore	37	0.48%	10. Canada	46	0.88%
Total Scores Sent by Japanese Citizens	7,641	100%	Total Scores Sent by Japanese Citizens	5,246	100%

* Based on number of score reports received. Average score reports sent per exam taken: 2.0 in TY 2006; 2.0 in TY 2010

The majority of Japanese citizens in each examinee group reported in *Table 16* sent their score reports to programs in the United States in TY 2010. Japanese examinees younger than 25, albeit a small group, sent 21 percent of their score reports to domestic programs. Unlike some Asian countries, the Japanese talent pipeline consists primarily of older examinees. In fact Japan, South Korea, and Singapore each have the oldest GMAT student pipelines in the Asian region. Prospective students 25 and older accounted for 94 percent of Japanese examinees in TY 2010.

Figure 16. Largest Proportional Shifts in Score-Sending Destinations: Japanese

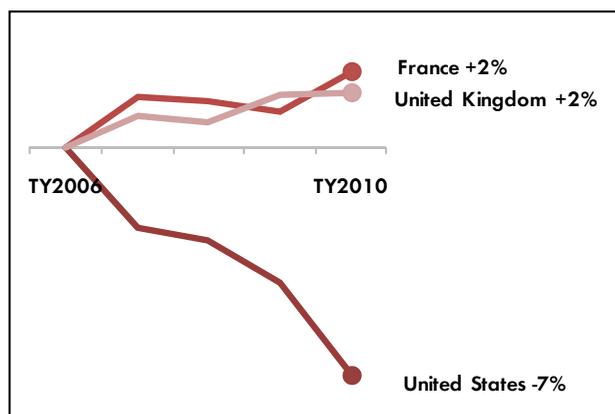


Table 16. TY 2010 Detailed Examinee Characteristics for Japanese Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	2,680 (100%)	545	5,246 (100%)	2.0	1. United States 73% 2. United Kingdom 8% 3. France 5%
Gender Breakdown					
Women	686 (26%)	515	1,275 (24%)	1.9	1. United States 67% 2. France 10% 3. United Kingdom 8%
Men	1,994 (74%)	556	3,971 (76%)	2.0	1. United States 75% 2. United Kingdom 8% 3. France 4%
Age Breakdown					
Younger than 25	186 (7%)	487	327 (6%)	1.8	1. United States 70% 2. Japan 21% 3. France 4%
25 to 30	1,220 (46%)	563	2,693 (51%)	2.2	1. United States 76% 2. United Kingdom 7% 3. France 6%
31 and older	1,274 (48%)	537	2,226 (42%)	1.7	1. United States 70% 2. United Kingdom 11% 3. France 5%

Thai Citizens

The number of Thai citizens sitting for the GMAT exam has been relatively consistent since TY 2006. Thailand continues to be one of a few Asian countries in which women represent the majority of the pipeline (Figure 17).

Thai examinees sent 6 percent of their GMAT score reports to domestic programs in TY 2010, a level of domestic score sending that was the third highest after Singapore (35%) and India (14%).

In TY 2010, Thai citizens also sent more score reports to regional programs in China, Japan, and Singapore, with China moving from ninth to fourth place in the top 10 score-sending list for Thai citizens (Table 17). Business schools in the United States received 76 percent of Thai examinees' score reports in TY 2010, down from 86 percent five years earlier. In addition to gains made by regional programs, the market share lost by US schools was attributed to gains made by British programs, which captured 7 percent of Thai score reports in TY 2010, up from 3 percent in TY 2006.

Figure 17. GMAT® Exams Taken by Citizenship: Thailand

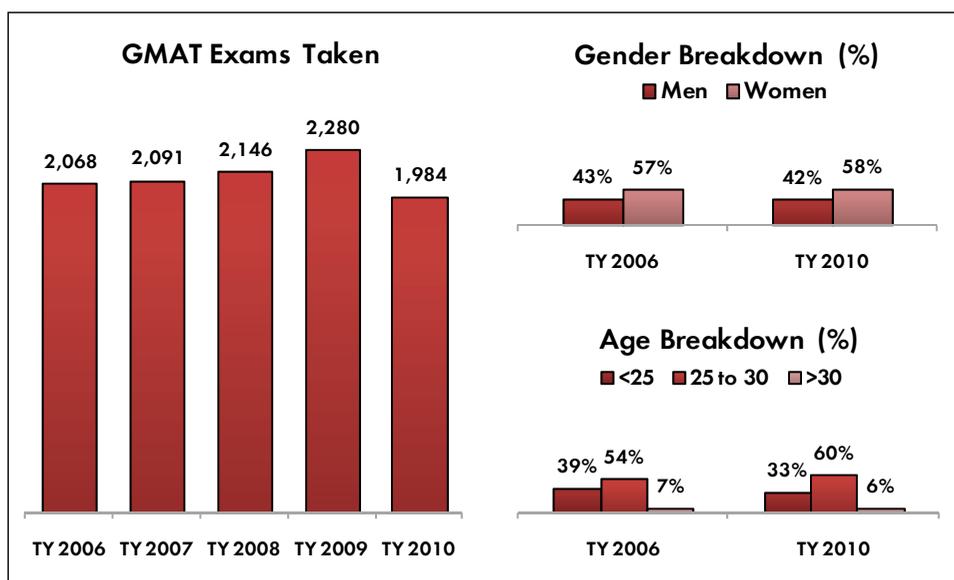


Table 17. Top 10* Countries or Regions to Which Thai Citizens Sent Score Reports

TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	5,811	86.34%	1. United States	3,854	75.52%
2. Thailand	348	5.17%	2. United Kingdom	369	7.23%
3. United Kingdom	209	3.11%	3. Thailand	300	5.88%
4. Canada	124	1.84%	4. China	107	2.10%
5. Australia	44	0.65%	5. Canada	68	1.33%
6. Netherlands	38	0.56%	6. Japan	67	1.31%
7. France	37	0.55%	7. France	56	1.10%
8. Japan	33	0.49%	8. Singapore	49	0.96%
9. China	22	0.33%	9. Sweden	45	0.88%
10. Singapore	21	0.31%	10. Australia	42	0.82%
Total Scores Sent by Thai Citizens	6,730	100%	Total Scores Sent by Thai Citizens	5,103	100%

*Based on number of score reports received. Average score reports sent per exam taken: 3.3 in TY 2006; 2.6 in TY 2010.

In TY 2010, the largest segments of the Thai student pipeline were women and examinees ages 25 to 30. Examinees ages 25 to 30 sent the greatest percentage of scores among the group (64%) as well as the highest average number of scores (2.7), while those 31 and older typically sent the fewest (1.8). These older Thai citizens also sent the greatest number of score reports to the United States (85%), compared with about 75 percent of scores sent by their younger counterparts.

Figure 18. Largest Proportional Shifts in Score-Sending Destinations: Thai

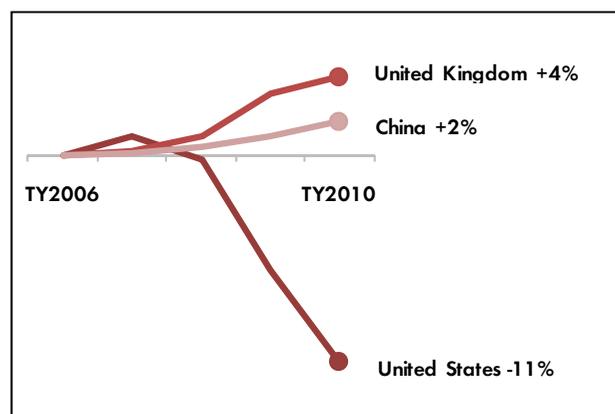


Table 18. TY 2010 Detailed Examinee Characteristics for Thai Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	1,984 (100%)	498	5,103 (100%)	2.6	1. United States 76% 2. United Kingdom 7% 3. Thailand 6%
Gender Breakdown					
Women	1,160 (58%)	485	2,967 (58%)	2.6	1. United States 75% 2. United Kingdom 8% 3. Thailand 5%
Men	824 (42%)	517	2,136 (42%)	2.6	1. United States 77% 2. Thailand 7% 3. United Kingdom 7%
Age Breakdown					
Younger than 25	658 (33%)	506	1,594 (31%)	2.4	1. United States 72% 2. United Kingdom 9% 3. Thailand 7%
25 to 30	1,198 (60%)	500	3,278 (64%)	2.7	1. United States 77% 2. United Kingdom 7% 3. Thailand 6%
31 and older	128 (6%)	443	231 (5%)	1.8	1. United States 85% 2. Thailand 6% 3. China 1%

Singaporean Citizens

While the number of exams taken by citizens of Singapore declined between TY 2008 and TY 2010, GMAT testing volume has risen by 34 percent since TY 2006. Based on gender and age, men and examinees age 25 to age 30 consistently have been the top test takers in Singapore from TY 2006 to TY 2010 (Figure 19)

Singapore is unique among all Asian countries analyzed in this report in that its GMAT

examinees are the most likely to send score reports to domestic programs. In TY 2010, 35 percent of scores from Singapore were sent to domestic programs, making programs in Singapore second only to US programs for the group (Table 19). The top five score-sending destinations—the United States, Singapore, United Kingdom, France, and Australia—were the same in both TY 2006 and TY 2010.

Figure 19. GMAT® Exams Taken by Citizenship: Singapore

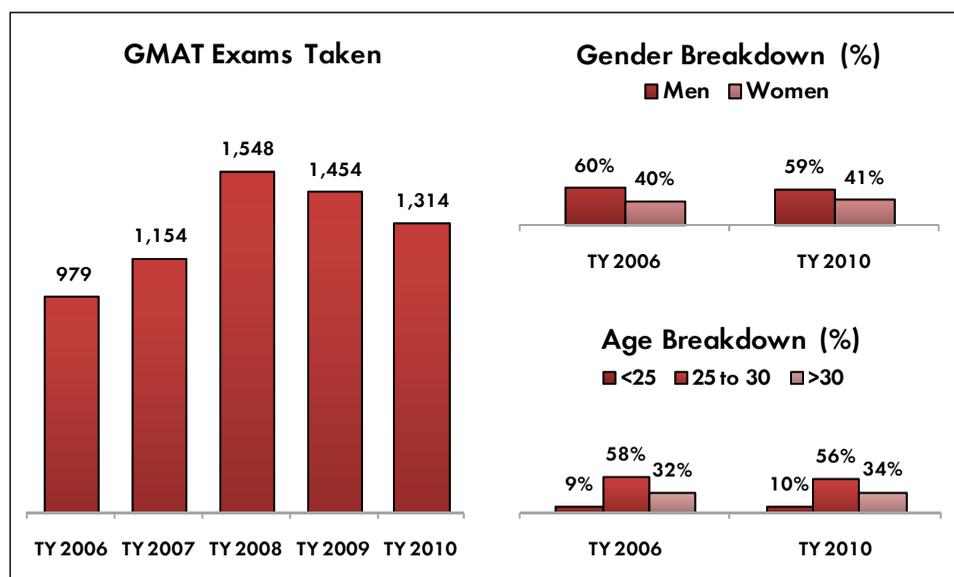


Table 19. Top 10* Countries or Regions to Which Singaporean Citizens Sent Score Reports					
TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	1,150	42.81%	1. United States	1,362	38.69%
2. Singapore	1,055	39.28%	2. Singapore	1,227	34.86%
3. United Kingdom	175	6.52%	3. United Kingdom	321	9.12%
4. France	139	5.17%	4. France	307	8.72%
5. Australia	54	2.01%	5. Australia	67	1.90%
6. Canada	26	0.97%	6. China	49	1.39%
7. China	23	0.86%	7. Hong Kong (SAR of China)	38	1.08%
8. Hong Kong (SAR of China)	18	0.67%	8. Spain	35	0.99%
9. Switzerland	17	0.63%	9. Canada	33	0.94%
10. Spain	9	0.34%	10. Switzerland	20	0.57%
Total Scores Sent by Singaporean Citizens	2,686	100%	Total Scores Sent by Singaporean Citizens	3,520	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.7 in TY 2006; 2.7 in TY 2010.

In TY 2010 Singaporean citizens ages 25 to 30 constituted the majority of examinees (56%) and sent the most score reports (60%), although examinees under 25 sent the highest average number of score reports 3.0 (Table 20). Singapore has the third oldest pipeline among Asian citizens covered in this report with 90 percent of examinees 25 and older. Both Singaporean men and examinees ages 31 and older sent the majority of their score reports to domestic programs in Singapore, in contrast to women and citizens under 25, who sent the greatest percentage of their score reports to the United States. The largest proportional declines in score sending among Singaporeans occurred in the domestic market as well as those sent to the United States, as shown in Figure 20.

Figure 20. Largest Proportional Shifts in Score-Sending Destinations: Singaporean

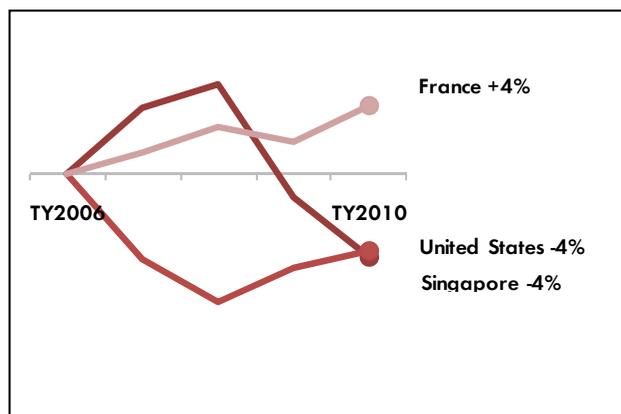


Table 20. TY 2010 Detailed Examinee Characteristics for Singaporean Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # Score Reports Sent Per Exam Taken	Top Destinations
Total	1,314 (100%)	595	3,520 (100%)	2.7	1. United States 39% 2. Singapore 35% 3. United Kingdom 9%
Gender Breakdown					
Women	545 (41%)	579	1,417 (40%)	2.6	1. United States 42% 2. Singapore 27% 3. United Kingdom 10%
Men	769 (59%)	606	2,103 (60%)	2.7	1. Singapore 40% 2. United States 37% 3. United Kingdom 9%
Age Breakdown					
Younger than 25	137 (10%)	609	406 (12%)	3.0	1. United States 52% 2. Singapore 14% 3. United Kingdom 14%
25 to 30	732 (56%)	610	2,107 (60%)	2.9	1. United States 38% 2. Singapore 35% 3. United Kingdom 9%
31 and older	445 (34%)	565	1,007 (29%)	2.3	1. Singapore 42% 2. United States 34% 3. France 9%

Vietnamese Citizens

GMAT testing by Vietnamese citizens has grown substantially since TY 2006 with the number of exams taken increasing by nearly 150 percent. The proportion of tests taken by gender has remained fairly constant between TY 2006 and TY 2010 (*Figure 21*); but the average age of Vietnamese test takers trended slightly younger by TY 2010, with a lower proportion of examinees older than 30 sitting for the exam.

Vietnam has the second youngest talent pipeline after China, with 41 percent of GMAT exams taken by citizens younger than 25.

Vietnamese examinees sent 80 percent of their score reports to programs located in the United States in TY 2010, a proportion that has fallen from 85 percent sent in TY 2006 (*Table 21*). Business schools in Canada increased their market share of Vietnamese examinees from 2 percent to 4 percent over the five-year period, moving up to third place in TY 2010 on the top 10 study destination list.

Figure 21. GMAT® Exams Taken by Citizenship: Vietnam

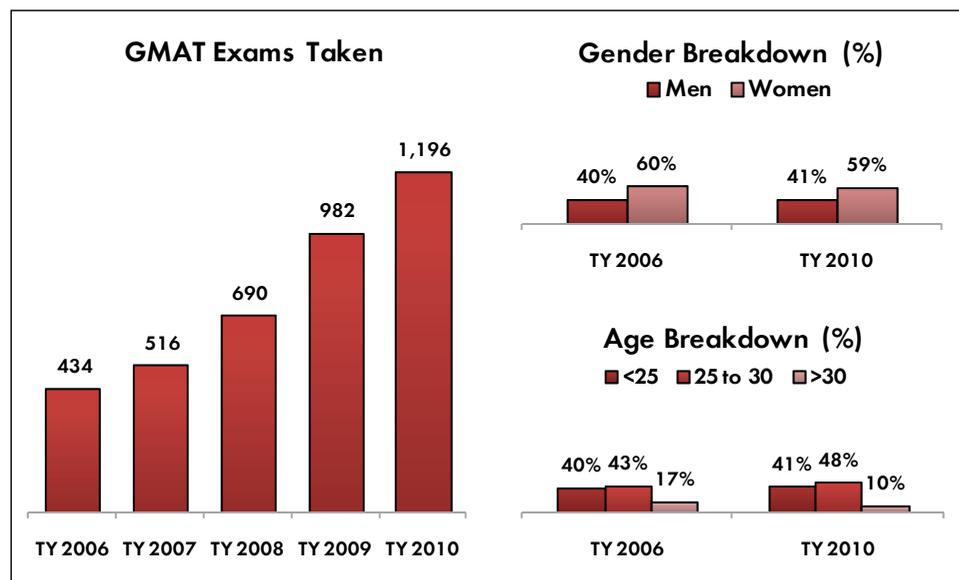


Table 21. Top 10* Countries or Regions to Which Vietnamese Citizens Sent Score Reports

TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	1,100	85.47%	1. United States	2,590	80.06%
2. Singapore	48	3.73%	2. Singapore	128	3.96%
3. United Kingdom	29	2.25%	3. Canada	116	3.59%
4. Canada	26	2.02%	4. United Kingdom	86	2.66%
5. Japan	18	1.40%	5. Netherlands	65	2.01%
6. Sweden	17	1.32%	6. Australia	55	1.70%
7. Australia	12	0.93%	7. France	41	1.27%
7. France	12	0.93%	8. Sweden	34	1.05%
9. Netherlands	8	0.62%	9. Finland	29	0.90%
10. Belgium/Philippines	3	0.23%	10. Ireland	20	0.62%
Total Scores Sent by Vietnamese Citizens	1,287	100%	Total Scores Sent by Vietnamese Citizens	3,235	100%

*Based on number of score reports received. Average score reports sent per exam taken: 3.0 in TY 2006; 2.7 in TY 2010.

Vietnamese women constituted the majority of the talent pipeline both in number of tests taken (59%) and total scores sent (57%) in TY 2010 (Table 22). Though the United States remained the most popular study destination for male and female Vietnamese citizens of all ages in TY 2010, there were slight differences within groups for second and third most desirable study destinations. Men and test takers 31 and older preferred Canada as their second choice and women and test takers 25 to 30 years of age sought out Singapore as their next top study destination after US programs. The Netherlands was the third-ranked choice for all age groups except the 25-to-30-year-olds, who preferred Canada.

Figure 22. Largest Proportional Shifts in Score-Sending Destinations: Vietnamese

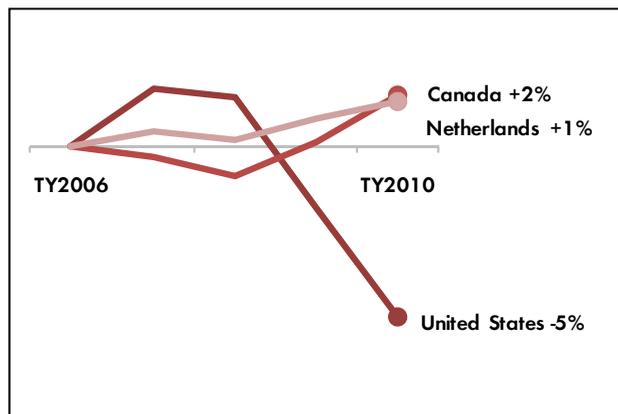


Table 22. TY 2010 Detailed Examinee Characteristics for Vietnamese Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	1,196 (100%)	519	3,235 (100%)	2.7	1. United States 64% 2. United Kingdom 10% 3. Singapore 6%
Gender Breakdown					
Women	711 (59%)	512	1,841 (57%)	2.6	1. United States 80% 2. Singapore 4% 3. United Kingdom 2%
Men	485 (41%)	528	1,394 (43%)	2.9	1. United States 80% 2. Canada 6% 3. Singapore 3%
Age Breakdown					
Younger than 25	494 (41%)	533	1,415 (44%)	2.9	1. United States 85% 2. United Kingdom 4% 3. Netherlands 3%
25 to 30	580 (48%)	517	1,520 (47%)	2.6	1. United States 77% 2. Singapore 7% 3. Canada 5%
31 and older	122 (10%)	464	300 (9%)	2.5	1. United States 76% 2. Canada 12% 3. Netherlands 2%

Pakistani Citizens

The number of GMAT exams taken by Pakistani citizens and residents decreased slightly in TY 2010 after peaking in TY 2008. GMAT exam volume in TY 2010, however, was 7 percent higher compared with TY 2006 (Figure 23).

The top three score-sending destinations for Pakistani examinees—the United States, Canada, and the United Kingdom—remained constant between TY 2006 and TY 2010.

Over this time, the propensity of Pakistani examinees to send score reports to domestic programs fell substantially, from 7 percent of total score reports in TY 2006 to just 2 percent in TY 2010. Increased interest in Canadian programs was responsible for part of the market shift away from both domestic programs and programs in the United States (Table 23).

Figure 23. GMAT® Exams Taken by Citizenship: Pakistan

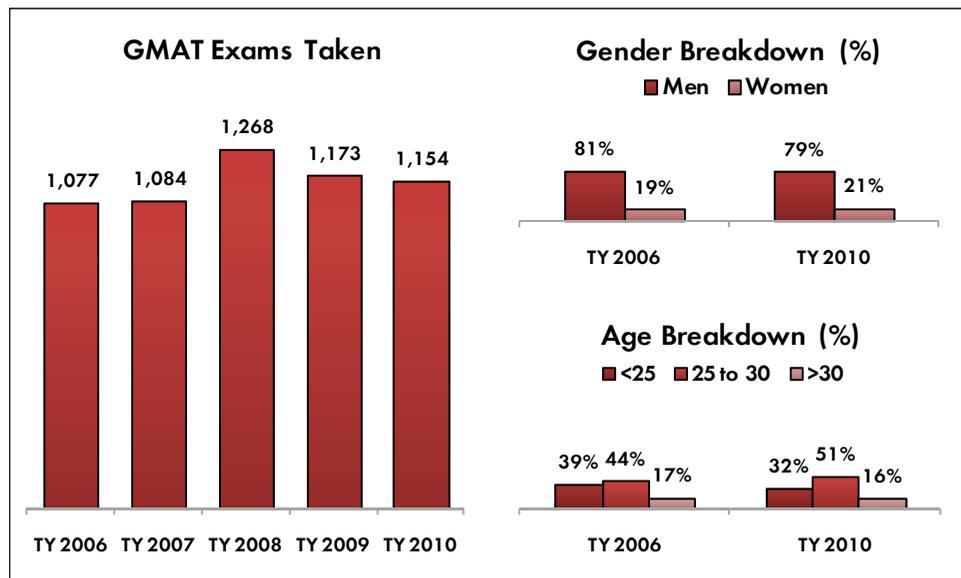


Table 23. Top 10* Countries or Regions to Which Pakistani Citizens Sent Score Reports

TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	2,151	61.74%	1. United States	2,044	55.50%
2. Canada	453	13.00%	2. Canada	641	17.40%
3. United Kingdom	419	12.03%	3. United Kingdom	454	12.33%
4. Pakistan	230	6.60%	4. Australia	106	2.88%
5. France	64	1.84%	5. France	94	2.55%
6. Australia	45	1.29%	6. Singapore	86	2.34%
7. Singapore	35	1.00%	7. Pakistan	82	2.23%
8. Netherlands	24	0.69%	8. Sweden	41	1.11%
9. United Arab Emirates	10	0.29%	9. Spain	21	0.57%
10. Hong Kong (SAR of China)	7	0.20%	10. United Arab Emirates	19	0.52%
Total Scores Sent by Pakistani Citizens	3,484	100%	Total Scores Sent by Pakistani Citizens	3,683	100%

*Based on number of score reports received. Average score reports sent per exam taken: 3.2 in TY 2006; 3.2 in TY 2010.

Men constitute the majority of Pakistan’s talent in the student pipeline—sitting for 79 percent of the GMAT exams and sending 81 percent of total score reports in TY 2010 (Table 24). Examinees ages 25 to 30 accounted for more than 50 percent of tests taken and scores sent. Unlike other citizenship groups, Pakistani examinees were uniform in their top three score-sending destinations in TY 2010—the United States, Canada, and the United Kingdom, with 62 percent of women and examinees 31 and older showing the greatest interest in the United States.

Figure 24. Largest Proportional Shifts in Score-Sending Destinations: Pakistani

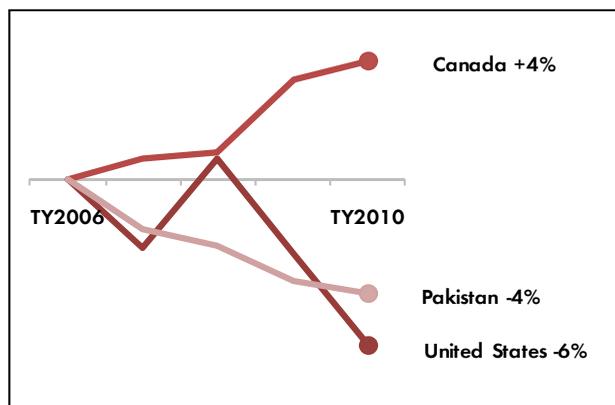


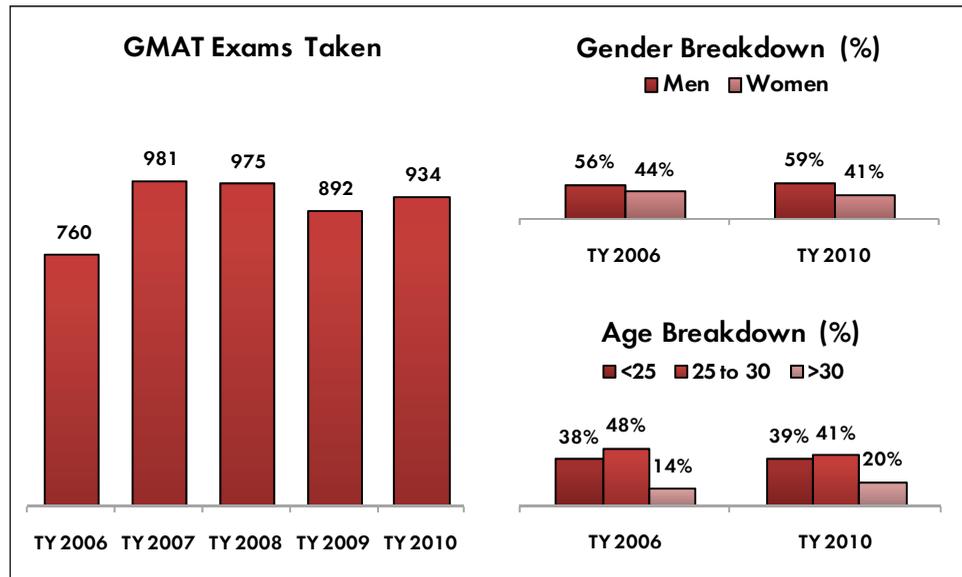
Table 24. TY 2010 Detailed Examinee Characteristics for Pakistani Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Examinee	Top Destinations
Total	1,154 (100%)	503	3,683 (100%)	3.2	1. United States 56% 2. Canada 17% 3. United Kingdom 12%
Gender Breakdown					
Women	242 (21%)	489	710 (19%)	2.9	1. United States 62% 2. Canada 18% 3. United Kingdom 11%
Men	912 (79%)	507	2,973 (81%)	3.3	1. United States 54% 2. Canada 17% 3. United Kingdom 13%
Younger than 25	375 (32%)	501	1,117 (30%)	3.0	1. United States 54% 2. Canada 18% 3. United Kingdom 12%
25 to 30	590 (51%)	516	2,029 (55%)	3.4	1. United States 55% 2. Canada 17% 3. United Kingdom 13%
31 and older	189 (16%)	469	537 (15%)	2.8	1. United States 62% 2. Canada 16% 3. United Kingdom 11%

Indonesian Citizens

After increasing between TY 2006 and TY 2007 the number of GMAT exams taken by Indonesian citizens has been relatively stable. By TY 2010, GMAT volume was 23 percent higher than it was in TY 2006. The percentage of women test takers decreased slightly, as did the proportion of 25-to-30-year-olds between TY 2006 and TY 2010. (Figure 25).

Figure 25. GMAT® Exams Taken by Citizenship: Indonesia



Indonesian examinees sent 15 percent more

GMAT score reports in TY 2010 than they did in TY 2006. The proportion of scores sent to US programs declined from 75 percent to 64 percent over the five-year period (Table 25). The loss in US market share apparently was made up by programs located in the United Kingdom, Australia, the Netherlands, and France, which garnered greater proportions of score reports from Indonesian examinees.

TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	1,786	74.73%	1. United States	1,760	64.05%
2. Singapore	230	9.62%	2. Singapore	221	8.04%
3. Australia	69	2.89%	3. United Kingdom	196	7.13%
4. United Kingdom	68	2.85%	4. Australia	149	5.42%
5. Netherlands	63	2.64%	5. Netherlands	112	4.08%
6. France	57	2.38%	6. France	104	3.78%
7. Canada	44	1.84%	7. Canada	45	1.64%
8. Germany	17	0.71%	8. China	41	1.49%
9. Japan	10	0.42%	9. Germany	26	1.95%
10. Belgium/ China/Hong Kong/Switzerland	6	0.25%	10. Japan	21	0.76%
Total Scores Sent by Indonesian Citizens	2,390	100%	Total Scores Sent by Indonesian Citizens	2,748	100%

*Based on number of score reports received. Average score reports sent per exam taken: 3.1 in TY 2006; 2.9 in TY 2010.

Similar to other Asian citizenship groups, Indonesian men took the majority of tests (59%) and sent twice as many score reports as women in TY 2010. Indonesian test takers 30 years of age and younger made up the bulk of the Indonesian student pipeline, taking approximately 80 percent of all tests and sending 80 percent of score reports in TY 2010 (Table 26). The United States, Singapore, and the United Kingdom attracted similar shares of score reports for all examinee categories, except for women who also sent 7 percent of their scores to Australia.

Figure 26. Largest Proportional Shifts in Score-Sending Destinations: Indonesians

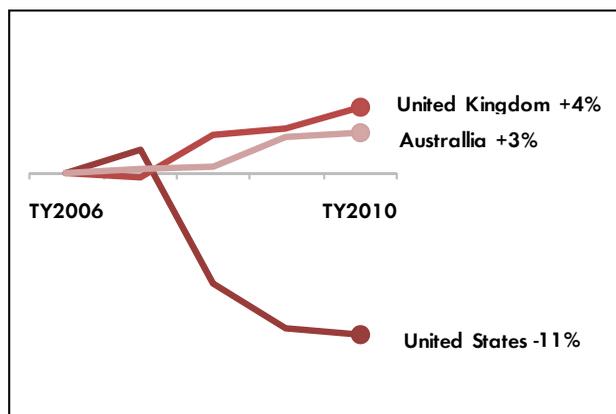


Table 26. TY 2010 Detailed Examinee Characteristics for Indonesian Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	934 (100%)	517	2,748 (100%)	2.9	1. United States 64% 2. Singapore 8% 3. United Kingdom 7%
Gender Breakdown					
Women	380 (41%)	506	943 (34%)	2.5	1. United States 61% 2. Singapore 8% 3. Australia 7%
Men	554 (59%)	525	1,805 (66%)	3.3	1. United States 66% 2. Singapore 8% 3. United Kingdom 8%
Age Breakdown					
Younger than 25	361 (39%)	515	1,098 (40%)	3.0	1. United States 75% 2. Singapore 5% 3. United Kingdom 4%
25 to 30	384 (41%)	533	1,101 (40%)	2.9	1. United States 53% 2. Singapore 12% 3. United Kingdom 9%
31 and older	189 (20%)	490	549 (20%)	2.9	1. United States 64% 2. United Kingdom 10% 3. Singapore 6%

Methodology

This report presents data analysis from the 10 Asian citizenship groups with the largest number of GMAT exams taken. Data analyzed in this report includes examinees' responses to the Background Information Questionnaire administered as part of the GMAT exam, score-reporting information from examinee records, and other registration information for testing years 2006 through 2010. Testing years, as reported in this document, begin on July 1 and end on June 30, mirroring the academic year.

Examinees were asked to name their country of citizenship at the time of test registration. This information was used to group examinees into two regional categories: East and Southeast Asia and Central and South Asia. Country of citizenship and score-reporting behavior were used to gauge regional trends and changes in examinee preferences regarding school locations.

Although five-year data from TY 2006 to TY 2010 are provided for general trend purposes, data specific to TY 2006 and TY 2010 provide the primary basis for analysis. This report closely examines data from the 50,453 records of Asian citizen examinees in 2006 and the 79,626 records of Asian citizen examinees in 2010 who sat for the GMAT exam one or more times during these years. Central and South Asian citizens accounted for 18,636 of these examinees in TY 2006, a number that grew to 29,570 in TY 2010 (+59%). For the third year in a row, however, only two countries in Central and South Asia appear among the top 10 Asian countries for number of GMAT exams taken—India and Pakistan.

When taking the GMAT, examinees have the option of submitting their score reports to up to five schools or programs at no charge. Once examinees leave the test center, they may request additional copies of their score report for a fee. For every test taken, the first 10 score report recipients are recorded.

Data examined in this report take into account tests taken, not the individual test takers. Any examinees who took the test more than once are represented in the analyses by the number of times they took the test. The average percentage of tests taken by repeat examinees is approximately 15 percent to 22 percent.

GMAT score-sending trends generally indicate student interest in studying in a particular region. Other factors, such as changes in school application requirements and national visa policies, also influence these trends and should be taken into consideration when evaluating this report. In 2006, GMAC switched test administration vendors with a goal of increasing access to the GMAT. The effects of that switch are most evident in the TY 2007 to TY 2010 data. It is also important to note when reviewing these 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.

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

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, Senior Research Analyst, GMAC; Hillary Taliaferro, Research Analyst, GMAC.

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Appendix: 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 now included in the “Chinese” citizenship category for both testing years analyzed in this report and are no longer available as separate citizenship categories.

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.

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Savvy graduate management education professionals use GMAC® research every day to make informed business decisions. Rich data offer customizable insights into key issues that affect your recruitment success. Detailed research reports track important trends in graduate management admissions. Here are just three of the available resources:

1. The *Profile of Graduate Management Admission Test® Candidates* is a rich source of significant demographic data about GMAT examinees over the past five years. It's ideal for gauging the size and characteristics of your business school's potential applicant pool. The book can be used to find testing volume and mean GMAT Total scores by gender, undergraduate major, location, age group, citizenship, US state, intended study pace, US subgroup, and attending institution.

Free electronic copies of the *Profile* are available at gmac.com/GMATProfile.

2. The *Profile of Graduate Management Admission Test® Candidates (Interactive Edition)* 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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4. Geographic Trend Reports for GMAT® Examinees like this one compare score-trending patterns of examinees and their geographic and biographical data from the most recent testing year against data from four years earlier. Our annual series of Geographic Trend Reports includes an overall World report, and specialized reports by region for Asia, Europe, and North America.

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ASIAN

Geographic Trend Report for GMAT® Examinees

What type of graduate management program in Singapore attracts the most domestic talent?

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?

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 *Asian Geographic Trend Report* is a vital resource for admissions officers looking to increase their international applicant pool. By identifying score-sending trends based on examinee citizenship, this report lets you track changes and identify global competition for your international 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.

If you find this *Asian Geographic Trend Report* helpful, you may want to explore other geographic trend reports and research publications available from GMAC, a global nonprofit organization of leading graduate business schools and the owner of the Graduate Management Admission Test® (GMAT®).

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