

# Creating a High Level Market Summary of GMAT Examinees in China

On the contents tab of the China Excel file, select the hyperlink on **row 19** to obtain historic GMAT testing volume

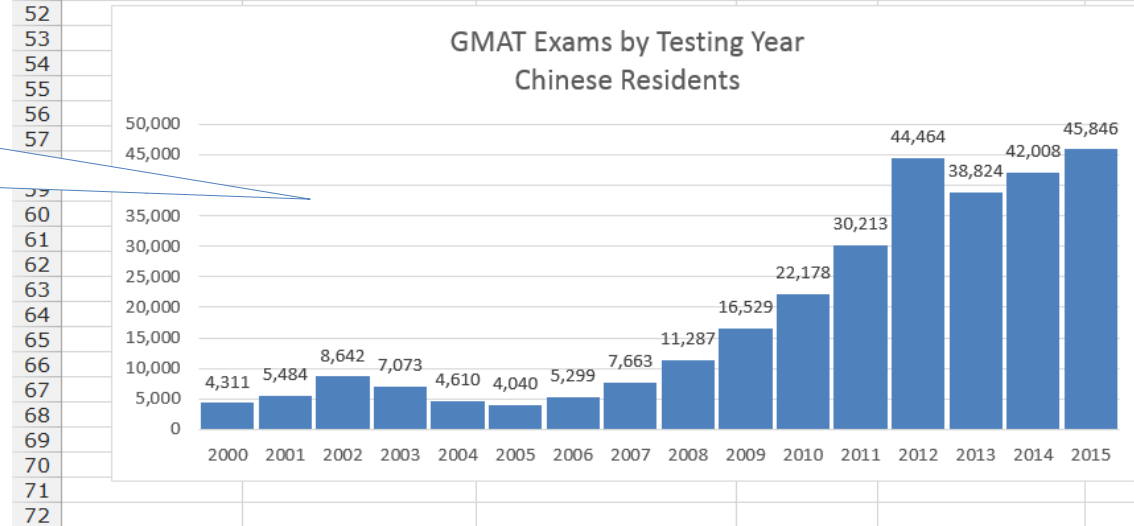
	A
1	<b>GMAC Geographic Trend Report Data: China</b>
2	<a href="#">Links to Excel Worksheets</a>
3	
4	<b>GMAT Data by Citizenship</b>
5	<a href="#">Figure 1 - Historic GMAT Exams and Gender Distribution: Citizens of China</a>
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	A	B	C	D	E	F
1	<b>Historic GMAT Exams and Gender Distribution: Residents of China</b>					
2	<b>Testing Year</b>	<b>Examinee Status</b>	<b>Country</b>	<b>Gender</b>	<b>GMAT Exams</b>	<b>Percentage</b>
3	2000	Resident	China	Total	4,311	100.00%
6	2001	Resident	China	Total	5,484	100.00%
9	2002	Resident	China	Total	8,642	100.00%
12	2003	Resident	China	Total	7,073	100.00%
15	2004	Resident	China	Total	4,610	100.00%
18	2005	Resident	China	Total	4,040	100.00%
21	2006	Resident	China	Total	5,299	100.00%
24	2007	Resident	China	Total	7,663	100.00%
27	2008	Resident	China	Total	11,287	100.00%
30	2009	Resident	China	Total	16,529	100.00%
33	2010	Resident	China	Total	22,178	100.00%
36	2011	Resident	China	Total	30,213	100.00%
39	2012	Resident	China	Total	44,464	100.00%
42	2013	Resident	China	Total	38,824	100.00%
45	2014	Resident	China	Total	42,008	100.00%
48	2015	Resident	China	Total	45,846	100.00%

On the Gender column filter, select "Total" for GMAT Exams Taken by all Chinese Residents

Highlight the data values in column E, "GMAT Exams", and plot the data in a bar graph



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On the contents tab of the China Excel file, select the hyperlink on **row 22** to obtain top GMAT score sending destinations of Chinese residents

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Top Score Sending Destinations: Residents of China					
TY 2011			TY 2015		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
United States	78,689	80.09%	United States	60,575	68.84%
Hong Kong	4,712	4.80%	Hong Kong	9,153	10.40%
United Kingdom	3,595	3.66%	Canada	4,151	4.72%
Canada	3,512	3.57%	United Kingdom	3,987	4.53%
France	2,563	2.61%	France	3,631	4.13%
China	1,389	1.41%	Singapore	1,768	2.01%
Singapore	1,028	1.05%	China	1,082	1.23%
Netherlands	886	0.90%	Australia	1,074	1.22%
Australia	700	0.71%	Netherlands	851	0.97%
Germany	176	0.18%	Germany	689	0.78%
<b>Total Scores Sent</b>	<b>98,251</b>	<b>100%</b>	<b>Total Scores Sent</b>	<b>87,989</b>	<b>100%</b>

This table can be copied directly into Microsoft PowerPoint, Excel, or Word.

We see that over the last five testing years, Hong Kong has received a larger share of GMAT scores from Chinese residents, although the U.S. is still the primary study destination for these candidates

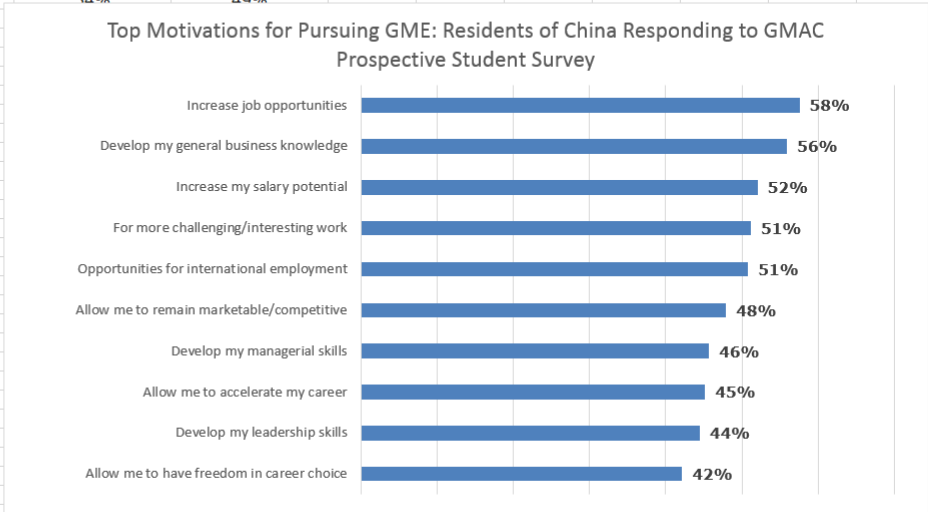
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On the contents tab of the China Excel file, select the hyperlink on **row 40** to obtain Chinese residents' top motivations for pursuing Graduate Management Education (GME)

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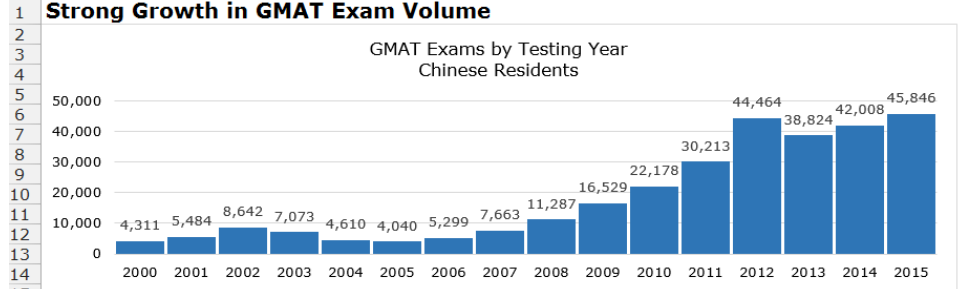
	A	B	C	D	E	F	G	H	I	J	K	L	M
1	<b>Motivations for Pursuing GME: Residents of China</b>												
2	<b>Motivations</b>	<b>All Respondents (%)</b>	<b>Full-Time MBA (%)</b>	<b>Professional MBA (%)</b>	<b>Specialized Master's (%)</b>								
3	Increase job opportunities	58%	58%	58%	60%								
4	Develop my general business knowledge	56%	60%	63%	56%								
5	Increase my salary potential	52%	54%	55%	53%								
6	For more challenging/interesting work	51%	54%	55%	52%								
7	Opportunities for international employment	51%	54%	53%	53%								
8	Allow me to remain marketable/competitive	48%	50%	54%	49%								
9	Develop my managerial skills	46%	53%										
10	Allow me to accelerate my career	45%	47%										
11	Develop my leadership skills	44%	52%										
12	Allow me to have freedom in career choice	42%	45%										
13	Personal satisfaction and achievement	41%	42%										
14	Help control situations more effectively	36%	41%										
15	Improve my effectiveness on the job	36%	37%										
16	Provide confidence I need to succeed	36%	36%										
17	Make bigger difference in my field of interest	34%	35%										
18	Provide me with professional credentials	33%	34%										
19	Increase my entrepreneurial opportunities	32%	38%										
20	Improve chances of receiving a promotion	31%	33%										
21	Develop my technical expertise	30%	28%										
22	Allow me to change career paths	29%	36%										
23	Help me to gain recognition	29%	30%										
24	Opportunities for networking	28%	33%										
25	Help contribute to solving world problems	21%	24%										
26	Help me influence people/institutions	19%	22%										
27	Help me to gain respect	19%	21%										
28	Increase my impact on communities	19%	22%										
29													
30													
31													
32													
33													
34													
35													
36													
37													



Using the "All Respondents" variable, make a plot of the top motivations for all Chinese residents.

# Putting It All Together: GME Snapshot for Chinese Residents

A B C D E F G H I J K L M N O P



### Top Score Sending Destinations: Residents of China

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