

2010

NORTH AMERICAN



Geographic Trend Report for GMAT® Examinees



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The *North American 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 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.

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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 5,000 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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Note: This report shows geographic trend data for examinees *residing* in Canada or the United States at the time they sat for the GMAT exam. Other reports in the GMAC Geographic Trend series provide analyses based on *citizenship*.

This North American Geographic Trend Report presents analyses of trends in student interest in graduate management education. Analyses are based on data collected from respondents taking the Graduate Management Admission Test® (GMAT®) exam between July 1, 2006 and June 30, 2010. Emphasis is placed on the destination of score reports sent by examinees residing in North America and the origin of examinees sending scores to programs in North America.

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.

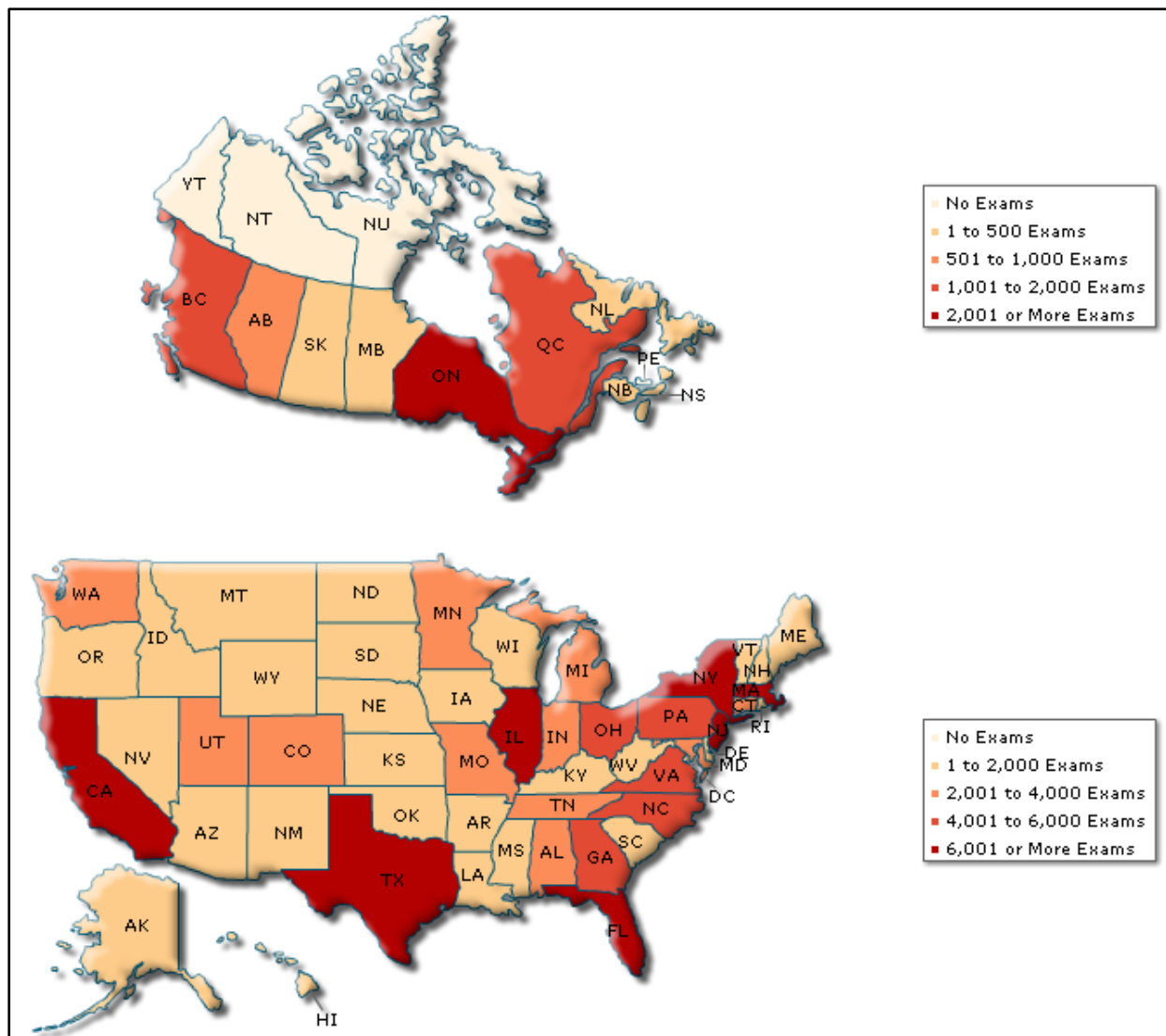
Major differences in score-sending behavior were observed over the past five years, between TY2006 and TY2010, for many of the examinee groups covered in this report. This is not surprising given the increasingly global nature of higher education. Many factors influence the attractiveness of certain programs to students and also students' abilities to pursue management education. This report identifies the aggregate outcomes of such dynamics for North American residents and schools.

Key Findings

- North American residents took 159,914 GMAT exams in TY2010, an increase of 13 percent from the 142,012 exams they took in TY2006. Business schools across North America received 634,315 GMAT score reports from global examinees in TY2010, an increase of 21 percent from the 523,442 scores received five years ago.
- The number of GMAT exams taken by Canadian residents reached a five-year high of 8,662 in TY2010, an increase of 29 percent or nearly 2,000 exams when compared with TY2006. The majority of these exams were taken by examinees residing in Ontario (57%), although British Columbia (14%), Quebec (13%), and Alberta (9%) also recorded large numbers of GMAT examinees.
- Quebec is the most internationally-diverse testing location in Canada—non-Canadian citizens made up 39 percent of the testing pipeline in the province during TY2010. In the United States, the Northeast had the greatest proportion of foreign student talent, with non-US citizens representing 20 percent of exams taken.
- Domestic programs were the primary score-sending destinations for both Canadian and US GMAT examinees in TY2010. Canadian examinees sent 70 percent of their GMAT scores to programs in Canada, whereas US residents showed even greater interest in domestic programs, sending 97 percent of their scores to US programs.
- Although North America remains the top score-sending destination for Canadian residents, business programs in Europe—especially in the United Kingdom, France, and Spain—have succeeded in attracting more Canadian talent over the last five years.
- Canadian business schools received more than 28,000 score reports from all GMAT examinees in TY2010, representing a five-year high. Of this total, Canadian citizens sent about half (46%) and nearly 30% of score reports came from Indian and Chinese citizens.

- Business programs in Ontario received 62 percent of all scores sent to Canada in TY2010. British Columbia and Quebec were the next largest destinations with programs in these provinces each receiving 14 percent of total scores sent to Canada.
- The number of GMAT exams taken by US residents declined slightly in TY2010 but was significantly higher than four years prior. Residents of California, New York, Texas, and Illinois remain the top four test-taking groups in the US pipeline. At the regional level, the most GMAT exams were taken by Northeast residents.
- Although US programs were the overwhelming choice of GMAT examinees residing in the United States in TY2010, northeastern residents were the most likely to send score reports abroad, sending slightly more than 4 percent of their scores outside of the United States.
- Of the 606,149 GMAT scores received by US programs in TY2010, 42 percent came from non-US citizens. Between TY2006 and TY2010, Chinese citizens surpassed Indian citizens to become the leading foreign talent source for US schools. California topped all the US states in reports received in TY2010, capturing 13 percent of all US-bound scores.

Figure 1. GMAT® Exams Taken by North American Residents in TY2010

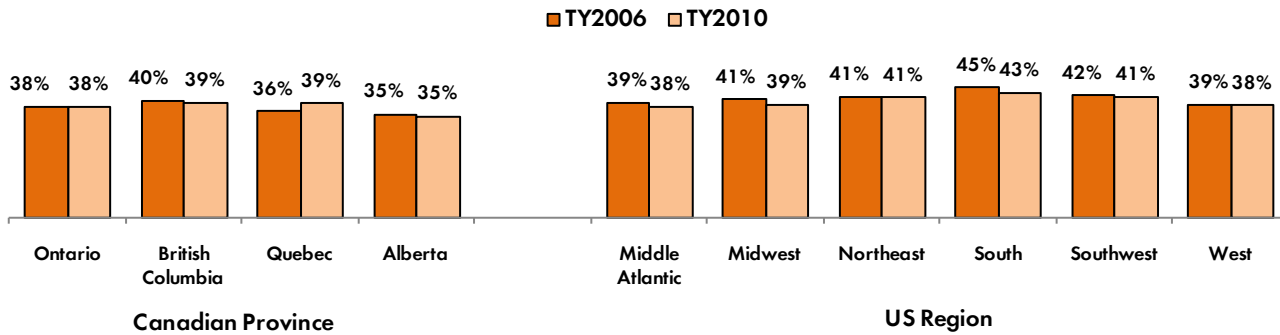


North American Testing Landscape

Gender Breakdown

The proportion of GMAT exams taken by women in North America has remained stable.

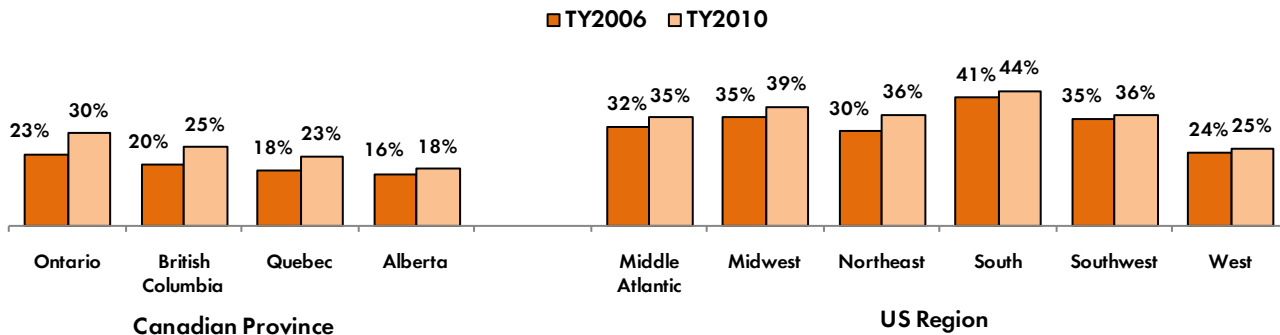
Figure 2a. GMAT® Exams Taken by Women (%)



Age Breakdown

Across North America the share of exams taken by younger examinees has grown.

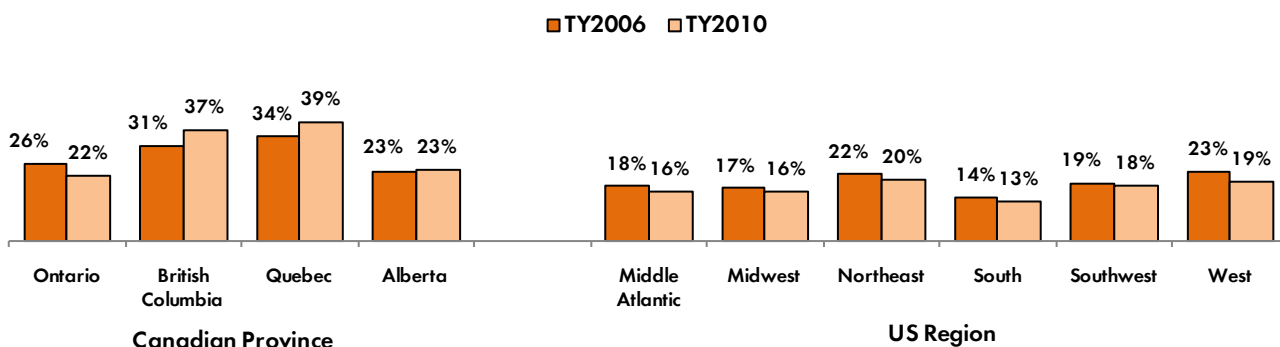
Figure 2b. GMAT® Exams Taken by Those Younger Than 25 (%)



Foreign Talent

Compared with the US, Canadian residents taking the GMAT exam are more likely to be foreign citizens.

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



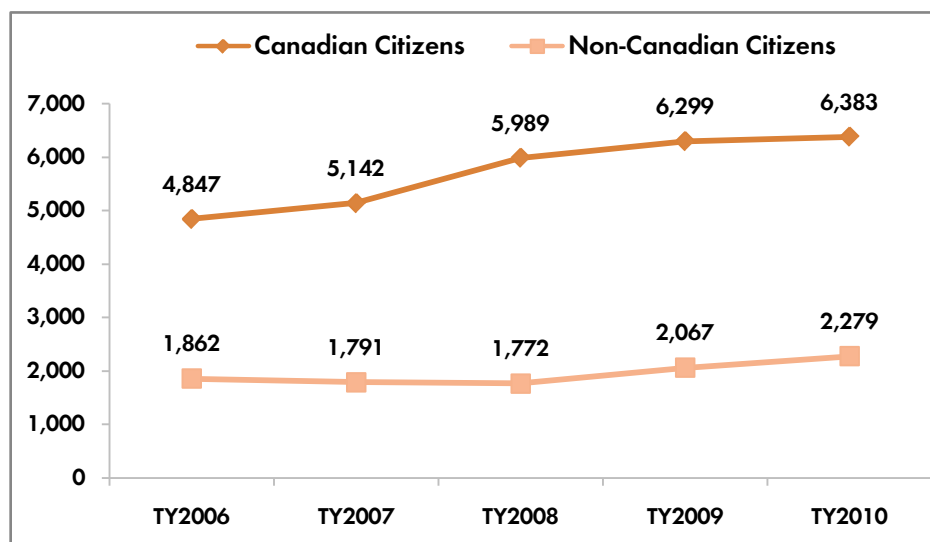
Canadian Testing Environment TY2006–TY2010

Canadian residents represented the fourth largest GMAT® pipeline in the world behind the United States, China, and India in TY2010. Between TY2006 and TY2010, the number of GMAT exams taken by Canadians increased by 29 percent, or nearly 2,000 exams. In percentage terms, Manitoba, Alberta, and British Columbia experienced the largest growth in test takers. Ontarian residents recorded the greatest absolute gain over the period with an increase of more than 1,000 exams taken (Table 1).

Province	TY2006	TY2007	TY2008	TY2009	TY2010	Percentage of all TY2010
1. Ontario	3,890	4,036	4,495	4,717	4,952	57.17%
2. British Columbia	860	943	989	1,148	1,252	14.45%
3. Quebec	1,036	1,012	1,092	1,179	1,105	12.76%
4. Alberta	468	529	660	746	790	9.12%
5. Nova Scotia	204	177	196	202	215	2.48%
6. Manitoba	56	48	98	109	106	1.22%
7. Newfoundland	72	71	73	98	106	1.22%
8. Saskatchewan	56	52	85	88	64	0.74%
9. New Brunswick	60	58	61	58	54	0.62%
10. Other	7	7	12	21	18	0.20%
Total Number of Exams Taken by Canadian Residents	6,709	6,933	7,761	8,366	8,662	100%

The majority of testing growth by Canadian residents since TY2006 has been generated by Canadian citizens. As Figure 3 shows, of the 8,662 GMAT exams taken by Canadian residents in TY2010, 6,383 or 74 percent were taken by citizens of Canada.

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



Score-Sending Behavior by Canadian Province

Canadian examinees sent an average of 2.7 score reports per exam in TY2010 (Figure 4). Residents of Ontario sent the greatest number of score reports (2.9), on average; residents of Alberta sent the fewest (2.4). In total, Canadian residents sent 23,611 GMAT score reports in TY2010 (Figure 5).

- Ontario (14,341 scores sent in TY2010)
- British Columbia (3,202)
- Quebec (3,008)
- Alberta (1,930)

The following pages highlight GMAT test-taking and score-sending patterns for Canada and residents of the four largest Canadian provinces.

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

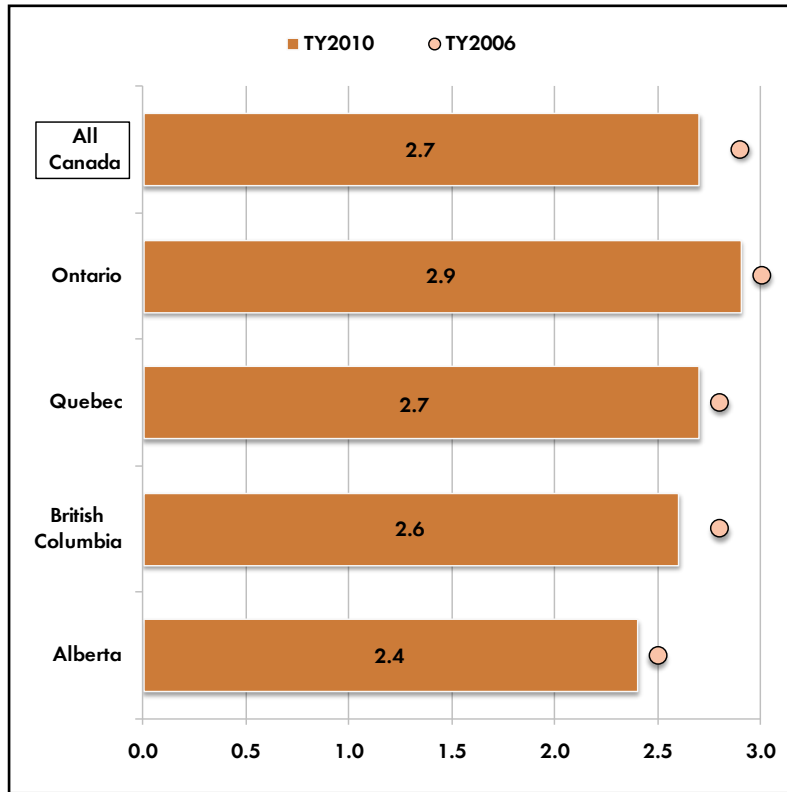
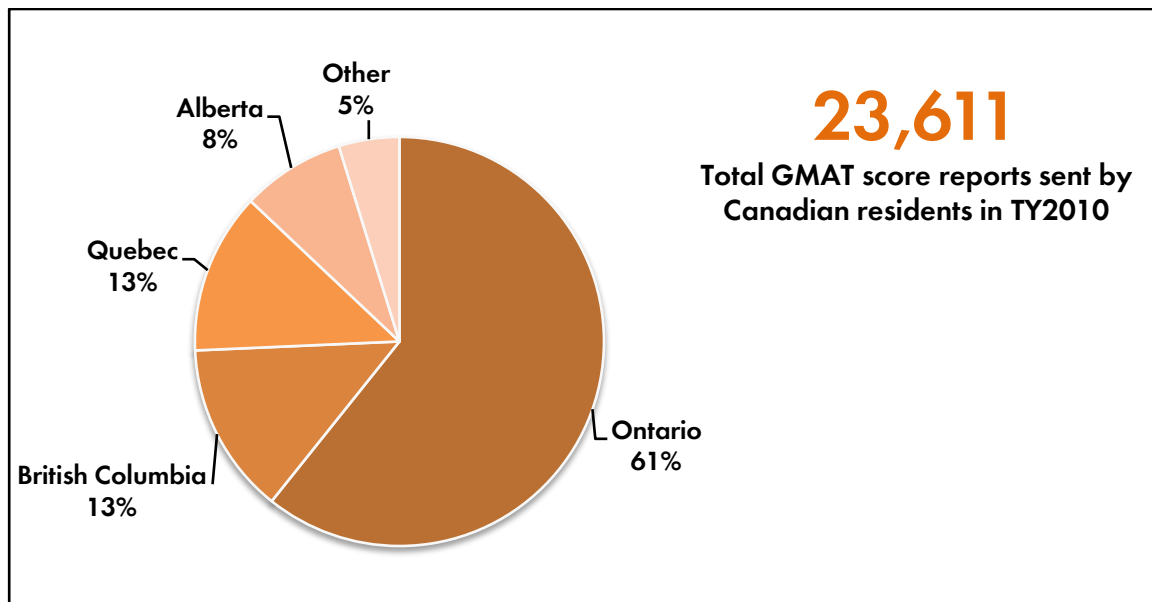
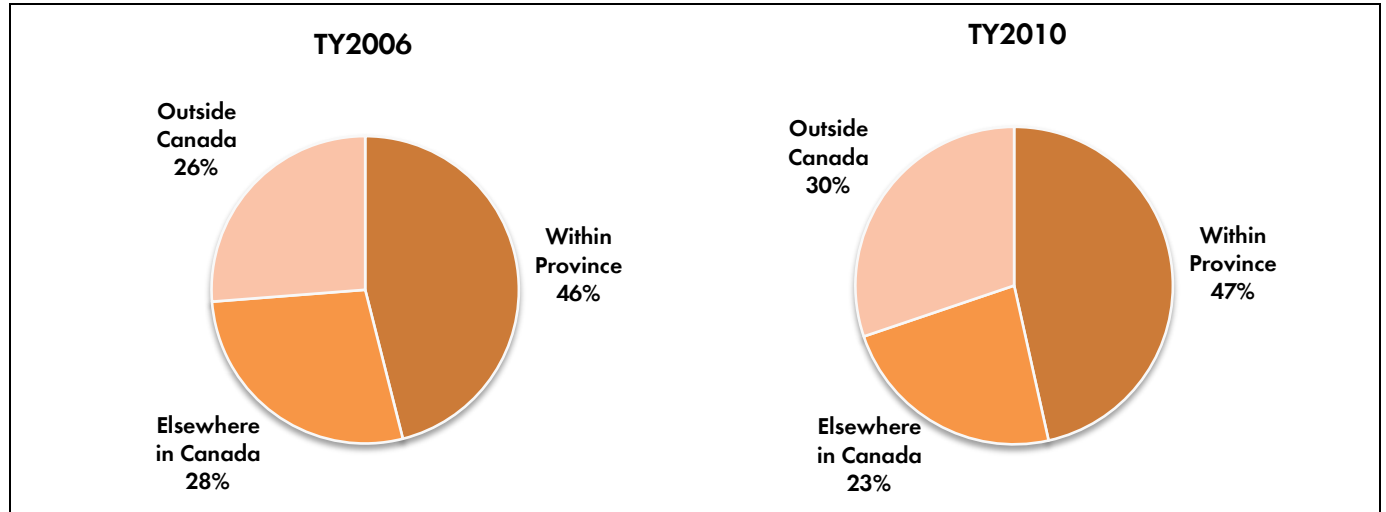


Figure 5. Percentage of GMAT® Scores Sent By Canadian Residents in TY2010



In TY2010, Canadian residents sent 47 percent of their scores within their province of residence and 23 percent to management programs elsewhere in Canada (Figure 6). The remaining 30 percent of score reports in TY2010 were directed to international programs, up from 26 percent in TY2006.

Figure 6. Score Report Destinations for Canadian Residents



Residents of Ontario sent 57 percent of their scores to programs located in Ontario in TY2010 and of all Canadian provinces were the most likely to send score reports within their province in both TY2006 and TY2010. Examinees from Quebec and New Brunswick were most likely to keep their scores in Canada but direct them outside their province of residence. BC residents sent 37 percent of their scores internationally in TY2010 and were the most likely to send scores outside Canada in both years analyzed (Table 2).

Province	TY2006			TY2010			
	Total Scores Sent	Within Province	Elsewhere in Canada	Total Scores Sent	Within Province	Elsewhere in Canada	Outside Canada
Alberta	1,168	37.6%	35.2%	1,930	35.8%	36.1%	28.2%
British Columbia	2,437	35.9%	28.8%	3,202	38.8%	23.9%	37.3%
Manitoba	150	38.0%	54.7%	232	38.8%	45.3%	15.9%
New Brunswick	170	10.6%	75.3%	122	18.9%	67.2%	13.9%
Newfoundland	178	34.8%	60.1%	185	45.9%	36.8%	17.3%
Nova Scotia	433	55.4%	31.2%	420	41.9%	35.7%	22.4%
Ontario	11,672	56.4%	17.1%	14,341	56.9%	13.6%	29.5%
Quebec	2,923	19.7%	58.2%	3,008	15.4%	53.9%	30.7%
Saskatchewan	142	25.4%	54.9%	129	37.2%	29.5%	33.3%
All Canadian Residents	19,282	46.1%	27.7%	23,611	46.5%	23.3%	30.2%

* Note: Province totals may not sum to Canadian total due to a small portion of missing data.

Canadian Residents: Overall

The number of Canadian residents taking the GMAT exam reached a five-year high in TY2010 as 8,662 exams were taken by prospective business school students (Figure 7).

The proportion of Canadian women (38%) taking the GMAT exam in TY2010 was unchanged from TY2006. The age distribution of examinees in the pipeline, however, did trend younger over the period, with the

percentage of GMAT exams taken by examinees younger than 25 increasing from 22 percent in TY2006 to 28 percent in TY2010.

Although programs in Canada remain the primary score-sending destinations for Canadian residents, the proportion of residents sending scores to Canada has fallen from 74 percent to 70 percent since TY2006. This shift is largely explained by the increased likelihood of Canadian residents to send scores to programs in Western Europe, especially those in the United Kingdom, France, and Spain (Table 3). These proportional shifts aside, the absolute number of scores Canadian residents sent to all top-10 destinations increased over the five years studied due to overall testing growth.

Figure 7. GMAT® Exams Taken by Canadian Residents

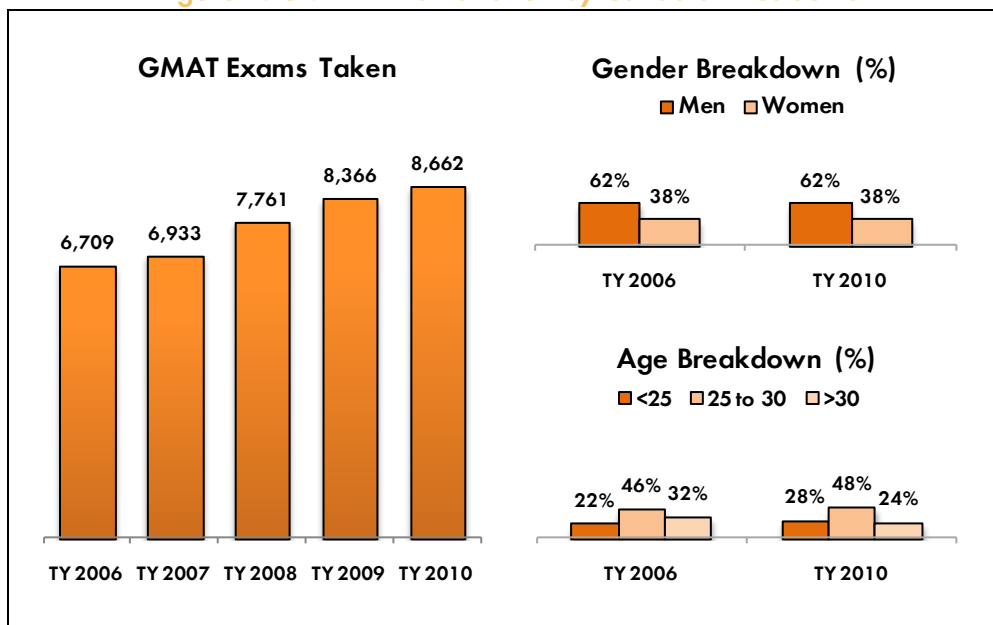


Table 3. Top 10* Countries or Regions to Which Canadian Residents Sent Score Reports

TY2006			TY2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Canada	14,224	73.77%	1. Canada	16,482	69.81%
2. United States	3,926	20.36%	2. United States	4,924	20.85%
3. United Kingdom	401	2.08%	3. United Kingdom	717	3.04%
4. France	275	1.43%	4. France	551	2.33%
5. Spain	60	0.31%	5. Spain	188	0.80%
6. Australia	53	0.27%	6. Hong Kong	169	0.72%
7. Hong Kong	52	0.27%	7. Switzerland	94	0.40%
8. India	45	0.23%	8. India	84	0.36%
9. Switzerland	42	0.22%	9. Australia	72	0.30%
10. Netherlands	40	0.21%	10. Netherlands	57	0.24%
Total Scores Sent by Canadian Residents	19,282	100%	Total Scores Sent by Canadian Residents	23,611	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.9 in TY2006; 2.7 in TY2010.

Across all demographic groups analyzed in Table 4, the top three destinations for Canadians in TY2010 were Canada, the United States, and the United Kingdom. Examinees younger than 25 were the least likely to send score reports to Canada (66%) and most likely to send scores to the United States (23%). Men and examinees ages 25 to 30 sent the greatest number of score reports per exam taken in TY2010 at 2.8 and 2.9, respectively.

Table 4. TY2010 Detailed Examinee Characteristics for Canadian Residents					
Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	8,662 (100%)	555	23,611 (100%)	2.7	1. Canada 70% 2. United States 21% 3. United Kingdom 3%
Gender Breakdown					
Women	3,318 (38%)	542	8,589 (36%)	2.6	1. Canada 70% 2. United States 20% 3. United Kingdom 3%
Men	5,344 (62%)	563	15,022 (64%)	2.8	1. Canada 70% 2. United States 21% 3. United Kingdom 3%
Age Breakdown					
Younger than 25	2,399 (28%)	570	6,233 (26%)	2.6	1. Canada 66% 2. United States 23% 3. United Kingdom 4%
25 to 30	4,150 (48%)	560	12,169 (52%)	2.9	1. Canada 69% 2. United States 22% 3. United Kingdom 3%
31 and older	2,113 (24%)	528	5,209 (22%)	2.5	1. Canada 77% 2. United States 17% 3. United Kingdom 2%

**Canadian Residents:
Ontario**

Following four years of steady testing growth, residents of Ontario took nearly 5,000 GMAT exams in TY2010, the most recorded by any Canadian province.

Much of this growth was due to increases in younger prospective students sitting for the exam. Ontario leads Canada with the highest proportion of exams taken by those younger than 25 (30% in TY2010 vs. 23% in TY2006).

The gender distribution of GMAT examinees in Ontario for TY2010 remained unchanged from TY2006.

Due to overall testing growth, the number of GMAT score reports sent by residents of Ontario increased by 23 percent between TY2006 and TY2010. The proportion of score reports sent to programs in Canada decreased from 73 percent in TY2006 to 71 percent in TY2010 (Table 5). This slight proportional decrease was balanced by increased interest in the United Kingdom, France, Spain, and Hong Kong.

Figure 8. GMAT® Exams Taken by Ontario Residents

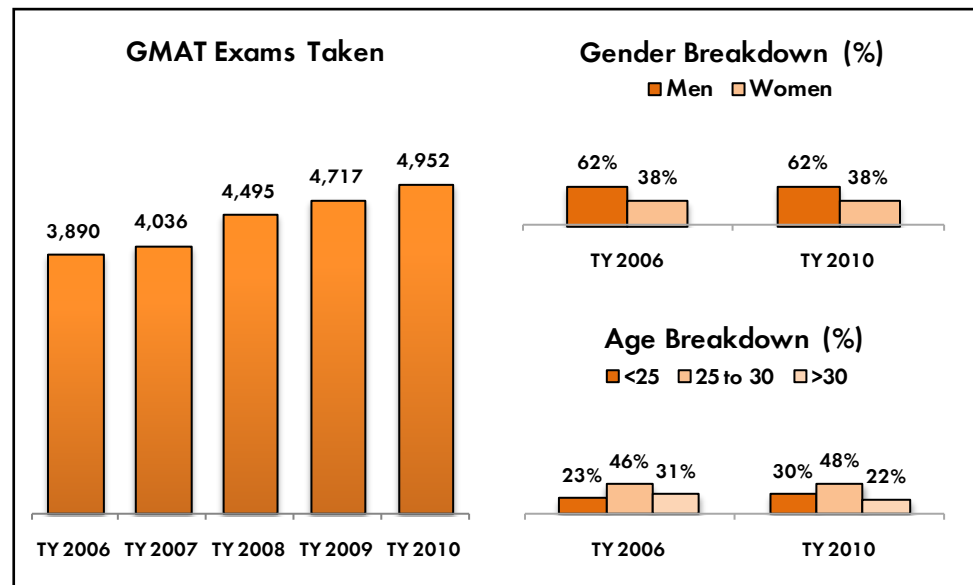


Table 5. Top 10* Countries or Regions to Which Ontario Residents Sent Score Reports

TY2006			TY2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Canada	8,570	73.42%	1. Canada	10,114	70.53%
2. United States	2,491	21.34%	2. United States	3,029	21.12%
3. United Kingdom	210	1.80%	3. United Kingdom	420	2.93%
4. France	129	1.11%	4. France	313	2.18%
5. India	42	0.36%	5. Spain	98	0.68%
6. Australia	38	0.33%	6. Hong Kong	81	0.56%
7. Hong Kong	35	0.30%	7. India	56	0.39%
8. Spain	26	0.22%	8. Switzerland	51	0.36%
9. Switzerland	25	0.21%	9. Australia	39	0.27%
10. Israel	22	0.19%	10. Netherlands	30	0.21%
Total Scores Sent by Ontario Residents	11,672	100%	Total Scores Sent by Ontario Residents	14,341	100%

*Based on number of score reports received. Average score reports sent per exam taken: 3.0 in TY2006; 2.9 in TY2010.

**Canadian Residents:
British Columbia**

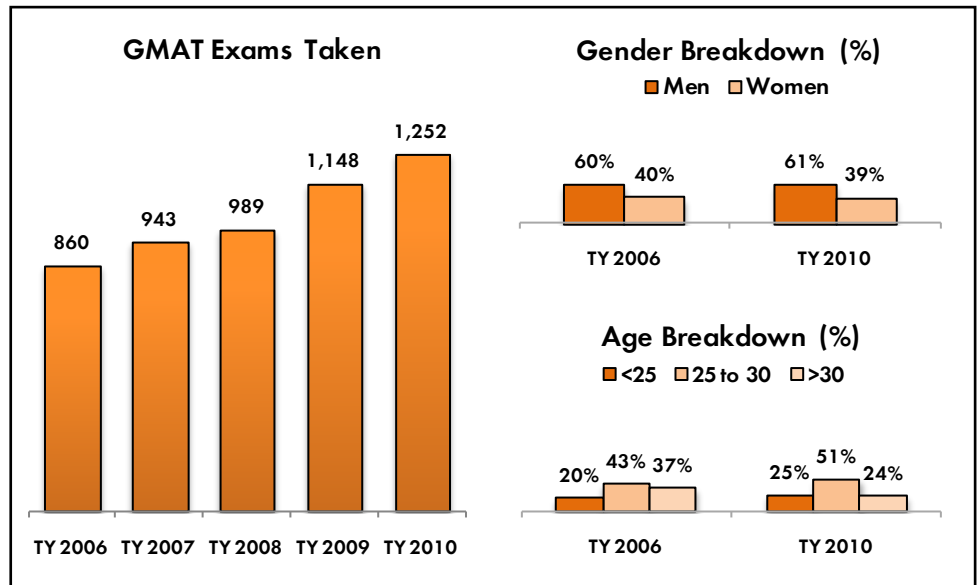
The number of GMAT exams taken by residents of British Columbia grew from 860 in TY2006 to 1,252 in TY2010, an increase of 46 percent over the five-year period.

British Columbia and Quebec each had the largest proportion of female examinees among all Canadian provinces, with 39% of exams taken by women in TY2010 (Figure 9). The age distribution of GMAT

examinees in British Columbia has skewed younger since TY2006. The proportion of exams taken by those older than 30 fell from 37 percent to 24 percent over the period, while those younger than 25 increased their representation from 20 percent to 25 percent.

Of all Canadians included in this report, residents of British Columbia sent the lowest proportion of their scores to programs located in Canada (63% in TY2010) and the highest to the United States (27% in TY2010). Since TY2006, there has been a slight decrease in the proportion of scores sent to North America, occurring mostly because of increased interest for programs in Europe and Asia (Table 6).

Figure 9. GMAT® Exams Taken by British Columbia Residents



TY2006			TY2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Canada	1,577	64.71%	1. Canada	2,007	62.68%
2. United States	698	28.64%	2. United States	860	26.86%
3. United Kingdom	58	2.38%	3. United Kingdom	110	3.44%
4. France	34	1.40%	4. Hong Kong	58	1.81%
5. Spain	14	0.57%	5. France	42	1.31%
6. Hong Kong	13	0.53%	6. Spain	26	0.81%
7. Netherlands	6	0.25%	7. China	20	0.62%
8. Australia	5	0.21%	8. Switzerland	13	0.41%
9. Switzerland	5	0.21%	9. Australia	12	0.37%
10. China	5	0.21%	10. India	11	0.34%
Total Scores Sent by British Columbia Residents	2,437	100%	Total Scores Sent by British Columbia Residents	3,202	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.8 in TY2006; 2.6 in TY2010.

Canadian Residents: Quebec

Among the four largest provinces in Canada, Quebec was the only one not to experience an increase in GMAT test taking between TY2009 and TY2010. Despite this one-year decline, testing among Quebec residents remains at the second highest point since TY2006 (Figure 10).

The proportion of exams taken by women in Quebec increased from 36 percent in TY2006 to 39 percent in TY2010—the largest proportional increase among any North American region of residence.

Similar to other locations, the prospective student pool in Quebec has become noticeably younger over the five-year period. The proportion of exams taken by those younger than 25 has increased from 18 percent to 23 percent since TY2006.

The number of GMAT score reports sent by Quebec residents was essentially the same in TY2010 as it was in TY2006. The most significant shift in study preferences over this time was a decrease in the proportion of scores sent to programs in Canada from 78 to 69 percent. A greater interest for programs located in the United States, France, the UK, and Spain accounts for most of the market shift observed.

Figure 10. GMAT® Exams Taken by Quebec Residents

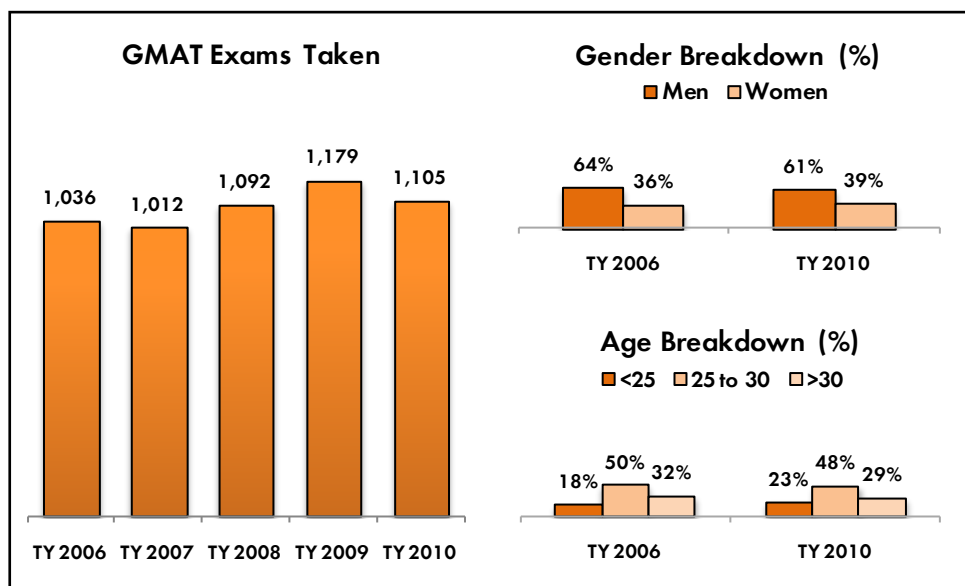


Table 7. Top 10* Countries or Regions to Which Quebec Residents Sent Score Reports

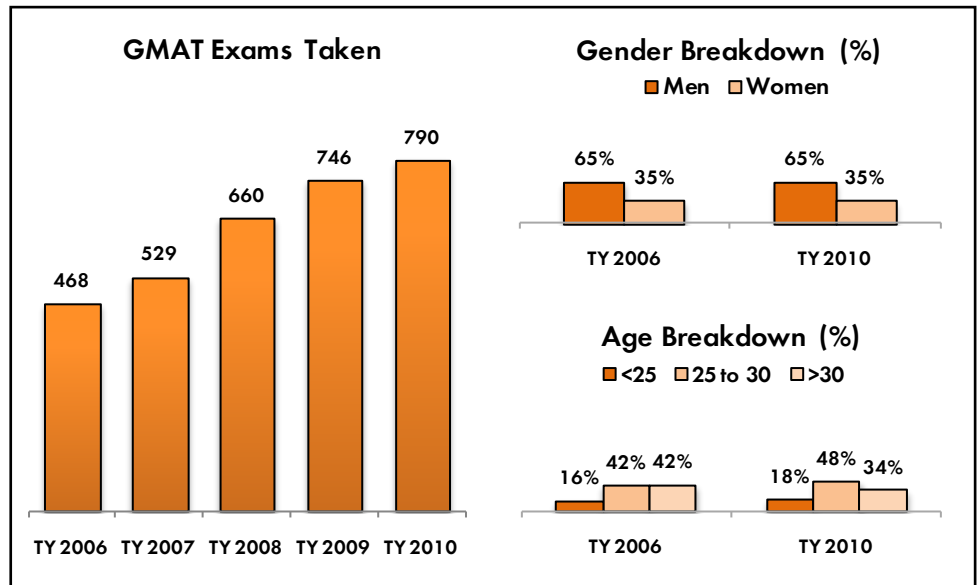
TY2006			TY2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Canada	2,276	77.87%	1. Canada	2,084	69.28%
2. United States	405	13.86%	2. United States	484	16.09%
3. France	92	3.15%	3. France	157	5.22%
4. United Kingdom	89	3.04%	4. United Kingdom	126	4.19%
5. Spain	12	0.41%	5. Spain	50	1.66%
6. Switzerland	9	0.31%	6. Switzerland	26	0.86%
7. Singapore	8	0.27%	7. Italy	18	0.60%
8. Italy	8	0.27%	8. Netherlands	14	0.47%
9. Netherlands	7	0.24%	9. Hong Kong	8	0.27%
10. China	3	0.10%	10. Sweden	8	0.27%
Total Scores Sent by Quebec Residents	2,923	100%	Total Scores Sent by Quebec Residents	3,008	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.8 in TY2006; 2.7 in TY2010.

Canadian Residents: Alberta

GMAT testing among residents of Alberta has grown consistently since TY2006. Over this time, however, the demographic characteristics of the examinees have remained relatively stable (Figure 11). The proportion of exams taken by women was unchanged at 35 percent, the lowest in the country. Although the testing pipeline in Alberta has become somewhat younger since TY2006, the magnitude of this shift was not as pronounced as that seen in other regions examined in this report.

Figure 11. GMAT® Exams Taken by Alberta Residents



In comparison with test takers in other Canadian provinces, GMAT examinees residing in Alberta were the most likely (72% in TY2010) to send score reports to domestic programs (Table 8).

TY2006			TY2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Canada	850	72.77%	1. Canada	1,386	71.81%
2. United States	229	19.61%	2. United States	388	20.10%
3. United Kingdom	34	2.91%	3. United Kingdom	51	2.64%
4. France	16	1.37%	4. France	33	1.71%
5. Netherlands	9	0.77%	5. Australia	14	0.73%
6. Spain	7	0.60%	6. Hong Kong	13	0.67%
7. Australia	7	0.60%	7. Spain	11	0.57%
8. Germany	6	0.51%	8. Italy	6	0.31%
9. Switzerland	3	0.26%	9. Netherlands	3	0.16%
10. Ireland	2	0.17%	10. Germany/Sweden	3	0.16%
Total Scores Sent by Alberta Residents	1,168	100%	Total Scores Sent by Alberta Residents	1,930	100%

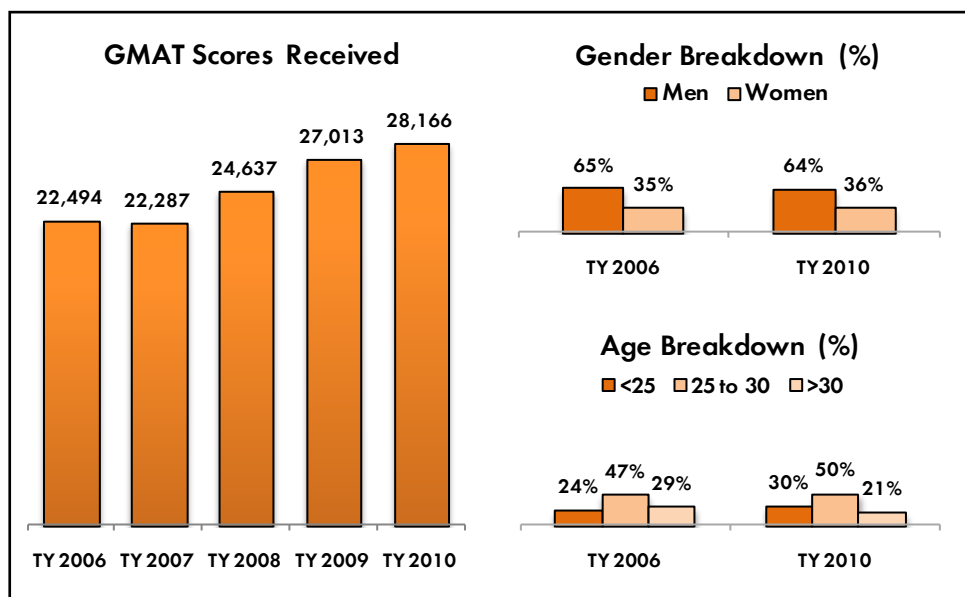
*Based on number of score reports received. Average score reports sent per exam taken: 2.5 in TY2006; 2.4 in TY2010.

Canada as a Global Study Destination

GMAT score reports sent to Canadian business programs by all examinees reached a five-year high of 28,166 in TY2010, an increase of 25 percent or nearly 6,000 more score reports when compared with TY2006.

Women sent 36 percent of score reports to Canadian programs in TY2010, roughly the same as four years ago. By age, examinees younger than 25 sent 30 percent of score reports received by Canadian schools in TY2010, up from the 24 percent sent in TY2006 (Figure 12).

Figure 12. GMAT® Score Reports Received by Canadian Programs



Canadian citizens accounted for only 46 percent of scores that Canadian programs received in TY2010, an indication of Canada’s standing as a global talent destination (Table 9). Between TY2006 and TY2010 Indian citizens overtook Chinese citizens as the second largest talent source for Canadian programs. By TY2010, Indian and Chinese citizens combined sent 29 percent of all scores received by Canadian institutions. The next largest sources of international talent were Iranian and Pakistani citizens, both of which sent a greater number of scores to Canada between TY2006 and TY2010.

Table 9. Top 10* Citizenship Groups Sending Scores to Canadian Programs

TY2006			TY2010		
Score-Sender Citizenship	Scores Sent	Percentage	Score-Sender Citizenship	Scores Sent	Percentage
1. Canada	10,537	46.84%	1. Canada	12,856	45.64%
2. China	3,290	14.63%	2. India	4,647	16.50%
3. India	2,405	10.69%	3. China	3,502	12.43%
4. Pakistan	453	2.01%	4. Iran	755	2.68%
5. Iran	351	1.56%	5. Pakistan	641	2.28%
6. United States	334	1.48%	6. United States	460	1.63%
7. Mexico	290	1.29%	7. Nigeria	402	1.43%
8. Nigeria	275	1.22%	8. Mexico	277	0.98%
9. Lebanon	249	1.11%	9. Bangladesh	264	0.94%
10. Taiwan	239	1.06%	10. Lebanon	243	0.86%
Total Scores Received by Canadian Programs	22,494	100%	Total Scores Received by Canadian Programs	28,166	100%

*Based on number of score reports sent.

Table 10 displays the distribution of score reports received by programs located in Canada from all GMAT examinees in TY2006 and TY2010. Five of the nine provinces listed experienced increased numbers of score reports received over this period. Ontario, the province in which business programs received the most GMAT score reports in Canada in both years analyzed, increased its market share from 60 percent to 62 percent during the period. Between TY2006 and TY2010, programs in British Columbia surpassed those in Quebec to become the second largest score-receiving Canadian province.

Table 10. Canadian Provinces Receiving Score Reports* From All GMAT® Examinees					
TY2006			TY2010		
Province	N	Percentage	Province	N	Percentage
1. Ontario	13,029	57.92%	1. Ontario	17,356	61.62%
2. Quebec	4,159	18.49%	2. British Columbia	3,957	14.05%
3. British Columbia	2,791	12.41%	3. Quebec	3,823	13.57%
4. Alberta	1,145	5.09%	4. Alberta	1,611	5.72%
5. Nova Scotia	641	2.85%	5. Nova Scotia	601	2.13%
6. Manitoba	262	1.16%	6. Manitoba	252	0.89%
7. New Brunswick	183	0.81%	7. Saskatchewan	232	0.82%
8. Saskatchewan	148	0.66%	8. Newfoundland & Labrador	173	0.61%
9. Newfoundland & Labrador	132	0.59%	9. New Brunswick	161	0.57%
10. Unknown/Missing	4	0.00%	10. Unknown/Missing	0	0.00%
Total score reports sent to Canada: 22,494			Total score reports sent to Canada: 28,166		

*Based on number of score reports received.

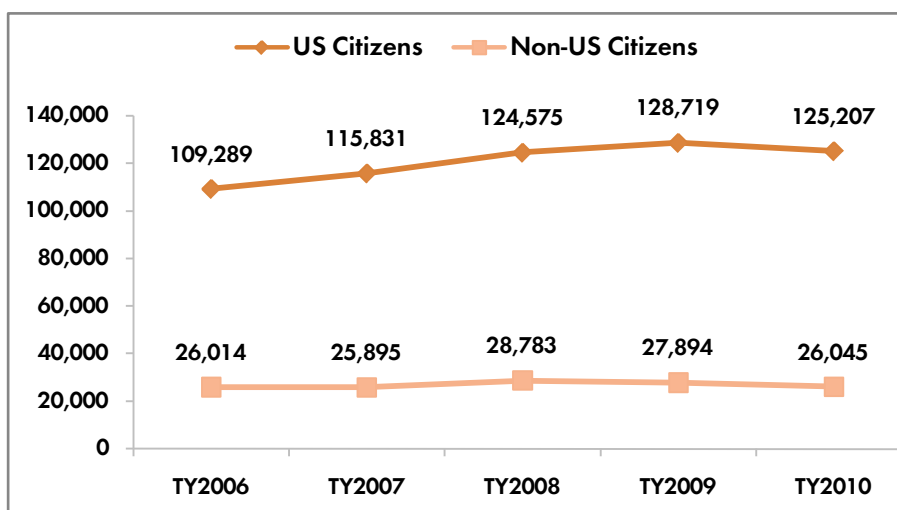
US Testing Environment TY2006–TY2010

Between TY2006 and TY2010 GMAT testing by US residents increased 12 percent, or nearly 16,000 exams. In every US region in TY2010, however, the number of GMAT exams taken declined somewhat from TY2009. Residents of the Northeast took the most GMAT exams in TY2010, representing 22 percent of all exams taken by US residents (Table 11). For a listing of the US states in each region, please refer to *Appendix A: US Regional Category Descriptions*.

Region	TY2006	TY2007	TY2008	TY2009	TY2010	Percentage of all TY2010
1. Northeast	28,350	29,549	31,989	32,916	32,706	21.62%
2. West	24,124	27,843	30,928	32,134	29,548	19.54%
3. South	25,909	27,509	29,979	30,758	29,440	19.46%
4. Midwest	26,629	27,878	29,041	29,400	28,608	18.91%
5. Southwest	16,263	14,302	15,484	16,280	16,093	10.64%
6. Middle Atlantic	13,922	14,557	15,867	15,058	14,781	9.77%
7. Other Region/Territory	106	88	70	67	76	0.05%
Total Number of Exams Taken by US Residents	135,303	141,726	153,358	156,613	151,252	100%

Non-US citizens represented 17 percent of GMAT testing by US residents during TY2010, down from 19 percent in TY2006. Testing among non-US citizens in the United States peaked in TY2008 before returning to TY2006 levels over the next two years (Figure 13). In contrast, testing in the US by US citizens did not peak until TY2009 and volume still remains significantly higher than it was five years ago.

Figure 13. GMAT® Exams Taken by US Residents, by Citizenship



Score-Sending Behavior by US Region

US residents sent a total of 435,653 GMAT score reports in TY2010, for an average of 2.9 score reports per exam taken in TY2010 (Figures 14 and 15). Residents in the Western United States sent the greatest number of score reports, on average, while residents of the Midwest, South, and Southwest sent the fewest.

- Northeast (93,948 scores sent in TY2010)
- West (90,588)
- South (81,652)
- Midwest (80,844)
- Southwest (44,366)
- Middle Atlantic (44,220)

The following pages highlight GMAT test-taking and score-sending patterns for the United States and examinees by region of residence.

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

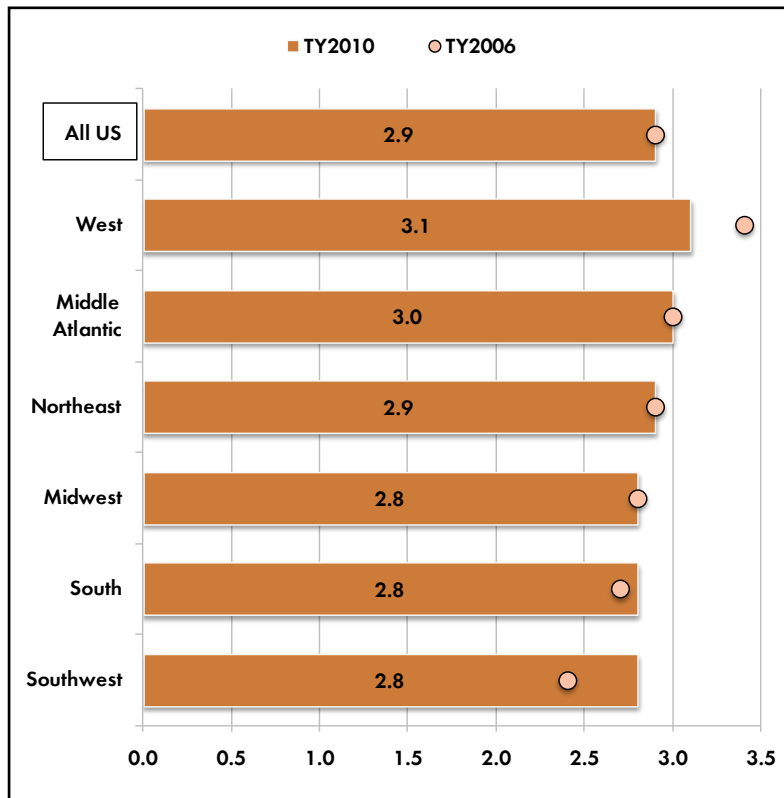
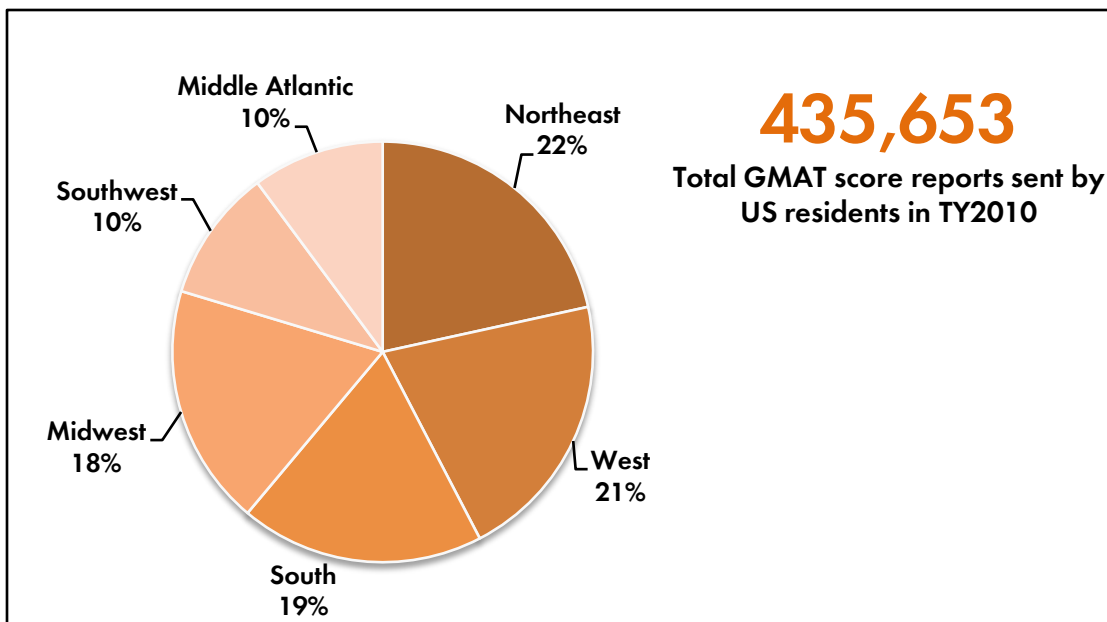
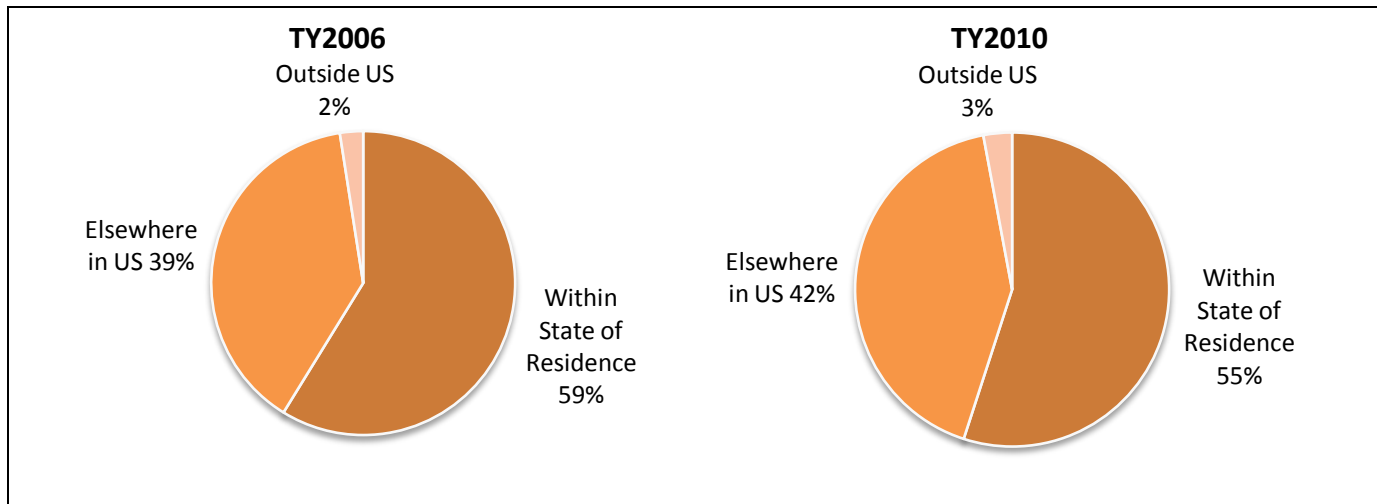


Figure 15. Percentage of GMAT® Scores Sent by US Residents in TY2010



Test takers residing in the United States sent the majority (55%) of their GMAT score reports to business programs within their state of residence in TY2010 (Figure 16). Although this proportion is down from 59 percent seen in TY2006, it remains quite high. This shift is explained by an increase in scores sent elsewhere in the United States and, to a much lesser extent, to international programs.

Figure 16. Score Report Destinations for US Residents



In TY2010, residents of the Southwest were the most likely to send score reports to programs within their state of residence, whereas Middle Atlantic residents were most likely to send scores elsewhere in the United States. Northeastern residents were the most likely and Southern residents the least likely to send score reports to programs outside the United States (Table 12).

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

Examinee Residence	TY2006				TY2010			
	Total Scores Sent	Within State	Elsewhere in US	Outside US	Total Scores Sent	Within State	Elsewhere in US	Outside US
Middle Atlantic	41,290	44.7%	52.7%	2.7%	44,220	42.4%	54.4%	3.2%
Midwest	74,976	62.0%	36.0%	1.9%	80,844	56.9%	40.8%	2.4%
Northeast	83,313	52.4%	44.4%	3.2%	93,948	49.2%	46.8%	4.1%
South	68,864	64.4%	34.2%	1.4%	81,652	61.4%	36.9%	1.7%
Southwest	39,063	66.2%	40.0%	2.8%	44,366	65.8%	31.8%	2.4%
West	81,687	61.1%	36.0%	2.9%	90,588	56.1%	40.2%	3.7%
All US Residents	389,534	58.7%	38.8%	2.5%	435,653	55.3%	41.7%	3.0%

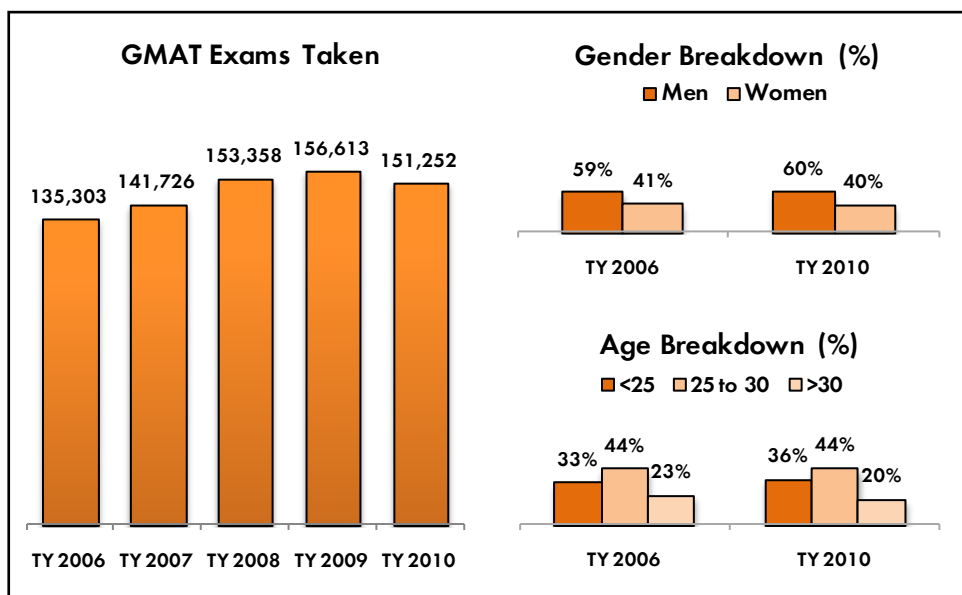
* Note: Region totals may not sum to US total due to a small portion of missing data.

US Residents: Overall

GMAT test taking among US residents softened somewhat over the last year but remains significantly higher than the level recorded in TY2006 (Figure 17).

In TY2010, women accounted for 40 percent of GMAT exams taken in the US, roughly the same as in TY2006. The proportion of examinees younger than 25 grew over the five-year period, from 33 percent of all exams taken in TY2006 to 36 percent in TY2010.

Figure 17. GMAT® Exams Taken by US Residents



The overwhelming majority (97%) of US residents sent their GMAT score reports to US programs in TY2010 (Table 13). A large number of scores were still sent internationally, however, due to the sheer size of the student pipeline in the United States. The leading destinations for these 13,000 scores included the United Kingdom, France, and India. Many of the scores sent internationally were generated by non-US citizens residing in the United States at the time of testing.

Table 13. Top 10* Countries or Regions to Which US Residents Sent Score Reports					
TY2006			TY2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	379,905	97.53%	1. United States	422,694	97.03%
2. United Kingdom	2,601	0.67%	2. United Kingdom	3,485	0.80%
3. France	1,338	0.34%	3. France	2,067	0.47%
4. India	1,166	0.30%	4. India	1,792	0.41%
5. Canada	1,125	0.29%	5. Canada	1,332	0.31%
6. Spain	651	0.17%	6. Spain	1,182	0.27%
7. Switzerland	349	0.09%	7. Hong Kong	356	0.08%
8. Australia	248	0.06%	8. Switzerland	334	0.08%
9. Italy	228	0.06%	9. Singapore	326	0.07%
10. Netherlands	176	0.05%	10. Australia	237	0.05%
Total Scores Sent by US Residents	389,534	100%	Total Scores Sent by US Residents	435,653	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.9 in TY2006; 2.9 in TY2010.

Because US residents are primarily interested in studying in the United States, regional analysis of GMAT examinee data for the rest of this report focuses on US state-level score-sending destinations.

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

TY2006			TY2010		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. California	53,518	13.74%	1. California	55,679	12.78%
2. New York	39,105	10.04%	2. New York	45,223	10.38%
3. Massachusetts	30,044	7.71%	3. Massachusetts	33,724	7.74%
4. Illinois	27,478	7.05%	4. Texas	32,580	7.48%
5. Texas	26,438	6.79%	5. Illinois	29,559	6.78%
6. Pennsylvania	21,898	5.62%	6. Pennsylvania	23,556	5.41%
7. North Carolina	15,347	3.94%	7. North Carolina	18,254	4.19%
8. Florida	14,808	3.80%	8. Florida	17,269	3.96%
9. Georgia	12,660	3.25%	9. Georgia	13,688	3.14%
10. Michigan	11,804	3.03%	10. Ohio	10,859	2.49%
Total Scores Sent to US	379,905	97.53%	Total Scores Sent to US	422,694	97.03%
Total Scores Sent Outside US	9,629	2.47%	Total Scores Sent Outside US	12,959	2.97%
Total Scores Sent	389,534	100%	Total Scores Sent	435,653	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.9 in TY2006; 2.9 in TY2010.

Table 15. TY2010 Detailed Examinee Characteristics for US Residents

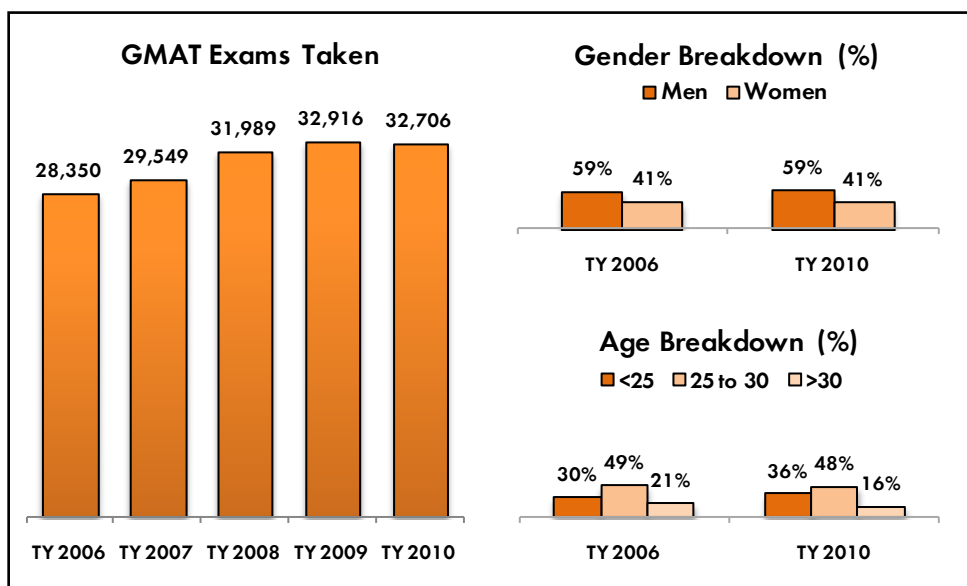
Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations*
Total	151,252 (100%)	531	435,653 (100%)	2.9	1. California (13%) 2. New York (10%) 3. Massachusetts (8%)
Gender Breakdown					
Women	60,713 (38%)	508	163,826 (36%)	2.7	1. California (13%) 2. New York (11%) 3. Texas (8%)
Men	90,539 (62%)	546	271,827 (64%)	3.0	1. California (13%) 2. New York (10%) 3. Massachusetts (8%)
Age Breakdown					
Younger than 25	53,926 (28%)	525	147,089 (26%)	2.7	1. New York (11%) 2. California (9%) 3. Texas (8%)
25 to 30	67,073 (48%)	546	209,247 (52%)	3.1	1. California (15%) 2. New York (11%) 3. Massachusetts (9%)
31 and older	30,253 (24%)	507	79,317 (22%)	2.6	1. California (14%) 2. New York (9%) 3. Texas (8%)

* Based on percentage of all scores sent by each group

**US Residents:
Northeast**

Northeastern residents took more GMAT exams than any other US group in TY2010. Similar to other US regions, the participation rate of women taking the GMAT exam in the Northeast did not change between TY2006 and TY2010. The proportion of examinees younger than 25, however, increased from 30 percent in TY2006 to 36 percent in TY2010 (Figure 18).

Figure 18. GMAT® Exams Taken by Northeastern Residents



Management programs in New York and Massachusetts captured more than 50 percent of scores sent by Northeastern residents in both TY2006 and TY2010 (Table 16). Eight of the top 10 states to which Northeastern residents sent scores in TY2010 were located on the east coast of the United States. Despite sending 96 percent of their score reports to US programs in TY2010, examinees in the Northeast sent more score reports internationally (4%) than examinees in any other US region.

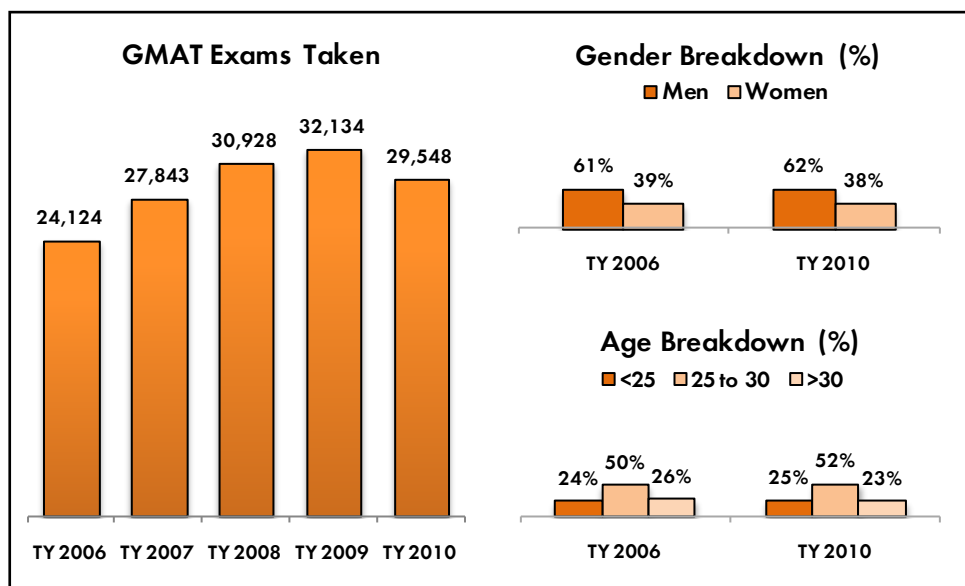
Table 16. Top 10* GMAT® Score-Sending Destinations for Northeastern Residents					
TY2006			TY2010		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. New York	28,494	35.33%	1. New York	32,333	35.87%
2. Massachusetts	18,333	22.73%	2. Massachusetts	19,242	21.35%
3. New Jersey	6,050	7.50%	3. New Jersey	6,307	7.00%
4. Pennsylvania	4,938	6.12%	4. California	5,711	6.34%
5. California	4,789	5.94%	5. Pennsylvania	5,551	6.16%
6. Connecticut	3,957	4.91%	6. Connecticut	3,761	4.17%
7. Illinois	2,850	3.53%	7. Illinois	3,407	3.78%
8. North Carolina	1,500	1.86%	8. North Carolina	1,913	2.12%
9. New Hampshire	1,325	1.64%	9. Washington DC	1,314	1.46%
10. Washington DC	1,013	1.26%	10. New Hampshire	1,271	1.41%
Total Scores Sent to US	80,659	96.81%	Total Scores Sent to US	90,131	95.94%
Total Scores Sent Outside US	2,654	3.19%	Total Scores Sent Outside US	3,817	4.06%
Total Scores Sent	83,313	100%	Total Scores Sent	93,948	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.9 in TY2006; 2.9 in TY2010.

US Residents: West

GMAT testing by residents of the US West fell eight percent between TY2009 and TY2010 but remains 22 percent or 5,400 exams higher than it was in TY2006. Gender and age characteristics of regional examinees did not change much over the period. Western residents taking the GMAT exam remain the oldest in the United States. In TY2010, 52 percent of exams were taken by examinees 25 to 30 years old (Figure 19).

Figure 19. GMAT® Exams Taken by Western Residents



Study opportunities in California were clear favorites for Western US residents in both years studied, although the proportion of examinee scores sent to California declined from 50 percent in TY2006 to 44 percent in TY2010 (Table 17). Five of the top 10 score sending states were located in the Western United States.

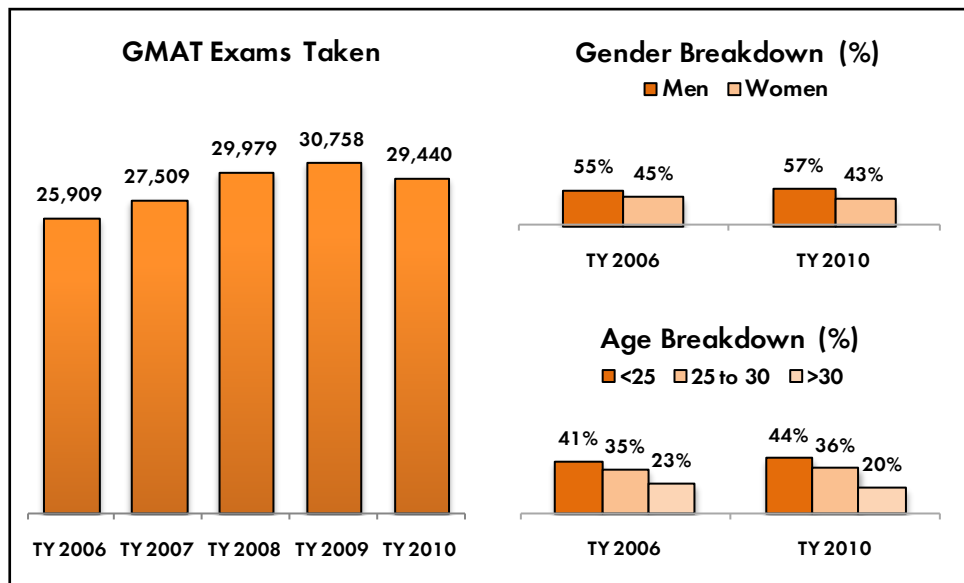
Table 17. Top 10* GMAT® Score-Sending Destinations for Western Residents					
TY2006			TY2010		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. California	40,463	49.53%	1. California	40,307	44.49%
2. Washington	4,722	5.78%	2. Washington	5,295	5.85%
3. Massachusetts	4,013	4.91%	3. Massachusetts	5,026	5.55%
4. Utah	3,928	4.81%	4. Utah	4,915	5.43%
5. New York	3,349	4.10%	5. New York	4,281	4.73%
6. Illinois	2,806	3.44%	6. Illinois	3,114	3.44%
7. Pennsylvania	2,240	2.74%	7. Pennsylvania	2,847	3.14%
8. Colorado	2,180	2.67%	8. Colorado	2,459	2.71%
9. Oregon	1,899	2.32%	9. Oregon	2,300	2.54%
10. Texas	1,231	1.51%	10. Texas	1,879	2.07%
Total Scores Sent to US	79,354	97.14%	Total Scores Sent to US	87,245	96.31%
Total Scores Sent Outside US	2,333	2.86%	Total Scores Sent Outside US	3,343	3.69%
Total Scores Sent	81,687	100%	Total Scores Sent	90,588	100%

*Based on number of score reports received. Average score reports sent per exam taken: 3.4 in TY2006; 3.1 in TY2010.

US Residents: South

Residents of the US South took 29,440 GMAT exams in TY2010, an increase of 3,531 exams or 14 percent compared with TY2006. Southern GMAT examinees also hold the distinction for TY2010 of claiming the highest proportion of women (43%) and the highest proportion of examinees younger than 25 (44%) compared with examinees from other US regional groups (Figure 20).

Figure 20. GMAT® Exams Taken by Southern Residents



Nine of the top 10 statewide study destinations for Southern residents in TY2010 were located in the South. Massachusetts—ranked ninth—was the only exception (Table 18). The top seven study destinations were the same in both TY2006 and TY2010. Southern residents were the least likely among US test takers to send scores internationally in TY2010. Fewer than 2 percent of their scores went abroad.

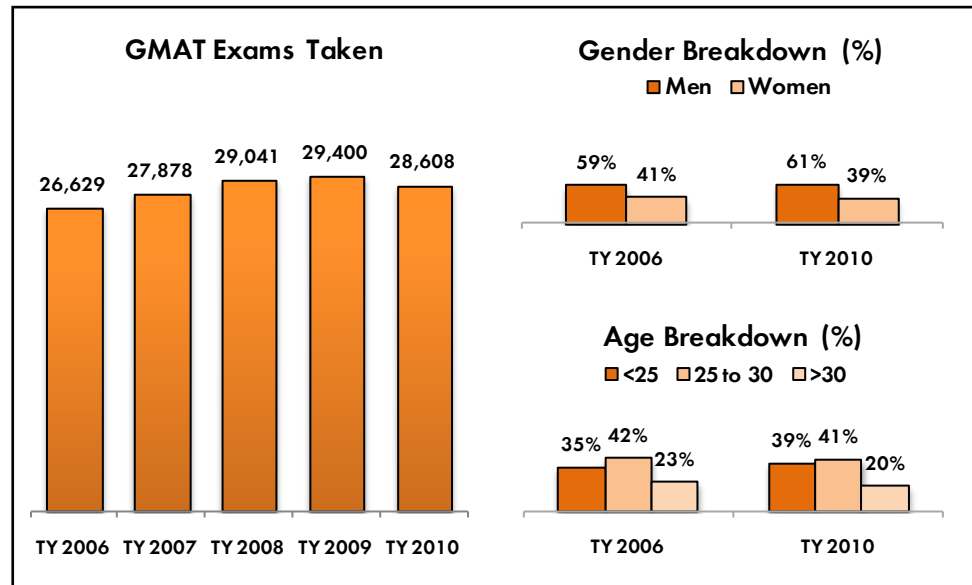
Table 18. Top 10* GMAT® Score-Sending Destinations for Southern Residents					
TY2006			TY2010		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. Florida	12,340	17.92%	1. Florida	13,946	17.08%
2. Georgia	10,783	15.66%	2. Georgia	11,693	14.32%
3. North Carolina	9,858	14.32%	3. North Carolina	11,577	14.18%
4. Tennessee	4,946	7.18%	4. Tennessee	6,059	7.42%
5. Alabama	3,942	5.72%	5. Alabama	4,354	5.33%
6. Louisiana	2,741	3.98%	6. Louisiana	3,546	4.34%
7. South Carolina	2,472	3.59%	7. South Carolina	2,963	3.63%
8. Kentucky	2,032	2.95%	8. Mississippi	2,383	2.92%
9. Mississippi	1,907	2.77%	9. Massachusetts	2,357	2.89%
10. Massachusetts	1,857	2.70%	10. Kentucky	2,304	2.82%
Total Scores Sent to US	67,913	98.62%	Total Scores Sent to US	80,229	98.26%
Total Scores Sent Outside US	951	1.38%	Total Scores Sent Outside US	1,423	1.74%
Total Scores Sent	68,864	100%	Total Scores Sent	81,652	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.7 in TY2006; 2.8 in TY2010.

**US Residents:
Midwest**

GMAT test taking among Midwestern US residents has remained relatively consistent over the past five years, declining only slightly in TY2010. The proportion of Midwestern women taking the GMAT exam fell from 41 percent in TY2006 to 39 percent in TY2010. Meanwhile, the proportion of exams taken by those younger than 25 increased to 39 percent, the second highest rate among US regions (Figure 21).

Figure 21. GMAT® Exams Taken by Midwestern Residents



The top seven US states to which Midwestern residents sent score reports in TY2006 and TY2010 were located within the Midwest. Programs in Illinois received the most score reports from these examinees in TY2010, capturing 23 percent of their scores. Between TY2006 and TY2010, Ohio passed Michigan as the second most preferred study destination for Midwestern residents (Table 19).

TY2006			TY2010		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. Illinois	17,891	23.86%	1. Illinois	18,588	22.99%
2. Michigan	9,209	12.28%	2. Ohio	8,790	10.87%
3. Ohio	8,346	11.13%	3. Michigan	7,643	9.45%
4. Missouri	4,655	6.21%	4. Missouri	4,970	6.15%
5. Minnesota	4,005	5.34%	5. Minnesota	3,983	4.93%
6. Indiana	3,614	4.82%	6. Indiana	3,802	4.70%
7. Wisconsin	3,391	4.52%	7. Wisconsin	3,482	4.31%
8. California	2,747	3.66%	8. California	3,237	4.00%
9. Massachusetts	2,294	3.06%	9. Massachusetts	2,994	3.70%
10. Iowa	2,088	2.78%	10. New York	2,211	2.73%
Total Scores Sent to US	73,521	98.06%	Total Scores Sent to US	78,909	97.61%
Total Scores Sent Outside US	1,455	1.94%	Total Scores Sent Outside US	1,935	2.39%
Total Scores Sent	74,976	100%	Total Scores Sent	80,844	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.8 in TY2006; 2.8 in TY2010.

**US Residents:
Southwest**

Southwestern residents took more than 16,000 GMAT exams in TY2010, about the same level as in TY2006. Over this period there has been essentially no change in the demographic makeup of the region's examinees (Figure 22).

Business programs in Texas attracted the majority of GMAT score reports sent by Southwestern residents in both TY2006 and TY2010 (Table 20). Other

Southwestern states—most notably Arizona and Oklahoma—also drew a significant number of score reports from this group.

Figure 22. GMAT® Exams Taken by Southwestern Residents

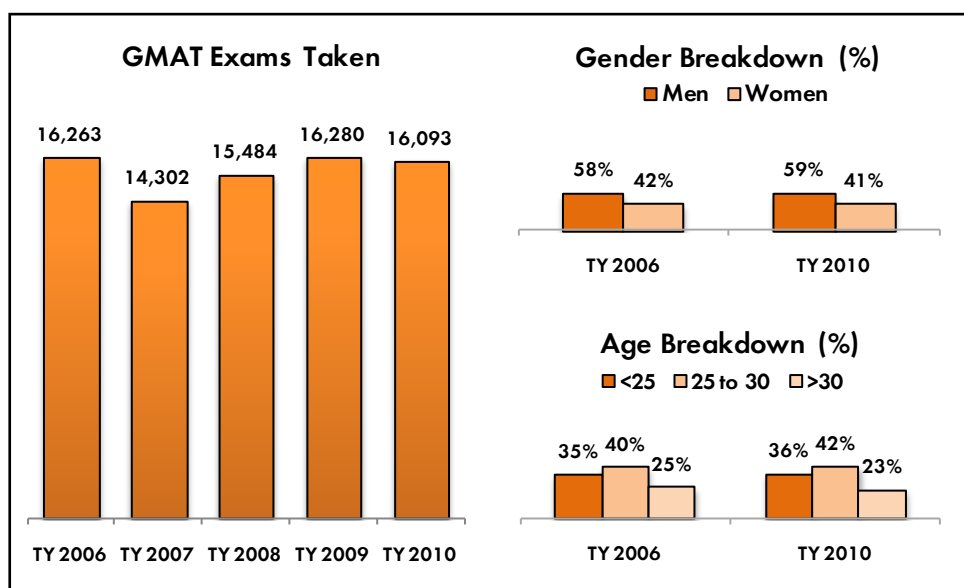


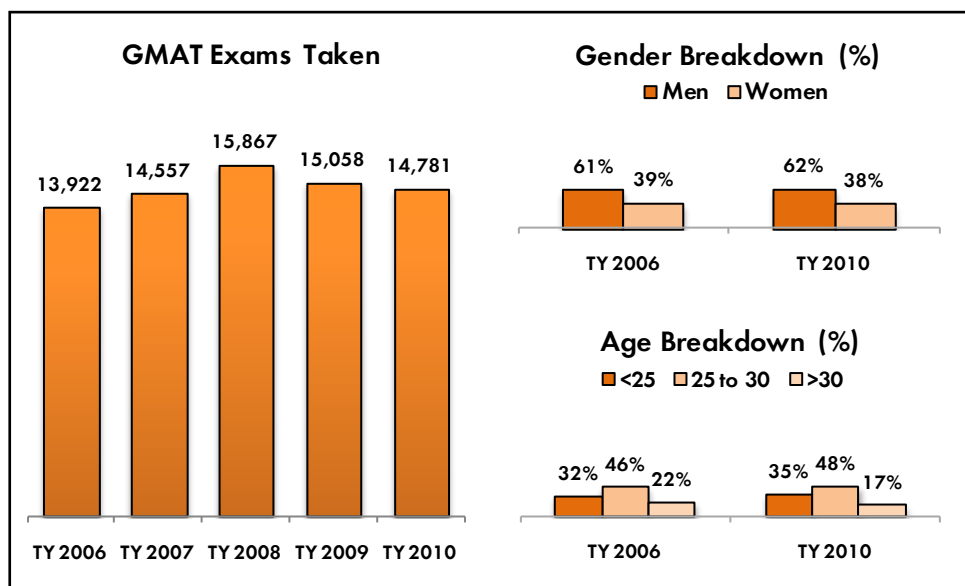
Table 20. Top 10* GMAT® Score-Sending Destinations for Southwestern Residents					
TY2006			TY2010		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. Texas	21,686	55.52%	1. Texas	25,072	56.51%
2. Arizona	2,580	6.60%	2. Arizona	2,521	5.68%
3. California	2,085	5.34%	3. Oklahoma	2,325	5.24%
4. Oklahoma	1,884	4.82%	4. California	2,059	4.64%
5. Massachusetts	1,347	3.45%	5. Massachusetts	1,554	3.50%
6. Illinois	1,126	2.88%	6. New York	1,309	2.95%
7. New York	990	2.53%	7. Illinois	1,256	2.83%
8. Pennsylvania	767	1.96%	8. Pennsylvania	866	1.95%
9. New Mexico	703	1.80%	9. North Carolina	578	1.30%
10. North Carolina	457	1.17%	10. Louisiana	448	1.01%
Total Scores Sent to US	37,964	97.19%	Total Scores Sent to US	43,303	97.60%
Total Scores Sent Outside US	1,099	2.81%	Total Scores Sent Outside US	1,063	2.40%
Total Scores Sent	39,063	100%	Total Scores Sent	44,366	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.4 in TY2006; 2.8 in TY2010.

US Residents: Middle Atlantic

GMAT testing among Middle Atlantic residents peaked in TY2008 and has since moderated to TY2007 levels. At 38 percent, the Middle Atlantic tied the West in TY2010 as the US region with the lowest proportion of GMAT testing by women (Figure 23). Over the last five years, the region's pipeline became younger, with the proportion of examinees under age 25 increasing from 32 percent to 35 percent of exams taken.

Figure 23. GMAT® Exams Taken by Middle Atlantic Residents



Study opportunities along the eastern US seaboard made up the top six score-sending destinations for Middle Atlantic examinees in TY2010. Business schools in these states collected nearly 70 percent of the scores sent by this group. Study preferences have not changed much in recent years for Middle Atlantic test takers; the top 10 state list for both years was exactly the same (Table 21).

Table 21. Top 10* GMAT® Score-Sending Destinations for Middle Atlantic Residents					
TY2006			TY2010		
US State	Scores Sent	Percentage	US State	Scores Sent	Percentage
1. Pennsylvania	11,121	26.93%	1. Pennsylvania	11,039	24.96%
2. Virginia	5,390	13.05%	2. Virginia	5,631	12.73%
3. Washington DC	4,272	10.35%	3. Washington DC	4,434	10.03%
4. Maryland	3,882	9.40%	4. Maryland	3,892	8.80%
5. New York	2,615	6.33%	5. New York	2,972	6.72%
6. Massachusetts	2,164	5.24%	6. Massachusetts	2,533	5.73%
7. California	1,895	4.59%	7. California	2,242	5.07%
8. North Carolina	1,532	3.71%	8. North Carolina	1,730	3.91%
9. Illinois	1,449	3.51%	9. Illinois	1,407	3.18%
10. West Virginia	638	1.55%	10. West Virginia	750	1.70%
Total Scores Sent to US	40,176	97.30%	Total Scores Sent to US	42,786	96.76%
Total Scores Sent Outside US	1,114	2.70%	Total Scores Sent Outside US	1,434	3.24%
Total Scores Sent	41,290	100%	Total Scores Sent	44,220	100%

*Based on number of score reports received. Average score reports sent per exam taken: 3.0 in TY2006; 3.0 in TY2010.

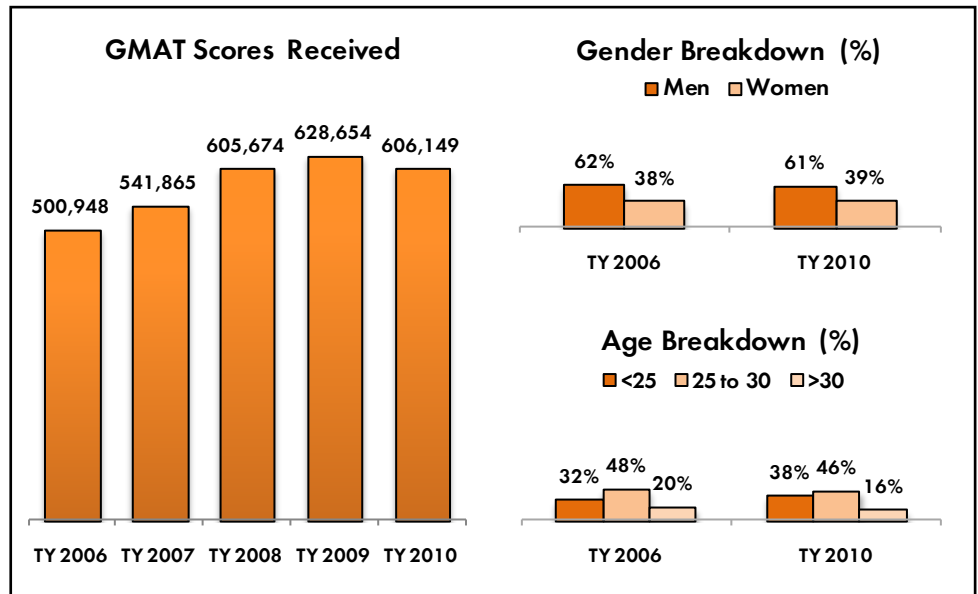
United States as a Global Study Destination

Management programs in the United States received 78 percent of GMAT score reports sent by all examinees in TY2010. This amounted to 606,149 score reports, an increase of 21 percent, or more than 100,000 scores, since TY2006 (Figure 24).

Non-US citizens accounted for 251,979 or 42 percent of the scores US programs received in TY2010, up from 39 percent in

TY2006. Chinese citizens surpassed Indian citizens in total number of scores sent to US programs between TY2006 and TY2010. In total, Asian examinees accounted for six of the top eight citizenship groups sending scores to US programs in TY2010 (Table 22).

Figure 24. GMAT® Score Reports Received by US Programs



TY2006			TY2010		
Score-Sender Citizenship	Scores Sent	Percentage	Score-Sender Citizenship	Scores Sent	Percentage
1. United States	306,640	61.21%	1. United States	354,170	58.43%
2. India	52,556	10.49%	2. China	80,669	13.31%
3. China	25,525	5.10%	3. India	65,361	10.78%
4. Taiwan	19,808	3.95%	4. South Korea	10,351	1.71%
5. South Korea	12,268	2.45%	5. Taiwan	10,321	1.70%
6. Japan	6,128	1.22%	6. Canada	6,035	1.00%
7. Thailand	5,811	1.16%	7. Thailand	3,854	0.64%
8. Canada	5,207	1.04%	8. Japan	3,825	0.63%
9. Mexico	3,627	0.72%	9. Mexico	3,676	0.61%
10. Turkey	3,285	0.66%	10. Brazil	3,444	0.57%
Total Scores Received by US Programs	500,948	100%	Total Scores Received by US Programs	606,149	100%

* Based on number of score reports sent

Business programs in California received the most score reports from all GMAT® examinees both in TY2006 and TY2010, but New York narrowed the spread over the five-year period. The 20 US states listed in Table 23 received 86 percent of all GMAT scores sent to the United States in TY2010, roughly the same proportion as the top-20 group compiled in TY2006.

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

TY2006			TY2010		
State	Scores Received	Percentage	State	Scores Received	Percentage
1. California	72,031	14.38%	1. California	81,714	13.48%
2. New York	57,741	11.53%	2. New York	75,351	12.43%
3. Massachusetts	45,462	9.08%	3. Massachusetts	61,022	10.07%
4. Illinois	37,777	7.54%	4. Illinois	45,887	7.57%
5. Texas	32,363	6.46%	5. Texas	40,869	6.74%
6. Pennsylvania	31,187	6.23%	6. Pennsylvania	37,581	6.20%
7. North Carolina	19,468	3.89%	7. North Carolina	23,690	3.91%
8. Florida	17,184	3.43%	8. Florida	21,004	3.47%
9. Michigan	16,371	3.27%	9. Georgia	16,356	2.70%
10. Georgia	14,834	2.96%	10. Michigan	15,914	2.63%
11. Ohio	12,737	2.54%	11. Ohio	15,286	2.52%
12. Virginia	9,915	1.98%	12. Virginia	11,623	1.92%
13. District of Columbia	9,266	1.85%	13. District of Columbia	11,334	1.87%
14. New Jersey	8,408	1.68%	14. New Jersey	9,489	1.57%
15. Connecticut	8,159	1.63%	15. Connecticut	9,090	1.50%
16. Missouri	7,272	1.45%	16. Missouri	8,725	1.44%
17. Indiana	7,241	1.45%	17. Indiana	8,621	1.42%
18. Washington	7,078	1.41%	18. Tennessee	8,523	1.41%
19. Arizona	6,888	1.37%	19. Washington	8,434	1.39%
20. Tennessee	6,713	1.34%	20. Arizona	8,057	1.33%
Total scores sent to Top 20	428,095 (85.46%)		Total scores sent to Top 20	518,570 (85.55%)	
Total scores sent to United States	500,948 (100%)		Total scores sent to United States	606,149 (100%)	

* Based on number of score reports received.

Methodology

The North American Geographic Trend report analyzes data from GMAT examinees residing in Canada and the United States who sat for the exam between July 1, 2005 and June 30, 2010. 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 2006 through 2010. A testing year runs from July 1 through June 30, mirroring the academic year.

Data for all years between TY2006 to TY2010 are used for general trend purposes in this report. TY2006 and TY2010 data, which provide the primary basis for this report, consist of 142,012 records from GMAT examinations taken in Canada and the United States in TY2006 and 159,914 records from examinations taken in Canada and the United States in TY2010. Examinations taken in Canada accounted for 6,709 of all exams taken in TY2006 and 8,662 of all exams taken in TY2010.

When sitting for the GMAT exam, test takers can opt to submit their scores to up to five schools or 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 can record 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 test center, and this information is used to group examinees into the two reported regional categories: Canada and the United States. Examinee mailing addresses were 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 school locations.

In this report, examinee 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 in 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 individual 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.

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Appendix A: US Regional Category Descriptions

Middle Atlantic

Delaware	Maryland	Virginia
District of Columbia (Washington DC)	Pennsylvania	West Virginia

Midwest

Illinois	Michigan	North Dakota
Indiana	Minnesota	Ohio
Iowa	Missouri	South Dakota
Kansas	Nebraska	Wisconsin

Northeast

Connecticut	New Hampshire	Rhode Island
Maine	New Jersey	Vermont
Massachusetts	New York	

South

Alabama	Kentucky	South Carolina
Arkansas	Louisiana	Tennessee
Florida	Mississippi	
Georgia	North Carolina	

Southwest

Arizona	Oklahoma
New Mexico	Texas

West

Alaska	Idaho	Utah
California	Montana	Washington
Colorado	Nevada	Wyoming
Hawaii	Oregon	

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, TY2006 to TY2010						
US State	TY2006	TY2006	TY2007	TY2008	TY2010	Percentage of all TY2010
1. California	17,116	18,082	20,620	20,938	18,535	12.25%
2. New York	13,343	14,141	15,725	16,547	16,615	10.98%
3. Texas	10,726	10,649	11,534	12,472	12,584	8.32%
4. Illinois	7,070	7,371	8,089	8,051	7,656	5.06%
5. Florida	6,730	7,532	8,094	7,865	7,295	4.82%
6. Massachusetts	6,016	5,983	6,302	6,474	6,376	4.22%
7. New Jersey	5,674	5,925	6,402	6,346	6,143	4.06%
8. Georgia	4,683	4,802	5,447	5,630	5,249	3.47%
9. Pennsylvania	5,094	5,135	5,552	5,395	5,175	3.42%
10. Ohio	4,407	4,596	4,486	4,764	4,968	3.28%
11. North Carolina	4,235	4,474	5,004	5,176	4,934	3.26%
12. Virginia	4,514	4,650	5,161	4,792	4,643	3.07%
13. Michigan	4,023	3,969	3,893	3,682	3,710	2.45%
14. Washington	2,469	2,831	2,931	3,154	2,950	1.95%
15. Maryland	2,346	2,488	2,734	2,540	2,595	1.72%
16. Tennessee	2,428	2,423	2,583	2,605	2,590	1.71%
17. Missouri	2,128	2,295	2,342	2,509	2,509	1.66%
18. Colorado	2,135	2,263	2,314	2,558	2,455	1.62%
19. Minnesota	2,190	2,447	2,658	2,534	2,377	1.57%
20. Alabama	1,867	1,908	1,967	2,124	2,262	1.50%
Top 20 Total	109,194	113,964	123,838	126,156	121,621	80.41%
US Total	135,303	141,726	153,358	156,613	151,252	100%

*Based on number of GMAT exams taken in TY2010.

US GMAT® Score-Sending Trends, by State

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

Examinee Residence	TY2006				TY2010			
	Total Scores Sent	Within State	Elsewhere in US	Outside US	Total Scores Sent	Within State	Elsewhere in US	Outside US
Alabama	5,164	59.7%	39.9%	0.4%	6,063	55.8%	43.4%	0.8%
Alaska	286	33.9%	62.6%	3.5%	242	9.5%	88.8%	1.7%
Arizona	4,795	47.9%	48.6%	3.4%	4,828	45.6%	50.8%	3.6%
Arkansas	1,869	57.5%	41.4%	1.2%	2,485	46.8%	51.3%	1.8%
California	55,178	68.6%	28.4%	3.0%	57,978	64.1%	32.1%	3.8%
Colorado	5,826	31.8%	65.3%	2.8%	6,928	29.5%	67.5%	3.0%
Connecticut	5,414	44.0%	52.5%	3.5%	5,573	37.2%	58.1%	4.7%
Delaware	926	20.4%	78.4%	1.2%	803	20.4%	73.3%	6.2%
District of Columbia	3,913	22.8%	71.3%	5.9%	5,334	21.2%	73.7%	5.1%
Florida	16,801	66.8%	31.1%	2.1%	19,407	64.2%	33.3%	2.5%
Georgia	14,085	65.7%	32.9%	1.4%	14,085	65.7%	32.9%	1.4%
Hawaii	1,091	33.4%	62.2%	4.4%	1,134	30.3%	66.0%	3.6%
Idaho	967	27.3%	69.4%	3.3%	1,411	28.5%	68.9%	2.6%
Illinois	21,706	66.8%	31.2%	2.0%	23,409	62.7%	34.5%	2.8%
Indiana	5,368	49.9%	48.4%	1.8%	6,010	46.1%	51.3%	2.6%
Iowa	2,856	59.0%	39.8%	1.2%	2,654	52.2%	46.5%	1.3%
Kansas	2,399	43.9%	53.6%	2.5%	3,203	43.0%	55.7%	1.2%
Kentucky	3,394	54.5%	44.4%	1.0%	4,046	52.0%	46.6%	1.4%
Louisiana	3,795	65.2%	34.3%	0.5%	4,954	63.5%	35.6%	0.9%
Maine	765	39.0%	58.4%	2.6%	568	33.8%	63.4%	2.8%
Maryland	6,973	38.8%	58.8%	2.4%	7,492	35.1%	62.0%	2.9%
Massachusetts	19,416	65.6%	32.1%	2.3%	19,581	61.3%	35.6%	3.1%
Michigan	12,033	66.2%	31.8%	2.0%	10,699	59.4%	37.9%	2.7%
Minnesota	6,015	58.2%	39.3%	2.5%	6,776	51.2%	96.6%	3.4%
Mississippi	2,489	60.7%	38.7%	0.5%	2,839	62.8%	36.7%	0.5%
Missouri	5,712	62.0%	36.4%	1.6%	6,544	57.5%	40.8%	1.7%
Montana	397	32.5%	65.0%	2.5%	438	35.6%	63.5%	0.9%
Nebraska	1,616	55.0%	43.2%	1.9%	1,726	57.6%	41.4%	1.0%
Nevada	1,570	43.6%	55.2%	1.2%	1,823	37.4%	60.3%	2.3%
New Hampshire	1,104	25.0%	70.0%	5.0%	1,051	19.7%	76.2%	4.1%
New Jersey	16,543	34.0%	62.4%	3.6%	18,194	31.5%	63.4%	5.1%
New Mexico	1,259	50.1%	48.4%	1.5%	1,066	32.4%	62.9%	4.8%
New York	38,368	56.6%	40.0%	3.4%	47,071	53.8%	42.2%	4.0%
North Carolina	11,545	70.7%	27.9%	1.5%	13,996	67.2%	30.9%	1.9%
North Dakota	245	29.0%	67.3%	3.7%	364	44.0%	53.3%	2.7%
Ohio	11,885	64.5%	33.9%	1.6%	13,667	58.9%	39.3%	1.8%

Examinee Residence	TY2006				TY2010			
	Total Scores Sent	Within State	Elsewhere in US	Outside US	Total Scores Sent	Within State	Elsewhere in US	Outside US
Oklahoma	2,789	62.3%	36.0%	1.6%	3,245	64.7%	34.4%	1.0%
Oregon	2,727	52.3%	45.5%	2.2%	3,738	44.2%	52.9%	2.8%
Pennsylvania	14,404	64.9%	33.0%	2.0%	15,228	61.3%	36.1%	2.6%
Rhode Island	1,407	43.2%	55.4%	1.4%	1,602	39.1%	57.5%	3.4%
South Carolina	3,424	54.1%	44.5%	1.4%	4,248	49.8%	48.5%	1.7%
South Dakota	346	53.2%	44.5%	2.3%	459	39.2%	59.9%	0.9%
Tennessee	6,282	61.7%	37.2%	1.1%	7,937	60.0%	38.6%	1.3%
Texas	30,220	70.1%	27.0%	2.9%	35,227	69.7%	28.0%	2.3%
Utah	6,089	57.1%	41.8%	1.1%	7,809	53.5%	44.8%	1.8%
Vermont	296	13.2%	85.5%	1.4%	308	15.9%	77.6%	6.5%
Virginia	13,966	33.9%	63.2%	2.9%	14,104	34.1%	62.5%	3.4%
Washington	7,339	51.4%	45.6%	3.1%	8,721	47.9%	46.6%	5.5%
West Virginia	1,108	50.8%	48.8%	0.4%	1,259	52.2%	47.2%	0.6%
Wisconsin	4,795	57.7%	39.7%	2.6%	5,333	52.2%	45.2%	2.6%
Wyoming	193	15.5%	82.9%	1.6%	269	20.4%	77.3%	2.2%
All US	389,534	58.7%	38.8%	2.5%	435,653	55.3%	41.7%	3.0%

Note: 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 Examinee Residence, TY2006 to TY2010

TY2006	Exams Taken	% of all TY2006	TY2010	Exams Taken	% of all TY2010
1. New York-Northern New Jersey-Long Island, NY-NJ-PA	15,275	11.29%	1. New York-Northern New Jersey-Long Island, NY-NJ-PA	18,577	12.28%
2. Los Angeles-Long Beach-Santa Ana, CA	6,574	4.86%	2. Los Angeles-Long Beach-Santa Ana, CA	7,429	4.91%
3. Chicago-Naperville-Joliet, IL-IN-W	6,001	4.44%	3. Chicago-Naperville-Joliet, IL-IN-W	6,536	4.32%
4. Boston-Cambridge-Quincy, MA-NH	5,256	3.88%	4. Boston-Cambridge-Quincy, MA-NH	5,569	3.68%
5. Washington-Arlington-Alexandria, DC-VA-MD-WV	4,980	3.68%	5. Washington-Arlington-Alexandria, DC-VA-MD-WV	5,526	3.65%
6. San Francisco-Oakland-Fremont, CA	3,923	2.90%	6. San Francisco-Oakland-Fremont, CA	4,193	2.77%
7. Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	3,621	2.68%	7. Houston-Sugar Land-Baytown, TX	4,130	2.73%
8. Atlanta-Sandy Springs-Marietta, GA	3,584	2.65%	8. Atlanta-Sandy Springs-Marietta, GA	4,022	2.66%
9. Dallas-Fort Worth-Arlington, TX	3,377	2.50%	9. Dallas-Fort Worth-Arlington, TX	3,940	2.60%
10. Houston-Sugar Land-Baytown, TX	3,215	2.38%	10. Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	3,427	2.27%

* Based on residence of examinees in the United States

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NORTH AMERICAN

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