

NORTH AMERICAN

2004-2008

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 before 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 now North America.

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This report presents country and regional-level analyses of student interest in graduate management education (GME) by examining data collected from examinees in Canada and the United States who took the Graduate Management Admission Test® (GMAT®) between July 1, 2004 and June 30, 2008. Emphasis is placed on the destination of score reports sent by examinees within Canada and the United States.

Two important types of information relating to score-report sending patterns of examinees were derived from GMAT data. First, *absolute* change in the overall number of GMAT score reports that are sent each year reflects the size of the annual student pipeline. Absolute change tends to fluctuate depending mostly on yearly testing volume. Second, *relative* change measures the proportion of GMAT scores sent to a given country or region and reveals structural changes in market share. Relative change is generally more stable over time. Understanding both types of information—absolute and relative—enhances a school’s ability to navigate the student pipeline and recruit effectively.

Shifts in examinee location and score-sending behavior were observed between Testing Year (TY) 2004 and TY 2008. This is not surprising given the global nature of higher education today. Many factors influence the attractiveness of certain programs to students and also the ability of students to pursue management education. This report identifies the aggregate effects of such dynamics.

Key Findings

- GMAT testing in Canada primarily happens in a few core geographic areas. Five of the top 10 cities in TY 2004 and 6 of the top 10 cities in TY 2008 were located in the province of Ontario.
- Examinees who test in Canada prefer to study close to the area where they test. In TY 2008, examinees in five provinces (Alberta, British Columbia, Nova Scotia, Ontario, and Quebec) sent 50 percent or more of their score reports to programs located within the same province where they took the test.
- In both TY 2004 and TY 2008, US examinees sent more than 95 percent of their score reports to programs located within the United States. Moreover, in TY 2008, examinees in 39 US states sent 50 percent or more of their score reports to programs located within the state where they sat for the exam.
- The number of score reports sent to US schools by examinees who tested in India increased 161 percent between TY 2004 and TY 2008. Similarly, the number of score reports sent to US schools by examinees who tested in China increased by 256 percent between TY 2004 and TY 2008.
- In addition, seven of the top 10 countries in TY 2008 that sent scores to programs located in the United States were in the Asian region.

Methodology

This report shows analysis for GMAT examinees who tested in Canada and the United States. Information was obtained from examinee responses to the background information questionnaire (BIQ) administered as part of the GMAT exam, score-reporting information from examinee records, and other registration information for testing years 2004 through 2008. Testing Years begin July 1 of the previous year and end June 30.

Although data for all years between TY 2004 to TY 2008 are used for general trend purposes, TY 2004 and TY 2008 data provide the primary basis for this report. The TY 2004 and TY 2008 data consist of 148,032 records from examinations taken in Canada and the United States in TY 2004 and 161,001 records from examinations taken in Canada and the United States in TY 2008. Examinations taken in Canada made up 7,176 of all exams taken in TY 2004 and 7,760 of the exams taken in TY 2008.

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

Score reports were aggregated and grouped by school location (country and state/province) and university for TY 2004 and by school location (country and state/province), university, and program for TY 2008. Due to a change in vendors for the GMAT exam in January 2006, schools are broken down to a program level for TY 2008 data. Because program-level data are unavailable for TY 2004, school-level data are used. Throughout this report, school names followed by “MBA” indicate full-time programs unless otherwise specified.

Examinees are asked their mailing address at the time of registration, and this information is used to group examinees into the two reported regional categories: Canada and the United States. Mailing addresses for the examinees were used to group examinees into state and province locations, as well. The location information as well as score-reporting behavior is used to gauge regional trends and changes in examinee preferences regarding school locations. The top 15 schools (by score report volume) for both Canada and the United States are listed for the two years studied to reveal further changes.

For the analysis of examinee location by cities (see Tables 2 and 10), examinee mailing addresses were used to compile a list of the top 10 cities where examinees were located in Canada and the top 10 metropolitan areas where examinees were located in the United States. Using the Core-Base Statistical Areas compiled by the US Office of Management and Budget, mailing addresses for examinees with US addresses were aggregated into US metropolitan areas. For Canada, the top 10 individual cities are identified.

The data used in this report take into account tests 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 tests taken by repeat examinees is approximately 15 percent to 22 percent.

GMAT score-sending trends are used to indicate interest in studying in a particular region. Other factors, such as changes in application requirements by schools, influence these trends, as well, and should be taken into consideration when evaluating this report. 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.

Canadian Testing Environment

The number of GMAT exams taken in Canada initially declined 11 percent during the period studied before increasing 16 percent between TY 2006 and TY 2008. Testing volume reported by location of examinees (Table 1) highlights these changes. The number of tests taken in Canada has increased 8 percent between TY 2004 and TY 2008.

Location of GMAT Examinees by Canadian Province/Territory

Province/Territory	TY 2004	TY 2005	TY 2006	TY 2007	TY 2008	% Change from TY 2004 to TY 2008
1. Ontario	3,897	3,454	3,890	4,036	4,495	15.35%
2. Quebec	1,334	1,210	1,036	1,012	1,092	-18.14%
3. British Columbia	833	792	860	943	989	18.73%
4. Alberta	535	429	468	529	660	23.36%
5. Nova Scotia	240	216	204	177	196	-18.33%
6. Manitoba	101	90	56	48	98	-2.97%
7. Saskatchewan	57	59	56	52	85	49.12%
8. Newfoundland	91	86	72	71	73	-19.78%
9. New Brunswick	74	62	60	58	61	-17.57%
10. Prince Edward Island	9	7	5	5	7	-22.22%
11. Northwest Territories	3	3	1	2	2	-33.33%
12. Yukon Territory	2	2	1	0	2	0.00%
Total Number of Exams Taken in Canada	7,176	6,410	6,709	6,933	7,760	8.14%

*Provinces listed based on volume from testing year 2008.

Table 1 shows the 12 Canadian provinces and territories with the number of exams taken during TY 2008, along with historic data from TY 2004. There were a total of 7,760 GMAT exams taken in Canada in TY 2008, up from 6,709 just two years earlier. Examinations taken in three provinces, British Columbia, Ontario, and Quebec dominated the regional testing landscape in TY 2008, representing 5,991 of the 7,760 tests taken in Canada.

The number of tests taken in Quebec, however, has declined over the last five years. The number of tests taken in the provinces of Ontario, British Columbia, Alberta, and Saskatchewan has followed the national trend—initially decreasing before increasing substantially over the last three testing years.

Location of GMAT Examinees by Canadian City

Table 2: Top * 10 Cities in Canada by Examinee Location, Testing Years 2004 and 2008

TY 2004			TY 2008		
City, Province	N	Percentage	City, Province	N	Percentage
Toronto, ON	1,299	18.09%	Toronto, ON	1,780	22.94%
Montreal, QC	728	10.14%	Montreal, QC	694	8.94%
Vancouver, BC	395	5.50%	Vancouver, BC	495	6.38%
Calgary, AB	288	4.01%	Mississauga, ON	389	5.01%
Mississauga, ON	284	3.96%	Calgary, AB	385	4.96%
Scarborough, ON	275	3.83%	Ottawa, ON	260	3.35%
Ottawa, ON	194	2.70%	Edmonton, AB	185	2.38%
Windsor, ON	188	2.62%	Brampton, ON	143	1.84%
Edmonton, AB	174	2.42%	Richmond Hill, ON	143	1.84%
Halifax, NS	149	2.08%	Markham, ON/ Scarborough, ON	142	1.83%

* Based on number of examinations taken in Canada.

Like many regions of the world, testing in Canada is focused in a few core geographic areas. Table 2 highlights the top 10 examination locations by Canadian city. Cities were selected based on examinees' mailing addresses. Five of the 10 cities in TY 2004 and six of the 10 cities in TY 2008 were located in the province of Ontario. Cities located in the provinces of Alberta, British Columbia, Nova Scotia, and Quebec are represented TY 2004 as well, but Halifax, Nova Scotia, moved to number 12 in TY 2008.

The largest testing growth in Canada occurred in Toronto and Mississauga, in Ontario, where test volume increased about 37 percent between TY 2004 and TY 2008. Montreal, Quebec, and Scarborough, Ontario, both declined in absolute numbers as well as percentages; falling 5 percent and 48 percent respectively between TY 2004 and TY 2008.

Schools/Programs Receiving Score Reports

Table 3 shows the top 15 universities receiving scores from examinees who tested in Canada in TY 2004 and TY 2008. Examinees who test in Canada continue to send the majority of their score reports to programs located in Canada. In TY 2004, the top 15 universities receiving score reports from examinees in Canada were all located within Canada. In TY 2008, only one school located outside Canada—Harvard University—was listed among the top 15. Canadian schools continue to attract GMAT examinees who test in Canada.

**Table 3: Top 15* Schools to Which Examinees Who Tested in Canada Sent Their Score Reports
TY 2004 and TY 2008**

TY 2004	TY 2008
1. York University	1. University of Toronto
2. University of Toronto	2. York University
3. McGill University	3. University of Western Ontario
4. University of Western Ontario	4. McMaster University
5. McMaster University	5. Queen's University
6. HEC Montreal	6. University of British Columbia
7. University of British Columbia	7. Concordia University, Canada
8. Concordia University, Canada	8. McGill University
9. Wilfrid Laurier University	9. Wilfrid Laurier University
10. University of Windsor	10. Ryerson University
11. University of Ottawa	11. HEC Montreal
12. University of Calgary	12. Harvard University
13. Dalhousie University	13. Simon Fraser University
14. Queen's University	14. University of Calgary
15. University of Alberta	15. University of Windsor

*Based on number of score reports received.

The top 15 programs (Table 4) receiving score reports from examinees who tested in Canada, represent 11 of the top 15 universities found in Table 3. Four of these universities—University of Toronto, York University, McMaster University, and Ryerson University—all had two programs listed in the top 15. The full-time MBA program at Harvard University was the seventh-ranked program for examinees who tested in Canada, and the only non-Canadian program in the top 15.

Table 4: Top 15* Programs to Which Examinees Who Tested in Canada Sent Their Score Reports in TY 2008

1. University of Toronto, MBA Two-Year
2. York University, MBA
3. University of Western Ontario, MBA
4. York University, MBA Part-Time
5. Queen's University, MBA
6. University of British Columbia, MBA
7. Harvard University, MBA
8. McGill University, MBA
9. University of Toronto, MBA
10. McMaster University, MBA
11. Concordia University Canada, MBA
12. HEC Montreal, MBA
13. Ryerson University, MBA
14. McMaster University, MBA Co-op
15. Ryerson University, MBA

*Based on number of score reports received.

Canadian Score-Sending Trends

Table 5 shows the number of score reports that examinees in each Canadian province sent to schools/programs located within that same province, within Canada, and outside of Canada. The data again show that GMAT examinees that test in Canada send the majority of their score reports to programs located in Canada.

Table 5: Score-Sending Trends for Examinees who tested in Canada by Province/Territory

Examinee Location (Province/Territory)	Total No. of Score Reports Sent to Province/Territory		Total No. of Score Reports Sent Within Canada		Total No. of Score Reports Sent Outside Canada		Total No. of Score Reports Sent	
	TY 2004	TY 2008	TY 2004	TY 2008	TY 2004	TY 2008	TY 2004	TY 2008
Alberta	502	609	1,074	1,222	218	517	1,292	1,739
British Columbia	887	1,118	1,846	1,777	889	1,012	2,735	2,789
Manitoba	70	80	153	189	47	72	200	261
New Brunswick	50	30	168	100	52	27	220	127
Newfoundland	83	60	171	127	9	9	180	136
Northwest Territories	0	0	13	0	0	0	13	0
Nova Scotia	165	229	528	372	80	67	608	439
Ontario	7,225	8,525	9,394	9,486	3,067	3,825	12,461	13,311
Prince Edward Island	0	0	19	8	5	8	24	16
Quebec	1,624	1,764	3,078	2,316	704	680	3,782	2,996
Saskatchewan	39	71	108	145	47	52	155	197
Yukon Territory	0	0	1	6	0	0	1	6

- In TY 2008, examinees in all provinces sent 50 percent or more of their score reports to programs located in Canada.
- In TY 2008, examinees in five provinces (Alberta, British Columbia, Nova Scotia, Ontario, and Quebec) sent 50 percent or more of their Canadian score reports to programs located within the province where they took the test.
- Very few examinations were taken within the Northwest and Yukon Territories, however all of their score reports were sent to programs located in Canada.

Canadian Location and Citizenship of GMAT Examinees

Figure 1 shows the number of examinations taken in Canada by citizenship from TY 2004 to TY 2008. The majority of GMAT examinees taking the exam in Canada are Canadian citizens, and the number of Canadian citizens sitting for the GMAT exam in Canada has steadily increased from 4,590 in TY 2005 to 5,989 in TY 2008. The top non-Canadian citizen groups that tested in Canada in TY 2008 were Chinese, Indian, Iranian, and Pakistani.

Figure 1: GMAT Exams Taken in Canada, by Citizenship: TY 2004 to TY 2008

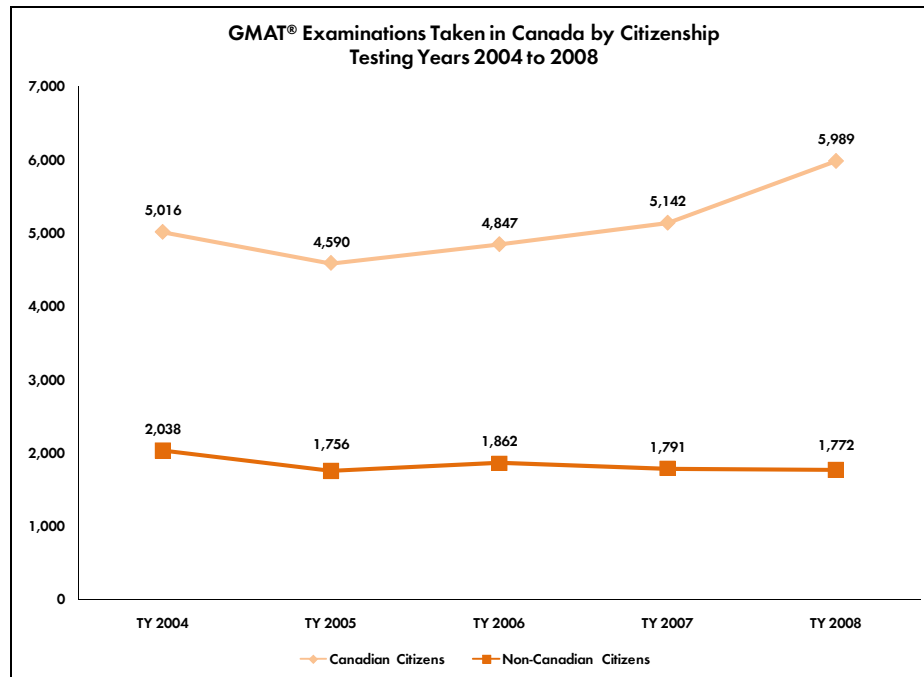


Table 6 highlights the top 10 countries/regions around the world receiving GMAT score reports from Canadian citizens.

Table 6: Top* 10 Countries/Regions Receiving Score Reports from Canadian Citizens, Regardless of Testing Location					
TY 2004 All Canadian citizens			TY 2008 All Canadian citizens		
Country/Region	N	Percentage	Country/Region	N	Percentage
1. Canada	11,456	64.09%	1. Canada	12,587	60.53%
2. United States	5,232	29.27%	2. United States	6,243	30.02%
3. United Kingdom	379	2.12%	3. United Kingdom	651	3.13%
4. France	254	1.42%	4. France	426	2.05%
5. Hong Kong	170	0.95%	5. Hong Kong	236	1.13%
6. Spain	66	0.37%	6. Spain	148	0.71%
7. Australia	49	0.27%	7. Switzerland	88	0.42%
8. Netherlands	46	0.26%	8. China	79	0.38%
9. Switzerland	41	0.23%	9. Australia	59	0.28%
10. Germany	22	0.12%	9. Netherlands	59	0.28%
Total number of score reports sent by Canadian citizens: 17,874		Average No. 2.8	Total number of score reports sent by Canadian citizens: 20,793		Average No. 2.8

* Based on number of score reports received.

As illustrated earlier, Canadian citizens send a majority of their score reports to domestic programs. The proportion of scores sent to programs in Canada in TY 2008 decreased slightly from the proportion four years earlier—from 64.1 percent to 60.5 percent. This relative loss in market share by Canadian programs can be explained by proportional gains made by programs in other countries, including the United Kingdom, the United States, and France.

- Also of note, not a single destination in the TY 2008 top 10 experienced an absolute decrease in number of scores received by Canadian citizens between TY 2004 and TY 2008. This is due to the 16 percent increase in the total number of score reports sent over that time.
- In addition, Germany was no longer on the top 10 list in TY 2008: It was replaced by China, which joined Hong Kong as the only other Asian destination on the list.

Canada as a Destination

Score reports from examinations taken in Canada go primarily to Canadian schools, Canadian schools received 16,559 score reports from this group in TY 2004 and 15,758 in TY 2008. Table 7 represents the top 10 countries outside of Canada from which programs in Canada received score reports.

TY 2004			TY 2008		
Country/Region	N	Percentage	Country/Region	N	Percentage
1. China	2,227	8.63%	1. India	2,170	8.81%
2. India	1,647	6.38%	2. China	1,732	7.03%
3. United States	1,287	4.99%	3. United States	1,105	4.49%
4. Pakistan	299	1.16%	4. Pakistan	291	1.18%
5. Mexico	292	1.13%	5. United Kingdom	257	1.04%
6. Lebanon	206	0.80%	6. Nigeria	226	0.92%
7. Japan	203	0.79%	7. United Arab Emirates	223	0.91%
8. France	183	0.71%	8. Lebanon	194	0.79%
8. Nigeria	183	0.71%	9. France	151	0.61%
10. South Korea	144	0.56%	9. Japan	151	0.61%
10. United Kingdom	144	0.56%	–	–	–

* Based on number of score reports received.

- Among all countries that send score reports to Canadian schools, score reports received from India and China account for the greatest percentage.
- Examination taken in Nigeria and the United Kingdom increased the number of score reports sent to programs in Canada by 78.5 percent and 23.5 percent respectively from TY 2004 to TY 2008.
- The United Arab Emirates continues to make the top 10 list, sending 223 score reports to programs located in Canada; the UAE appeared on the top 10 for the first time in TY 2006.
- TY 2008 was the first year that Mexico did not make the list of top 10 countries from which examinees send scores to programs located in Canada.

Table 8 lists the distribution of score reports received among the Canadian provinces from examinees around the world in TY 2004 and TY 2008.

Table 8: Canadian Provinces Receiving Score Reports From All GMAT® Examinees					
TY 2004			TY 2008		
Province	N	Percentage	Province	N	Percentage
1. Ontario	9,496	58.53%	1. Ontario	15,238	61.90%
2. Quebec	2,849	17.56%	2. Quebec	3,743	15.20%
3. British Columbia	1,793	11.05%	3. British Columbia	3,176	12.90%
4. Alberta	1,101	6.79%	4. Alberta	1,265	5.14%
5. Nova Scotia	498	3.07%	5. Nova Scotia	558	2.27%
6. Manitoba	157	0.97%	6. Manitoba	213	0.87%
7. Newfoundland	125	0.77%	7. Saskatchewan	191	0.78%
8. New Brunswick	116	0.71%	8. New Brunswick	122	0.50%
9. Saskatchewan	90	0.55%	9. Newfoundland	111	0.45%
10. Prince Edward Island	0	0.00%	10. Prince Edward Island	0	0.00%
Total score reports sent to Canada: 16,225			Total score reports sent to Canada: 24,617		

* Based on number of score reports received.

- Ontario, Quebec, and British Columbia attracted the greatest percentage of score reports sent to Canada in both years. Ontario alone attracted well over half, but combined the three provinces received 87 percent of the reports in TY 2004 and 90 percent of the reports sent in TY 2008.
- Saskatchewan showed the greatest proportional increase in the number of score reports received from all GMAT examinees—the number of score reports received there increased 112.2 percent and more than doubled in absolute volume.
- Both Ontario and British Columbia saw large increases in absolute volume between TY 2004 and TY 2008 along with increases in percentages of score reports received—60.5 percent and 77.1 percent respectively.

The US Testing Environment

The number of GMAT exams taken in the United States initially declined 4 percent during the period studied before increasing 13 percent in TY 2006 and TY 2008. Testing volume reported by location of examinees (Table 9) highlights these changes. The overall number of tests taken in the United States has increased 9 percent between TY 2004 and TY 2008.

Location of GMAT Examinees by US States

Table 9: GMAT® Tests Taken in US by State: Top 20* States TY 2004 to TY 2008

Rank	TY 2004	TY 2005	TY 2006	TY 2007	TY 2008	% Change from TY 2004 to TY 2008
1. California	18,211	17,443	17,116	18,082	20,620	13.23%
2. New York	13,610	13,100	13,343	14,141	15,725	15.54%
3. Texas	11,564	11,014	10,726	10,649	11,534	0.00%
4. Florida	7,317	6,671	6,730	7,532	8,094	10.62%
5. Illinois	7,206	6,876	7,070	7,371	8,089	1.35%
6. New Jersey	5,951	5,802	5,674	5,925	6,402	7.58%
7. Massachusetts	6,088	5,775	6,016	5,983	6,302	3.52%
8. Pennsylvania	5,125	5,062	5,094	5,135	5,552	8.33%
9. Georgia	5,095	4,662	4,683	4,802	5,447	6.91%
10. Virginia	4,153	4,198	4,514	4,650	5,161	27.27%
11. North Carolina	4,206	4,142	4,235	4,474	5,004	18.97%
12. Ohio	5,136	4,521	4,407	4,596	4,486	-12.66%
13. Michigan	3,855	3,868	4,023	3,969	3,893	0.99%
14. Washington	2,440	2,415	2,469	2,831	2,931	20.12%
15. Maryland	2,432	2,393	2,346	2,488	2,734	12.42%
16. Minnesota	2,259	2,160	2,190	2,447	2,658	17.66%
17. Tennessee	2,407	2,306	2,428	2,423	2,583	7.31%
18. Missouri	2,211	2,214	2,128	2,295	2,342	5.92%
19. Colorado	2,221	2,139	2,135	2,263	2,314	4.19%
20. Indiana	2,044	1,995	2,013	2,054	2,276	11.35%
Total	140,856	135,386	135,184	141,593	153,241	8.79%

* Based on number of tests taken in TY 2008.

The number of examinations taken in five of the top 20 states increased more than 15 percent between TY 2004 and TY 2008. Out of the top 20 states, Virginia had the largest increase in tests taken at 27.3 percent. The three US states with the largest populations—California, New York, and Texas—also had the largest number of tests taken in each of the five years studied.

Location of GMAT Examinees by US Metropolitan Areas

Table 10 lists the 10 US metropolitan areas with the greatest concentration of GMAT exams in TY 2004 and TY 2008. The New York-New Jersey-Long Island area housed the most, accounting for 11 percent of examinee addresses among US test takers in both years.

Table 10: Top 10* US Metropolitan Areas Where GMAT® Examinees Are Located TY 2004 and TY 2008

TY 2004	N	Percentage	TY2008	N	Percentage
1. New York-Northern New Jersey-Long Island, NY-NJ-PA	15,846	11.2%	1. New York-Northern New Jersey -Long Island, NY-NJ-PA	18,262	11.9%
2. Los Angeles-Long Beach-Santa Ana, CA	6,617	4.7%	2. Los Angeles-Long Beach-Santa Ana, CA	8,325	5.4%
3. Chicago-Naperville-Joliet, IL-IN	5,957	4.2%	3. Chicago-Naperville-Joliet, IL-IN	6,851	4.5%
4. Boston-Cambridge-Quincy, MA-NH	5,304	3.8%	4. Washington-Arlington-Alexandria, DC-VA-MD-WV	5,904	3.8%
5. Washington-Arlington-Alexandria, DC-VA-MD-WV	4,682	3.3%	5. Boston-Cambridge-Quincy, MA-NH	5,500	3.6%
6. San Francisco-Oakland-Fremont, CA	4,466	3.2%	6. San Francisco-Oakland-Fremont, CA	4,418	2.9%
7. Atlanta-Sandy Springs-Marietta, GA	3,962	2.8%	7. Atlanta-Sandy Springs-Marietta, GA	4,142	2.7%
8. Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	3,651	2.6%	8. Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	3,765	2.5%
9. Dallas-Fort Worth-Arlington, TX	3,590	2.5%	9. Houston-Sugar Land-Baytown, TX	3,729	2.4%
10. Houston-Sugar Land-Baytown, TX	3,434	2.4%	10. Dallas-Fort Worth-Arlington, TX	3,536	2.3%

* Based on location of examinees in the United States.

The metropolitan areas within the United States with the largest concentrations of GMAT test takers have remained stable across the years. The top 10 metropolitan areas in the United States are the same from TY 2004 and TY 2008, with very little movement among the top 10. These 10 metropolitan areas account for slightly more than 40 percent of all GMAT tests taken within the United States in both TY 2004 and TY 2008.

The Washington DC metro area switched positions with the Boston metro area, moving from fifth in TY 2004 to fourth in TY 2008. Two other metro areas switched positions between TY 2004 and TY 2008: The Houston metro area moved from tenth position in TY 2004 to ninth in TY 2008, shifting places with the Dallas/Fort Worth metro area.

Schools/Programs Receiving Score Reports

Examinees who test in the United States send the majority of their score reports to universities located within US borders. Table 11 shows the top 15 universities receiving scores from examinees who tested in the United States. In TY 2004 and TY 2008, all universities in their top 15 were located within the United States.

Table 11: Top 15* Schools Receiving GMAT® Score Reports From Examinees in the United States TY 2004 and TY 2008	
TY 2004	TY 2008
1. Harvard University	1. New York University
2. New York University	2. Harvard University
3. Northwestern University	3. Columbia University
4. Columbia University	4. University of Pennsylvania
5. Stanford University	5. Northwestern University
6. University of Pennsylvania	6. Stanford University
7. University of Chicago	7. University of California-Berkeley
8. University of Texas-Austin	8. University of California-Los Angeles
9. University of California-Los Angeles	9. University of Chicago
10. University of California-Berkeley	10. University of Texas-Austin
11. Massachusetts Institute of Technology	11. University of Southern California
12. Duke University	12. Massachusetts Institute of Technology
13. University of Southern California	13. University of Michigan-Ann Arbor
14. University of Michigan-Ann Arbor	14. Duke University
15. Georgia State University	15. Baruch College City University of New York

* Based on number of score reports received.

The first 14 universities listed in Table 11 remained the same between TY 2004 and TY 2008 with minor fluctuations in their positioning. University of California at Berkeley had the most notable jump in position—it moved up three spots from tenth on the list in TY 2004 to seventh in TY 2008. Baruch College, CUNY moved into the top 15, while Georgia State University fell below the top 15 for TY 2008.

Table 12 shows the top 15 programs receiving score reports from examinees who tested in the United States, many of whom continue to be interested in full-time MBA programs. (All but one of the programs in the top 15 are full-time MBA programs.) New York University makes an appearance twice on the list of top 15 programs; once for its part-time MBA program and once for its full-time MBA program.

Table 12: Top 15* Programs Receiving GMAT® Score Reports From Examinees Who Tested in the United States for Testing Year 2008
1. Harvard University, MBA
2. Columbia University, MBA
3. Stanford University, MBA
4. University of Pennsylvania, MBA
5. New York University, MBA
6. Northwestern University, MBA
7. University of California-Berkley, MBA
8. University of California-Los Angeles, MBA
9. University of Chicago, MBA
10. Massachusetts Institute of Technology, MBA
11. New York University, Part-Time MBA
12. University of Texas-Austin, MBA
13. Duke University, MBA
14. University of Southern California, MBA
15. Yale University, MBA

* Based on number of score reports received.

US Score-Sending Trends

Table 13 shows state-level GMAT score report trends by examinee location in the US states during TY 2004 and TY 2008. It should be noted that values reported for each state are a function of the number of programs within that state, the overall size of the state, and the population. In both TY 2004 and TY 2008, GMAT examinees in the 50 US states sent more than 95 percent of their score reports to programs located within the United States.

Table 13: Score Report Trends for Examinees Who Tested in the United States by State

State Examinee Location	Total No. of Score Reports Sent to State		Total No. of Score Reports Sent Within US		Total No. of Score Reports Sent Outside US		Total No. of Score Reports Sent	
	TY 2004	TY 2008	TY 2004	TY 2008	TY 2004	TY 2008	TY 2004	TY 2008
Alabama	3,538	3,568	5,396	5,485	28	41	5,424	5,526
Alaska	97	38	236	198	10	7	246	205
Arizona	1,800	2,759	4,333	5,427	95	275	4,428	5,702
Arkansas	1,164	918	2,024	1,833	14	37	2,038	1,870
California	39,550	44,603	56,941	63,374	1,444	2,379	58,385	65,753
Colorado	3,282	3,509	5,658	6,260	125	208	5,783	6,468
Connecticut	2,519	2,309	5,652	5,710	143	308	5,795	6,018
Delaware	239	239	835	972	13	47	848	1,019
District of Columbia	819	1,146	3,331	5,347	187	299	3,518	5,646
Florida	11,808	14,042	17,709	20,550	491	443	18,200	20,993
Georgia	9,513	10,752	14,923	16,142	167	278	15,090	16,420
Hawaii	337	483	964	1,188	22	30	986	1,218
Idaho	330	327	942	1,246	16	22	958	1,268
Illinois	15,165	16,789	22,387	24,572	386	787	22,773	25,359
Indiana	2,935	3,690	5,247	6,082	78	114	5,325	6,196
Iowa	1,495	1,680	2,666	2,754	29	43	2,695	2,797
Kansas	1,297	1,334	2,702	3,123	61	68	2,763	3,191
Kentucky	2,163	2,068	3,925	4,087	24	48	3,949	4,135
Louisiana	3,369	3,313	5,137	4,721	57	46	5,194	4,767
Maine	246	219	608	542	15	18	623	560
Maryland	2,956	2,968	7,298	8,189	154	291	7,452	8,480
Massachusetts	12,137	12,355	19,606	19,099	525	585	20,131	19,684
Michigan	7,428	7,492	11,509	11,429	198	251	11,707	11,680
Minnesota	1,352	4,530	5,940	7,580	169	249	6,109	7,829
Mississippi	1,671	1,862	2,779	2,993	6	7	2,785	3,000
Missouri	3,484	3,743	5,740	6,186	53	92	5,793	6,278
Montana	178	143	400	362	14	9	414	371

Table 13: Score Report Trends for Examinees Who Tested in the United States by State

State Examinee Location	Total No. of Score Reports Sent to State		Total No. of Score Reports Sent Within US		Total No. of Score Reports Sent Outside US		Total No. of Score Reports Sent	
	TY 2004	TY 2008	TY 2004	TY 2008	TY 2004	TY 2008	TY 2004	TY 2008
Nebraska	848	1,199	1,557	1,999	24	33	1,581	2,032
Nevada	387	804	1,313	1,772	11	35	1,324	1,807
New Hampshire	207	267	971	1,077	43	37	1,014	1,114
New Jersey	6,435	6,280	17,112	18,846	470	764	17,582	19,610
New Mexico	697	491	1,254	1,061	24	19	1,278	1,080
New York	21,289	25,026	37,604	43,370	1,128	1,756	38,732	45,126
North Carolina	7,317	9,697	11,285	13,745	107	257	11,392	14,002
North Dakota	122	113	322	339	14	16	336	355
Ohio	9,179	7,563	14,145	12,217	172	261	14,317	12,478
Oklahoma	1,647	2,330	2,646	3,453	23	50	2,669	3,503
Oregon	1,262	1,459	2,683	3,262	63	102	2,746	3,364
Pennsylvania	9,238	10,204	14,007	16,127	285	415	14,292	16,542
Rhode Island	628	630	1,377	1,412	25	33	1,402	1,445
South Carolina	1,671	1,927	3,447	3,807	31	47	3,478	3,854
South Dakota	122	180	333	386	2	2	335	388
Tennessee	3,616	4,825	5,889	7,623	55	118	5,944	7,741
Texas	21,988	23,177	31,844	32,508	596	873	32,440	33,381
Utah	3,217	3,559	5,848	6,601	74	108	5,922	6,709
Vermont	45	42	298	263	14	7	312	270
Virginia	3,617	5,577	12,457	15,608	331	545	12,788	16,153
Washington	3,190	4,424	6,654	8,147	149	403	6,803	8,550
West Virginia	432	679	927	1,267	15	17	942	1,284
Wisconsin	2,653	2,898	4,646	5,248	102	120	4,748	5,368
Wyoming	69	66	338	285	3	4	341	289

- Examinees in 39 US states sent 50 percent or more of their score reports to programs located in the state where they took the test.
- Eleven states showed a decrease in the total number of score reports received from examinees between TY 2004 and TY 2008: Alaska, Arkansas, Louisiana, Maine, Massachusetts, Michigan, Montana, New Mexico, Ohio, Vermont, and Wyoming.
- In the case of five states—Idaho, Nevada, Oklahoma, Tennessee, and West Virginia—the total number of score reports received from examinees increased by 30 percent or more between TY 2004 and TY 2008: The total number of score reports sent to the District of Columbia increased by 60 percent between TY 2004 and TY 2008.

US Location and Citizenship of GMAT Examinees

Figure 2 illustrates the number of examinations taken in the United States by citizenship from TY 2004 to TY 2008. The majority of examinations taken within the United States are taken by US citizens. The top non-US citizen groups to sit for the GMAT exam in the United States during those years were Indian, Chinese, South Korean, and Taiwanese. Non-US citizens represent 19 percent of the examinees sitting for the GMAT exam within US borders. The number of both US and non-US citizens taking the GMAT exam in the United States has increased by 14 percent and 13 percent, respectively, between TY 2006 and TY 2008.

Figure 2: GMAT Exams Taken in the United States, by Citizenship: TY 2004 to TY 2008

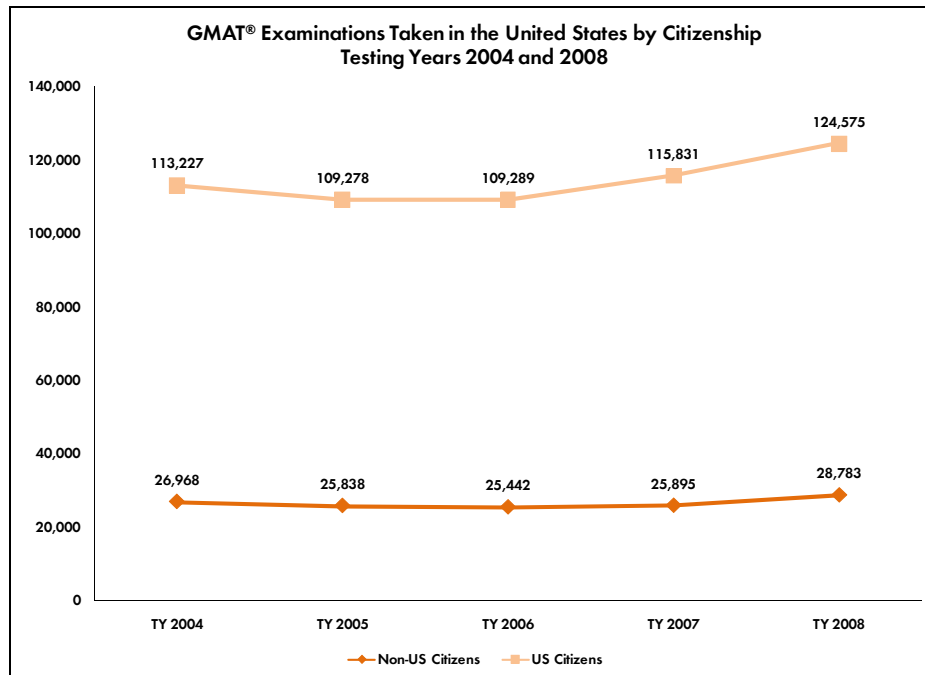


Table 14 shows that US citizens send an overwhelming majority of their score reports to domestic programs. The proportion of scores they sent to programs in the United States has remained greater than 98 percent since 2006. Table 14 highlights the top 10 countries around the world receiving score reports from United States citizens.

Table 14: Top 10 * Countries/Regions Receiving Score Reports From US Citizens					
TY 2004 All US Citizens			TY 2008 All US Citizens		
Country/Region	N	Percentage	Country/Region	N	Percentage
1. United States	315,800	98.43%	1. United States	355,865	98.13%
2. United Kingdom	1,586	0.49%	2. United Kingdom	2,173	0.60%
3. France	899	0.28%	3. France	1,111	0.31%
4. Canada	472	0.15%	4. Spain	773	0.21%
5. Spain	460	0.14%	5. Canada	440	0.12%
6. Switzerland	163	0.05%	6. Switzerland	266	0.73%
7. Netherlands	149	0.05%	7. China	206	0.06%
8. Australia	145	0.05%	8. Italy	180	0.05%
9. Israel	144	0.04%	9. Australia	173	0.05%
10. Italy	120	0.04%	10. Hong Kong	171	0.05%
Total number of score reports sent by US citizens: 320,847		Avg. No. 2.8	Total number of score reports sent by US citizens: 362,657		Avg. No. 2.9

* Based on number of score reports received.

- US citizens send a high proportion of their score reports to the United States; only about 7,000 score reports out of 362,657 were sent to programs outside the United States in TY 2008.
- Canada and Western European countries successfully attracted many of these score reports. Four of the top five non-US countries to which US examinees sent scores in TY 2008 were in Western Europe; the fifth was Canada.
- The top five non-US countries receiving scores from US citizens captured 70 percent of US-examinee score reports sent to programs outside the United States.

United States as a Destination

Graduate business programs in the United States continue to receive the majority of score reports from GMAT examinees who test in the United States. US programs received 394,443 score reports in TY 2004 and 436,767 in TY 2008. Table 15 represents the top 10 countries/regions other than the US where examinees sent score reports to programs located in the United States.

TY 2004	N	Percentage	TY 2008	N	Percentage
1. India	20,084	4.00%	1. India	52,363	8.65%
2. Taiwan	13,191	2.62%	2. China	35,670	5.89%
3. China	10,028	1.99%	3. Taiwan	11,592	1.91%
4. South Korea	9,276	1.84%	4. South Korea	9,547	1.58%
5. Japan	6,530	1.30%	5. Canada	4,536	0.75%
6. Canada	4,126	0.82%	6. Japan	4,010	0.66%
7. Thailand	3,295	0.65%	7. United Kingdom	3,944	0.65%
8. United Kingdom	3,130	0.62%	8. Thailand	3,554	0.59%
9. Mexico	2,323	0.46%	9. Brazil	2,597	0.43%
10. Turkey	2,021	0.41%	10. Singapore	2,532	0.42%

* Based on number of score reports received.

- The number of score reports sent to the United States by examinees from India and China increased by 161 percent and 256 percent, respectively.
- Seven of the top 10 countries/regions that sent scores to programs in the United States in TY 2008 are in the Asian region.
- Only one country from Western Europe, the United Kingdom, appears among the top 10 countries that sent scores to US schools for TY 2008.

Table 16 shows the top 20 US states to receive score reports from all GMAT examinees around the world during TY 2004 and TY 2008.

Table 16: Top 20* States Receiving Score Reports from All GMAT® Examinees					
TY 2004			TY 2008		
State	Scores Received	Percentage	State	Scores Received	Percentage
1. California	55,767	14.0%	1. California	88,533	14.6%
2. New York	39,570	9.9%	2. New York	73,998	12.2%
3. Massachusetts	29,883	7.5%	3. Massachusetts	55,859	9.2%
4. Texas	29,468	7.4%	4. Illinois	47,000	7.8%
5. Illinois	28,134	7.1%	5. Pennsylvania	38,984	6.4%
6. Pennsylvania	21,845	5.5%	6. Texas	37,146	6.1%
7. Florida	16,340	4.1%	7. North Carolina	23,240	3.8%
8. North Carolina	14,642	3.7%	8. Florida	21,329	3.5%
9. Georgia	13,398	3.4%	9. Georgia	17,463	2.9%
10. Ohio	12,094	3.0%	10. Michigan	17,391	2.9%
11. Michigan	11,319	2.8%	11. Ohio	14,089	2.3%
12. District of Columbia	8,225	2.1%	12. Virginia	12,635	2.1%
13. New Jersey	7,725	1.9%	13. Indiana	12,608	2.1%
14. Indiana	7,081	1.8%	14. District of Columbia	11,437	1.9%
15. Virginia	6,905	1.7%	15. Connecticut	10,116	1.7%
16. Maryland	5,989	1.5%	16. New Jersey	9,964	1.6%
17. Connecticut	5,903	1.5%	17. Arizona	8,643	1.4%
18. Tennessee	5,487	1.4%	18. Missouri	8,378	1.4%
19. Missouri	5,422	1.4%	19. Tennessee	8,274	1.4%
20. Colorado	5,349	1.3%	20. Washington	8,083	1.3%
Total score reports sent to United States:	387,575		Total score reports sent to United States:	605,366	

* Based on number of score reports received.

- Seven of the top 20 states experienced a 70 percent or greater increase in the number of score reports received from GMAT examinees between TY 2004 and TY 2008.
- Arizona had the highest proportional increase between TY 2004 and TY 2008 at 111 percent; it received 4,094 scores in TY 2004 and 8,643 scores in TY 2008.
- Ohio saw the smallest proportional increase between TY 2004 and TY 2008 at 17 percent; it received 12,094 scores in TY 2004 and 14,089 scores in TY 2008.

Authorship

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