

# 2010 EUROPEAN

Geographic Trend Report for GMAT<sup>®</sup> Examinees



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The *European Geographic Trend Report for GMAT® Examinees* identifies migratory trends among GMAT examinees applying to and attending graduate business school. Geographic and background data collected after each examinee completes the GMAT exam are used and combined with score-sending patterns. Together they illustrate which countries and schools are of interest to citizens of various European countries. 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 *European 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 nearly 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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**T**he European Geographic Trend Report presents trends in the student pipeline for graduate management education. Examination of data collected from respondents taking the Graduate Management Admission Test® (GMAT®) during the 2006 to 2010 testing years (TY) and from the requested destination of their score reports forms the basis for the analyses presented in this report.

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

Major differences in score-sending behavior were observed between TY 2006 and TY 2010 for many of the examinee groups covered in this report. This is not surprising given the global nature of higher education today, which is characterized by innovation and constant change. Many factors influence the attractiveness of certain programs to students and also the ability of students to pursue management education. This report identifies the aggregate outcomes of such dynamics.

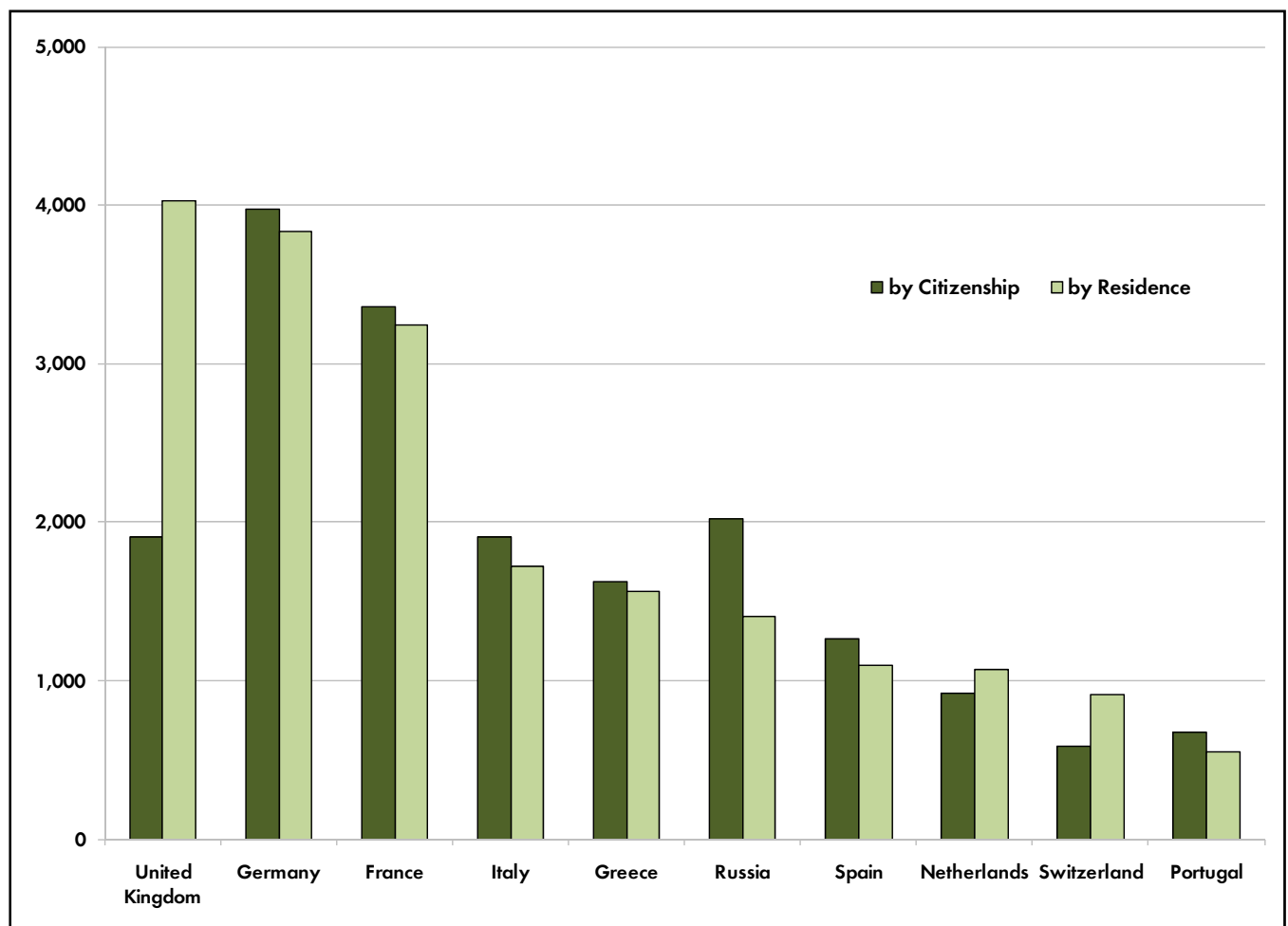
## Key Findings

- European examinees sent a total of 53,557 GMAT score reports to business schools around the World in TY 2010, an increase of nearly 16,000 when compared with TY 2006.
- The prospective business school pipeline in Europe has grown significantly over the past five years. The number of GMAT exams taken by residents of Europe and European citizens increased 54 and 42 percent, respectively, between TY 2006 and TY 2010.
- In addition to growth in testing among European citizens, the demographic characteristics of examinees have also shifted. Nine of the 10 largest European citizenship groups recorded higher proportions of female examinees in TY 2010 than they did in TY 2006. In addition, the proportion of exams taken by those younger than 25 increased for eight of the 10 citizenship groups.
- On average, Europeans sent only 2.2 GMAT score reports per exam taken in TY 2010. Although this was the lowest regional average of any world region, a wide range of score-sending behaviors existed among citizens of European countries. Swiss examinees, for example, sent just 1.6 score reports per exam taken in TY 2010 compared with 2.6 score reports for Spanish examinees.
- The study destination preferences of European students in the GMAT pipeline have shifted toward domestic and regional opportunities in recent years. In TY 2006, 50 percent of European score reports were sent to business programs in the United States. This proportion fell to 37 percent by TY 2010 and the relative decline was a common theme for nine of 10 citizenship groups analyzed.
- The shift away from US programs was balanced, for the most part, by the increased propensity of Europeans to send scores to programs across Western Europe. Growth in the number of GMAT score reports sent to programs in United Kingdom, France, the Netherlands, and Germany was especially strong.
- For five of the 10 largest European citizenship groups—French, German, Dutch, Portuguese,

- and Swiss—business programs at domestic schools were the primary destination for prospective students in TY 2010.
- Business schools in Europe are becoming an increasingly popular destination for all GMAT examinees, not just regional talent. Programs located in Europe received 85,262 score reports from prospective students around the world in TY 2010, up by 40,183 scores or nearly 90 percent from TY 2006.
- Of the 85,262 score reports received by European business schools from all GMAT examinees in TY 2010, 64 percent were from non-European examinees. In fact, three of the top five citizenship groups to send scores to Europe in TY 2010 were from outside of the region.

Geographic data collected in each testing year include examinees' mailing address at the time of exam registration and country of citizenship. *Figure 1* shows the testing landscape for the largest European examinee groups in TY 2010.

**Figure 1. GMAT® Exams Taken in the Top 10 Countries in Europe in TY 2010**

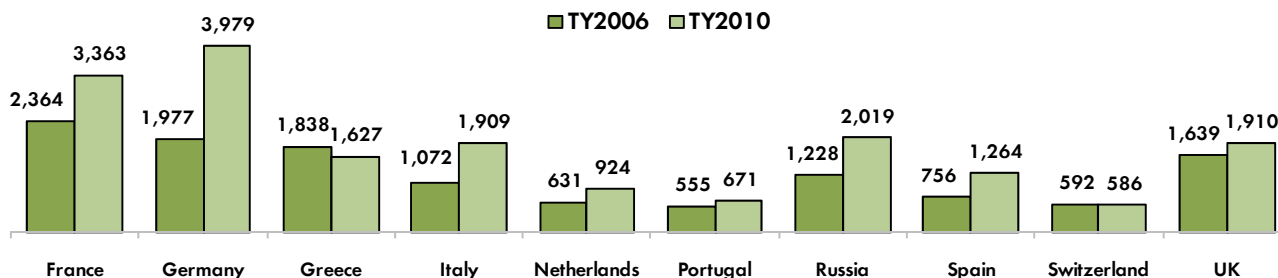


## Major Shifts in the European Student Pipeline

The European Pipeline Grew by More Than 7,000 GMAT Exams Between TY 2006 and TY 2010

↑ 8 of top 10 European citizenship groups experienced growth

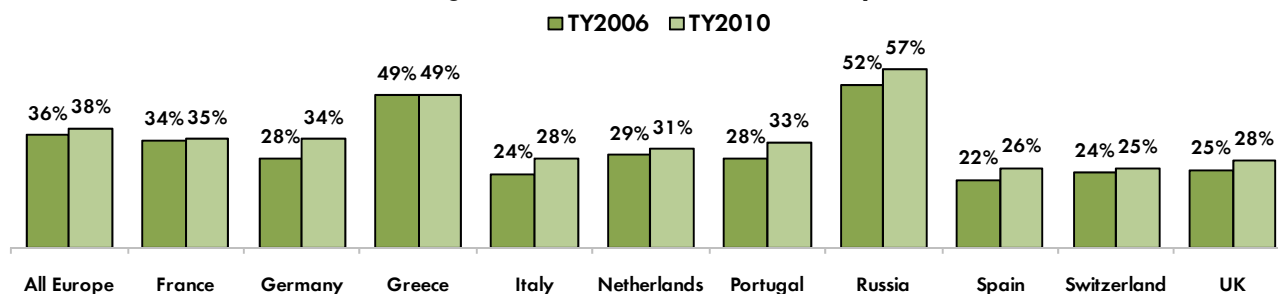
Figure 2a. GMAT® Exams Taken by Citizenship



### More Women

↑ 9 of top 10 citizenship groups had higher proportion of women in TY 2010

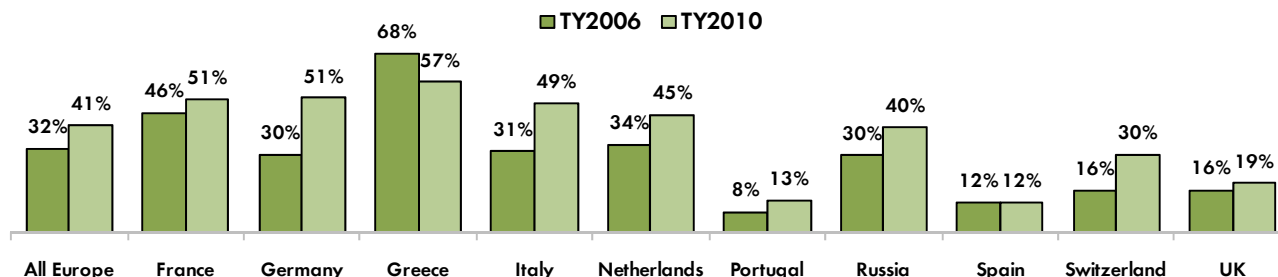
Figure 2b. GMAT® Exams Taken by Women (%)



### Younger Talent

↑ 8 of top 10 citizenship groups had increase in proportion of examinees younger than 25 in TY 2010

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



## European Testing Environment TY 2006–TY 2010

The number of GMAT exams taken across Europe and among European citizens increased significantly over the previous five years. Prospective business school talent in 19 of the top 20 countries of residence and 17 of the top 20 citizenship groups grew between TY 2006 and TY 2010. These trends are detailed in *Tables 1* and *2*.

### Residence of GMAT Examinees

Country of Residence	TY 2006	TY 2007	TY 2008	TY 2009	TY 2010	Percentage of all TY 2010
1. United Kingdom	2,837	3,087	3,580	4,067	4,024	16.88%
2. Germany	1,825	1,966	2,296	3,353	3,832	16.07%
3. France	2,179	2,246	2,380	2,816	3,249	13.63%
4. Italy	880	1,146	1,563	1,634	1,723	7.23%
5. Greece	1,835	1,496	1,449	1,608	1,568	6.58%
6. Russia	635	691	997	1,361	1,408	5.91%
7. Spain	656	678	809	1,047	1,096	4.60%
8. Netherlands	693	812	898	1,013	1,071	4.49%
9. Switzerland	794	794	659	882	914	3.83%
10. Portugal	498	468	570	536	548	2.30%
11. Sweden	119	102	86	222	487	2.04%
12. Belgium	219	320	304	372	415	1.74%
13. Ireland	355	294	386	385	361	1.51%
14. Finland	186	167	285	371	354	1.48%
15. Bulgaria	131	160	181	221	275	1.15%
16. Ukraine	96	116	147	206	248	1.04%
17. Austria	100	119	126	193	228	0.96%
18. Romania	145	169	196	226	221	0.93%
19. Norway	140	135	161	215	217	0.91%
20. Poland	104	82	96	147	168	0.70%
<b>Total Exams Taken by all European Residents</b>	<b>15,486</b>	<b>15,937</b>	<b>18,204</b>	<b>22,269</b>	<b>23,844</b>	<b>100%</b>

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

## Citizenship of GMAT Examinees

**Table 2. GMAT® Tests Taken by European Citizenship—Top 20 Citizenship Groups (TY 2006 to TY 2010)**

Country of Citizenship*	TY 2006	TY 2007	TY 2008	TY 2009	TY 2010	Percentage of all TY 2010
1. Germany	1,977	2,071	2,433	3,453	3,979	16.36%
2. France	2,364	2,420	2,574	3,067	3,363	13.83%
3. Russia	1,228	1,273	1,581	1,914	2,019	8.30%
4. United Kingdom	1,639	1,730	1,898	1,975	1,910	7.85%
5. Italy	1,072	1,294	1,772	1,829	1,909	7.85%
6. Greece	1,838	1,543	1,524	1,673	1,627	6.69%
7. Spain	756	805	959	1,147	1,264	5.20%
8. Netherlands	631	750	838	940	924	3.80%
9. Portugal	555	539	655	607	671	2.76%
10. Switzerland	592	581	534	608	586	2.41%
11. Bulgaria	408	468	508	541	556	2.29%
12. Sweden	176	160	146	293	527	2.17%
13. Romania	359	371	421	449	453	1.86%
14. Ukraine	320	325	376	459	446	1.83%
15. Poland	325	308	326	403	408	1.68%
16. Belgium	186	279	283	382	364	1.50%
17. Ireland	386	322	385	397	342	1.41%
18. Finland	200	164	257	340	293	1.20%
19. Austria	149	154	187	246	276	1.13%
20. Norway	182	175	219	245	223	0.92%
<b>Total Exams Taken by all European Citizens</b>	<b>17,189</b>	<b>17,353</b>	<b>19,567</b>	<b>23,224</b>	<b>24,324</b>	<b>100%</b>

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

## Attractiveness of Programs in Europe

Business schools in Europe received more than 85,000 GMAT score reports from prospective global talent in TY 2010. Interest in European programs has grown each year since TY 2006 and increased by 40,183 scores or nearly 90 percent over the five-year period. The majority (65%) of scores were directed to programs in the United Kingdom and France in TY 2010.

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

School Location	TY 2006	TY 2007	TY 2008	TY 2009	TY 2010	Percentage of all TY 2010
1. United Kingdom	19,227	22,235	27,389	33,621	34,772	40.78%
2. France	10,664	13,001	17,034	20,219	20,515	24.06%
3. Spain	3,253	4,129	5,112	6,747	7,048	8.27%
4. Netherlands	2,311	2,733	3,488	4,706	5,751	6.75%
5. Switzerland	2,577	2,823	3,300	3,861	3,853	4.52%
6. Germany	973	1,063	1,335	2,221	3,150	3.69%
7. Sweden	390	400	295	1,192	2,596	3.04%
8. Italy	1,088	1,203	1,855	2,200	2,179	2.56%
9. Greece	1,901	1,565	1,300	1,378	1,303	1.53%
10. Finland	267	273	534	879	908	1.06%
Total Scores Sent to All Schools in Europe	45,079	51,724	64,110	79,800	85,262	100%
% of Total Scores Sent Worldwide	7.5%	7.9%	8.6%	10.0%	10.9%	

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

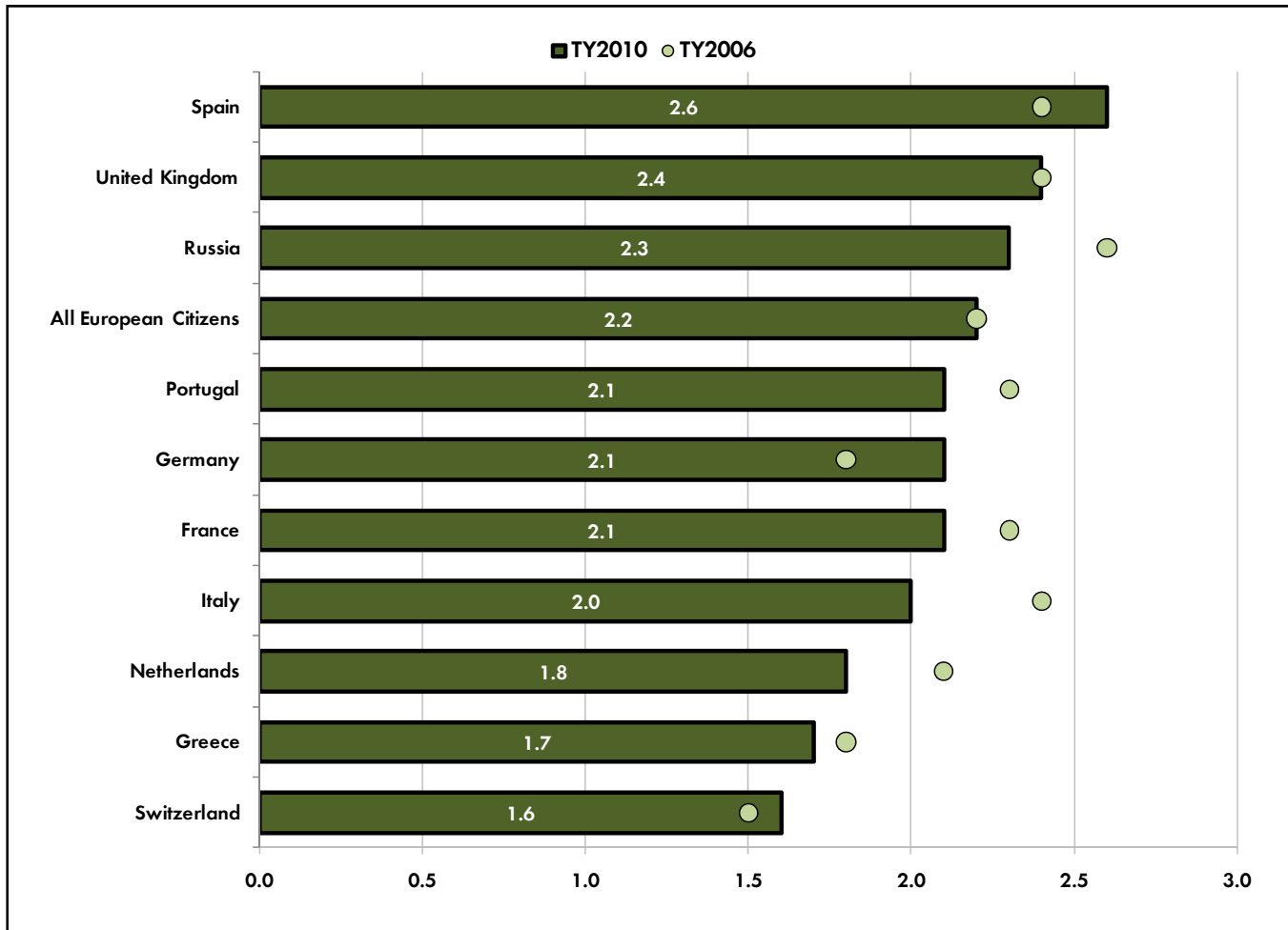
Note: Data for TY 2006 to TY 2008 revised from previous reports.

Of the 85,262 score reports sent to European business schools in TY 2010, 64 percent were from non-European citizens. Indian and Chinese citizens combined, for example, sent one out of every three scores into the European region.

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

Country of Citizenship	Scores Sent	Percentage
1. India	20,569	24.12%
2. China	8,759	10.27%
3. Germany	6,075	7.13%
4. United States	5,674	6.65%
5. France	4,399	5.16%
6. Italy	2,445	2.87%
7. Greece	2,291	2.69%
8. United Kingdom	2,067	2.42%
9. Russian Federation	1,918	2.25%
10. Canada	1,676	1.97%
Total Scores Sent to European Programs in TY 2010	85,262	100%

Figure 3. Average Number of GMAT® Score Reports Sent by European Citizens, TY 2006 and TY 2010



### Score Reports

In TY 2010, there were significant regional differences in the average number of score reports sent per GMAT exam taken. As a consequence, some citizenship groups sent a greater number of score reports relative to others, despite having taken fewer exams.

Figure 3 shows the average number of score reports sent per exam taken by European examinees in TY 2006 and TY 2010. Of those European citizenship groups examined, Spanish citizens sent the highest average number of score reports per exam taken in TY 2010 (2.6). Swiss citizens sent the lowest average number of score reports per exam taken in TY 2010 (1.6). Six of the 10 citizenship groups shown sent a fewer number of score reports per exam taken in TY 2010 than they did in TY 2006.

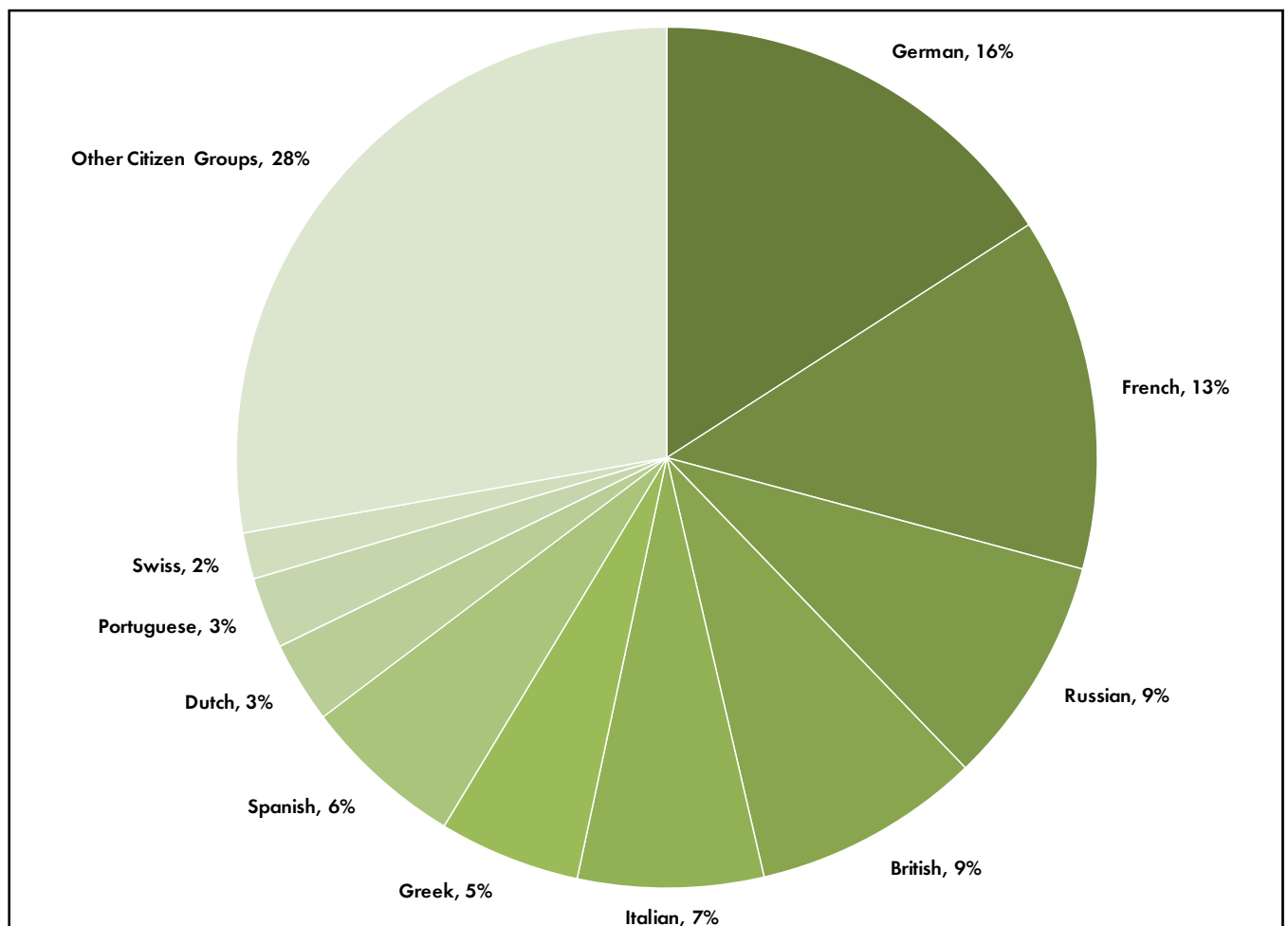
## Regional Score-Sending Patterns

The remainder of this report details GMAT® score-sending patterns for all European citizens—who collectively sent a total of 53,557 scores in TY 2010—and provides breakdowns for 10 of the region’s largest citizenship groups:

- British (4,587 scores sent in TY 2010)
- Dutch (1,642)
- French (7,106)
- German (8,515)
- Greek (2,844)
- Italian (3,734)
- Portuguese (1,436)
- Russian (4,626)
- Spanish (3,246)
- Swiss (929)

Figure 4 shows the percentage of score report submissions sent in TY 2010 from various citizenship groups in Europe. A comprehensive list of the countries that make up Europe is available in the Appendix.

**Figure 4. Percentage of GMAT® Scores Sent by European Citizens in TY 2010**



### All European Citizens

The number of GMAT exams taken by citizens of European countries increased by more than 7,000 or 42 percent between TY 2006 and TY 2010.

During this time, the student pipeline also grew noticeably younger. Of exams taken by European citizens in TY 2006, 32 percent were taken by examinees younger than 25. By TY 2010, this proportion had increased to 41 percent.

Female representation among Europeans also increased marginally over the past five years, from 36 percent in TY 2006 to 38 percent in TY 2010.

Figure 5. GMAT® Exams Taken by European Citizens

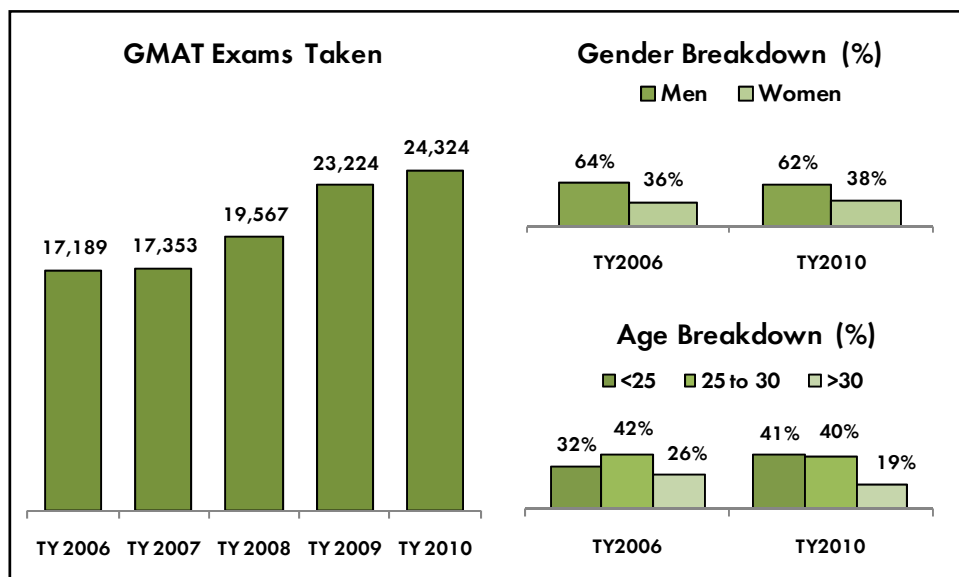


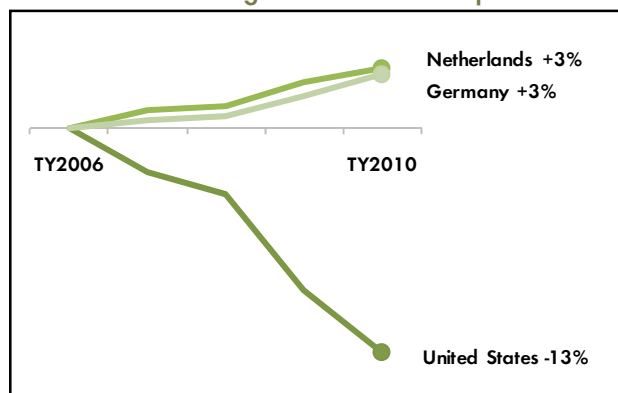
Table 5. Top 10\* Countries to Which European Citizens Sent Score Reports

TY 2006			TY 2010		
Country	Scores Sent	Percentage	Country	Scores Sent	Percentage
1. United States	18,830	49.83%	1. United States	19,972	37.29%
2. United Kingdom	4,846	12.82%	2. United Kingdom	7,432	13.88%
3. France	3,758	9.94%	3. France	6,786	12.67%
4. Greece	1,833	4.85%	4. Netherlands	3,401	6.35%
5. Spain	1,469	3.89%	5. Spain	2,662	4.97%
6. Switzerland	1,256	3.32%	6. Germany	2,272	4.24%
7. Netherlands	1,149	3.04%	7. Switzerland	1,888	3.53%
8. Canada	954	2.52%	8. Sweden	1,611	3.01%
9. Italy	554	1.47%	9. Italy	1,295	2.42%
10. Portugal	511	1.35%	10. Greece	1,280	2.39%
Total Scores Sent by European Citizens	37,791	100%	Total Scores Sent by European Citizens	53,557	100%

\* Based on number of score reports received. Average score reports sent per exam taken: 2.2 in TY 2006; 2.2 in TY 2010

The most apparent trend in the GMAT<sup>®</sup> score-sending behavior of European citizens since TY 2006 has been the marked shift away from programs in the United States in favor of domestic and regional opportunities. Between TY 2006 and TY 2010 the proportion of scores sent to US programs fell from 50 percent to 37 percent. An increased attraction to programs in the Netherlands, Germany, France, Spain, and the United Kingdom was largely responsible for the proportional shift away from the United States. Canada and Portugal, which were listed among the top 10 destinations for Europeans in TY 2006, fell off the list by TY 2010, replaced by Germany and Sweden.

**Figure 6. Largest Proportional Shifts in Score-Sending Destinations: Europeans**



Younger examinees were most likely to send their score reports to European programs in TY 2010. Those younger than 25 sent 72 percent of their scores to regional programs compared with just 47 percent for examinees ages 25 to 30, and 55 percent for examinees 31 and older. The 25-to-30 age group had the highest average number of score reports sent at 2.4. European men sent more score reports per exam taken than European women (2.3 vs. 2.1).

**Table 6. TY 2010 Detailed GMAT<sup>®</sup> Examinee Characteristics for European Citizens**

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	24,324 (100%)	555	53,557 (100%)	2.2	1. United States 37% 2. United Kingdom 14% 3. France 13%
<b>Gender Breakdown</b>					
Women	9,201 (38%)	529	18,886 (35%)	2.1	1. United States 39% 2. France 12% 3. United Kingdom 11%
Men	15,123 (62%)	571	34,671 (65%)	2.3	1. United States 37% 2. United Kingdom 15% 3. France 13%
<b>Age Breakdown</b>					
Younger than 25	9,957 (41%)	550	20,678 (39%)	2.1	1. United States 26% 2. France 15% 3. United Kingdom 13%
25 to 30	9,816 (40%)	564	23,474 (44%)	2.4	1. United States 47% 2. United Kingdom 13% 3. France 10%
31 and older	4,551 (19%)	545	9,405 (18%)	2.1	1. United States 38% 2. United Kingdom 18% 3. France 14%

## German Citizens

The German student pipeline grew more than any other European citizenship group between TY 2006 and TY 2010. Testing doubled over the five-year period and propelled Germans to become the largest European talent source by TY 2009.

During this growth cycle, changes in examinee characteristics were significant. The proportion of exams taken by women grew from 28 percent to 34 percent. Even more striking was the emergence of younger GMAT examinees.

The proportion of exams taken by German citizens younger than 25 jumped from just 30 percent in TY 2006 to 51 percent in TY 2010. Greece is the only European citizenship group covered in this report to have a higher level of participation (57% in TY 2010) from the under-25 age group.

Figure 7. GMAT® Exam Trends by Citizenship: Germany

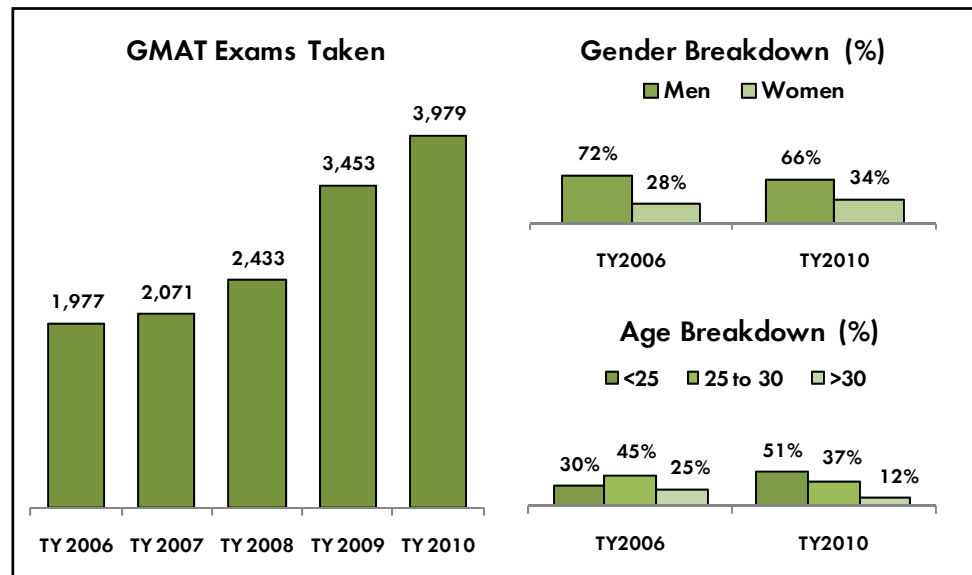


Table 7. Top 10\* Countries to Which German Citizens Sent Score Reports

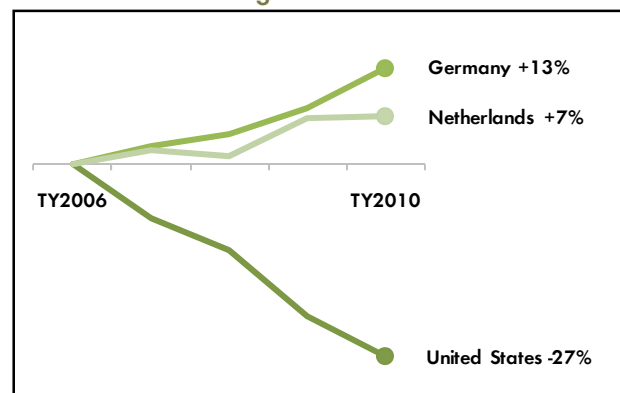
TY 2006			TY 2010		
Country	Scores Sent	Percentage	Country	Scores Sent	Percentage
1. United States	1,838	51.18%	1. United States	2,061	24.20%
2. Germany	337	9.38%	2. Germany	1,931	22.68%
3. United Kingdom	313	8.72%	3. Netherlands	996	11.70%
4. France	224	6.24%	4. United Kingdom	847	9.95%
5. Switzerland	206	5.74%	5. France	643	7.55%
6. Netherlands	186	5.18%	6. Switzerland	589	6.92%
7. Spain	149	4.15%	7. Spain	429	5.04%
8. Canada	67	1.87%	8. Sweden	319	3.75%
9. Australia	51	1.42%	9. Canada	88	1.03%
10. Italy	41	1.14%	10. Australia	85	1.00%
Total Scores Sent by German Citizens	3,591	100%	Total Scores Sent by German Citizens	8,515	100%

\* Based on number of score reports received. Average score reports sent per exam taken: 1.8 in TY 2006; 2.1 in TY 2010

The proportion of score reports that German examinees sent to the United States fell below 25 percent for the first time on record in TY 2010. Substantial growth in interest for programs in Germany and the Netherlands helped foster this shift. In TY 2006, German examinees directed fewer than 10 percent of their scores to German institutions. By TY 2010, this proportion increased to 23 percent. In contrast to many citizenship groups included in this report, two non-US and non-European destinations—Canada and Australia—also appear on the top 10 destination list for German citizens in TY 2010.

Among the growth segments in the German GMAT pipeline—women and those younger than 25—Germany is already the preferred destination for sending score reports.

**Figure 8. Largest Proportional Shifts in Score-Sending Destinations: Germans**



**Table 8. TY 2010 Detailed GMAT® Examinee Characteristics for German Citizens**

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	3,979 (100%)	568	8,515 (100%)	2.1	1. United States 24% 2. Germany 23% 3. Netherlands 12%
<b>Gender Breakdown</b>					
Women	1,370 (34%)	547	2,837 (33%)	2.1	1. Germany 25% 2. United States 23% 3. Netherlands 17%
Men	2,609 (66%)	579	5,678 (67%)	2.2	1. United States 25% 2. Germany 22% 3. United Kingdom 11%
<b>Age Breakdown</b>					
Younger than 25	2,040 (51%)	578	4,617 (54%)	2.3	1. Germany 29% 2. United States 15% 3. Netherlands 14%
25 to 30	1,453 (37%)	563	3,021 (35%)	2.1	1. United States 34% 2. Germany 15% 3. Netherlands 11%
31 and Older	486 (12%)	543	877 (10%)	1.8	1. United States 39% 2. Germany 15% 3. United Kingdom 14%

## French Citizens

Between TY 2006 and TY 2010 the number of GMAT exams taken by French citizens increased by 42 percent. Most of this growth took place during the two most recent testing years.

Gender and age characteristics of French examinees remained relatively unchanged over this period. By TY 2010, however, the majority (51%) of exams were taken by examinees younger than 25 years of age, a slightly higher proportion than in TY 2006.

Figure 9. GMAT® Exams Taken by Citizenship: France

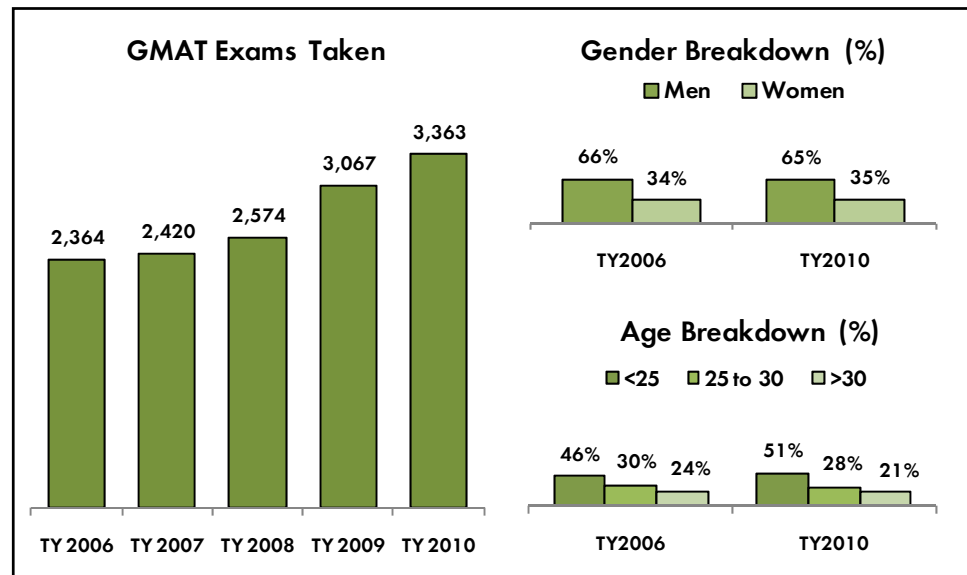


Table 9. Top 10\* Countries or Regions to Which French Citizens Sent Score Reports

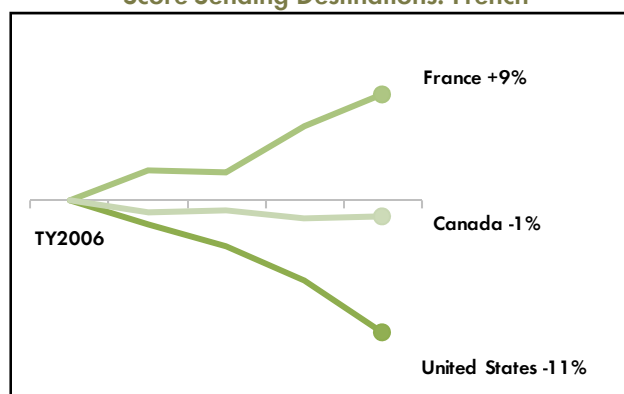
TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	2,335	43.60%	1. France	2,924	41.15%
2. France	1,720	32.11%	2. United States	2,315	32.58%
3. United Kingdom	557	10.40%	3. United Kingdom	768	10.81%
4. Canada	203	3.79%	4. Spain	229	3.22%
5. Spain	154	2.88%	5. Canada	174	2.45%
6. Switzerland	149	2.78%	6. Switzerland	174	2.45%
7. Netherlands	36	0.67%	7. Italy	74	1.04%
8. Italy	33	0.62%	8. Netherlands	73	1.03%
9. Australia	31	0.58%	9. Germany	54	0.76%
10. Israel	25	0.47%	10. Hong Kong	53	0.75%
Total Scores Sent by French Citizens	5,356	100%	Total Scores Sent by French Citizens	7,106	100%

\* Based on number of score reports received. Average score reports sent per exam taken: 2.4 in TY 2006; 2.1 in TY 2010

Business schools located in France overtook those in the United States as the primary destination for French talent between TY 2006 and TY 2010. Over this period, as French examinees gravitated to domestic opportunities, the proportion of scores sent to French institutions increased from 32 percent to 41 percent. Interest in Canada also declined in favor of regional programs in countries such as Spain, the Netherlands, and Germany.

With the exception of examinees ages 25 to 30, all French demographic groups listed in *Table 10* were interested primarily in domestic programs in TY 2010. With 54 percent of their scores sent to domestic programs, examinees younger than 25 showed the greatest desire to study in France. Women were more likely than men to send scores to domestic programs (47% vs. 39%), but men tended to send a greater number of score reports (2.3 vs. 1.9).

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



**Table 10. TY 2010 Detailed GMAT® Examinee Characteristics for French Citizens**

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	3,363 (100%)	556	7,106 (100%)	2.1	1. France 41% 2. United States 33% 3. United Kingdom 11%
<b>Gender Breakdown</b>					
Women	1,162 (35%)	529	2,152 (30%)	1.9	1. France 47% 2. United States 30% 3. United Kingdom 8%
Men	2,201 (65%)	570	4,954 (70%)	2.3	1. France 39% 2. United States 34% 3. United Kingdom 12%
<b>Age Breakdown</b>					
Younger than 25	1,707 (51%)	545	3,073 (43%)	1.8	1. France 54% 2. United States 21% 3. United Kingdom 10%
25 to 30	936 (28%)	571	2,412 (34%)	2.6	1. United States 49% 2. France 27% 3. United Kingdom 10%
31 and older	720 (21%)	562	1,621 (23%)	2.3	1. France 38% 2. United States 30% 3. United Kingdom 13%

### Russian Citizens

Following four years of substantial testing growth Russian citizens became the third largest European testing group in TY 2010, surpassing British citizens for the first time. The number of exams that Russian citizens took increased 64 percent over the five-year period.

Among all groups discussed in this report, Russian examinees had the highest proportion (57%) of women taking the exam in TY 2010. This proportion is up

from 52 percent in TY 2006. The Russian student pipeline has also become noticeably younger since TY 2006, with the proportion of exams taken by those younger than 25 increasing from 30 percent to 40 percent.

Figure 11. GMAT® Exams Taken by Citizenship: Russia

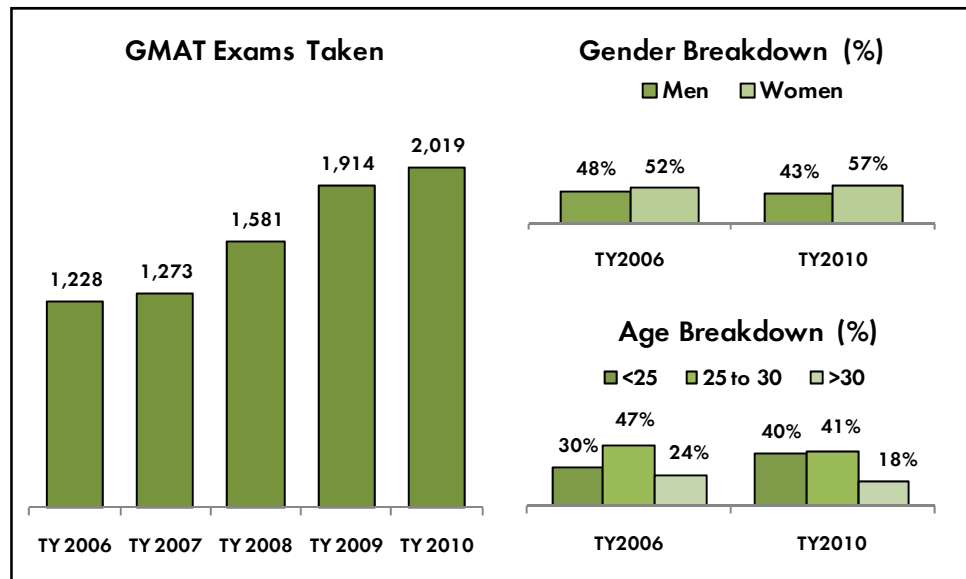


Table 11. Top 10\* Countries and Regions to Which Citizens From Russia Sent Score Reports

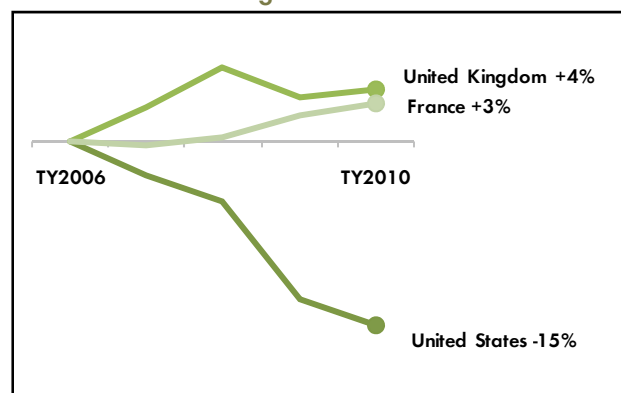
TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	2,160	68.29%	1. United States	2,443	52.81%
2. United Kingdom	330	10.43%	2. United Kingdom	680	14.70%
3. France	181	5.72%	3. France	406	8.78%
4. Canada	158	5.00%	4. Canada	197	4.26%
5. Spain	98	3.10%	5. Spain	160	3.46%
6. Switzerland	71	2.24%	6. Switzerland	145	3.13%
7. Italy	34	1.07%	7. Russia	112	2.42%
8. Netherlands	28	0.89%	8. Netherlands	110	2.38%
9. Australia	19	0.60%	9. Sweden	83	1.79%
10. Norway	16	0.51%	10. Italy	56	1.21%
Total Scores Sent by Russian Citizens	3,163	100%	Total Scores Sent by Russian Citizens	4,626	100%

\* Based on number of score reports received. Average score reports sent per exam taken: 2.7 in TY 2006; 2.3 in TY 2010

Although the United States remained the top GMAT score-sending destination for Russian student talent in TY 2010, the percentage of Russians sending scores to US programs fell from 68 percent to 53 percent between TY 2006 and TY 2010. An increased interest in Western European programs—most notably in the United Kingdom and France—largely explains the market shift observed. Russia also appeared on its own citizens' top 10 destination list by TY 2010 and captured slightly more than 2 percent of scores that Russian citizens sent during the year.

For each examinee segment reported in *Table 12*, the United States, followed by the United Kingdom and France, were the preferred study destinations for Russian citizens in TY 2010. On average, men sent a greater number of score reports per exam taken when compared to women. Russian examinees younger than 25 were the least likely to send score reports to the United States (47%).

**Figure 12. Largest Proportional Shifts in Score-Sending Destinations: Russians**



**Table 12. TY 2010 Detailed GMAT® Examinee Characteristics for Russian Citizens**

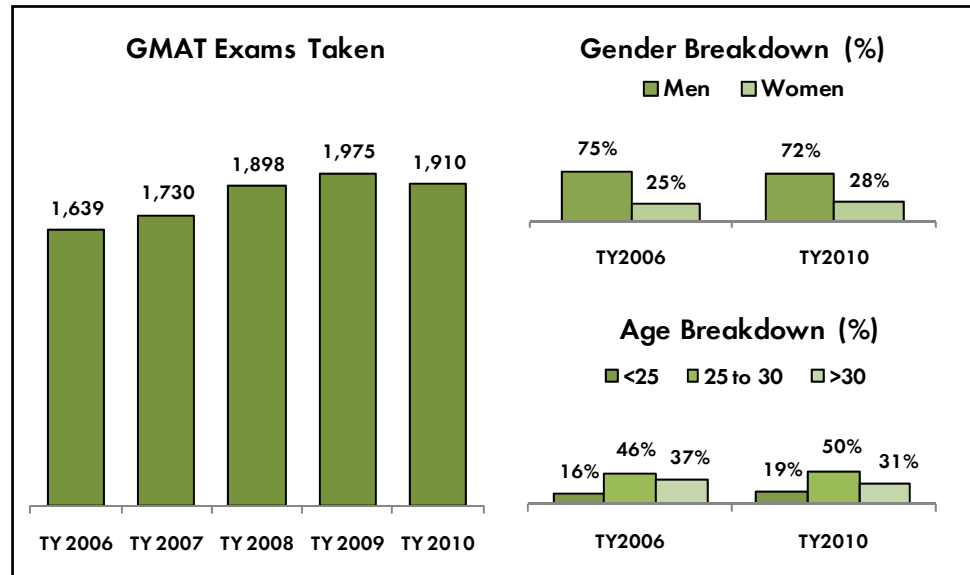
Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	2,019 (100%)	553	4,626 (100%)	2.3	1. United States 53% 2. United Kingdom 15% 3. France 9%
<b>Gender Breakdown</b>					
Women	1,143 (57%)	535	2,461 (53%)	2.2	1. United States 53% 2. United Kingdom 12% 3. France 10%
Men	876 (43%)	576	2,165 (47%)	2.5	1. United States 53% 2. United Kingdom 18% 3. France 8%
<b>Age Breakdown</b>					
Younger than 25	809 (40%)	554	1,883 (41%)	2.3	1. United States 47% 2. United Kingdom 13% 3. France 9%
25 to 30	837 (41%)	554	1,959 (42%)	2.3	1. United States 58% 2. United Kingdom 16% 3. France 8%
31 and Older	373 (18%)	549	784 (17%)	2.1	1. United States 56% 2. United Kingdom 16% 3. France 9%

**British Citizens**

GMAT testing levels among British citizens fell slightly between TY 2009 and TY 2010, but were still 17 percent higher in TY 2010 compared with TY 2006.

The proportion of women taking the GMAT exam grew from 25 percent to 28 percent between TY 2006 and TY 2010, while the proportion of examinees younger than 25 and those ages 25 to 30 also increased slightly.

**Figure 13. GMAT® Exams Taken by Citizenship: United Kingdom**



**Table 13. Top 10\* Countries to Which British Citizens Sent Score Reports**

TY 2006			TY 2010		
Country	Scores Sent	Percentage	Country	Scores Sent	Percentage
1. United States	1,844	46.92%	1. United States	2,161	47.11%
2. United Kingdom	1,317	33.51%	2. United Kingdom	1,422	31.00%
3. France	262	6.67%	3. France	374	8.15%
4. Canada	98	2.49%	4. Hong Kong	120	2.62%
5. Spain	94	2.39%	5. Spain	116	2.53%
6. Switzerland	84	2.14%	6. Canada	81	1.77%
7. Australia	56	1.42%	7. Switzerland	65	1.42%
8. Netherlands	37	0.94%	8. Australia	63	1.37%
9. Hong Kong	35	0.89%	9. India	29	0.63%
10. India	19	0.48%	10. Netherlands	23	0.50%
Total Scores Sent by British Citizens	3,930	100%	Total Scores Sent by British Citizens	4,587	100%

\* Based on number of score reports received. Average score reports sent per exam taken: 2.4 in TY 2006; 2.4 in TY 2010

British examinees showed the same level of interest (47% of scores sent) in US programs in TY 2010 as they did in TY 2006. Programs in the United Kingdom attracted 31 percent of the scores that British citizens sent in TY 2010, down slightly from TY 2006 and offset by rising interest in France and Hong Kong. Hong Kong made the largest jump on the top destination list over the five-year period, increasing from ninth to fourth.

Older British examinees were most likely to send their GMAT scores to domestic programs in TY 2010. Examinees age 31 and older sent 46 percent of their scores to the United Kingdom, compared with just 25 percent for those ages 25 to 30, and 27 percent for those younger than 25.

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

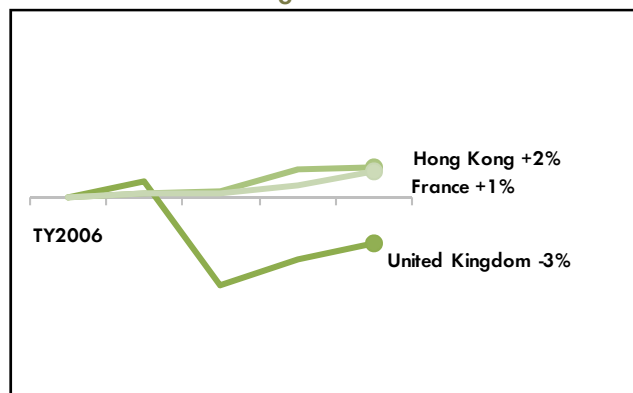


Table 14. TY 2010 Detailed GMAT® Examinee Characteristics for British Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	1,910 (100%)	585	4,587 (100%)	2.4	1. United States 47% 2. United Kingdom 31% 3. France 8%
<b>Gender Breakdown</b>					
Women	534 (28%)	561	1,251 (27%)	2.3	1. United States 52% 2. United Kingdom 25% 3. France 10%
Men	1,376 (72%)	594	3,336 (73%)	2.4	1. United States 45% 2. United Kingdom 33% 3. France 7%
<b>Age Breakdown</b>					
Younger than 25	363 (19%)	572	726 (16%)	2.0	1. United States 52% 2. United Kingdom 27% 3. France 9%
25 to 30	953 (50%)	596	2,581 (56%)	2.7	1. United States 53% 2. United Kingdom 25% 3. France 9%
31 and older	594 (31%)	575	1,280 (28%)	2.2	1. United Kingdom 46% 2. United States 33% 3. France 7%

### Italian Citizens

The number of GMAT exams taken by Italian citizens continued to increase in TY 2010 resulting in an Italian student pipeline nearly 80 percent larger than it was in TY 2006.

Although female participation has increased marginally in recent years, the most significant trend over has been the shift toward a younger pipeline. In TY 2006, only 31 percent of Italian

GMAT examinees were younger than 25. By TY 2010, this percentage grew to 49 percent. It is likely that this shift significantly affected the score-sending habits of the Italian student pipeline shown in *Table 15*.

Figure 15. GMAT® Exams Taken by Citizenship: Italy

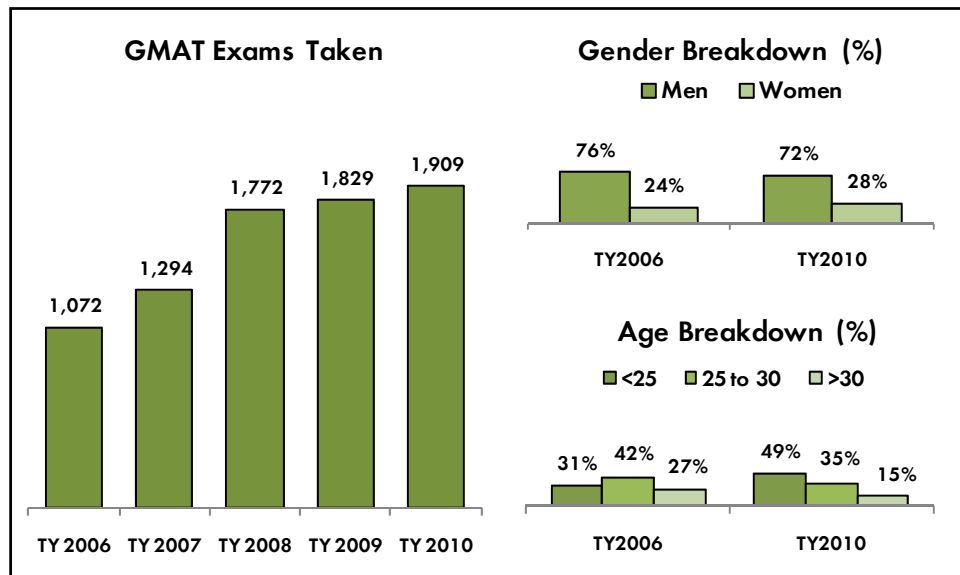


Table 15. Top 10\* Countries to Which Italian Citizens Sent Score Reports

TY 2006			TY 2010		
Country	Scores Sent	Percentage	Country	Scores Sent	Percentage
1. United States	1,199	46.58%	1. United States	1,165	31.20%
2. United Kingdom	338	13.13%	2. Italy	742	19.87%
3. France	293	11.38%	3. United Kingdom	601	16.10%
4. Italy	271	10.53%	4. France	425	11.38%
5. Spain	178	6.92%	5. Spain	300	8.03%
6. Switzerland	86	3.34%	6. Netherlands	144	3.86%
7. Netherlands	72	2.80%	7. Switzerland	124	3.32%
8. Canada	38	1.48%	8. Hong Kong	29	0.78%
9. Australia	15	0.58%	9. Sweden	29	0.78%
10. Ireland	13	0.51%	10. Canada	28	0.75%
Total Scores Sent by Italian Citizens	2,574	100%	Total Scores Sent by Italian Citizens	3,734	100%

\* Based on number of score reports received. Average score reports sent per exam taken: 2.4 in TY 2006; 2.0 in TY 2010

Italian examinees' interest in US programs declined from 47 percent of all scores sent in TY 2006 to 31 percent in TY 2010. This substantial loss in market share was offset by an increase in the proportion of scores sent to programs in Western Europe, most notably Italy, the United Kingdom, and Spain. By TY 2010, Hong Kong joined the top 10 destination list for Italian examinees and represented the only country outside North America or Western Europe.

The significant shift away from US programs is partly attributable to the increasing number of Italian examinees younger than 25 who are taking the GMAT exam. This group—the fastest growing segment in the Italian business school pipeline—is more interested in domestic programs, sending 35 percent of their score reports to programs in Italy in TY 2010, compared with 10 percent from the traditional 25 to 30 year-old age group. In addition, the younger examinee group appears to be interested in fewer potential programs, sending an average of only 1.5 score reports per exam taken. Men, less likely than women to send scores domestically, also send a greater number of score reports on average.

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

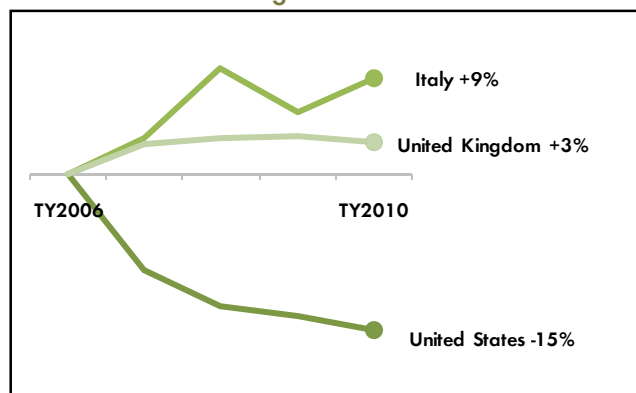


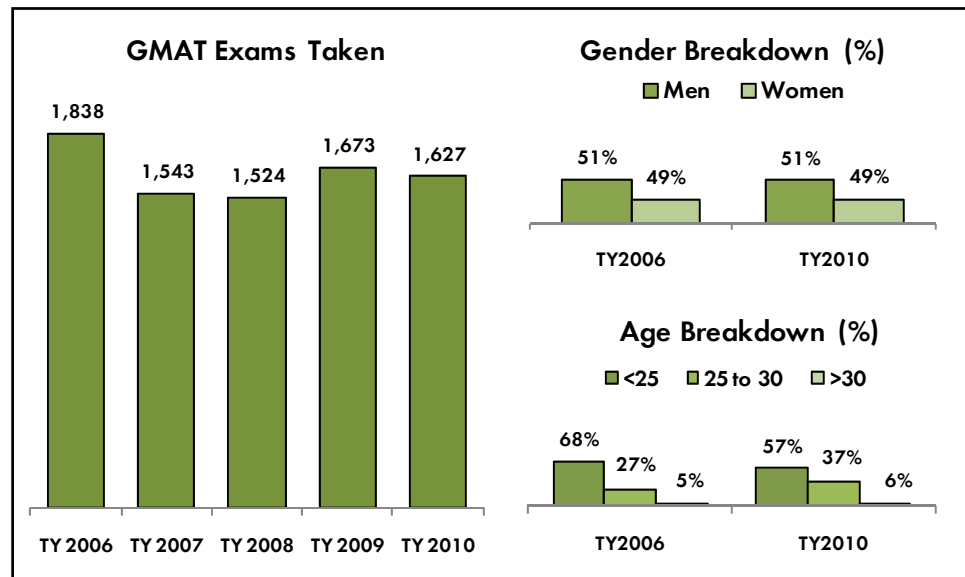
Table 16. TY 2010 Detailed GMAT® Examinee Characteristics for Italian Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	1,909 (100%)	555	3,734 (100%)	2.0	1. United States 31% 2. Italy 20% 3. United Kingdom 16%
<b>Gender Breakdown</b>					
Women	544 (28%)	519	894 (24%)	1.6	1. Italy 26% 2. United States 26% 3. United Kingdom 17%
Men	1,365 (72%)	569	2,840 (76%)	2.1	1. United States 33% 2. Italy 18% 3. United Kingdom 16%
<b>Age Breakdown</b>					
Younger than 25	941 (49%)	545	1,422 (38%)	1.5	1. Italy 35% 2. United Kingdom 18% 3. United States 14%
25 to 30	675 (35%)	570	1,651 (44%)	2.4	1. United States 45% 2. United Kingdom 14% 3. France 12%
31 and older	293 (15%)	547	661 (18%)	2.3	1. United States 33% 2. United Kingdom 16% 3. France 13%

### Greek Citizens

Greek citizens are one of only two European groups in this report that experienced a decrease in the number of GMAT exams taken between TY 2006 and TY 2010, even though testing levels have been relatively stable since an initial drop in TY 2007. The proportion of GMAT testing by Greek women was 51 percent in both TY 2006 and TY 2010, the second highest level of the top European citizenship groups analyzed.

Figure 17. GMAT® Exams Taken by Citizenship: Greece



Although the proportion of examinees younger than 25 fell from 68 percent in TY 2006 to 57 percent in TY 2010, the Greek student pipeline remains young when compared with other European countries.

Table 17. Top 10\* Countries to Which Greek Citizens Sent Score Reports

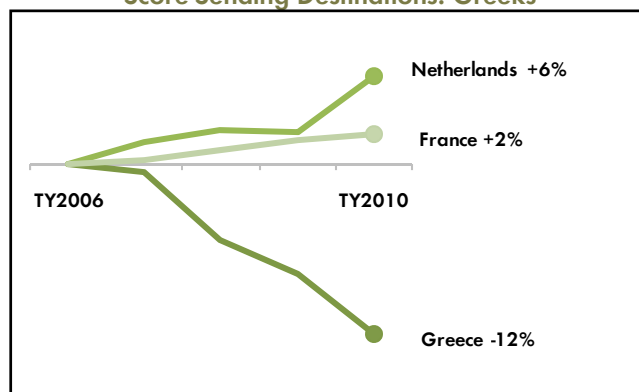
TY 2006			TY 2010		
Country	Scores Sent	Percentage	Country	Scores Sent	Percentage
1. Greece	1,801	55.52%	1. Greece	1,240	43.60%
2. United States	588	18.13%	2. United States	508	17.86%
3. United Kingdom	555	17.11%	3. United Kingdom	489	17.19%
4. France	100	3.08%	4. Netherlands	233	8.19%
5. Netherlands	67	2.07%	5. France	144	5.06%
6. Canada	31	0.96%	6. Spain	49	1.72%
7. Italy	28	0.86%	7. Switzerland	36	1.27%
8. Spain	16	0.49%	8. Italy	32	1.13%
9. Germany	14	0.43%	9. Canada	23	0.81%
10. Switzerland	13	0.40%	10. Germany	23	0.81%
Total Scores Sent by Greek Citizens	3,244	100%	Total Scores Sent by Greek Citizens	2,844	100%

\* Based on number of score reports received. Average score reports sent per exam taken: 1.8 in TY 2006; 1.7 in TY 2010

Due to overall testing declines, Greek citizens sent 12 percent fewer GMAT score reports over the past five years. In TY 2010, Greek examinees sent 44 percent of their GMAT score reports to domestic programs, down from 56 percent in TY 2006 but still considerably higher than nearly all other European citizen groups. This proportional domestic decline was largely balanced by increased interest in programs in the Netherlands, France, and Spain.

Across each examinee characteristic listed in *Table 18* the average number of GMAT score reports sent per exam taken was less than 2.0 in TY 2010. A low average number of score reports sent generally correlates with interest in local programs. Examinees older than 31 constituted the only demographic group that did not target Greek programs as their primary score-sending destination. Younger examinees and women were the most likely groups to send their scores to domestic programs.

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



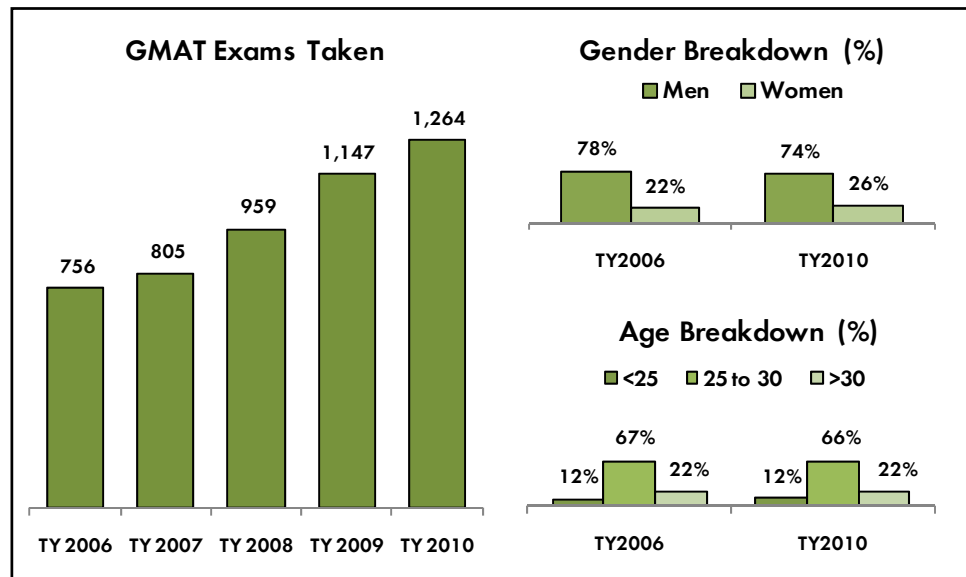
**Table 18. TY 2010 Detailed GMAT® Examinee Characteristics for Greek Citizens**

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	1,627 (100%)	521	2,844 (100%)	1.7	1. Greece 44% 2. United States 18% 3. United Kingdom 17%
<b>Gender Breakdown</b>					
Women	791 (49%)	501	1,214 (43%)	1.5	1. Greece 57% 2. United Kingdom 14% 3. United States 13%
Men	836 (51%)	540	1,630 (57%)	1.9	1. Greece 34% 2. United States 22% 3. United Kingdom 20%
<b>Age Breakdown</b>					
Younger than 25	932 (57%)	516	1,598 (56%)	1.7	1. Greece 50% 2. United Kingdom 19% 3. United States 11%
25 to 30	605 (37%)	531	1,104 (39%)	1.8	1. Greece 37% 2. United States 26% 3. United Kingdom 14%
31 and Older	90 (6%)	514	142 (5%)	1.6	1. United States 30% 2. United Kingdom 25% 3. Greece 18%

### Spanish Citizens

The prospective student pipeline of Spanish citizens has grown consistently in recent years. The number of Spanish citizens taking the GMAT exam grew from 756 in TY 2006 to 1,264 in TY 2010, an increase of 67 percent. The proportion of GMAT exams taken by Spanish women has also increased since TY 2006, although female participation (26% in TY 2010) remains one of the lowest among all European citizenship groups.

Figure 19. GMAT® Exams Taken by Citizenship: Spain



Also, at a time when most student talent groups in Europe are trending younger, there has been essentially no growth in the proportion of Spanish examinees younger than 25. The 12 percent of GMAT exams taken by this group in TY 2010 was the lowest proportion of any European group analyzed in this report.

Table 19. Top 10\* Countries or Regions to Which Spanish Citizens Sent Score Reports

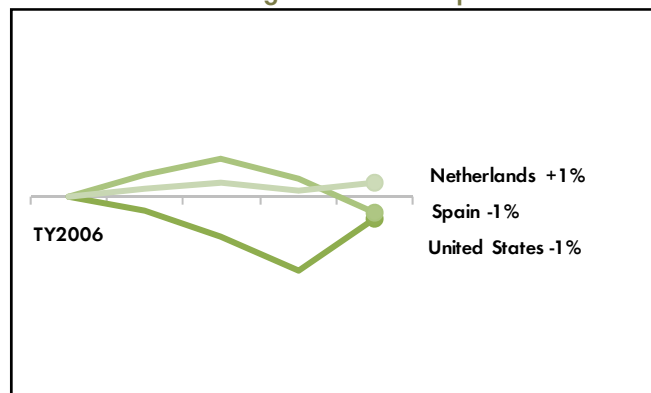
TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. United States	1,016	57.08%	1. United States	1,814	55.88%
2. Spain	288	16.18%	2. Spain	499	15.37%
3. United Kingdom	175	9.83%	3. United Kingdom	300	9.24%
4. France	159	8.93%	4. France	286	8.81%
5. Switzerland	41	2.30%	5. Switzerland	62	1.91%
6. China	28	1.57%	6. China	61	1.88%
7. Canada	15	0.84%	7. Netherlands	48	1.48%
8. Germany	12	0.67%	8. Canada	39	1.20%
9. Netherlands	12	0.67%	9. Hong Kong	22	0.68%
10. Australia/ Italy	7	0.39%	10. Germany	21	0.65%
Total Scores Sent by Spanish Citizens	1,780	100%	Total Scores Sent by Spanish Citizens	3,246	100%

\* Based on number of score reports received. Average score reports sent per exam taken: 2.4 in TY 2006; 2.6 in TY 2010

Driven by testing growth and an increase in the number of score reports sent per exam taken, Spanish citizens sent nearly 1,500 more score reports in TY 2010 than they did in TY 2006, an increase of 82 percent. Study destination preferences for Spanish examinees were similar in both years reported in *Table 19* with the top six locations remaining the same. Spanish examinees directed the majority (56%) of their scores to programs in the United States in TY 2010, a slight decrease from TY 2006.

On average, Spanish men sent a greater number of score reports compared with women in TY 2010 (2.7 vs. 2.2), although both recorded similar score-sending preferences to their top destinations, the United States and Spain.

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



**Table 20. TY 2010 Detailed GMAT® Examinee Characteristics for Spanish Citizens**

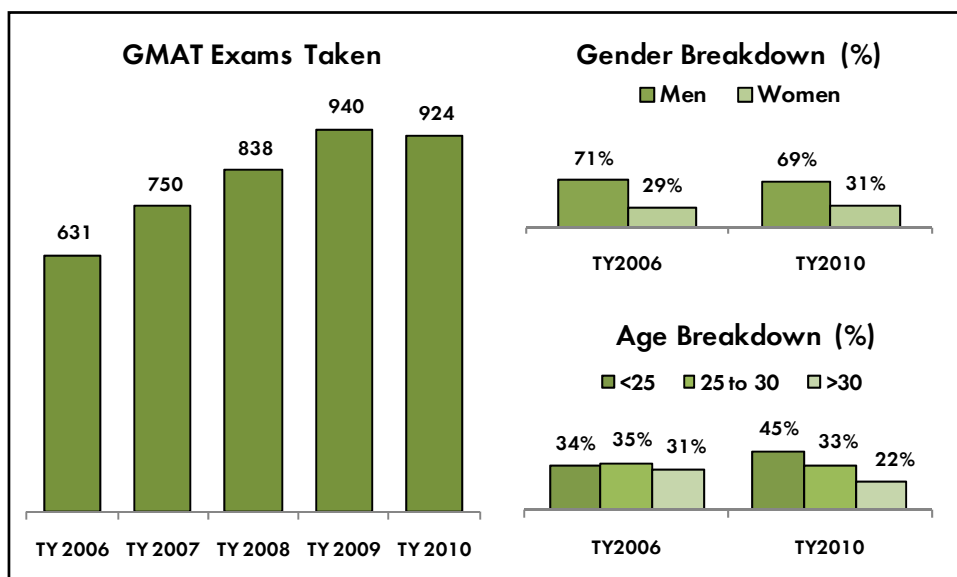
Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	1,264 (100%)	579	3,246 (100%)	2.6	1. United States 56% 2. Spain 15% 3. United Kingdom 9%
<b>Gender Breakdown</b>					
Women	323 (26%)	551	706 (22%)	2.2	1. United States 58% 2. Spain 12% 3. France 10%
Men	941 (74%)	589	2,540 (78%)	2.7	1. United States 55% 2. Spain 16% 3. United Kingdom 9%
<b>Age Breakdown</b>					
Younger than 25	150 (12%)	568	406 (13%)	2.7	1. United States 55% 2. Spain 11% 3. France 9%
25 to 30	840 (67%)	586	2,104 (65%)	2.5	1. United States 59% 2. Spain 16% 3. United Kingdom 8%
31 and older	274 (22%)	564	482 (23%)	2.7	1. United States 46% 2. Spain 16% 3. United Kingdom 13%

### Dutch Citizens

The number of GMAT exams taken by Dutch citizens grew at a consistent rate from TY 2006 and TY 2009 before decreasing slightly in TY 2010. Testing levels currently remain significantly higher than they were five years ago, however.

Women represented 31 percent of GMAT exams taken by Dutch citizens in TY 2010, up from 29 percent in TY 2006.

Figure 21. GMAT® Exams Taken by Citizenship: The Netherlands



The proportion of examinees younger than 25 in the Dutch student pipeline grew sharply over the five-year period, increasing from 34 percent to 45 percent.

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

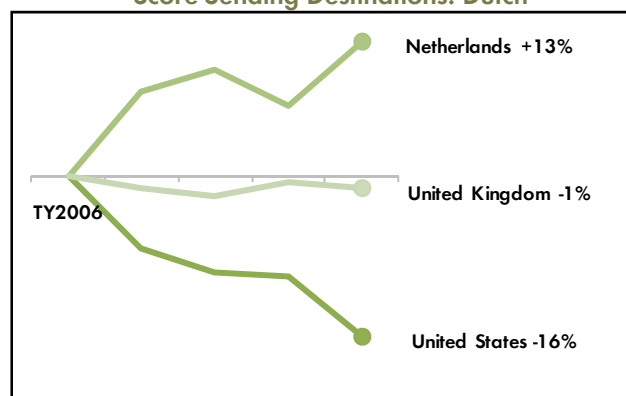
TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Netherlands	475	36.26%	1. Netherlands	811	49.39%
2. United States	437	33.36%	2. United States	288	17.54%
3. United Kingdom	119	9.08%	3. France	145	8.83%
4. France	107	8.17%	4. United Kingdom	130	7.92%
5. Spain	66	5.04%	5. Spain	86	5.24%
6. Switzerland	39	2.98%	6. Switzerland	47	2.86%
7. Canada	17	1.30%	7. Sweden	22	1.34%
8. Belgium	7	0.53%	8. Singapore	17	1.04%
9. Italy	6	0.46%	9. Belgium	15	0.91%
10. China	5	0.38%	10. Canada	14	0.85%
Total Scores Sent by Dutch Citizens	1,310	100%	Total Scores Sent by Dutch Citizens	1,642	100%

\* Based on number of score reports received. Average score reports sent per exam taken: 2.1 in TY 2006; 1.8 in TY 2010

Compared with other European citizens, Dutch examinees sent the highest proportion of their score reports to domestic programs (49%) in TY 2010. In TY 2006, interest in domestic programs stood at just 36 percent. This relative shift came at the expense of business programs in the United States, which saw their market share of scores sent by Dutch citizens fall from 33 percent to 18 percent.

Business programs in the Netherlands ranked as the top destination for all Dutch examinee segments shown in *Table 22*. GMAT examinees younger than 25 sent the lowest number of score reports per exam taken and were the most likely to send scores to domestic programs at 67 percent.

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



**Table 22. TY 2010 Detailed GMAT® Examinee Characteristics for Dutch Citizens**

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	924 (100%)	524	1,642 (100%)	1.8	1. Netherlands 49% 2. United States 18% 3. France 9%
<b>Gender Breakdown</b>					
Women	290 (31%)	508	506 (31%)	1.7	1. Netherlands 54% 2. United States 16% 3. United Kingdom 8%
Men	634 (69%)	531	1,136 (69%)	1.8	1. Netherlands 47% 2. United States 18% 3. France 9%
<b>Age Breakdown</b>					
Younger than 25	416 (45%)	506	682 (42%)	1.6	1. Netherlands 67% 2. United States 11% 3. United Kingdom 6%
25 to 30	309 (33%)	546	606 (37%)	2.0	1. Netherlands 35% 2. United States 25% 3. France 11%
31 and older	199 (22%)	526	354 (22%)	1.8	1. Netherlands 40% 2. United States 18% 3. France 13%

### Portuguese Citizens

The number of GMAT exams taken by Portuguese citizens reached a five-year high of 671 in TY 2010.

Participation by women also increased over the period from 28 percent in TY 2006 to 33 percent in TY 2010.

In spite of marginal growth in the proportion of examinees younger than 25—from 8 percent in TY 2006 to 13 percent in TY 2010—the prospective student pipeline of Portuguese citizens remains significantly older when compared with the rest of Europe.

Figure 23. GMAT® Exams Taken by Citizenship: Portugal

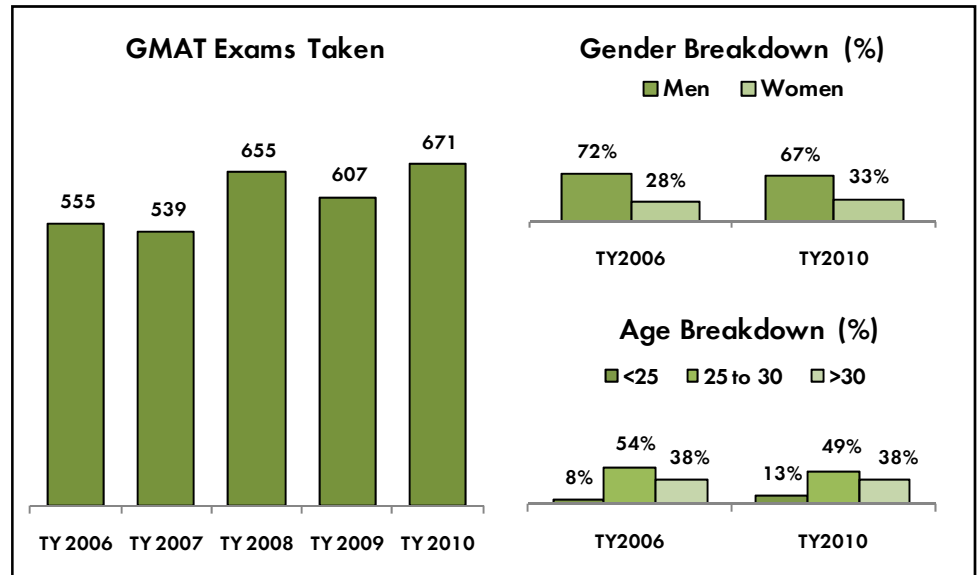


Table 23. Top 10\* Countries to Which Portuguese Citizens Sent Score Reports

TY 2006			TY 2010		
Country	Scores Sent	Percentage	Country	Scores Sent	Percentage
1. Portugal	489	38.44%	1. Portugal	423	29.46%
2. United States	291	22.88%	2. United States	388	27.02%
3. Spain	148	11.64%	3. United Kingdom	170	11.84%
4. United Kingdom	135	10.61%	4. Spain	151	10.52%
5. France	115	9.04%	5. France	136	9.47%
6. Switzerland	31	2.44%	6. Netherlands	47	3.27%
7. Netherlands	23	1.81%	7. Switzerland	27	1.88%
8. Belgium	10	0.79%	8. Canada	19	1.32%
9. Hong Kong	7	0.55%	9. Hong Kong	11	0.77%
10. Canada	4	0.31%	10. Australia	10	0.70%
Total Scores Sent by Portuguese Citizens	1,272	100%	Total Scores Sent by Portuguese Citizens	1,436	100%

\* Based on number of score reports received. Average score reports sent per exam taken: 2.3 in TY 2006; 2.1 in TY 2010

Portuguese examinees sent 29 percent of their GMAT score reports to domestic programs in TY 2010, down from 38 percent in TY 2006 but still the top destination for prospective students. Unlike most citizenship groups studied in this report, much of the market share lost by domestic programs was captured by business programs in the United States. In addition, study opportunities in the Netherlands and the United Kingdom successfully attracted a greater share of Portuguese talent over the five-year period.

Programs in Portugal were the top destination for Portuguese men and older examinees in TY 2010. For women and younger examinees, however, US programs garnered the greatest level of interest.

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

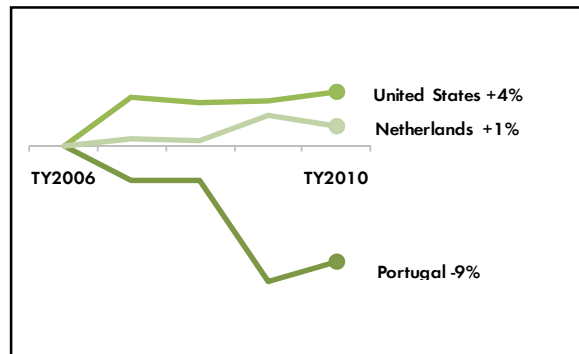


Table 24. TY 2010 Detailed GMAT® Examinee Characteristics for Portuguese Citizens

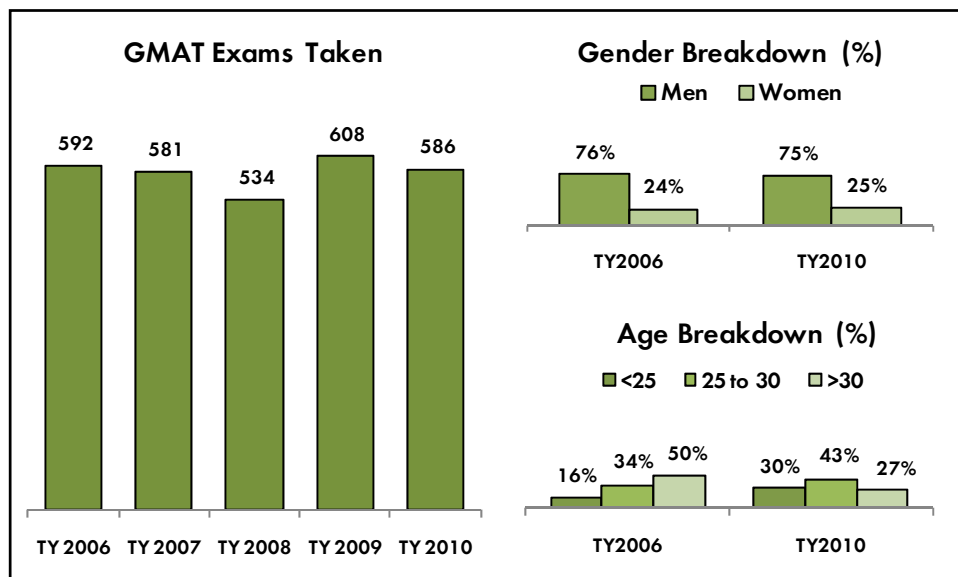
Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	671 (100%)	538	1,436 (100%)	2.1	1. Portugal 29% 2. United States 27% 3. United Kingdom 12%
<b>Gender Breakdown</b>					
Women	224 (33%)	521	473 (33%)	2.1	1. United States 30% 2. Portugal 20% 3. United Kingdom 11%
Men	447 (67%)	546	963 (67%)	2.2	1. Portugal 34% 2. United States 25% 3. United Kingdom 12%
<b>Age Breakdown</b>					
Younger than 25	84 (13%)	569	205 (14%)	2.4	1. United States 35% 2. Netherlands 19% 3. United Kingdom 14%
25 to 30	332 (49%)	551	806 (56%)	2.4	1. United States 29% 2. Portugal 25% 3. United Kingdom 12%
31 and older	255 (38%)	510	425 (30%)	1.7	1. Portugal 50% 2. United States 20% 3. United Kingdom 10%

### Swiss Citizens

GMAT testing by Swiss citizens has been relatively stable over the past five testing years, totaling approximately 600 exams taken per year.

Female participation was 25 percent in TY 2010, essentially the same as in TY 2006. This rate of participation for TY 2010 was the lowest of any European citizenship group analyzed in this report.

Figure 25. GMAT® Exams Taken by Location and Citizenship: Switzerland



The prospective Swiss student pipeline has become noticeably younger since TY 2006. At that time, 50 percent of GMAT exams were taken by Swiss citizens older than 30. By TY 2010, this proportion fell to just 27 percent, as participation by examinees under the age of 30 increased substantially.

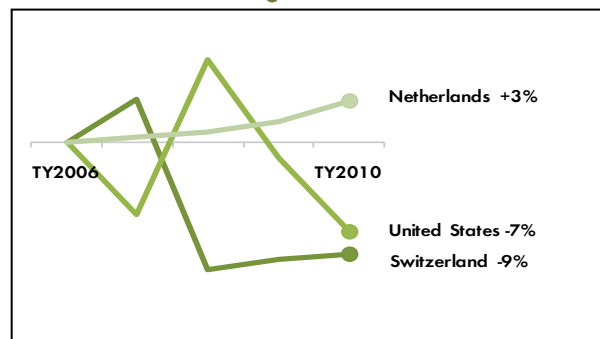
Table 25. Top 10\* Countries or Regions to Which Swiss Citizens Sent Score Reports

TY 2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Switzerland	309	35.03%	1. Switzerland	241	25.94%
2. United States	288	32.65%	2. United States	235	25.30%
3. France	86	9.75%	3. United Kingdom	112	12.06%
4. United Kingdom	81	9.18%	4. France	99	10.66%
5. Spain	30	3.40%	5. Spain	59	6.35%
6. Canada	16	1.81%	6. Netherlands	35	3.77%
7. Italy	14	1.59%	7. Canada	24	2.58%
7. Singapore	14	1.59%	8. Sweden	21	2.26%
9. Australia	11	1.25%	9. Singapore	20	2.15%
10. Sweden	7	0.79%	10. Hong Kong	13	1.40%
Total Scores Sent by Swiss Citizens	882	100%	Total Scores Sent by Swiss Citizens	929	100%

\* Based on number of score reports received. Average score reports sent per exam taken: 1.5 in TY 2006; 1.6 in TY 2010

Programs in Switzerland constituted the top score-sending destination for Swiss GMAT examinees in both TY 2006 and TY 2010. The proportion of scores going to domestic programs, however, fell from 35 percent to 26 percent over this period. The United States, which is the second most popular score-sending destination among Swiss examinees, also experienced a significant decrease in score report market share since TY 2006. Decreasing interest in Swiss and US programs was offset by increased interest in study opportunities in the Netherlands, Spain, Sweden, and the United Kingdom.

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



Similar to Greek examinees, the Swiss sent a low number of score reports per exam taken across all student demographic segments in TY 2010. Swiss women sent the lowest number of score reports (1.2 per exam taken) and were more likely than men to send scores to the United States. Examinees younger than 25 were most attracted to domestic programs in TY 2010, with 35 percent of their scores sent to schools within Switzerland.

Table 26. TY 2010 Detailed GMAT® Examinee Characteristics for Swiss Citizens

Examinee Characteristics	Exams Taken	Mean Total Score	Score Reports Sent	Average # of Score Reports Sent Per Exam Taken	Top Destinations
Total	586 (100%)	560	929 (100%)	1.6	1. Switzerland 26% 2. United States 25% 3. United Kingdom 12%
<b>Gender Breakdown</b>					
Women	149 (25%)	520	183 (20%)	1.2	1. United States 31% 2. Switzerland 28% 3. United Kingdom 9%
Men	437 (75%)	574	746 (80%)	1.7	1. Switzerland 25% 2. United States 24% 3. United Kingdom 13%
<b>Age Breakdown</b>					
Younger than 25	176 (30%)	564	253 (27%)	1.4	1. Switzerland 35% 2. United Kingdom 14% 3. United States 13%
25 to 30	251 (43%)	580	423 (46%)	1.7	1. United States 34% 2. Switzerland 17% 3. France 12%
31 and older	159 (27%)	526	253 (27%)	1.6	1. Switzerland 32% 2. United States 23% 3. France 15%

## Methodology

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

Examinees were asked to name their country of citizenship at the time of registration, and this information was used to group examinees into two regional categories: Eastern Europe and Western Europe. Country of citizenship and score-reporting behavior were used to gauge regional trends and changes in examinee preferences regarding school locations.

Although five-year data from TY 2006 to TY 2010 are provided for general trend purposes, data specific to TY 2006 and TY 2010 provide the primary basis for analysis. This report closely examines data from the 17,189 records of European citizen examinees in 2006 and the 24,324 records of European citizen examinees in 2010 who sat for the GMAT exam one or more times during those years. Eastern European citizens made up 4,167 of all European citizen examinees in TY 2006, a number that grew to 5,765 in TY 2010. Since TY 2006, however, only one Eastern European country—Russia—ranked among the top 10 countries in the European region based on the number of GMAT exams taken.

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

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

GMAT score-sending trends generally indicate examinee interest in studying in a particular region. Other factors, such as changes in school application requirements and national visa policies, also influence these trends and should be taken into consideration when evaluating this report. In 2006, GMAC switched test administration vendors with the goal of increasing access to the GMAT. The effects of that switch are most evident in the TY 2007 to TY 2010 data. It is also important to note when reviewing these results that it is not mandatory for examinees to respond to the background information questions in order to register for the GMAT exam. As a result, not all test takers are represented in every analysis. The percentage of “missing” or unreported background information, however, is extremely low for both analyzed testing years.

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

## Authorship

The following individuals made significant contributions to the concept, design, analysis, interpretation of data, and the drafting/revising of the manuscript for intellectual content: Alex Chisholm, Senior Research Analyst, GMAC; Hillary Taliaferro, Research Analyst, GMAC.

## Contact Information

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

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## Appendix: Regional Categories

### Eastern Europe

Albania	Estonia	Poland
Armenia	Georgia	Romania
Azerbaijan	Hungary	Russia
Belarus	Latvia	Serbia, Republic of
Bosnia-Herzegovina	Lithuania	Slovakia
Bulgaria	Macedonia, The F.Y.R. of	Slovenia
Croatia	Moldova	Ukraine
Czech Republic	Montenegro	

### Western Europe\*

Andorra	Greece	Netherlands
Austria	Holy See (Vatican City)	Norway
Belgium	Iceland	Portugal
Cyprus	Ireland	San Marino
Denmark	Italy	Spain
Finland	Liechtenstein	Sweden
France	Luxembourg	Switzerland
Germany	Malta	United Kingdom
Gibraltar	Monaco	

\* Turkey was included under Western Europe in versions of this report published prior to 2007. Turkey was reclassified under the Middle East category due to a change in test vendor classifications.



## Get Even More Data to Inform Your Decisions

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

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

Free electronic copies of the *Profile* are available at [gmac.com/GMATProfile](http://gmac.com/GMATProfile).

**2. The *Profile of Graduate Management Admission Test® Candidates (Interactive Edition)*** provides an alternative view of nearly all the data presented in the annual *Profile* document with the added benefit of chart depictions, user-selected data views, the ability to download and save data for secondary analysis or reference, and an altogether faster view of the changing trends among test takers.

This free interactive tool is available to all GMAT using schools at [gmac.com/InteractiveResearch](http://gmac.com/InteractiveResearch).

**3. The GMAC® Survey Series** includes five annual or biannual surveys of individuals in the graduate management education industry. The surveys explore issues relevant to graduate management programs, prospective graduate business students, recent alumni, and corporate recruiters for a full 360° view of the industry each year. Our publicly available Survey Reports present an overview of the data and provide context for and implications of the research. More comprehensive data tables and interactive reports are also available to survey participants and participating schools. These reports frequently help drive strategic decision-making processes in graduate business schools.

Current public survey reports are available free online at [gmac.com/surveys](http://gmac.com/surveys).

Contact [research@gmac.com](mailto:research@gmac.com) for more information on how to participate in GMAC survey research or to request free print copies of the survey reports (while supplies last).

**4. Geographic Trend Reports for GMAT® Examinees** like this one compare score-sending patterns of examinees and their geographic and biographical data from the most recent testing year against data from four years earlier. Our annual series of Geographic Trend Reports includes an overall World report, and specialized reports by region for Asia, Europe, and North America.

Geographic Trend Reports are available free online at [gmac.com/GeographicTrends](http://gmac.com/GeographicTrends).

# EUROPEAN

Geographic Trend Report for GMAT® Examinees

**Which country in Europe receives the most score reports from all GMAT® examinees?**

**How successful are schools in Russia at attracting and retaining their domestic applicant pool?**

**What type of program receives the most score reports from German citizens?**

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

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

If you find this *European Geographic Trend Report* helpful, you may want to explore other geographic trend reports and research publications available from GMAC, a global not-for-profit organization of leading graduate business schools and the owner of the Graduate Management Admission Test® (GMAT®).

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