**Graduate Management Admission Council™**

# GMAT™
# Geographic Trend Report: Instructions

# How to use GMAT™ Geographic Trend Report

**GMAT™ Geographic Trend Report is organized into four main types of slides, each serving a unique purpose to help you understand and analyze GMAT testing and score sending data and trends.**

## 1. Choice Patterns of GME Candidates

This slide shows the flow of GMAT exam takers' score-sending patterns over time, starting from their citizenship in 2015, to the school locations they sent their scores to in TY2024.

## 2. Score-Sending Destination

The slides present data on GMAT™ score sending behavior and the number of GMAT™ accepting programs globally (or regionally) for the current testing year.
Each slide provides an analysis based on candidate demographics, program types, and the number of GMAT-accepting programs.

## 3. Candidate Profile

The slides present data on the profile of GMAT™ candidates, including the number of test takers and their demographic breakdowns, as well as score-sending behavior to specific destinations and top programs over time..

## 4. Miscellaneous

These slides provide important background information related to the GMAT exam, data classifications, methodology, and key policies. They contain key details that help contextualize the data presented throughout the report. Unlike analytical slides, they are primarily informational and require minimal additional explanation.

# Type 1: Choice Patterns of GME Candidates

**Instructions for Interpreting the Slide 6, 7 and 8**

1. **Overview of the Sankey Diagram:**

   1. The chart illustrates the movement of score-sending behavior from GMAT examinees based on their citizenship (on the left) to their score-sending destinations (on the right).

   2. The width of the flows represents the volume of score reports sent, indicating the popularity of regions over time.

2. **Key Elements:**

   1. **Citizenship Groups (TY2015)**:

      On the far left, this section displays the nationality breakdown of GMAT examinees in TY2015. Each color block corresponds to a region.

   2. **School Location (TY2015)**:

      On the far right, this section highlights where GMAT scores were sent in TY2015, grouped by global regions.

   3. **Transition Through TY2024**:

      The central part of the diagram represents the flow from TY2015 to TY2024, showing how examinees' preferences for sending scores shifted across regions.

   4. **Widths of Flows**:

      Wider lines represent higher volumes of score sends, while narrower lines show lower volumes. This gives a visual sense of how preferences have changed between these two years.

# Type 2: Score-Sending Destination

**Instructions: Understanding the Score Sending Destination Slides**

1. **Slide Structure Overview:**
   1. The slides present data on GMAT™ score sending behavior and the number of GMAT™ accepting programs globally (or regionally) for the current testing year.
   2. Each slide provides an analysis based on candidate demographics, program types, and the number of GMAT-accepting programs.

2. **Candidate Demographics (Top Left Table):**
   1. **GMAT Scores Sent**:
      Total number of scores sent to programs in the current testing year (e.g., TY2024).
   2. **Program Types**:
      The types of programs receiving scores (MBA, Business Master's, Other).
   3. **Demographic Breakdown**: Data is divided by candidate demographics, including:
      Gender: Specifically focusing on the distribution of scores sent by women candidates.
      Age: Scores sent by candidates younger than 25.
      Score Percentile: Subdivisions based on GMAT exam scores (e.g., candidates scoring below or above certain percentile ranges).

# Type 2: Score-Sending Destination

**Instructions: Understanding the Score Sending Destination Slides**

3.  **Mean GMAT Total Score and Candidate Age (Left Bottom Chart):**
    1.  Mean Total Score: The average GMAT score sent to programs in the region (or globally).
    2.  Mean Age: The average age of candidates sending scores to programs in the region (or globally).
    Both metrics are displayed for multiple testing years, showing trends over time.

4. **Programs Accepting GMAT Scores (Right Bar Chart):**
    - **Program Count**:
        - The number of programs accepting GMAT scores during the current testing year.
    - **The bar chart divides programs into:**
        - MBA Programs,
        - Business Master's Programs,
        - Other Programs.
    - **For global slides, this refers to programs worldwide; for regional slides, it refers to programs within that specific region.**

# Type 3: Candidate Profile

**Instructions: Understanding the Candidate Profile Slides**

1. **Slide Structure Overview:**

   The slides present data on the profile of GMAT™ candidates, including the number of test takers and their demographic breakdowns, as well as score-sending behavior to specific destinations and top programs over time globally, regionally and country level for the current testing year.

2. **GMAT Exams by Candidate Demographics (Top Left):**

   This table displays the number of GMAT test takers over the last five testing years, broken down into specific demographics, and includes a five-year growth rate.

   1. **Total GMAT Exams**:

      Total number of GMAT exams taken each year from TY2020 to TY2024.

   2. **Women**:

      Number of women candidates taking the exam each year and the five-year growth rate for this demographic.

   3. **Candidates younger than 25**:

      Number of younger candidates over the last five years, with their growth rate.

   4. **GMAT Scores**:

      Number of younger candidates over the last five years, with their growth rate.

# Type 3: Candidate Profile

**Instructions: Understanding the Candidate Profile Slides**

3.  **Score-Sending Destinations (Bottom Left Chart):**

    This chart presents the top destinations where candidates sent their GMAT scores in the current testing year (TY2024), compared with the same destinations five years ago (TY2020).

    - **Country/Region:** Lists top countries and regions that received GMAT scores in TY2024.
    - **% of Total Scores Sent in TY2024:** Shows the percentage of total scores sent to each destination.
    - **Comparison with TY2020:** Also provides the percentage of scores sent to the same destinations five years ago, allowing for trend analysis.

4. **Top Programs Score-Sending (Right Chart):**

    This chart compares the top programs receiving scores in the current testing year (TY2024) with their position and percentage of scores received five years ago (TY2020).

    - **Program Ranking:** Programs are arranged in descending order of scores received in TY2024.
    - **% of Scores Sent:** Displays the percentage of scores sent to these programs in both TY2024 and TY2020 for a clear comparison over time.

# Type 4: Miscellaneous

**Instructions: Understanding the Miscellaneous Information Slides**

These slides provide important background information related to the GMAT exam, data classifications, methodology, and key policies. They contain key details that help contextualize the data presented throughout the report. Unlike analytical slides, they are primarily informational and require minimal additional explanation.

**Key Points:**

- **Exam Structure:** Explains changes in the GMAT exam structure over time, including the transition from GMAT (10th Ed.) to the current GMAT™ Exam.

- **Score Policies:** Outlines policies such as the GMAT Score Cancel Policy and the handling of canceled exams in data reporting.

- **Data Classifications and Methodology:** Describes classifications like gender options, program codes, and the impact of historical changes in data preparation and reporting methodologies.

- **Global Trends and Updates:** Provides a brief overview of key trends in GMAT test-taking volumes, candidate demographics, and score-sending behaviors.

These slides are designed to be self-explanatory and serve as reference material, helping users understand the broader context and nuances in GMAT-related data and reporting.