

Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management

Office of Enrollment & Marketing Research

Since 2001, the number of GMAT® tests taken has declined, both in the U.S. and internationally. Recent trends suggest that this trend may be changing, however. Beginning in March, GMAT® registrations for 2006 began to outpace registrations for the same period in 2005. Currently, the number of test takers registered for the exam is higher than it has been for this period since 2003.

Employers, optimistic about the economy, plan to hire an average of 18% more MBA's this year than in 2005, according to the latest GMAC® Corporate Recruiters Survey.

While the number of testers has declined since 2001/02, total numbers are still up by 42% over 1997/98 (39% in the U.S. and 63% internationally). In 2004/05, U.S. testers accounted for 55% of global test takers.

Fifty-six percent of GMAT testers were 24-30 years of age. While the number of these testers was down 19% since 2001/02, the number testing in 2004/05 was still 34% higher than in 1997/98 although the share for this age group has dropped from 59% to 56% of all testers.

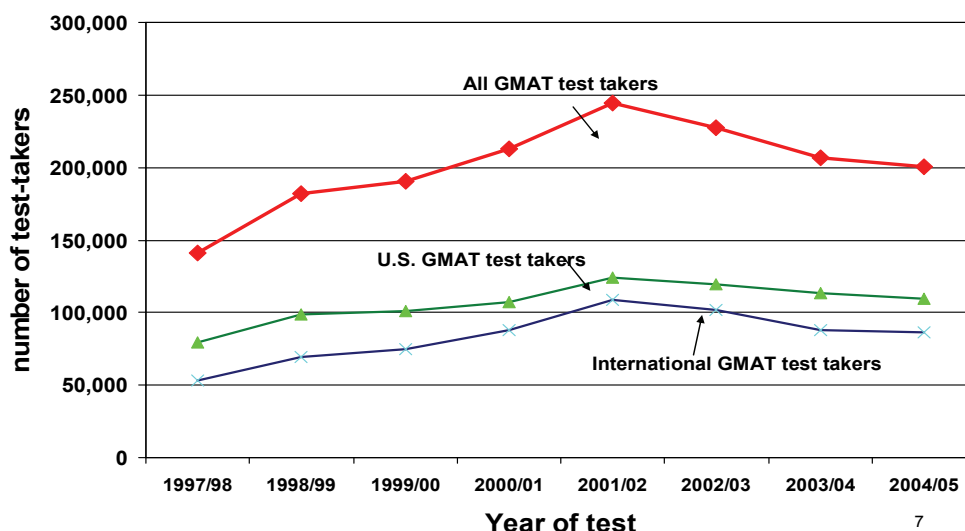
The number of testers age 31-39 was also down by 19%, but in 2004/05 the number of these testers was up by 51% compared to 1997/98, and share has grown from 20% to 22% of the test taker market.

SOURCE: www.gmac.com

Global Trends in GMAT Test Takers by Age Group

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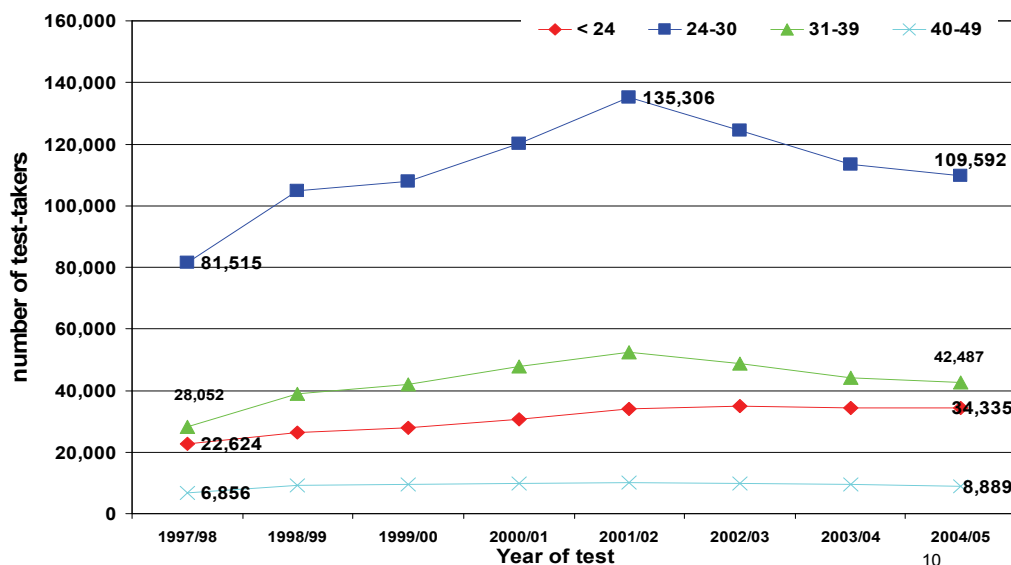
GMAT Test Takers by Year: Total, U.S., & International



Source: www.gmac.com. Represents GMAT testing year October – June.

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Global GMAT Test Takers by Age Band



Source: www.gmac.com. Represents GMAT testing year October – June.