

Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management
Office of Enrollment & Marketing Research

From 2001/02 to 2004/05, U.S. GMAT test-takers declined 12% nationally, with a 20% decline in Illinois. The largest decline over this three year period was from 2001/02 to 2002/03, with a slower decline from 2002/03 to 2003/04, both nationally and for Illinois test takers.

In Illinois, the number of men testers is down by 18% while the number of women testers is down by 24% from 2001/02 to 2004/05. As a result, women accounted for 38% of the testers in 2004/05, compared to 40% in 2001/02.

The average GMAT for Illinois men in 2004/05 was 554 and the average GMAT for Illinois women was 506, with scores for men over time consistently higher than those for women.

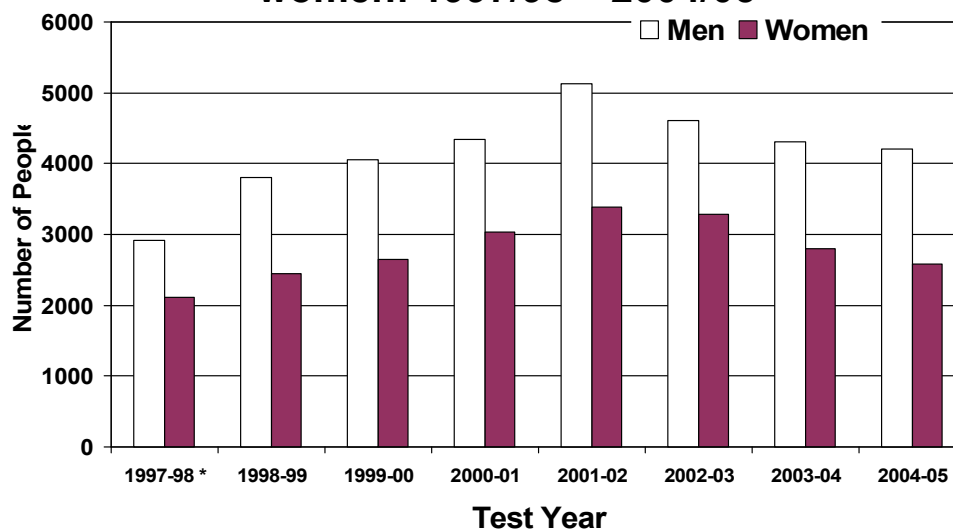
Illinois compares favorably to the averages for all GMAT testers, with men scoring 541 on average and women scoring 500.

SOURCE: www.gmac.com, Note: year is GMAC test year Oct-June.

Trends for Illinois GMAT Test Takers by Gender



Illinois test takers patterns for men and women: 1997/98 – 2004/05



Source: www.gmac.com Years above represent GMAT testing year October – June.

Source: www.gmac.com *In 1997-98 test format changed to online from paper.



Illinois Average GMAT Test Score by Gender



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