



## GMAT® Preparation: Results of a Survey of GMAT® Registrants

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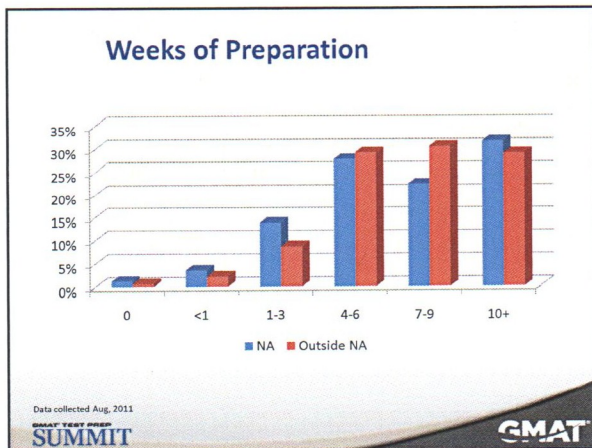
### Survey of mba.com registrants

August 2011  
 1,176 respondents  
 ■ 330 from North America

NA Respondents

31% < 25 years old,	57% Male
42% 25-29 years old	43% Female
27% > 29 years old	



70 enrolled in a test prep course

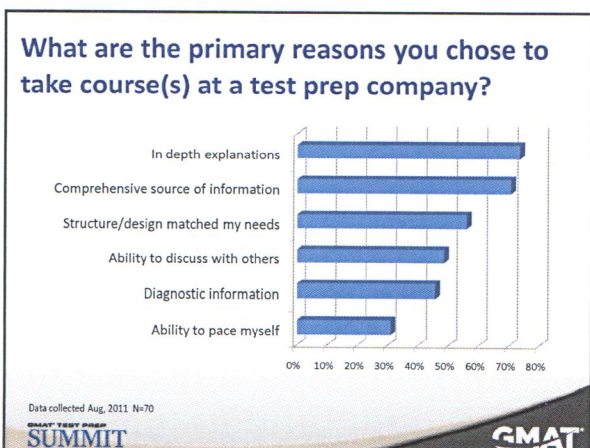
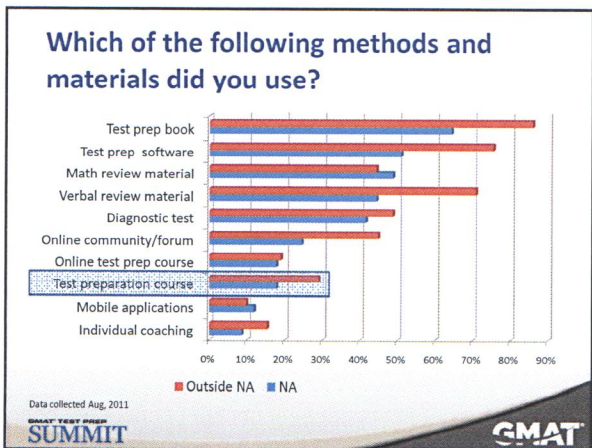
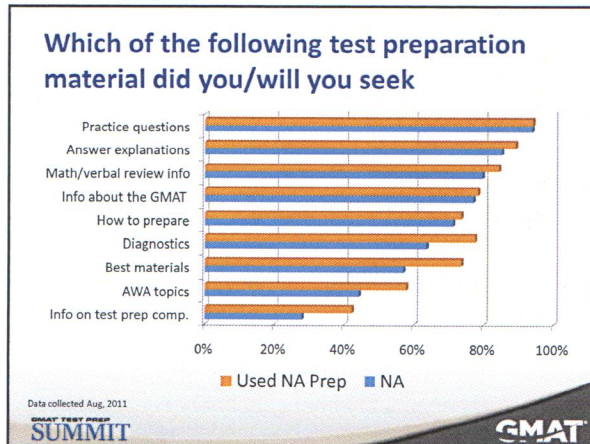
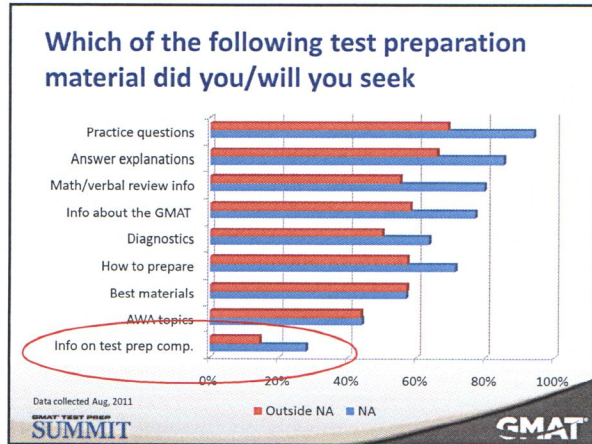




### Mean Hours of Preparation/week

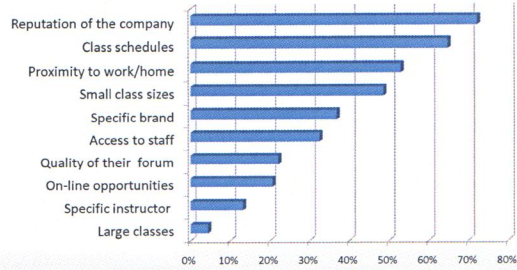
North America:	11.9 hours/week
Europe:	15.7 hours/week
Asia:	22.3 hours/week

Data collected Aug, 2011



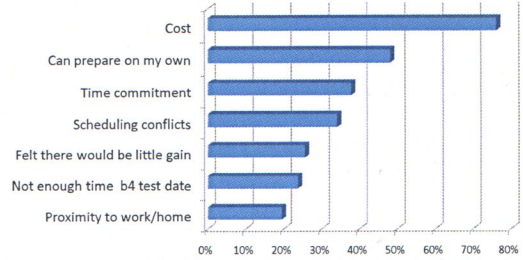
### What are the primary reasons you chose a particular test prep company?



Data collected Aug, 2011



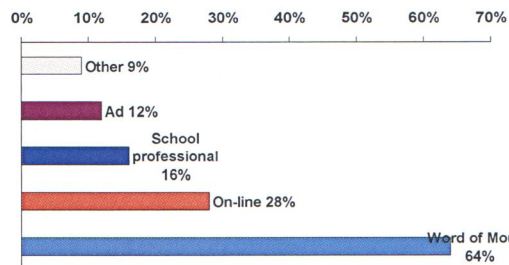
### What are the primary reasons you chose not to take courses with a test prep company?



Data collected Aug, 2011



### How Learned of Test Prep Company (all)



Data collected Feb 2007



### Other findings

- 45.2% felt they did not spend enough time preparing
- 43.3% stated that they would have prepared differently



**Distribution of GMAT® Total Score Gains, US residents**

Score Change	GMAT Total Score	
	2 <sup>nd</sup> Attempt	3 <sup>rd</sup> Attempt
<-100	.8%	1.5%
-100 to -70	3.2%	4.2%
-60 to -30	10.5%	12.5%
-20 to 20	30.4%	32.2%
30 to 60	27.9%	26.7%
70 to 100	17.8%	15.5%
> 100	9.5%	7.3%

GMAT TEST PREP  
SUMMIT

GMAT

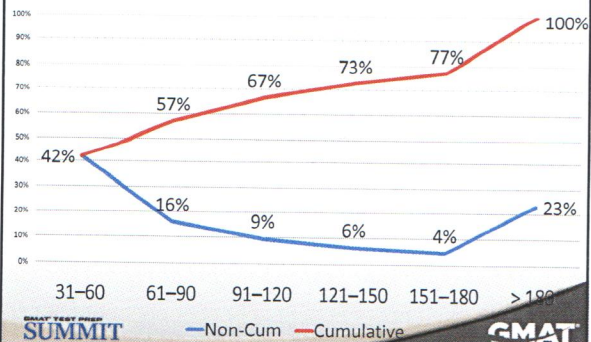
**Who Retakes**

- Candidates that did not finish
- Candidates with lower-than-average Total scores
- Non-US Citizens
- Candidates with weak Verbal scores

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**Days Between 1<sup>st</sup> and 2<sup>nd</sup> Test**



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— Non-Cum — Cumulative

GMAT

**Role of Admissions Tests**

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GMAT