

GMAC Market Intelligence Tools

Graduate management education (GME) is rapidly evolving, and business schools require timely data and insights to stay ahead in an increasingly competitive landscape.

As the premier provider of GME market intelligence, GMAC Research offers a variety of data tools for business school professionals to enhance their market-driven strategic decision making.

GMAT Management Reports

gmac.com/gmatmanagementreports

Assess the status of your program's pipeline

Statistical reports detailing who sent your program score reports and what other programs they sent to.

- Statistical Summary Report – Compares examinees sending to your program with global examinees.
- Frequency Ranking Report – Details the top 15 programs your score senders also sent to.

GMAT Geographic Trend Report Data File

gmac.com/geographic Trends

Quantify the global market

This Excel file presents mobility trends in the GME candidate pipeline based on the last five years of GMAT exam data, detailing exam volumes and score sending data by a variety of demographic variables. The file provides filterable tables to explore the data, discover trends, and drive decision making.

mba.com Prospective Students Survey Interactive

gmac.com/prospectivestudents

Inform your targeted recruitment efforts

The largest data resource of its kind, this interactive data report allows school professionals to explore a wide variety of data points about business school candidates by a number of variables, including country of citizenship, segment, self-reported GMAT score, program types considered, and much more.

GMAT Benchmarking Tool

gmac.com/gmatbenchmarkingtool

Justify individual application decisions

This interactive tool allows school professionals to view mean GMAT scores and percentile tables for specific examinee groups, providing meaningful context to inform individual admissions decisions.

Application Trends Survey Benchmarking Tool

gmac.com/applicationtrends

Evaluate your recruitment outcomes against your peers

Programs that participate in our annual Application Trends Survey receive a customized benchmark report. This interactive tool allows school professionals to compare their survey responses against the average responses of five peer programs of their choosing.

External Resources

United States Census Bureau International Database

<https://www.census.gov/programs-surveys/international-programs.html>

The International Data Base (IDB) was developed by the U.S. Census Bureau to provide access to accurate and timely demographic measures for populations around the world. The database includes a comprehensive set of indicators, as produced by the U.S. Census Bureau since the 1960s. Through sponsorship from various U.S. Government agencies, the IDB is updated on a regular basis to provide information needed for research, program planning, and policy-making decisions, in the U.S. and globally.

Central Intelligence Agency: World Factbook

<https://www.cia.gov/library/publications/resources/the-world-factbook/>

The World Factbook provides information on the history, people, government, economy, energy, geography, communications, transportation, military, and transnational issues for 267 world entities.

Integrated Postsecondary Education Data System (IPEDS): National Center for Education Statistics

<https://nces.ed.gov/ipeds>

The IPEDS database is maintained by the U.S. Department of Education and is the primary source for information on U.S. colleges, universities, and technical and vocational institutions.

UNESCO Institute for Statistics

<http://uis.unesco.org/>

The UNESCO Institute for Statistics (UIS) is the official and trusted source of internationally-comparable data on education, science, culture and communication. As the official statistical agency of UNESCO, the UIS produces a wide range of indicators in UNESCO's fields of action by working with national statistical offices, line ministries and other statistical organizations.

World Bank Open Data

<https://data.worldbank.org/>

The World Bank provides free and open access to a comprehensive set of data about development in countries around the globe, together with other datasets cited in the data catalog. The World Bank Open Data platform provides valuable tools to support research by journalists, academia and others, broadening understanding of global issues.