

Key Diversity Statistics

U.S. Underrepresented Population Candidates

February 2019

Population and Geography

GMAT™ examinees who identify as a part of an underrepresented population (URP),¹ totaling 9,993 individuals in testing year 2018 (TY2018),² account for 18 percent of unique U.S. citizen examinees.

- Among unique URP GMAT examinees, 54 percent are men and 46 percent are women.
- More than 4 in 5 unique URP GMAT examinees are 30 years old or younger (82%). About equal shares are younger than 25 (41%) and between the ages of 25 and 30 (41%)

By U.S. region, the South has the largest percentage of unique URP GMAT examinees (26%). Other U.S. regions with large representations of URP examinees include the West (19%) and Southwest (18%).

By U.S. metropolitan area, the largest market of unique URP GMAT examinees is New York (14% of the total). Other metropolitan areas with large representations include Los Angeles (6%), Houston (5%), Miami (5%), and Washington, D.C. (5%).

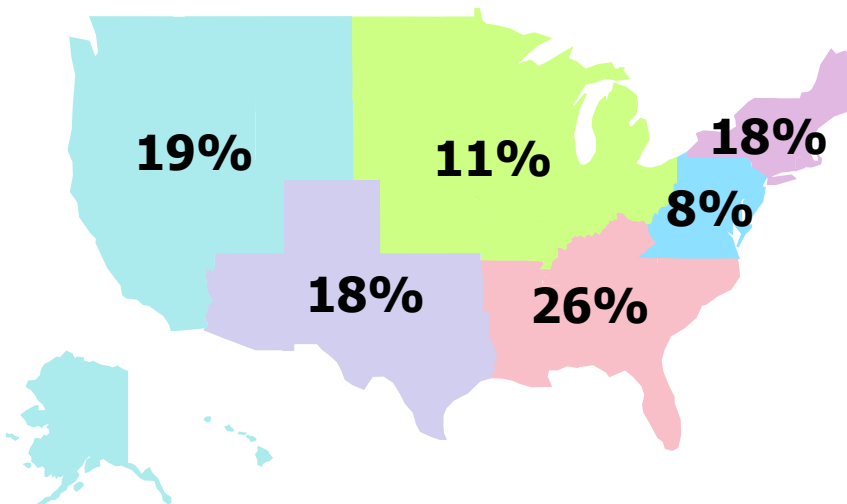
About This Research Brief

This brief compiles data from GMAT examinees and the mba.com Prospective Students Survey to help U.S. graduate business schools plan and execute diversity recruitment initiatives. Sections include:

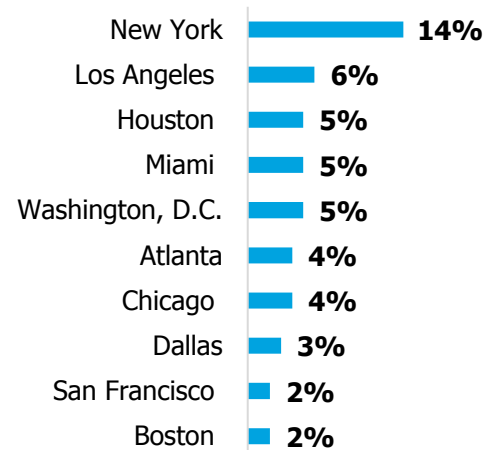
- Population and Geography
- Work Experience
- Educational Attainment and Business Studies
- Financing Plans
- Connecting with URP Candidates
- Demographic Profile

Unique URP GMAT Examinees by Residence

U.S. Regions



Metro Areas



Source: GMAC. GMAT testing data, TY2018.

¹ The term *underrepresented populations* refers to racial or ethnic minorities that include the following groups of U.S. citizens: Hispanic American or Latino, Black or African American, Native Hawaiian or Pacific Islander, and American Indian or Alaska Native. The category does not include Asian Americans.

² Testing year 2018 refers to the period July 1, 2017 to June 30, 2018.

Work Experience

About 4 in 5 unique URP GMAT examinees have more than one year of work experience (79%). Most have either one to three years' experience (36%) or four to nine years' experience (30%). Thirteen percent have 10 or more years' experience.

- A smaller share of unique URP GMAT examinees has less than one year of work experience (21%) compared with non-URP U.S. examinees (26%).
- A larger share of unique URP examinees has 10 years or more of work experience (13%) compared with non-URP U.S. examinees (8%).

Work Experience

Work experience	URP GMAT examinees	Non-URP GMAT examinees
Less than 1 year	21%	26%
1 to 3 years	36%	36%
4 to 9 years	30%	29%
10 or more years	13%	8%

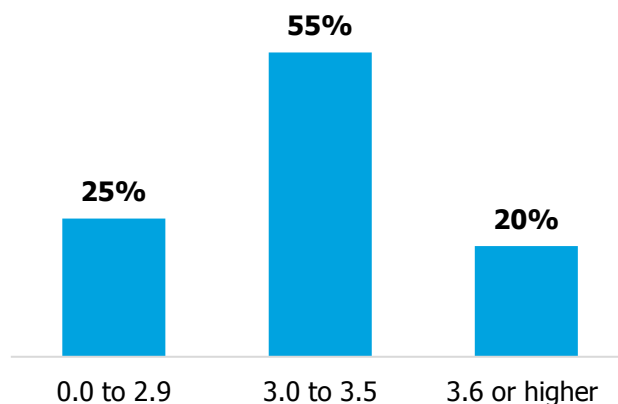
Source: GMAC. GMAT testing data, TY2018.

Educational Attainment and Business Studies

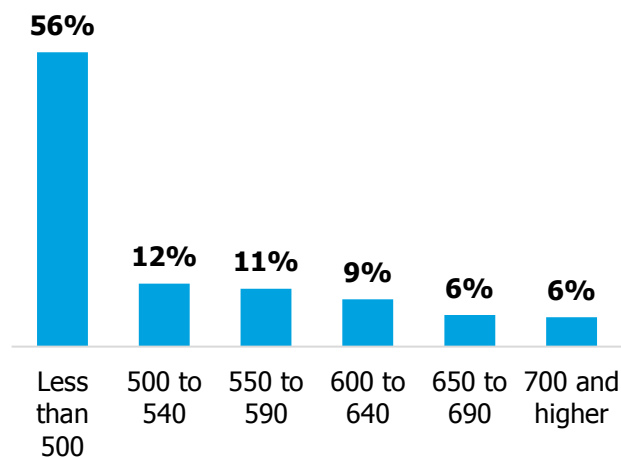
Most unique URP GMAT examinees were business majors as undergraduates (55%), consistent with non-URP U.S. examinees (51%).

- About 1 in 5 unique URP GMAT examinees were social science majors (18%). Additional URP examinees majored in engineering (9%), science (6%), and humanities (5%).
- Among TY2018 URP examinees, most had already completed their undergraduate degree at their time of exam registration (76%). Some were still enrolled as undergraduates (22%), while a smaller share has taken some graduate coursework (5%) or completed a graduate-level degree (5%).
- Most unique URP GMAT examinees report an undergraduate GPA of between 3.0 and 3.5 (55%). Twenty percent report a GPA above 3.6—a proportion smaller than that of non-URP U.S. examinees (36%).
- Twenty-one percent of unique URP GMAT examinees scored 600 or higher on the GMAT exam in TY2018—a smaller proportion than non-URP U.S. examinees (46%). Most achieved a total score of less than 500 (56%).
- Seventy-three percent of unique URP GMAT examinees intend to pursue a Master of Business Administration (MBA) degree, a proportion consistent with non-URP U.S. examinees (74%). About 1 in 10 URP examinees intend to pursue a Master of Accounting degree (12%).
- Nearly half of unique URP GMAT examinees report that they intend to work while pursuing their degree (45%), either full-time (28%) or part-time (7%).

Undergrad GPA, URP Examinees



GMAT Total Score, URP Examinees



Source: GMAC. GMAT testing data, TY2018.

Financing Plans

URP business school candidates are more likely than non-URP U.S. candidates to plan to use grants, fellowships, and scholarships and loans to finance their graduate management education. They are less likely to plan on parental support or use personal earnings or savings.

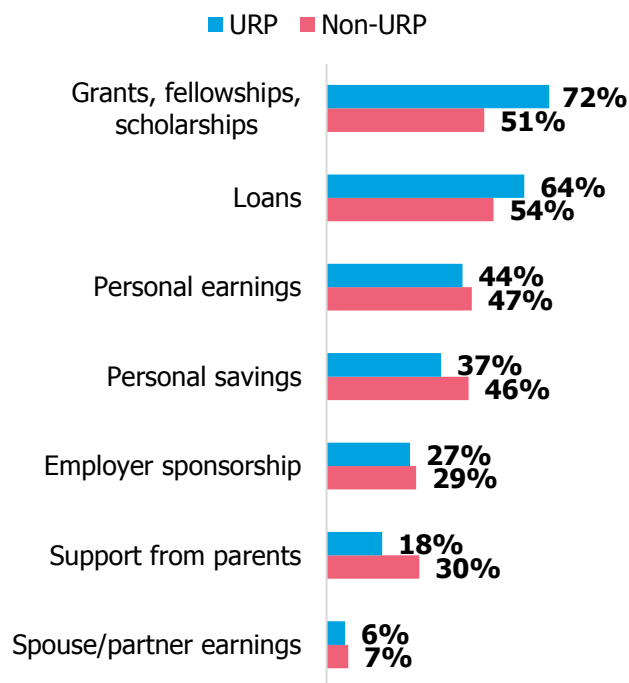
- Seventy-two percent of URP business school candidates plan to use grants, fellowships, and/or scholarships to pay for business school. About half of non-URP U.S. candidates (51%) plan to use these funding sources.
- Two-thirds of URP business school candidates (64%) plan to take out student loans, compared with 54 percent of non-URP U.S. candidates.
- About 1 in 3 non-URP U.S. candidates (30%) plan on receiving financial support from their parents to help pay for graduate business school. Eighteen percent of URP candidates plan on receiving parental support.
- URP candidates are less likely than non-URP U.S. candidates to plan to use personal savings (37% vs. 46%), personal earnings (44% vs. 47%), and employer sponsorship (27% vs. 29%) to finance their degree.

Connecting with URP Candidates

Most URP business school candidates follow business and finance news, frequent online news sites, and use popular social media platforms. People in business and their friends/peers are the most likely to influence their business school choices.

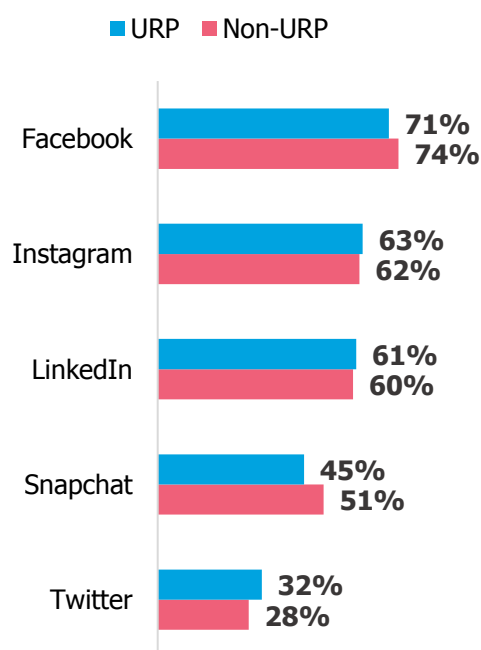
- Most URP business school candidates say that they visit news sites online (72%). They also watch news on TV (45%), read blogs (39%), read magazines online (28%), read print magazines (23%), and read print newspapers (21%).
- Most URP business school candidates report following business and finance news (56%). A significant share also follows national news (46%), politics (45%), health and fitness (39%), technology (42%), international news (37%), travel (35%), sports and leisure (30%), and local/regional news (27%).
- Most URP business school candidates use Facebook (71%), Instagram (63%), and LinkedIn (61%). Additional URP candidates use Snapchat (45%) and Twitter (32%).
- The most commonly cited influencers on URP candidates are people in business (39%), friends/peers (38%), parents/guardians (32%), college/university professors (23%), and current business school students/alumni (22%).

Planned Funding Sources



Source: GMAC. mba.com Prospective Students Survey. Data collected in 2018.

Social Media Platforms Used



Source: GMAC. mba.com Prospective Students Survey. Data collected in 2018.

Demographic Profile

Presented below is demographic data for the 9,993 unique GMAT examinees in TY2018 who self-identified as a part of an underrepresented population. Bold italics indicate the largest group within each data series.

GMAT Exam Testing Year 2018, U.S. Underrepresented Populations, Unique GMAT Examinees	
<p>Gender</p> <ul style="list-style-type: none"> Women: 46% Men: 54% <p>Age range</p> <ul style="list-style-type: none"> Younger than 25: 41% 25–30: 41% 31–39: 13% 40 and older: 5% <p>U.S. region</p> <ul style="list-style-type: none"> Middle Atlantic: 8% Midwest: 11% Northeast: 18% South: 26% Southwest: 18% West: 19% <p>Years of work experience</p> <ul style="list-style-type: none"> Less than 1 year: 21% 1–3 years: 36% 4–9 years: 30% 10 or more years: 13% <p>Highest education level attained</p> <ul style="list-style-type: none"> Still an undergraduate: 22% Earned bachelor's degree: 67% Taken graduate courses beyond first degree: 5% Earned master's degree: 4% Earned doctorate: 1% <p>Undergraduate major category</p> <ul style="list-style-type: none"> Business and commerce: 55% Social science: 18% Science: 6% Engineering: 9% Humanities: 5% Other major: 7% 	<p>Undergraduate GPA</p> <ul style="list-style-type: none"> 2.9 or below: 25% 3.0–3.5: 55% 3.6 or above: 20% <p>Total GMAT score</p> <ul style="list-style-type: none"> Below 500: 56% 500–540: 12% 550–590: 11% 600–640: 9% 650–690: 6% 700 and above: 6% <p>Intended degree program</p> <ul style="list-style-type: none"> Master of Business Administration (MBA): 73% Master of Accounting: 12% Master of Finance: 6% Executive MBA: 6% Master in Management: 4% Joint degree, MBA/law: 4% Doctorate in business: 3% Master Data Analytics: 2% Master of Marketing: 2% Other degree: 2% <p>Work while pursuing degree</p> <ul style="list-style-type: none"> No response: 41% Yes, full-time: 36% No: 6% Yes, part-time: 10% Undecided: 8% <p>Source: GMAC. GMAT exam data, TY2018.</p>

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