

Population and Geography

African Americans, with 4,980 unique GMAT® examinees in testing year 2017 (TY2017),¹ are the largest underrepresented population (URP)² group in the U.S. graduate management education pipeline.

- Among unique African American GMAT examinees, 50 percent are men and 50 percent are women.
- Four in 5 unique African American GMAT examinees (80%) are 30 years old or younger. About equal shares are younger than 25 (40%) and between the ages of 25 and 30 (39%)

By U.S. region, the South has the largest percentage of unique African American GMAT examinees (33%). Other U.S. regions with large representations of African American examinees are the Northeast (17%) and Southwest (14%).

By U.S. metropolitan area, the largest market of unique African American GMAT examinees is New York (12% of the total). Other metropolitan areas with large representations of African American examinees include Atlanta (7%), Washington, D.C. (6%), Houston (6%), and Dallas (4%).

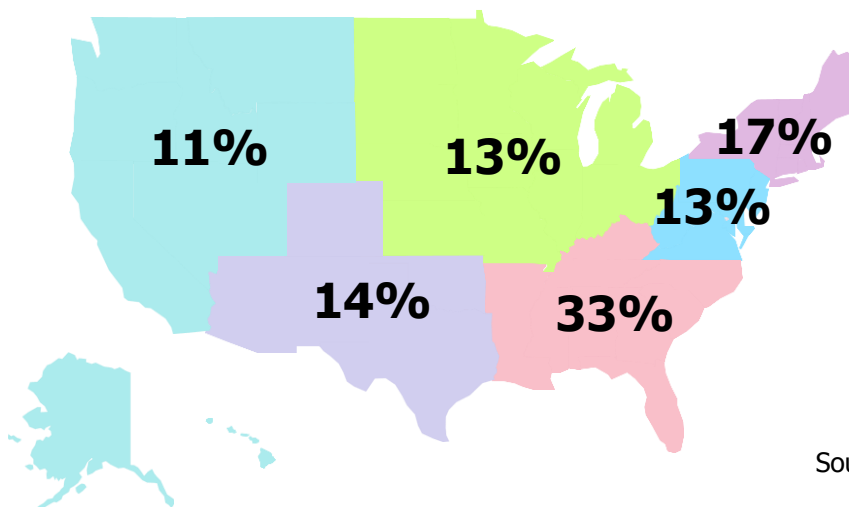
About This Data Brief

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:

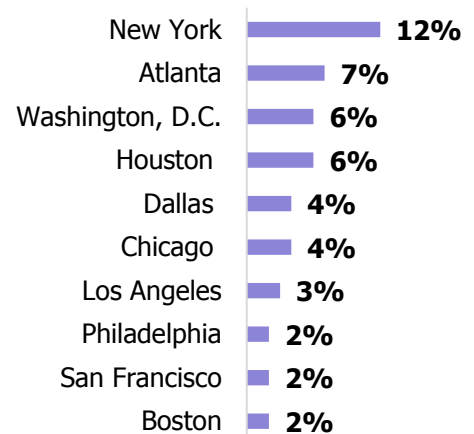
- Population and Geography
- Work Experience
- Educational Attainment and Business Studies
- Financing Plans
- Connecting with African American Candidates
- Demographic Profile

Unique African American GMAT Examinees by Residence

U.S. Regions



Metro Areas



Source: GMAC. GMAT testing data, TY2017.

¹ Testing year 2017 refers to the period July 1, 2016 to June 30, 2017.

² 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.

Work Experience

More than 4 in 5 unique African American GMAT examinees (84%) have more than one year of work experience. Most have either one to three years' experience (36%) or four to nine years' experience (32%). Fifteen percent have 10 or more years' experience.

- A smaller share of unique African American GMAT examinees has less than one year of work experience (16%) compared with non-URP U.S. examinees (23%).
- A larger share of unique African American examinees has 10 years or more of work experience (15%) compared with non-URP U.S. examinees (10%).

Work Experience

Work experience	African American GMAT examinees	Non-URP GMAT examinees
Less than 1 year	16%	23%
1 to 3 years	36%	35%
4 to 9 years	32%	32%
10 or more years	15%	10%

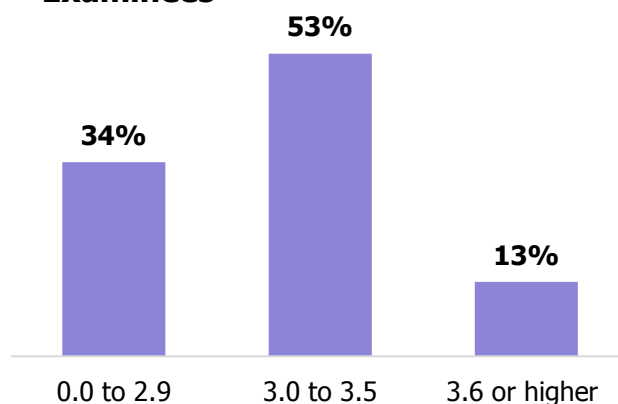
Source: GMAC. GMAT testing data, TY2017.

Educational Attainment and Business Studies

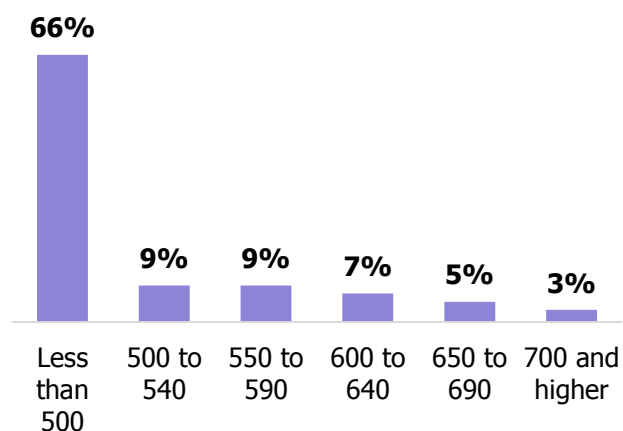
Most unique African American GMAT examinees were business majors as undergraduates (56%), consistent with non-URP U.S. examinees (52%).

- About 1 in 5 unique African American GMAT examinees were social science majors (18%). Additional African American examinees majored in engineering (8%), science (6%), and humanities (5%).
- Among TY2017 African American examinees, most had already completed their undergraduate degree (71%) at their time of exam registration. Some were still enrolled as undergraduates (15%), while a smaller share has taken some graduate coursework (7%) or completed a graduate-level degree (6%).
- Most unique African American GMAT examinees report an undergraduate GPA of between 3.0 and 3.5 (53%). Thirteen percent report a GPA above 3.6—a proportion smaller than that of non-URP U.S. examinees (35%).
- Fifteen percent of unique African American GMAT examinees scored 600 or higher on the GMAT exam in TY2017—a smaller proportion than non-URP U.S. examinees (45%). Most achieved a total score of less than 500 (66%).
- Two-thirds (68%) of unique African American GMAT examinees intend to pursue a Master of Business Administration (MBA) degree, a proportion consistent with non-URP U.S. examinees (66%). About 1 in 10 African American examinees intend to pursue a Master of Accounting degree (8%).
- A slightly larger proportion of unique African American GMAT examinees intend to study full-time (46%) compared with non-URP U.S. examinees (42%).

Undergrad GPA, African American Examinees



GMAT® Total Score, African American Examinees



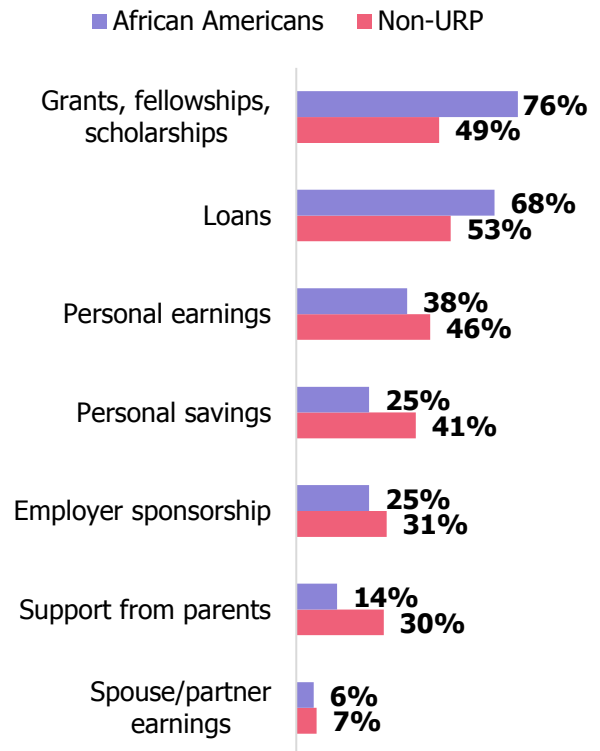
Source: GMAC. GMAT testing data, TY2017.

Financing Plans

African American 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-six percent of African American business school candidates plan to use grants, fellowships, and/or scholarships to pay for business school. About half of non-URP U.S. candidates (49%) plan to use these funding sources.
- Two-thirds of African American business school candidates (68%) plan to take out student loans, compared with about half of non-URP U.S. candidates (53%).
- 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. Fourteen percent of African Americans candidates plan on receiving parental support.
- African American candidates are less likely than non-URP U.S. candidates to plan to use personal savings (25% vs. 41%), personal earnings (38% vs. 46%), and employer sponsorship (25% vs. 31%) to finance their degree.

Planned Funding Sources



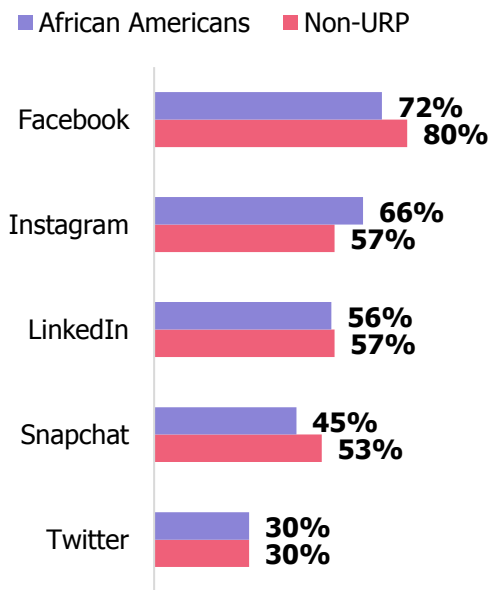
Connecting with African American Candidates

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

- Most African American business school candidates say that they visit news sites online (65%). They also watch news on TV (49%), read blogs (48%), read magazines online (29%), read print magazines (25%), and read print newspapers (25%).
- Most African American business school candidates report following business and finance news (56%). A significant share also follows politics (43%), national news (42%), health and fitness (41%), and sports and leisure (37%).
- Most African American business school candidates use Facebook (72%), Instagram (66%), and LinkedIn (56%). Additional African American candidates use Snapchat (45%) and Twitter (30%).
- The most commonly cited influencers on African Americans candidates are friends/peers (35%), people in business (35%), parents/guardians (30%), college/university professors (24%), and current business school students/alumni (24%).

Source: GMAC. mba.com Prospective Students Survey. Data collected in 2017.

Social Media Platforms Used



Source: GMAC. mba.com Prospective Students Survey. Data collected in 2017.

Demographic Profile

Presented below is demographic data for the 4,980 unique GMAT examinees in TY2017 who self-identified as African American. Examinees are not required to provide biographical and demographic information. Bold italics indicate the largest group within each data series.

GMAT® Exam Testing Year 2017, African Americans, Unique GMAT® Examinees	
<p>Gender</p> <ul style="list-style-type: none"> • Women: 50% • Men: 50% <p>Age range</p> <ul style="list-style-type: none"> • Younger than 25: 40% • 25–30: 39% • 31–39: 14% • 40 and older: 6% <p>US region</p> <ul style="list-style-type: none"> • Middle Atlantic: 13% • Midwest: 13% • Northeast: 17% • South: 33% • Southwest: 14% • West: 11% <p>Years of work experience</p> <ul style="list-style-type: none"> • Less than 1 year: 16% • 1–3 years: 36% • 4–9 years: 32% • 10 or more years: 15% <p>Highest education level attained</p> <ul style="list-style-type: none"> • Still an undergraduate: 15% • Earned bachelor's degree: 71% • Taken graduate courses beyond first degree: 7% • Earned master's degree: 6% • Earned doctorate: 1% <p>Undergraduate major category</p> <ul style="list-style-type: none"> • Business and commerce: 56% • Social science: 18% • Science: 6% • Engineering: 8% • Humanities: 5% • Other major: 8% 	<p>Undergraduate GPA</p> <ul style="list-style-type: none"> • 2.9 or below: 34% • 3.0–3.5: 53% • 3.6 or above: 13% <p>Total GMAT score</p> <ul style="list-style-type: none"> • Below 500: 66% • 500–540: 9% • 550–590: 9% • 600–640: 7% • 650–690: 5% • 700 and above: 3% <p>Intended degree program</p> <ul style="list-style-type: none"> • Master of Business Administration (MBA): 68% • Master in Business (MS/MA): 4% • Master of Accountancy: 8% • Executive MBA: 2% • Master in Health Care Administration: 1% • Master of Public Administration: <1% • Joint degree, MBA/engineering: 1% • Joint degree, MBA/law: 2% • Other joint degree: 1% • Doctorate in business: 2% • Other degree: 1% • Undecided: 1% <p>Intended study pace</p> <ul style="list-style-type: none"> • Full-time: 46% • Part-time: 18% • Executive MBA: 8% • Undecided: 13% <p>Source: GMAC. GMAT exam data, TY2017.</p>

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