

Key Diversity Statistics

Native Americans

February 2018

Population and Geography

Native Americans, with 431 unique GMAT® examinees in testing year 2017 (TY2017),¹ are the smallest underrepresented population (URP)² group in the U.S. graduate management education pipeline.

- Among unique Native American GMAT examinees, 56 percent are men and 44 percent are women.
- About 3 in 4 unique Native American GMAT examinees (74%) are 30 years old or younger. About equal shares are younger than 25 (38%) and between the ages of 25 and 30 (36%)

By U.S. region, the West has the largest percentage of unique Native American GMAT examinees (33%). Other U.S. regions with large representations of Native American examinees are the Southwest (24%) and South (15%).

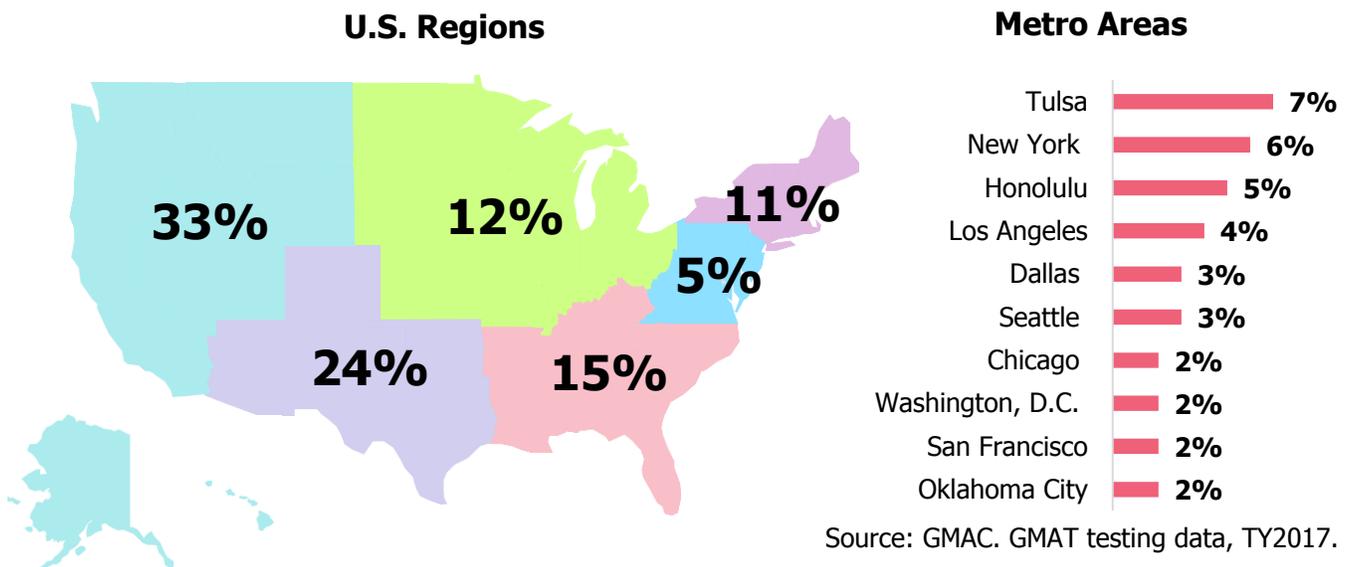
By U.S. metropolitan area, the largest market of unique Native American GMAT examinees is Tulsa (7% of the total). Other metropolitan areas with large representations of Native American examinees include New York (6%), Honolulu (5%), Los Angeles (4%), and Dallas (3%).

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 Native American Candidates
- Demographic Profile

Unique Native American GMAT Examinees by Residence



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 Native American GMAT examinees (81%) have more than one year of work experience. Most have either one to three years' experience (33%) or four to nine years' experience (28%). Twenty percent have 10 or more years' experience.

- A smaller share of unique Native American GMAT examinees has less than one year of work experience (19%) compared with non-URP U.S. examinees (23%).
- A larger share of unique Native American examinees has 10 years or more of work experience (20%) compared with non-URP U.S. examinees (10%).

Work Experience

Work experience	Native American GMAT examinees	Non-URP GMAT examinees
Less than 1 year	19%	23%
1 to 3 years	33%	35%
4 to 9 years	28%	32%
10 or more years	20%	10%

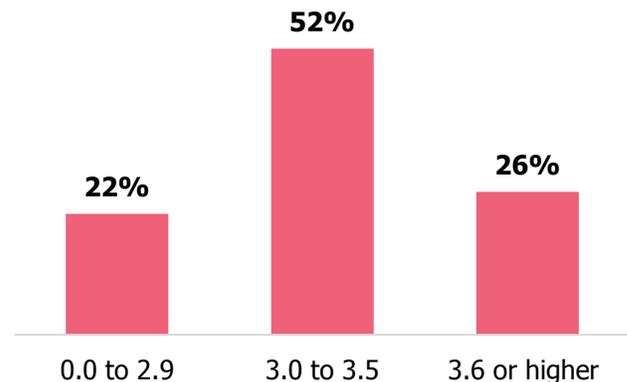
Source: GMAC. GMAT testing data, TY2017.

Educational Attainment and Business Studies

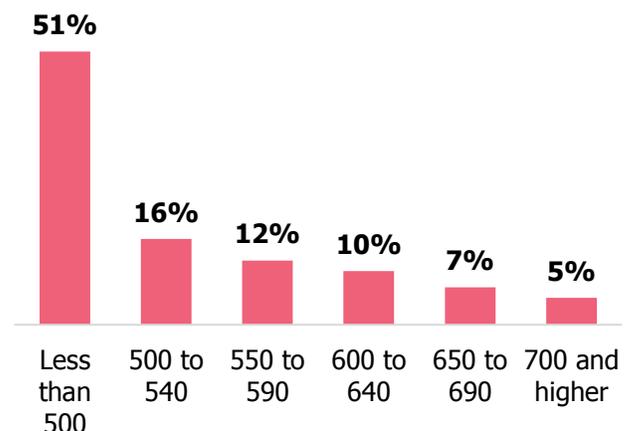
Most unique Native American GMAT examinees were business majors as undergraduates (55%), consistent with non-URP U.S. examinees (52%).

- Less than 1 in 5 unique Native American GMAT examinees were social science majors (17%). Additional Native American examinees majored in engineering (11%), science (7%), and humanities (4%).
- Among TY2017 Native American examinees, most had already completed their undergraduate degree (69%) at their time of exam registration. Some were still enrolled as undergraduates (22%), while a smaller share has taken some graduate coursework (4%) or completed a graduate-level degree (3%).
- Most unique Native American GMAT examinees report an undergraduate GPA of between 3.0 and 3.5 (52%). Twenty-six percent report a GPA above 3.6—a proportion smaller than that of non-URP U.S. examinees (35%).
- Twenty-one percent of unique Native 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 (51%).
- Two-thirds (67%) of unique Native 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 Native American examinees intend to pursue a Master of Accounting degree (12%).
- The same proportion of unique Native American GMAT examinees intend to study full-time (42%) as non-URP U.S. examinees (42%).

Undergrad GPA, Native American Examinees



GMAT® Total Score, Native American Examinees

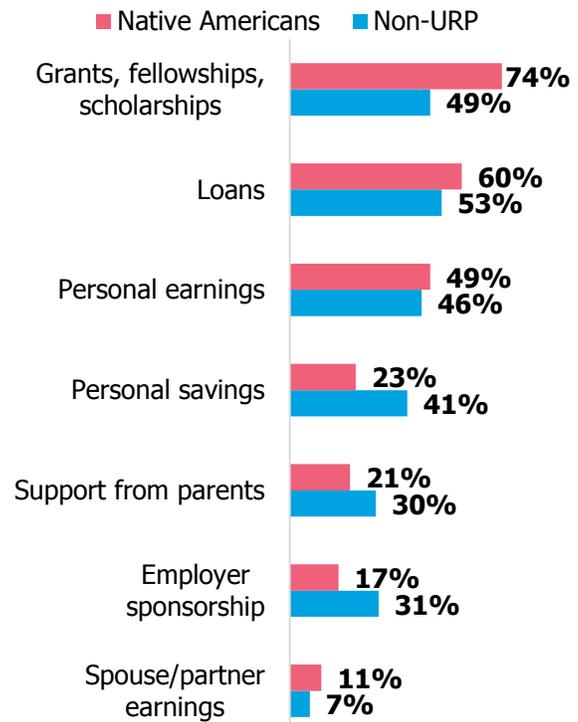


Financing Plans

Native 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 savings.

- Seventy-four percent of Native 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.
- Three-fifths of Native American business school candidates (60%) 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. Twenty-one percent of Native American candidates plan on receiving parental support.
- Native American candidates are less likely than non-URP U.S. candidates to plan to use personal savings (23% vs. 41%) and employer sponsorship (17% vs. 31%) to finance their degree.

Planned Funding Sources



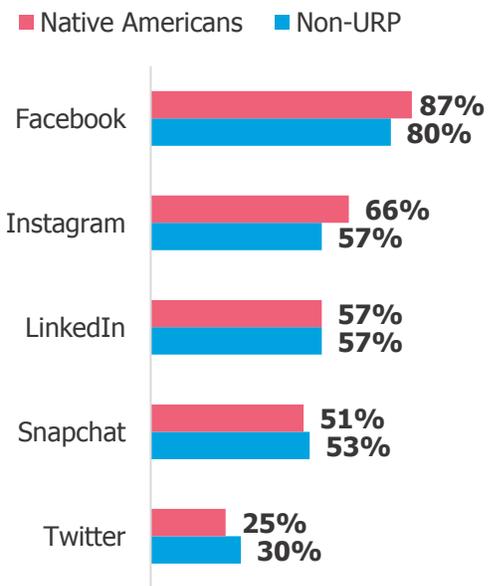
Source: GMAC. mba.com Prospective Students Survey. Data collected in 2017.

Connecting with Native American Candidates

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

- Most Native American business school candidates say that they visit news sites online (72%). They also watch news on TV (42%), read blogs (34%), read magazines online (34%), read print magazines (32%), and read print newspapers (26%).
- Most Native American business school candidates report following business and finance news (53%). A significant share also follows politics (49%), health and fitness (49%), national news (47%), technology (45%), and local/regional news (43%).
- Most Native American business school candidates use Facebook (87%), Instagram (66%), and LinkedIn (57%). Additional Native American candidates use Snapchat (51%) and Twitter (25%).
- The most commonly cited influencers on Native American candidates are friends/peers (49%), people in business (40%), parents/guardians (36%), college/university professors (21%), and spouse/significant other (21%).

Social Media Platforms Used



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

Demographic Profile

Presented below is demographic data for the 431 unique GMAT examinees in TY2017 who self-identified as Native 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, Native Americans, Unique GMAT® Examinees	
<p>Gender</p> <ul style="list-style-type: none"> Women: 44% Men: 56% <p>Age range</p> <ul style="list-style-type: none"> Younger than 25: 38% 25–30: 36% 31–39: 18% 40 and older: 8% <p>US region</p> <ul style="list-style-type: none"> Middle Atlantic: 5% Midwest: 12% Northeast: 11% South: 15% Southwest: 24% West: 33% <p>Years of work experience</p> <ul style="list-style-type: none"> Less than 1 year: 19% 1–3 years: 33% 4–9 years: 28% 10 or more years: 20% <p>Highest education level attained</p> <ul style="list-style-type: none"> Still an undergraduate: 22% Earned bachelor's degree: 69% Taken graduate courses beyond first degree: 4% Earned master's degree: 3% Earned doctorate: 1% <p>Undergraduate major category</p> <ul style="list-style-type: none"> Business and commerce: 55% Social science: 17% Science: 7% Engineering: 11% Humanities: 4% Other major: 6% 	<p>Undergraduate GPA</p> <ul style="list-style-type: none"> 2.9 or below: 22% 3.0–3.5: 52% 3.6 or above: 26% <p>Total GMAT score</p> <ul style="list-style-type: none"> Below 500: 51% 500–540: 16% 550–590: 12% 600–640: 10% 650–690: 7% 700 and above: 5% <p>Intended degree program</p> <ul style="list-style-type: none"> Master of Business Administration (MBA): 67% Master in Business (MS/MA): 2% Master of Accountancy: 12% Executive MBA: 3% Master in Health Care Administration: <1% Master of Public Administration: <1% Joint degree, MBA/engineering: 1% Joint degree, MBA/law: 1% Other joint degree: 1% Doctorate in business: 1% Other degree: 1% Undecided: 2% <p>Intended study pace</p> <ul style="list-style-type: none"> Full-time: 42% Part-time: 22% Executive MBA: 10% Undecided: 13% <p>Source: GMAC. GMAT exam data, TY2017.</p>

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