

### Population and Geography

Underrepresented populations (URPs),<sup>1</sup> with 10,273 unique GMAT® examinees in testing year 2017 (TY2017),<sup>2</sup> account for 16 percent of the U.S. graduate management education pipeline.

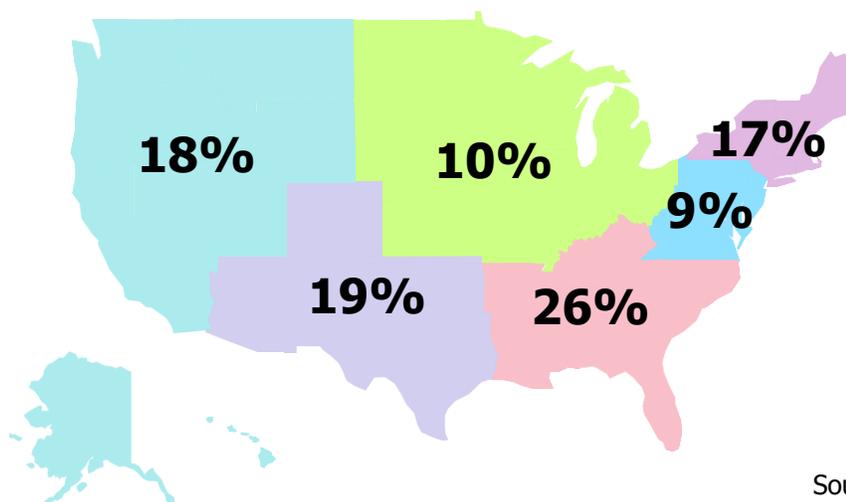
- Among unique URP GMAT examinees, 53 percent are men and 47 percent are women.
- More than 4 in 5 unique URP GMAT examinees (82%) are 30 years old or younger. About equal shares are younger than 25 (41%) and between the ages of 25 and 30 (41%)

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 are the Southwest (19%) and West (18%).

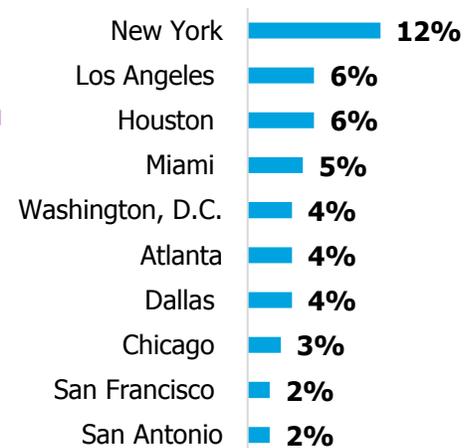
By U.S. metropolitan area, the largest market of unique URP GMAT examinees is New York (12% of the total). Other metropolitan areas with large representations of URP examinees include Los Angeles (6%), Houston (6%), Miami (5%), and Washington, D.C. (4%).

### Unique URP GMAT Examinees by Residence

#### U.S. Regions



#### Metro Areas



Source: GMAC. GMAT testing data, TY2017.

<sup>1</sup> 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.

<sup>2</sup> Testing year 2017 refers to the period July 1, 2016 to June 30, 2017.

## Work Experience

More than 4 in 5 unique URP GMAT examinees (83%) have more than one year of work experience. Most have either one to three years' experience (35%) or four to nine years' experience (33%). Fourteen percent have 10 or more years' experience.

- A smaller share of unique URP GMAT examinees has less than one year of work experience (17%) compared with non-URP U.S. examinees (23%).
- A larger share of unique URP examinees has 10 years or more of work experience (14%) compared with non-URP U.S. examinees (10%).

### Work Experience

Work experience	URP GMAT examinees	Non-URP GMAT examinees
Less than 1 year	17%	23%
1 to 3 years	35%	35%
4 to 9 years	33%	32%
10 or more years	14%	10%

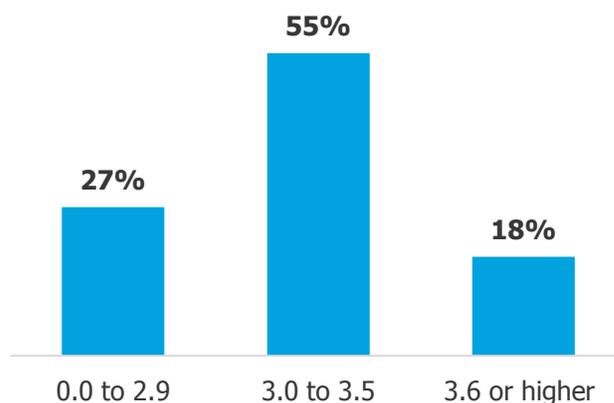
Source: GMAC. GMAT testing data, TY2017.

## Educational Attainment and Business Studies

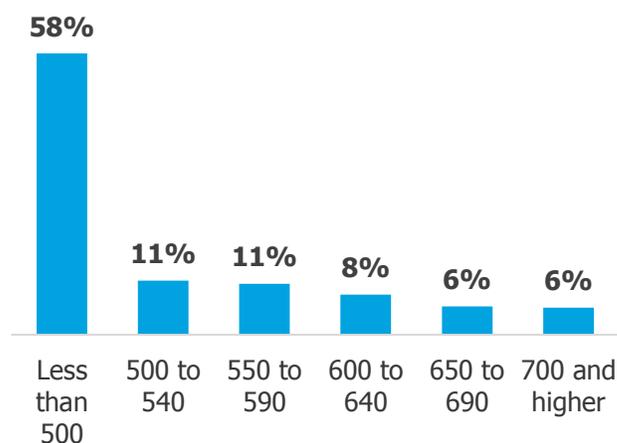
Most unique URP GMAT examinees were business majors as undergraduates (56%), consistent with non-URP U.S. examinees (52%).

- 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 TY2017 URP examinees, most had already completed their undergraduate degree (72%) at their time of exam registration. Some were still enrolled as undergraduates (16%), while a smaller share has taken some graduate coursework (6%) or completed a graduate-level degree (5%).
- Most unique URP GMAT examinees report an undergraduate GPA of between 3.0 and 3.5 (55%). Eighteen percent report a GPA above 3.6—a proportion smaller than that of non-URP U.S. examinees (35%).
- Twenty percent of unique URP 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 (58%).
- Two-thirds (66%) of unique URP 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 URP examinees intend to pursue a Master of Accounting degree (11%).
- A slightly larger proportion of unique URP GMAT examinees intend to study full-time (45%) compared with non-URP U.S. examinees (42%).

### Undergrad GPA, URP Examinees



### GMAT® Total Score, URP Examinees



## 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.

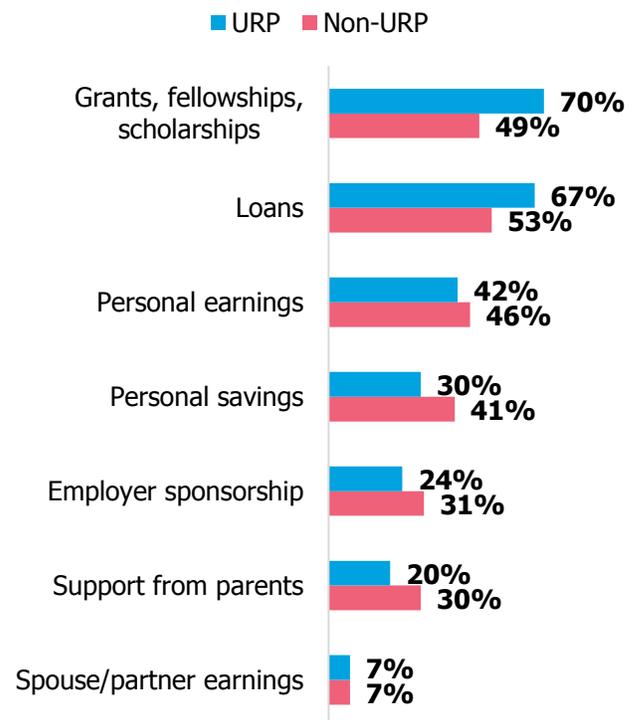
- Seventy percent of URP business school candidates plan to use grants, fellowships, and/or scholarships to pay for business school. About half of non-URP U.S. candidates (49%) plan to use these funding sources.
- Two-thirds of URP business school candidates (67%) plan to take out student loans, compared 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 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 (30% vs. 41%), personal earnings (42% vs. 46%), and employer sponsorship (24% vs. 31%) 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. Their friends/peers are the most likely to influence their business school choices.

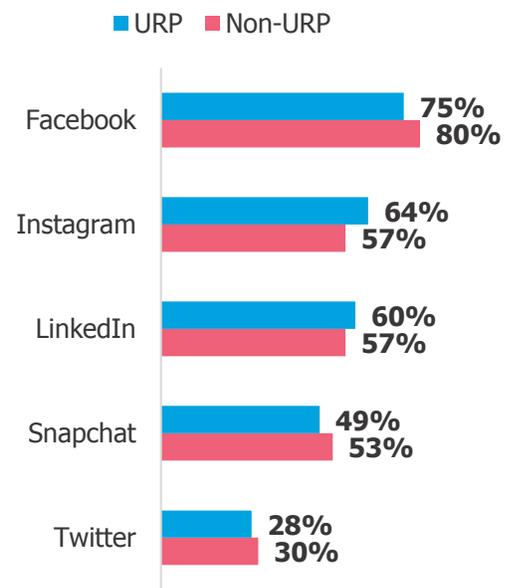
- Most URP business school candidates say that they visit news sites online (70%). They also watch news on TV (44%), read blogs (43%), read magazines online (29%), read print magazines (25%), and read print newspapers (20%).
- Most URP business school candidates report following business and finance news (56%). A significant share also follows national news (48%), politics (46%), health and fitness (43%), technology (42%), international news (40%), local/regional news (37%), travel (37%), and sports and leisure (35%).
- Most URP business school candidates use Facebook (75%), Instagram (64%), and LinkedIn (60%). Additional URP candidates use Snapchat (49%) and Twitter (28%).
- The most commonly cited influencers on URP candidates are friends/peers (39%), people in business (38%), parents/guardians (32%), college/university professors (25%), and current business school students/alumni (23%).

## Planned Funding Sources



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 10,273 unique GMAT examinees in TY2017 who self-identified as a part of an underrepresented population. 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, Underrepresented Populations, Unique GMAT® Examinees	
<p>Gender</p> <ul style="list-style-type: none"> <li>Women: 47%</li> <li><b>Men: 53%</b></li> </ul> <p>Age range</p> <ul style="list-style-type: none"> <li>Younger than 25: 41%</li> <li><b>25–30: 41%</b></li> <li>31–39: 14%</li> <li>40 and older: 5%</li> </ul> <p>US region</p> <ul style="list-style-type: none"> <li>Middle Atlantic: 9%</li> <li>Midwest: 10%</li> <li>Northeast: 17%</li> <li><b>South: 26%</b></li> <li>Southwest: 19%</li> <li>West: 18%</li> </ul> <p>Years of work experience</p> <ul style="list-style-type: none"> <li>Less than 1 year: 17%</li> <li><b>1–3 years: 35%</b></li> <li>4–9 years: 33%</li> <li>10 or more years: 14%</li> </ul> <p>Highest education level attained</p> <ul style="list-style-type: none"> <li>Still an undergraduate: 16%</li> <li><b>Earned bachelor's degree: 72%</b></li> <li>Taken graduate courses beyond first degree: 6%</li> <li>Earned master's degree: 5%</li> <li>Earned doctorate: 1%</li> </ul> <p>Undergraduate major category</p> <ul style="list-style-type: none"> <li><b>Business and commerce: 56%</b></li> <li>Social science: 18%</li> <li>Science: 6%</li> <li>Engineering: 9%</li> <li>Humanities: 5%</li> <li>Other major: 6%</li> </ul>	<p>Undergraduate GPA</p> <ul style="list-style-type: none"> <li>2.9 or below: 27%</li> <li><b>3.0–3.5: 55%</b></li> <li>3.6 or above: 18%</li> </ul> <p>Total GMAT score</p> <ul style="list-style-type: none"> <li><b>Below 500: 58%</b></li> <li>500–540: 11%</li> <li>550–590: 11%</li> <li>600–640: 8%</li> <li>650–690: 6%</li> <li>700 and above: 6%</li> </ul> <p>Intended degree program</p> <ul style="list-style-type: none"> <li><b>Master of Business Administration (MBA): 66%</b></li> <li>Master in Business (MS/MA): 4%</li> <li>Master of Accountancy: 11%</li> <li>Executive MBA: 2%</li> <li>Master in Health Care Administration: 1%</li> <li>Master of Public Administration: &lt;1%</li> <li>Joint degree, MBA/engineering: 1%</li> <li>Joint degree, MBA/law: 2%</li> <li>Other joint degree: 1%</li> <li>Doctorate in business: 1%</li> <li>Other degree: 1%</li> <li>Undecided: 1%</li> </ul> <p>Intended study pace</p> <ul style="list-style-type: none"> <li><b>Full-time: 45%</b></li> <li>Part-time: 20%</li> <li>Executive MBA: 8%</li> <li>Undecided: 14%</li> </ul> <p>Source: GMAC. GMAT exam data, TY2017.</p>

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