

# Key Diversity Statistics

## Black or African American Candidates

February 2019

### Population and Geography

GMAT™ examinees who identify as Black or African American, totaling 4,701 individuals in testing year 2018 (TY2018),<sup>1</sup> are the second largest underrepresented population (URP)<sup>2</sup> group in the U.S. graduate management education pipeline and represent 8.3 percent of unique U.S. citizen examinees.

- Among unique Black or African American GMAT examinees, 51 percent are men and 49 percent are women.
- About 4 in 5 are 30 years old or younger (80%). 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 Black or African American GMAT examinees (33%). Other U.S. regions with large representations include the Northeast (19%) and Southwest (14%).

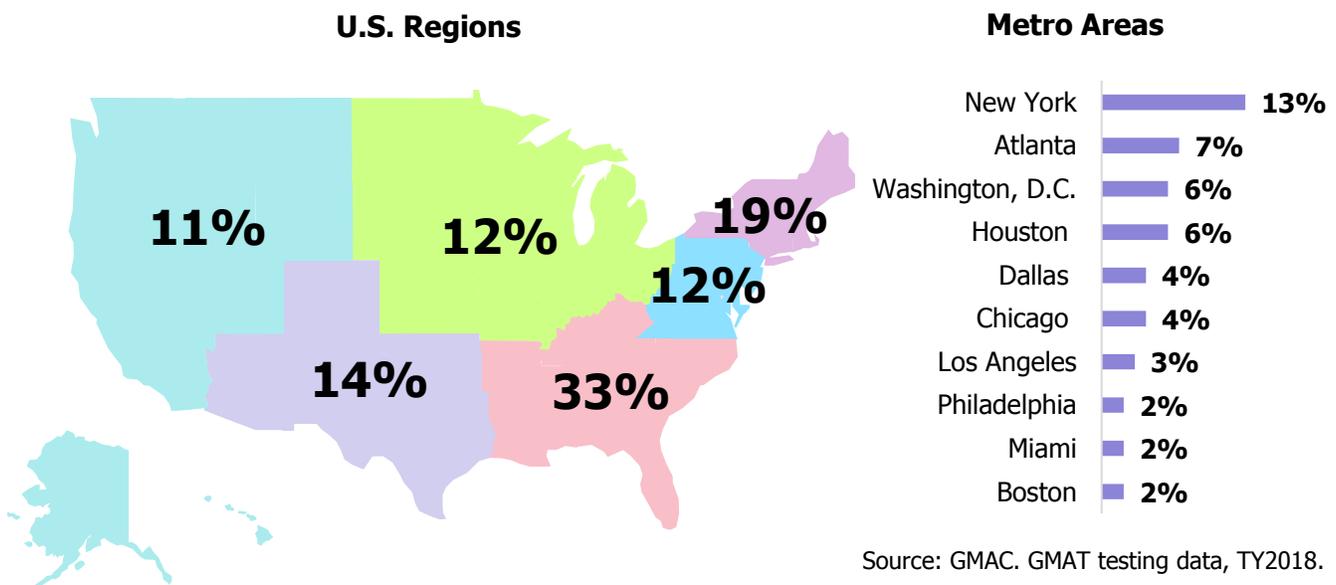
By U.S. metropolitan area, the largest market of unique Black or African American GMAT examinees is New York (13% of the total). Other metropolitan areas with large representations include Atlanta (7%), Washington, D.C. (6%), Houston (6%), Dallas (4%), Chicago (4%), Los Angeles (3%), Philadelphia (2%), Miami (2%), and Boston (2%).

### 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 Black or African American Candidates
- Demographic Profile

### Unique Black or African American GMAT Examinees by Residence



Source: GMAC. GMAT testing data, TY2018.

<sup>1</sup> Testing year 2018 refers to the period July 1, 2017 to June 30, 2018.

<sup>2</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.

## Work Experience

About 4 in 5 unique Black or African American GMAT examinees have more than one year of work experience (80%). Most have either one to three years' experience (36%) or four to nine years' experience (28%). Fifteen percent have 10 or more years' experience.

- A smaller share of unique Black or African American GMAT examinees has less than one year of work experience (20%) compared with non-URP U.S. examinees (26%).
- A larger share of unique Black or African American examinees has 10 years or more of work experience (15%) compared with non-URP U.S. examinees (8%).

### Work Experience

Work experience	Black or African American GMAT examinees	Non-URP GMAT examinees
Less than 1 year	20%	26%
1 to 3 years	36%	36%
4 to 9 years	28%	29%
10 or more years	15%	8%

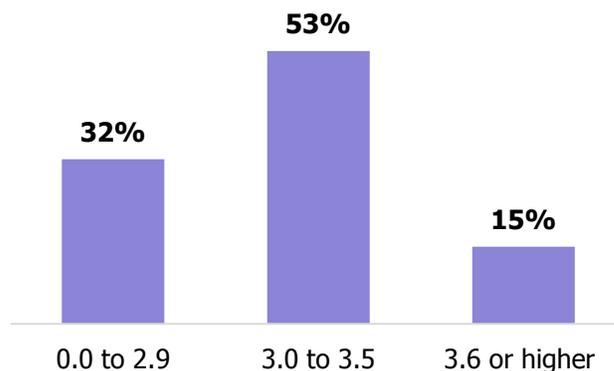
Source: GMAC. GMAT testing data, TY2018.

## Educational Attainment and Business Studies

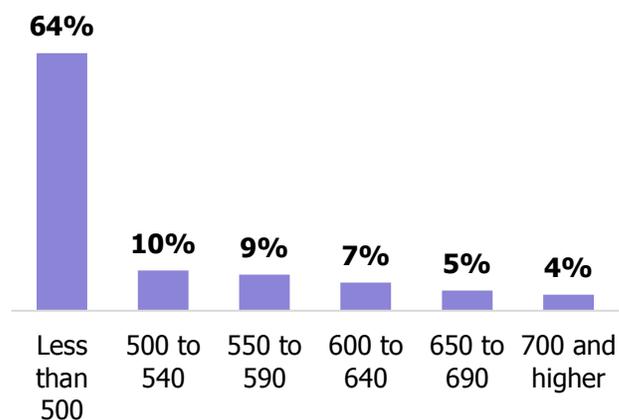
Most unique Black or African American GMAT examinees were business majors as undergraduates (55%), consistent with non-URP U.S. examinees (51%).

- About 1 in 5 were social science majors (17%). Others majored in engineering (8%), science (6%), and humanities (5%).
- Among TY2018 Black or African American examinees, most had already completed their undergraduate degree at their time of exam registration (67%). Some were still enrolled as undergraduates (20%), while a smaller share has taken some graduate coursework (6%) or completed a graduate-level degree (6%).
- Most report an undergraduate GPA of between 3.0 and 3.5 (53%). Fifteen percent report a GPA above 3.6—a proportion smaller than that of non-URP U.S. examinees (36%).
- Seventeen percent 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 (64%).
- Three-fourths (74%) intend to pursue a Master of Business Administration (MBA) degree, a proportion consistent with non-URP U.S. examinees (74%). About 1 in 10 intend to pursue a Master of Accounting degree (10%).
- Nearly half report that they intend to work while pursuing their degree (44%), either full-time (35%) or part-time (9%).

### Undergrad GPA, Black or African American Examinees



### GMAT Total Score, Black or African American Examinees



Source: GMAC. GMAT testing data, TY2018.

## Financing Plans

Black or 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.

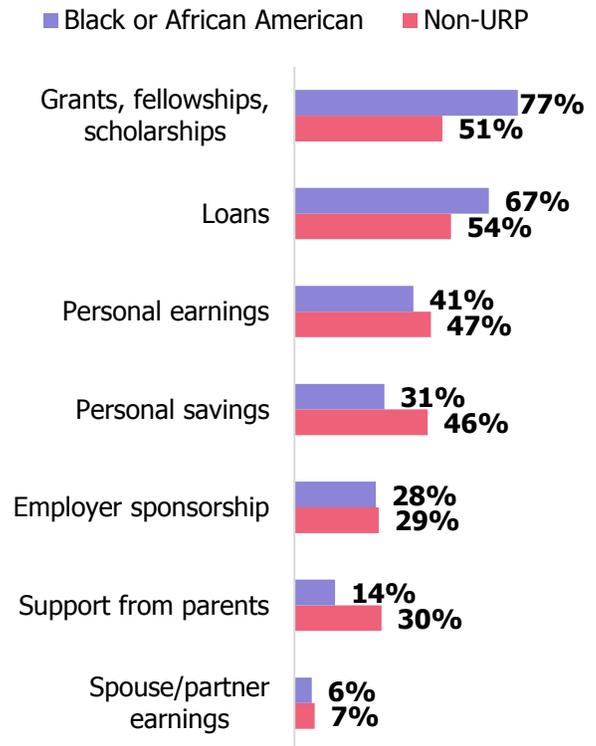
- Seventy-seven percent of Black or African American business school candidates plan to use grants, fellowships, and/or scholarships to pay for business school. About half of non-URP U.S. candidates (51%) plan to use these funding sources.
- Two-thirds of Black or African American business school candidates (67%) plan to take out student loans, a larger share than non-URP U.S. candidates (54%).
- 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, compared with 14 percent of Black or African American candidates.
- Black or African American candidates are less likely than non-URP U.S. candidates to plan to use personal savings (31% vs. 46%) and personal earnings (41% vs. 47%) to finance their degree.

## Connecting with Black or African American Candidates

Most Black or 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.

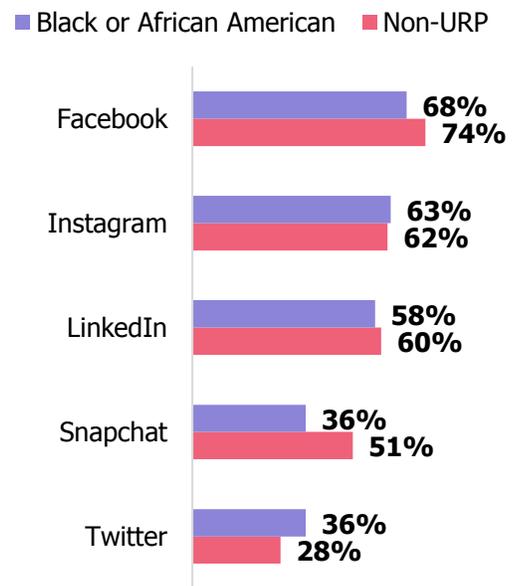
- Most say that they visit news sites online (65%). They also watch news on TV (48%), read blogs (35%), read magazines online (25%), read print magazines (21%), and read print newspapers (17%).
- Most report following business and finance news (52%). A significant share also follows politics (40%), national news (36%), technology (33%), health and fitness (32%), and cooking, food, and drinks (30%).
- Most use Facebook (68%), Instagram (63%), and LinkedIn (58%). Additional Black or African American candidates use Snapchat (36%) and Twitter (36%).
- The most commonly cited influencers on Black or African Americans candidates are friends/peers (34%) and people in business (34%), followed by parents/guardians (30%), college/university professors (21%), and current business school students/alumni (20%).

## 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 4,701 unique GMAT examinees in TY2018 who self-identified as Black or African American. Bold italics indicate the largest group within each data series.

GMAT Exam Testing Year 2018, Black or African American, Unique GMAT Examinees	
<p>Gender</p> <ul style="list-style-type: none"> <li>Women: 49%</li> <li><b>Men: 51%</b></li> </ul> <p>Age range</p> <ul style="list-style-type: none"> <li><b>Younger than 25: 40%</b></li> <li>25–30: 39%</li> <li>31–39: 14%</li> <li>40 and older: 7%</li> </ul> <p>U.S. region</p> <ul style="list-style-type: none"> <li>Middle Atlantic: 12%</li> <li>Midwest: 12%</li> <li>Northeast: 19%</li> <li><b>South: 33%</b></li> <li>Southwest: 14%</li> <li>West: 11%</li> </ul> <p>Years of work experience</p> <ul style="list-style-type: none"> <li>Less than 1 year: 20%</li> <li><b>1–3 years: 36%</b></li> <li>4–9 years: 28%</li> <li>10 or more years: 15%</li> </ul> <p>Highest education level attained</p> <ul style="list-style-type: none"> <li>Still an undergraduate: 20%</li> <li><b>Earned bachelor's degree: 67%</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: 55%</b></li> <li>Social science: 17%</li> <li>Science: 6%</li> <li>Engineering: 8%</li> <li>Humanities: 5%</li> <li>Other major: 9%</li> </ul>	<p>Undergraduate GPA</p> <ul style="list-style-type: none"> <li>2.9 or below: 32%</li> <li><b>3.0–3.5: 53%</b></li> <li>3.6 or above: 15%</li> </ul> <p>Total GMAT score</p> <ul style="list-style-type: none"> <li><b>Below 500: 64%</b></li> <li>500–540: 10%</li> <li>550–590: 9%</li> <li>600–640: 7%</li> <li>650–690: 5%</li> <li>700 and above: 4%</li> </ul> <p>Intended degree program</p> <ul style="list-style-type: none"> <li><b>Master of Business Administration (MBA): 74%</b></li> <li>Master of Accounting: 10%</li> <li>Executive MBA: 5%</li> <li>Master of Finance: 5%</li> <li>Joint degree, MBA/law: 4%</li> <li>Master in Management: 4%</li> <li>Doctorate in business: 3%</li> <li>Master of Marketing: 2%</li> <li>Master Health Administration: 2%</li> <li>Other degree: 2%</li> </ul> <p>Work while pursuing degree</p> <ul style="list-style-type: none"> <li><b>No response: 44%</b></li> <li>Yes, full-time: 35%</li> <li>No: 5%</li> <li>Yes, part-time: 9%</li> <li>Undecided: 7%</li> </ul> <p>Source: GMAC. GMAT exam data, TY2018.</p>

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