

Key Diversity Statistics

Hispanic American or Latino Candidates

February 2019

Population and Geography

GMAT™ examinees who identify as Hispanic American or Latino, totaling 4,824 individuals in testing year 2018 (TY2018),¹ are the largest underrepresented population (URP)² group in the U.S. graduate management education pipeline and represent 8.5 percent of unique U.S. citizen examinees.

- Among unique Hispanic American or Latino GMAT examinees, 56 percent are men and 44 percent are women.
- More than 4 in 5 are 30 years old or younger (85%). About equal shares are younger than 25 (43%) and between the ages of 25 and 30 (42%).

By U.S. region, the largest percentage live in the West (25%) and Southwest (22%). Other U.S. regions with large representations include the South (21%) and Northeast (17%).

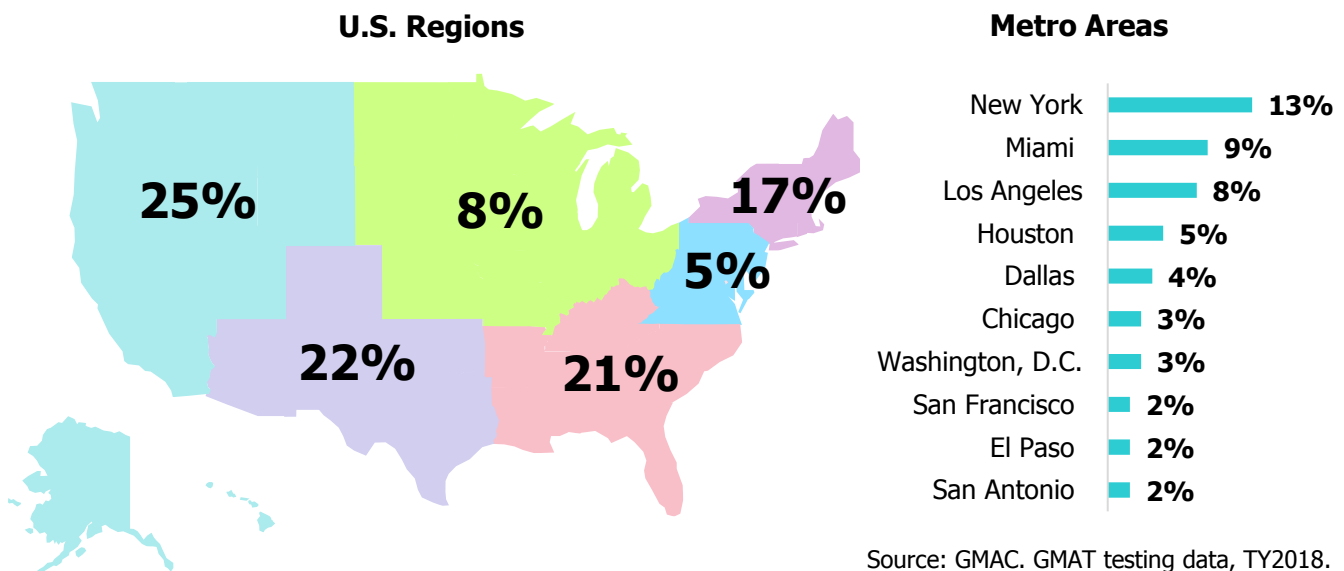
By U.S. metropolitan area, the largest market of unique Hispanic American or Latino GMAT examinees is New York (13% of the total). Other metropolitan areas with large representations include Miami (9%), Los Angeles (8%), Houston (5%), and Dallas (4%).

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 Hispanic American or Latino Candidates
- Demographic Profile

Unique Hispanic American or Latino GMAT Examinees by Residence



Source: GMAC. GMAT testing data, TY2018.

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

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

About 4 in 5 unique Hispanic American or Latino GMAT examinees have more than one year of work experience (78%). Most have either one to three years' experience (36%) or four to nine years' experience (31%). Eleven percent have 10 or more years' experience.

- A smaller share of unique Hispanic American or Latino GMAT examinees has less than one year of work experience (22%) compared with non-URP U.S. examinees (26%).
- A larger share of unique Hispanic American or Latino examinees has 10 years or more of work experience (11%) compared with non-URP U.S. examinees (8%).

Work Experience

Work experience	Hispanic American or Latino GMAT examinees	Non-URP GMAT examinees
Less than 1 year	22%	26%
1 to 3 years	36%	36%
4 to 9 years	31%	29%
10 or more years	11%	8%

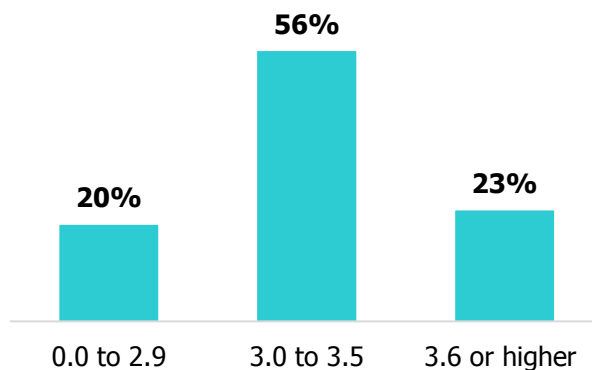
Source: GMAC. GMAT testing data, TY2018.

Educational Attainment and Business Studies

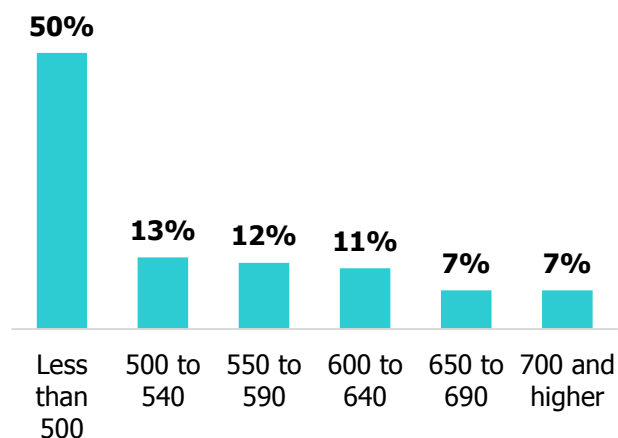
Most unique Hispanic American or Latino GMAT examinees were business majors as undergraduates (56%), consistent with non-URP U.S. examinees (51%).

- About 1 in 5 were social science majors (18%). Others majored in engineering (10%), science (5%), and humanities (5%).
- Among TY2018 Hispanic American or Latino examinees, most had already completed their undergraduate degree at their time of exam registration (68%). Some were still enrolled as undergraduates (24%), while a smaller share has taken some graduate coursework (3%) or completed a graduate-level degree (3%).
- Most report an undergraduate GPA of between 3.0 and 3.5 (56%). Twenty-three percent report a GPA above 3.6—a proportion smaller than that of non-URP U.S. examinees (36%).
- Twenty-five percent scored 600 or higher on the GMAT exam in TY2018—a smaller proportion than non-URP U.S. examinees (46%). Half achieved a total score of less than 500 (50%).
- Seventy-two percent intend to pursue a Master of Business Administration (MBA) degree, a proportion consistent with non-URP U.S. examinees (74%). More than 1 in 10 intend to pursue a Master of Accounting degree (15%).
- Nearly half report that they intend to work while pursuing their degree (46%), either full-time (36%) or part-time (10%).

Undergrad GPA, Hispanic American or Latino Examinees



GMAT Total Score, Hispanic American or Latino Examinees



Source: GMAC. GMAT testing data, TY2018.

Financing Plans

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

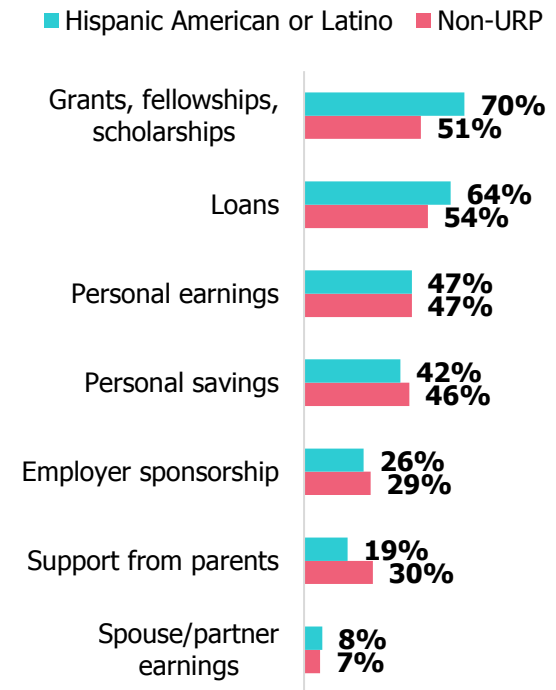
- Seventy percent of Hispanic American business school candidates plan to use grants, fellowships, and/or scholarships to pay for business school, compared with about half of non-URP U.S. candidates (51%).
- Sixty-four percent of Hispanic American or Latino business school candidates plan to take out student loans, a larger share than non-URP U.S. candidates (51%).
- 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 19 percent of Hispanic American or Latino candidates.
- Hispanic American or Latino candidates are slightly less likely than non-URP U.S. candidates to plan to use personal savings (42% vs. 46%) and employer sponsorship (26% vs. 29%) to finance their degree.

Connecting with Hispanic American or Latino Candidates

Most Hispanic American or Latino 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.

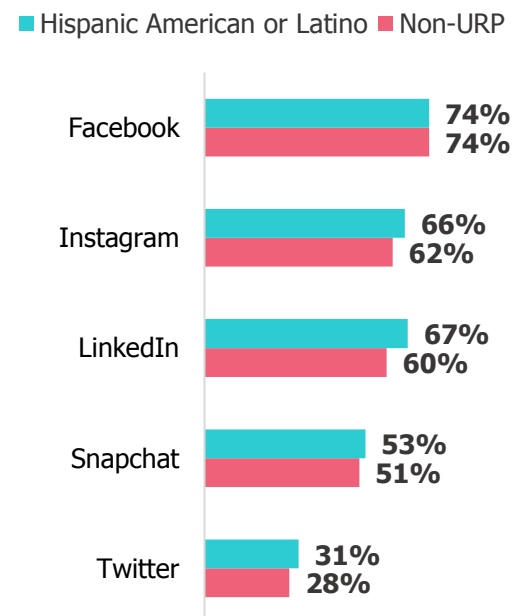
- Most say that they visit news sites online (77%). They also read blogs (42%), watch news on TV (41%), read magazines online (30%), read print magazines (22%), and read print newspapers (21%).
- Most report following business and finance news (61%), national news (51%), and politics (50%). A significant share also follows technology (47%), international news (43%), health and fitness (45%), travel (38%), and cooking, food, and drinks (31%).
- Most use Facebook (74%), Instagram (66%), LinkedIn (67%), and Snapchat (53%). Additional Hispanic American or Latino candidates use Twitter (31%).
- The most commonly cited influencers on Hispanic American or Latino candidates are friends/peers (42%), people in business (42%), parents/guardians (33%), college/university professors (24%), and current business school students/alumni (24%).

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 4,824 unique GMAT examinees in TY2018 who self-identified as Hispanic American or Latino. Bold italics indicate the largest group within each data series.

GMAT Exam Testing Year 2018, Hispanic American or Latino, 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: 43% 25–30: 42% 31–39: 12% 40 and older: 3% <p>U.S. region</p> <ul style="list-style-type: none"> Middle Atlantic: 5% Midwest: 8% Northeast: 17% South: 21% Southwest: 22% West: 25% <p>Years of work experience</p> <ul style="list-style-type: none"> Less than 1 year: 22% 1–3 years: 36% 4–9 years: 31% 10 or more years: 11% <p>Highest education level attained</p> <ul style="list-style-type: none"> Still an undergraduate: 24% Earned bachelor's degree: 68% Taken graduate courses beyond first degree: 3% Earned master's degree: 3% Earned doctorate: <1% <p>Undergraduate major category</p> <ul style="list-style-type: none"> Business and commerce: 56% Social science: 18% Science: 5% Engineering: 10% Humanities: 5% Other major: 6% 	<p>Undergraduate GPA</p> <ul style="list-style-type: none"> 2.9 or below: 20% 3.0–3.5: 56% 3.6 or above: 23% <p>Total GMAT score</p> <ul style="list-style-type: none"> Below 500: 50% 500–540: 13% 550–590: 12% 600–640: 11% 650–690: 7% 700 and above: 7% <p>Intended degree program</p> <ul style="list-style-type: none"> Master of Business Administration (MBA): 72% Master of Accounting: 15% Master of Finance: 7% Executive MBA: 6% Master in Management: 3% Master of Data Analytics: 3% Joint degree, MBA/law: 3% Master of Marketing: 3% Other degree: 2% Doctorate in business: 2% <p>Work while pursuing degree</p> <ul style="list-style-type: none"> No response: 35% Yes, full-time: 36% No: 7% Yes, part-time: 13% Undecided: 9% <p>Source: GMAC. GMAT exam data, TY2018.</p>

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