

Key Diversity Statistics

Native American and Native Hawaiian or Pacific Islander Candidates

February 2019

Population and Geography

GMAT™ examinees who identify as Native American or Native Hawaiian or Pacific Islander, totaling 624 individuals in testing year 2018 (TY2018),¹ are the smallest underrepresented population (URP)² group in the U.S. graduate management education pipeline and represent 1.1 percent of unique U.S. citizen examinees.

- Among these unique GMAT examinees, 59 percent are men and 41 percent are women.
- About 4 in 5 are 30 years old or younger (78%). About equal shares are younger than 25 (41%) and between the ages of 25 and 30 (38%).

By U.S. region, the largest percentage live in the West (33%) and Southwest (23%). Other U.S. regions with large representations include the Midwest (14%) and South (13%).

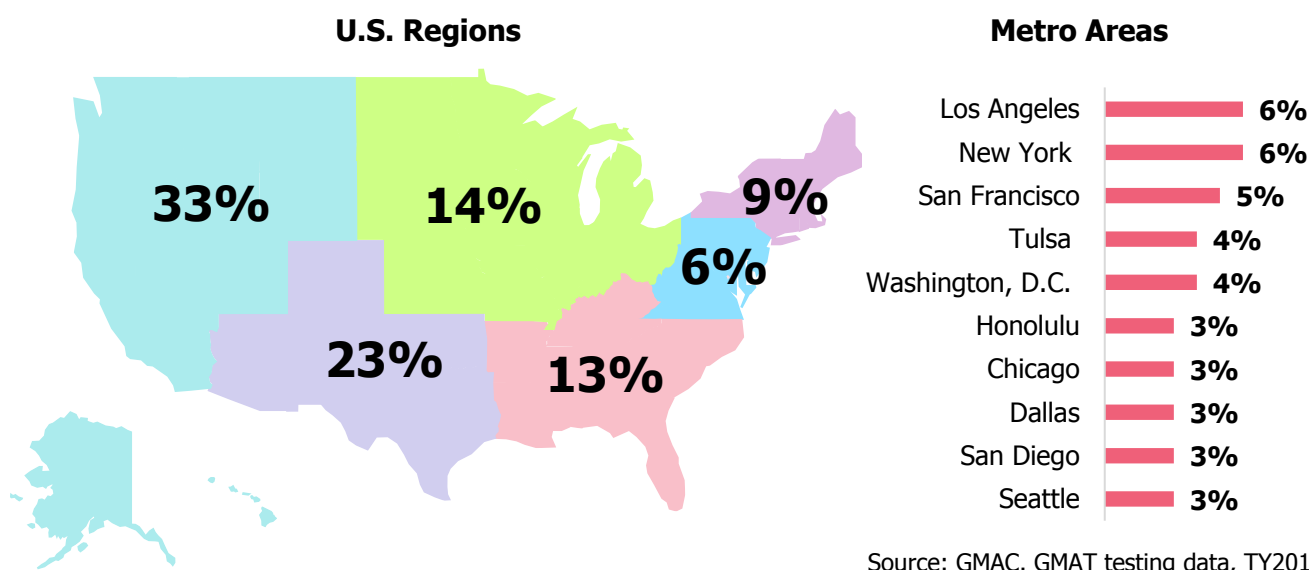
By U.S. metropolitan area, the largest market of examinees is Los Angeles (6% of the total). Other metropolitan areas with large representations include New York (6%), San Francisco (5%), Tulsa (4%), Washington, D.C. (4%), and Honolulu (3%).

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 Native American and Native Hawaiian or Pacific Islander Candidates
- Demographic Profile

Unique Native American and Native Hawaiian or Pacific Islander 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

More than 4 in 5 unique Native American and Native Hawaiian or Pacific Islander GMAT examinees have more than one year of work experience (79%). Most have either one to three years' experience (32%) or four to nine years' experience (30%). Seventeen percent have 10 or more years' experience.

- A smaller share has less than one year of work experience (21%) compared with non-URP U.S. examinees (26%).
- A larger share has 10 years or more of work experience (17%) compared with non-URP U.S. examinees (8%).

Work Experience

Work experience	Native American and Native Hawaiian or Pacific Islander GMAT examinees	Non-URP GMAT examinees
Less than 1 year	21%	26%
1 to 3 years	32%	36%
4 to 9 years	30%	29%
10 or more years	17%	8%

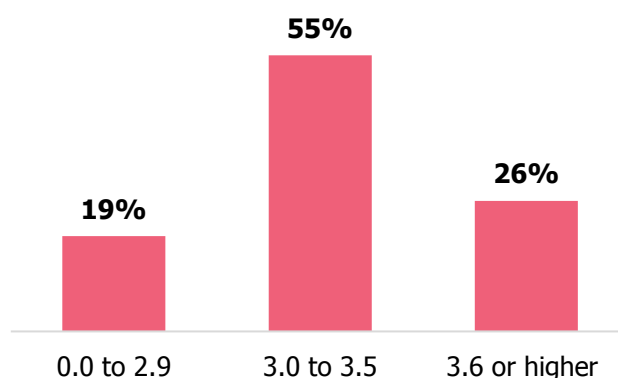
Source: GMAC. GMAT testing data, TY2018.

Educational Attainment and Business Studies

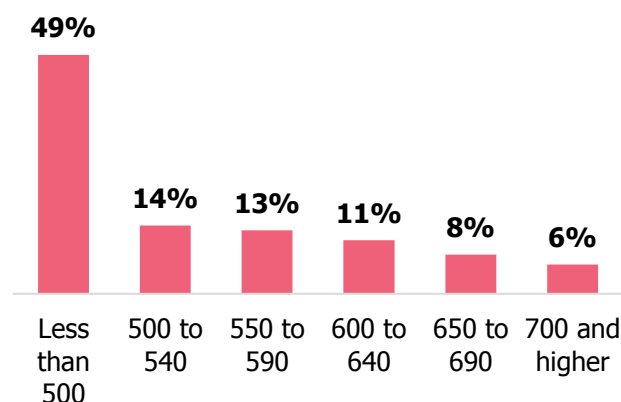
Most unique Native American and Native Hawaiian or Pacific Islander GMAT examinees were business majors as undergraduates (54%), consistent with non-URP U.S. examinees (51%).

- About 1 in 5 were social science majors (18%). Others majored in engineering (11%), science (7%), and humanities (4%).
- Among TY2018 Native American and Native Hawaiian or Pacific Islander examinees, most had already completed their undergraduate degree at their time of exam registration (63%). Some were still enrolled as undergraduates (27%), while a smaller share has taken some graduate coursework (5%) or completed a graduate-level degree (3%).
- Most report an undergraduate GPA of between 3.0 and 3.5 (55%). Twenty-six percent report a GPA above 3.6—a proportion smaller than that of non-URP U.S. examinees (36%).
- Twenty-four percent scored 600 or higher on the GMAT exam in TY2018—a smaller proportion than non-URP U.S. examinees (46%). About half achieved a total score of less than 500 (49%).
- Seventy percent 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 an Executive MBA degree (10%).
- Nearly half report that they intend to work while pursuing their degree (48%), either full-time (37%) or part-time (11%).

Undergrad GPA, Native American and Native Hawaiian or Pacific Islander Examinees



GMAT Total Score, Native American and Native Hawaiian or Pacific Islander Examinees



Source: GMAC. GMAT testing data, TY2018.

Financing Plans

Native American and Native Hawaiian or Pacific Islander 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.

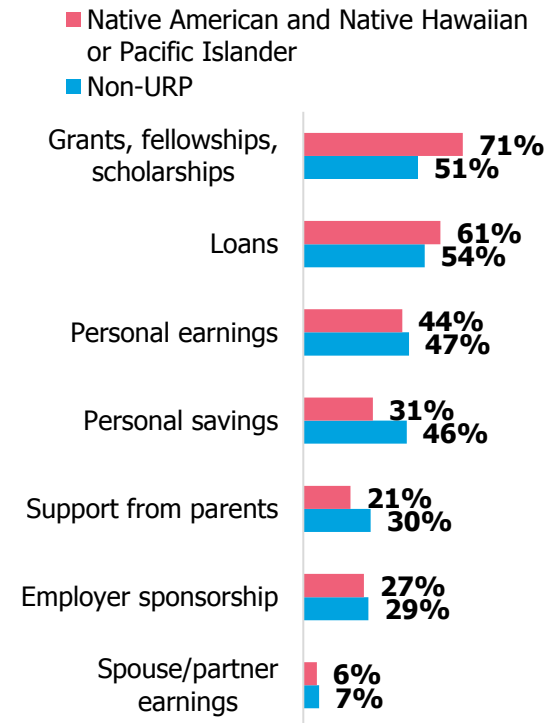
- Seventy-one percent plan to use grants, fellowships, and/or scholarships to pay for business school, compared with about half of non-URP U.S. candidates (51%).
- Sixty-one percent plan to take out student loans, a larger share than non-URP U.S. candidates (54%).
- About 1 in 3 non-URP U.S. candidates (30%) plan on receiving financial support from their parents to help pay for graduate business school, compared with 21 percent of Native American and Native Hawaiian or Pacific Islander candidates.
- Native American and Native Hawaiian or Pacific Islander candidates are less likely than non-URP U.S. candidates to plan to use personal savings (31% vs. 46%) and slightly less like to use employer sponsorship (27% vs. 29%) to finance their degree.

Connecting with Native American and Native Hawaiian or Pacific Islander Candidates

Most Native American and Native Hawaiian or Pacific Islander business school candidates follow national news, frequent online news sites, and use popular social media platforms. People in business are the most likely to influence their business school choices.

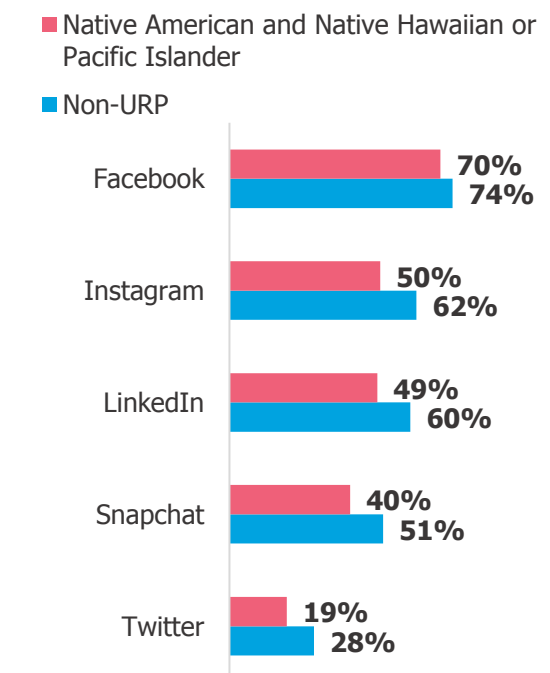
- Most say that they visit news sites online (73%). They also watch news on TV (47%), read blogs (40%), read print magazines (30%), read print newspapers (30%), and read magazines online (24%).
- Most report following national news (53%). A significant share also follows business and finance (47%), technology (46%), science and nature (41%), travel (41%), health and fitness (40%), politics (39%), and international news (37%).
- Most use Facebook (70%). About half use Instagram (50%) and LinkedIn (49%). Additional candidates use Snapchat (40%) and Twitter (19%).
- The most commonly cited influencers on Native American and Native Hawaiian or Pacific Islander candidates are people in business (43%), friends/peers (36%), college/university professors (27%), parents/guardians (26%), and spouse/significant other (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 624 unique GMAT examinees in TY2018 who self-identified as Native American or Native Hawaiian or Pacific Islander. Bold italics indicate the largest group within each data series.

GMAT Exam Testing Year 2018, Native American and Native Hawaiian or Pacific Islander, Unique GMAT Examinees	
<p>Gender</p> <ul style="list-style-type: none"> Women: 41% Men: 59% <p>Age range</p> <ul style="list-style-type: none"> Younger than 25: 41% 25–30: 38% 31–39: 15% 40 and older: 7% <p>U.S. region</p> <ul style="list-style-type: none"> Middle Atlantic: 6% Midwest: 14% Northeast: 9% South: 13% Southwest: 23% West: 33% <p>Years of work experience</p> <ul style="list-style-type: none"> Less than 1 year: 21% 1–3 years: 32% 4–9 years: 30% 10 or more years: 17% <p>Highest education level attained</p> <ul style="list-style-type: none"> Still an undergraduate: 27% Earned bachelor's degree: 63% Taken graduate courses beyond first degree: 5% Earned master's degree: 2% Earned doctorate: 1% <p>Undergraduate major category</p> <ul style="list-style-type: none"> Business and commerce: 54% Social science: 18% Science: 7% Engineering: 11% Humanities: 4% Other major: 6% 	<p>Undergraduate GPA</p> <ul style="list-style-type: none"> 2.9 or below: 19% 3.0–3.5: 55% 3.6 or above: 26% <p>Total GMAT score</p> <ul style="list-style-type: none"> Below 500: 49% 500–540: 14% 550–590: 13% 600–640: 11% 650–690: 8% 700 and above: 6% <p>Intended degree program</p> <ul style="list-style-type: none"> Master of Business Administration (MBA): 70% Executive MBA: 10% Master of Accounting: 6% Master of Finance: 4% Master in Management: 4% Doctorate in business: 3% Other degree: 3% Joint degree, MBA/law: 2% Master of Health Administration: 2% Master of Data Analytics: <1% <p>Work while pursuing degree</p> <ul style="list-style-type: none"> No response: 38% Yes, full-time: 37% No: 6% Yes, part-time: 11% Undecided: 8% <p>Source: GMAC. GMAT exam data, TY2018.</p>

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