

Key Diversity Statistics: Hispanic Americans

GMAT® Exam Testing Year 2014

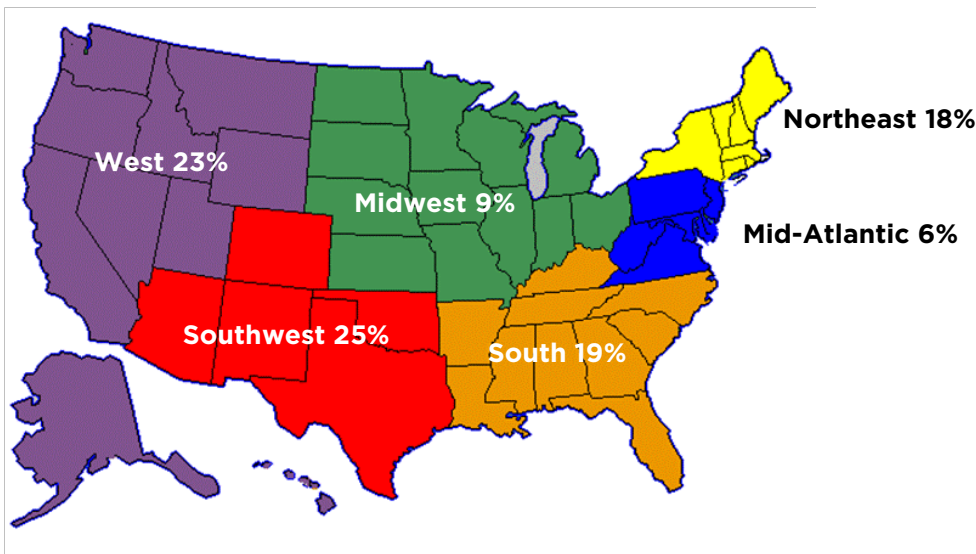
April 2015

Hispanic American Unique GMAT® Examinees

Population and Geography

Hispanic Americans, with 5,164 unique GMAT examinees in TY2014, are the second largest underrepresented US population group in the business school pipeline.¹

- Hispanic Americans account for 44 percent of unique GMAT examinees belonging to underrepresented US populations, and make up 7 percent of all unique US GMAT examinees.
- Among Hispanic American unique GMAT examinees, men outnumber women by 13.8 percent (56.9% men vs. 43.1% women in TY2014). Women account for only 37 percent of non-underrepresented unique US GMAT examinees.
- The majority (81%) of Hispanic American unique GMAT examinees are 30 years of age or younger. Within this age range, those between the ages of 25 and 30 (42%) slightly outnumber those younger than 25 (40%).
- By US region, the Southwest has the largest percentage of unique Hispanic American GMAT examinees (25%). Other US regions with large representations of Hispanic American examinees are the West (23%) and the South (19%). This regional distribution differs from that of non-underrepresented unique US GMAT examinees, for whom the Southwest accounts for only 10 percent of the total.



Hispanic Americans, Unique GMAT Examinees by US Region, TY2014

Key Statistics

Hispanic American Unique GMAT® Examinees

- Population and Geography
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- Demographic Profile

Other GMAC® Research

2015 mba.com Prospective Students Survey Interactive Data Research Tool

This interactive report, available only to GMAT using school professionals, features a wide range of data from prospective graduate business students—all filterable by race and ethnicity for US citizens. See results for underrepresented populations as a category, or filter for African American, Hispanic American, or other respondents. The report is available at

gmac.com/prospectivestudents

More resources at
gmac.com/research

¹ Data are presented by unique GMAT examinees for testing year 2014, the period from July 1, 2013, to June 30, 2014. The term *underrepresented populations* refers to racial or ethnic minorities that include the following groups of US 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

The majority (84%) of Hispanic American unique GMAT examinees have some work experience; their most frequently reported level of work experience was between one and three years (35%) in TY2014.

- Among Hispanic American unique GMAT examinees, 17 percent have no work experience (17%), a similar proportion compared with African American (16%) and Native American (14%) unique GMAT examinees. This is a smaller share, however, than the 22 percent of non-underrepresented unique US GMAT examinees who reported no work experience.
- A smaller percentage of Hispanic American unique GMAT examinees have 10 or more years of work experience (14%) compared with Native American (21%) and African American (19%) unique GMAT examinees.

Years of Work Experience Reported by Unique GMAT® Examinees, US Citizens, TY2014			
Work Experience	Hispanic Americans	Underrepresented Populations*	Non-Underrepresented Populations
Less than 1 year	16.5%	15.9%	21.8%
1-3 years	34.9%	34.2%	34.6%
4-9 years	34.3%	33.0%	31.3%
10+ years	14.3%	16.9%	12.4%
Total	100%	100%	100%

*The term *underrepresented populations* refers to racial or ethnic minorities that include the following groups of US 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.
Source: GMAC exam data, TY2014

Educational Attainment and Business Studies

Business and Commerce is the undergraduate major most frequently cited by Hispanic American unique GMAT examinees (57%), consistent with all GMAT examinees from the United States.

- The fields of Social Sciences (18%) and Science and Engineering (13%) are the second and third most frequently reported undergraduate major by Hispanic American unique GMAT examinees.
- Eighteen percent of Hispanic American unique GMAT examinees in TY2014 had not yet completed an undergraduate degree—a slightly smaller share than non-underrepresented unique US GMAT examinees (20%).
- The majority (56%) of Hispanic American unique GMAT examinees report a GPA of between 3.0 and 3.5. Twenty-two percent of Hispanic American unique GMAT examinees report a GPA of 3.6 or higher—a proportion smaller than among Native American (25%) and non-underrepresented unique US GMAT examinees (32%) but larger than African American unique GMAT examinees (13%).
- Twenty percent of Hispanic American unique GMAT examinees scored 600 or higher on the GMAT exam in TY2014—a larger share in comparison with African American unique GMAT examinees (12%), but smaller than Native American (22%) and non-underrepresented (39%) unique GMAT examinees.
- More than 2 in 3 (67%) Hispanic American unique GMAT examinees intend to pursue a Master of Business Administration (MBA) degree. This proportion is consistent with African American (69%), Native American (72%), and non-underrepresented (69%) unique US GMAT examinees.
- A slightly larger proportion of Hispanic American unique GMAT examinees intend to study full-time (59%) in comparison with non-underrepresented unique US GMAT examinees (57%). Hispanic American and non-underrepresented unique US GMAT examinees intend to pursue executive MBA program in near equal proportion (4.8% and 4.3%, respectively).

Demographic Profile

Demographic data for the 5,164 unique GMAT examinees in TY2014 who identified themselves as “Hispanic” are presented below. Examinees are not required to provide biographical and demographic information. **Bold italics** indicate the largest group within each data series.

GMAT® Exam Testing Year 2014*, Hispanic American Unique GMAT® Examinees	
<p>Gender</p> <ul style="list-style-type: none"> Women: 43.1% Men: 56.9% <p>Age range</p> <ul style="list-style-type: none"> Younger than 25: 39.6% 25–30: 41.5% 31–39: 15.0% 40 and older: 3.9% <p>US region</p> <ul style="list-style-type: none"> Middle Atlantic: 5.5% Midwest: 9.2% Northeast: 17.9% South: 18.8% Southwest: 25.4% West: 23.0% <p>Years of work experience</p> <ul style="list-style-type: none"> Less than 1 year: 16.5% 1–3 years: 34.9% 4–9 years: 34.3% 10–14 years: 8.8% 15 or more years: 5.5% <p>Highest education level attained</p> <ul style="list-style-type: none"> Still an undergraduate: 17.6% Earned bachelor's degree: 71.9% Taken graduate courses beyond first degree: 6.2% Earned master's degree: 3.7% Earned doctorate: 0.6% <p>Undergraduate major category</p> <ul style="list-style-type: none"> Business and commerce: 57.3% Social science: 17.7% Science and Engineering: 12.8% Humanities: 5.9% Other major: 6.2% 	<p>Undergraduate GPA</p> <ul style="list-style-type: none"> 2.9 or below: 22.6% 3.0–3.5: 55.7% 3.6 or above: 21.6% <p>Total GMAT score</p> <ul style="list-style-type: none"> Below 500: 54.9% 500–540: 13.0% 550–590: 11.9% 600–640: 9.0% 650–690: 5.9% 700 and above: 5.4% <p>Intended degree program</p> <ul style="list-style-type: none"> Master of Business Administration (MBA): 67.1% Master in Business (MS/MA): 5.8% Master of Accountancy: 13.5% Executive MBA: 2.5% Master in Health Care Administration: 1.0% Master of Public Administration: 0.3% Joint degree, MBA/engineering: 0.5% Joint degree, MBA/law: 1.5% Other joint degree: 1.2% Doctorate in business: 1.3% Other degree: 1.7% Undecided: 1.7% <p>Intended study pace</p> <ul style="list-style-type: none"> Full-time: 59.1% Part-time: 25.4% Executive MBA: 4.8% Undecided: 10.7% <p>*Testing year 2014 refers to the period July 1, 2013 to June 30, 2014. Note: Categories may not sum to 100 percent due to rounding. Source: GMAT exam data, TY2014</p>

Contact Information

For more information about GMAT examinees and related diversity statistics, contact **Camille Coppock**, Director, Marketing, Americas Department at ccoppock@gmac.com. For questions or comments on data or methodology, please contact the Research Department at research@gmac.com.

Related Resources

See other GMAC Data-to-Go reports showing Key Diversity Statistics for African Americans, Native Americans, and Underrepresented Populations combined, available at gmac.com/datatogo.

The mba.com Prospective Students Survey shines a spotlight on the next generation of graduate students—their needs, motivations, behaviors, program choices, and intended career outcomes. The 2015 report includes data from nearly 12,000 individuals who registered on mba.com between October 2013 and September 2014. More information can be found at gmac.com/prospectivestudents.

Additional Recruiting Resources

Diversify your candidate pool using insights from webinars, blogs and other resources available at gmac.com/diversity.

Looking for more students? The **Graduate Management Admission Search Service (GMASS®)** database can help you find the best talent to recruit for your programs. As a GMAT score recipient, you have access to the GMASS global database of prospective candidates interested in graduate management education—nearly 400,000 candidates who are waiting to hear from you.

The benefits of using GMASS:

- Target your audience: Use more than 30 criteria to narrow your search and tailor messages for the best response rate.
- Get the most up-to-date contacts: The global GMASS database is updated daily.
- Find the best candidates anytime, anywhere with our easy-to-use web-based application.
- Save time: Receive automatic results daily, weekly, or monthly, and save your best searches.
- Recruit early: Target GMAT pre-test candidates early in their decision-making process.
- Save money: GMASS is a cost-effective way to build multichannel marketing programs.

To get more information, or to start a GMASS subscription, please contact Paula McKay at pmckay@gmac.com or visit gmac.com/gmass.

GMAC Global Office Locations

GMAC Hong Kong

P: +1 852 2851 0020
apac@gmac.com

GMAC India

P: +91 124 4945270
apac@gmac.com

GMAC London

P: +44 (0) 20 3008 7933
emea@gmac.com

GMAC USA

P: +1-703-668-9600
customercare@gmac.com

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