

Key Diversity Statistics: US Underrepresented Populations

GMAT® Exam Testing Year 2014

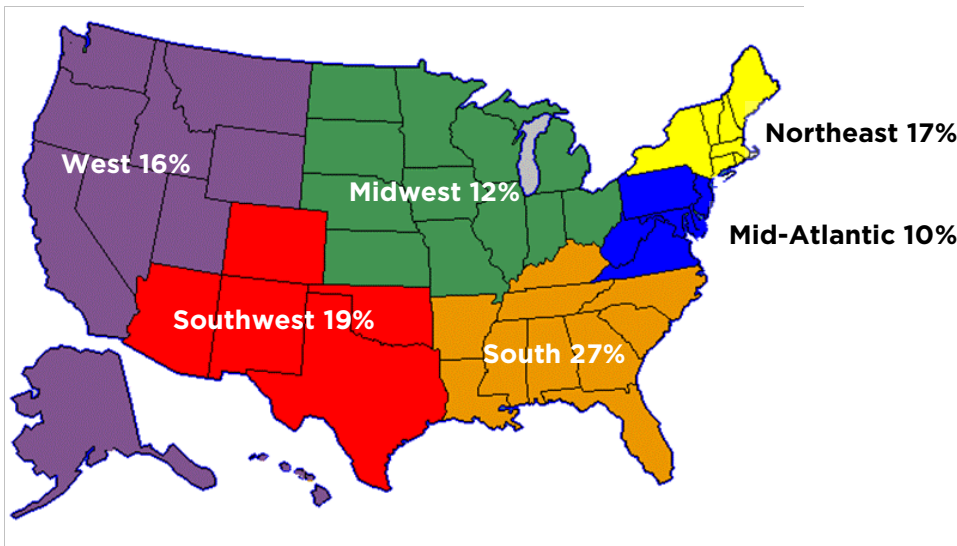
April 2015

Underrepresented Populations, Unique GMAT® Examinees

Population and Geography

Underrepresented populations (URPs), with 11,834 unique GMAT examinees in TY2014, account for 15.9 percent of the US graduate management education pipeline.¹

- Among unique URP GMAT examinees, men outnumber women by 6.2 percent (53.1% men vs. 46.9% women in TY2014). Women account for only 37 percent of non-underrepresented unique US GMAT examinees.
- The majority (77%) of unique URP GMAT examinees are 30 years of age or younger. Within this age range, those between the ages of 25 and 30 (39.3%) slightly outnumber those younger than 25 (37.9%).
- By US region, the South has the largest percentage of unique URP GMAT examinees (27%). Other US regions with large representations of URP examinees are the Southwest (19%) and Northeast (17%). This regional distribution differs from that of non-underrepresented unique US GMAT examinees, for whom the South is only the fourth largest region (19%).



US Underrepresented Populations, Unique GMAT Examinees by US Region, TY2014

Key Statistics

Underrepresented Populations, Unique GMAT® Examinees

- Population and Geography
- Work Experience
- Educational Attainment and Business Studies
- 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 searchable 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

¹Data 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 unique URP GMAT examinees have some work experience; the most frequently reported level of work experience was between one and three years (34%) in TY2014.

- A smaller share of unique URP GMAT examinees have no work experience (16%), in comparison with non-underrepresented unique US GMAT examinees (22%).
- Conversely, a larger share of unique URP GMAT examinees have 10 years or more of work experience (17%) compared with non-underrepresented unique US GMAT examinees (12%).

Years of Work Experience Reported by Unique GMAT® Examinees, US Citizens, TY2014		
Work Experience	Underrepresented Populations*	Non-Underrepresented Populations
Less than 1 year	15.9%	21.8%
1-3 years	34.2%	34.6%
4-9 years	33.0%	31.3%
10+ years	16.9%	12.4%
Total	100%	100%
<p>*The term <i>underrepresented populations</i> 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</p>		

Educational Attainment and Business Studies

Business and Commerce is the undergraduate major most frequently cited by unique URP GMAT examinees (58%), consistent with all GMAT examinees from the United States.

- The fields of Social Sciences (17%) and Science and Engineering (13%) are the second and third most frequently reported undergraduate majors by unique URP GMAT examinees.
- Fifteen percent of unique URP GMAT examinees in TY2014 had not yet completed an undergraduate degree—a slightly smaller proportion than non-underrepresented unique US GMAT examinees (20%).
- The majority (53%) of unique URP GMAT examinees report a GPA of between 3.0 and 3.5. Seventeen percent of unique URP GMAT examinees report a GPA above 3.6—a proportion smaller than that of non-underrepresented unique US GMAT examinees (32%).
- Sixteen percent of unique URP GMAT examinees scored 600 or higher on the GMAT exam in TY2014—a smaller proportion than non-underrepresented unique US GMAT examinees (39%).
- More than 2 in 3 (68%) unique URP GMAT examinees intend to pursue an Master of Business Administration (MBA) degree, a proportion consistent with non-underrepresented unique US GMAT examinees (69%).
- A slightly larger proportion of unique URP GMAT examinees intend to study full-time (61%) compared with non-underrepresented unique US GMAT examinees (57%). Both groups of unique GMAT examinees intend to pursue executive MBA programs in equal proportions (4% each).

Demographic Profiles

Demographic data for the 11,834 unique GMAT examinees in TY2014 who identified themselves as a part of an underrepresented population 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*, Underrepresented Populations, Unique GMAT® Examinees	
<p>Gender</p> <ul style="list-style-type: none"> Women: 46.9% Men: 53.1% <p>Age range</p> <ul style="list-style-type: none"> Younger than 25: 37.9% 25-30: 39.3% 31-39: 16.8% 40 and older: 5.9% <p>US region</p> <ul style="list-style-type: none"> Middle Atlantic: 9.6% Midwest: 12.1% Northeast: 17.1% South: 26.9% Southwest: 18.6% West: 15.6% <p>Years of work experience</p> <ul style="list-style-type: none"> Less than 1 year: 15.9% 1-3 years: 34.2% 4-9 years: 33.0% 10-14 years: 9.1% 15 or more years: 7.9% <p>Highest education level attained</p> <ul style="list-style-type: none"> Still an undergraduate: 15.3% Earned bachelor's degree: 71.3% Taken graduate courses beyond first degree: 7.7% Earned master's degree: 5.0% Earned doctorate: 0.7% <p>Undergraduate major category</p> <ul style="list-style-type: none"> Business and commerce: 58.1% Social science: 17.0% Science and engineering: 12.8% Humanities: 5.6% Other major: 6.4% 	<p>Undergraduate GPA</p> <ul style="list-style-type: none"> 2.9 or below: 29.6% 3.0-3.5: 53.1% 3.6 or above: 17.3% <p>Total GMAT score</p> <ul style="list-style-type: none"> Below 500: 62.3% 500-540: 11.6% 550-590: 10.0% 600-640: 7.6% 650-690: 4.9% 700 and above: 3.6% <p>Intended degree program</p> <ul style="list-style-type: none"> Master of Business Administration (MBA): 68.4% Master in Business (MS/MA): 5.8% Master of Accountancy: 11.2% Executive MBA: 2.4% Master in Health Care Administration: 1.2% Master of Public Administration: 0.4% Joint degree, MBA/engineering: 0.5% Joint degree, MBA/law: 1.8% Other joint degree: 1.4% Doctorate in business: 1.9% Other degree: 1.8% Undecided: 1.5% <p>Intended study pace</p> <ul style="list-style-type: none"> Full-time: 61.3% Part-time: 24.5% Executive MBA: 4.4% Undecided: 9.8% <p><small>*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</small></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 Hispanic Americans, African Americans, and Native Americans, 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.

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