

## Key Diversity Statistics: African Americans

GMAT® Exam Testing Year 2014

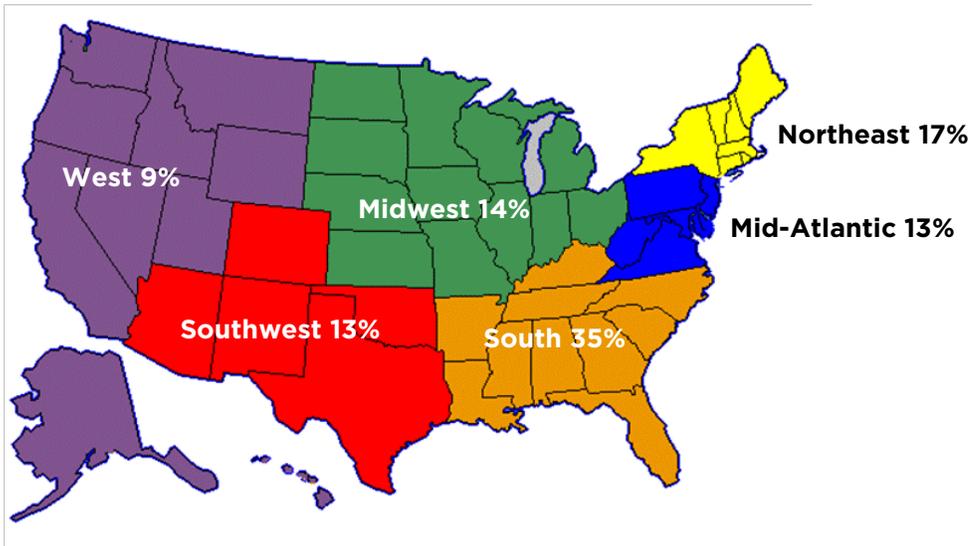
April 2015

### African American Unique GMAT® Examinees

#### Population and Geography

**African Americans, with 6,153 unique GMAT examinees in TY2014, are the largest underrepresented US population group in the business school pipeline.<sup>1</sup>**

- African Americans account for 52 percent of unique GMAT examinees belonging to underrepresented US populations, and make up 8.3 percent of all unique US GMAT examinees.
- African Americans are the only underrepresented US population group in which women have greater representation than men among unique GMAT examinees: Women outnumber men by 0.6 percent (50.3% women vs. 49.7% men in TY2014). Women account for only 37 percent of non-underrepresented unique US GMAT examinees.
- The majority (75%) of African American unique GMAT examinees are 30 years of age or younger. Within this age range, those between the ages of 25 and 30 (37.7%) slightly outnumber those younger than 25 (37.0%).
- By US region, the South has the largest percentage of unique African American GMAT examinees (35%). Other US regions with large representations of African American examinees are the Northeast (17%) and the Midwest (14%). This regional distribution differs from that of non-underrepresented unique US GMAT examinees, for whom the South accounts for only 19 percent of the total.



#### African Americans, Unique GMAT Examinees by US Region, TY2014

#### Key Statistics

##### African American 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](http://gmac.com/prospectivestudents)

More resources at [gmac.com/research](http://gmac.com/research)

<sup>1</sup> 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 (85%) of unique African American GMAT examinees have some work experience; and the most frequently reported level of work experience was between one and three years (34%) in TY2014.**

- African American unique GMAT examinees have a similar proportion with no work experience (16%) in comparison with Hispanic American (17%) and Native American (14%) unique GMAT examinees. This is a smaller share, however, than the 22 percent of non-underrepresented unique US GMAT examinees that reported no work experience.
- In contrast, a larger share of African American unique GMAT examinees have 10 years or more of work experience (19%) compared with non-underrepresented unique US GMAT examinees (12%).

Years of Work Experience Reported by Unique GMAT® Examinees, US Citizens, TY2014			
Work Experience	African Americans	Underrepresented Populations*	Non-Underrepresented Populations
Less than 1 year	15.5%	15.9%	21.8%
1-3 years	33.7%	34.2%	34.6%
4-9 years	31.9%	33.0%	31.3%
10+ years	18.8%	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 African American unique GMAT examinees (59%), consistent among all GMAT examinees from the United States.**

- The fields of Social Sciences (16%) and Science and Engineering (13%) are the second and third most-reported undergraduate majors by African American unique GMAT examinees.
- Thirteen percent of African American unique GMAT examinees in TY2014 had not yet completed an undergraduate degree—a smaller proportion than Native American (17%), Hispanic American (18%), and non-underrepresented (20%) unique US GMAT examinees.
- The majority (51%) of African American unique GMAT examinees report a GPA of between 3.0 and 3.5. Thirteen percent of African American unique GMAT examinees report a GPA of 3.6 or higher—a share smaller than among Hispanic American (22%), Native American (25%), and non-underrepresented (32%) unique US GMAT examinees.
- Twelve percent of African American unique US GMAT examinees scored 600 or higher on the GMAT exam in TY2014. This is notably lower than the percentage of Hispanic American (20%), Native American (22%), and non-underrepresented (39%) unique US GMAT examinees that scored 600 or higher.
- More than 2 in 3 (69%) African American unique GMAT examinees intend to pursue a Master of Business Administration (MBA) degree. This proportion is consistent with Hispanic American (67%), Native American (72%), and non-underrepresented (69%) unique US GMAT examinees.
- A larger proportion of African American unique GMAT examinees intend to study full-time (64%) compared with Native American (54%), Hispanic American (59%), and non-underrepresented (57%) unique US GMAT examinees.

## Demographic Profiles

Demographic data for the 6,153 unique GMAT examinees in TY2014 who identified themselves as “African American” 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*, African American Unique GMAT® Examinees	
<p><b>Gender</b></p> <ul style="list-style-type: none"> <li>• <b><i>Women: 50.3%</i></b></li> <li>• Men: 49.7%</li> </ul> <p><b>Age range</b></p> <ul style="list-style-type: none"> <li>• Younger than 25: 37.0%</li> <li>• <b><i>25–30: 37.7%</i></b></li> <li>• 31–39: 17.8%</li> <li>• 40 and older: 7.5%</li> </ul> <p><b>US region</b></p> <ul style="list-style-type: none"> <li>• Middle Atlantic: 13.2%</li> <li>• Midwest: 14.2%</li> <li>• Northeast: 16.9%</li> <li>• <b><i>South: 34.6%</i></b></li> <li>• Southwest: 12.6%</li> <li>• West: 8.5%</li> </ul> <p><b>Years of work experience</b></p> <ul style="list-style-type: none"> <li>• Less than 1 year: 15.5%</li> <li>• <b><i>1–3 years: 33.7%</i></b></li> <li>• 4–9 years: 31.9%</li> <li>• 10–14 years: 9.1%</li> <li>• 15 or more years: 9.7%</li> </ul> <p><b>Highest education level attained</b></p> <ul style="list-style-type: none"> <li>• Still an undergraduate: 13.2%</li> <li>• <b><i>Earned bachelor's degree: 70.9%</i></b></li> <li>• Taken graduate courses beyond first degree: 8.9%</li> <li>• Earned master's degree: 6.2%</li> <li>• Earned doctorate: 0.8%</li> </ul> <p><b>Undergraduate major category</b></p> <ul style="list-style-type: none"> <li>• <b><i>Business and commerce: 58.7%</i></b></li> <li>• Social science: 16.4%</li> <li>• Science and Engineering: 12.7%</li> <li>• Humanities: 5.3%</li> <li>• Other major: 6.9%</li> </ul>	<p><b>Undergraduate GPA</b></p> <ul style="list-style-type: none"> <li>• 2.9 or below: 35.9%</li> <li>• <b><i>3.0–3.5: 51.1%</i></b></li> <li>• 3.6 or above: 13.0%</li> </ul> <p><b>Total GMAT score</b></p> <ul style="list-style-type: none"> <li>• <b><i>Below 500: 69.5%</i></b></li> <li>• 500–540: 10.2%</li> <li>• 550–590: 8.2%</li> <li>• 600–640: 6.2%</li> <li>• 650–690: 4.0%</li> <li>• 700 and above: 2.0%</li> </ul> <p><b>Intended degree program</b></p> <ul style="list-style-type: none"> <li>• <b><i>Master of Business Administration (MBA): 69.2%</i></b></li> <li>• Master in Business (MS/MA): 6.0%</li> <li>• Master of Accountancy: 9.4%</li> <li>• Executive MBA: 2.2%</li> <li>• Master in Health Care Administration: 1.4%</li> <li>• Master of Public Administration: 0.4%</li> <li>• Joint degree, MBA/engineering: 0.5%</li> <li>• Joint degree, MBA/law: 1.9%</li> <li>• Other joint degree: 1.5%</li> <li>• Doctorate in business: 2.5%</li> <li>• Other degree: 2.0%</li> <li>• Undecided: 1.3%</li> </ul> <p><b>Intended study pace</b></p> <ul style="list-style-type: none"> <li>• <b><i>Full-time: 63.8%</i></b></li> <li>• Part-time: 23.5%</li> <li>• Executive MBA: 3.8%</li> <li>• Undecided: 8.9%</li> </ul> <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](mailto:ccoppock@gmac.com). For questions or comments on data or methodology, please contact the Research Department at [research@gmac.com](mailto:research@gmac.com).

## Related Resources

See other GMAC Data-to-Go reports showing Key Diversity Statistics for Hispanic Americans, Native Americans, and Underrepresented Populations combined, available at [gmac.com/datatogo](http://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](http://gmac.com/prospectivestudents).

## Additional Recruiting Resources

Diversify your candidate pool using insights from webinars, blogs and other resources available at [gmac.com/diversity](http://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](mailto:pmckay@gmac.com) or visit [gmac.com/gmass](http://gmac.com/gmass).

## GMAC Global Office Locations

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### GMAC Hong Kong

P: +1 852 2851 0020  
[apac@gmac.com](mailto:apac@gmac.com)

### GMAC India

P: +91 124 4945270  
[apac@gmac.com](mailto:apac@gmac.com)

### GMAC London

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

### GMAC USA

P: +1-703-668-9600  
[customer-care@gmac.com](mailto:customer-care@gmac.com)

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