

Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management

Office of Enrollment & Marketing Research

Employers plan to hire an average of 18% more MBA's this year than in 2005, according to the latest GMAC® Corporate Recruiters Survey. And while the number of GMAT® tests taken declined in the U.S. from 2001 to 2004, recent trends suggest that this may be changing.

When we look specifically at the numbers by ethnicity, these recent declines have been largely due to a 2% decline in the number of Caucasian testers. As a result, Caucasian testers accounted for 69% of all U.S. testers in 2004/05 compared to 71% in 1997/98.

And although the number of African American testers was down 4%, the numbers of Asian and Hispanic testers were up by 7% and 5% respectively.

In 2004/05, the numbers of testers were still above the figures for 1997/98, with Asian and Hispanic numbers up 69% and 72% respectively, and the number of African American testers up 42%.

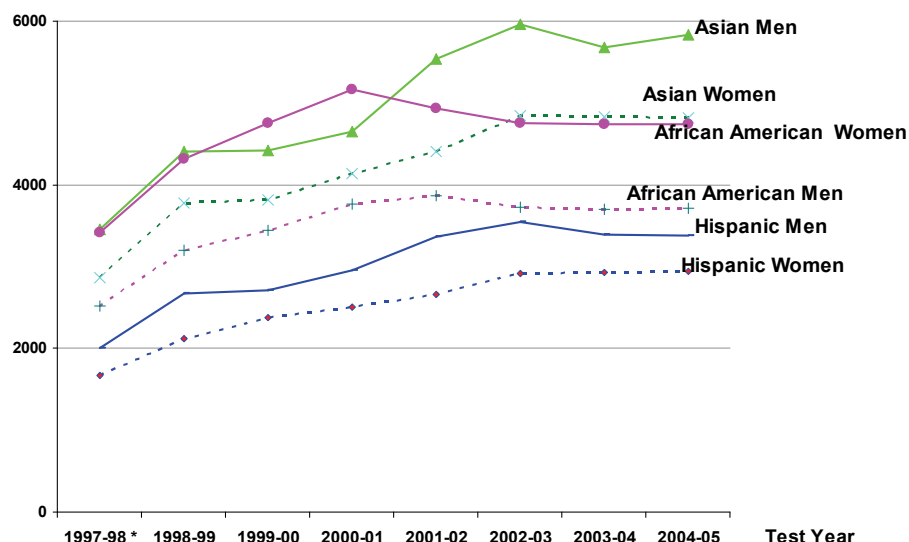
What are the reasons minority students give for attending graduate business school? On average, the top reason for Asian students related to skills acquisition, for African American students it was marketability, and for Hispanic students it was personal satisfaction and achievement. For Caucasian students, it was financial stability. These 4 reasons were in the top 5 for all student groups.

Source: www.GMAC.com, Research Report RR-05-04.

Trends for GMAT Test Takers



U.S. GMAT Test Takers by Ethnicity & Gender



Source: www.gmac.com *In 1997-98 test format changed to online from paper. Represents GMAT testing year October-June.



National Trends: What leads to Minority Enrollment in B-School?

Table 1: Reasons to Enter a Graduate Management Program, by U.S. Subgroup (Mean)*

How true are the following reasons for entering a graduate management program for you? It will... (3=true, -3=false)	Asian American (n = 106)	Black (n = 149)	White (N=938)	Hispanic N=85
Allow me to remain marketable (competitive)*	2.38	2.56 - TOP	2.25	2.35
Give me a sense of personal satisfaction and achievement*	2.37	2.53	2.21	2.46 - TOP
Improve my long-term income and financial stability	2.34	2.46	2.32 - TOP	2.35
Develop my management knowledge and technical skills*	2.40 TOP	2.38	2.15	2.21
Be an exciting challenge*	2.07	2.07	1.81	2.25
Prepare me to get a good job in the business world*	1.88	1.88	1.64	2.00
Provide the specific skills I need to do my job and get ahead*	1.75	1.88	1.58	1.84
Provide the right connections for getting a good job*	1.90	1.76	1.45	1.91
Prepare me to start or manage my own business*	1.20	1.56	.41	.61
Increase my short-term earning power*	1.28	1.38	.86	1.31
Allow me to change current occupation*	1.51	1.35	.76	1.24
Allow me to switch industries*	1.53	1.12	.68	1.15
Be looked at favorably by people important to me*	1.27	.66	.89	1.05
To gain valuable experience before re-entering the job market*	1.30	.43	-.09	.64
Allow me to build on a non-business undergraduate degree*	.93	.39	0.00	.05
Prepare me to seek international employment*	.78	.07	-.44	.36

*X² = 0.000; df = 4, 133; Scale: (+3) True to (-3) False

Source: www.GMAC.com research report RR-05-04