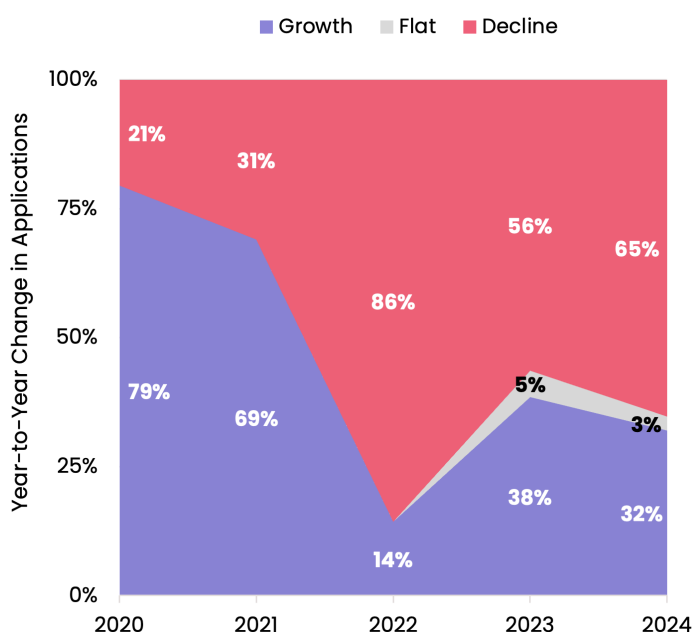


Regional profile

Canada Overall

For the third year in a row, the majority of Canadian programs reported declines in applications.

Relative Year-to-Year Change in Applications to Canadian Programs, 2020-2024



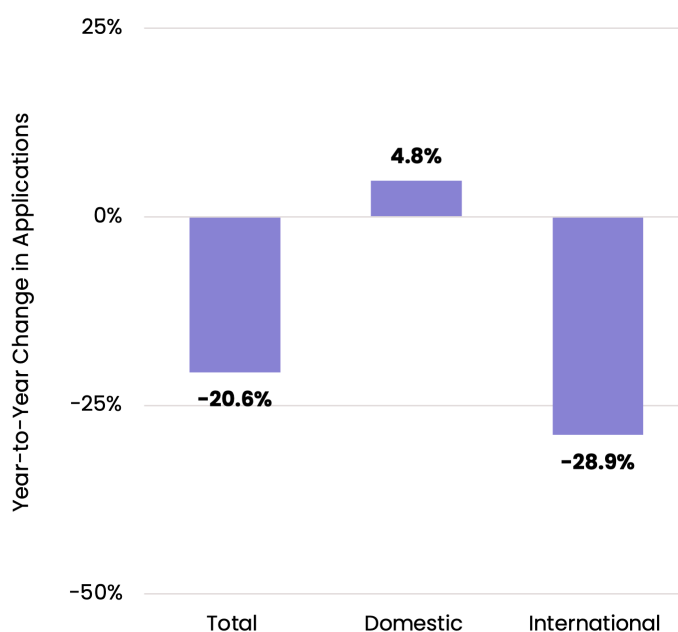
Summary statistics (2023 n=39, 2024 n=75)

	2023	2024
Median total applications	133	146
Median applications per seat	3	4
Median acceptance rate	54	41
Median class size	52	41
Mean percentage female applicants	44%	36%

Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.

Total applications to Canadian programs dropped more than 20 points, driven by pronounced declines in international applications.

Absolute Year-to-Year Change in Applications to Canadian Programs, 2024



Relative year-to-year change in applications

	Growth	Flat	Decline
Total	32%	3%	65%
Domestic	47%	16%	37%
International	23%	10%	67%
Women	27%	14%	59%

Canada MBA

Summary statistics (2023 n=24, 2024 n=34)

	2023	2024
Median total applications	136	172
Median applications per seat	2.5	3
Median acceptance rate	55.5	60
Median class size	55	50
Mean percentage female applicants	40%	38%

Relative year-to-year change in applications

	Growth	Flat	Decline
Total	29%	0%	71%
Domestic	50%	9%	41%
International	24%	0%	76%
Women	18%	9%	73%

Note: Caution is warranted when drawing conclusions from samples where the total is less than 30.



Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.

