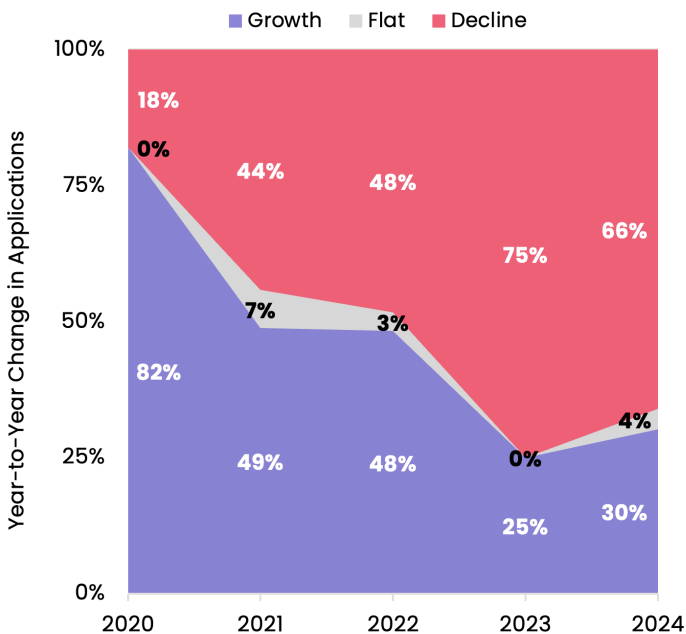


Regional profile

United Kingdom Overall

Two-thirds of U.K. programs reported declines in applications in 2024, which is a smaller share than last year.

Relative Year-to-Year Change in Applications to U.K Programs, 2020-2024

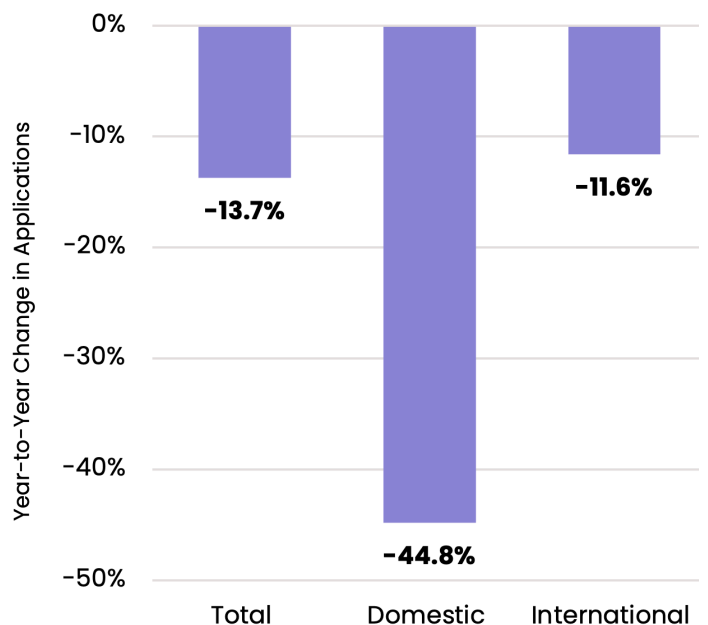


Summary statistics (2023 n=32, 2024 n=53)

	2023	2024
Median total applications	743	566
Median applications per seat	7	7
Median acceptance rate	26	30
Median class size	90	68
Mean percentage female applicants	42%	49%

Total applications dropped in the United Kingdom with pronounced declines in applications from domestic candidates.

Absolute Year-to-Year Change in Applications to U.K. Programs, 2024



Relative year-to-year change in applications

	Growth	Flat	Decline
Total	30%	4%	66%
Domestic	28%	36%	36%
International	30%	28%	42%
Women	26%	30%	43%

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.

United Kingdom Business Master's

Summary statistics (2023 n=16, 2024 n=31)

	2023	2024
Median total applications	1226	755
Median applications per seat	12	10
Median acceptance rate	15	25
Median class size	89	65
Mean percentage female applicants	47%	56%

Relative year-to-year change in applications

	Growth	Flat	Decline
Total	23%	6%	71%
Domestic	29%	39%	32%
International	26%	35%	39%
Women	16%	35%	48%

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.

