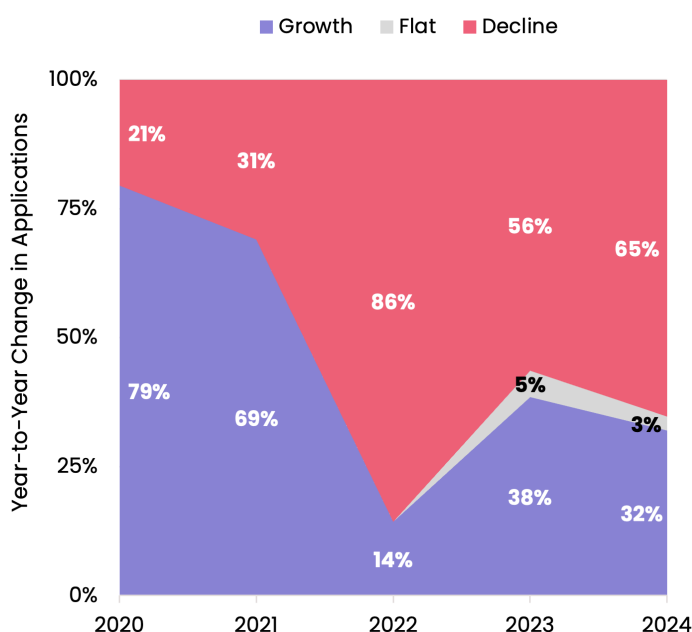


Regional profile

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

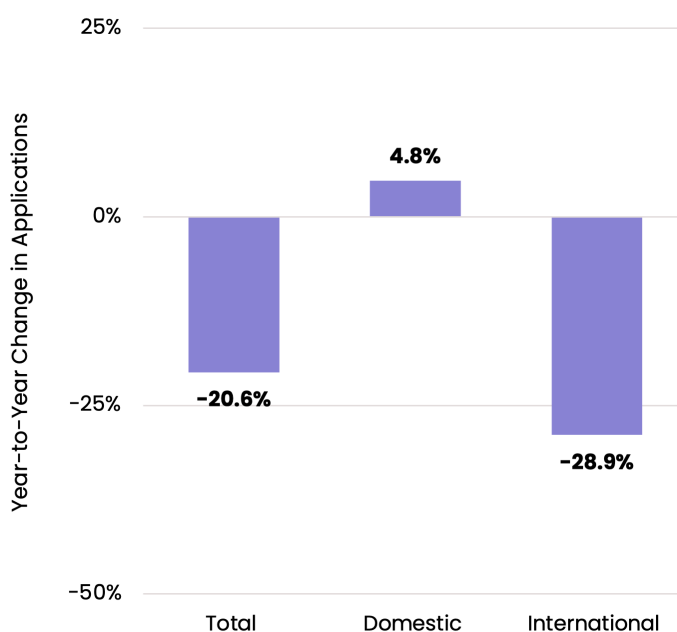


Summary statistics (2023 n=39, 2024 n=75)

	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%

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%

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.

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.

