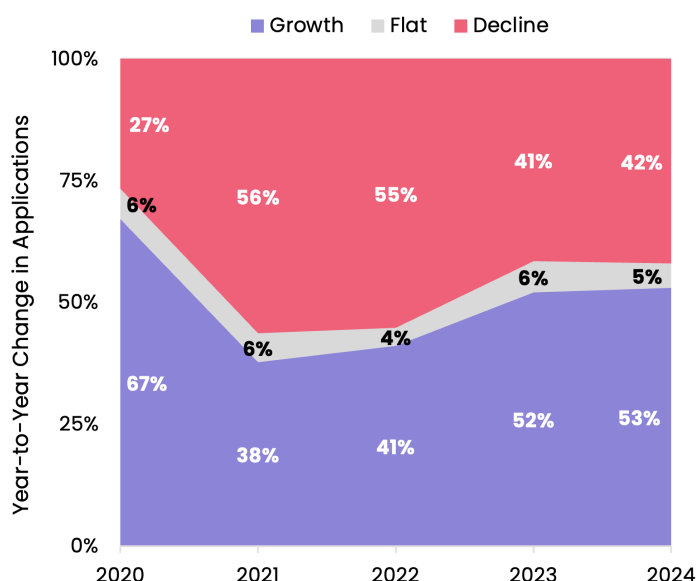


Regional profile

United States Overall

More than half of U.S. programs reported application growth for the second year in a row.

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



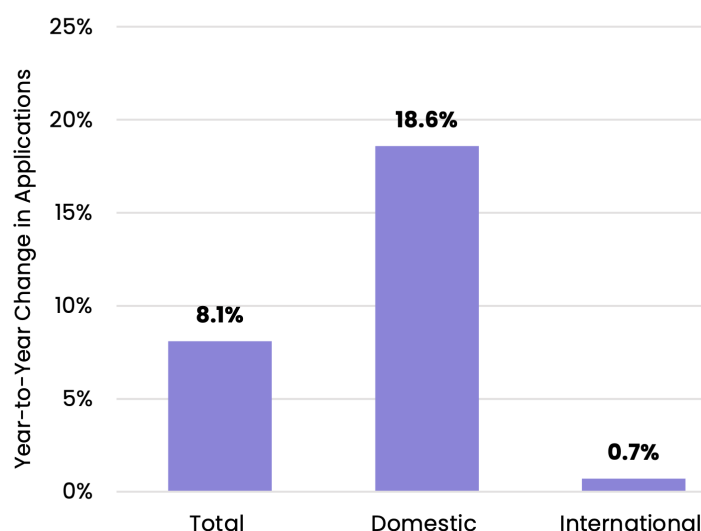
Summary statistics (2023 n=617, 2024 n=693)

	2023	2024
Median total applications	110	108
Median applications per seat	3	3
Median acceptance rate	73%	71%
Median class size	40	36
Mean percentage female applicants	40%	40%
Mean percentage military applicants	6%	7%
Mean percentage first-generation applicants	19%	22%

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 application growth to U.S. GME programs was driven by a sharp increase in applications from domestic candidates.

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



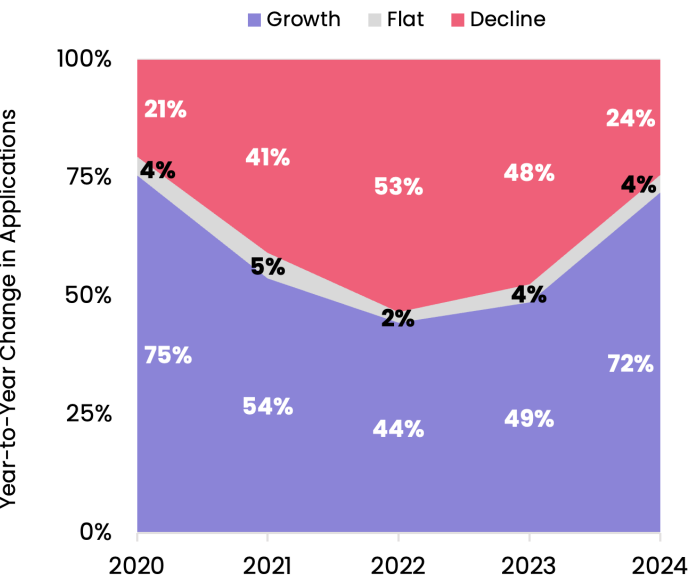
Relative year-to-year change in applications

	Growth	Flat	Decline
Total	53%	5%	42%
Domestic	55%	10%	35%
International	42%	14%	44%
Women	52%	8%	41%
Underrepresented population enrollment 2023	40%	33%	27%

United States Full-Time Two-Year MBA

Nearly as many full-time two-year MBA programs in the United States reported growth in 2024 as 2020’s pandemic-related peak.

Relative Year-to-Year Change in Applications to U.S. Full-Time Two-Year MBA Programs, 2020–2024



Summary statistics (2023 n=80, 2024 n=82)

	2023	2024
Median total applications	341	443
Median applications per seat	6	7
Median acceptance rate	40%	35%
Median class size	65	72
Mean percentage female applicants	37%	35%
Mean percentage military applicants	8%	10%
Mean percentage first-generation applicants	16%	20%



Relative year-to-year change in applications

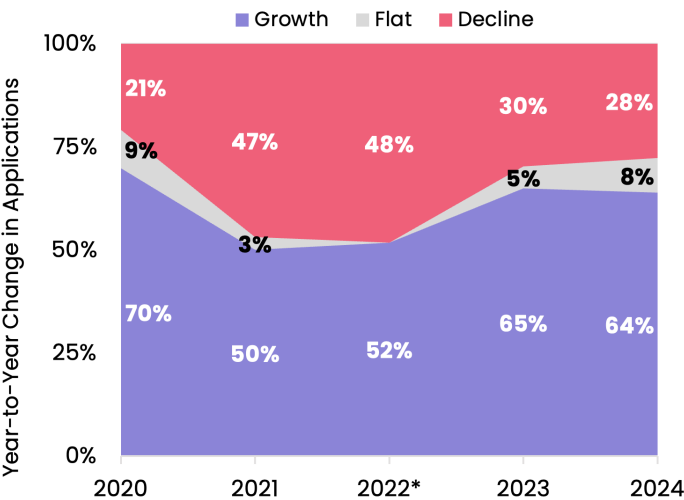
	Growth	Flat	Decline
Total	72%	4%	24%
Domestic	66%	4%	30%
International	65%	5%	30%
Women	66%	5%	29%
Underrepresented population enrollment 2023	42%	17%	41%

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 States Full-Time One-Year MBA

Roughly two-thirds of U.S. full-time one-year MBA programs reported growth in applications for the second year in a row.

Relative Year-to-Year Change in Applications to U.S. Full-Time One-Year MBA Programs, 2020-2024



Note: In 2022, there were 29 responses from U.S. full-time one-year MBA programs, and caution is warranted when drawing conclusions from samples where the total is less than 30.

Summary statistics (2023 n=37, 2024 n=36)

	2023	2024
Median total applications	139	134
Median applications per seat	4	3
Median acceptance rate	53%	55%
Median class size	45	40
Mean percentage female applicants	39%	36%
Mean percentage military applicants	5%	4%
Mean percentage first-generation applicants	12%	15%

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.



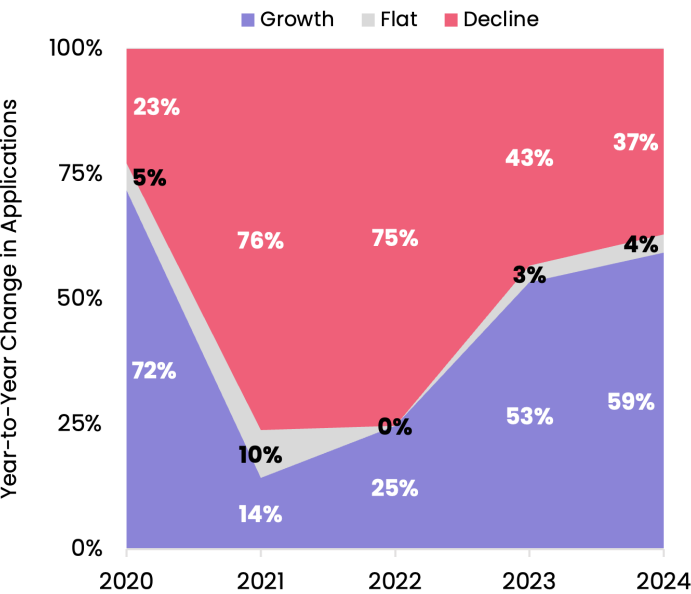
Relative year-to-year change in applications

	Growth	Flat	Decline
Total	64%	8%	28%
Domestic	50%	9%	41%
International	56%	15%	29%
Women	61%	12%	27%
Underrepresented population enrollment 2023	36%	14%	50%

United States Part-Time MBA

Despite global challenges for the part-time MBA, more than half of U.S. part-time MBA programs reported growth in applications.

Relative Year-to-Year Change in Applications to U.S. Part-Time MBA Programs, 2020-2024



Summary statistics (2023 n=61, 2024 n=81)

	2023	2024
Median total applications	90	124
Median applications per seat	2	2
Median acceptance rate	83%	82%
Median class size	50	62
Mean percentage female applicants	40%	38%
Mean percentage military applicants	7%	10%
Mean percentage first-generation applicants	22%	23%

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.



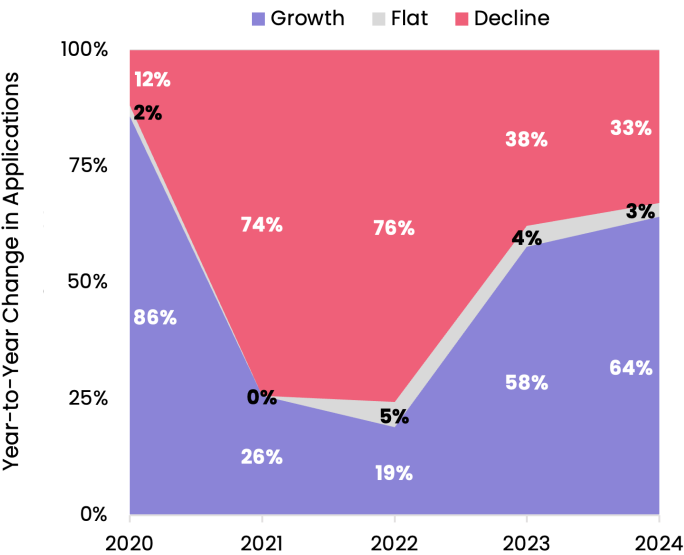
Relative year-to-year change in applications

	Growth	Flat	Decline
Total	59%	4%	37%
Domestic	52%	9%	39%
International	42%	18%	40%
Women	57%	8%	35%
Underrepresented population enrollment 2023	54%	17%	29%

United States Online MBA

More than half of U.S. online MBA programs reported application growth for the second year in a row—a sharp reversal of their application declines in the years following the pandemic

Relative Year-to-Year Change in Applications to U.S. Online MBA Programs, 2020–2024



Summary statistics (2023 n=49, 2024 n=67)

	2023	2024
Median total applications	141	142
Median applications per seat	2	2
Median acceptance rate	80%	77%
Median class size	65	75
Mean percentage female applicants	42%	41%
Mean percentage military applicants	9%	11%
Mean percentage first-generation applicants	17%	26%

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.



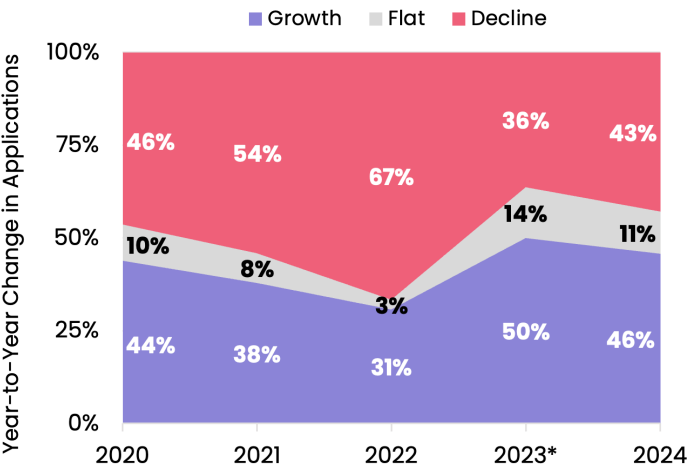
Relative year-to-year change in applications

	Growth	Flat	Decline
Total	64%	3%	33%
Domestic	61%	6%	33%
International	45%	23%	32%
Women	59%	6%	35%
Underrepresented population enrollment 2023	37%	30%	33%

United States Executive MBA

U.S. executive MBA programs did not fare as well as last year, though more of these programs reported application growth than declines.

Relative Year-to-Year Change in Applications to U.S. Executive MBA Programs, 2020-2024



Note: In 2023, there were 22 responses from U.S. executive MBA programs, and caution is warranted when drawing conclusions from samples where the total is less than 30.

Summary statistics (2023 n=22, 2024 n=35)

	2023	2024
Median total applications	51	43
Median applications per seat	2	2
Median acceptance rate	84%	85%
Median class size	30	25
Mean percentage female applicants	31%	38%
Mean percentage military applicants	15%	18%
Mean percentage first-generation applicants	19%	31%

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.



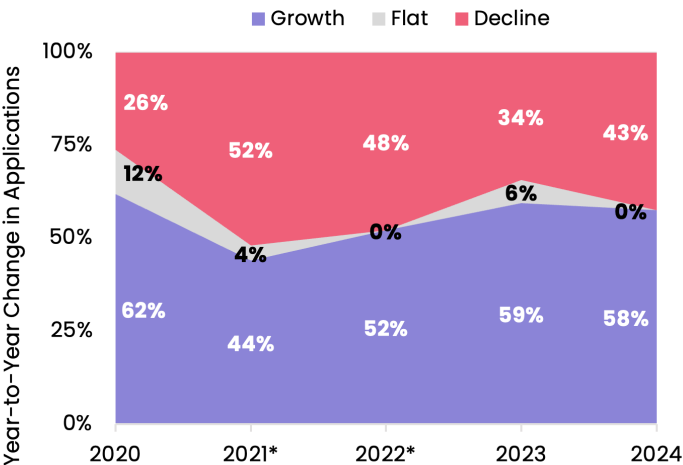
Relative year-to-year change in applications

	Growth	Flat	Decline
Total	46%	11%	43%
Domestic	50%	12%	38%
International	38%	21%	41%
Women	62%	9%	29%
Underrepresented population enrollment 2023	43%	23%	33%

United States Flexible MBA

With the exception of a small post-pandemic dip in growth, most U.S. flex MBA programs have reported increases in applications for the past five years.

Relative Year-to-Year Change in Applications to U.S. Flex MBA Programs, 2020-2024



Note: In 2021, there were 25 responses from U.S. flex MBA programs and in 2022 there were 23 responses. Caution is warranted when drawing conclusions from samples where the total is less than 30.

Summary statistics (2023 n=32, 2024 n=40)

	2023	2024
Median total applications	136	117
Median applications per seat	2	2
Median acceptance rate	81%	80%
Median class size	50	60
Mean percentage female applicants	41%	43%
Mean percentage military applicants	9%	12%
Mean percentage first-generation applicants	13%	32%

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.



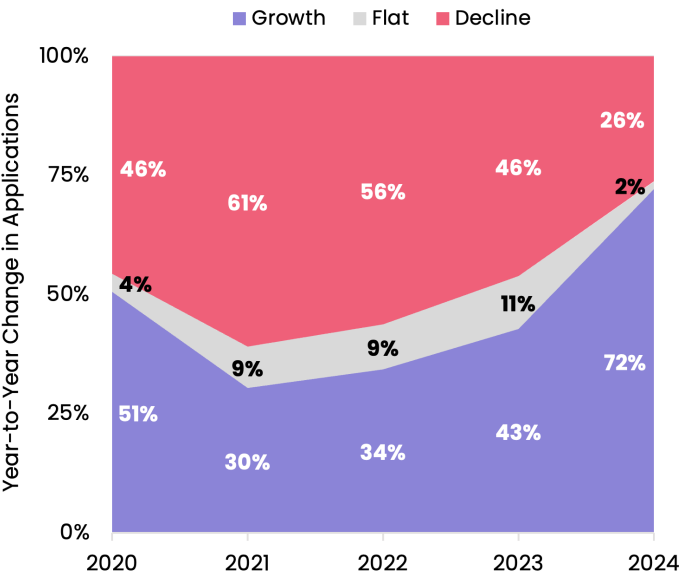
Relative year-to-year change in applications

	Growth	Flat	Decline
Total	58%	0%	43%
Domestic	56%	3%	42%
International	42%	17%	42%
Women	68%	9%	24%
Underrepresented population enrollment 2023	37%	20%	43%

United States Master of Accounting

With nearly three-quarters of U.S. Master of Accounting programs reporting growth, 2024 represents a five-year peak in applications.

Relative Year-to-Year Change in Applications to U.S. Master of Accounting Programs, 2020-2024



Summary statistics (2023 n=63, 2024 n=61)

	2023	2024
Median total applications	75	97
Median applications per seat	2	2
Median acceptance rate	76%	69%
Median class size	30	34
Mean percentage female applicants	50%	46%
Mean percentage military applicants	2%	2%
Mean percentage first-generation applicants	19%	22%

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.



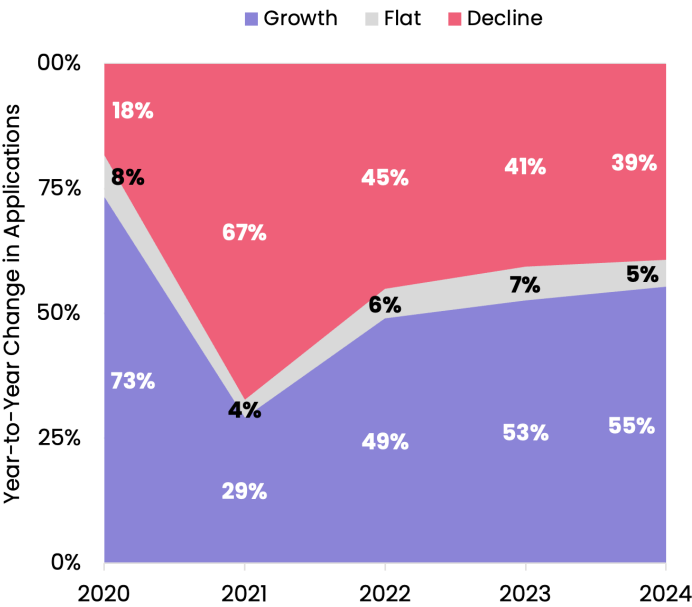
Relative year-to-year change in applications

	Growth	Flat	Decline
Total	72%	2%	26%
Domestic	53%	8%	38%
International	55%	13%	32%
Women	67%	9%	24%
Underrepresented population enrollment 2023	50%	38%	13%

United States Master of Finance

The majority of U.S. Master of Finance programs reported application growth for the second year in a row.

Relative Year-to-Year Change in Applications to U.S. Master of Finance Programs, 2020-2024



Summary statistics (2023 n=60, 2024 n=56)

	2023	2024
Median total applications	151	150
Median applications per seat	5	5
Median acceptance rate	71%	70%
Median class size	35	33
Mean percentage female applicants	37%	32%
Mean percentage military applicants	3%	2%
Mean percentage first-generation applicants	20%	18%



Relative year-to-year change in applications

	Growth	Flat	Decline
Total	55%	5%	39%
Domestic	64%	11%	25%
International	45%	7%	48%
Women	40%	6%	55%
Underrepresented population enrollment 2023	48%	38%	14%

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 States Master of Business Analytics

Summary statistics (2023 n=53, 2024 n=62)

	2023	2024
Median total applications	250	175
Median applications per seat	4	4
Median acceptance rate	70%	74%
Median class size	54	52
Mean percentage female applicants	43%	44%
Mean percentage military applicants	2%	6%
Mean percentage first-generation applicants	17%	24%

Relative year-to-year change in applications

	Growth	Flat	Decline
Total	29%	2%	69%
Domestic	64%	13%	23%
International	15%	13%	72%
Women	34%	5%	61%
Underrepresented population enrollment 2023	38%	40%	22%

Note: The Application Trends Survey first started asking about the Master of Business Analytics in 2023



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.

Appendix

Additional U.S. Degree Information

Too few of the following programs in the United States reported information to draw conclusions about the broader population. These results are most attributable to the specific programs that shared their application trends.

U.S. Master in Management

Summary statistics (2024 n=28)

	2024
Median total applications	139
Median applications per seat	4
Median acceptance rate	71%
Median class size	34
Mean percentage female applicants	47%
Mean percentage military applicants	3%
Mean percentage first-generation applicants	14%

Relative year-to-year change in applications

	Growth	Flat	Decline
Total	52%	4%	43%
Domestic	62%	0%	38%
International	43%	10%	48%
Women	57%	0%	43%

U.S. Master of IT or Systems

Summary statistics (2024 n=27)

	2024
Median total applications	130
Median applications per seat	4
Median acceptance rate	55%
Median class size	33
Mean percentage female applicants	38%
Mean percentage military applicants	2%
Mean percentage first-generation applicants	18%

Relative year-to-year change in applications

	Growth	Flat	Decline
Total	24%	0%	76%
Domestic	54%	4%	42%
International	21%	8%	71%
Women	30%	13%	57%

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.

U.S. PhD/Doctorate

Summary statistics (2024 n=27)

	2024
Median total applications	66
Median applications per seat	17
Median acceptance rate	11%
Median class size	4
Mean percentage female applicants	44%
Mean percentage military applicants	1%
Mean percentage first-generation applicants	17%

Relative year-to-year change in applications

	Growth	Flat	Decline
Total	37%	7%	56%
Domestic	41%	19%	41%
International	44%	7%	48%
Women	41%	15%	44%

U.S. Master of Supply Chain

Summary statistics (2024 n=25)

	2024
Median total applications	69
Median applications per seat	3
Median acceptance rate	70%
Median class size	18
Mean percentage female applicants	35%
Mean percentage military applicants	10%
Mean percentage first-generation applicants	25%

Relative year-to-year change in applications

	Growth	Flat	Decline
Total	39%	9%	52%
Domestic	39%	22%	39%
International	39%	4%	57%
Women	43%	5%	52%

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.

U.S. Master of Marketing

Summary statistics (2024 n=21)

	2024
Median total applications	91
Median applications per seat	4
Median acceptance rate	69%
Median class size	18
Mean percentage female applicants	67%
Mean percentage military applicants	1%
Mean percentage first-generation applicants	18%

Relative year-to-year change in applications

	Growth	Flat	Decline
Total	25%	5%	70%
Domestic	35%	20%	45%
International	25%	5%	70%
Women	21%	11%	68%

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.



