

### Global: Graduate Management Programs Experience a Surge in Applications



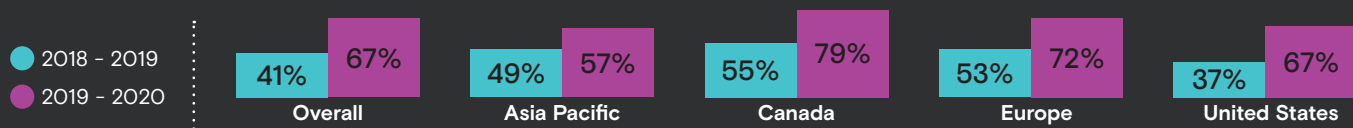
Overall, applications are up by 2.4 percent on weighted absolute basis for 731 programs worldwide responding to both 2019 and 2020 surveys.



Overall, 67 percent of 1,042 programs worldwide responding to the 2020 survey report an relative increase in application volumes.

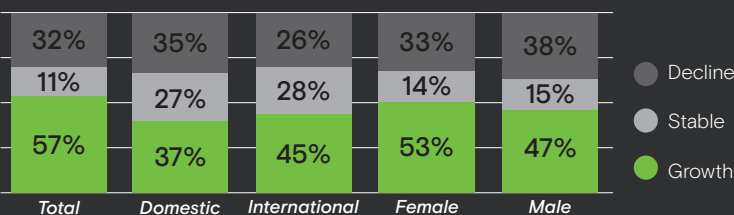
### Global: Increase in Proportion of Programs Reporting Growth

Percentage of Programs Reporting Growth in Applications: Relative Change in Total Applications by Region



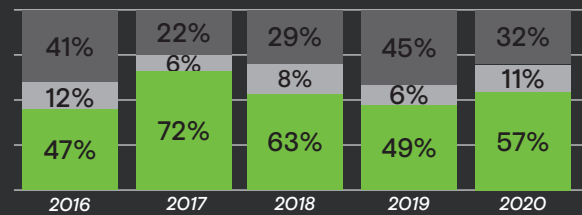
### Asia Pacific: Relative Year-on-Year Change in Total Applications

All Program Types by Demographics (2020)



More than half of programs in Asia Pacific report growth in applications from women candidates in 2020.

All Program Types by Year, 2016-2020



Proportion of programs in Asia Pacific reporting growth in applications is higher in 2020 as compared to 2019.

### Asia Pacific: Impact of COVID-19 on B-Schools

Q. How has COVID-19 impacted the following areas of your program?

#### Recruitment

- 58% increased budget for online initiatives
- 49% reduced travel budget

#### Admissions

- 50% conducted online interviews
- 43% extended application deadlines

#### Program

- 75% offered online start with in-person transition
- 39% delayed the program start date