

Global: Graduate Management Programs Experience a Surge in Applications



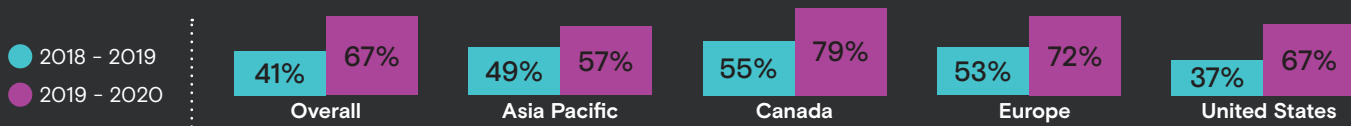
Overall, applications are up by 2.4 percent on weighted absolute basis for 731 programs worldwide responding to both 2019 and 2020 surveys.



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

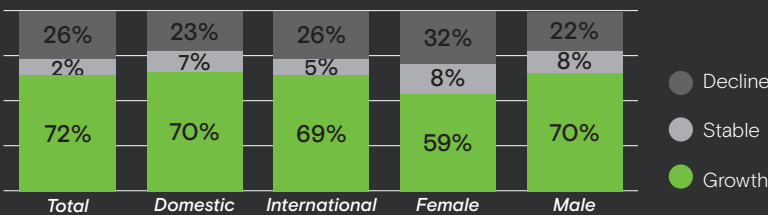
Global: Increase in Proportion of Programs Reporting Growth

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



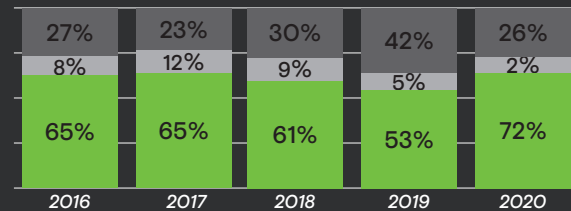
Europe: Relative Year-on-Year Change in Total Applications

All Program Types by Demographics (2020)



Nearly 70 percent of European programs report growth in applications from domestic and international candidates.

All Program Types by Year, 2016-2020



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

Europe: Impact of COVID-19 on B-Schools

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

Recruitment

- 59% increased marketing/recruitment activities
- 57% reduced travel budget

Admissions

- 53% extended deposit deadlines
- 51% allowed students to defer entry

Program

- 64% offered online start with in-person transition
- 26% delayed the program start date