

HIGHER EDUCATION: IN-PERSON OR ONLINE?

29-country Ipsos survey for The World Economic Forum

November 2020

For more information, go to <https://www.ipsos.com/en/global-views-person-vs-online-education>

GAME CHANGERS



HOW WILL HIGHER EDUCATION BE CONDUCTED IN FIVE YEARS?

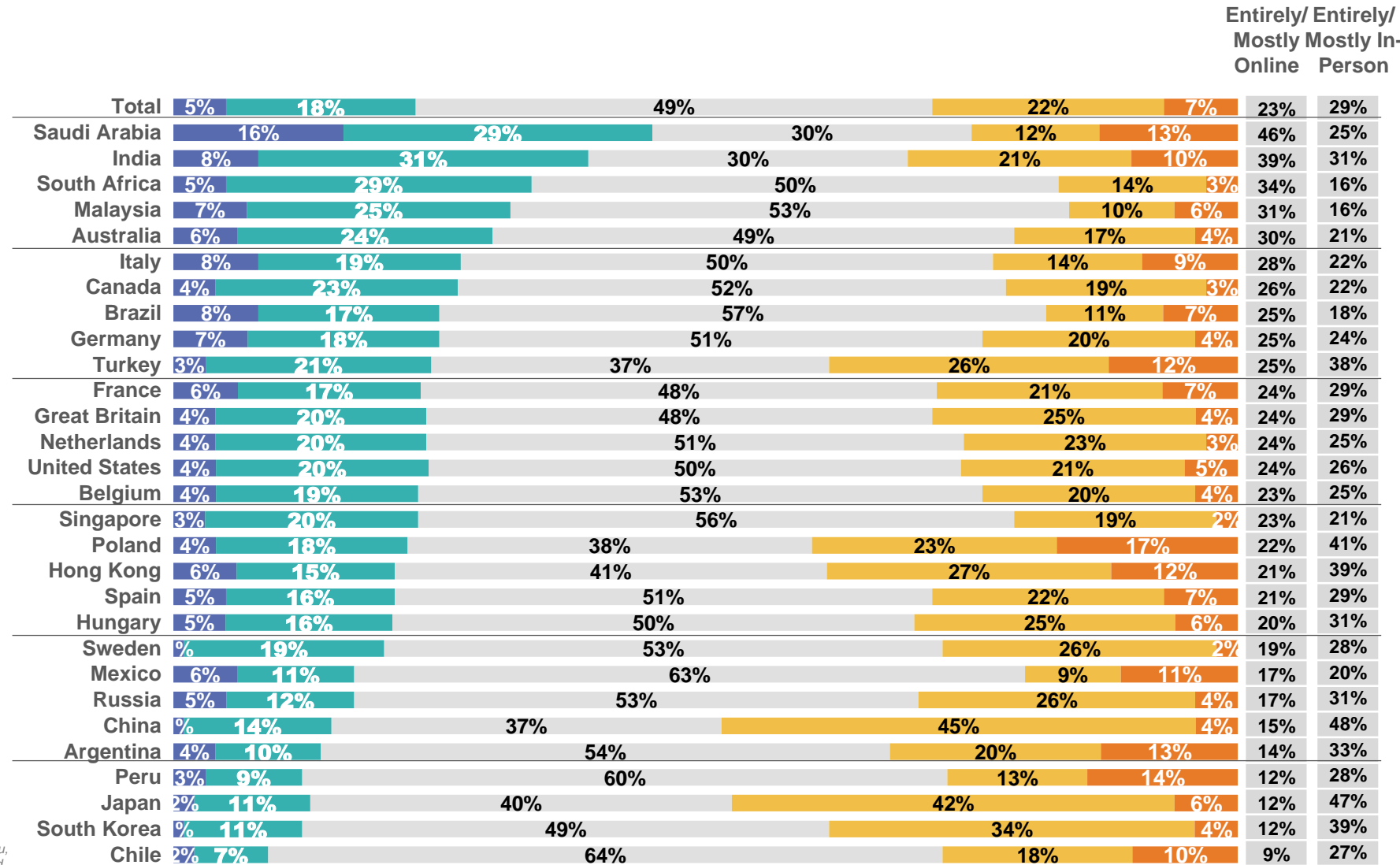
Q. In five years from now, how do you think higher education will be conducted in [COUNTRY]?

One-quarter of adults globally (23%) believe that in five years, higher education in their country will be conducted entirely or mostly online; another half (49%) think it will be conducted about as much online as in-person.

In Saudi Arabia, India, South Africa, Malaysia, and Australia, at least three in ten adults think higher education will be held only or mostly online; only about one in ten in Chile, South Korea, Japan, and Peru have the same view.

Globally, only 29% think higher education will be dispensed only or mostly in-person, but nearly half of adults surveyed in China in Japan think it will still be the case, compared to only about one in six adults in Malaysia, Australia, and Brazil.

Base: 21,507 online adults aged 16-74 across 29 countries
 * Online samples in Brazil, Chile, mainland China, Hong Kong, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population

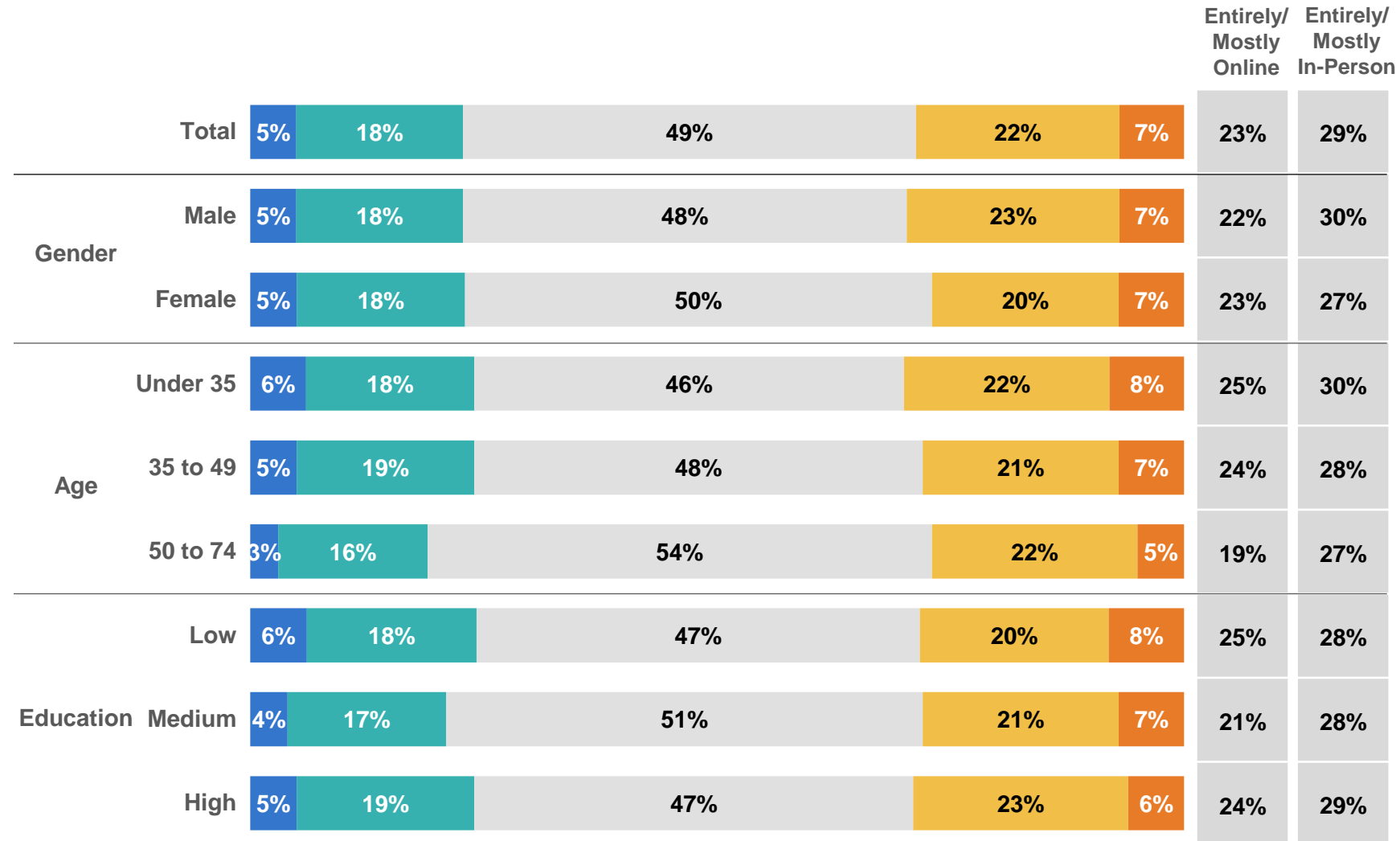


HOW WILL HIGHER EDUCATION BE CONDUCTED IN FIVE YEARS?

Q. In five years from now, how do you think higher education will be conducted in [COUNTRY]?

Globally, opinions about the way higher education will be conducted in the future vary somewhat by age: those aged 50-74 are less likely than their younger counterparts to think it will be held entirely or mostly online.

At a global level, views do not vary much by gender or by level of education.



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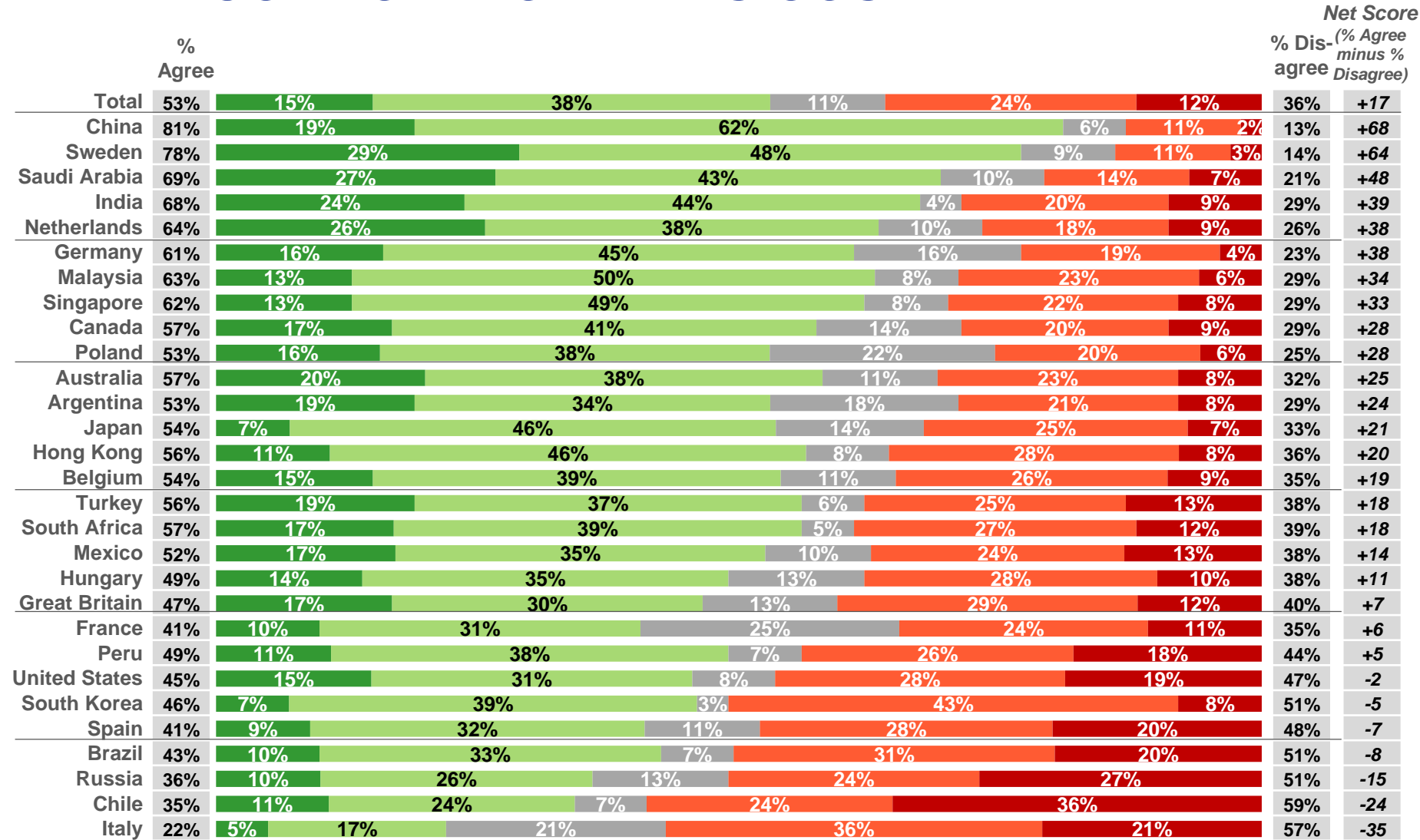
IS IN-PERSON HIGHER EDUCATION WORTH ITS COST?

Q. How much do you agree or disagree that in-person higher education in [COUNTRY] is worth its cost?

On average, across the 29 countries, just over half (53%) agree that in-person higher education is worth its cost versus about one third (36%) who disagree.

Agreement is highest in China (81%), Sweden (78%), Saudi Arabia (69%), India (68%), the Netherlands (64%), Malaysia (63%), Singapore (62%), and Germany (61%).

In contrast, in Chile (59%), Italy (57%), Russia (51%), Brazil (51%), and South Korea (51%), more than half of adults surveyed think in-person higher education is not worth its cost. Spain (48%) and the United States (47%) come close.



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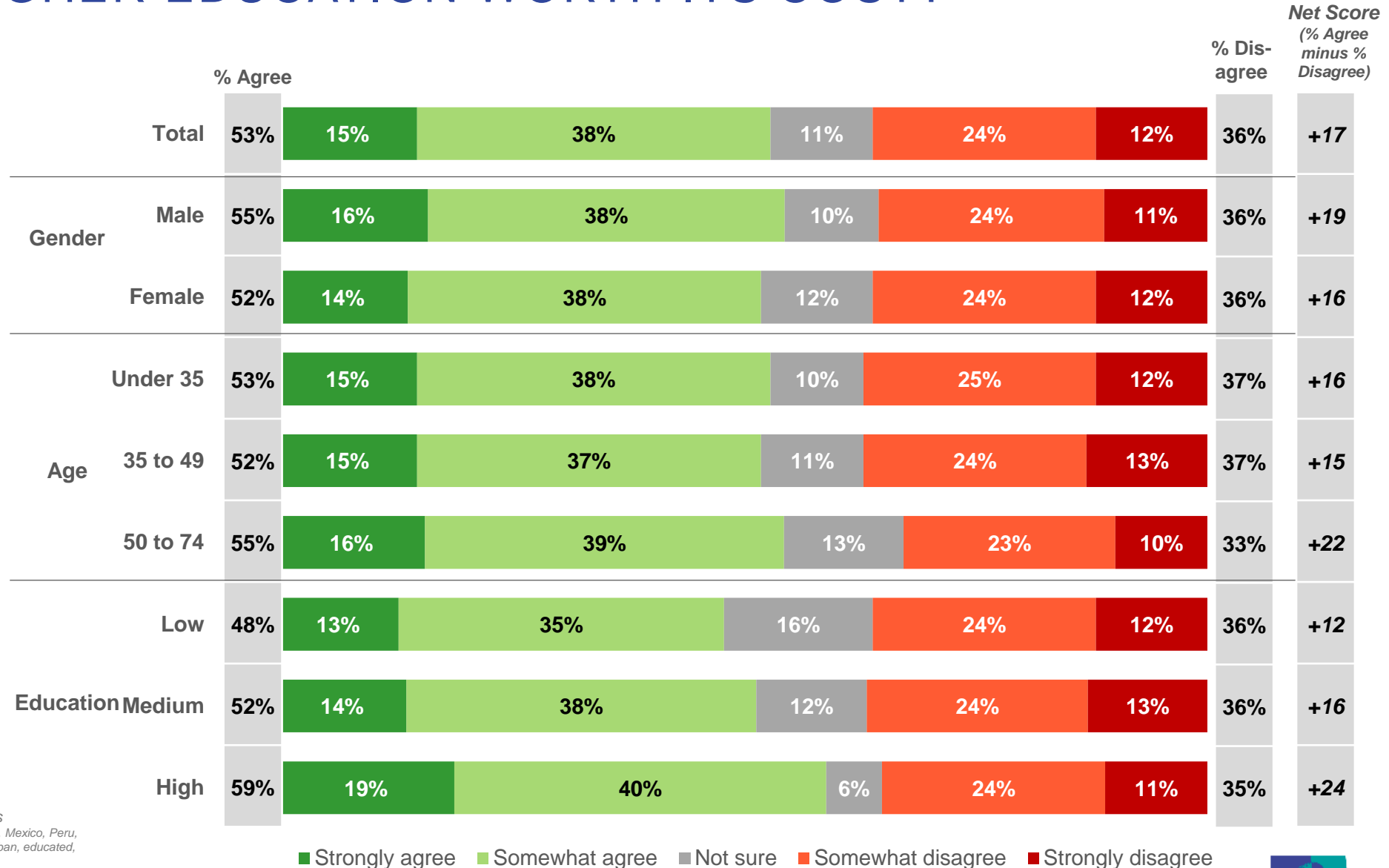
■ Strongly agree ■ Somewhat agree ■ Not sure ■ Somewhat disagree ■ Strongly disagree



IS IN-PERSON HIGHER EDUCATION WORTH ITS COST?

Q. How much do you agree or disagree that in-person higher education in [COUNTRY] is worth its cost?

Globally, men, adults aged 50-74 (55%) and, most of all, those with a university degree (59%) are especially likely to agree that in-person higher education in their country is worth the cost.



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METHODOLOGY

- These are the results of a 29-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 21,507 adults aged 21-74 in Singapore, 18-74 in United States, Canada, Hong Kong, Malaysia, South Africa, and Turkey, and 16-74 in 23 other markets between October 23 and November 6, 2020.
- The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Colombia, Hong Kong, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, and Turkey.
- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of their general adult population under the age of 75.
- The samples in Brazil, Chile, mainland China, Hong Kong, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.
- The data is weighted so that each country’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.
- Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- The publication of these findings abides by local rules and regulations.

ABOUT IPSOS

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.

