



## PRESS RELEASE

### Higher education is widely expected to move online

Survey for the World Economic Forum finds divergent views about the cost of in-person higher education among 29 countries

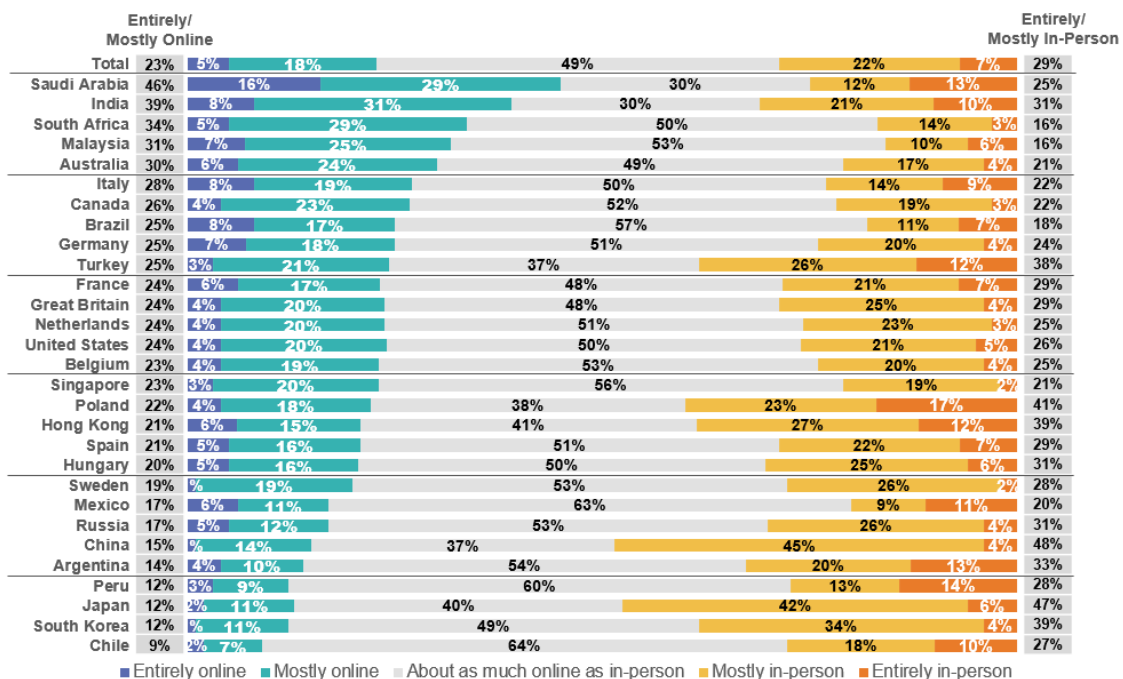
**New York, NY, November 25, 2020** — A new global Ipsos survey for the World Economic Forum finds seven in ten adults globally (72%) thinking that, five years from now, higher education in their country will be conducted online at least as much as in person. Only 28% think it will be delivered only or mostly in-person although more agree than disagree that in-person higher education is worth its cost (53% vs. 36%).

The survey was conducted by Ipsos on its Global Advisor platform among more than 27,500 online adults under the age of 75 in many of the 29 countries and territories, October 23-November 6, 2020, as the coronavirus resurged.

#### One in four expect higher education to be administered only or mostly online

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.

### HOW WILL HIGHER EDUCATION BE CONDUCTED IN FIVE YEARS?





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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.

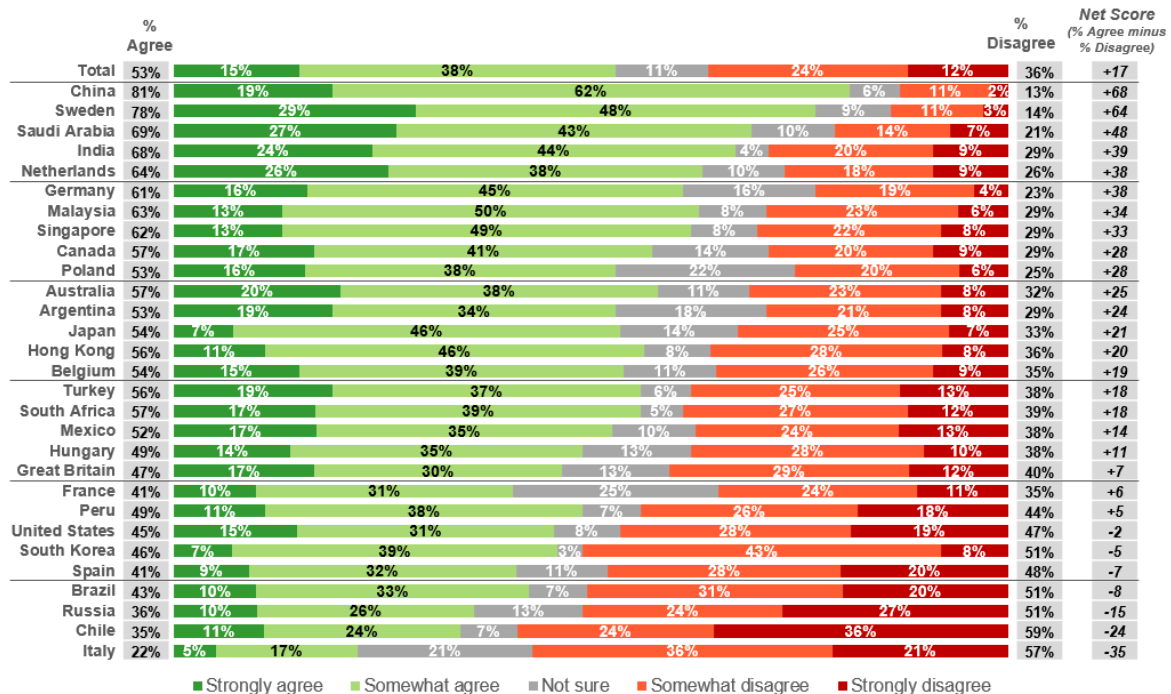
Globally, only 29% think higher education will be dispensed only or mostly in-person, but nearly half of adults surveyed in China in Japan think it will still be the case, compared to only about one in six adults in Malaysia, Australia, and Brazil.

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 (19% vs. 25% among those aged 18-34 and 24% among those aged 35-49). At a global level, views do not vary much by gender or by level of education.

### Wide gap across countries on whether in-person higher education 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.

## IS IN-PERSON HIGHER EDUCATION WORTH ITS COST?



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



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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.

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.

### About the Study

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.



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### About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers, or employees. We serve more than 5000 clients across the world with 75 business solutions.

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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