

The Way We'll Be: *The Future of Online Education*



DOD Worldwide Education Symposium

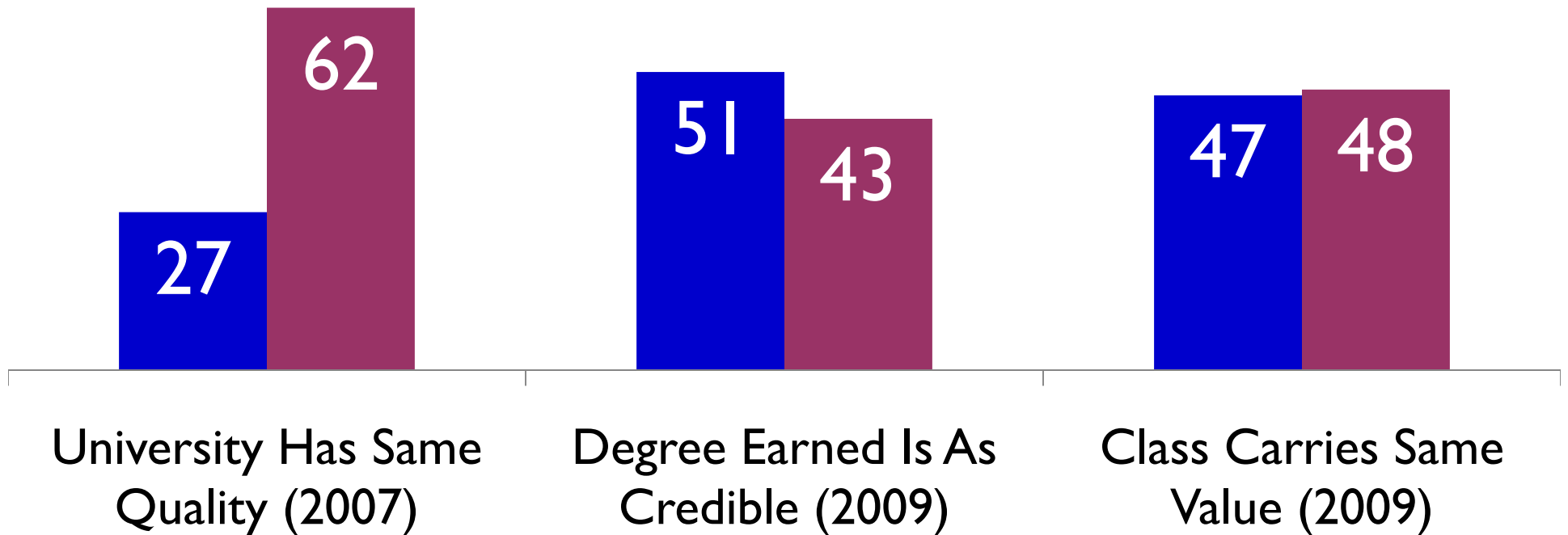
July 2009

Methodology

Sample	Sample Size	Margin of Error	Start Date	End Date
Adult Americans	4,811	+/-1.4%	07/15/09	07/20/09
Adult Americans	5,101	+/-1.4%	5/16/07	5/18/07

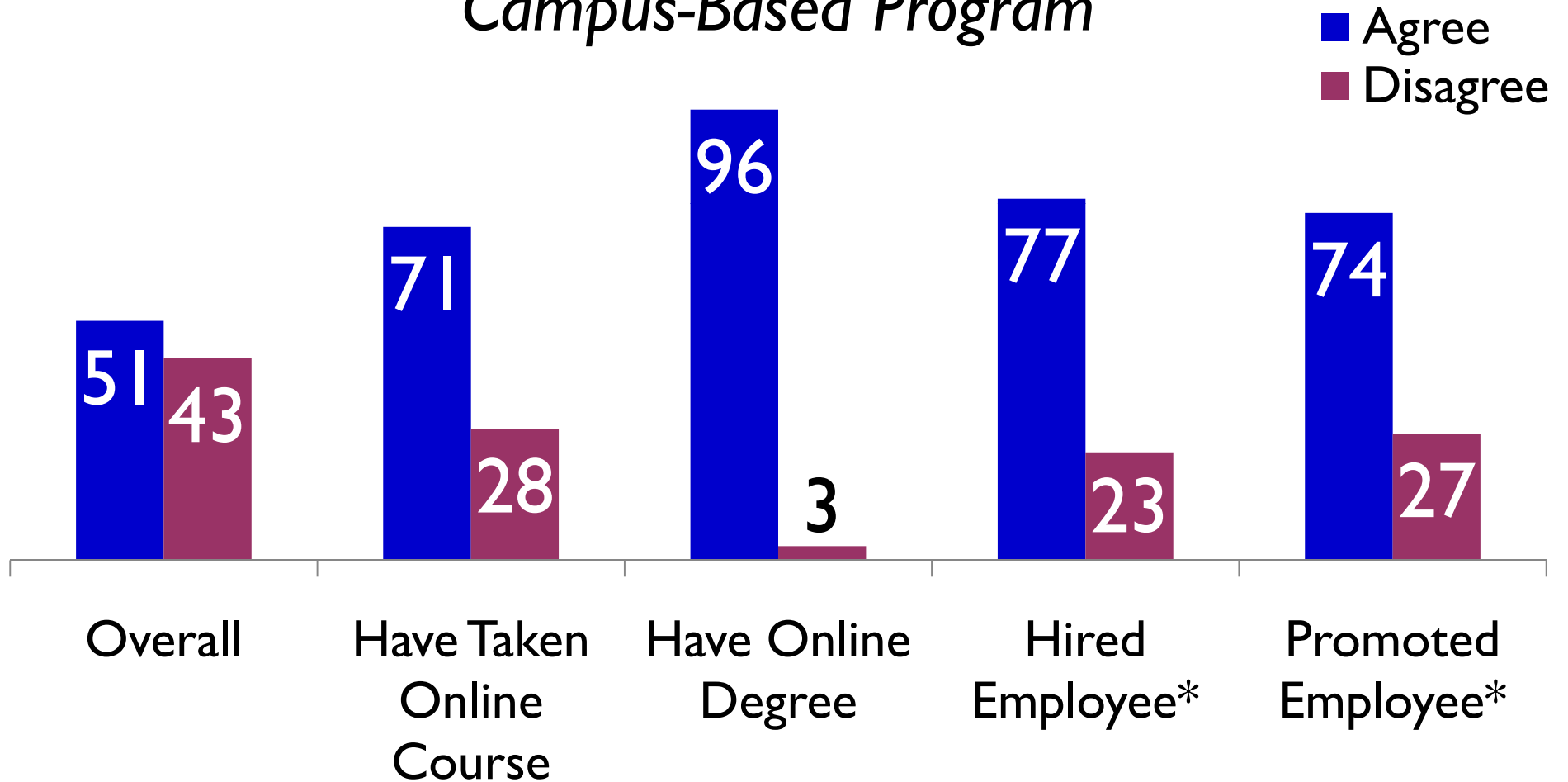
Online or Distance-Learning vs. Traditional Programs

■ Agree
■ Disagree



Source: Zogby International Interactive Surveys 2007 & 2009

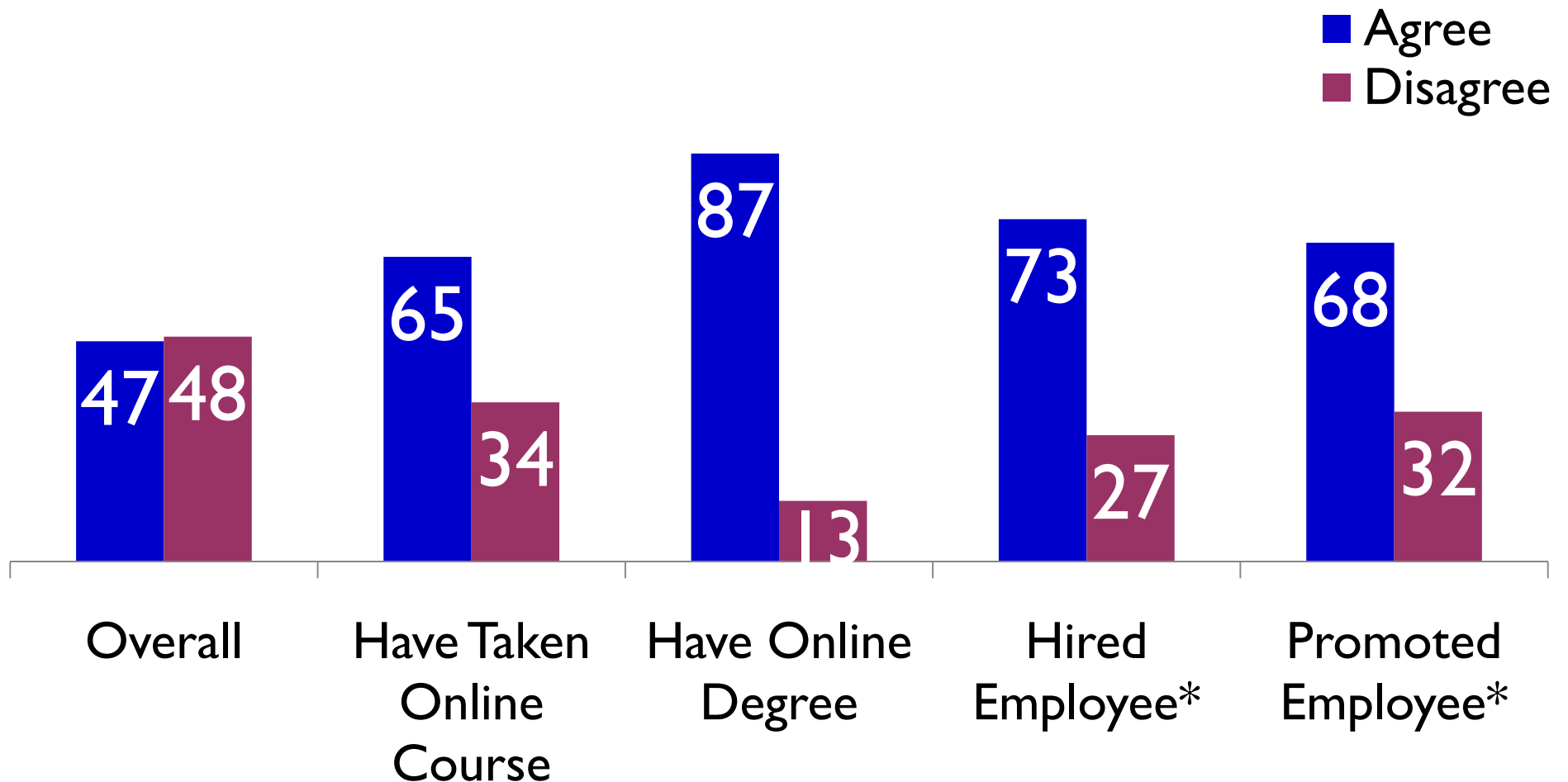
Online Degree Is As Credible As Traditional Campus-Based Program



*Asked Only of CXOs, Dept Heads and Managers

Source: Zogby International Interactive Survey, July 2009

Online Class Carries Same Value As Traditional Class



*Asked Only of CXOs, Dept Heads and Managers

Source: Zogby International Interactive Survey, July 2009

While a Majority of Adults Believe Traditional Colleges and Universities Have Better

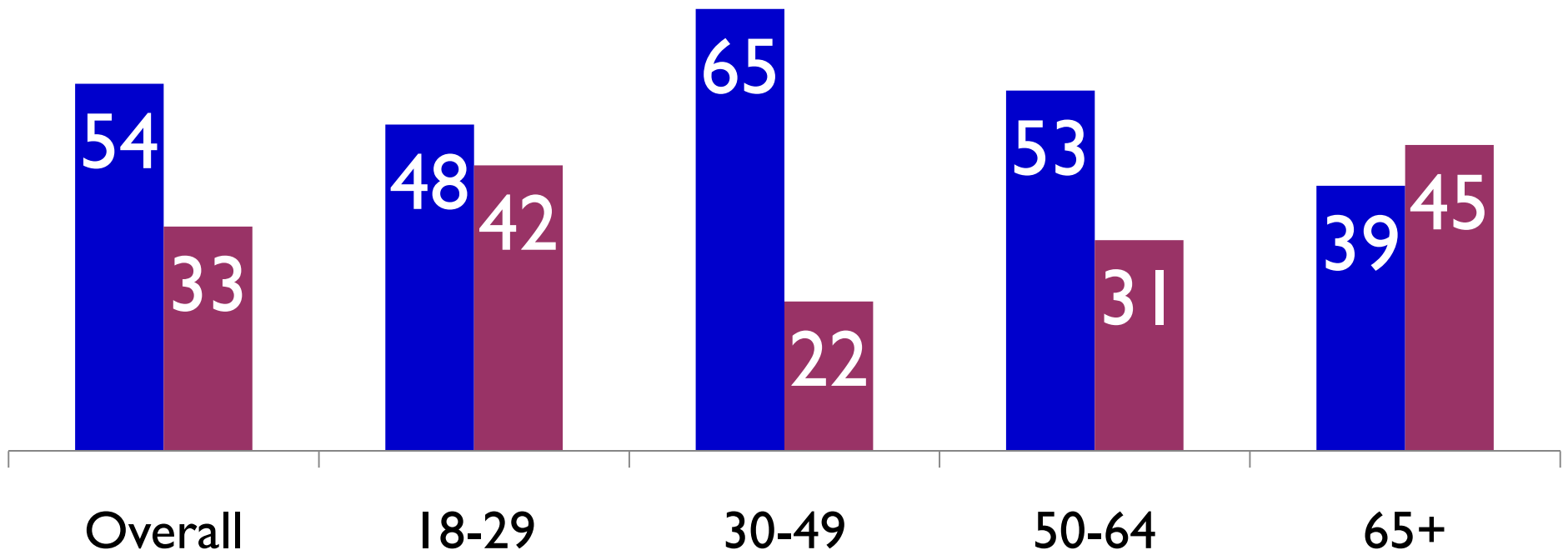
- Overall Quality
- Acceptance by Academics and Employers

88% Believe Online is More Convenient

61% Believe Online is More Cost Effective

Would You Consider Taking An Online Course? (2007)

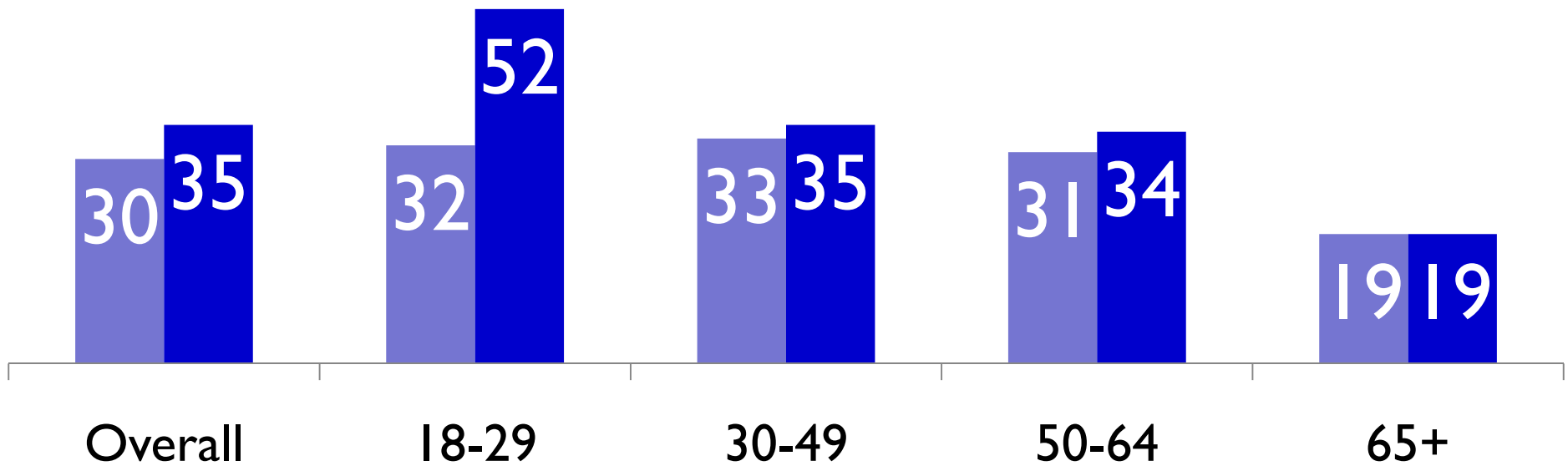
■ Yes
■ No



Source: Zogby International Interactive Survey, May 2007

Have You Taken An Online Course?

■ Yes (2007)
■ Yes (2009)



Source: Zogby International Interactive Surveys 2007 & 2009

Only **3%** of Adults Have Earned Online Degrees

But, **9%** Who Have Taken Online
Classes Have **Finished Programs and Received
Degrees**

Source: Zogby International Survey, July 2009

7% of CXOs & Managers Have in the Past Year

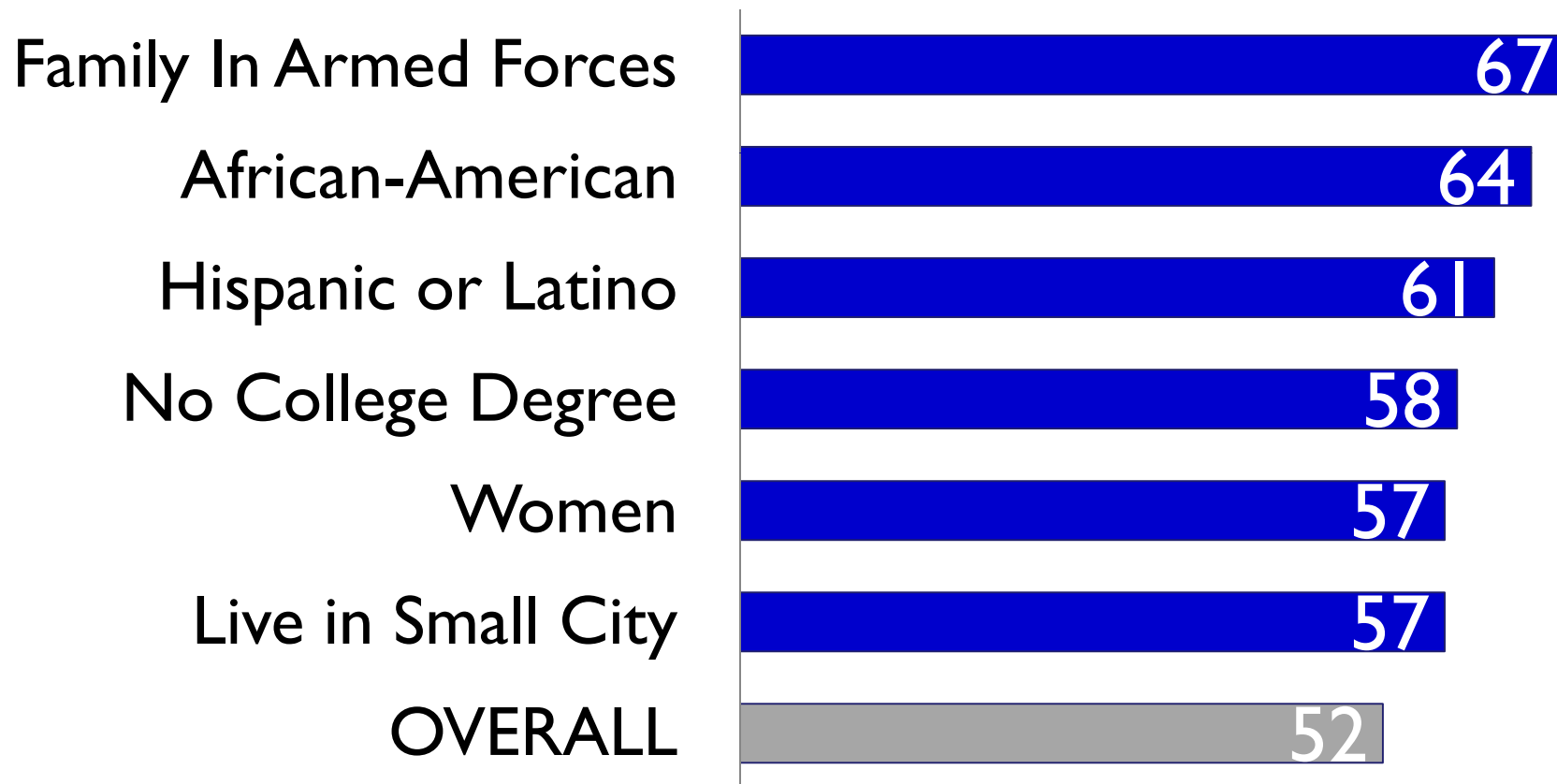
- Hired Someone With an Online Degree
- Promoted an Employee With an Online Degree

Source: Zogby International Survey, July 2009

36% of CXOs Have Taken an Online Course

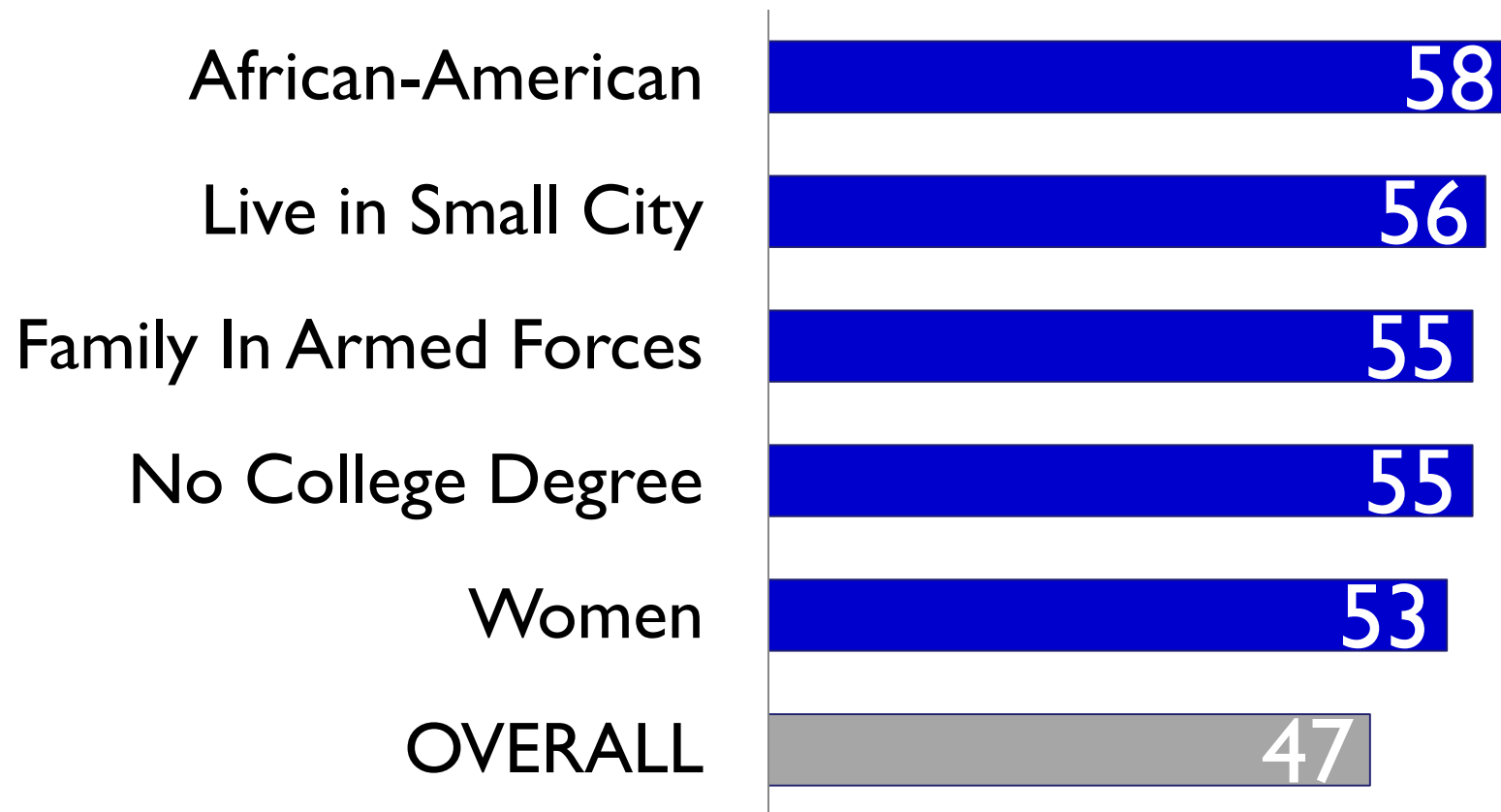
50% of CXOs Believe Online Degree is as
Credible as Traditional Degree

Target Groups: Online Degree Is As Credible (% Who Agree)



Source: Zogby International Survey, July 2009

Target Groups: Online Class Has Same Value (% Who Agree)



Source: Zogby International Survey, July 2009



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