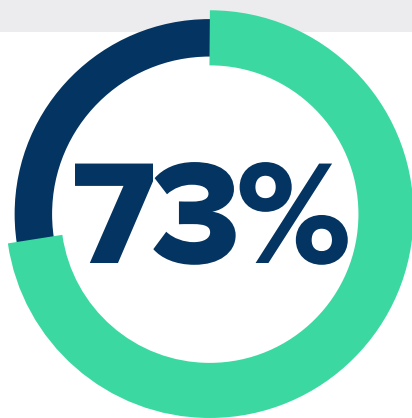


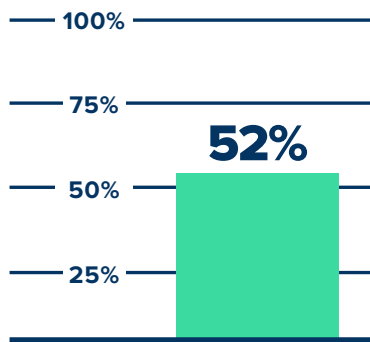
A share shift toward online.

How COVID-19 is impacting students' choices between attending online or on-ground degree programs

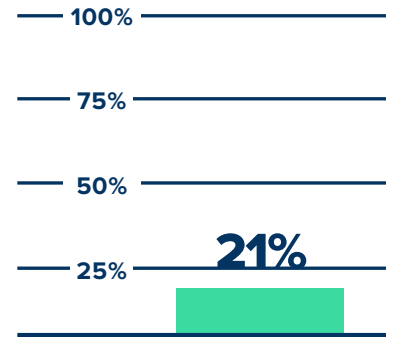
From June 30 through July 22, 2020, 2U, Inc. conducted a survey exploring how COVID-19 is impacting the decision-making of prospective students considering entering graduate and undergraduate programs. The survey of 1,754 prospective students shows that, irrespective of discipline, COVID-19 is influencing their decisions between on-campus and online degree programs. The findings show, at both the undergraduate and graduate level, that the pandemic is driving a share-shift away from on-campus to online programs among a majority of prospective students. As more and more of these students affirmatively choose online degrees, universities with a track record of delivering intentionally designed, high-quality online programs with great student outcomes will stand out to this growing universe of learners.



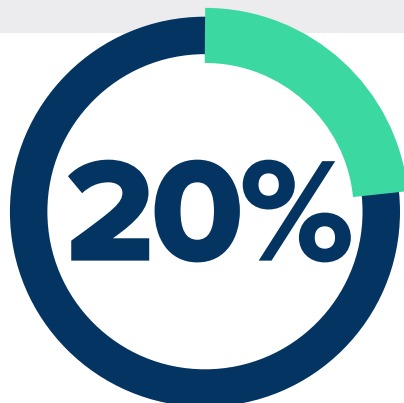
Much more likely



Somewhat more likely



of respondents said COVID-19 made them **much more likely OR somewhat more likely to consider online programs.**



of prospects we surveyed said that, absent COVID-19, they would not have considered an online program.