

The ELEMENTS of SUCCESS

SUCCESS IN NUMBERS

62%

say an **ONLINE EDUCATION** is a key **SUCCESS** tool



77%

think the meaning of **SUCCESS** has changed in the **LAST 30 YEARS**



58%

think **UNIVERSITY GRADUATES** are more **SUCCESSFUL**



65%

measure **SUCCESS** by **HAPPINESS**



Is **ONLINE EDUCATION** a valuable tool for **SUCCESS?**

62% AGREE/STRONGLY AGREE

In the US
66%
AGREE + STRONGLY AGREE

In the UK

58%
AGREE + STRONGLY AGREE

YOUNGER PEOPLE were more likely to agree that **GRADUATION FROM UNIVERSITY** is necessary for **SUCCESS.**

61% 35-44 YEARS OLD AGREE

60% OVER 60 YEARS OLD DISAGREE

The **MEANING** of **SUCCESS:** Has it **CHANGED?**

71%

MEN
AGREE

80%

WOMEN
AGREE

#1

WORK ETHIC

#2

POSITIVE ATTITUDE

#3

EDUCATION

The **TOP 3**

MOST IMPORTANT factors for **LONG-TERM** individual **SUCCESS**

How **YOU** can achieve **SUCCESS**

Success is within your reach. The University of Birmingham offers a variety of online programmes that help you develop the skills and knowledge needed to succeed now, and in the future.

To learn how, visit hub.birmingham.ac.uk