Students who choose fully online programs have unique motivations, needs, and preferences. From how they research programs to their career goals, the characteristics and behaviors of online college students hold the key to building successful online programs. Online College Students 2020 explores the traits of online learners. Review some highlights from the report below.

**Feels Pride in Their School**

36% of online learners consider the reputation of schools or programs as important when enrolling. Students continue their relationships with their alma maters after graduation. 22% refer new students to the school. 12% donate to their school. 74% use mobile devices for their programs. 47% of online learners use mobile devices for their programs. 54% use Career Advising. 37% use Resume Creation Services. 37% use School Job Search Website. 31% use Job Search Assistance.

**Wants to Learn On-the-Go**

74% of online students use mobile devices for their programs. 47% of online college students submit prospective online college students applications within four weeks of beginning their searches. Online students expect speed throughout the process. They value the acceptance of transfer credits and the ability to complete their programs quickly and flexibly.

**Has Transfer Credits**

Most online college students have previous college credit they would like to transfer. 87% of online college students have previous college credit they would like to transfer. 52% of online students report previous college credit in their online program. 52% of online students would continue searching for a school with the right online program rather than settling for an on-campus program. 87% of students earned previous credits in an on-campus classroom setting. 52% of students earned previous credits in an online classroom setting.

**Uses Career Services**

NEARLY HALF of online college students use at least one career service offering. 56% Career Advising. 40% School Job Search Website. 35% Resume Creation Services. 31% Job Search Assistance. 25% Advising.

**Views Online Learning as a Top Option**

52% of online students would continue searching for a school with the right online program rather than settling for an on-campus program. 52% of online students would continue searching for a school with the right online program rather than settling for an on-campus program. 52% of online students would continue searching for a school with the right online program rather than settling for an on-campus program. 52% of online students would continue searching for a school with the right online program rather than settling for an on-campus program.