Hear Online Learners Loud and Clear

We've surveyed students for our annual *Online College Students* report for 10 years. This year, we reimagined and expanded that report. In *Voice of the Online Learner*, we surveyed a larger group of learners than ever before, identified new trends, and confirmed established findings.

Here are some highlights from the report.



Top 5 Student Motivators for Earning an Online Degree*

Achieving personal growth

Advancing in their career or receiving a promotion

Bettering their job prospects



25%

26%

30%

Getting their first professional or salaried job

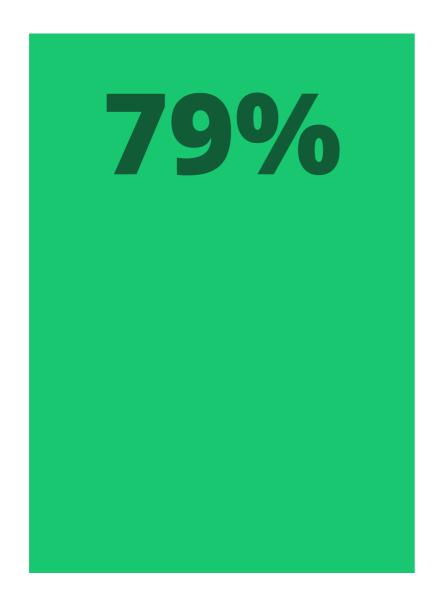
Increasing their salary in their current profession



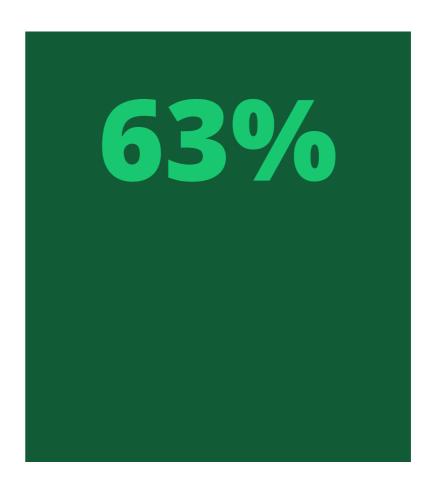
Online students' motivations center around **personal growth** and **career advancement** and they achieved personal and career success through their degrees. Online learners listed their top outcomes as:

Salary increase	New career
New job	Promotion at work
Increased confiden	ce in the workplace

Online students **would pursue** a similar learning experience **again**.



of current and recently graduated online students say they would choose online learning again.



of recently graduated online students would go back for another degree.

The Impact of COVID-19

Emergency remote classes, which started in the spring of 2020, changed online learning. For many learners who had previously been enrolled in online courses, this helped their experience.

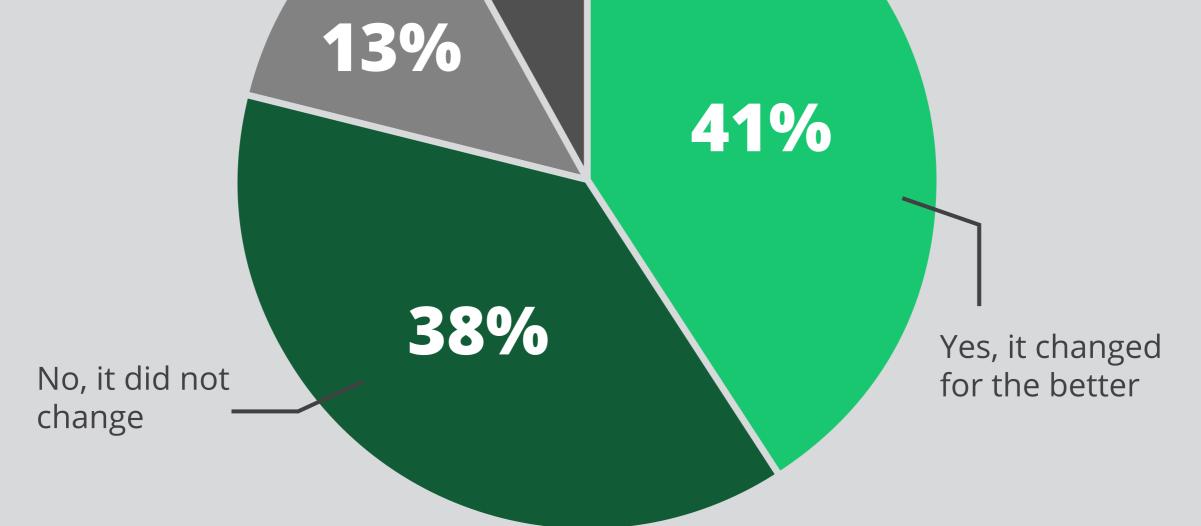


Did you feel your experience in your online program changed in 2020 due to the pandemic?

8%

I completed my degree _____ before the pandemic _____

Yes, it changed for the worse



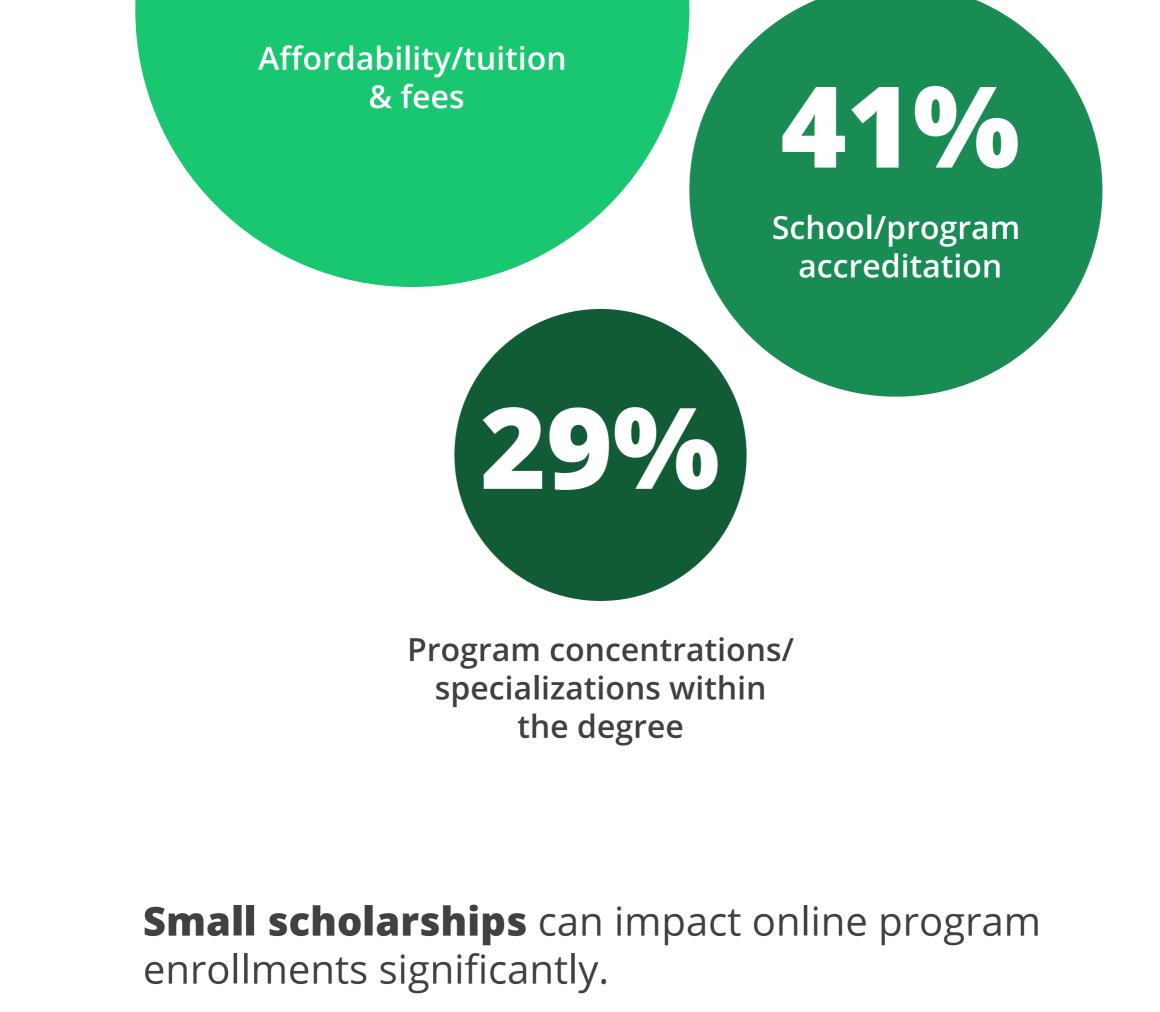
A new type of online learner who is more open to synchronous or in-person components in their online programs is emerging. Higher ed leaders should recognize the differentiators in **post-pandemic online learners, as they often:**

Skew younger	Live closer to campus
	ed likelihood of being t-time or unemployed
Look for an un	dergraduate degree
	career as opposed vancing one
Place a high valu	ue on transfer credits

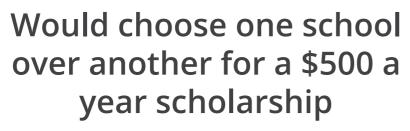
Financing Online Education

Paying for college is a top concern for online students. The **top three factors when deciding to apply and enroll** in an online program are: *











Would choose one school over another for a \$1,000 a year scholarship



Download Your Copy of Voice of the Online Learner

To dive deeper into the attitudes, perceptions, and behaviors of online learners, download this year's edition of *Voice of the Online Learner* today.

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**Respondents were asked to select all answers that apply.*