

2024

Voice of the Online Learner

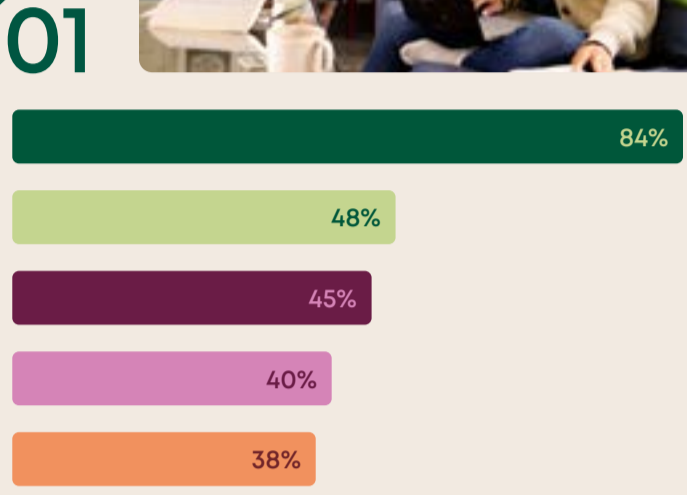
5 Key Findings

For this year's report, we surveyed almost 3,500 online students—2,460 students from Risepoint-supported programs and 1,000 from other online programs to ensure a balanced sample. Of those 3,460 students, we gathered feedback across the spectrum of participation—from initial consideration to program completion.

01 Online learners are fundamentally different

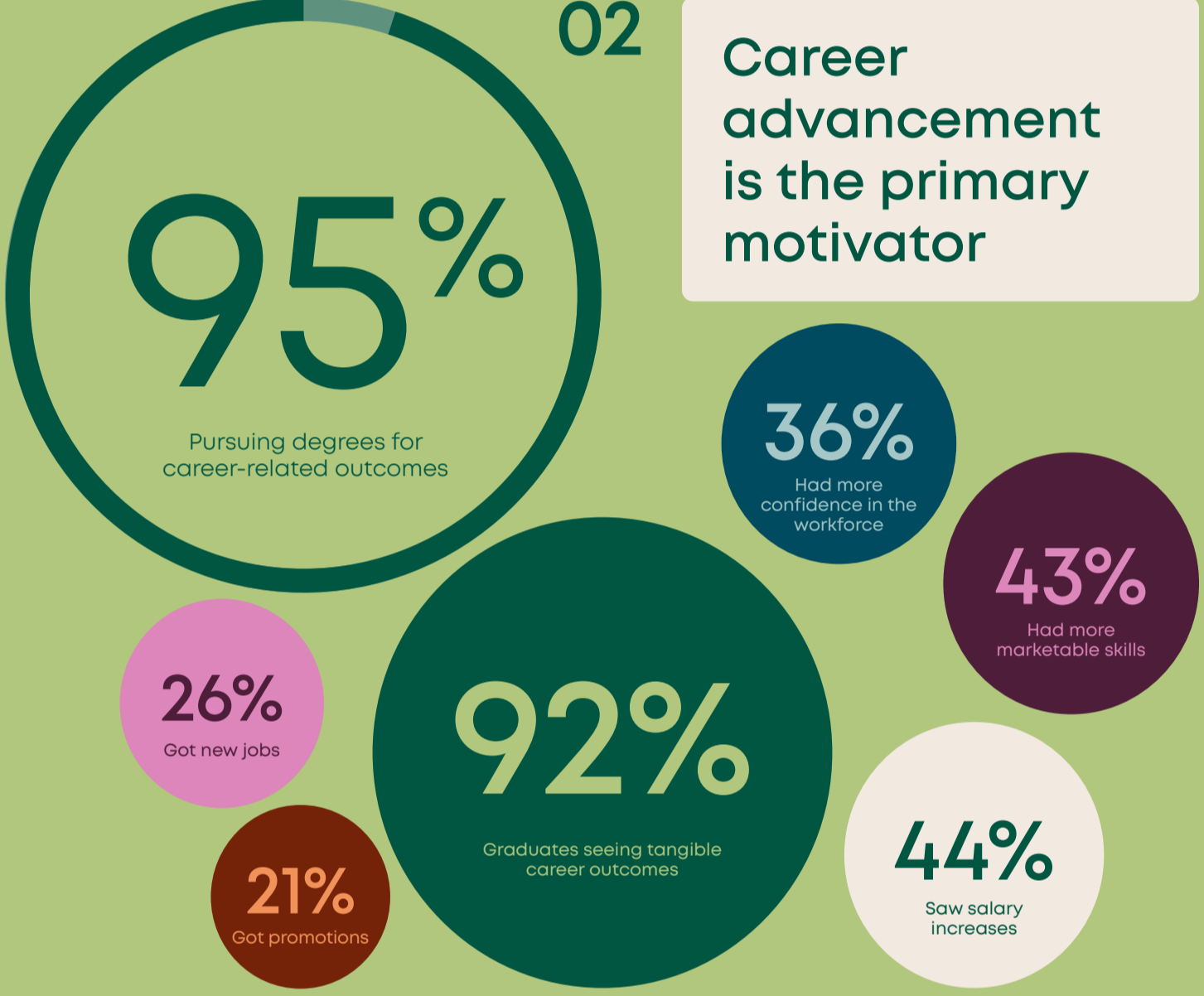


- Majority working full-time (71% FT, 13% PT)
- Students with children under 18
- Students who are working parents or parents seeking employment
- Online undergrad students (vs 36% overall) who were the first to attend college in their families
- Students with children who are unmarried



02

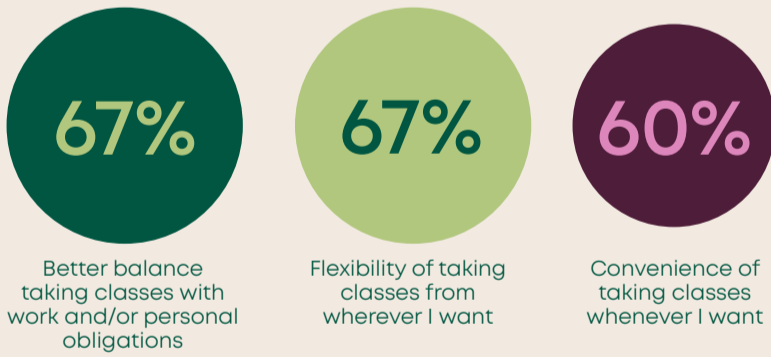
Career advancement is the primary motivator



03 Affordability and flexibility reign supreme

Criteria for program selection:

Reasons students prefer programs online:



04

Local matters, even online



05 Interest in upskilling is lifelong

48% of all online learners expressed a strong inclination to pursue additional programs after they complete their current degree program

Reasons for interest in certificate programs:

