

THE SHIFTING VOICE OF THE ONLINE LEARNER



Online learning has evolved substantially in the last 11 years we've surveyed students— especially since the COVID-19 pandemic. Some new trends from last year have developed further, resulting in a divergent, nuanced, and potentially transitory mix of preferences.

Voice of the Online Learner 2022 takes a closer look at online students' shifting behaviors, views, and ways of selecting programs.

Key Trends Post-Pandemic

Improved Views of Online Learning



Two Types of Online Learners

The pandemic brought a new group of learners online whose age and preferences distinguish them from legacy online students.



Top Factors at Each Decision Stage

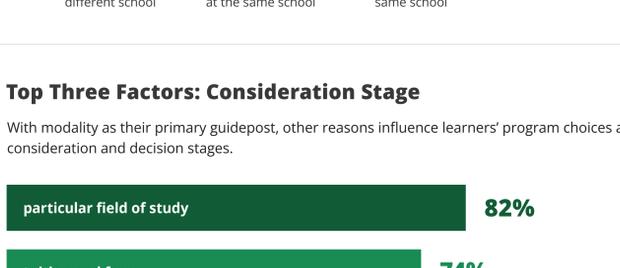
Multiple elements influence learners as they consider their educational options. Here are the top factors:

#1 Overall Factor: Modality

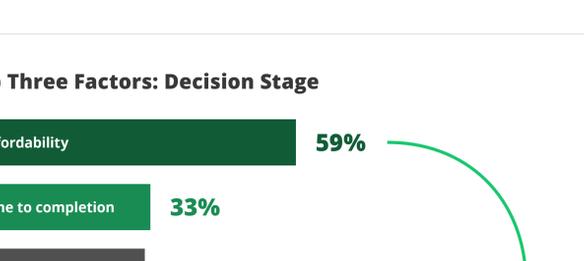


Online Options Motivate Them to Apply

Fewer learners today would enroll in an on-campus program if their preferred program wasn't offered online.

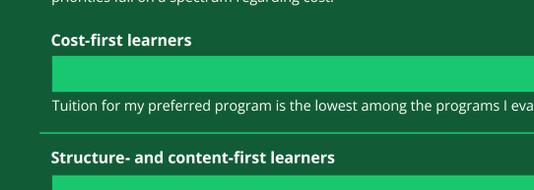


If the desired program wasn't available online at the school of choice, learners would:



Top Three Factors: Consideration Stage

With modality as their primary guidepost, other reasons influence learners' program choices at the consideration and decision stages.



Top Three Factors: Decision Stage



Cost is key but not always king.

Although tuition and fees are a top factor, learners' priorities fall on a spectrum regarding cost.

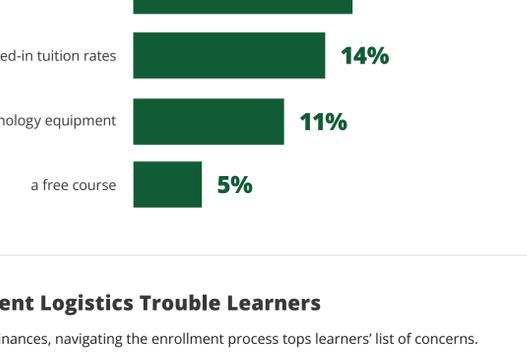


Learners' Top Challenges: Finances and Enrollment

Most Learners Receive Financial Assistance



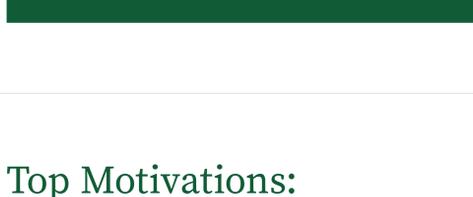
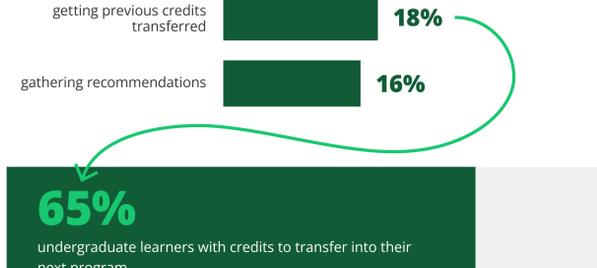
Types of financial help learners received:



Enrollment Logistics Trouble Learners

Other than finances, navigating the enrollment process tops learners' list of concerns.

Top 5 challenging parts of the admissions process:

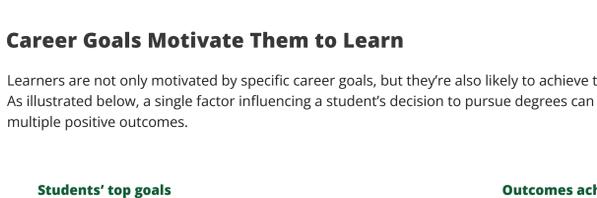


Top Motivations: Valuable Career Outcomes

Online Learners Highly Value a College Education

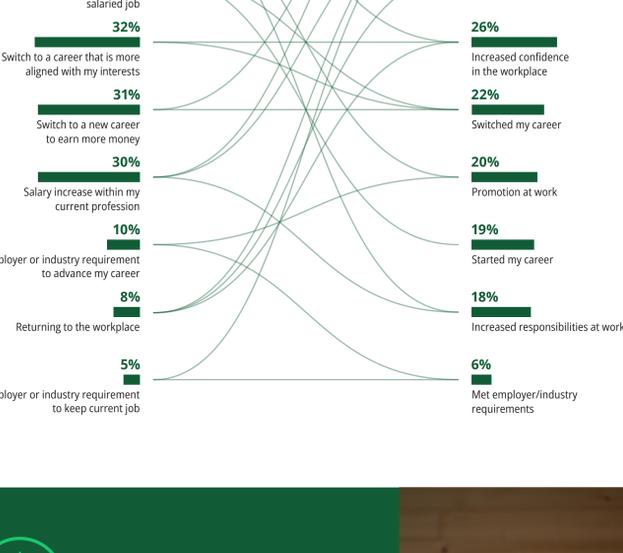
Enrollment declines across higher ed indicate questions about going to college, but the online learners we surveyed value their education highly.

What learners think about their education:



Career Goals Motivate Them to Learn

Learners are not only motivated by specific career goals, but they're also likely to achieve them. As illustrated below, a single factor influencing a student's decision to pursue degrees can lead to multiple positive outcomes.



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All percentages have been rounded. If the total percentage is substantially more than 100, respondents were allowed to choose more than one option.