

2023

# Learner Outcomes Report

**coursera**



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# Letter from Coursera's Chief Content Officer

Coursera's mission is rooted in serving the world through learning so everyone—regardless of location, socioeconomic status, or personal circumstance—has the power to unleash their full potential. This impact is most profound when learning on Coursera unlocks new job opportunities and career advancement.

To help measure the progress we're making toward this goal, I'm pleased to introduce our most extensive Learner Outcomes Report ever, created in collaboration with Huron Consulting Group. The report gathers insights from more than 55,000 learners across over 190 countries to understand how Coursera helps learners reach their career and personal goals. The results highlight the transformative impact of online learning:

- **77%** of learners (and **91%** in developing economies) report career benefits, such as getting a new job, earning a promotion, gaining applicable career skills, and more.
- **95%** of learners (and **99%** in developing economies) report personal benefits, such as gaining more confidence, feeling more accomplished, and more.
- **30%** of unemployed learners were employed after completing their most recent course or program on Coursera.
- **1 in 4** Entry-Level Professional Certificate completers got a new job.

In addition to results for learners worldwide, the report delves into the benefits of online education for learners in developing economies and specific countries with a high concentration of Coursera learners—such as India, the U.K., Mexico, and more. It also highlights the impact on low-income learners and first-generation college students in the U.S., uncovering the critical role high-quality online education plays in helping those who need it most.

As technology advancements like generative AI and demand for remote roles reshape the job market, online learning can empower learners with the skills needed to thrive in this rapidly changing environment. We're encouraged by the stories of our learners and how our partners' content is helping individuals around the world advance their careers and enrich their lives. But our work is far from over. Together with our world-class university and industry partners, we will work tirelessly to help anyone, anywhere create a brighter future for themselves and their communities.



**Marni Baker Stein**  
Chief Content Officer, Coursera

## OUR MISSION

**We provide universal access to world-class learning so that anyone, anywhere, has the power to transform their lives through learning.**

# Executive summary

In January 2023, Coursera commissioned Huron Consulting Group to survey learners about how their recently completed course or program on Coursera helped them achieve their career and personal goals. This report details findings from more than 55,000 learners across over 190 countries, underscoring the impact that Coursera and its world-class university and industry partners have had on learners at all stages of their career and personal journeys.

Most learners come to Coursera to transform their careers: 85% want to land their first professional job, switch careers, or advance in their current roles. Due to this overwhelming preference for career development, all data in this report focuses specifically on career-focused learners on Coursera and explores the following themes:

## ① Career benefits

### Learners report new skills, increased pay, and new job opportunities

77% of learners say learning on Coursera has helped their careers, and one in four Entry-Level Professional Certificate completers report getting a new job. Coursera is making particular strides in serving learners who need it most—91% of learners in developing economies and 67% of U.S. learners with a low income report career benefits.

## ② Personal benefits

### Learners become more confident and fulfilled, inspiring them to continue learning

95% of learners report personal benefits from learning on Coursera—62% increased their confidence and nearly half felt they have more opportunities for career growth.

As learners gain confidence, they want to continue to grow. Nearly all (98%) learners intend to continue learning, with 38% planning to enroll in an online or in-person degree program, and 75% intending to enroll in another course or program on Coursera.

## ③ Workforce development

### Learners gain skills for in-demand jobs

The report also demonstrates how Coursera is providing workers all over the world with job-relevant skills. 30% of unemployed learners were employed after completing their most recent course or program on Coursera, and 72% of learners enrolled in workforce development programs through Coursera for Government saw career benefits.

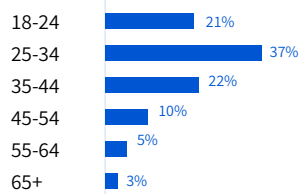
# 55K+

## Learner survey responses

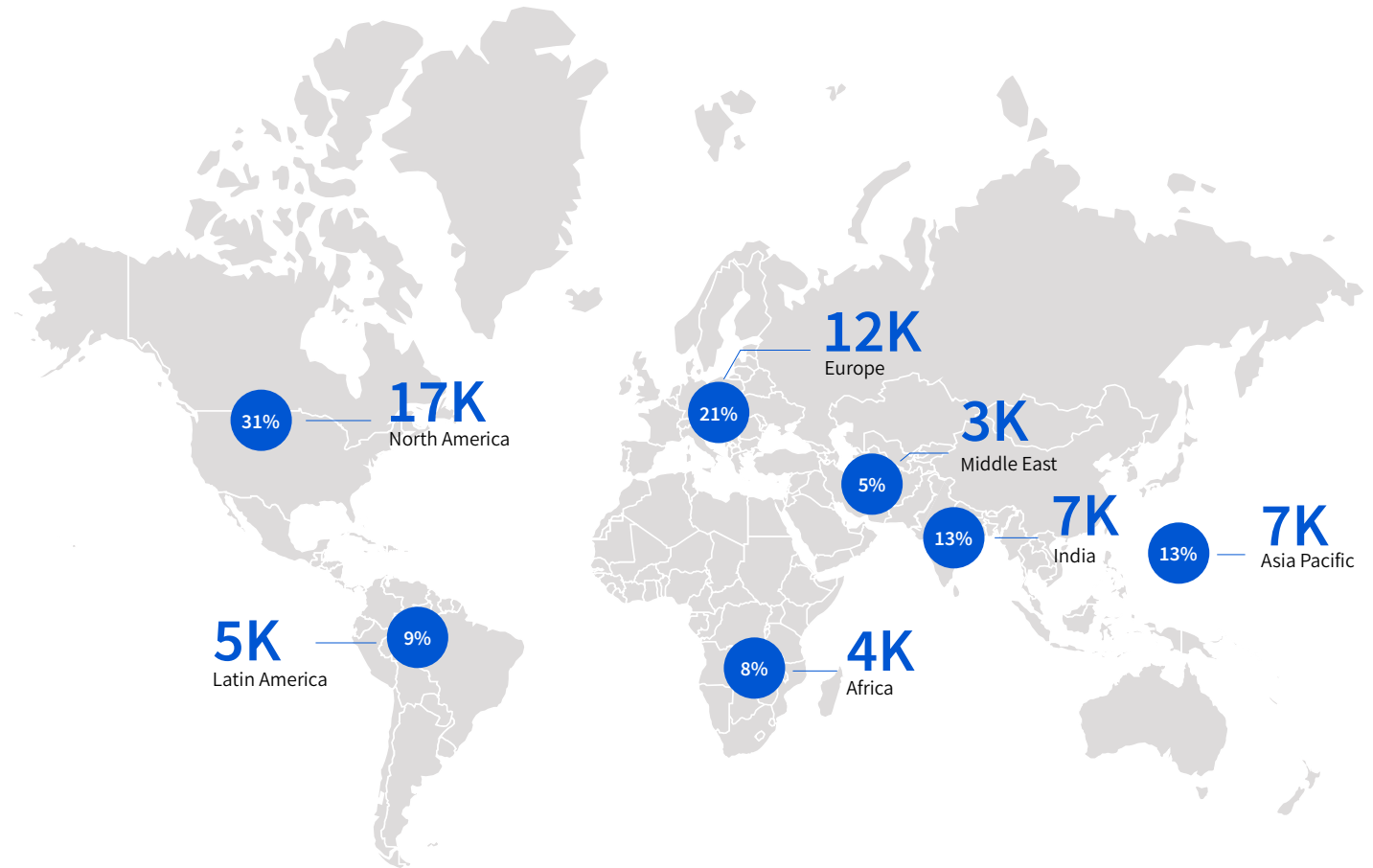
# 190+

## Countries represented

### Age



### Gender identity<sup>1</sup>



<sup>1</sup>See Methodology in Appendix for detailed information on data collection and full demographics.

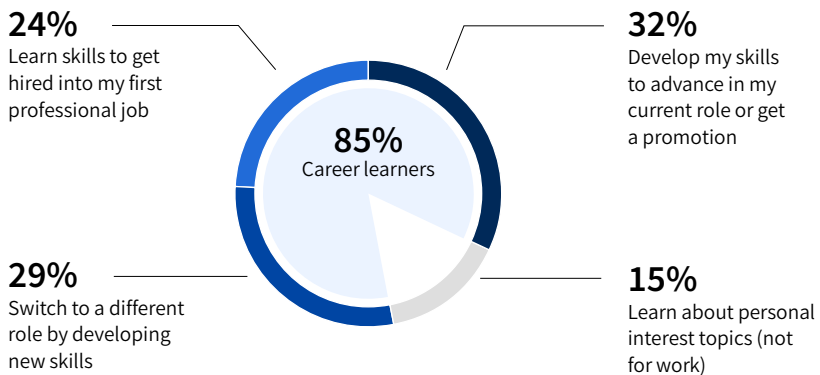
Note: Middle East refers to Middle East and North Africa while Africa refers to Sub-Saharan Africa. Asia Pacific is excluding India.

# Learners come to Coursera to transform their careers

Learners across the globe enroll in courses or programs on Coursera with the objective of landing their first professional job, switching careers, or advancing in their current role.

## Primary learner goals

What was your primary goal for enrolling in the most recent Coursera course or program you completed? (Select one.)<sup>1</sup>



## Top learner outcomes desired

What career outcomes did you hope to achieve by enrolling in the most recent Coursera course or program you completed?<sup>2</sup>

1. Get a new job
2. Increase my job interview offers
3. Increase my salary or pay
4. Earn a degree or career credential to get the job I want
5. Receive a promotion

<sup>1</sup>n=50,172, chart excludes non-responders and learners who chose Other; <sup>2</sup>n=40,926

# Core findings

# 1 Career benefits

## Learners report new skills, increased pay, and new job opportunities



“

I was looking to use automation to improve the operational efficiency of the business my husband and I own. Thanks to the programming courses I took, we increased our annual revenue by more than 33% YoY.

**Beth F., learner from the U.S.**

Python Specializations, incl. Python for Everyone  
University of Michigan



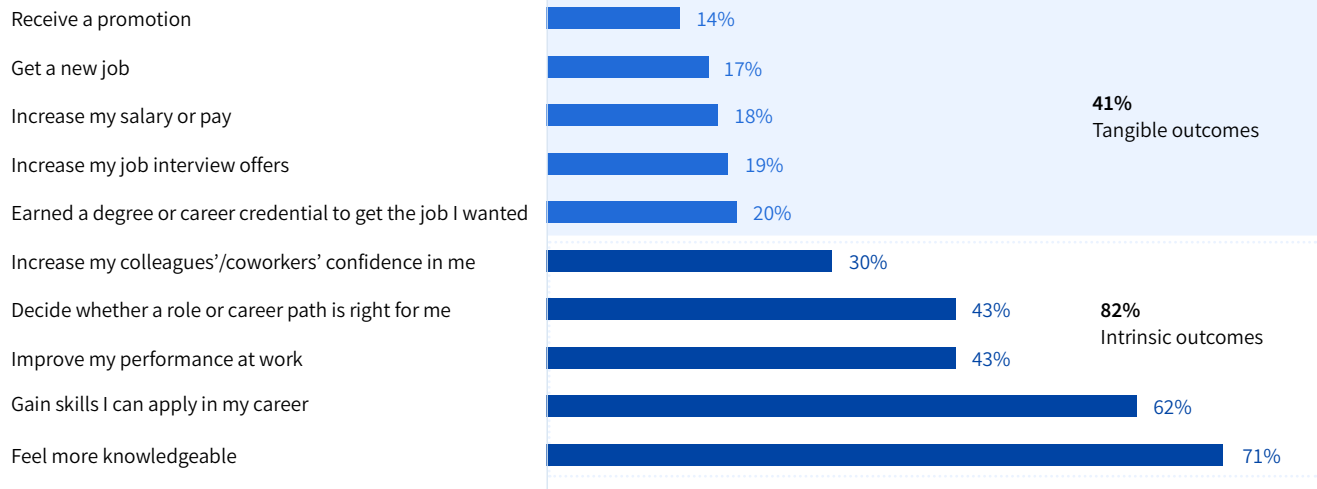
# Most learners report career benefits from learning on Coursera

Learners on Coursera are achieving career outcomes, from getting a new job and increasing their pay, to gaining skills and improving their performance at work.

## 77%

of global learners report career benefits<sup>1</sup>

### What career outcome(s) did you achieve by enrolling in the most recent Coursera course or program you completed?<sup>2</sup>



**Tangible outcomes** are visible achievements such as getting a new job, receiving a pay raise, or earning a career credential.

**Intrinsic outcomes** are internal achievements, such as gaining new skills, feeling more knowledgeable, and deciding on the right career path.

Note: all data excludes learners who selected a non-career related primary goal for learning on Coursera; Survey questions: <sup>1</sup>Has learning on Coursera benefited your career? (n=41,742); <sup>2</sup>What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed? (n=40,926), includes learners who reported achieving the outcome who had a stated career goal for taking content on Coursera, regardless of whether they hoped to achieve the outcome; chart excludes "Other," which 8% of learners selected.

## Career benefits are outsized for learners in developing economies

Learners in developing economies report an even higher rate of career impact. Nearly all learners in countries such as Ethiopia, Nigeria, and Pakistan report career benefits from learning on Coursera. Increasing access to high-quality, job-focused education can provide a pathway for social mobility and, ultimately, economic development.

# 91%

of learners in developing economies report career benefits<sup>1</sup>



# 44%

achieved a tangible outcome<sup>2</sup>

## 27%

got a new job or increased their job interview offers

## 22%

earned a degree or career credential

## 14%

increased salary or pay



# 85%

achieved an intrinsic outcome<sup>3</sup>

## 70%

felt more knowledgeable

## 64%

gained skills to apply in their career

## 49%

decided whether a role or career path was right for them

Note: Countries with a developing economy are countries that have a Low Human Development Index (HDI) (less than .550). A low HDI indicates a poor standard of living, including low life expectancy, lack of educational attainment, and low income as defined by the UN Development Program (Source); Survey questions: <sup>1</sup>Has learning on Coursera benefited your career? (n=3,062); <sup>2</sup>What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed? (n=3,003); Total career learners from Low HDI countries = 3,154

# U.S. learners of all backgrounds are achieving their career goals

Data from low-income learners, first-generation college students, and individuals without a Bachelor's degree in the U.S. highlights that Coursera is serving populations that are poised to benefit the most from access to high-quality education.

## Low-income learners<sup>1</sup>

# 67%

report career benefits

# 54%

gained skills they could apply in their career

# 26%

got a new job or increased their job interview offers

# 11%

increased salary or pay

## First-generation college students<sup>2</sup>

# 67%

report career benefits

# 58%

gained skills they could apply in their career

# 24%

got a new job or increased their job interview offers

# 16%

increased salary or pay

## Learners without a Bachelor's degree<sup>3</sup>

# 65%

report career benefits

# 56%

gained skills they could apply in their career

# 24%

got a new job or increased their job interview offers

# 18%

increased salary or pay

<sup>1</sup>n =2,068, U.S. low-income learners are defined as those reporting an annual income of \$20,000 or less (normalizing to the US Dollar); <sup>2</sup>n=3,744, U.S. first-generation college students are defined as first-generation college or university students in this report; <sup>3</sup>n=2,581, U.S. learners without a Bachelor's degree. Note: Survey questions: Has learning on Coursera benefited your career? (Low-income n=2,068 (US); First-gen n=3,742 (US); No Bachelor's n=2,580 (US)); What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed? (Low-income n=2,007 (US); First-gen n=3,744(US); No Bachelor's n=2,474 (US))

## ② Personal benefits

Learners become more confident and fulfilled, inspiring them to continue learning



“

It didn't teach me everything there is to know about psychology but it gave me the courage to embark on this new journey with confidence and conviction. I have enrolled in a degree program to further pursue my dream.

**Ulli H., learner from the U.S.**

Introduction to Psychology  
Yale University

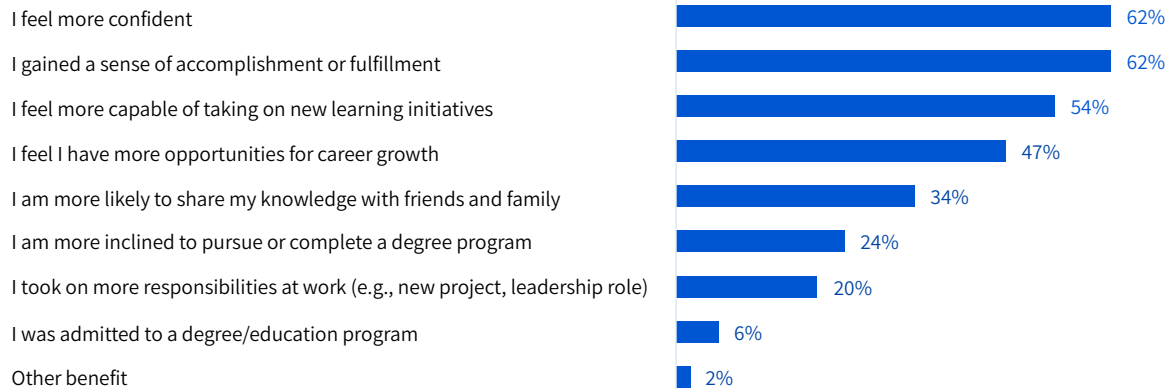
# Nearly every learner feels better about themselves and their futures after learning on Coursera

Learning has the power to transform individuals, families, and entire communities. Learners feel more confident and capable—ready to take on new tasks at work and share what they've learned with friends and family.

## 95%

of global learners report personal benefits

How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.)<sup>1</sup>

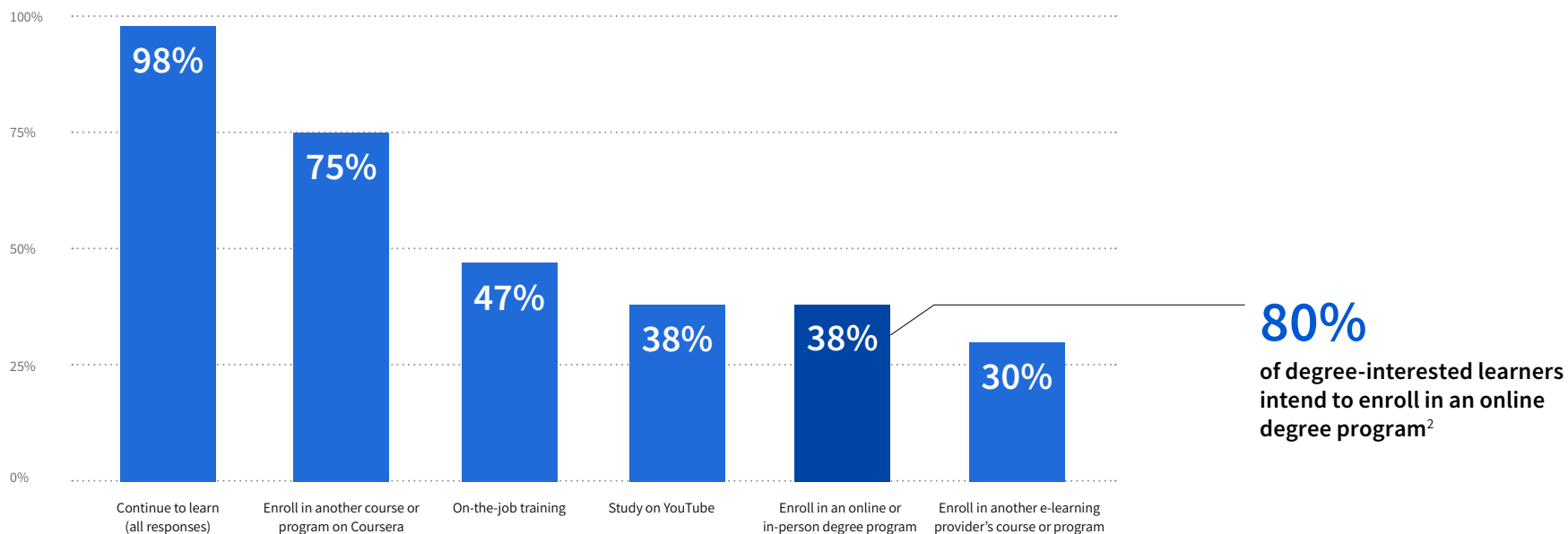


<sup>1</sup>n=39,382, personal benefits aggregated from unique learner respondents who reported at least one or more additional benefits from their most recent Coursera course or program; chart excludes non-responders and learners who chose None.

# The majority of learners plan to pursue further education

After gaining confidence and new skills, learners are inspired and motivated to continue their journey, with many feeling ready to invest in the most transformative credential: the degree.

In which of the following ways do you intend to continue to learn? (Select all that apply.)<sup>1</sup>



<sup>1</sup>n=37,238; <sup>2</sup>Of degree-interested learners (14,148), 11,263 intend to enroll in an online degree program.

# Learners in developing economies experience greater personal benefits

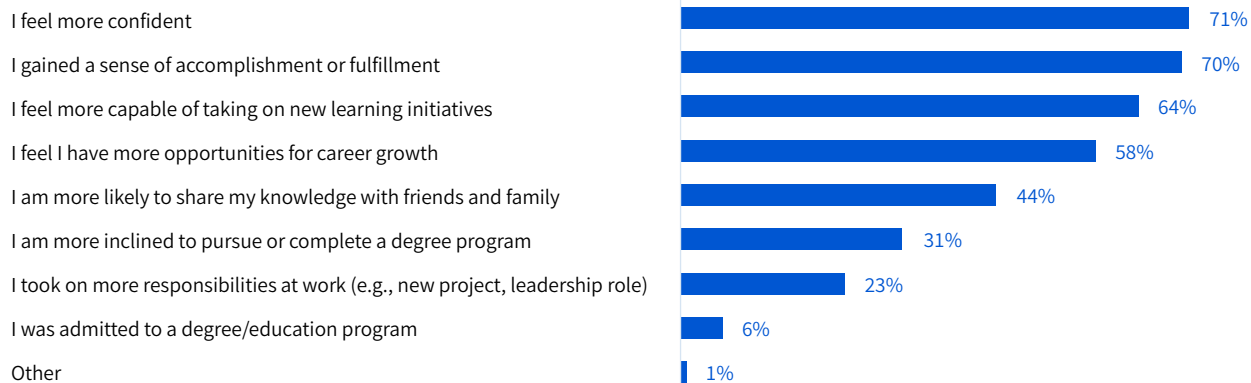
Learners in developing economies, many of whom may not have access to higher education, are gaining confidence in the future of their education journey.

All learners are eager to continue learning and see how their newfound knowledge can further transform their careers.

## 99%

of learners in developing economies report personal benefits

### How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.)<sup>1</sup>



### In which of the following ways do you intend to continue to learn? (Select all that apply.)<sup>2</sup>



Note: Countries with developing economies are countries that have a Low Human Development Index (HDI) (less than .550). A low HDI indicates a poor standard of living, including low life expectancy, lack of educational attainment, and low income as defined by the UN Development Program (Source). Survey questions: <sup>1</sup>How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.); <sup>2</sup>in which of the following ways do you intend to continue to learn? (Select all that apply.) (n=2,666); Total career learners from Low HDI countries = 3,154.

# U.S. learners who typically face education barriers are seeing personal benefits

In the U.S., online learning is enhancing the sense of accomplishment in learners without a college degree, individuals with a low income, and first-generation college students. With increased confidence in themselves and their learning abilities, many are ready to take a monumental step and enroll in a degree program.

## Low-income learners<sup>1</sup>

**89%**

report personal benefits

**61%**

gained a sense of accomplishment or fulfillment

**46%**

felt they have more opportunities for career growth

**35%**

intend to enroll in an online or in-person degree program

## First-generation college students<sup>2</sup>

**89%**

report personal benefits

**62%**

gained a sense of accomplishment or fulfillment

**44%**

felt they have more opportunities for career growth

**33%**

intend to enroll in an online or in-person degree program

## Learners without a Bachelor's degree<sup>3</sup>

**89%**

report personal benefits

**61%**

gained a sense of accomplishment or fulfillment

**44%**

felt they have more opportunities for career growth

**39%**

intend to enroll in an online or in-person degree program

<sup>1</sup>n =2,068, U.S. low-income learners are defined as those reporting an annual income of \$20,000 or less (normalizing to the US Dollar); <sup>2</sup>n=3,744, U.S. first-generation students are defined as first-generation college or university students in this report; <sup>3</sup>n=2,581, U.S. learners without a Bachelor's degree; Note: Survey questions: How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.) (Low-income n=1,948 (US); First-gen n=3,739 (US); No Bachelor's n=2,381 (US)); In which of the following ways do you intend to continue to learn? (Select all that apply.) (Low-income n=1,882 (US); First-gen n=3,694 (US); No Bachelor's n=2,185 (US))



## 3 Workforce development

### Learners are gaining skills for in-demand jobs



“

As a graduate in industrial maintenance engineering and having started as a self-taught programmer, the Meta Back-End Developer Professional Certificate greatly improved my coding, problem solving, and debugging skills. I got an entry-level IT Support role after my certification.

**Peter O., learner from Nigeria**

Meta Back-End Developer Professional Certificate

# Nearly a third of unemployed learners secured jobs after completing their most recent course or program on Coursera

Many learners around the world who reported being unemployed prior to enrolling in their most recent course or program found full-time or part-time employment post-completion. In the U.S., even more learners were able to secure jobs, and almost half felt their course or program opened up more opportunities for career growth.

## Employment rate for unemployed learners<sup>1</sup>

# 30%

of unemployed learners found employment

# 33%

of unemployed U.S. learners found employment

## U.S. unemployed learners<sup>2</sup>



# 60%

report career benefits

# 50%

gained skills to apply in their career

# 19%

earned a degree or career credential

# 12%

increased salary or pay



# 87%

report personal benefits

# 58%

gained a sense of accomplishment or fulfillment

# 45%

felt they have more opportunities for career growth

# 31%

intend to enroll in an online or in-person degree program

<sup>1</sup>n=7,739, 1,586 (US). Note: Survey questions: Which of the following describes your employment status before enrolling in the most recent Coursera course or program you completed? (Select all that apply.); Which of the following describes your employment status after the most recent Coursera course or program you completed? (Select all that apply.)(n=7,739); <sup>2</sup>(n=1,586 (US)); Has learning on Coursera benefited your career? (n=1,524 (US)); What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed? (n=1,476 (US)); How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.) (n=1,585 (US)); In which of the following ways do you intend to continue to learn? (Select all that apply.) (n=1,386 (US))

# Learners from workforce development programs gained job-relevant skills and feel they have more opportunities for career growth

Governments around the world partner with Coursera to reskill citizens and deliver online training programs at scale, which is critical amid potential job dislocation caused by emerging AI technologies. Two-thirds of learners in these workforce development programs feel more accomplished. Half believe online learning has enhanced their prospects for career advancement.<sup>1</sup>



## 72%

report career benefits

### 52%

gained skills to apply in their career

### 19%

got a new job or increased their job interview offers

### 12%

increased salary or pay



## 93%

report personal benefits

### 66%

gained a sense of accomplishment or fulfillment

### 50%

felt they have more opportunities for career growth

### 38%

intend to enroll in an online or in-person degree program

<sup>1</sup>n=537. Note: Respondents included learners from select US and Caribbean workforce development programs launched after 2020; Survey questions: Has learning on Coursera benefited your career? (n=532); What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed? (n=518); How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.) (n=493); In which of the following ways do you intend to continue to learn? (Select all that apply.) (n=475)

# Spotlights

## Micro-credentials

Micro-credentials focus on a specific set of learning outcomes in a narrow field of study and can be completed over a shorter period of time.<sup>1</sup> Offered by universities, industry educators, and other organizations, they are designed to be more flexible and accessible to help learners quickly master a specific set of skills.

With the rapidly changing demands of the labor market, micro-credentials, such as Professional Certificates and Specializations on Coursera, have become increasingly popular in helping learners gain in-demand skills to transform their careers. These programs can also serve as a pathway toward more advanced credentials, such as degrees.



“

While I had project management skills learned ‘on the job’ as a classroom teacher for over a decade, I lacked a framework and vocabulary for communicating my proficiency to potential employers.

After completing the Google Professional Certificate, I felt confident to discuss my skills, and I have accepted a new position and increased my salary by \$20,000.

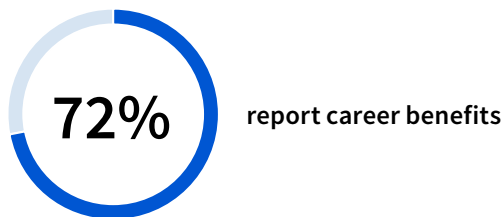
**Kate M., learner from USA**

Project Management: Professional Certificate  
Google

<sup>1</sup>Towards a common definition of micro-credentials, UNESCO, 2022

# Entry-Level Professional Certificates

Entry-Level Professional Certificates were launched on Coursera in 2018 and are already helping learners secure jobs and increase their salaries. These micro-credentials, which are created by top companies including Google, Meta, and IBM, help learners without a college degree or prior experience gain the skills needed for high-demand, entry-level jobs in fields such as social media marketing, data analysis, and IT.



**52% achieved a tangible outcome**

- 28% got a new job
- 28% earned a degree or career credential
- 27% increased salary or pay
- 27% increased their interview job offers

**86% achieved an intrinsic outcome**

- 77% felt more knowledgeable
- 69% gained skills to apply in their career
- 53% decided whether a role or career path was right for them



**Confidence**

- 65% gained a sense of accomplishment or fulfillment
- 59% felt more confident
- 50% felt they have more opportunities for career growth

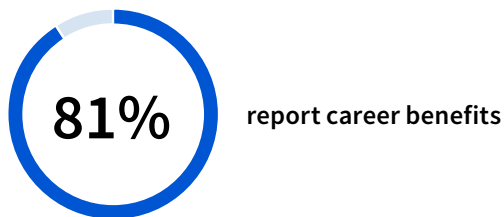
**Further education**

- 96% intend to continue to learn
- 59% intend to enroll in another course or program on Coursera
- 35% intend to enroll in an online or in-person degree program

Note: The sample size for Entry-Level Professional Certificates is 3,913. Survey questions: Has learning on Coursera benefited your career? (n=3,887); What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed?(n=3,791); How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.) (3,699); In which of the following ways do you intend to continue to learn? (Select all that apply.) (3,529).

# Specializations

Specializations are a series of rigorous courses and hands-on projects created by leading universities and companies. Within 3-6 months, learners can master a specific skill to advance their careers—nearly a quarter of learners increased their salary and almost half improved their performance at work.



**47% achieved a tangible outcome**

- 24% increased their interview job offers
- 22% increased salary or pay
- 22% earned a degree or career credential
- 20% got a new job

**86% achieved an intrinsic outcome**

- 76% felt more knowledgeable
- 70% gained skills to apply in their career
- 48% improved their performance at work



**Confidence**

- 68% gained a sense of accomplishment or fulfillment
- 67% felt more confident
- 49% felt they have more opportunities for career growth

**Further education**

- 98% intend to continue to learn
- 78% intend to enroll in another course or program on Coursera
- 39% intend to enroll in an online or in-person degree program

Note: The sample size for Specialization completers is 2,484. Survey questions: Has learning on Coursera benefited your career? (n=2,460); What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed? (n=2,388); How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.) (n=2,317); in which of the following ways do you intend to continue to learn? (Select all that apply.) (2,230).

## Countries

Remote work has created new opportunities for the global workforce. At the same time technology, such as generative AI, is shifting the way almost every job task is performed. In its recent Future of Jobs Report, the World Economic Forum found that 23% of jobs will be disrupted in the next five years.<sup>1</sup>

These country spotlights feature countries with a high concentration of learners on Coursera—and highlight how online education has empowered learners worldwide to face an uncertain future with confidence.



“

I was able to share what I learned with my team, and became more confident in company meetings. It strengthened my LinkedIn profile, and I got freelancing offers and a steady job offer.

**Mai A., learner from Egypt**

Search Engine Optimization (SEO)  
University of California, Davis

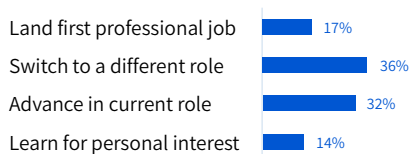
<sup>1</sup>World Economic Forum, Future of Jobs Survey, 2023



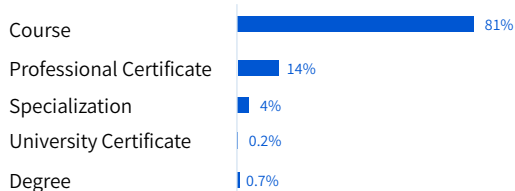
North America

# United States

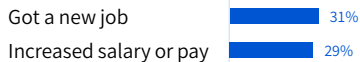
## Primary learner goal



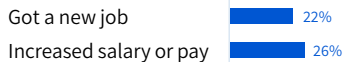
## Products completed



## Entry-Level Professional Certificates



## Specializations



**68%**  
report career benefits

**71%**  
felt more knowledgeable

**61%**  
gained skills to apply in their career

**40%**  
improved their performance at work

**25%**  
got a new job or increased their job interview offers

**20%**  
increased salary or pay

**19%**  
earned a degree or career credential



**90%**  
report personal benefits

**63%**  
gained a sense of accomplishment or fulfillment

**53%**  
felt more confident

**45%**  
felt they have more opportunities for career growth



**96%**  
intend to continue learning

**64%**  
intend to enroll in another course or program on Coursera

**54%**  
intend to do on-the-job training

**32%**  
intend to enroll in an online or in-person degree program

n=7,068; primary learner goal excludes non-responders and learners who chose Other; additional data excludes learners who selected a non-career related primary goal for learning on Coursera (n=5,698); Survey questions: What was your primary goal for enrolling in the most recent Coursera course or program you completed?(Select one.)(n=6,412); Has learning on Coursera benefited your career?(n=5,594); What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed? (n=5,240), Entry-Level Professional Certificates and Specializations not included due to insufficient sample size; How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.)(n=5,078); In which of the following ways do you intend to continue to learn? (Select all that apply.)(n=4,824)

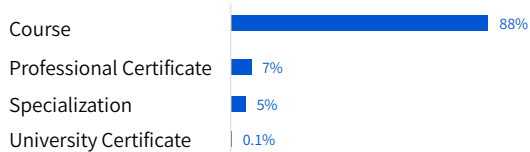
Asia Pacific

# India

## Primary learner goal



## Products completed



**89%**  
report career benefits

**70%**  
felt more knowledgeable

**62%**  
gained skills to apply in their career

**43%**  
improved their performance at work

**31%**  
got a new job or increased their job interview offers

**27%**  
earned a degree or career credential

**15%**  
increased salary or pay



**97%**  
report personal benefits

**63%**  
gained a sense of accomplishment or fulfillment

**70%**  
felt more confident

**47%**  
felt they have more opportunities for career growth



**99%**  
intend to continue learning

**79%**  
intend to enroll in another course or program on Coursera

**46%**  
intend to do on-the-job training

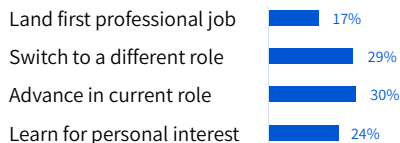
**36%**  
intend to enroll in an online or in-person degree program

n=7,068, primary learner goal excludes non-responders and learners who chose Other; additional data excludes learners who selected a non-career related primary goal for learning on Coursera (n=5,698); Survey questions: What was your primary goal for enrolling in the most recent Coursera course or program you completed?(Select one.)(n=6,412); Has learning on Coursera benefited your career? (n=5,594); What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed? (n=5,240); Entry-Level Professional Certificates and Specializations not included due to insufficient sample size; How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.)(n=5,078); In which of the following ways do you intend to continue to learn? (Select all that apply.)(n=4,824)

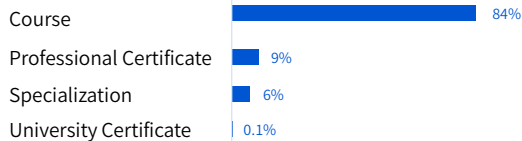
Europe

# United Kingdom

## Primary learner goal



## Products completed



**70%**  
report career benefits

**72%**  
felt more knowledgeable

**64%**  
gained skills to apply in their career

**43%**  
improved their performance at work

**23%**  
got a new job or increased their job interview offers

**20%**  
increased salary or pay

**17%**  
earned a degree or career credential



**93%**  
report personal benefits

**63%**  
gained a sense of accomplishment or fulfillment

**56%**  
felt more confident

**45%**  
felt they have more opportunities for career growth



**98%**  
intend to continue learning

**69%**  
intend to enroll in another course or program on Coursera

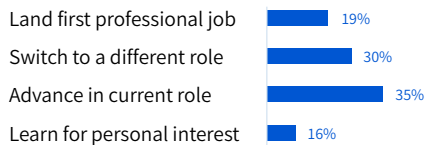

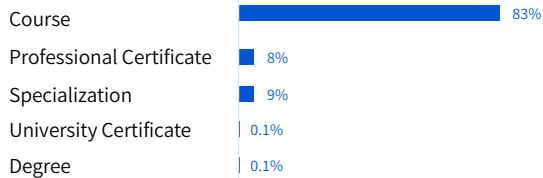
**59%**  
intend to do on-the-job training

**26%**  
intend to enroll in an online or in-person degree program

n=1,354, primary learner goal excludes non-responders and learners who chose Other; additional data excludes learners who selected a non-career related primary goal for learning on Coursera (n=898); Survey questions: What was your primary goal for enrolling in the most recent Coursera course or program you completed?(Select one.)(n=1,183); Has learning on Coursera benefited your career? (n=888); What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed?(n=859), Entry-Level Professional Certificates and Specializations not included due to insufficient sample size; How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.)(n=837); In which of the following ways do you intend to continue to learn? (Select all that apply.) (n=799)

## Europe

## Germany

 Primary learner goal

 Products completed


**71%**  
report career benefits

**75%**  
felt more knowledgeable

**64%**  
gained skills to apply in their career

**42%**  
improved their performance at work

**30%**  
got a new job or increased their job interview offers

**21%**  
increased salary or pay

**19%**  
earned a degree or career credential



**95%**  
report personal benefits

**64%**  
felt more confident

**62%**  
gained a sense of accomplishment or fulfillment

**46%**  
felt they have more opportunities for career growth



**98%**  
intend to continue learning

**74%**  
intend to enroll in another course or program on Coursera


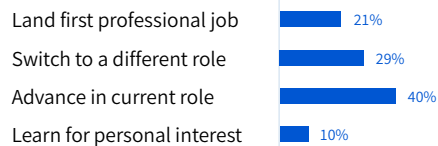
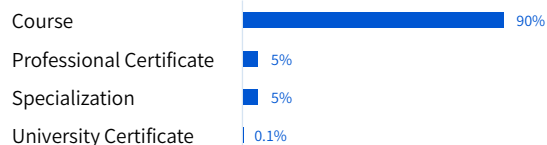
**56%**  
intend to do on-the-job training

**36%**  
intend to enroll in an online or in-person degree program

n=1,294, primary learner goal excludes non-responders and learners who chose Other; additional data excludes learners who selected a non-career related primary goal for learning on Coursera (n=998); Survey questions: What was your primary goal for enrolling in the most recent Coursera course or program you completed? (Select one.) (n=1,181); Has learning on Coursera benefited your career? (n=976); What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed? (n=757); Entry-Level Professional Certificates and Specializations not included due to insufficient sample size; How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.) (n=913); In which of the following ways do you intend to continue to learn? (Select all that apply.) (n=856)

## Latin America

## Brazil

 Primary learner goal

 Products completed


**85%**  
report career benefits

**72%**  
felt more knowledgeable

**71%**  
gained skills to apply in their career

**52%**  
improved their performance at work

**33%**  
got a new job or increased their job interview offers

**22%**  
increased salary or pay

**21%**  
earned a degree or career credential



**96%**  
report personal benefits

**69%**  
felt more confident

**59%**  
gained a sense of accomplishment or fulfillment

**50%**  
felt they have more opportunities for career growth



**100%**  
intend to continue learning

**83%**  
intend to enroll in another course or program on Coursera

**50%**  
intend to enroll in an online or in-person degree program

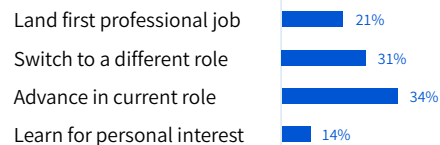
**49%**  
intend to do on-the-job training

n=1,267, primary learner goal excludes non-responders and learners who chose Other; additional data excludes learners who selected a non-career related primary goal for learning on Coursera (n=1,040); Survey questions: What was your primary goal for enrolling in the most recent Coursera course or program you completed? (Select one.) (n=1,150); Has learning on Coursera benefited your career? (n=1,005); What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed? (n=858); Entry-Level Professional Certificates and Specializations not included due to insufficient sample size; How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.) (n=980); In which of the following ways do you intend to continue to learn? (Select all that apply.) (n=930)

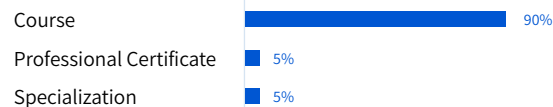
Latin America

# Mexico

## Primary learner goal



## Products completed



**84%**  
report career benefits

**69%**  
felt more knowledgeable

**66%**  
gained skills to apply in their career

**51%**  
improved their performance at work

**27%**  
got a new job or increased their job interview offers

**22%**  
increased salary or pay

**19%**  
earned a degree or career credential



**96%**  
report personal benefits

**64%**  
felt more confident

**55%**  
gained a sense of accomplishment or fulfillment

**50%**  
felt they have more opportunities for career growth



**99%**  
intend to continue learning

**79%**  
intend to enroll in another course or program on Coursera

**48%**  
intend to do on-the-job training

**47%**  
intend to enroll in an online or in-person degree program

n=1,032, primary learner goal excludes non-responders and learners who chose Other; additional data excludes learners who selected a non-career related primary goal for learning on Coursera (n=786); Survey questions: What was your primary goal for enrolling in the most recent Coursera course or program you completed?(Select one.)(n=913); Has learning on Coursera benefited your career? (n=764); What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed? (n=633); Entry-Level Professional Certificates and Specializations not included due to insufficient sample size; How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.)(n=734); In which of the following ways do you intend to continue to learn? (Select all that apply.)(n=686)

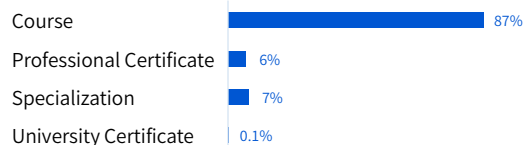
Middle East

# Egypt

## Primary learner goal



## Products completed



**89%**  
report career benefits

**75%**  
felt more knowledgeable

**63%**  
gained skills to apply in their career

**49%**  
improved their performance at work

**32%**  
got a new job or increased their job interview offers

**24%**  
earned a degree or career credential

**16%**  
increased salary or pay



**96%**  
report personal benefits

**75%**  
felt more confident

**61%**  
gained a sense of accomplishment or fulfillment

**47%**  
felt they have more opportunities for career growth



**99%**  
intend to continue learning

**82%**  
intend to enroll in another course or program on Coursera

**50%**  
intend to enroll in an online or in-person degree program

**44%**  
intend to do on-the-job training

n=760, primary learner goal excludes non-responders and learners who chose Other; additional data excludes learners who selected a non-career related primary goal for learning on Coursera (n=633); Survey questions: What was your primary goal for enrolling in the most recent Coursera course or program you completed?(Select one.)(n=664); Has learning on Coursera benefited your career? (n=617); What career outcome(s) have you achieved by enrolling in the most recent Coursera course or program you completed? (n=554), Entry-Level Professional Certificates and Specializations not included due to insufficient sample size; How else have you benefited from the most recent Coursera course or program you completed? (Select all that apply.)(n=577); In which of the following ways do you intend to continue to learn? (Select all that apply.)(n=550).

# Appendix



# Methodology

## Data collection methodology

### Study population

Results in the 2023 Coursera Learner Outcomes Report are based on a web survey conducted from January 25–March 1, 2023, with a sample of 55,648 respondents who completed a course, Professional Certificate, Specialization, University/MasterTrack Certificate, or degree program on Coursera between June 1, 2021, and September 30, 2022. The Coursera Learner Outcomes Survey was conducted in English only.

The sample size enabled Coursera to obtain results with a 95% confidence level when measured against the industry-standard range of error, with the exception of University/MasterTrack Certificates and degree learners, whose results are only reported out as part of the full learner sample.

### Participant recruitment

All learner email addresses were provided by Coursera, with the exception of degree program graduates and select MasterTrack/University Certificate learners, where Coursera worked directly with university partners to obtain those learner email addresses. In a few cases, university partners chose to deploy the survey on Coursera's behalf rather than share learner email addresses. Learners who completed the survey, except for non-eligible Coursera for Government Workforce Development learners, were given the option to opt in to a gift card raffle at the close of the survey. Those who opted in could be randomly selected to receive one of eighty \$25 gift cards.

## Study tools and data security

### Email recruitment

Email recruitment administered by Huron Consulting utilized the platform MindFire. More information about this software can be found here: <https://mindfireinc.com/>.

### Survey instrument development

In December 2022, five focus groups were conducted with 20 Coursera learners to clarify the purpose of the survey and inform questionnaire development.

The final instrument consisted of 26 items, including closed and open question types. Items explored were 1) demographic and income levels; 2) motivations and expectations of Coursera enrollment; 3) outcomes associated with Coursera enrollments. The time to complete the survey was approximately eight minutes.

### Survey administration

Huron Consulting uses Alchemer for hosting and the execution of polls and survey questions. Alchemer does not hold any contact information for the recipient. It collects data based on user responses to questions, reports aggregate results, and supplies Huron with data exports of responses and ID numbers for matching back to our campaign database.

Security information for Alchemer can be found here: <https://www.alchemer.com/security/>.

## coursera

### About Coursera

Coursera was launched in 2012 by two Stanford Computer Science professors, Andrew Ng and Daphne Koller, with a mission to provide universal access to world-class learning. It is now one of the largest online learning platforms in the world, with 124 million registered learners as of March 31, 2023. Coursera partners with over 300 leading university and industry partners to offer a broad catalog of content and credentials, including courses, Specializations, Professional Certificates, Guided Projects, and bachelor's and master's degrees. Institutions around the world use Coursera to upskill and reskill their employees, citizens, and students in fields such as data science, technology, and business. Coursera became a Delaware public benefit corporation and a B Corp in February 2021. To learn more, visit [Coursera.org](https://www.coursera.org)



### About Huron Consulting Group

Huron is a global consultancy that collaborates with clients to drive strategic growth, ignite innovation, and navigate constant change. Through a combination of strategy, expertise, and creativity, we help clients accelerate operational, digital, and cultural transformation, enabling the change they need to own their future. By embracing diverse perspectives, encouraging new ideas, and challenging the status quo, we create sustainable results for the organizations we serve. Through focus, passion, and collaboration, Huron provides guidance to organizations as they contend with the change transforming their industries and businesses.

### Huron's commitment to higher education

Education leaders are increasingly faced with strategic, financial, and enrollment challenges and increased competition. They need to transform how they deliver services to advance their academic, research, and clinical missions in order to own their future. Huron Consulting helps higher education and research institutions to foster innovation, improve financial health, and strengthen student success. With over 7,000 education engagements across 500+ education institutions across North America, all top 100 research universities, all 65 members of the American Association for American Universities, and 40+ of the largest university systems, Huron Consulting shares the goals of higher education leaders—sustainable change that supports and advances institutional missions.

# Methodology

## Rationale for indicators of wealth and social mobility

### Human development index (HDI)\*

The Human Development Index (HDI) is “a summary measure of achievement in key dimensions of human development: a long and healthy life, being knowledgeable, and having a decent standard of living. The HDI is the geometric mean of normalized indices for each of the three dimensions.” The HDI currently measures data for 191 countries and territories. It is maintained by the United Nations Development Program. The Index is organized into 4 groups: Low, Medium, High, and Very High.

Low HDI consists of 32 nations: Afghanistan, Benin, Burkina Faso, Burundi, Central African Republic, Chad, Democratic Republic of the Congo, Djibouti, Eritrea, Ethiopia, The Gambia, Guinea, Guinea-Bissau, Haiti, Lesotho, Liberia, Madagascar, Malawi, Mali, Mozambique, Niger, Nigeria, Pakistan, Rwanda, Senegal, Sierra Leone, South Sudan, Sudan, Tanzania, Togo, Uganda, and Yemen. Source:<https://hdr.undp.org/data-center/human-development-index#/indicies/HDI>.

### Lower-income learners

Learners were asked to self-identify their yearly earnings. Learners with lower incomes were defined as those reporting an annual income of \$20,000 or less (normalizing to the U.S. Dollar). This

definition comes from two measures developed by the U.S. Federal Government: the “poverty thresholds” as defined by the U.S. Census Bureau in 2022 and the “poverty guidelines” as defined by the Department of Health and Human Services in 2021.

### First-generation college students

Learners were asked to identify if one or both of their parents/ guardians obtained a college degree. Those answering “No” are considered first-generation college students.

## Technical methodology

### Learner segments

Learners self-identified as 1 of 4 learner types or segments:

1. Learn skills to get hired into my first professional job
2. Switch to a different role by developing new skills
3. Develop my skills to advance in my current role or get a promotion
4. Learn about personal interest topics (not for work)

Learner segments 1, 2, and 3 are collectively identified as career learners or career-focused learners.

In survey analysis, it was found that 85% of learners have career-related goals for learning on Coursera, so unless otherwise denoted, outcomes are conditional on learners having a stated career goal for taking content on Coursera. Demographics are inclusive of all survey respondents.

### Prior employment: unemployed and seeking employment

Learners reported their employment status prior to their enrollment at Coursera through a multi-response question. Anyone referred to as unemployed and seeking employment in this study must have selected that category, regardless of other selections made. For the purposes of this report, they will be referred to as unemployed learners.

### Benefits and outcomes

In this study, we looked at learner outcomes through a framework of career and personal benefits. Career benefits include responding “Yes” to whether Coursera benefited the learner’s career and achieving tangible and intrinsic outcomes.

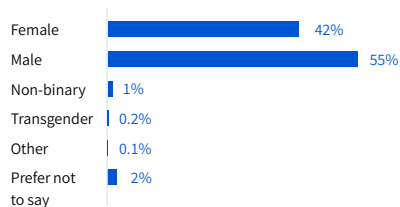
We define tangible outcomes as getting a new job, receiving a promotion, increasing salary or pay, increasing job interview offers, and earning a degree or credential to get a desired job.

Intrinsic outcomes include feeling more knowledgeable, gaining applicable career skills, improving work performance, deciding if a role or career path is right for the learner, and increasing colleague’s confidence in the learner.

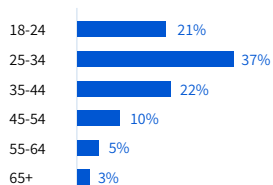
We define personal benefits as how learners felt after completing their course or program on Coursera and their future growth. This includes includes increased feelings of confidence, gaining a sense of accomplishment or fulfillment, feeling more capable of taking on new learning initiatives, feeling that one has more opportunities for career growth, being more likely to share knowledge with others, and taking on more responsibilities at work. Personal benefits that relate to future growth include plans to pursue further education, such as enrolling in a degree program or in another course or program on Coursera.

# Learner respondent demographics

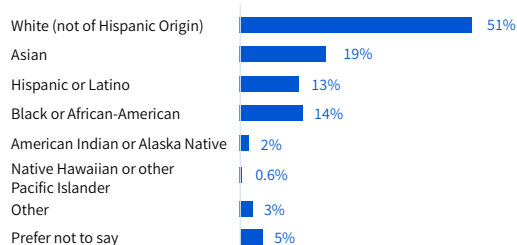
## Gender identity



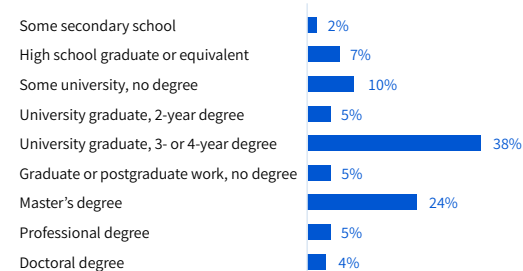
## Age



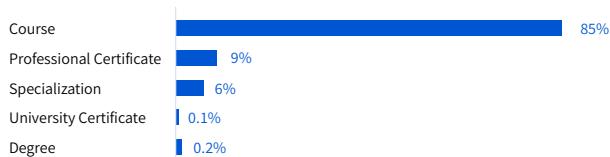
## Race or ethnicity (U.S. only)



## Highest level of education



## Products completed



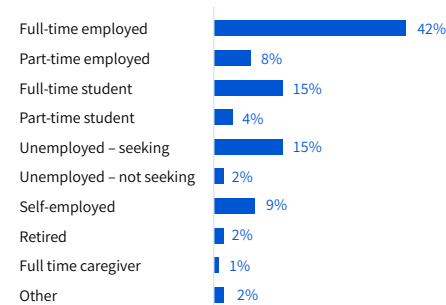
## First-generation college students



## Bachelor's degree



## Prior employment status



The image features the Coursera logo and tagline centered on a blue background. The background is composed of several overlapping circular and semi-circular shapes in different shades of blue, creating a layered, abstract effect. The logo itself is in a clean, white, sans-serif font.

**coursera**

Learn without limits