

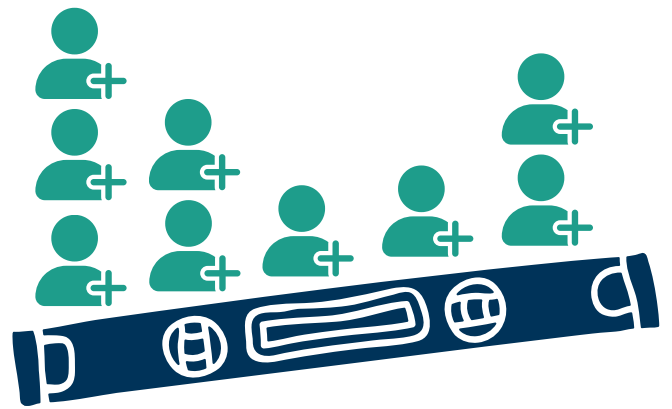
EDUVENTURES 2024 ADULT PROSPECT RESEARCH™ REPORT

KEY TAKEAWAYS

ADULT PROSPECT MARKET TRENDS

This report draws on data from the annual Eduventures Adult Prospect Research between 2019 and 2023. The latter constitutes the first truly post-pandemic Adult Prospect Survey, permitting clearer comparison pre- and post-pandemic.

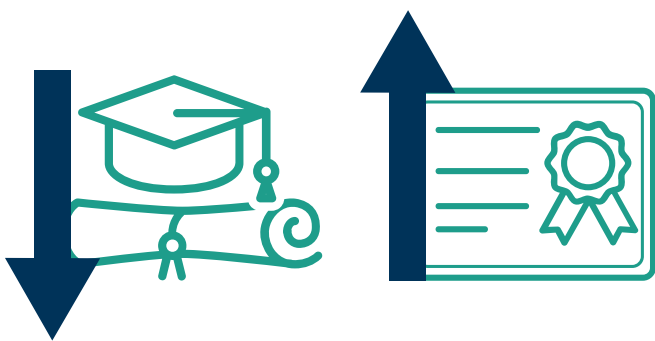
Post-COVID enrollment declines show signs of leveling out



35% DECLINE
Adult Undergraduate ENROLLMENT RATE
between 2013 and 2023

% of eligible students enrolling declining, suggesting non-consumption of higher education

Job market dynamic growing less certain



Degree interest trending down and non-degree interest up

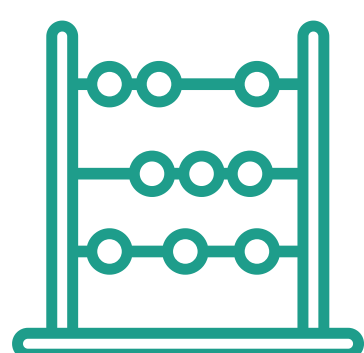
Modality preferences are shifting



UP TO \$30K


Graduate "price sensitivity" has a number

Surface prospect and enrollment field of study alignment is misleading



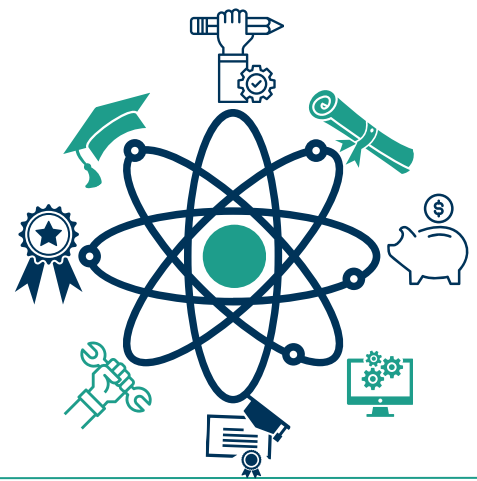
KEY TAKEAWAYS FROM EDUVENTURES ADULT PROSPECT SURVEY 2023

EDUVENTURES RESEARCH 2024

KEY INSIGHTS

1

Adult undergraduate prospects continue to gravitate to non-degree offerings over degrees.



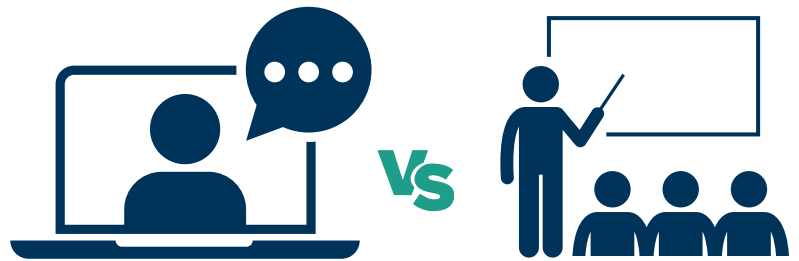
2

More prospects could enter the pipeline after sitting out in recent years.



3

The decline in hybrid modality preference reverses, signaling potential online weariness.



4

Graduate prospect interest can mislead if not balanced with enrollment data.



5

Commitment, modality, and credit shape price expectations.



Adult Prospect Research 2023 Sample

This sample is national and designed to be representative of the full adult prospect pool. Sample sizes range from 2,500 to 4,000 and total nearly 20,000 across the period.

Full Report Available in the Eduventures Research Library