Nursing Education Market Insights

Demand for Advanced Nurses Creates Growth

7% increase in nurses holding a BSN from 2010-2019

4 million + registered nurses in the U.S.

86% of employers have a strong preference for new hires to have a BSN.

American Association of Colleges of Nursing

Strong Desire for Advanced Nursing Degrees*

40% to provide better patient care

39% to prepare to move up in organization

Interest in Online Learning is Increasing*

Nearly all nurses are interested in learning opportunities outside of the traditional classroom setting.

61% of nurses prefer online learning

34% of nurses prefer blended learning

How Nurses Learn About Education Options*

92% of nurses visit a website after seeing it in an ad.

31% will click on the ad or follow a link.

Cost’s Affect on Education Plans*

Personal Financing 43%

Personal Savings 27%

Employer 21%

Grants/Scholarships 10%

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NURSING DEGREE - CURRENT AND FUTURE

BSN/BS/BA 44% 26%

MSN/MS/MA 15% 47%

PhD/EdD/DNS/DNP 1% 10%

Other 2% 6%

MOTIVATION FOR FURTHER EDUCATION

40% to provide better patient care

39% to prepare to move up in organization

PREFERRED LEARNING RESOURCES

56% Word of mouth from colleagues

47% University websites

30% Ads in nursing journals

30% Webinars, webcasts, podcasts

26% Ads in healthcare portals

25% Direct email from university

24% Journal articles

22% Direct mail from universities

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* Nursing Education Market Assessment, Wolters Kluwer Market Research, April 2020

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