



# Nursing Education Market Insights

**Demand for Advanced Nurses Creates Growth**

↑ 7%

increase in nurses holding a BSN from 2010-2019

*Future of Nursing: Campaign for Action*



*Future of Nursing: Campaign for Action*



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

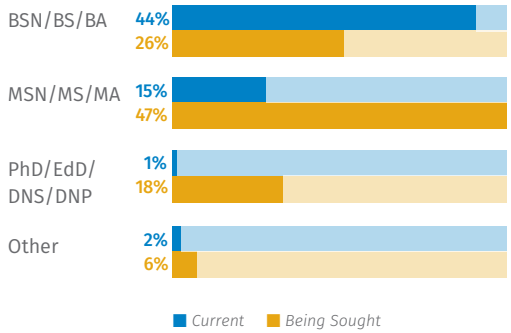
*American Association of Colleges of Nursing*

**Strong Desire for Advanced Nursing Degrees\***

## MOTIVATION FOR FURTHER EDUCATION

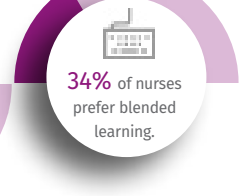
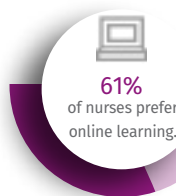


## Nursing Degree - Current and Future

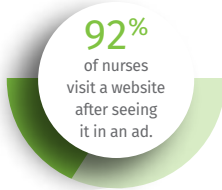


**Interest in Online Learning is Increasing\***

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



**How Nurses Learn About Education Options\***

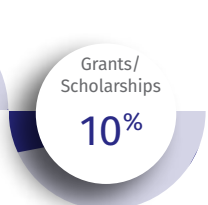
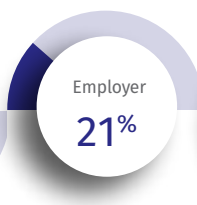
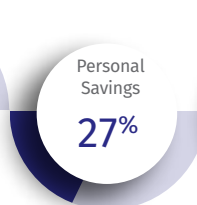


## PREFERRED LEARNING RESOURCES



**Cost's Affect on Education Plans\***

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