

2025

Learner Outcomes Report

coursera



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company



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Foreword

I'm pleased to introduce the 2025 edition of Coursera's *Learner Outcomes Report*, created in collaboration with The Harris Poll. As a global learning platform, Coursera aims to help the world's learners master the right skills to grow their careers. At a time when technological disruption, economic uncertainty, and demographic shifts are reshaping the global labor market, this mission has never been more urgent—or more within our reach.

The *Learner Outcomes Report* offers us a valuable opportunity to assess our progress towards delivering on this mission. We've gathered insights from more than 52,000 learners across 179 countries to understand how Coursera is empowering them to achieve their professional and personal goals.

The results demonstrate that Coursera continues to drive meaningful—and measurable—career outcomes for our learners.

We find that:

- **91%** of learners achieved a positive career outcome after completing a course on Coursera
- **Nearly half** of our learners (46%) reported salary increases after completing a course on Coursera
- For learners who completed an industry micro-credential, this effect is stronger: **51%** of learners who completed an entry-level Professional Certificate reported a salary increase
- **84%** of learners improved or developed crucial technical skills required to succeed in their respective industries
- **89%** of learners enhanced their soft skill capabilities, particularly critical thinking and problem-solving skills that are essential to remain resilient in the AI economy
- **95%** of learners experienced a personal benefit from learning on Coursera, including increased productivity, a sense of accomplishment, and gaining clarity on their future career path

We've also investigated the extent to which Coursera is expanding opportunity. Learners in emerging economies are more likely to report positive career outcomes than those in advanced economies (94% vs. 84%), and they are 74% more likely to report advancing to a higher job level after their course (33% vs. 19%). Among women, nearly half (48%) report a salary increase after completing a course—slightly higher than men (45%).

We also find that Coursera Coach, our AI-powered personalized guide, is delivering promising outcomes: 94% of learners who used Coach say that it improved their learning experience, with benefits including:

- Easier comprehension of complex concepts
- More interactive, engaging learning
- Better retention of course material

This report offers encouraging evidence that by combining platform innovations with trusted content from our partners, we can equip millions of learners worldwide with the critical skills required for career growth and professional success, including those most in need of access to these resources. It also offers a reminder that our work is not yet done. We will continue to work tirelessly with our university and industry educators, as well as businesses, campuses, and governments, to foster a more skilled, innovative, job-ready workforce.

Greg Hart
Chief Executive Officer
Coursera



Defining our audience: career learners

While learners enroll in courses and programs for a wide variety of reasons, most learners come to Coursera to transform their career.

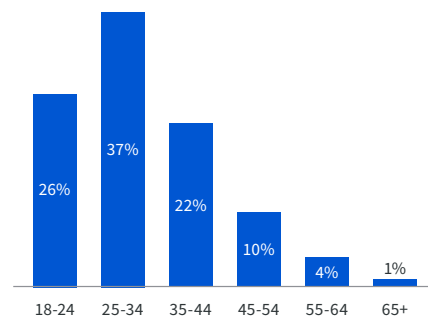
86%

come to Coursera to transform their career¹

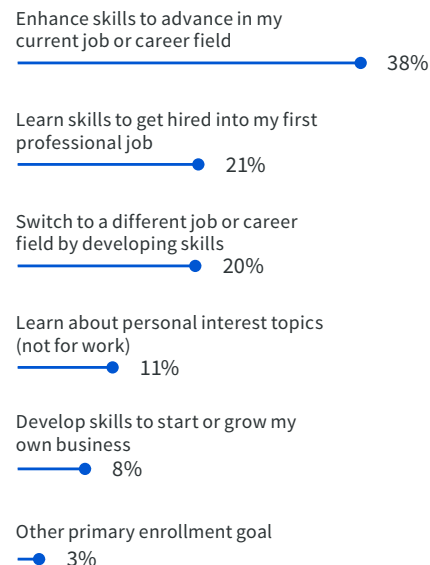
They want to land their first professional job, switch careers, advance in their current roles, or grow their own business. Due to this overwhelming preference for professional development, all data in this report focuses specifically on career-focused learners. This audience will be referred to as “learners” throughout the report.

This report details findings from a 15-minute online survey completed by 52,862 global learners (among which 45,708 were learning for career-related reasons) across 179 countries who completed a course or micro-credential program on Coursera between June 1, 2023, and November 30, 2024.²

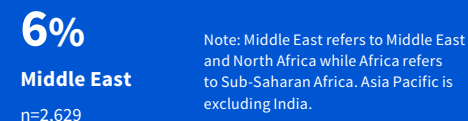
Age



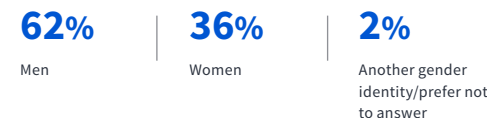
Primary enrollment goal



Geographic location



Gender identity³



¹ Percentages shown may not sum to 100% due to computer rounding and/or instances where respondents were permitted to select more than one answer.

² 179 countries refer to the 193 UN-recognized member states. Total survey respondents reside in 179 countries and 21 territories and principalities.

³ Gender was self-reported, and learners were given the option to answer with man, woman, another identity (write in) or prefer not to answer. Categories have been combined for confidentiality.

Executive summary

In an era marked by rapid technological advancement and economic disruption, access to quality education is a critical catalyst for personal and professional growth. As job roles evolve—and new ones emerge—driven by innovations like artificial intelligence, individuals must continually adapt and upskill to stay competitive.

According to the World Economic Forum's *The Future of Jobs Report 2025*, 92 million jobs are expected to be displaced by 2030, but 170 million new roles are projected to emerge, suggesting that the future workforce will be substantially reshaped, not erased. Yet persistent disparities in access to quality education remain a major barrier to economic opportunity worldwide.

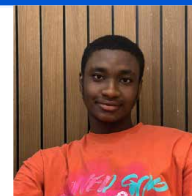
Online learning platforms like Coursera aim to help bridge that gap by making job-relevant education more accessible and flexible, expanding opportunities for learners regardless of location.

In the spring of 2025, Coursera partnered with The Harris Poll to survey its learners about their learning motivations and how the course or micro-credential program they recently completed on the platform helped them achieve their career and personal objectives. This report aims to provide a multi-layered analysis to convey the impact that Coursera and its world-class university and industry partners are having on learners throughout their professional development journey.

98%

reported that learning on Coursera impacted their learning in a positive way, including 70% who said that the platform provided access to learning opportunities they wouldn't have had otherwise.

Examples of this include having greater access to a wide range of learning opportunities (49%), learning from otherwise inaccessible universities or companies (37%), and being able to learn despite the absence of local in-person options (33%).



The findings from this study demonstrated that online learning was a powerful driver of professional and personal growth. For learners around the world, Coursera was not just an educational platform—it was a catalyst for career advancement, skill development, and personal fulfillment.

01

Learners saw Coursera as a platform to grow their careers

Continuous learning is essential in today's swiftly evolving job market. Coursera enabled learners around the world to not only learn, but to strategically advance their careers. Whether aiming for promotions, higher salaries, industry credentials, or all of the above, Coursera empowered learners to achieve these goals.

99%

enrolled in their course or program with multiple career goals in mind

73%

wanted to gain skills for advancement; followed by increasing their earning potential (45%) and staying competitive in their industry (40%)

45%

aimed to earn industry-recognized credentials or prepare for an industry certification exam

02

Learning on Coursera led to career outcomes with a rapid ROI

Learning on Coursera delivered fast, tangible career outcomes for learners. Learners globally view learning as an investment in their careers, and their commitment to professional growth is paying off. They reported expanded knowledge, salary increases, and new job opportunities—and they saw quick results post-course completion.

91%

achieved at least one positive career outcome by completing their course or program on Coursera; 67% achieved two or more career outcomes

46%

reported a salary increase since enrolling in their course or program on Coursera

1 in 4

(27%) reported a higher job level after completing their course or program on Coursera

The majority of learners who achieved the following positive career outcomes did so within three months of completing their course or program: improved their performance at work (79%), expanded their work responsibilities (67%), or received more interview offers (57%).

2 in 3

(66%) who reported getting a new job found it within six months of completing their course or program

1 in 3

(37%) who were unemployed found employment after completing their course or program

03

Learners gained in-demand, job-relevant technical and soft skills

As AI reshapes the workplace, there is a growing need to build human skills alongside technical proficiency, and learners across industries used Coursera to develop these critical skills.

84%

improved or developed technical skills relevant to their respective industries

89%

built or strengthened their soft skills, especially critical thinking (72%) and problem solving (72%)

80%

who completed Generative AI courses or programs developed or improved their artificial intelligence (AI/GenAI) skills

04

Nearly all learners reported additional benefits from learning on Coursera

Beyond career gains, learning fostered personal growth, often changing learners' mindsets about what they can achieve. Their newfound confidence and self-assurance can serve as powerful catalysts, paving the way for career advancements and opportunities.

95%

reported at least one personal benefit by completing their course or program on Coursera; 74% reported multiple personal benefits

52%

felt more accomplished or fulfilled, with 43% reporting they have more opportunities for career growth

96%

said learning on Coursera led to increased confidence, whether in their career or in themselves

05

Coursera removed barriers to education and empowered continued learning

Online platforms like Coursera help learners overcome traditional barriers to education like cost, time, and access by offering self-paced study, anytime access and affordable pricing.

94%

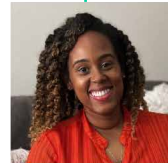
who live in emerging economies achieved at least one positive career outcome by completing their course or program on Coursera; 97% also reported a personal benefit.

92%

plan to continue learning in the future, and among those that do, 75% intend to return to Coursera

70%

said Coursera provided access to learning opportunities they wouldn't have had otherwise



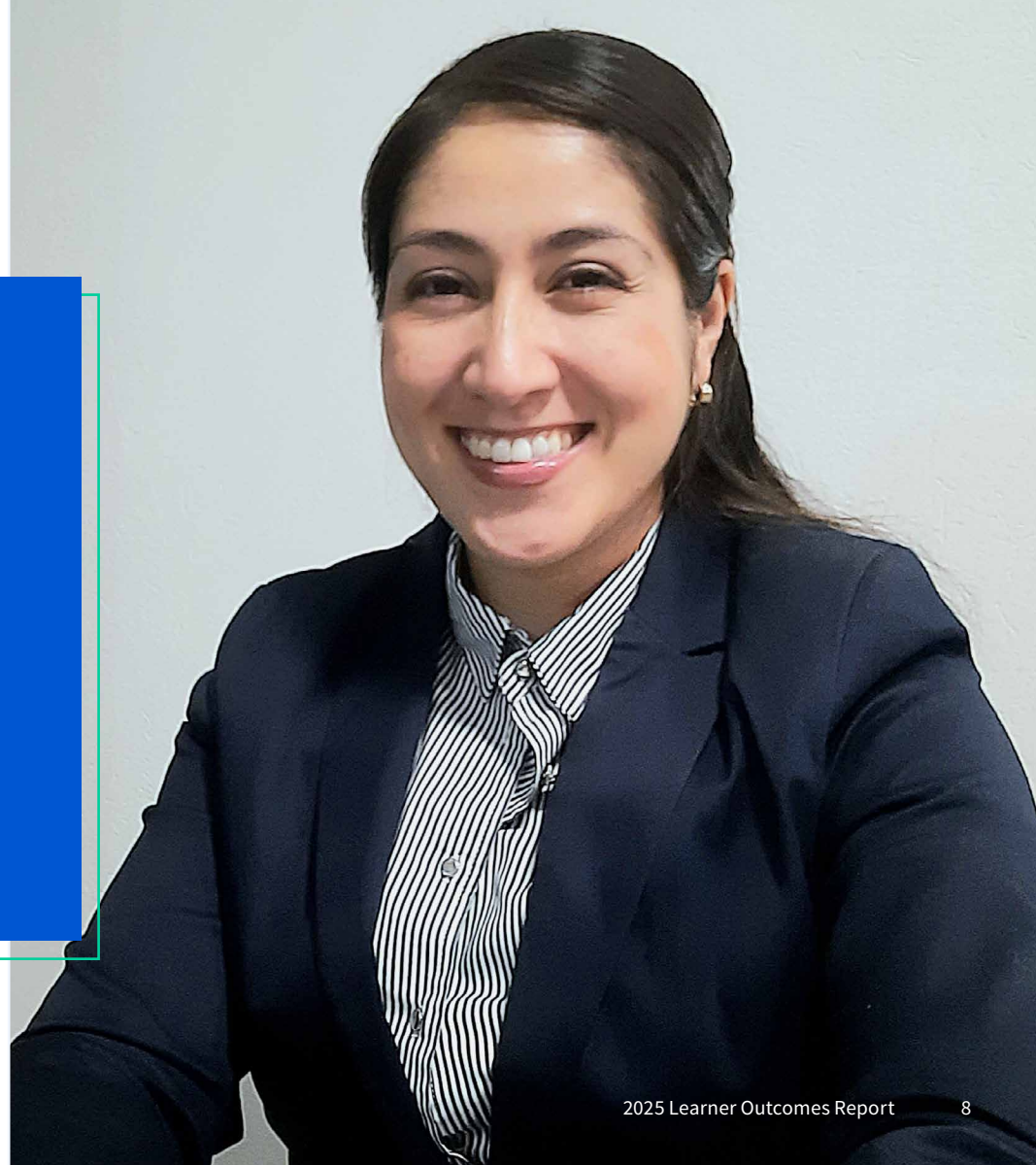
Detailed findings

“

I had the opportunity to move to another country and realized that my human resources knowledge needed an update. Taking courses on Coursera has allowed me to expand my knowledge internationally and, above all, obtain certifications that enabled me to integrate into a job abroad.

Paulina O.

Learner from the United States



Learners turned to Coursera to grow their careers—through skills and credentials

99%

enrolled in their course or program with multiple career goals in mind

While most (73%) said they wanted to gain skills for career advancement, other top goals included increasing earning potential (45%), staying up to date in their industry or career field (40%), and earning an industry-recognized credential (38%).

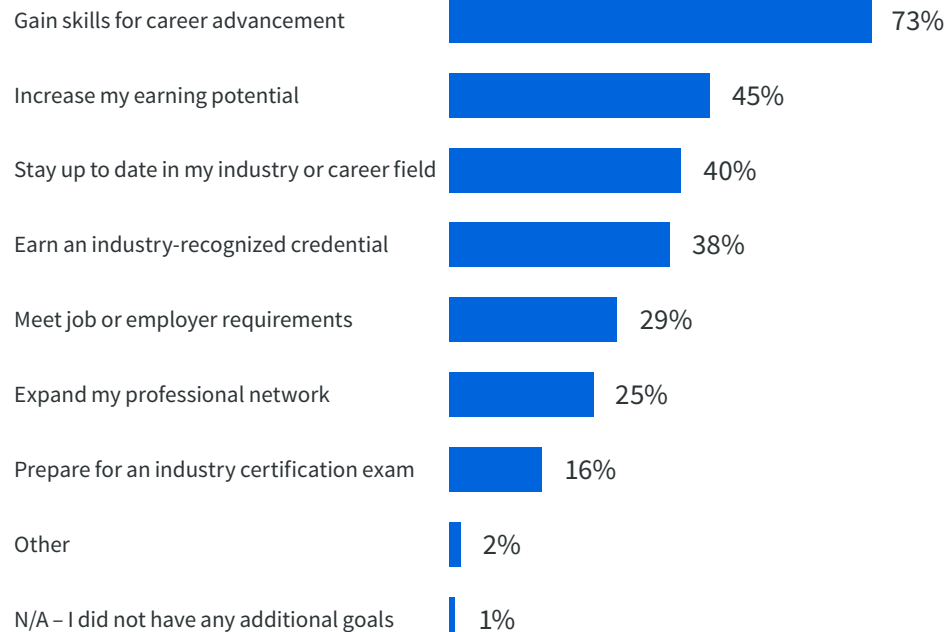
“

I was motivated to take courses on Coursera to build new skills and stay relevant in the tech industry. It's not just about a career shift—it's about leveling up for real impact.

Jeremiah A.
Learner from Nigeria



Learners' additional goals



The vast majority of learners experienced positive career outcomes, linking their professional success to learning on Coursera

91%

achieved at least one positive career outcome by completing their course or program on Coursera

Additionally, 67% reported achieving more than one positive career outcome. These tangible and intrinsic outcomes include gaining skills, acquiring new jobs, and increasing their knowledge.

54%

achieved a tangible outcome

31% earned a career credential or certification

11% received more interview offers

14% expanded their responsibilities at work

10% got a new job

14% expanded their professional network

6% started or grew their own business

46%

reported a salary increase since enrolling in their course or program

1 in 4

(27%) reported a higher job level after completing their course or program

83%

achieved an intrinsic outcome

69% increased their knowledge

56% gained skills they can apply in their career

28% improved their performance at work

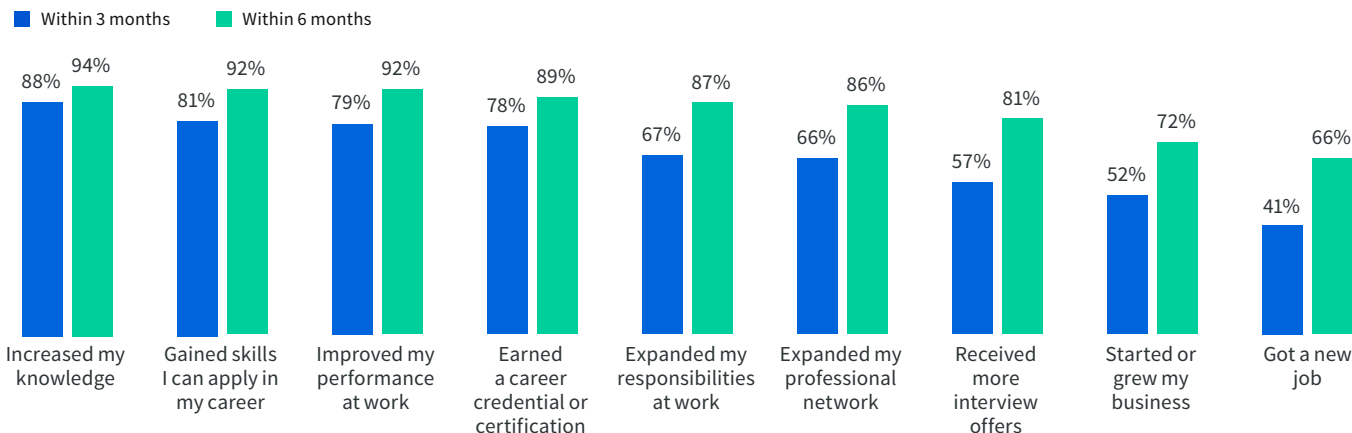
Learners reported a rapid ROI on positive career outcomes

More than half of learners who achieved the following positive career outcomes did so within three months of completing their course or program:

- **79%** improved their performance at work
- **67%** expanded their responsibilities at work
- **66%** expanded their professional network
- **57%** received more interview offers

Two in three (66%) learners who reported getting a new job found it within six months of completing their course or program.

Time to achieve positive career outcomes



1 in 3

(37%) who were unemployed found employment after completing their course or program

71%

of unemployed learners who reported getting a new job found it within six months of completing their course or program

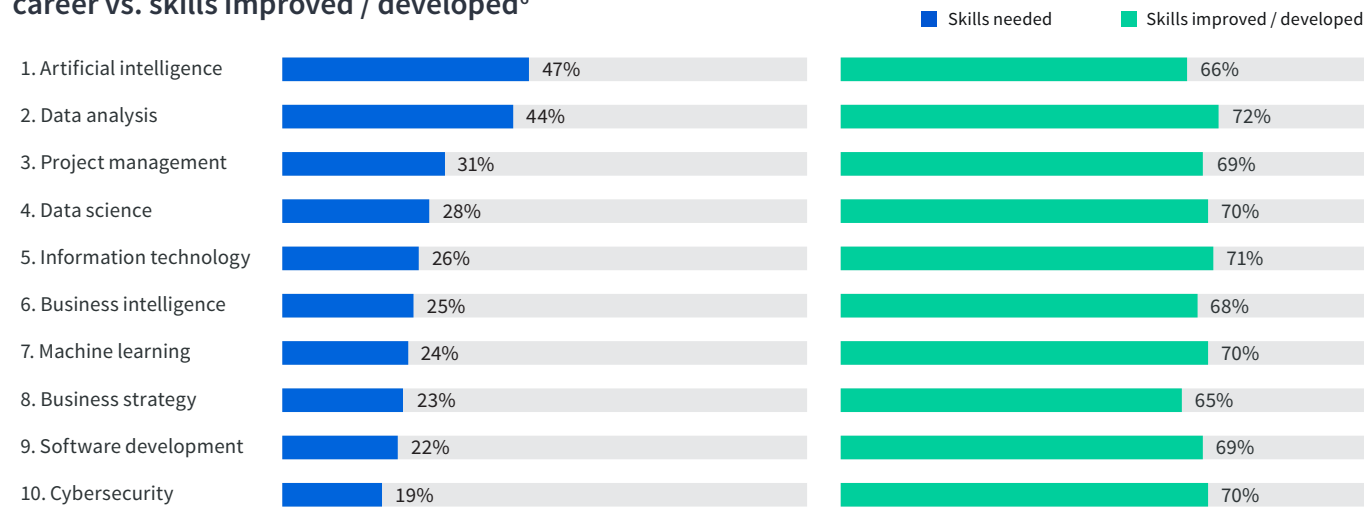
Learners need in-demand technical skills for their careers—and they gained them by learning on Coursera

Artificial intelligence, data analysis, and project management topped the list of technical skills that learners reported needing for their jobs. A substantial share of learners who needed these skills reported improving or developing them through their course or program on Coursera.

84%

improved or developed technical skills relevant to their respective industries

Top technical skills needed for current job or future career vs. skills improved / developed⁶



In a world increasingly dominated by technology, soft skills are more important than ever

In a recent analysis of 76 million job postings from 2023-2024, employers requested soft skills in 76% of them.⁷

In this year's study, nine in ten learners (89%) said they built or strengthened their soft skills, especially critical thinking (72%) and problem solving (72%), through learning on Coursera.

Soft skills developed or improved through learning on Coursera

72% Critical thinking

72% Problem solving

70% Self-discipline and resiliency

69% Process optimization

68% Creative

68% Communication

67% Time management

67% Organizational

64% Collaboration

64% Leadership

GenAI skills are no longer optional in the workforce—they are now essential

For Coursera learners across the board, GenAI was the fastest-growing skill, and GenAI course sign-ups have skyrocketed. This was likely the result of the competitive edge that having GenAI skills gives those in the workforce, as employers were reportedly willing to pay an average of 20% more for employees with AI skills.

At this point, AI has become ubiquitous throughout the modern workplace—93% of Gen Z and 79% of Millennials reported using two or more AI tools weekly, and 50% said that AI enabled them to focus on more strategic work.

93%

reported having used Artificial Intelligence (AI) tools in their work or learning

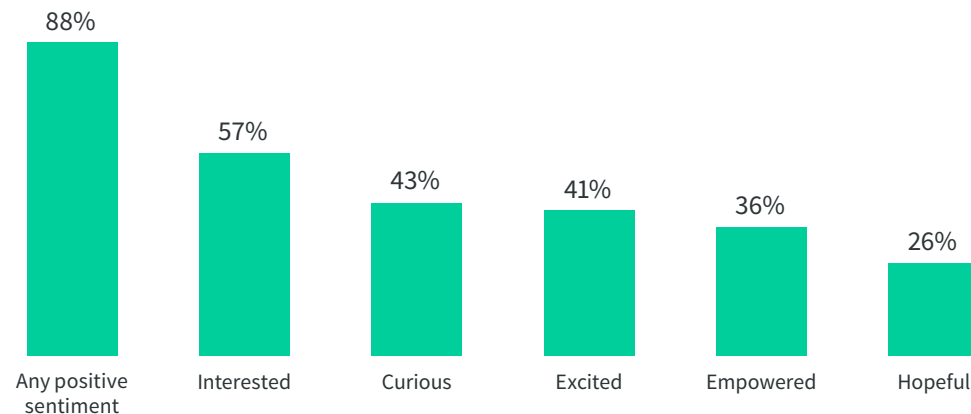
47%

reported daily usage of AI tools in their work or learning

88%

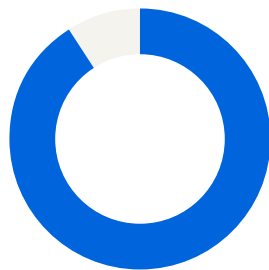
expressed positive sentiments about using AI in their work or learning

Top sentiments about using AI in work / learning



While 25% of learners reported feeling cautious about using AI in their work or learning, very few expressed feeling skeptical (12%), overwhelmed (8%), or anxious (7%), demonstrating openness to adapting to GenAI.

Learners who completed GenAI programs on Coursera saw career gains



91%

who completed GenAI content achieved a positive career outcome



80%

improved or developed their Artificial Intelligence (AI/GenAI) skills



64%

who reported more interview offers received them within 3 months of completing their course or program

42%

reported a salary increase since enrolling in their course or program

35%

said they were more productive at work

“

I was looking to be a key player in the adoption of AI at my company, so I enrolled in a dev class, a strategy class and an ethics and impact of AI class. It allowed me to be confident about what I was speaking about and did position me in a key role to create an AI Adoption Roadmap for the company, alongside managing our first AI initiatives.

Stephanie R.
Learner from Canada



Full-time professionals building GenAI skills saw a positive impact in their work and on their career opportunities

94%

of full-time professionals who completed GenAI content on Coursera reported a positive impact at work

54%

felt more capable of using new technical tools at work

45%

applied the skills they learned in their work or business

41%

felt more creative or innovative

41%

used GenAI to automate tasks to focus on more strategic work

34%

increased their value to their employer or clients

27%

felt more secure in their career

26%

felt better positioned to advance at their company

25%

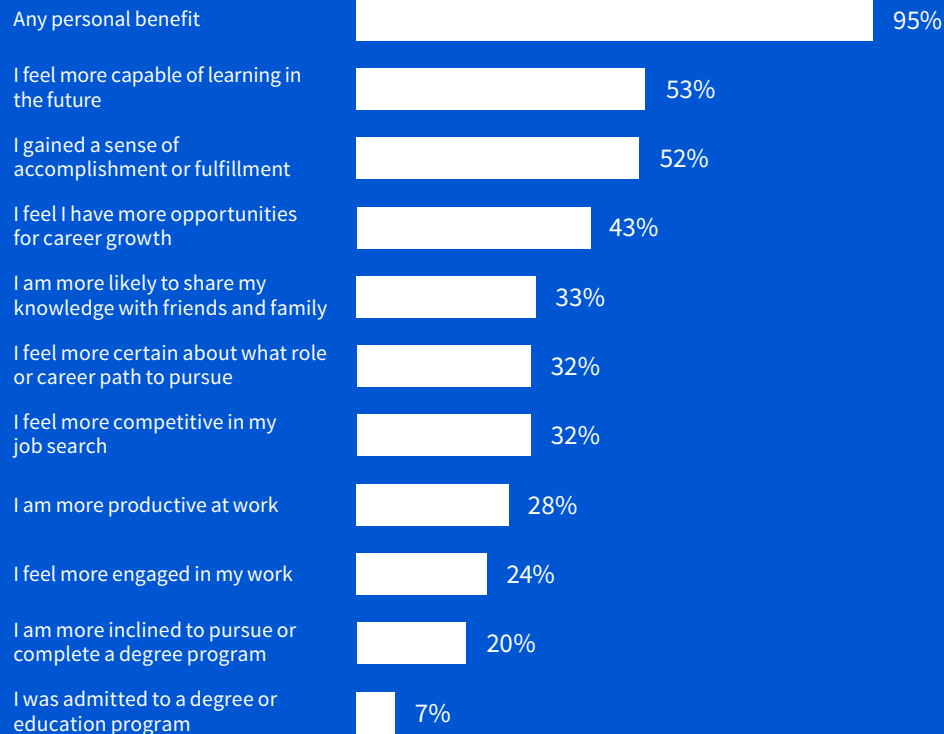
gained a competitive edge in their industry

Nearly all learners reported personal benefits from learning on Coursera

95%

reported at least one personal benefit by completing their course or program on Coursera, with 74% reporting multiple personal benefits

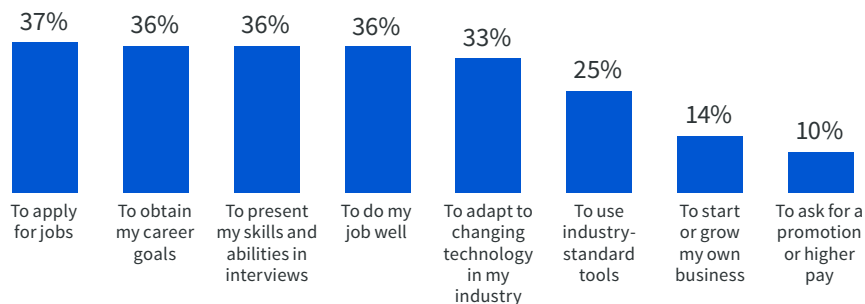
Personal benefits reported



Learning on Coursera enhanced confidence across different facets of learners' lives

84%

reported increased confidence about their job and career prospects



96%

said learning on Coursera led to increased confidence, whether in their career or in themselves

72%

reported increased confidence in themselves

52% in myself and my abilities

39% to share my knowledge

34% to tackle new projects or endeavors

“

After staying home with my kids after working sixteen years as an acute care nurse, completing the Intuit Academy Bookkeeping Professional Certificate and other courses gave me my confidence back. It reminded me of my soft skills and my life experience, which allowed me to push forward with applications and interviews.

Heather A.
Learner from
United States



“

The translations on Coursera gave me access to a wide range of content that would not have been possible otherwise. Taking courses in my own language allowed me to learn much faster and save a lot of time. Without a doubt, it was a major source of motivation.

Lutete M.

Learner from Angola



Learning on Coursera eased the impact of common barriers to education, improving access and attainability

Over [80% of working professionals](#) reported a lack of time as a major barrier to engaging in development programs, and competing obligations served as another obstacle for many—in OECD countries, [48% of adults who wanted to learn](#) but didn't participate cited time constraints due to work or family responsibilities as their main barrier.

Online platforms like Coursera overcame these barriers by offering self-paced study, anytime access, and affordable pricing.

How Coursera expanded learning accessibility

I felt less stressed because I could learn at my own pace

51%

I was able to learn despite time constraints

47%

I was able to afford to learn

43%

I was able to learn despite family and/or work commitments

40%

Coursera Coach provided learners with a personalized tool to enhance their learning experience

94%

who used Coursera Coach said it improved their learning experience



Coursera Coach is an AI-powered personalized guide that provides interactive, on-demand assistance to learners in their courses.

Benefits of using Coursera Coach



62%

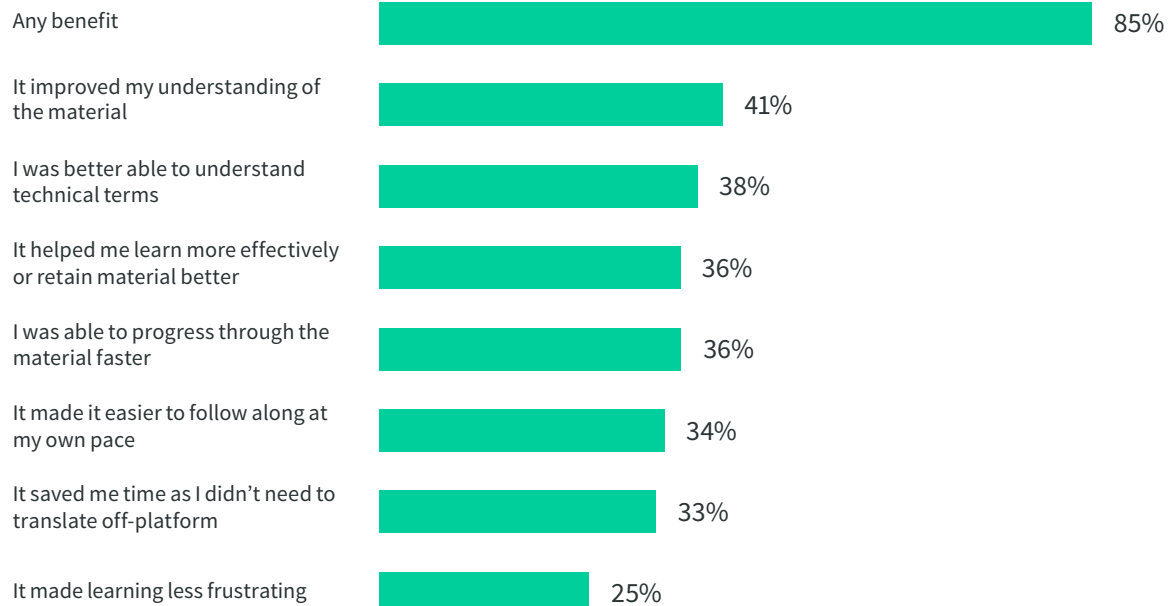
who used Coursera Coach said it benefited their career

Artificial intelligence enabled learners to learn more effectively in their preferred language

85%

who used machine translations reported benefits to learning in their preferred language⁸

Benefits of having course material in their preferred language



59%

who used machine translations said learning in their preferred language benefited their career

44%

who used machine translations said that it would have been difficult (33%) or impossible (11%) to understand the course material if it had not been translated

⁸ Machine translations refers to the automatic translation of the original course language to a learner's preferred language using computer software.

“

Coursera reminded me that even with a full-time job, family life with two young children, and a demanding schedule, learning is always possible—and powerful—when it is accessible, flexible, and rooted in real-world impact.

Maria L.
Learner from Greece



Accessible and attainable education enables learners to pursue more learning opportunities

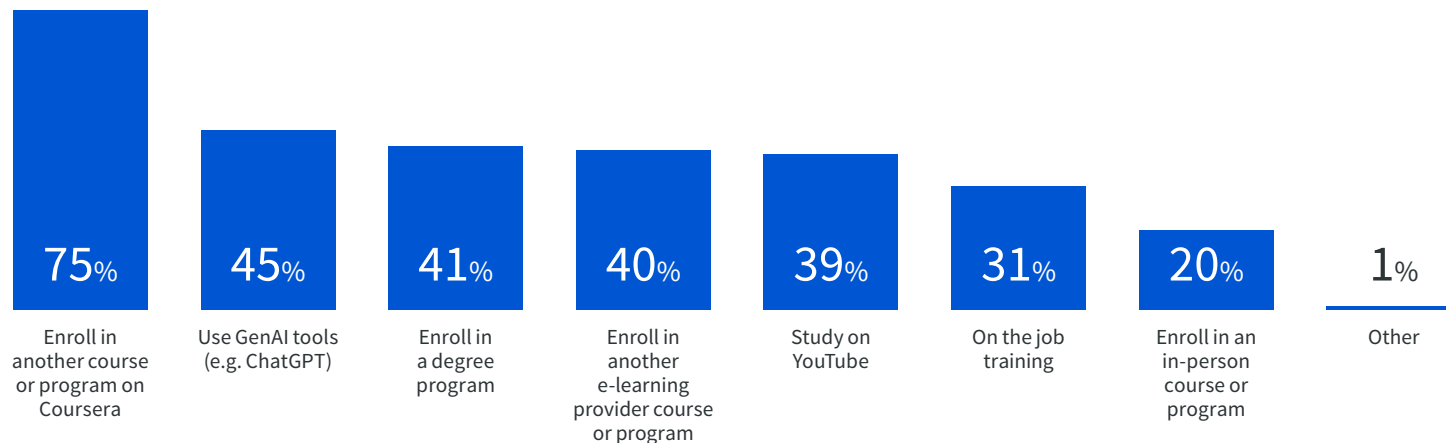
92%

said they are likely to pursue more learning opportunities in the future

75%

who plan to continue learning in the future intend to return to Coursera

Ways intended to continue to learn



79%

who said they were degree-interested plan to enroll in an online degree

57%

who completed a degree-eligible course or program said they have applied (34%) or plan to apply (24%) their coursework toward earning a degree⁹

Learner Spotlights

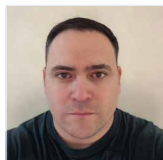
As online education continues to expand access and opportunity, it's critical to recognize that learners are not identical. They bring diverse backgrounds, motivations, and barriers to their learning journey, whether they're navigating structural challenges in emerging markets, balancing caregiving responsibilities as parents, or seeking career transitions through micro-credentials.

Understanding these differences is essential for designing programs that meet learners where they are. By examining outcomes among learner spotlight audiences—such as increased confidence among women, rapid career gains in emerging markets, and skill development among parents—this section provides a deeper understanding of how online learning was a transformative force across varied life contexts.

“

Learning on Coursera gave me the chance to develop new skills in IT, UX design, cybersecurity, and project management—all areas I couldn't easily access before. It also helped me discover my passion for artificial intelligence and programming with Python. I now feel more confident about pursuing new opportunities in the tech field and continuing to grow professionally.

Dante H.
Learner from
Argentina



“

I wanted to strengthen my leadership and analytical skills to better manage teams, but as a single mum balancing work, parenting, and volunteering, flexibility was essential. Coursera's self-paced structure allowed me to study without disrupting my responsibilities. It made learning possible in a season where time was limited but growth was important and helped me transition into a new career path with confidence.

Winnie O.
Learner from
Kenya



“

As a dad and husband, managing diverse demanding responsibilities hasn't been easy especially when combined with academics. But through the flexibility of online learning, I was able to manage all expected roles and responsibilities without sacrificing any responsibility.

Michael A.
Learner from
Germany



Learners in emerging economies turned to online education to break into the workforce, advance their careers, and gain skills that unlock economic opportunity¹⁰

People living in emerging economies, as defined by the International Monetary Fund (IMF) standard, often have to navigate structural barriers, such as lack of access to local universities or rapidly shifting job markets. Nearly 40% of employers in emerging markets cite skills gaps as a major constraint to business growth, according to the [World Bank](#).

Learners in emerging economies saw online learning as a tool for skill-building and self-advancement, and their outcomes were tangible: nearly half reported salary increases and a third reported a higher job level. Many also said Coursera gave them access to opportunities they couldn't have pursued in person.

Career launch was a primary driver for enrollment.

NEARLY

1 in 3

(29%) enrolled primarily to land their first professional job, with 10% enrolling to start or grow their own business

Since completing their course or program on Coursera:

94%

achieved a positive career outcome

(vs. 84% in advanced economies)

48%

reported a salary increase

(vs. 45% in advanced economies)

33%

reported a higher job level

(vs. 19% in advanced economies)

Digital fluency and tech-adaptability stand out.

Relevant skills needed in these markets included AI/GenAI (49%) and data analysis (45%). And for those who needed these skills for their job, 66% gained AI skills and 72% developed data analysis skills—showcasing eagerness to thrive in the digital economy.

Nearly all learners in emerging economies (92%) also built or strengthened their soft skills, especially critical thinking (74%) and problem solving (73%).

Online learning removed barriers to education.

51%

had greater access to a wide range of learning opportunities

40%

were able to learn from universities or companies not accessible from their location

35%

were able to learn despite there being no in-person options where they live

Personal benefits can help propel career growth

97%

reported a personal benefit

98%

increased their confidence

47%

felt they have more opportunities for career growth

Women learners were motivated by career growth and Coursera's flexibility, and tended to emerge with more confidence

According to the [2025 ETS Human Progress Report](#), 86% of employed women report that earning skills credentials improves their career trajectory.

Women learners in this study prioritized gaining skills for advancement or career transition as well. They also valued self-paced and low-stress learning formats. Women reported gains in confidence, increased belief in their abilities, and building soft skills such as creativity and organization—key tools for thriving in evolving career landscapes.

Gaining skills for career advancement was a primary enrollment goal.

1 in 4

(26%) enrolled to switch to a different career, with another 46% looking to enhance their skills to advance in their current job or career field.

Since completing their course or program on Coursera:

89%

achieved a positive career outcome
(vs. 92% of men)

48%

reported a salary increase
(vs. 45% of men)

27%

reported a higher job level
(vs. 27% of men)

Women gained job-relevant skills through Coursera.

Relevant skills needed include data analysis (43%), AI/GenAI (40%), and project management (33%). And for those who needed these skills for their job, 70% developed data analysis skills, 60% gained AI skills, and 68% built project management skills.

Soft skill growth is also strong, especially their critical thinking (72%), creative (69%), and organizational (68%) skills.

Flexibility powered personal growth and helped women overcome barriers.

57%

felt more empowered to learn and grow their skills

56%

felt less stressed because they could learn at their own pace

49%

could learn despite time constraints

45%

could afford to learn

42%

could learn despite my family or work commitments

Personal Benefits

94%

reported a personal benefit

96%

increased their confidence

43%

felt they have more opportunities for career growth

Parents turned to online learning to grow their careers while balancing the demands of family life

Flexible, self-paced learning helped them build confidence, gain new skills and unlock opportunities they might otherwise miss—without sacrificing their caregiving responsibilities. For many, it wasn't just about landing a better job, but feeling more fulfilled, capable, and future-ready.

Career advancement was a top driver of further education for parents.

48%

said that career advancement was their primary enrollment goal, and close to three in ten (28%) felt better positioned to advance at their company as a result of their learning on Coursera

Since completing their course or program on Coursera:

92%

achieved a positive career outcome

45%

reported a salary increase

26%

reported a higher job level

Parents improved and developed critical skills.

Relevant skills needed include AI/GenAI (49%), data analysis (45%), and project management (34%). And for those who needed these skills for their job, 72% developed data analysis skills, 65% gained AI skills, and 68% built project management skills.

Soft skill growth is also strong, especially their critical thinking (72%), communication (69%), and collaboration (66%) skills.

Flexible learning, real results.

97%

increased their confidence

96%

reported a personal benefit

48%

could learn despite their family or work commitments

33%

improved their performance at work

32%

were more productive at work

Their learning didn't stop there.

65%

said they are very likely to pursue more learning opportunities in the future

9 in 10

are planning to pursue future learning opportunities online, likely because they need the flexibility

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.¹¹ 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 and include an assessment based on clearly defined standards.

Higher education institutions are increasingly looking to integrate micro-credentials backed by third-party accrediting bodies (e.g., ACE, ECTS) and qualification frameworks (e.g., NSQF) into their degree program curricula.

Additionally, **96% of employers agree that micro-credentials strengthen a candidate's application**, with 87% having hired at least one micro-credential holder in the past year.¹²

“

During unemployment, I discovered Coursera and enrolled in the Google IT Support Certificate. It became the springboard into IT, giving me the foundation to pursue certifications like CompTIA A+, Network+, and CCNA. I'm now working with VSO as a Rubrik Administrator, a role that not only excites me but affirms that I've finally found the right path.

Justin O.
Learner from
the United States



“

Taking UI/UX courses on Coursera gave me clarity, confidence, and a real foundation to build on. I went from someone who loved design from afar to someone who could actually do design. Beyond the skills, it helped me believe that it's never too late to pivot, to explore new paths, or to take a chance on yourself.

Princess O.
Learner from
Nigeria



“

My learning experience on Coursera has dramatically advanced my career as a data analyst and enabled me to apply the knowledge and methods I gained through the courses. The variety of topics encouraged me to keep learning with an unstoppable sense of curiosity.

Atsuki M.
Learner from
Japan



Entry-level Professional Certificate learners were highly motivated, career-driven individuals focused on tangible outcomes¹³

In a recent study, [The Burning Glass Institute](#) suggested that a bachelor's degree no longer guarantees professional jobs as the unemployment rate for young college grads is now higher than any other group except those with only a high school diploma.

Entry-level Professional Certificate completers in this study mirrored that sentiment. They were focused on goals such as switching careers, earning promotions, and gaining industry-recognized credentials. These learners were eager to increase their earning potential, apply new skills on the job, and adopt tools that help them stay competitive—especially in tech-forward roles.

Tangible goals drive enrollment.

35%

aimed to switch careers

52%

aimed to boost earning potential

48%

sought an industry-recognized credential

Since completing their entry-level Professional Certificate on Coursera:

87%

achieved a positive career outcome

51%

reported a salary increase

29%

reported a higher job level

15%

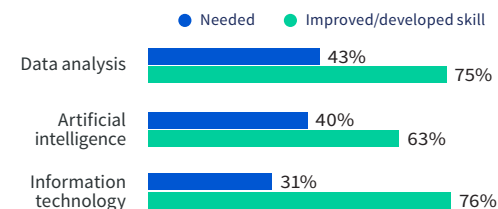
got a new job

Gained career clarity and confidence in presenting skills.

Role-relevant confidence gains included applying for jobs (42%) and presenting their skills and abilities in interviews (36%). Additionally, 34% of entry-level Professional Certificate completers said that they felt more certain about what role or career path to pursue.

Upskilling in high-demand fields.

Entry-level Professional Certificate completers were focused on tech skills, and most acquired them:



They also rounded out their skill set by improving their soft skills:

74%

Critical thinking

73%

Problem-solving

70%

Organizational

Affordability and continuing education were top of mind.

45%

who completed an entry-level Professional Certificate said that they could afford to learn through Coursera

54%

who completed a degree-eligible, entry-level Professional Certificate have or plan to apply their coursework toward earning a degree

Advanced micro-credential learners came to Coursera with a strong foundation and a clear goal to keep growing¹⁴

These career-focused learners came to Coursera to stay competitive, deepen their expertise, and advance professionally. Many were already in the workforce and used Coursera to sharpen their skills, boost performance, and unlock new opportunities.

These goals are supported by Coursera's Micro-Credentials Impact Report 2025 which found that 96% of employers agree that micro-credentials strengthen a job application.

Motivated by advancement and relevance.

51%

wanted to advance their current job or career field

50%

wanted to stay up to date in their field

45%

wanted to boost earning potential

Since completing their advanced micro-credential on Coursera:

92%

achieved a positive career outcome

60%

gained a skill they can apply in their career

47%

reported a salary increase

25%

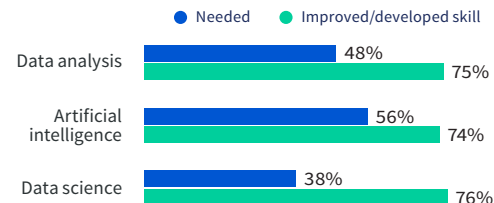
reported a higher job level

Increased confidence, adaptability, and value at work.

Role-relevant confidence increases include adapting to changing technology in their industry (38%) and the ability to tackle new projects (38%). Additionally, 53% gained confidence in themselves and their abilities, and 42% felt they have increased their value to their employer.

Upskilling in high-demand fields.

Advanced micro-credential completers were focused on tech skills, and most acquired them:



They also improved and developed soft skills:

73%

Critical thinking

73%

Problem solving

71%

Self-discipline

Affordability and continuing education were top of mind.

47%

who completed an advanced micro-credential said that they could afford to learn through Coursera

56%

who completed an advanced micro-credential felt more empowered to learn and grow their skills

Country Spotlights

“

Learning on Coursera certainly changed my life for the positive. I enrolled in my first certificate using money I made as a weekend laborer in a cabinet shop. I began with the Google IT Support Professional Certificate, and after accomplishing that, began to focus on learning topics in software engineering, which ultimately led me to web development. I'm now employed within software engineering as a manager. I was able to find a way to take what I learned and create a better future with it.

Steven M.
Learner from
United States



“

Coursera provided the perfect platform to gain in-depth knowledge from global universities and industry leaders. These courses have not only helped me sharpen my marketing and business understanding, but also enabled me to explore new areas of interest, making me more confident and well-prepared for future challenges.

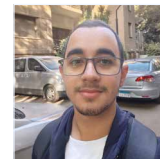
Yashika B.
Learner from
India



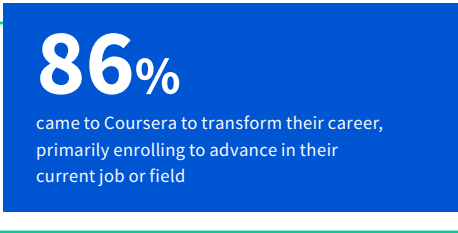
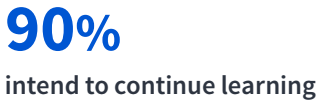
“

Learning on Coursera gave me access to high-quality knowledge and a strong foundation in programming and computer graphics, which opened up freelance opportunities and helped me stand out among my peers—even though I studied a completely different major. It also gave me confidence in pursuing self-learning and developing skills outside of a traditional classroom.

Ali D.
Learner from
Egypt

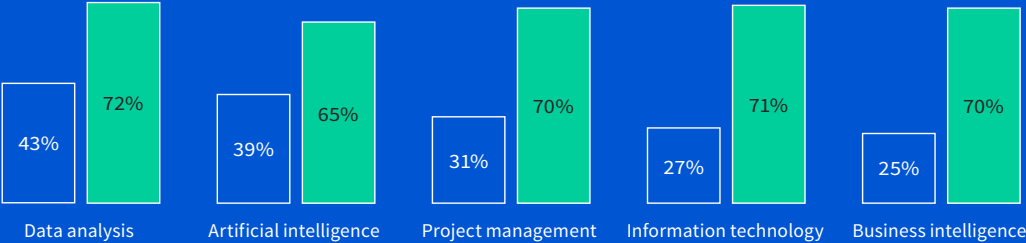


U.S. learners turned in-demand tech and problem-solving skills into career momentum and salary gains

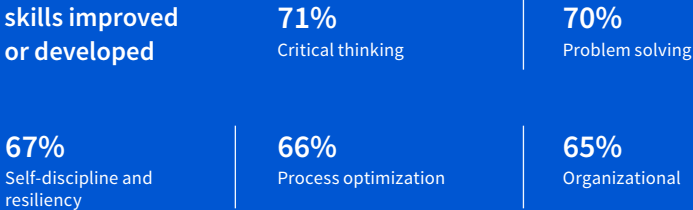


Improvement or development of top 5 technical skills needed

○ Needed ● Improved/Developed skill



Top 5 soft skills improved or developed

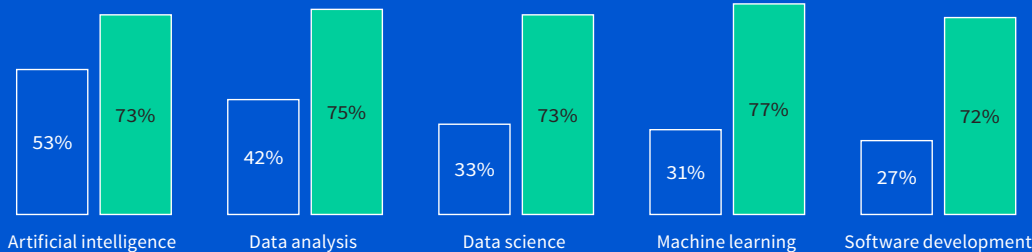


Indian learners stand out for building AI and data expertise to secure credentials, boost confidence, and increase earnings

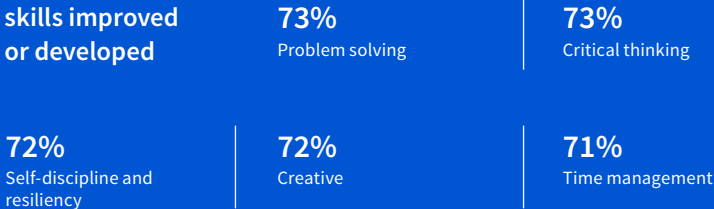


Improvement or development of top 5 technical skills needed

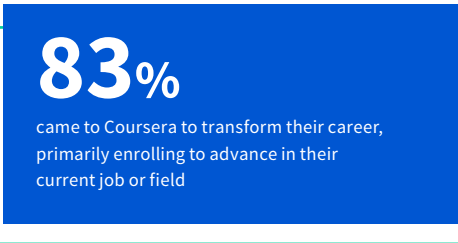
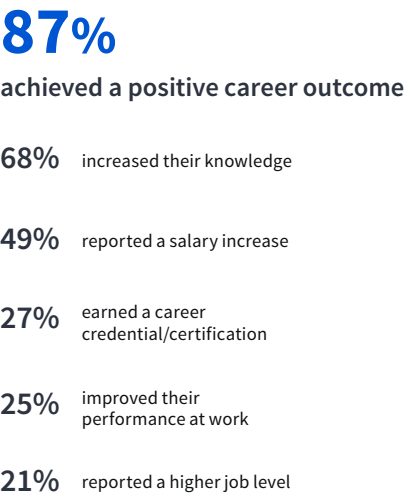
○ Needed ● Improved/Developed skill



Top 5 soft skills improved or developed

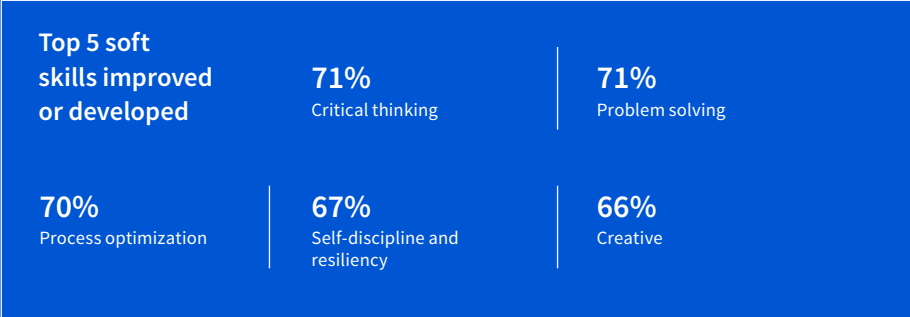
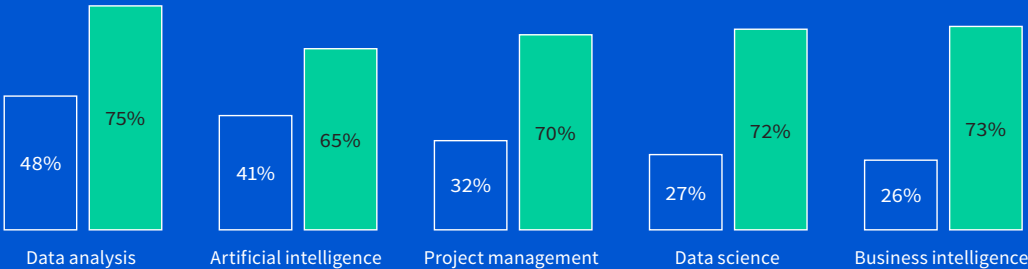


U.K. learners saw strong increases in data, AI, and business intelligence skills that boost confidence and earning potential

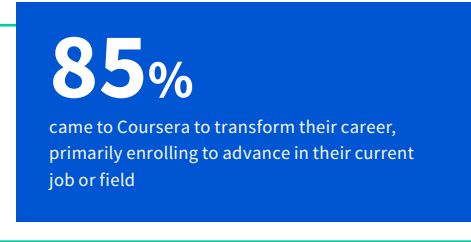
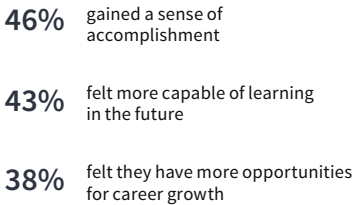
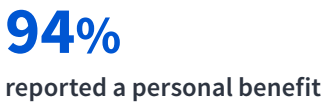


Improvement or development of top 5 technical skills needed

○ Needed ● Improved/Developed skill

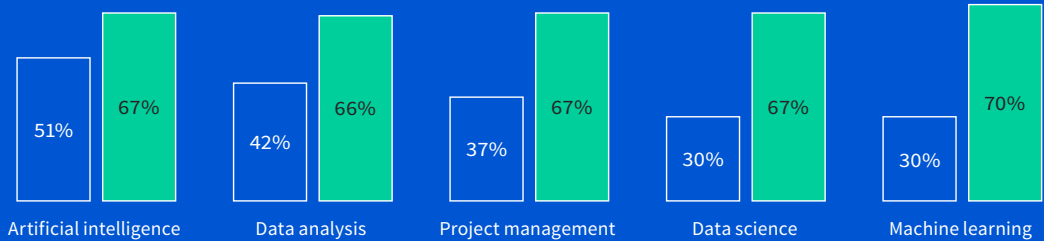


German learners advanced their careers by strengthening AI, data, and machine learning skills while building lasting confidence



Improvement or development of top 5 technical skills needed

○ Needed ● Improved/Developed skill



Top 5 soft skills improved or developed



Brazilian learners turned skill growth into salary gains and higher roles, with standout advances in data, IT, and project management

91%
achieved a positive career outcome

71% increased their knowledge

53% reported a salary increase

32% reported a higher job level

32% improved their performance at work

25% earned a career credential/certification

96%
reported a personal benefit

56% gained a sense of accomplishment

54% felt more capable of learning in the future

41% felt they have more opportunities for career growth

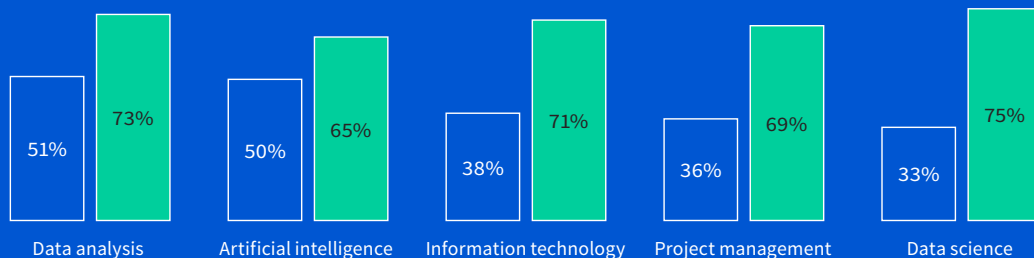
97%
increased their confidence

88%
intend to continue learning

87%
came to Coursera to transform their career, primarily enrolling to advance in their current job or field

Improvement or development of top 5 technical skills needed

○ Needed ● Improved/Developed skill



Top 5 soft skills improved or developed

76%
Critical thinking

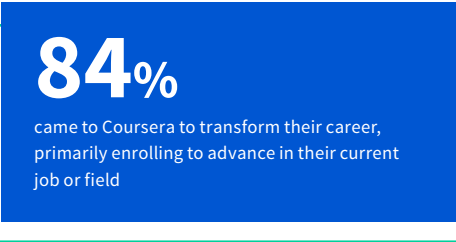
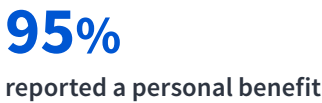
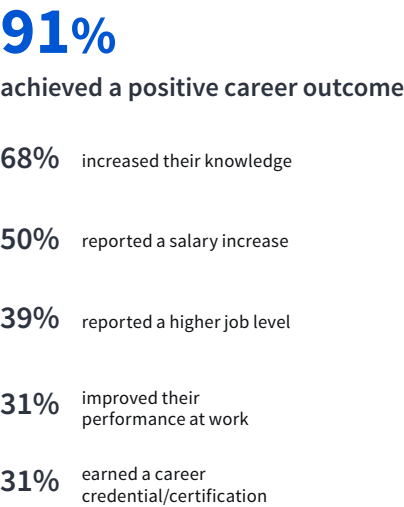
75%
Self-discipline and resiliency

74%
Problem solving

71%
Creative

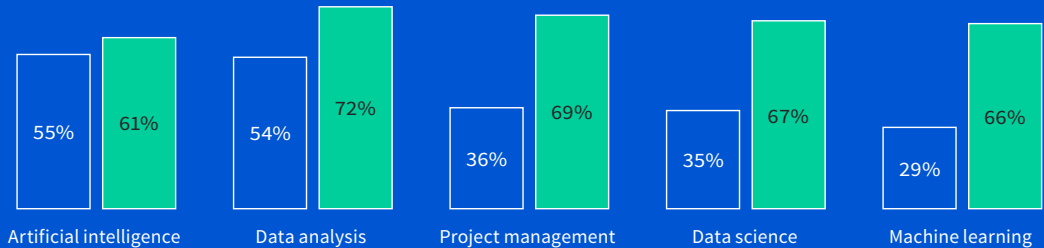
71%
Organizational

Colombian learners rose into higher-paying, higher-level roles with strong growth in AI, data, and project management skills

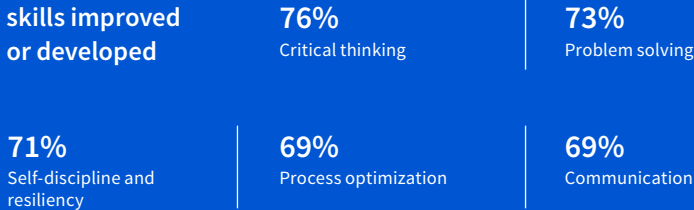


Improvement or development of top 5 technical skills needed

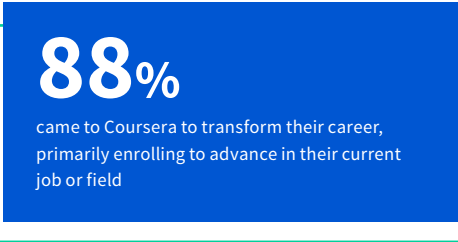
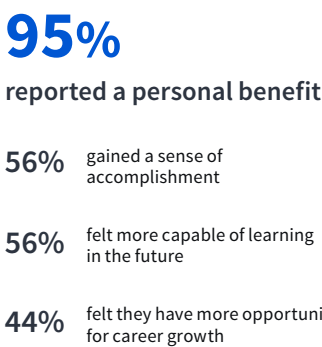
○ Needed ● Improved/Developed skill



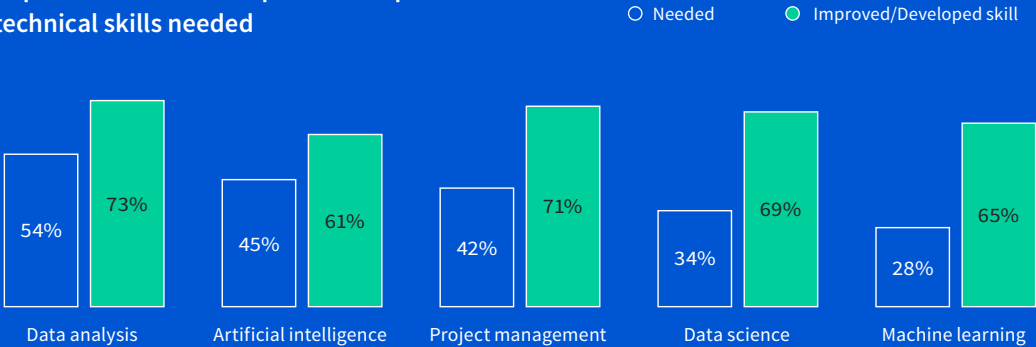
Top 5 soft skills improved or developed



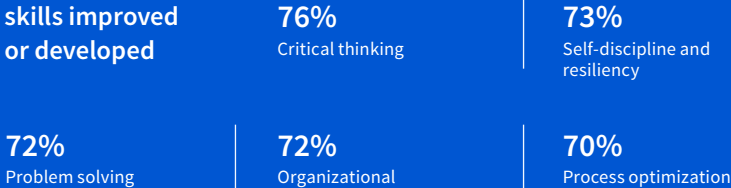
Mexican learners moved up into higher-level positions by building expertise in data, AI, and project management



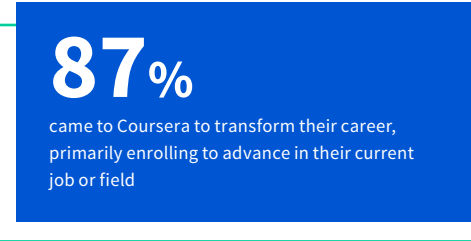
Improvement or development of top 5 technical skills needed



Top 5 soft skills improved or developed

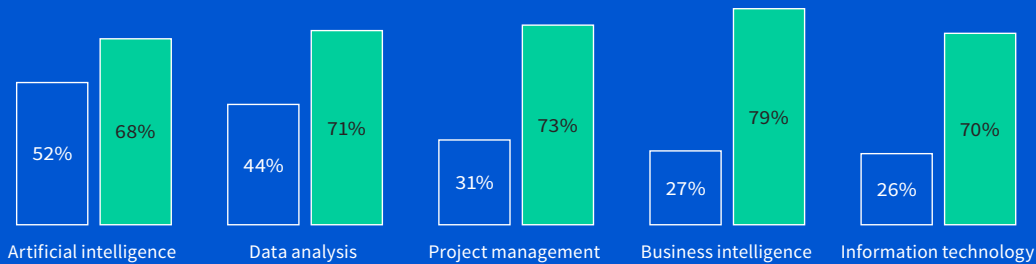


United Arab Emirates learners accelerated their career growth with high-impact skills in AI, data, and business intelligence

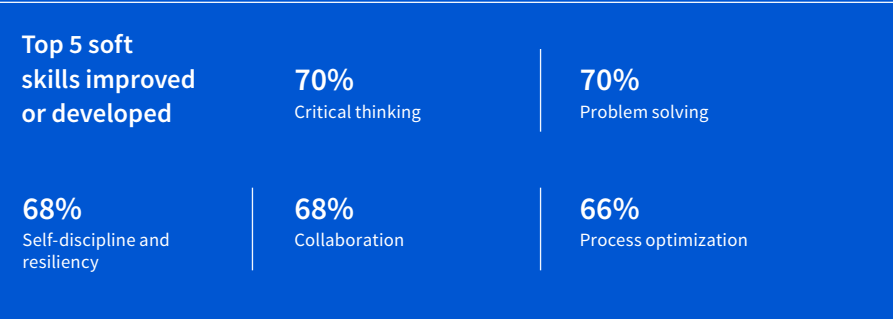


Improvement or development of top 5 technical skills needed

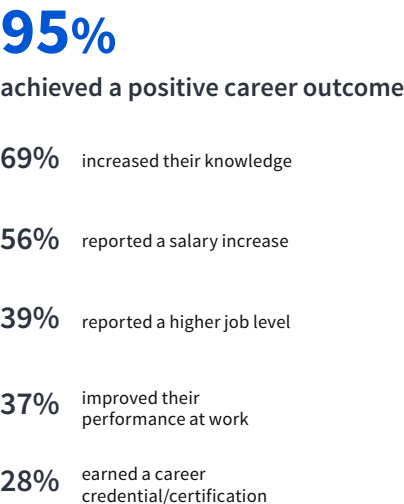
○ Needed ● Improved/Developed skill



n=392 learners

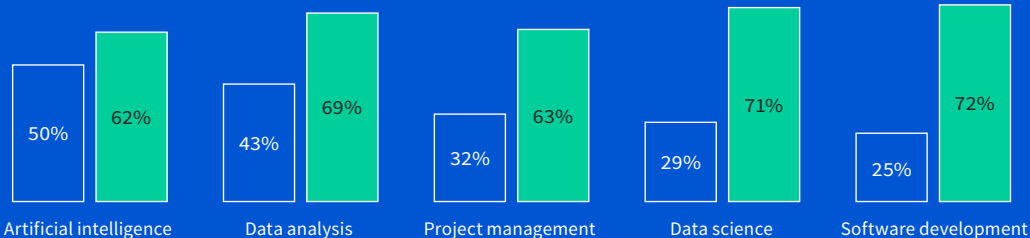


Egyptian learners advanced and launched careers with boosts in AI, data, and project management skills that drive higher roles

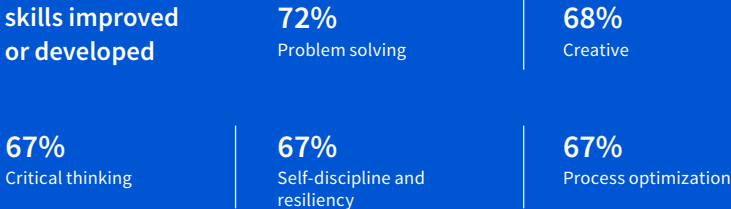


Improvement or development of top 5 technical skills needed

○ Needed ● Improved/Developed skill



Top 5 soft skills improved or developed



Methodology

The study was conducted online globally by The Harris Poll on behalf of Coursera among 52,862 Coursera learners aged 18 or older who completed courses or programs between June 1, 2023, and November 30, 2024, among whom 45,708 enrolled in courses or micro-credential programs for their career development. The survey was conducted between April 29 and June 27, 2025.

Raw data was not weighted and is therefore only representative of the individuals who completed the survey. Respondents for this survey were from Coursera's list of users, n~4.7 million.

The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within ± 0.4 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest. Percentages shown throughout the report may not sum to 100% due to computer rounding and/or instances where respondents were permitted to select more than one answer.

All sample surveys and polls, whether or not they use probability sampling, are subject to other sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

Participant recruitment: All learner email addresses were provided by Coursera. 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 one hundred \$25 gift cards.

Learner segments

Learners self-identified as 1 of 5 learner types or segments:

1. Enhance skills to advance in my current job or career field
2. Learn skills to get hired into my first professional job
3. Switch to a different job or career field by developing skills
4. Develop skills to start or grow my own business
5. Learn about personal interest topics (not for work)

In survey analysis, it was found that 86% of learners have career-related goals for learning on Coursera, so unless otherwise indicated, outcomes are conditional on learners having a stated career goal for enrolling in a course or micro-credential program on Coursera. Demographics are inclusive of all survey respondents.

Subgroup definitions

Emerging economies

In this research study we have defined “emerging market and developing economies” as “emerging economies”. This definition is based on the International Monetary Fund (IMF) standard. In the IMF’s World Economic Outlook (WEO) Country Classification, countries are divided into “advanced economies”—based on high per capita income, diversified exports, and integration into global financial markets—and “emerging market and developing economies”.

Source: <https://www.imf.org/en/Publications/WEO/weo-database/2023/April/groups-and-aggregates>.

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. 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. In the report, we divided micro-credentials offered on Coursera into two categories: Entry-level Professional Certificates and advanced micro-credentials. Entry-level Professional Certificates, which are created by top companies including Google, Meta, and IBM, help learners without prior experience gain the skills needed for high-demand, entry-level jobs in fields such as data analysis, information technology, and marketing. Advanced micro-credentials in this report include Specializations and advanced Professional Certificates created by leading universities and companies. They help learners master a specific skill or get ready to take an industry-recognized certification exam to advance their careers.

Degree-eligible courses and programs

In this report, a degree-eligible course or program is defined as content that either enables the transfer of previous coursework completed in a university course or is a micro-credential backed by third-party accrediting bodies (e.g., ACE, ECTS) and qualification frameworks (e.g., NSQF) that a higher education institution may consider for prior learning credit toward a degree program.

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.

Acknowledgments

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's now one of the largest online learning platforms in the world, with over 183 million registered learners. Coursera partners with over 350 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 is a Delaware public benefit corporation and a B Corp.



About The Harris Poll

The Harris Poll is a global public opinion, analytics, and market research consultancy that strives to reveal society's authentic values to inspire leaders to create a better tomorrow. With a global research reach of more than ninety countries, Harris offers advisory services across sectors to world leaders, CEOs, and business decision-makers with state-of-the-art analytics, real-time software services, and practitioners in marketing, reputation, customer experience, trends, futures, and thought leadership/research-for-public release, The Harris Poll translates shifting social sentiment into a competitive marketplace advantage. Harris is a Stagwell (NASDAQ: STGW) company. www.theharrispoll.com.



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