

What the World Learned in 2019

What did 93 million people around the world learn on LinkedIn Learning in 2019? We looked at exclusive LinkedIn data to find out.

Leverage top learning trends to increase learner engagement at your organization.

The Biggest Learning Trends of 2019

1 Career Starters and Baby Boomers learned how to code

Younger workers are gunning to be the next star developers across all industries. The oldest generation in the workforce also had 'Python Essentials' on their most-watched courses list.

2 Millennials are the Jacks & Jills of all trades

Every generation learned a lot in 2019, but Millennials take the cake for the most topics covered by a single generation.

3 Gen X and Managers are laser-focused on leadership

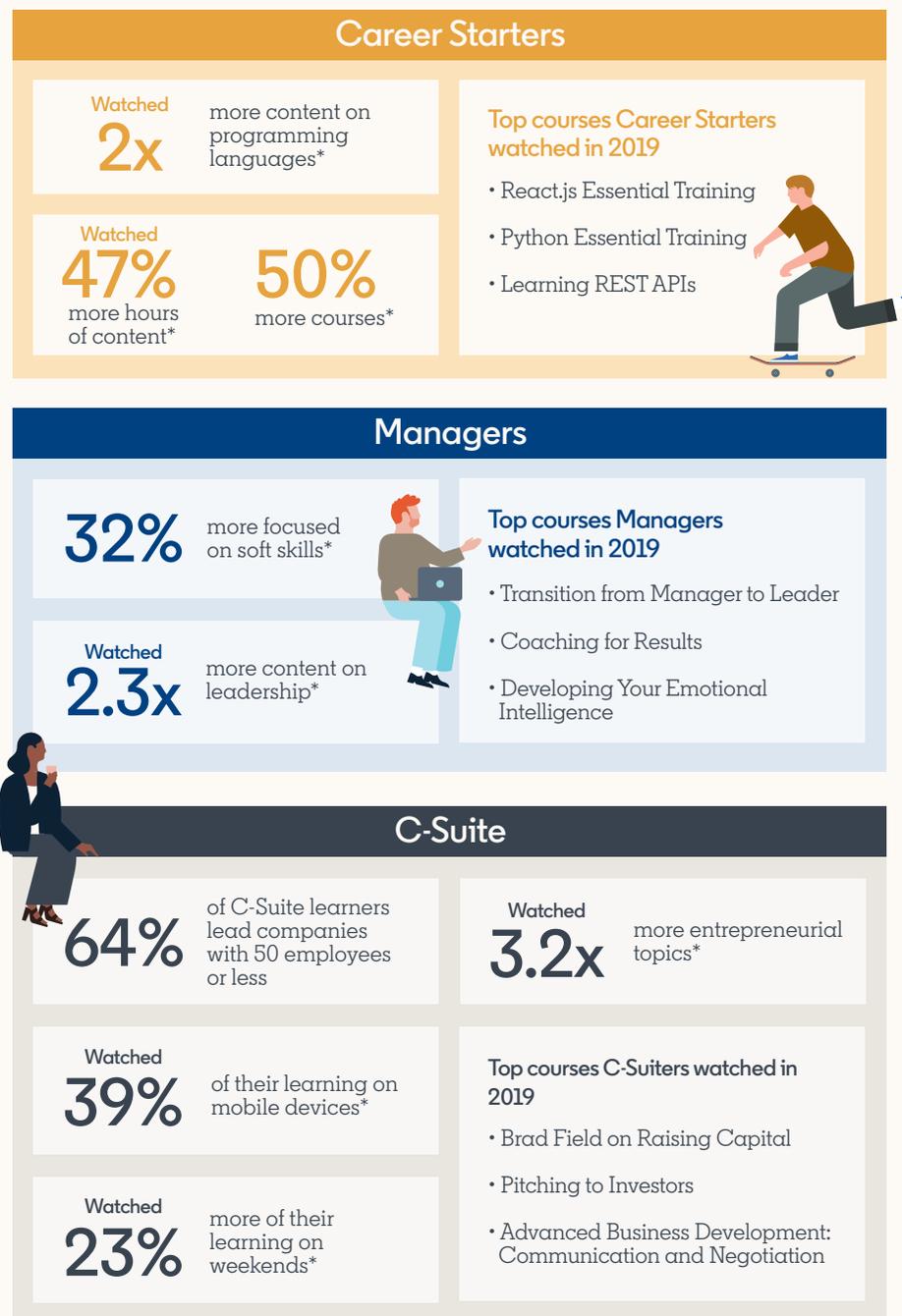
Managers took the time to hone people management skills across all generations, but Gen Xers watched the most leadership content compared to the average learner.

4 Most C-Suite learners are entrepreneurs

When a member of the C-Suite takes the time to learn, they're likely an entrepreneur running a company with 50 employees or less. This group makes up 64% of the C-Suite population using LinkedIn Learning.



Learning Trends by Career Stage



*data compared to the average learner



Learning Trends by Generation

Gen Z (born 1995 - 2010)

Spends **1.7x** more time learning creative skills*

Watched **15%** more content*

Watched **14%** more learning on weekends*

Top courses Gen Z watched in 2019

- Logo Design: Techniques
- Photoshop CC Essential Training
- AutoCAD 2019 Essential Training



Millennials (born 1981 - 1994)

Watched **1.2x** more content on data-driven skills.*

Millennials & Gen X spend **22%** more time learning advanced content compared to Gen Z

Top courses Millennials watched in 2019

- Tableau Essential Training
- Advanced SQL for Data Scientists
- Building a Recommendation System with Python Machine Learning & AI



Gen X (born 1965 - 1980)

Watched **1.5x** more content on executive leadership*

Watched **39%** more of their learning on mobile devices than Gen Z



Top courses Gen X watched in 2019

- Strategic Agility
- Developing Your Leadership Philosophy
- RPA, AI and Cognitive Tech for Leaders



Baby Boomers (born 1946 - 1964)

Top Topics

- Communication
- Leadership

“Python Essential Training” was the **#4** most watched course



Top courses Baby Boomers watched in 2019

- Working with Difficult People
- Communication with Diplomacy and Tact
- Python Essential Training



*data compared to the average learner

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