

# What the World Learned in 2019

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

Get insight into top learning trends to help you reach your professional goals.

## The Biggest Learning Trends of 2019

- 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.
- 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.
- 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.
- 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 Generation

### Gen Z (born 1995 — 2010)

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

Watched **15%** more content\*  
**14%** more learning on weekends\*

**Top courses Gen Z watched in 2019**

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

\*data compared to the average learner

### 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

\*data compared to the average learner

### 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

\*data compared to the average learner

### 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

## Learning Trends by Career Stage

### Career Starters

Watched **2x** more content on programming languages\*

Watched **47%** more hours of content\*  
**50%** more courses\*

**Top courses Career Starters watched in 2019**

- React.js Essential Training
- Python Essential Training
- Learning REST APIs

\*data compared to the average learner

### Managers

**32%** more focused on soft skills\*

Watched **2.3x** more content on leadership\*

**Top courses Managers watched in 2019**

- Transitioning from Manager To Leader
- Coaching for Results
- Developing Your Emotional Intelligence

\*data compared to the average learner

### C-Suite

**64%** of C-Suite learners lead companies with 50 employees or less

Watched **3.2x** more entrepreneurial topics\*

Watched **39%** of their learning on mobile devices\*

Watched **23%** more of their learning on weekends\*

**Top courses C-Suiters watched in 2019**

- Brad Field on Raising Capital
- Pitching to Investors
- Advanced Business Development: Communication and Negotiation

\*data compared to the average learner

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