

42.0101 Psychology, General (incl. 42.2799)

AI Report

CIP: 42.0101 Psychology, General (incl. 42.2799)

Market: National

Award Level: Associates and Below

The program excels in Student Demand with high Google Search Volume and New Student Enrollment, but faces significant Competitive Intensity challenges, with a high Google Search Cost per Click and low percentile in campuses with graduates.

Overview

National Completions data for the program shows strong interest at 18,352, ranking in the 98th percentile. While demand is high, indicated by robust Google Search Volume and New Student Enrollment figures, the competition is intense, as evident from the low 4th percentile ranking in Google Search Cost per Click. This highlights the program's visibility and interest levels, but also points to the cost and difficulty in standing out among competitors.

Student Demand

Google Search Volume for the program is strong at 1,943,930, placing it in the 96th percentile, indicating high interest. The Google Search YoY Unit Change of 72,570 ranks in the 86th percentile, showing a consistent increase in attention. However, the Google Search YoY Percentage Change at 4% is only in the 48th percentile, suggesting moderate growth. New Student Enrollment Volume is an area of strength, with a value of 31,176 and a 99th percentile ranking, further confirmed by its YoY Unit Change of 2,115, also in the 99th percentile. Despite these strengths, YoY Percentage Change in New Student Enrollment shows tempered growth at 7%, in the 57th percentile, revealing room for improvement.

Employment

The Entry Level Salary of \$36,808 and Post Entry Level Median Salary of \$56,054 both rank low in the 19th percentile, indicating challenges in initial earning potential for graduates. Job opportunities per graduate are promising, with a rate of 1.5, ranking in the 83rd percentile, suggesting ample job postings. BLS 1-Year and 3-Year Historical Growth at 3% are also positive, ranking in the 74th and 68th percentiles, respectively, showing steady employment growth in the field. However, the Underemployed Percent of Graduates is high at 50%, ranking poorly in the 9th percentile, highlighting a significant issue with job placement matching qualifications. Overall, job availability is substantial with 26,929 postings and BLS Current Employment of 128,289, both in the top 98th percentile, suggesting robust employment opportunities despite salary and underemployment issues.

Competitive Intensity

The program faces intense competition, with Campuses with Graduates in the 3rd percentile, at 292, indicating numerous competitors. While the number of campuses shrank by 17, in the 99th percentile for reduction, competition remains fierce. Particularly challenging is the low percentile of Institutes with Online In-Market Students at 2, with only 100 institutions, emphasizing concentrated competition online. Notably, the Average and Median Program Completions values rank high, in the 96th and 94th percentiles respectively, yet the YoY Median Program Completions show a decrease, marking a 28% decline, in the 37th percentile, indicating decreasing completion rates across institutions. The program's market cost competition is severe, with the Google Search Cost per Click at \$25.00, ranking poorly in the 4th percentile, underscoring the high expense required for visibility in the market.



Criterion	Value	Percentile
Student Demand		
Google Search Volume	1,943,930	96
Google Search YoY Unit Change	72,570	86
Google Search YoY Percentage Change	4%	48
New Student Enrollment Volume	31,176	99
New Student Enrollment Volume YoY Unit Change	2,115	99
New Student Enrollment Volume YoY Percentage Change	7%	57
On-ground Completions at In-Market Institutions	13,438	98
Online Completions by In-Market Students	4,914	99
Sum of On-ground and Online Completions	18,352	98
Completion Volume YoY Unit Change	-1,092	0
Completion Volume YoY Percentage Change	-6%	37
Employment		
Entry Level Salary	\$36,808	19
Post Entry Level Median Salary	\$56,054	19
Job Postings per Graduate	1.5	83
BLS 1-Year Historical Growth	3%	74
BLS 3-Year Historic Growth	3%	68
Underemployed Percent of Graduates	50%	9
Job Postings	26,929	98
BLS Current Employment	128,289	98
Competitive Intensity		
Campuses with Graduates	292	3
Campuses with Graduates YoY Unit Change	-17	99
Institutions with Online In-Market Students	100	2
Average Program Completions	46	96
Median Program Completions	17	94
YoY Median Program Completions Unit Change	-5	6
YoY Median Program Completions Percentage Change	-28%	37
Google Search Cost per Click	\$25.00	4
Google Competition Index	0.26	36
National Online Institutions	115	1
National Online Percent of Institutions	29%	90
National Online Percent of Completions	27%	76
Degree Fit		
National Completions	18,352	98