2021 LIFESTYLE SURVEY

GET TO KNOW OUR DISTANCE STUDENTS

WHO ARE THEY?

40% identify as part of an equity-deserving group
35% are the first in the family to attend university
37% live with children
10% are out of school for 11+ years
27% are out of school less than 1 year
31% are out of school for 11+ years
15% are out of school less than 1 year

WHAT ARE THEY STUDYING?

CERTIFICATE
- students 5%

CONTINUING
- students 19%

INTEREST
- students 23.5%

DEGREE
- students 53%

Psychology
- BA 37%

Life Sciences
- BSc 13%

Global Development Studies
- BA 17%

Liberal Studies
- BA 10%

English Language and Literature
- BA 15%

History
- BA 7%

WHY ONLINE LEARNING AT QUEEN’S?

WHY DISTANCE ED?
- interest or satisfaction 38%
- need pre-reqs for further ed 27%
- career change 24%

WHY ONLINE?
- work schedule 45%
- family responsibilities 23%
- prefer online 18%

WHY QUEEN’S?
- program and course availability 30%
- reputation for employability 15%
- ease of applying 14.5%

HOW DO THEY COMMUNICATE?

SOCIAL NETWORKS
- Instagram 29.5%
- Facebook 29%
- LinkedIn 10.5%

LISTENING HABITS
- Spotify 35.5%
- Radio 16%
- Apple Music 12.5%