



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



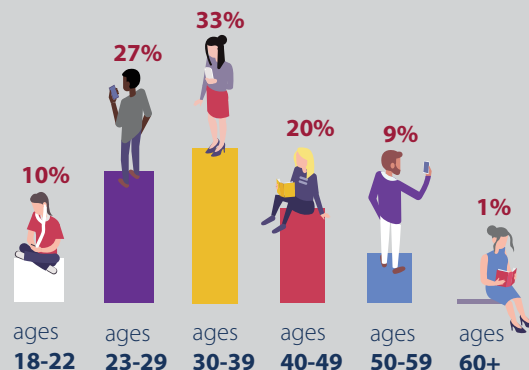
31% are out of school for 11+ years
15% are out of school less than 1 year



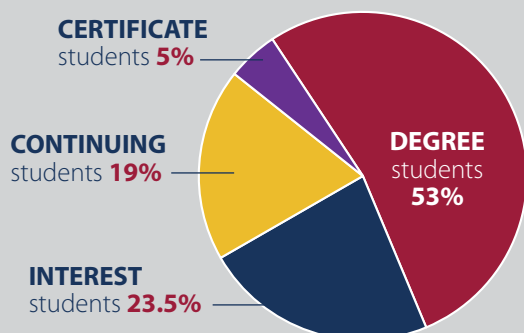
53% work full-time
17% are full-time students
2% are retired



54% have a college diploma
18% have some post-secondary



WHAT ARE THEY STUDYING?



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%**