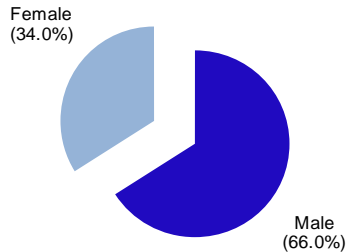


# BCIT Entry Student Survey (Technology and Trades) – Results Summary

The 2010 Entry Student Survey (ESS) is a biennial survey targeting full-time Technology and Trades students who commence their program in the Fall term. The survey provides an insight into the decision making process of incoming students, their experiences with BCIT services, as well as their demographic characteristics. **Response rate:** 45.5% (n= 1,482)

## DEMOGRAPHICS

### GENDER (n = 1,367)



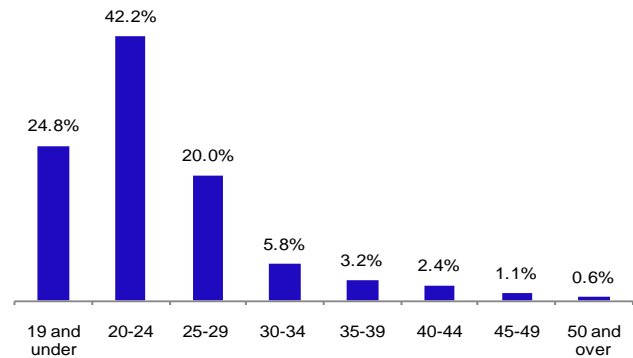
### AREA OF RESIDENCE WHEN APPLYING TO BCIT (TOP 5) (n = 1,137)

Vancouver	24.7%
Burnaby / New Westminster	12.8%
Surrey / White Rock / Cloverdale	12.7%
Coquitlam / Port Coquitlam / Port Moody	9.3%
Richmond / Delta	7.9%

### HIGHEST LEVEL OF EDUCATION (n = 1,365)

Less than Grade 12	0.7%
Grade 12	30.0%
Some post-secondary	30.0%
Post-secondary Certificate	8.1%
Post-secondary Diploma	8.0%
Journeyed status	0.7%
Bachelor Degree	19.7%
Professional designation	0.4%
Post-graduate or Professional Degree	1.4%
Other	1.1%

### AGE GROUPINGS (n = 1,348)



### LANGUAGE SPOKEN AT HOME (n = 1,362)

English	65.3%
Mandarin	7.5%
Cantonese	6.2%
Punjabi	3.1%
Korean	3.1%
Tagalog	2.8%
Other*	12.0%

\*Includes students who speak more than one language at home

### PLACE OF BIRTH / RESIDENCY STATUS (n = 1,362)

Born in Canada and both parents born in Canada	36.9%
Born in Canada and only one parent in Canada	9.8%
Born in Canada and neither parent born in Canada	19.2%
Not born in Canada and now a Canadian citizen	20.0%
Landed immigrant / permanent resident	9.5%
Visa student	4.6%
Refugee	0.0%

## EDUCATIONAL INTENTIONS

### WHEN DID YOU EXPLORE THE OPTION OF BCIT? (n = 1,449)

0 - 5 months prior	28.2%
6 - 11 months prior	32.6%
1 - 2 years prior	27.5%
2+ years prior	11.7%

### WHEN DID YOU DECIDE TO APPLY TO BCIT? (n = 1,409)

0 - 2 months prior	17.0%
3 - 5 months prior	31.9%
6 - 11 months prior	34.4%
1+ years prior	16.7%

### PRIMARY OBJECTIVE FOR ENROLLING AT BCIT (TOP 3) (n = 1,472)

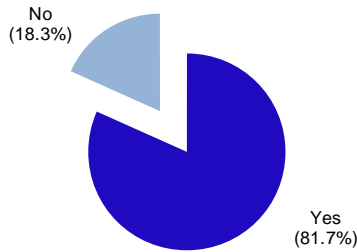
Establish a career	52.8%
Obtain a BCIT Diploma / Degree	13.0%
Other	10.6%

### REASONS FOR CONSIDERING BCIT\* (TOP 5) (n = 1,472)

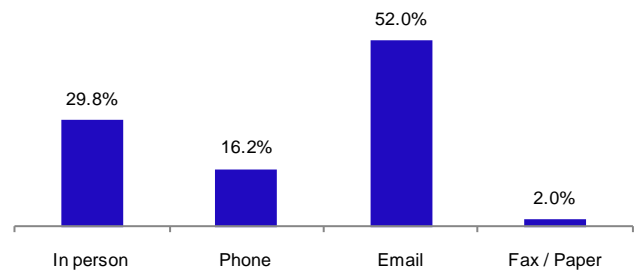
Reputation	51.0%
Establish a career	46.8%
Practical training	41.4%
Program / course only offered at	23.5%
Program length	17.3%

\* Multiple responses, percentages can sum to >100.0%

**WAS BCIT YOUR FIRST CHOICE?** (n = 1,237)



**PREFERRED METHOD OF COMMUNICATING WITH BCIT** (n = 1,329)



**PRIOR TO ENROLLING**

**MAIN ACTIVITIES PRIOR TO APPLYING\***  
(n=1,364)

Employed	66.9%
High school student	14.5%
University student	14.1%
Unemployed	13.7%
Travel	11.8%
College or Institute student	11.1%
Other	3.7%

\* Multiple responses, percentages can sum to >100.0%

**HOW DID YOU FIRST HEAR ABOUT BCIT?\*** (n = 1,470)

Friend	37.1%
BCIT Website	32.9%
Family member	27.6%
BCIT student / graduate	18.0%
High school counsellor	12.2%
Advertisements	10.4%
High school teacher	10.3%
BCIT info session	9.0%
BCIT brochure	5.2%
BCIT Open House	4.7%
Employer	3.9%
Other	5.7%

\* Multiple responses, percentages can sum to >100.0%

**PERSON(S) IMPACTING ON YOUR DECISION TO APPLY**

	n	%*
Parent	1,252	61.0%
Spouse / partner	688	59.6%
Friend	1,177	41.6%
Current or former employer	815	30.6%
High school teacher	828	25.2%
Co-worker	851	24.9%
High school counsellor	800	24.6%

\* Proportion that ticked Very Important or Important

**PRIMARY SOURCE OF FINANCING BCIT EDUCATION**  
(n = 1,288)

Support from family	46.9%
Personal savings	21.1%
Government student loans / grants	20.6%
Working while attending BCIT	2.9%
Bank loan / Line of credit	2.8%
Sponsorship	1.7%
Investment income (RESP)	1.6%
Support from employer / agency	1.2%
Scholarship / Award / Bursary	0.9%
Other	0.4%

**OBSTACLES TO PROGRAM COMPLETION**

**FACTORS IMPEDING ON PROGRAM COMPLETION (TOP 5)**

	n	%*
Finances	1,314	37.6%
Employment prospects	1,236	22.3%
Program difficulty	1,244	20.1%
Not sure of career choice	1,241	16.2%
Convenience (transportation)	1,281	15.6%

\* Proportion that ticked Very Likely or Likely

## 2010 BCIT Entry Student Survey (Technology) - Results Summary

The 2010 Entry Student Survey (ESS) is a biennial survey targeting full-time Technology and Trades students who commence their program in the Fall term. The survey provides an insight into the decision making process of incoming students, their experiences with BCIT services, as well as their demographic characteristics. **Response rate: 48.8% (n = 1,143)**

### DEMOGRAPHICS

#### GENDER (n = 1,048)



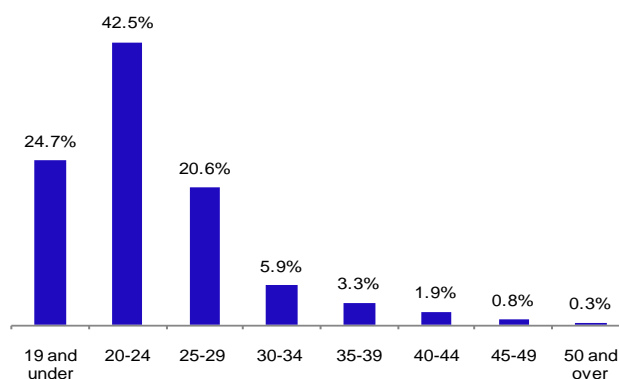
#### AREA OF RESIDENCE WHEN APPLYING TO BCIT (TOP 5) (n = 885)

Vancouver	24.1%
Burnaby / New Westminster	13.7%
Surrey / White Rock / Cloverdale	13.0%
Coquitlam / Port Coquitlam / Port Moody	9.0%
Richmond / Delta	7.7%

#### HIGHEST LEVEL OF EDUCATION (n = 1,045)

Less than Grade 12	0.3%
Grade 12	27.2%
Some post-secondary	31.8%
Post-secondary Certificate	6.8%
Post-secondary Diploma	7.4%
Journeyed status	0.5%
Bachelor Degree	23.3%
Professional designation	0.4%
Post-graduate or Professional Degree	1.6%
Other	0.8%

#### AGE GROUPINGS (n = 1,033)



#### LANGUAGE SPOKEN AT HOME (n = 1,041)

English	63.9%
Mandarin	7.7%
Cantonese	7.4%
Punjabi	3.1%
Tagalog	2.7%
Korean	2.6%
Other*	12.7%

#### PLACE OF BIRTH / RESIDENCY STATUS (n = 1,042)

Born in Canada and both parents born in Canada	34.1%
Born in Canada and only one parent in Canada	9.4%
Born in Canada and neither parent born in Canada	20.3%
Not born in Canada and now a Canadian citizen	21.6%
Landed immigrant / permanent resident	10.6%
Visa student	4.0%
Refugee	0.0%

\*Includes students who speak more than one language at home

### EDUCATIONAL INTENTIONS

#### WHEN DID YOU EXPLORE THE OPTION OF BCIT?

(n = 1,119)

0 - 5 months prior	28.9%
6 - 11 months prior	33.4%
1 - 2 years prior	26.5%
2+ years prior	11.3%

#### WHEN DID YOU DECIDE TO APPLY TO BCIT?

(n = 1,079)

0 - 2 months prior	17.3%
3 - 5 months prior	32.7%
6 - 11 months prior	35.1%
1+ years prior	14.8%

#### PRIMARY OBJECTIVE FOR ENROLLING AT BCIT

(TOP 3) (n = 1,134)

Establish a career	50.6%
Obtain a BCIT Diploma / Degree	15.1%
Other	11.9%

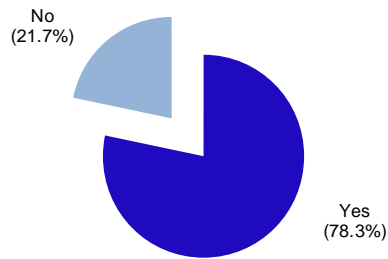
#### REASONS FOR CONSIDERING BCIT\* (TOP 5)

(n = 1,133)

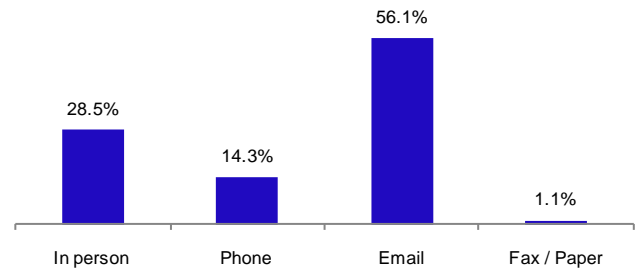
Reputation	52.1%
Establish a career	45.3%
Practical training	42.4%
Program / course only offered at BCIT	23.8%
Program length	20.7%

\* Multiple responses, percentages can sum to >100.0%

**WAS BCIT YOUR FIRST CHOICE? (n = 944)**



**PREFERRED METHOD OF COMMUNICATING WITH BCIT (n = 1,016)**



**PRIOR TO ENROLLING**

**MAIN ACTIVITIES PRIOR TO APPLYING\***

(n=1,049)

Employed	65.3%
University student	17.4%
High school student	15.1%
Travel	12.9%
Unemployed	12.7%
College or Institute student	12.6%
Other	3.9%

\* Multiple responses, percentages can sum to >100.0%

**HOW DID YOU FIRST HEAR ABOUT BCIT?\***

(n = 1,131)

Friend	37.1%
BCIT Website	33.5%
Family member	27.7%
BCIT student / graduate	18.2%
High school counsellor	11.5%
Advertisements	9.4%
BCIT info session	9.0%
High school teacher	8.8%
BCIT brochure	5.0%
BCIT Open House	4.7%
Employer	3.6%
Other	5.6%

\* Multiple responses, percentages can sum to >100.0%

**PERSON(S) IMPACTING ON YOUR DECISION TO APPLY**

	n	%*
Parent	960	61.2%
Spouse / partner	518	59.6%
Friend	913	42.7%
Current or former employer	615	30.3%
High school teacher	631	25.8%
Co-worker	645	25.9%
High school counsellor	615	26.0%

\* Proportion that ticked Very Important or Important

**PRIMARY SOURCE OF FINANCING BCIT EDUCATION (n = 990)**

Support from family	46.6%
Government student loans / grants	21.5%
Personal savings	21.3%
Bank loan / Line of credit	3.2%
Working while attending BCIT	2.7%
Investment income (RESP)	1.7%
Sponsorship	1.0%
Support from employer / agency	0.9%
Scholarship / Award / Bursary	0.8%
Other	0.2%

**OBSTACLES TO PROGRAM COMPLETION**

**FACTORS IMPEDING ON PROGRAM COMPLETION (TOP 5)**

	n	%*
Finances	1,025	38.0%
Employment prospects	946	22.8%
Program difficulty	956	20.8%
Not sure of career choice	954	15.6%
Convenience (transportation)	988	15.1%

\* Proportion that ticked Very Likely or Likely

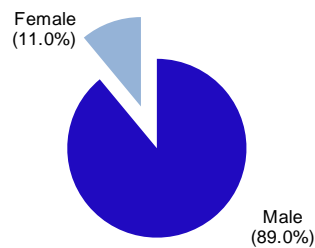
# BCIT Entry Student Survey (Trades) – Results Summary

The 2010 Entry Student Survey (ESS) is a biennial survey targeting full-time Technology and Trades students who commence their program in the Fall term. The survey provides an insight into the decision making process of incoming students, their experiences with BCIT services, as well as their demographic characteristics.

**Response rate:** 37.0% (n= 337)

## DEMOGRAPHICS

### GENDER (n = 318)



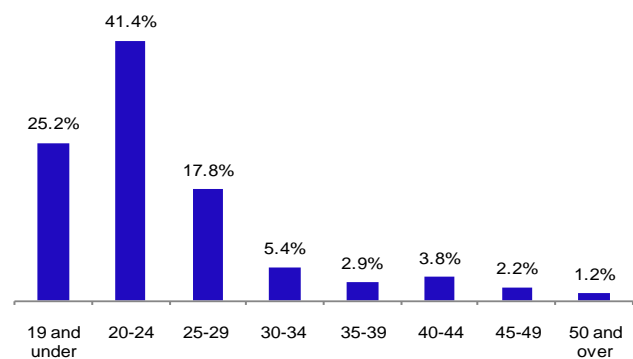
### AREA OF RESIDENCE WHEN APPLYING TO BCIT (TOP 5) (n = 252)

Vancouver	27.0%
Surrey / White Rock / Cloverdale	11.5%
Coquitlam / Port Coquitlam / Port Moody	10.3%
Burnaby / New Westminster	9.5%
Richmond / Delta	8.7%

### HIGHEST LEVEL OF EDUCATION (n = 319)

Less than Grade 12	2.2%
Grade 12	39.2%
Some post-secondary	24.1%
Post-secondary Certificate	12.2%
Post-secondary Diploma	9.7%
Journeyed status	1.6%
Bachelor Degree	7.8%
Professional designation	0.3%
Post-graduate or Professional Degree	0.6%
Other	2.2%

### AGE GROUPINGS (n = 314)



### LANGUAGE SPOKEN AT HOME (n = 320)

English	69.7%
Mandarin	6.9%
Korean	4.7%
Punjabi	3.1%
Tagalog	3.1%
Cantonese	2.5%
Other*	10.0%

\* Includes bi-lingual students

### PLACE OF BIRTH / RESIDENCY STATUS (n = 319)

Born in Canada and both parents born in Canada	45.8%
Born in Canada and only one parent in Canada	11.3%
Born in Canada and neither parent born in Canada	15.7%
Not born in Canada and now a Canadian citizen	14.7%
Landed immigrant / permanent resident	6.0%
Visa student	6.6%
Refugee	0.0%

## EDUCATIONAL INTENTIONS

### WHEN DID YOU EXPLORE THE OPTION OF BCIT? (n = 330)

0 - 5 months prior	26.1%
6 - 11 months prior	29.7%
1 - 2 years prior	31.2%
2+ years prior	13.0%

### WHEN DID YOU DECIDE TO APPLY TO BCIT? (n = 330)

0 - 2 months prior	15.8%
3 - 5 months prior	29.1%
6 - 11 months prior	32.1%
1+ years prior	23.0%

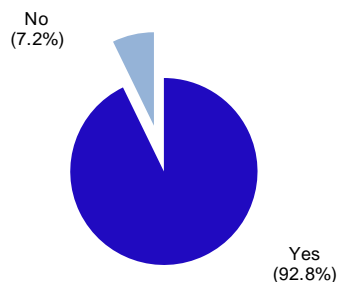
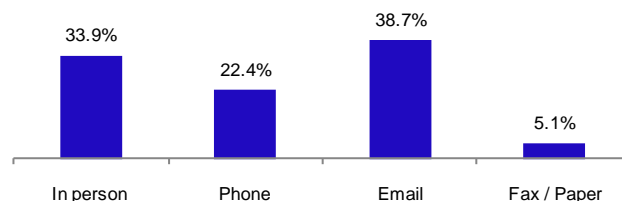
### PRIMARY OBJECTIVE FOR ENROLLING AT BCIT (TOP 3) (n = 336)

Establish a career	60.4%
Change career	10.4%
Other	6.3%

### REASONS FOR CONSIDERING BCIT\* (TOP 5) (n = 337)

Establish a career	52.2%
Reputation	47.5%
Practical training	38.0%
Program / course only offered at BCIT	22.6%
Career advancement / professional development	18.7%

\* Multiple responses, percentages can sum to >100.0%

**WAS BCIT YOUR FIRST CHOICE?** (n = 292)**PREFERRED METHOD OF COMMUNICATING WITH BCIT** (n = 313)**PRIOR TO ENROLLING****MAIN ACTIVITIES PRIOR TO APPLYING\***

(n=314)

Employed	72.0%
Unemployed	17.2%
High school student	12.7%
Travel	8.3%
College or Institute student	6.4%
University student	3.2%
Other	3.2%

\* Multiple responses, percentages can sum to &gt;100.0%

**HOW DID YOU FIRST HEAR ABOUT BCIT?\*** (n = 337)

Friend	37.4%
BCIT Website	30.3%
Family member	27.6%
BCIT student / graduate	17.2%
High school teacher	15.1%
High school counsellor	14.5%
Advertisements	13.9%
BCIT info session	9.2%
BCIT brochure	6.2%
Employer	5.0%
BCIT Open House	4.7%
Other	6.2%

\* Multiple responses, percentages can sum to &gt;100.0%

**PERSON(S) IMPACTING ON YOUR DECISION TO APPLY**

	n	%*
Parent	290	60.3%
Spouse / partner	169	59.2%
Friend	262	37.4%
Current or former employer	200	31.5%
High school teacher	197	23.3%
Co-worker	206	21.9%
High school counsellor	185	20.0%

\* Proportion that ticked Very Important or Important

**PRIMARY SOURCE OF FINANCING BCIT EDUCATION**

(n = 298)

Support from family	48.0%
Personal savings	20.5%
Government student loans / grants	17.4%
Sponsorship	4.0%
Working while attending BCIT	3.4%
Support from employer / agency	2.0%
Scholarship / Award / Bursary	1.3%
Bank loan / Line of credit	1.3%
Investment income (RESP)	1.0%
Other	1.0%

**OBSTACLES TO PROGRAM COMPLETION****FACTORS IMPEDING ON PROGRAM COMPLETION (TOP 5)**

	n	%*
Finances	289	36.0%
Employment prospects	290	20.7%
Not sure of career choice	287	18.1%
Program difficulty	288	17.7%
Convenience (transportation)	293	17.1%

\* Proportion that ticked Very Likely or Likely