

SURVEY OF APPLICANTS FOR FALL 2005

515 responses (16% response rate) to online survey

DEMOGRAPHICS

31%	Live in Coquitlam school district
17%	Live in Burnaby school district
73%	Female
65%	Age 16 - 18
22%	Have some previous postsecondary education
14%	Speak Chinese at home

PROGRAM AND INSTITUTION

38%	Arts and Science
16%	Business
14%	Health
24%	Also applied to SFU
16%	Also applied to UBC
15%	Also applied to Kwantlen
61%	Douglas was first choice

EDUCATIONAL PLANNING

43%	Have "very clear" career goals
34%	Have "very clear" educational goals
59%	Plan to transfer or continue studies at another institution
47%	Intend to complete a full program at Douglas
68%	Hope "a great deal" to be a student this fall at Douglas

"VERY IMPORTANT" FACTORS IN APPLYING TO DOUGLAS

43%	Stepping stone to university
39%	Low tuition fees
34%	Convenient location
28%	Good reputation of programs or institution
26%	Availability of a complete bachelor's degree
24%	Small classes
24%	Good reputation of instructors
19%	Insurance in case not admitted elsewhere
18%	Programs not easily available elsewhere
17%	Encouragement from family and friends
12%	Need only a few specific courses
9%	Educational factors

"VERY GOOD" INITIAL IMPRESSIONS OF DOUGLAS

34%	Friendliness
31%	Helpfulness
27%	Availability of information
27%	Overall quality of service
25%	Promptness
25%	Application and admission process
24%	Organization
22%	Availability of wanted courses

"VERY LIKELY" POTENTIAL DETERRENDS TO ATTENDING DOUGLAS COLLEGE

20%	Admitted elsewhere
9%	Finances
5%	Hard to fit classes with job schedule
3%	Transportation
3%	Not sure of program choice
3%	Not sure I want to be a student right now
1%	Child care
1%	Other family considerations
42%	"Very certain" they will attend Douglas in fall
23%	"Certain" they will attend Douglas in fall